



HAWAII TOURISM

AUTHORITY

Hawaii Convention Center
1801 Kalākaua Avenue, Honolulu, Hawaii 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii tourism authority.org

David Y. Ige
Governor

George D. Szigeti
President and Chief Executive Officer

December 24, 2015

The Honorable Ronald D. Kouchi
President
And Members of the Senate
Hawaii State Capitol
415 South Beretania Street Room 409
Honolulu, Hawaii 96813

DEPT. COMM. NO. 140

The Honorable Joseph M. Souki
Speaker
And Members of the House of Representatives
Hawaii State Capitol
415 South Beretania Street Room 431
Honolulu, Hawaii 96813

Dear President Kouchi and Speaker Souki,

The Hawaii Tourism Authority (HTA) continues to make long term commitments towards supporting Hawaii's indigenous culture into the future. As an agency it is a very important part of our mission and is a focus within our strategic plan, demonstrated throughout our programs. Hawaiian culture permeates within all initiatives. We have a fully dedicated position that executes these programs supported by our overall team who work together to ensure that Hawaii's visitor industry supports the State and people of Hawaii. The Hawaiian cultural program and funds invested has grown significantly since its inception and HTA is committed to continuing in this direction.

Pursuant to Act 119, Section 135 the HTA is submitting a listing of Hawaiian cultural programs and funds which were expended during FY 2014-2015 including program names, execution entities and invested amounts. Please note that this list includes programs, projects and events that are primarily of cultural focus and scope and does not include cultural budgets within our brand management contracts where additional funds are spent on cultural programming within our marketing initiatives.

We look forward to providing you with this report on an annual basis to keep you informed on our activities as it relates to continued support of Hawaiian culture within our agency.

If you have questions or need further clarification on any of our programs, please let me know. Mahalo for your continued support.

With Aloha,

George D. Szigeti
President and Chief Executive Office