

Malama Waikiki

The Newsletter of the Waikiki Business Improvement District Association



Aloha! The Waikiki Business Improvement District Association (WBIDA) was happy to announce several new projects during FY 2006 which not only enhance the appearance and safety of Waikiki, but encompass the broader community and create new and valuable partnerships. We welcomed Goodwill Industries of Hawaii, Inc., the new custodial services contractor for the district; entered into a new partnership with the Honolulu Police Department for enhanced patrols along Kalakaua Avenue; and continued to work with the University of Hawaii on research projects to assist us in improving our program services.

My tenure as Chair of the WBIDA Board of Director ends with the publication of this report for FY 2006. Mahalo to the many organizations and individuals who have assisted us since services were launched in March 2001. Without your support and collaboration, our accomplishments would not have been possible.

Eric J. Masutomi, Chair
WBIDA Board of Directors

FY 2006 Highlights

During FY 2006, the Waikiki Business Improvement District Association (WBIDA) continued its efforts to improve the efficiency and effectiveness of services provided in the District, and also extended its reach into the broader community through the following partnerships and special projects.

- In keeping with its philosophy to advance, whenever possible, broader community betterment objectives, the WBIDA Board of Directors authorized the reconfiguration of the Streetscape Maintenance Services Program. Effective December 1, 2005, WBIDA entered into an agreement with Goodwill Industries of Hawaii (Goodwill) to provide custodial services for the District through a unique Work Training/Work Experience Program. By embarking on this partnership with Goodwill, WBIDA will be able to broaden its effectiveness in not only meeting its primary Waikiki



beautification objectives, but also assisting the Goodwill organization fulfill its mission of providing job training and employment services to people with various barriers to employment.

- As part of its normal duties, WBIDA cleans the publication racks located in the Primary Service Area (Precinct 1) of the Waikiki BID on a daily basis. These responsibilities expanded effective July 1, 2006, through an agreement with the City for WBIDA to provide weekly cleaning of publication racks located in Precincts 2 and 3, and maintain and repair all publication racks in the District. The latter includes repainting or replacing damaged rack covers.



- WBIDA continued working with the University of Hawaii, Department of Urban and Regional Planning on the Waikiki Sidewalk Study that was initiated in FY 2005 to collect relevant data and information on the use, condition, problems and concerns related to pedestrian flow, congestion, and safety of Waikiki sidewalks. The study is a multi-phased research effort that will continue through FY 2007. Results to date are being used to support the following ongoing WBIDA program activities:
 - Review of public space ordinances regulating activities on Waikiki sidewalks, including development of a street performer ordinance; and
 - Placement of public improvements on sidewalks (e.g., recycle receptacles, street furniture, signage, additional landscaping).
- Based on findings regarding the impact of street performer activities on pedestrian safety from the first phase of the aforementioned Waikiki Sidewalk Study, the WBIDA Public Space Management/ Security Program Committee worked with the Honolulu Police Department (HPD), the Departments of the Prosecuting Attorney and Corporation Counsel, and the Honolulu City Council to develop an ordinance relating to street performing, the only activity on Waikiki sidewalks that remains unregulated. The proposed ordinance was enacted by the Honolulu City Council in December 2005,



and subsequently vetoed by the Mayor of Honolulu who offered an alternative approach. WBIDA will continue to work with the relevant City officials to find a means of regulating this activity that will be acceptable to all concerned parties.

- With respect to the regulation of activities on Waikiki sidewalks, WBIDA donated \$75,000.00 to the Honolulu Police Department, District 6, to provide enhanced patrols of the public sidewalks along Kalakaua Avenue during the second half of FY 2006. This represents a shift from total WBIDA reliance on private security services to increased partnering

with HPD. Special teams of uniformed and undercover HPD officers will focus on enforcement of the ordinances regulating sidewalk activities such as peddling, soliciting with animals and soliciting for prostitution in an effort to improve public safety, and the pedestrian experience.

- With the assistance of the WBIDA Public Improvements Program Committee and a Design Advisory Group comprised of government, business and community representatives, the design of a new WBIDA identity/logo has been completed, and work continues on designing welcome signage, and a Waikiki BID map for inclusion on redesigned publication racks.



Special Assessment Rate for FY 2007

The special assessment rate proposed for Precinct 1 is 43 cents per \$1,000 of assessed value of property. Cost savings accumulated from FY 2006 combined with a 13.5 percent increase in total valuation of all WBIDA properties as of October 2005 (the basis for FY 2007 assessments), allows for a two-cent rate decrease from the prior year.

Precinct	FY 2006 Rate	FY 2007 Rate
1 (a)	.45	.43
2 (b)	.15	.1433
3 (c)	.1125	.1075

Notes

- Per \$1,000 assessed value of property
- 33 and 1/3 percent of Precinct 1 rate
- 25 percent of Precinct 1 rate

In accordance with Section 36-3.2(a), Revised Ordinances of Honolulu (1990), at the WBIDA Annual Membership Meeting held on May 25, 2006, the WBIDA membership authorized a rate of 43 cents per \$1,000 assessed value for properties in Precinct 1 for FY 2007. The table summarizes the rate schedule approved by the WBIDA membership.

FY 2006 Financial Report¹

STATEMENT OF ACTIVITIES
For the Year Ended June 30, 2006
 (With Comparative Totals for the Year Ended June 30, 2005)

	<u>2006</u>	<u>2005</u>
CHANGES IN UNRESTRICTED NET ASSETS		
Revenue and support		
Member assessments	\$1,675,015	\$1,734,244
Publication rack maintenance	49,200	-
Interest income	14,954	7,360
Total revenue and support	<u>1,739,169</u>	<u>1,741,604</u>
Expenses		
Program services	1,483,082	1,311,985
Management and general	50,266	94,071
Total expenses	<u>1,533,348</u>	<u>1,406,056</u>
INCREASE IN NET ASSETS	205,821	335,548
NET ASSETS – Beginning of year	<u>670,164</u>	<u>334,616</u>
NET ASSETS – End of year	<u>\$ 875,985</u>	<u>\$ 670,164</u>

STATEMENT OF FINANCIAL POSITION
As of June 30, 2006
 (With Comparative Totals as of June 30, 2005)

	<u>2006</u>	<u>2005</u>
ASSETS		
CURRENT ASSETS		
Cash (including interest-bearing accounts)	\$971,905	\$761,777
Assessments receivable – net	12,727	1,480
Prepaid expenses	3,989	3,922
Total current assets	<u>988,621</u>	<u>767,179</u>
PROPERTY AND EQUIPMENT		
Office furniture, fixtures, and equipment	29,081	24,412
Accumulated depreciation	(21,084)	(17,073)
Property and equipment – net	<u>7,997</u>	<u>7,339</u>
TOTAL ASSETS	<u>\$996,618</u>	<u>\$774,518</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$120,633	\$104,354
Total current liabilities	<u>120,633</u>	<u>104,354</u>
NET ASSETS		
Unrestricted	<u>875,985</u>	<u>670,164</u>
Total net assets	<u>875,985</u>	<u>670,164</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$996,618</u>	<u>\$774,518</u>

¹ See complete Independent Auditor's Report prepared by Deter & Williams online at www.waikikibid.org



We welcome your active participation in the Waikiki Business Improvement District Association (WBIDA). Become a registered member, and keep up to date in the latest news in the District. Please complete the form below and fax to (808) 923-2622 or mail to the address below.

Please note that information on this form will be used for internal WBIDA distribution purposes only, and will not be released.

Member Class:

- Class A (Owner/Lessee)** New Owner/Lessee Existing Owner/Lessee
Fee simple owners and ground lessees of commercial non-residential properties located within the Waikiki Business Improvement District. (Membership for owners and lessees listed on the real property tax assessment rolls is renewed automatically.)
- Class B (Commercial Tenant)** New Membership Membership Renewal
Tenants leasing commercial space within the Waikiki Business Improvement District (Membership must be renewed annually)
- Class C (Other)** New Membership Membership Renewal
Fee simple owners and ground lessees of property located within the Waikiki Business Improvement District exempt from assessments, or other parties who have an interest in the mission and purposes of the WBIDA. (Membership must be renewed annually)

Property Information:

 Name of Owner/Lessee or Commercial Tenant (Individual or Company)

 dba (If Applicable)

 Site Address

 Tax Map Key Number (Parcel Number)

 Name of Building

 Total Square Footage of Net Rentable Commercial Space

Contact Information:

 Name of Contact

 Title

 Mailing Address

 City

 State

 Zip Code

 Country

 Phone

 Fax

 Email Address

Would you like to receive WBIDA email updates? Yes No

 Website Address

WBIDA General Information

2255 Kuhio Avenue, Suite 760 • Honolulu, Hawai'i 96815 • Tel: (808) 923-9243 • Fax: (808) 923-2622 • mail@waikikibid.org

The Waikiki Business Improvement District Association (WBIDA) is a nonprofit corporation dedicated to creating a clean, safe, vibrant resort destination area reflective of its Hawaiian heritage that is attractive and welcoming to both visitors and residents, and contributes to the economic prosperity of Oahu, and the State of Hawai'i. WBIDA operations are funded by assessments on nearly 1,600 commercial property owners in the Waikiki Special District. For more information, please visit our website at www.waikikibid.org.

Jan M. Yamane, Executive Director
 Vaughn Kanenaga, Operations Manager
 Suzanne Kirio, Program Coordinator



About Us

Services



Contractor: Goodwill Industries of Hawaii, Inc./Landscape Hawaii, Inc.
 922-1631 (6:00 a.m. - 10:00 p.m.)
 For inquiries on cleaning schedules, and to report spills, litter and graffiti within the public areas of the District.



Contractor: Securitas Security Services USA, Inc.
 924-9740 (10:00 a.m. - 11:00 p.m., Daily)
 For inquiries on patrol schedules and to report observances of illegal sidewalk activities.

DIRECTORS

Marleen Akau
Royal Hawaiian Shopping Center

Jaysey Choi
Waikiki Business Plaza

Eric Hamaguchi
Koa Gallery, Inc.

Michael Jokovich
Hyatt Regency Waikiki Resort & Spa

Victor Kimura
Kyo-ya Company Ltd.

Paul Kosasa
ABC Stores

Wayne Marques
Crazy Shirts, Inc.

Eric J. Masutomi, Chair
Outrigger Enterprises, Inc.

Robert Minicola
Pacific Beach Hotel/HTH Corp.

Cindy Murakami
DFS Galleria

Terri Naauao
International Market Place & Waikiki Town Center

Frederick L. Orr
Sheraton Princess Kaiulani Hotel & Sheraton Moana Surfrider

Dale Ruff
Louis Vuitton Hawaii

Jane Sinnott
Macy's West

Patricia Tam
Halekulani Corporation

Chris Tatum
Waikiki Beach Marriott Resort

Michael Wilding
Hilton Hawaiian Village Beach Resort and Spa

Ex-Officio Members

Jeanne Schultz
Office of Mayor Mufi Hannemann City and County of Honolulu

Councilmember Charles Djou
Honolulu City Council

Robert Finley
Waikiki Neighborhood Board

Major Marie McCauley
Honolulu Police Department

Laverne Higa
Honolulu Dept. of Facility Maintenance

Patrick Kubota
Honolulu Dept. of Budget and Fiscal Services

Board of Directors