



Hawai'i Tourism Authority

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NEWS RELEASE

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HTA AWARDS \$620,000 TO 25 ORGANIZATIONS THAT HONOR AND PERPETUATE HAWAIIAN CULTURE

HONOLULU—The Hawai'i Tourism Authority (HTA), the state agency for tourism, has announced the selection of 25 organizations that will receive funding through its Kūkulu Ola – Living Hawaiian Culture Program.

“Hawaiian culture is what differentiates Hawai'i from other destinations around the world,” said Lloyd Unebasami, HTA interim president and chief executive officer. “Even with our current budget constraints, the HTA understands the importance of continuing to support programs that honor and perpetuate Hawaiian Culture for our visitors and residents.”

The programs were chosen by the HTA and its Hawaiian Cultural Program Advisory Council (HCPAC), on criteria designed to address the goal and objectives identified in the *Hawai'i Tourism Strategic Plan: 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.

Free statewide workshops were conducted last year by the Council for Native Hawaiian Advancement (CNHA) to provide potential applicants with technical assistance and training that explained the objectives of the Kūkulu Ola – HTA Living Hawaiian Culture Program, including the application and award process.

The Hawai‘i Tourism Authority (HTA), the state’s tourism agency, was created in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai‘i tourism in a sustainable manner consistent with our economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. For more information on the HTA, please visit www.hawaiitourismauthority.org.

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Organization	Project/ Program Title	Project /Program Description	Island (s)
'Ahahui Mālama I Ka Lōkahi	E Mālama O Ulupō	The major goals of this project are to develop a training program and guidebook for docents and tour guides at Ulupō Heiau (shrine), located in Kailua, O'ahu, and to prepare materials to assist with this training and visitation of this site. The Heiau averages over 200 visitors a week. Therefore, historically accurate and culturally appropriate information is essential.	O'ahu
'Ao'ao O Nā Loko I'a O Maui	Kō'ie'ie Fishpond- Revitalizing a Wall...Revitalizing a Culture...	The main goal of this project is the physical restoration and reconstruction of one of the Kō'ie'ie Fishpond's walls. Kō'ie'ie is the only fishpond on Maui and over 5,000 visitors and residents use it yearly for recreational and traditional purposes.	Maui
Bishop Museum	Nā Kukui a Pauahi: Bishop Museum's Hawaiian Hall Docent Program	This program will recruit and train docents to guide visitors through the newly restored Hawaiian Hall at the Bishop Museum on O'ahu, scheduled to open in August 2009. Visitors will be educated on the historical facts of Native Hawai'i through a cultural lens.	O'ahu
Edith Kanaka'ole Foundation	Ho'oku'i Kaumana: Native Voices Conference	A gathering of kūpuna (elders) from Hawai'i and around the world to address issues of sustainability – culture, language, practices and belief systems of Native Hawaiians and native communities throughout the world.	Hawai'i
Friends of Moku'ula, Inc.	Ka 'I'imi 'Ike	The goal of this project is to initiate archaeology data recovery at Moku'ula, Maui, a sacred sanctuary for Hawaiian Ali'i (chiefs) from the 14 th to 19 th centuries. The focuses for this year's program are data recovery, laboratory analysis of recovered cultural materials, and data reporting of a portion of the area's retaining wall.	Maui
Hāna Cultural Center	Hāna's Past with Hāna's People	This program is held at the Hāna Cultural Center in Maui and includes demonstration of Hawaiian crafts and culture, a biweekly storytelling interaction between keiki and kūpuna, and a quarterly collaboration of Hāna's craftspeople to support and promote authentic Hawaiian products and art.	Maui

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Hawaiian Sailing Canoe Association	HSCA 2009 Huaka'i	This event takes place statewide over a span of six months, and all experiences are related to the Hawaiian sailing canoe and free to visitors and residents. Highlights of the program include stargazing workshops, a rigging and knot clinic, traditional and modern canoe building techniques and tools, and canoe rides.	Statewide
Ho'omaikai LLC	Mālama Ulu Hala	This project is committed to perpetuating the craft of 'ulana hala (weaving hala) through a series of free demonstrative workshops held at Nā Mea Hawai'i in Kaka'ako, O'ahu and a four day immersion experience held at the Kahumana Retreat Center in Wai'anae, O'ahu.	O'ahu
Hula Preservation Society	E Ulu Pono I Nā Hula Makamae	This educational program is a result of a collaborative effort between two organizations based in Ko'olau, O'ahu. The Hula Preservation Society and Hakipu'u Learning Center (Hawaiian culture-based charter school) will work together to teach students three rare ancient hula – Hula 'Ohe (nose-flute hula), Hula Papa Hehi (treadle board hula) and Hula Ki'i (hula with an image).	O'ahu
Ipu Lani, Inc.	2009 Ipu Workshop Series	This project will educate the community and visitors about the Ipu through a series of workshops held at the Ipu Lani Farm in Captain Cook, Hawai'i. It will be open to all visitors, youth groups and residents of Hawai'i.	Hawai'i
Juniroa Productions, Inc.	2009 Merrie Monarch Festival Broadcast in High Defintion	The goal of this project is to broadcast the Merrie Monarch Hula Festival in high definition. Producing this event in high definition will create a high standard of television broadcast which will attract international viewership through a global distribution, thereby reaching a whole new population. Through this educational viewing experience the perpetuation of hula, Hawaiian arts and culture and the interest and respect for the Hawaiian community will flourish.	O'ahu

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Ka 'Aha Hui Na'auao	Ka Papa 'Oihana: Perpetuating Traditional Hawaiian Knowledge, Culture & Natural Resources	This project perpetuates the rare Hawaiian crafts of thatched hale (house) construction and carving of wood sculptures. Workshops will be held at Waimea Valley Park on O'ahu and are open to all with spaces reserved for Native Hawaiian "at risk" students.	O'ahu
Ka Waihona O Ka Na'auao PCS	Kaiaulu Gifted & Talented 'Ukulele Group	This project showcases the Hawaiian community's youth through Hawaiian musical presentations with the 'ukulele at different venues across O'ahu. Along with singing and playing, the group also performs dramatizations of Hawaiian legends and history. The youth are students of Ka Waihona O Ka Na'auao Public Charter School located in Nānākuli, O'ahu.	O'ahu
Kanuikapono PCS	Project Ho'okipa	The students from Kanuikapono Public Charter School on Kaua'i are creating a cultural "do's and don't's" visitors guide to raise awareness about island sites that are culturally significant. The visitor guide will also feature best "eats," family fun activities, and student art projects.	Kaua'i
Kapi'olani Community College	Supervising with Aloha	This project is an extension of the Ho'okipa Me Ke Aloha Program (customer service with Aloha) currently offered to front-line industry employees. The new project includes curriculum and workshops to teach front-line supervisors and managers in Hawai'i's service industries about how to successfully implement their various responsibilities through a Hawaiian-based foundation, ensuring a business model of management that derives its values from the host culture.	O'ahu
Ke Kula 'O Nāwahīkalani'ōpū'u	Māhu'ilani: A Holistic Performing Arts Program	This project supports a holistic performing arts program at a Hawaiian education laboratory school on Hawai'i Island: Ke Kula 'O Nāwahīkalani'ōpū'u. Through this program, students will perpetuate Hawaiian hīmeni (singing), oli (chanting) and Hula (dance), all of which are taught through the medium of the Hawaiian language.	Hawai'i

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Kīpahulu ‘Ohana, Inc.	Kapahu Living Farms	This project supports the restoration and planting of culturally significant crops from the Kapahu Living Farm located in Haleakalā National Park on Maui. This project has also been expanded to include educational and cultural activities with local school and visitor groups.	Maui
Lālākea Foundation	Planning for Ka ‘Aha Hula O Hālauaola 2009	This world hula conference which is held every four years, is scheduled for July 2009 in Kapālama, O‘ahu at Kamehameha Schools. Festival organizers anticipate many practitioners to gather from across Hawai‘i and around the world to participate in workshops, presentations and events.	Statewide
Moku ‘O Keawe Foundation	Moku ‘O Keawe International Festival	This festival is a multi-day competitive and educational celebration of hula and hula arts which will be held at the Waikoloa Beach Resort. The festival highlights are a hula competition between Hālau from Hawai‘i, Japan and Tahiti, cultural arts workshops, and a marketplace showcasing fine arts and artisans.	Hawai‘i
National Tropical Botanical Garden	Pi‘ilanihale Historic Preservation Initiative	This initiative will protect Pi‘ilanihale Heiau (shrine) and the immediate surrounding areas. This will be accomplished through physical Heiau maintenance, cultural oversight, and the establishment of an interpretive program.	Maui
PA‘I Foundation	MAMo: Maoli Arts Month 2009	This 4 th annual month-long celebration which showcases Native Hawaiian arts and artists, will be held in May 2009. The event will feature Native Hawaiian artists demonstrating and displaying their works in different venues throughout the island of O‘ahu. Highlights include a wearable art show, a fashion show featuring some of Hawai‘i’s finest textile designers, a keiki art festival, and a Native Hawaiian arts market.	O‘ahu

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Pacific American Foundation	Cultural Leadership Training through Stewardship of the Loko I'a	The goal of this project is to train teachers from O'ahu's Windward District on Loko I'a (fishpond) curriculum including cultural awareness and stewardship practices for the Waikalua fishpond. The teachers will pass on this knowledge to students and train them to become docents of the Loko I'a to ensure proper care and use of the pond by the community.	O'ahu
Papahana Kuaola	Moloka'i Stream Study	This project will develop and teach a Hawai'i stream curriculum in the English and Hawaiian languages that incorporates scientific inquiry and a Hawaiian cultural perspective to students from Moloka'i's Kaunakakai Elementary School. Students will then acquire the necessary knowledge and skills to become responsible stewards of Hawai'i's environment and ecosystem.	Moloka'i
Wai'anae Coast Coalition	Destination 96792	This project which consists of several events in 2009 aims to educate residents and visitors about O'ahu's Wai'anae area through festivals that highlight the Native Hawaiian language, music, arts, Hawaiian legends and workshops on ancient navigation techniques.	O'ahu
Young Women's Christian Association of O'ahu	Kokokahi Cultural Learning Center	This project which provides hands-on culturally-based workshops that communicate Native Hawaiian values through a culturally based experience is open to all YWCA members, visitor industry workers and families. Workshop topics include 'ohe kāpala (bamboo stamps), Waikalua loko i'a (fishpond) and aloha 'āina (love of the land). The center is located within the YWCA in Kāne'ōhe, O'ahu.	O'ahu