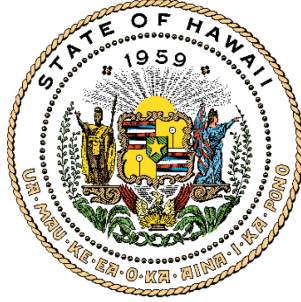




STATE OF HAWAII
KA MOKU 'ĀINA O HAWAII

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DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM
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**HAWAII TOURISM AUTHORITY INVITES APPLICATIONS FOR ITS
NEXT ROUND OF COMMUNITY PARTNERSHIP PROGRAMS**

*RFPs are now Open for Local Events, Community-based Projects and Programs
Supporting Culture and Community Experiences Across Hawaii*

FOR IMMEDIATE RELEASE

April 14, 2026

HONOLULU — The Hawaii Tourism Authority (HTA) invites eligible organizations to submit proposals for its Signature Events, Community Enrichment Program and Kūkulu Ola initiatives, which support major festivals and sporting events, community-driven experiences and programs that preserve and perpetuate Native Hawaiian culture.

Online applications are now open for projects scheduled to take place between July and December 2026. All proposals must be submitted by May 7 to be considered for this round.

“These programs support the community-based organizations, cultural practitioners and events that help keep Hawai‘i’s culture and communities strong,” said Caroline Anderson, interim president and CEO of HTA. “They are an investment in the people and places that shape Hawai‘i’s identity and in experiences that are meaningful for residents and visitors.”

HTA is accepting proposals for the following programs:

- **Signature Events:** Supports major festivals and sporting events that align with Hawai‘i’s destination image and enhance Hawai‘i’s globally competitive brand. Visitors travel across the globe to attend Signature Events, so they tend to be large-scale and use extensive national and international marketing.
- **Community Enrichment Program (CEP):** Provides funding support for unique, authentic experiences developed by the community for residents and visitors to enjoy. Eligible projects include those focused on agriculture, culture, culinary, education, health and wellness, nature, sports and ‘voluntourism.’
- **Kūkulu Ola:** Supports community initiatives, programs and cultural practitioners that preserve and perpetuate Native Hawaiian culture. It includes support for craftspeople, musicians, linguists and other artists in resort areas and harbors statewide, to help share Native Hawaiian culture in ways that are respectful, accurate, inviting and educational for visitors.

To assist prospective applicants, HTA will host a virtual community information session on Thursday, April 16, from 3-4 p.m. The session will cover details about each program, funding levels, the application process and tips for creating a strong proposal.

Proposals must be submitted through HTA’s ‘Umeke portal, which is administered by Kilohana. For detailed program descriptions, application requirements and the link to attend the virtual session, visit kilohana.com/umeke.

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About the Hawai‘i Tourism Authority

The Hawai‘i Tourism Authority is the state agency responsible for representing the Hawaiian Islands around the world — and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources and visitor industry needs. HTA works with the community and industry to mālama Hawai‘i — care for our beloved home. For more information about HTA, visit hawaiiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#) and [X](#).

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