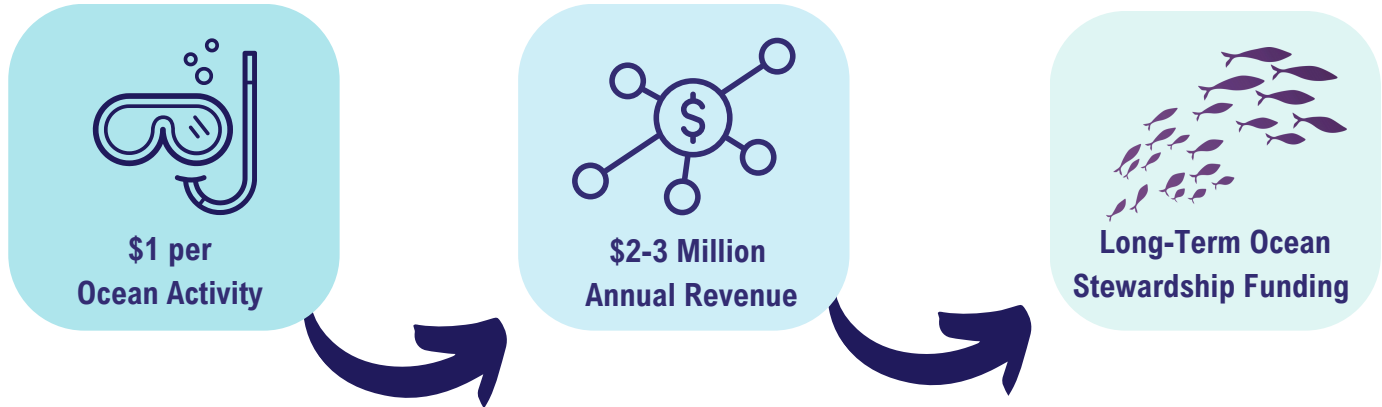


# Aloha i ke Kai

HAWAI'I OCEAN STEWARDSHIP FEE PROGRAM

**Aloha i ke Kai** - the Hawai'i Ocean Stewardship Fee Program is a sustainable funding solution led by the Department of Land and Natural Resources (DLNR), Division of Aquatic Resources (DAR) to support marine stewardship initiatives via direct investment from ocean users. Pursuant to Act 46 (2021), in January 2024 the DLNR-DAR began collecting \$1 per ocean user participating in a commercial ocean recreation activities. DLNR-DAR anticipates between two and three million dollars of annual revenue generated for diverse marine stewardship projects.



**Fee Collection** - All ocean activity commercial operators charge customers and passengers a \$1 ocean stewardship fee. This fee is then transferred to the DLNR-DAR via an online payment portal. Ocean activities include underwater experiences (such as snorkel, SCUBA, and Manta Ray tours), on-ocean experiences (such as whale watching, catamaran cruises, fishing charters and dinner cruises), and on-water craft experiences (such as surfing, jet-skis, and guided kayak tours).

## Aloha i ke Kai Spend Plan

The Aloha i ke Kai program intends to catalyze long term funding commitments to support local stewardship and conservation practices that benefit ocean users and Hawai'i communities. These funds will support ongoing DLNR-DAR projects and new initiatives associated with Aloha i ke Kai. The spend plan pie chart to the right lists intended project allocations:

- 25% Statewide Day Use Mooring Buoy
- 20% Community Stewardship
- 20% Coral Reef Restoration
- 10% Improving Coastal Water Quality
- 10% Education and Outreach
- 5% Marine Invasive Species Management
- 5% Commercial Operator Stewardship
- 5% Marine Debris Prevention, Response, and Mitigation



## Make a Donation Today!

Contribute to the revenue generated for the diverse array of projects in the Aloha i ke Kai program through a donation.

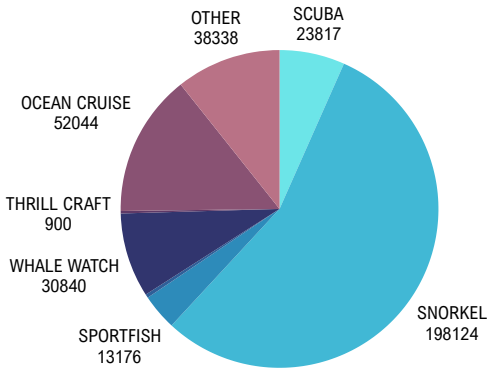


# Revenue Generated to Date: \$1,501,335.00

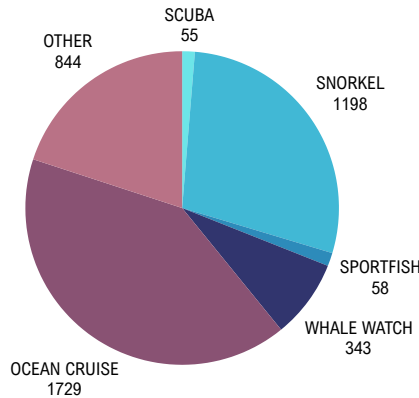
January 2024 - August 2024

**Statewide Revenue and Usership by Island and by Activity** - Represents funds collected from all islands from January 1st 2024 to August 31st 2024. The bar graph represents each Island's revenue generation. The pie charts break down each Island's usership by ocean recreation activity.

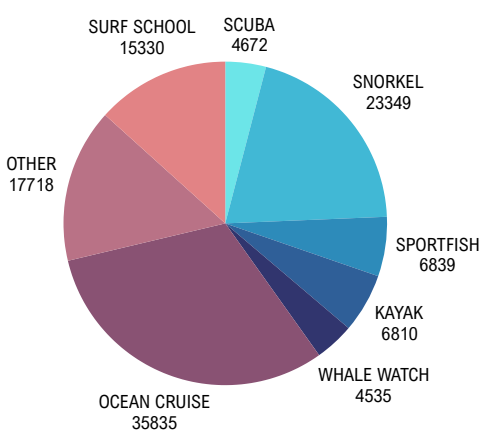
## Hawai'i Island



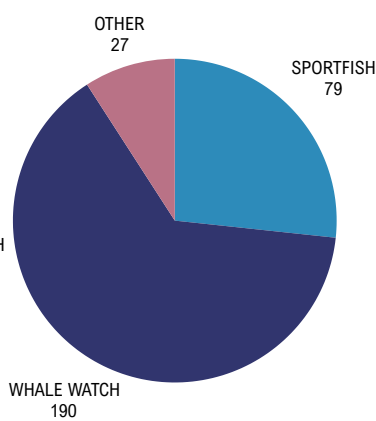
## Lāna'i



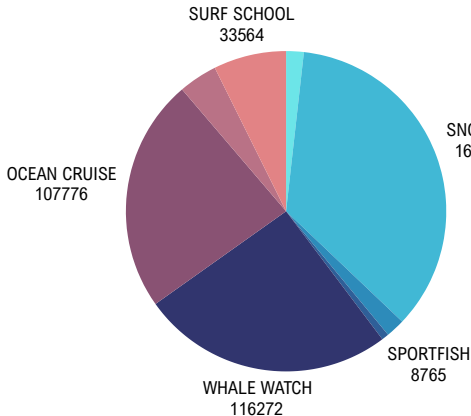
## Kaua'i



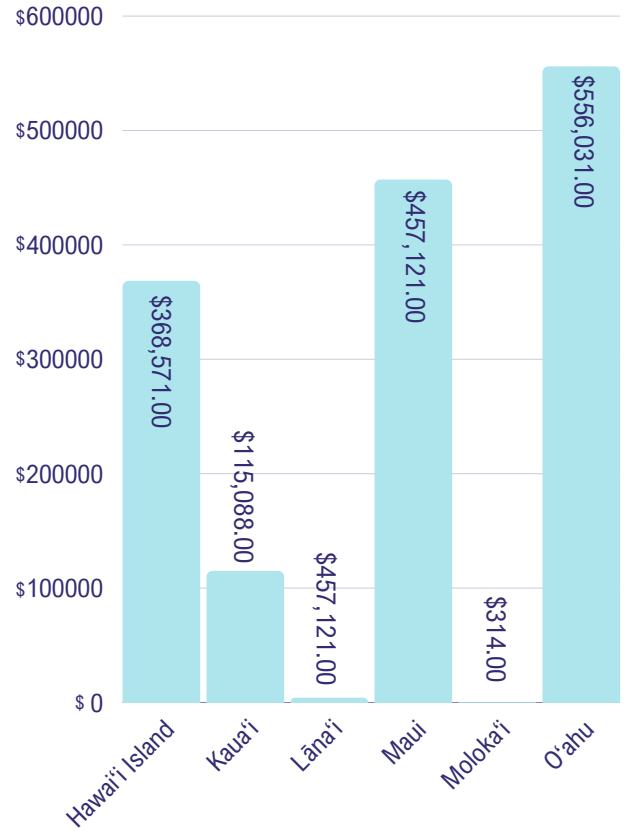
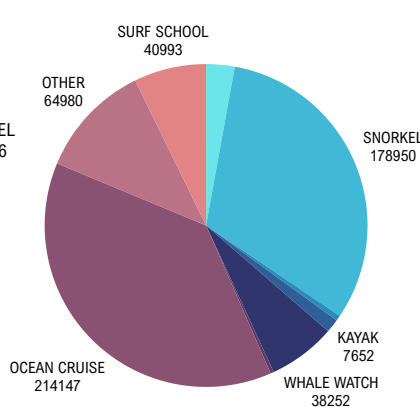
## Moloka'i



## Maui



## O'ahu



## Next Steps for Aloha i ke Kai

- Build relationships with commercial operators to promote Aloha i ke Kai program and marine stewardship initiatives with visitor industry
- Host diverse stakeholder group meetings to identify place-based marine stewardship projects for funding
- Produce annual project report communicating project updates such as total revenue generated and projects funded

**Image Credits:** Mana Means, Stephanie Chang Design Ink, Bert Weeks, Division of Aquatic Resources, Mark Lee, Malama Kai Foundation, Kim Moa



**Website:** [DLNR.hawaii.gov/AlohaKeKai](https://DLNR.hawaii.gov/AlohaKeKai)  
**Payment Portal:** [AlohaKeKai.Hawaii.gov](https://AlohaKeKai.Hawaii.gov)  
**Phone:** (808) 587-0100  
**Email:** [AlohaKeKai@hawaii.gov](mailto:AlohaKeKai@hawaii.gov)

