



For Immediate Release

April 11, 2013

HTA Release (13-12)

NEWS RELEASE

HTA AWARDS FUNDING TO 40 COMMUNITY-BASED PROJECTS UNDER ITS NATURAL RESOURCES AND KŪKULU OLA: LIVING HAWAIIAN CULTURE PROGRAMS FOR 2013

HONOLULU—The Hawai'i Tourism Authority (HTA), the state's tourism agency, has selected forty (40) community-based projects through an open application process, which will receive funding in 2013 through its Natural Resources Program and Kūkulu Ola – Living Hawaiian Culture Program under its Product Enrichment Program (PEP). (See attached listing of funded projects).

"It is important for us to support programs that protect and perpetuate our people, place and culture," said Mike McCartney, president and CEO of HTA. "As an island state, Hawai'i's natural resources and environment are a precious commodity that make the Hawaiian Islands such a remarkable destination and place to live. And it is our unique culture that differentiates us from the rest of the world. These Product Enrichment Programs allow the HTA to leverage tourism dollars to support community-led initiatives that also create sustainable and authentic experiences for residents and visitors to enjoy."

HTA has partnered with the Hawai'i Community Foundation (HCF) to administer the grant programs and help provide technical assistance to HTA grantees and applicants, including links to new funding sources and workshops to improve grant writing.

"HCF is proud to support the HTA's Product Enrichment Programs, which give back to our community by improving and perpetuating our natural resources and Hawaiian culture," said Kelvin Taketa, HCF president and CEO. "We look forward to sharing our experience and resources with HTA to develop and enhance these programs."

The HTA's Natural Resources Program was established in 2002 to respect, enhance and perpetuate Hawai'i's unique natural resources and environment. From 2003, the HTA has provided \$1 million each year to support efforts that manage, improve and protect Hawai'i's natural environment and areas that are frequented by residents and visitors through the Community-Based Natural Resources Program.

The projects selected under the HTA's Kūkulu Ola – Living Hawaiian Culture Program address the goals and objectives identified in the Hawai'i Tourism Strategic Plan:

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2005-2015 (TSP) for the Hawaiian Culture initiative. The objectives include: strengthening the relationship between the visitor industry and the Hawaiian community; nurturing the Hawaiian culture by creating visitor experiences, activities and marketing programs that are respectful and accurate; and supporting Hawaiian programs and cultural practitioners, craftsmen, musicians and other artists that preserve and perpetuate the Hawaiian culture.

For more information on each of the programs that received funding through HTA's Natural Resources Program and Kūkulu Ola – Living Hawaiian Culture Program, please visit www.hawaii tourism authority.org.

With 97 years of community service, the Hawai'i Community Foundation is the leading philanthropic institution in the state. The Foundation is a steward of more than 600 funds, including more than 170 scholarship funds, created by donors who desire to transform lives and improve communities. In 2012, more than \$45 million in grants and contracts were distributed statewide. The Foundation also serves as a resource on community issues and trends in the nonprofit sector. For more information about the Hawai'i Community Foundation, visit www.hawaii community foundation.org.

Established in 1998, the Hawai'i Tourism Authority, the state's tourism agency, is responsible for strategically managing tourism to optimize benefits for Hawai'i that integrates the interest of visitors, the community and visitor industry. Tourism is our state's leading economic driver and largest employer and the HTA continually works to ensure its sustainability well into the future. For more information on the HTA, please visit www.hawaii tourism authority.org, find us on [Facebook](#) or follow us on [Twitter](#) (@HawaiiHTA).

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2013 Natural Resources Program Awards

Organization	Project Title	Project Goal
Garden Island Resource Conservation and Development, Inc.	Ecotourism Innovations at Makauwahi Cave Reserve	To improve Makauwahi Cave Reserve by enhancing overlooks and trails, controlling invasive non-native trees, constructing safety railings, and developing a self-guide nature trail brochure.
Garden Island Resource Conservation and Development, Inc.	Eco-Tourism: Protecting the Jewels – Kōke‘e & Alaka‘i Access	To remove non-native invasive plants from different ecosystems, utilizing volunteers, and heighten public awareness of the need for community-based management of the wildlife and ecosystems of the Kōke‘e and Alaka‘i regions.
Hawai‘i Conservation Alliance Foundation	Conservation Connections: Uniting our island communities with environmental stewardship opportunities	<i>Conservation Connections</i> will connect visitors, residents, and aspiring natural resource professionals directly with natural resource management and environmental stewardship opportunities in Hawai‘i through the development of a web and mobile accessible tool.
Hawai‘i Ecotourism Association	Moving the HEA Certification Program Forward	To advance the pilot HEA certification and educational outreach program to increase the use of best practices by marine tour operators on Maui and Hawai‘i Island. This will further develop a sustainability evaluation system for various types of tours and activities in Hawai‘i.
Hawai‘i Forest Industry Association	Honolulu Zoo Children's Discovery Forest Phase II	To assist in the completion of Phase II of the Honolulu Zoo Children’s Discovery Forest, a representation of natural systems, creating a scene of

		Hawai'i before arrival of humans. The exhibit will integrate traditional Hawaiian forest ecosystems, forest stewardship opportunities, and innovative land-based education for residents and visitors.
Hawai'i Wildlife Fund	Ho'okuleana: Ho'okipa Honu	To safeguard Ho'okipa Beach Park's sea turtles by launching a research, education, and sea turtle protection project that will benefit visitors and residents.
Hi'ipaka, LLC	Waimea Valley Native Forest Restoration Project	To restore the native integrity, diversity and viability of the ecosystem in the most intact native forest in Waimea Valley through the installation of fencing, removal of ungulates and invasive tree and plant species, and the establishment of a restoration education program.
Ho'ala Aina Kupono Corporation	Aloha Kahana	To complete reforestation and restoration of Native Hawaiian and Polynesian plants at various sites in Kahana Valley by clearing invasive species, planting native plants, and conducting monthly workshops for visitors to Kahana.
Hoaloha 'Āina <i>(Fiscally Sponsored by Tri-Isle Resource Conservation and Development Council, Inc.)</i>	Kama'ole I & II Dune Walkovers	To build two ADA-compliant dune walkovers at Kama'ole Beach Parks to protect the natural dune and marine environmental resources while still allowing convenient public access to the popular beaches.
Hui Aloha Kīhōlo	Kīhōlo Bay Interpretive Center Enhancements	To develop and operate the Kīhōlo Bay Interpretive Center through renovation work;

		constructing and installing interpretive displays; development of a volunteer docent program; and hiring of interpretive staff.
Hui O Laka - Kokee Natural History Museum	Kokua Koke'e 2013: Partnering to Protect our Parks	To restore and maintain front country trails, roadsides, and public amenities in Waimea Canyon and Kōke'e State Park.
Island Connect Consulting LLC	Ocean Aware Hawai'i	To expand the Ocean Awareness Training program, which enhances awareness and promotes responsible use and increased stewardship of Hawai'i's marine and coastal resources.
Ka 'Ahahui o Ka Nāhelehele	Ouli Park Management Planning and Development	To develop a community-based planning process for the establishment of a passive streamside County nature park at the gateway to Waimea (Kamuela) on the Island of Hawai'i.
Ka Honua Momona International	No Kākou Ke Kuleana	To engage Moloka'i residents and visitors in the restoration of two ancient Hawaiian fishponds through monthly community work days; removal of invasive species and maintenance of critical native species habitat; and creating and implementing culturally-appropriate materials and programs.
Kailua Sailboards and Kayaks, Inc.	The Kailua Bay Learning Center	To assist in the development of the Kailua Bay Learning Center that will educate visitors and residents on the preservation and sustainable use of Kailua Bay.
Ka'u Chamber of Commerce	Interpretive Signs	To create two interpretive signs

	at Pali o Kulani Scenic Point	explaining the story behind the scenery and the growth of plant life on new lava at the Scenic Point overlooking the Pali o Kulani and South Point in the Ka'ū District on Hawai'i Island.
Kōkua Kalihi Valley Comprehensive Family Services	Ho'oulu 'Āina: Koa 'Āina	To restore Kalihi's upland forests by protecting native plants from encroachment of invasive flora, fortifying access trails, and reintroducing native plants. This will promote the health and well-being of the Kalihi Valley community.
Mālama Na 'Apapa	Kaua'i Marine Debris Removal and Awareness Project	To reduce the impact of marine debris on Kaua'i's natural resources by removing 10 metric tons of debris and recycling at least 6 metric tons of it at HPower.
Mālama Na Honu	Mālama na Honu Education and Conservation Project #5	To protect Hawaiian green sea turtles through education, public awareness, and conversation at Laniakea Beach on the North Shore of O'ahu.
Mana Maoli	Kupa Aina o Makiki Project	To create cultural interpretive signage fostering a Hawaiian sense of place and focusing on a culture and community-based environmental ethic related to Makiki Valley watershed.
Po'ipū Beach Foundation, Inc.	Kōloa Heritage Trail 2013	To landscape and maintain the Heritage Trail in the Kōloa-Po'ipū Region of Kaua'i, while providing information and awareness to visitors and residents on the area's cultural, geographic, and environmental history.
State of Hawai'i - Division of Forestry and Wildlife	Ho'ōla: Revitalizing our Native Gardens	To foster sustainability and aloha 'āina through education,

		restoration, and volunteer opportunities at Ke'anae Arboretum on Maui and Kalanimoku Native Gardens in downtown Honolulu.
The Friends of the D.T. Fleming Arboretum	Pahana Ho'ola - Seeds of Hope 2013	To provide educational programs to Hawai'i's residents and visitors to learn, value, and actively participate in the care and perpetuation of Hawai'i's natural resources, history, culture, and resource site Pu'u Mahoe.
Tri-Isle Resource Conservation and Development Council	Early detection and rapid response to invasive pests on Oahu	The O'ahu Invasive Species Committee will conduct key industry outreach, survey and control of recently arrived, high-threat invasive species, including coqui frogs and Little Fire Ants, on the island of O'ahu.
Tri-Isle Resource Conservation and Development Council	East Maui Watershed Partnership	To pilot 12 East Maui Environmental Interpretation Trainings presented by an Environmental Education Team made up of representatives from East Maui Watershed Partnership, Maui Invasive Species Committee, and Maui Forest Bird Recovery Project.
University of Hawai'i - Office of Research Services Hawai'i Ant Lab	Mitigating the Impacts of Stinging Ants at Hilo Beach parks and Pana'ewa Zoo	To protect public access natural resource areas managed by the County of Hawai'i from infestations of the Little Fire Ant; improve visitor experiences by managing risks of being stung; train control techniques to staff; and develop a management system to be integrated with other maintenance activities.
Volcano Art Center	Volcano Rainforest	To help protect and restore the

	Restoration & Education	fragile native rain forest ecosystems of the Volcano area; to pass on knowledge to visitors, newcomers, and residents about the value of the native forests; and to share this valuable resource with the public that encourages sustainable tourism and promotes interactive land stewardship.
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2013 Kūkulu Ola – Living Hawaiian Culture Program Awards

Organization	Project Title	Project Goal
Bishop Museum	Traditions of the Pacific, 2013	To support Bishop Museum’s <i>Traditions of the Pacific</i> , a monthly educational program that explores the natural and cultural histories of Hawai’i and the Pacific through dynamic lectures, workshops, field trips, and films.
Friends of Moku’ula, Inc.	Moku’ula Public Archaeology Project	To improve historic recreational opportunities and programming in Lahaina, while ensuring protection of the natural and cultural site of Moku’ula.
Hawai’i Book & Music Festival	The Alana Program	To honor and celebrate contemporary expressions of Hawaiian culture through hula, music, and panel sessions during the Hawai’i Book & Music Festival.
Hawai’i Conservation Alliance Foundation (HCAF)	Ka ‘Ai Puni: A Multi-sensory Hawaiian Cultural Experience	As part of Hawai’i Conservation Alliance’s Annual Conference, <i>Ka ‘Ai Puni</i> , will provide interactive Hawaiian arts and cultural events that integrate Native Hawaiian practices and knowledge systems with contemporary conservation

		efforts to achieve sustainable communities and healthy environments.
Hawai'i Homegrown Food Network <i>(Fiscally sponsored by Big Island Conservation and Development Council)</i>	Ho'oulu ka 'Ulu - Breadfruit Festival Takes Root	To revitalize 'ulu (breadfruit) as an attractive, nutritious, abundant, affordable, and culturally appropriate food that addresses modern food security challenges. 2013 'Ulu Festivals to take place on Hawai'i Island and Kaua'i.
Hawai'i Maoli	O'ahu Ahupua'a Boundary Marker Project, Phase 2	Phase 2 of the O'ahu Ahupua'a Boundary Marker Project will install ahupua'a boundary markers within the moku of 'Ewa, Waialua, and Ko'olauloa to identify the physical boundaries of traditional Hawaiian ahupua'a land divisions recognized by the ali'i of the Kingdom of Hawai'i.
Hula Preservation Society	Preserving the Past, Sharing the Future	To educate and inspire Hawai'i residents and visitors by sharing the under-heard stories of Kumu Hula, musicians, and composers who impacted Hawaiian culture in profound ways during the Hawaiian Renaissance.
Ka 'Ohana O Kalaupapa	Kalaupapa Traveling Exhibit	To depict the history of the lives of people, at least 90% whom were Native Hawaiian, forcibly sent to Kalaupapa because of government policies related to leprosy through a traveling exhibit and workshops held on various islands and on the U.S. mainland.
Mālama Learning Center	Integrating Hawaiian Cultural Practices Within Mākeke Kapolei:	To build awareness of, and respect and appreciation for, sustainable Hawaiian cultural practices among residents and

	Ma Ka Hāna Ka 'Ike, E Ho'omau	visitors attending Mākeke Kapolei, a weekly farmers' and green market at Kapolei High School.
National Tropical Botanical Garden (NTBG)	Interpreting Hawaiian Life in the Canoe Garden	To develop and implement a permanent exhibit within NTBG's McBryde Garden by transforming the Canoe Garden into a visitor-friendly Hawaiian culture tourist destination spot that is authentic, accurate, and respectful.
Pacific American Foundation	Aloha 'Aina: Waikalua Loko	To restore, preserve, and revitalize Waikalua Loko, an ancient Hawaiian fishpond and important cultural resource, through education, stewardship, and restoration.
Pa'i Foundation	MAMo: Maoli Arts Month 2013	MAMo: Maoli Arts Month 2013 will create economic opportunities for native Hawaiian visual and performing artists and cultural practitioners through gallery and art shows on O'ahu and Hawai'i Island.
University of Hawai'i - Hilo 'Imiloa Astronomy Center	Hula Enrichment Programming at 'Imiloa	The hula enrichment programming at 'Imiloa Astronomy Center strives to impact the niche of cultural tourism related to Hawai'i's host culture, providing enriching experiences and insights into the history, art, customs, and traditions of our islands as they relate to hula.