

# Malama Waikiki

THE NEWSLETTER OF THE WAIKIKI BUSINESS IMPROVEMENT DISTRICT ASSOCIATION



**Aloha!** In FY 2007, the Waikiki Business Improvement District Association (WBIDA) continued to provide supplemental custodial, landscape maintenance, and security services through its contractors—Goodwill Industries of Hawaii, Inc.; Landscape Hawaii, Inc.; and Securitas Security Services USA, Inc.—and through a special donation to the Honolulu Police Department to fund enhanced patrols of the District.

Efforts to improve the efficiency and effectiveness of services included:

- Redeploying the custodial staff into teams to perform regular and specialized cleaning tasks;
- Automating the irrigation system in the planter boxes along Kalakaua Avenue; and
- Establishing a stationary post outside the police substation at Kuhio Beach Park to assist and provide information to visitors.



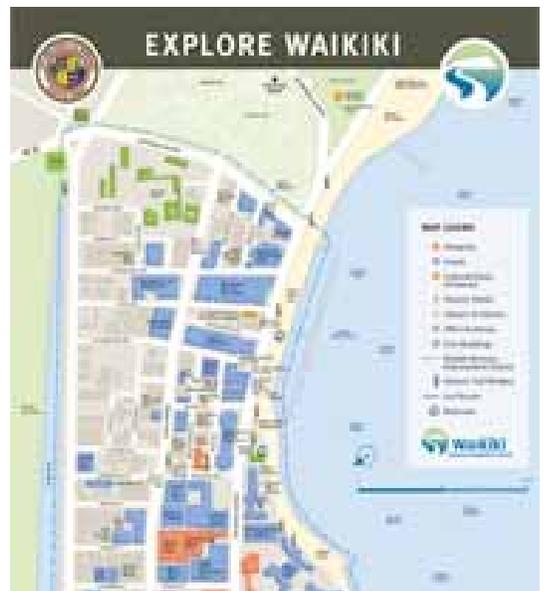
Working with the City Department of Parks and Recreation, efforts to enhance the attractiveness of the area included:

- Replacing the failing Hula Girl Hibiscus with more shade-tolerant El Dorado plants in the planter boxes along Kapahulu Avenue; and
- Reviewing long-term remedies for the grassed areas on Kuhio Avenue which are failing due to ongoing pedestrian trampling and an underground break in the irrigation system.



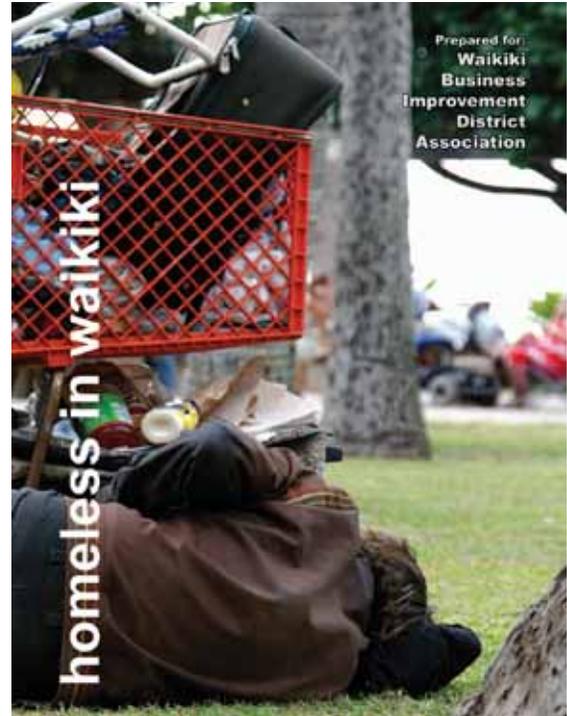
In addition, WBIDA collaborated with various City and State agencies, and private organizations on the following projects to improve the pedestrian experience in Waikiki:

- Orientation Map of Waikiki
  - WBIDA finalized the design of a Waikiki map that was initiated in FY 2006 with the assistance of the WBIDA Public Improvements Program Committee; and a Design Advisory Group comprised of government, business and community representatives.
  - The map shall serve as a directory of Waikiki's commercial and civic attractions to assist pedestrians find their way around the District.
  - The directory shall be installed adjacent to publication racks in four locations along Kalakaua Avenue during June/July 2007.



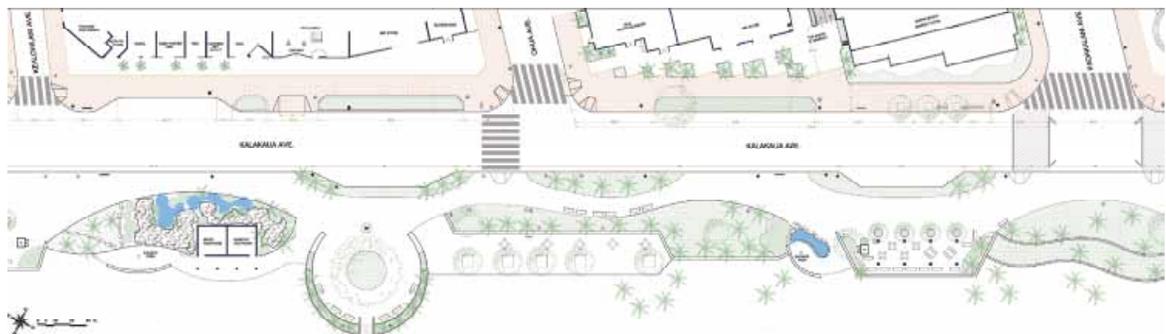
- Homeless Study

- WBIDA commissioned the University of Hawaii, Department of Urban and Regional Planning (UH-DURP) to ascertain the nature and magnitude of the homeless situation in Waikiki; and help identify ways in which WBIDA and its members can work with government and social service agencies on potential programs and partnerships.
- Information collected and analyzed during the first phase of the study (July-December 2006) has been published under the title Homeless in Waikiki.
- A second point-in-time count of the homeless population was undertaken on April 20, 2007; and additional data analysis will continue through June 2007. This second phase of analysis will encompass more detailed segmentation of the Waikiki homeless population's characteristics and needs, and will include specific recommendations for each segment.



- Sidewalk Study

- WBIDA and UH-DURP have been working together on this multi-phased study since 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.
- Tasks completed during FY 2007 include baseline maps for Kalakaua and Kuhio Avenues to measure and record sidewalk conditions; development of a rating instrument to evaluate sidewalk quality; a review of other jurisdictions' sidewalk management plans; and preliminary recommendations for standards related to the design, use and maintenance of sidewalks in Waikiki.



- Street Usage Study

- UH-DURP is undertaking this study for WBIDA to assess the feasibility and impacts of using the streets in Waikiki to promote economic activity and urban revitalization.
- Research tasks currently underway include vehicle count surveys for various street usage scenarios; development of a traffic model for Waikiki; and interviews with area businesses, pedestrians, and relevant City agencies

- Visitor Center Prototype Project
  - WBIDA entered into an agreement with the Hawaii Tourism Authority (HTA) to plan and design a prototype of a State of Hawaii Visitor Information Center using Waikiki as the sample destination area.
  - A team of consultants comprised of the University of Hawaii, School of Travel Industry Management and School of Architecture; Colliers Monroe Friedlander; and Joots, Inc. was engaged to undertake this project which is expected to be completed during the first quarter of FY 2008.
  - Project tasks encompass a study of visitor information distribution channels within Hawaii and in competing destination areas; an assessment of on-site visitor information needs; a description of the services to be provided by the center; a floor plan for the center; and recommendations for other destination areas on Oahu and the Neighbor Islands.

## Anticipated Budget Surplus for FY 2007

For FY 2007, ending June 30, 2007, WBIDA projects collecting \$1,895,730 in assessment revenues (\$1,780,430 from landowners, \$115,300 from City and County), \$1,600 in donations, \$34,000 of interest income, and \$67,500 of other income for a visitor center prototype project for total revenue of \$1,998,830. Expenses are expected to total \$1,933,750. About 80 percent of expenses (\$1,544,640) are for the streetscape maintenance, public improvements, and security/public space management programs. Administrative expenses for personnel, office operations, professional fees and communication comprise approximately 16 percent of total costs, or \$309,110. Four percent of expenses (\$80,000) are for research and planning activities.

It is important to note that a deficit of \$262,910 was planned for in the FY 2007 budget. A portion of the fund balance reserve was to be used to cover this deficit and pay for FY 2007 operations. However, cost savings achieved in the public improvements and security/public space management programs result in an anticipated surplus of \$65,080 (\$1,998,830 - \$1,933,750).

At year's end, the reserve is expected to be \$941,065. These funds are required to provide WBIDA with enough of a cash balance to pay expenses for the first three months of the fiscal year, a situation that is necessary because transfer of the assessments collected by the City's Treasury Division for the first half of the fiscal year is not expected until the end of September 2007. The balance of the reserve shall be used to offset operational expenses in the upcoming fiscal year.

### Special Assessment Rate for FY 2008

The special assessment rate proposed for Precinct 1 is 44.25 cents per \$1,000 of assessed value of property, an increase of 1.25 cents from the prior year. The additional funds shall be used to implement a new hospitality program in FY 2008.

In accordance with Section 36-3.2(a), Revised Ordinances of Honolulu (1990), at the WBIDA Annual Membership Meeting held on May 15, 2007, the WBIDA membership authorized a rate of 44.25 cents per \$1,000 assessed value for properties in Precinct 1 for FY 2008. The following table summarizes the rate schedule approved by the WBIDA membership.

Precinct	FY 2007 Rate	FY 2008 Rate
1 (a)	.43	.4425
2 (b)	.1433	.1475
3 (c)	.1075	.1106

#### Notes

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

# FY 2007 Financial Report<sup>1</sup>

## STATEMENT OF ACTIVITIES

For the Year Ended June 30, 2007  
(With Prior Year Summarized Comparative Information)

	<u>2007</u>	<u>2006</u>
<b>CHANGES IN UNRESTRICTED NET ASSETS</b>		
Revenue and support		
Member assessments	\$1,869,349	\$1,675,015
Visitor center project	67,500	-
Publication rack maintenance	-	49,200
Interest and other income	<u>38,937</u>	<u>14,954</u>
Total revenue and support	<u>1,975,786</u>	<u>1,739,169</u>
Expenses		
Program services		
Streetscape Maintenance	996,567	896,656
Security	527,111	444,864
Public Improvements	143,754	141,562
Research and Planning	<u>119,024</u>	<u>-</u>
Total program services	1,786,456	1,483,082
Management and general	<u>48,844</u>	<u>50,266</u>
Total expenses	<u>1,835,300</u>	<u>1,533,348</u>
<b>INCREASE IN NET ASSETS</b>	140,486	205,821
NET ASSETS – Beginning of year	<u>875,985</u>	<u>670,164</u>
NET ASSETS – End of year	\$1,016,471	\$ 875,985

## STATEMENT OF FINANCIAL POSITION

As of June 30, 2007  
(With Prior Year Summarized Comparative Information)

	<u>2007</u>	<u>2006</u>
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash (including interest-bearing accounts)	\$1,132,439	\$971,905
Assessments receivable – net	4,602	12,727
Prepaid expenses	<u>21,956</u>	<u>3,989</u>
Total current assets	<u>1,158,997</u>	<u>988,621</u>
<b>PROPERTY AND EQUIPMENT</b>		
Office furniture, fixtures, and equipment	29,081	29,081
Accumulated depreciation	<u>(23,305)</u>	<u>(21,084)</u>
Property and equipment – net	<u>5,776</u>	<u>7,997</u>
<b>TOTAL ASSETS</b>	<u>\$1,164,773</u>	<u>\$996,618</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	<u>\$ 148,302</u>	<u>\$120,633</u>
Total current liabilities	<u>148,302</u>	<u>120,633</u>
<b>NET ASSETS</b>		
Unrestricted	<u>1,016,471</u>	<u>875,985</u>
Total net assets	<u>1,016,471</u>	<u>875,985</u>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<u>\$1,164,773</u>	<u>\$996,618</u>

<sup>1</sup>See complete Independent Auditor's Report prepared by Detor & Williams online at [www.waikikibid.org](http://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

227 Lewers Street, Box 202 • Honolulu, Hawai'i 96815 • Tel: (808) 923-9243 • Fax: (808) 924-9737 • email: [mail@waikikibid.org](mailto:mail@waikikibid.org)

About Us

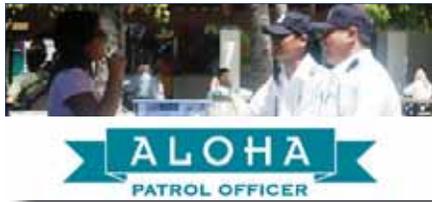
The **Waikiki Business Improvement District Association** (WBIDA) is a nonprofit corporation dedicated to creating a clean, safe, vibrant resort destination area reflective of its Hawaiian heritage that is attractive and welcoming to both visitors and residents, and contributes to the economic prosperity 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](http://www.waikikibid.org).

Jan M. Yamane, Executive Director  
Suzanne Kirio, Program Coordinator

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



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.

Board of Directors

## DIRECTORS

Marleen Akau  
Royal Hawaiian Shopping Center

Russell Chun  
Miramar at Waikiki

Nancy Enos  
Crazy Shirts, Inc.

Eric Hamaguchi  
Koa Gallery, Inc.

Michael Jokovich  
Hyatt Regency Waikiki  
Resort & Spa

Victor Kimura  
Kyo-ya Company Ltd.

Paul Kosasa  
ABC Stores

Eric J. Masutomi, Chair  
Outrigger Enterprises, Inc.

Robert Minicola  
Pacific Beach Hotel/HTH Corp.

Brenda Morey  
King Kalakaua Plaza  
and 2100 Kalakaua Avenue

Cindy Murakami  
DFS Galleria

Terri Naauao  
International Market Place  
& Waikiki Town Center

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

Arlene Reis  
Waikiki Business Plaza

Shawn Shimabukuro  
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

Ann Chung  
Office of Mayor Mufi Hannemann  
City and County of Honolulu

Councilmember Charles Djou  
Honolulu City Council

Robert Finley  
Waikiki Neighborhood Board

Major Randal Macadangdang  
Honolulu Police Department

Laverne Higa  
Honolulu Dept. of Facility  
Maintenance

Patrick Kubota  
Honolulu Dept. of Budget  
and Fiscal Services