

## HAWAI'I TOURISM AUTHORITY- COUNTY PRODUCT ENRICHMENT PROGRAM

OED administers the Hawai'i Tourism Authority-County Product Enrichment Program (HTA-CPEP) providing grants annually to various O'ahu non-profits. From its inception in 2002, HTA-CPEP has helped diversify and enrich Hawaii's tourism product. Through the HTA-CPEP program, OED develops new and enhances existing community-based tourism events, experiences, attractions, and projects related to agriculture, culture, education, health and wellness, and nature or technology. The program complements Hawaii's traditional resort product and assists in Honolulu's economic diversification.

OED is also working with community and business leaders in Oahu's visitor industry to ensure that efforts are coordinated and reflect the strategy outlined in the O'ahu Strategic Tourism Plan, a comprehensive vision of O'ahu that is attractive to visitors, residents, and businesses. OED also continues to work with travel organizations to support marketing O'ahu as a visitor destination.

### HTA - CPEP PROGRAMS FUNDED IN 2012

Amount	Organization	Program
\$ 10,000.00	Chinese Chamber of Commerce of Hawaii	63rd Narcissus Festival
\$ 15,000.00	C&C DPR	Lei Day Celebration
\$ 20,000.00	DB Productions, Inc	2012 Hawaii International Dragon Boat Festival and Competition, Night in Chinatown
\$ 10,000.00	Epic Sports Foundation	Molokai 2 Oahu Paddleboard Race
\$ 10,000.00	Friends of Waipahu Cultural Garden Park dba Hawaii's Plantation Village	Sharing the Plantation Experience
\$ 5,000.00	Haleiwa Arts Festival	15th Annual Haleiwa Arts Festival
\$ 10,000.00	Hawaii Alliance for Arts Education dba Hawaii Arts Alliance	First Friday Honolulu
\$ 25,000.00	Hawaii Book and Music Festival	Hawaii Book and Music Festival
\$ 10,000.00	Hawaii Farm Bureau Federation	2012 Hawaii State Farm Fair
\$ 20,000.00	Hawaii Korean Chamber of Commerce	Korean Festival

\$ 5,000.00	Hawaii United Okinawa Association	30th Okinawan Festival
\$ 5,000.00	Hawaiian Scottish Association	31st Annual Hawaiian Scottish Festival and Highland Games
\$ 5,000.00	Honolulu Academy of Arts	Regal and Royal Hawaiian Quilts
\$ 10,000.00	Honolulu Culture and Arts District Association	The Arts District's Major Festival Program
\$ 5,000.00	Honolulu Japanese Junior Chamber of Commerce	60th Cherry Blossom Festival
\$ 5,000.00	Japanese Cultural Center of Hawaii	New Year's Ohana Festival and Buddhist Temple Tour
\$ 5,000.00	Kaneohe Business Group	Windward Hoolaulea 2012
\$ 10,000.00	Kapolei Foundation	Hawaii Wine and Food
\$ 5,000.00	KBPA Foundation	Celebrate Kaimuki Kanikapila 2012 Street Fair
\$ 10,000.00	Ki-ho'alu Foundation, Inc.	30th Annual Hawaiian Slack Key Guitar Festival
\$ 5,000.00	Lanakila Pacific	Rice Fest
\$ 5,000.00	Maunalua Communities Foundation	Independence Day at Maunalua Bay
\$ 5,000.00	Moanalua Gardens Foundation	Huaka'i o Kamananui Tours
\$ 5,000.00	Na'alehu Theatre	5th Annual Gabby Pahinui Waimanalo Kanikapila
\$ 5,000.00	North Shore Chamber of Commerce	Taste of Waialua
\$ 15,000.00	Outrigger Duke Kahanmoku Foundation	Duke's OceanFest 2012
\$ 10,000.00	Pacific Aviation Museum Pearl Harbor	Biggest Little Airshow
\$ 15,000.00	Pacific Islands Fisheries Group	2012 Hawaii Fishing and Seafood Festival
\$ 5,000.00	SJ Foundation	10th Annual Waikiki Spam Jam

\$ 5,000.00	Sustain Hawaii	3rd Annual North Shore Taro Festival
\$ 10,000.00	The Filipino Community Center, Inc.	20th Annual Filipino Fiesta
\$ 5,000.00	The Garden Club of Honolulu	Echoes of Rainbows
\$ 10,000.00	The Honolulu Gay and Lesbian Cultural Foundation	Honolulu Rainbow Film Festival
\$ 10,000.00	Ukulele Festival Hawaii	42nd Annual Ukulele Festival
\$ 5,000.00	University of Hawaii	2012 Manoa Jazz & Heritage Festival
\$ 10,000.00	Waimanalo Construction Coalition, Inc.	The Annual Waimanalo Country Fair