
HOUSE CONCURRENT RESOLUTION

URGING THE HAWAII TOURISM AUTHORITY TO ADD A STIPULATION TO ITS SIGNATURE EVENT PROGRAM TO REQUIRE THIRTY PERCENT OF FUNDS AWARDED THROUGH THE PROGRAM TO BE USED TO MARKET EVENTS TO OUT-OF-STATE MARKETS.

1 WHEREAS, the Hawaii Tourism Authority's Signature Event
2 Program provides funding that supports major events that
3 showcase Hawaii's unique culture and advance the State's tourism
4 objectives; and

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6 WHEREAS, among the events supported by the Signature Event
7 Program in 2025 were the 43rd Annual Pan-Pacific Festival,
8 Hawai'i Food and Wine Festival, Hawai'i International Film
9 Festival, 53rd Honolulu Marathon, and Hoops in Hawaii Classic;
10 and

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12 WHEREAS, these events typically have broad national and
13 international appeal and can attract visitors and enhance the
14 State's reputation as a premier destination; and

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16 WHEREAS, under the Signature Events Program's program
17 structure, grantees are not required to dedicate a portion of
18 awarded funds toward marketing their events to out-of-state
19 markets, and may instead use grant funds primarily for
20 operational or local purposes; and

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22 WHEREAS, requiring that a portion of funds awarded under
23 the Signature Event Program be used for out-of-state marketing
24 will help ensure that publicly funded events actively contribute
25 to increasing visitor demand and strengthening Hawaii's visitor
26 industry; now, therefore,

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28 BE IT RESOLVED by the House of Representatives of the
29 Thirty-third Legislature of the State of Hawaii, Regular Session



1 of 2026, the Senate concurring, that the Hawaii Tourism
2 Authority is urged to add a stipulation to its Signature Event
3 Program to require thirty percent of funds awarded through the
4 program to be used to market events to out-of-state markets; and
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6 BE IT FURTHER RESOLVED that certified copies of this
7 Concurrent Resolution be transmitted to the Chairperson of the
8 Board of Directors of the Hawaii Tourism Authority and President
9 and Chief Executive Officer of the Hawaii Tourism Authority.
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OFFERED BY:



MAR 12 2026

