

Malama Waikiki

THE NEWSLETTER OF THE WAIKIKI BUSINESS IMPROVEMENT DISTRICT ASSOCIATION

FY 2008 was a year of exciting change for the Waikiki Business Improvement District Association (WBIDA). In addition to continuing to provide supplemental custodial, landscape maintenance and security services through its contractors—Goodwill Industries of Hawaii, Inc. and Landscape Hawaii, Inc.—and through a donation to the Honolulu Police Department (HPD) for enhanced patrols of the District, WBIDA also:

- **Launched a new Hospitality Program** with contractor Block by Block, LLC, a national firm offering customized services for business improvement districts throughout the U.S. Information and assistance are provided daily from 10:00 a.m. to 11:00 p.m. by a contingent of Aloha Ambassadors via foot and bike patrols and through stationary posts at the HPD substation and Waikiki Beach Walk. While on patrol, Ambassadors are alert to safety issues and are in close contact with police.
- **Created a destination-level website, ExploreWaikiki.org,** to showcase Waikiki's attractions and activities, and enhance awareness and patronage of the area's business establishments. Waikiki businesses can sign up for a complimentary listing on the ExploreWaikiki.org website, and link back to their respective website.
- **Unveiled a new graphic identity** featuring historic Diamond Head and the three streams of Waikiki in new uniforms for the Malama Waikiki Crew (existing Streetscape Maintenance Program) and Aloha Ambassadors (new Hospitality Program). Attired in navy blue and bright safety green, these hard-working teams can't be missed.



The new Aloha Ambassador Program launched July 1, 2007



The Malama Waikiki Crew attired in their new uniforms

- **Opened a new information kiosk** at the Waikiki Beach Walk Plaza and **moved its administrative office** to the Wyndham Waikiki Beach Walk. Both facilities were provided to WBIDA by Outrigger Enterprises Group as part of the Waikiki Beach Walk development project.



Information Kiosk at Waikiki Beach Walk Plaza



Chair Paul Kosasa (l) and Executive Director Jan Yamane (r) presented a certificate of appreciation to Board Member Eric Masutomi and Outrigger Enterprises Group for providing WBIDA's new administrative office and information kiosk as part of the Waikiki Beach Walk project.

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

- Upon completion of the City's repair of an underground break in the irrigation system on Kuhio Avenue, WBIDA assisted in modifying the irrigation system, and installed grass and plant material provided by the City to restore the landscape in the four-block area affected by the repair.



Before (l) and After (r) photos of Kuhio Avenue Landscape Restoration Project at Kuhio and Kaiulani Avenues

- As a result of the homeless study conducted for WBIDA in FY 2007 by the University of Hawaii, Department of Urban and Regional Planning (UH-DURP), WBIDA donated funds to the Waikiki Health Center to support the provision of outreach services to the homeless in Waikiki in an effort to help such individuals obtain needed services.
- WBIDA and UH-DURP have been working together on the multi-phased sidewalk 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 scheduled for FY 2008 included development of a pattern book with recommended designs for sidewalks, landscaping, street furniture and other amenities related to the pedestrian environment; and development of a database system to measure, record and map sidewalk conditions and evaluate the effects of repairs and improvements made.
- WBIDA completed a project initiated in FY 2007 for the Hawaii Tourism Authority (HTA) to plan and design a Visitor Information Center (VIC) using Waikiki as the sample destination area. Research findings indicate the financial commitments to develop and maintain a physical structure to deliver information services is significant over the long-term and may require public subsidy; hence, technology is being viewed as an alternative means of providing such services. WBIDA is pursuing this alternative for Waikiki through the development of the ExploreWaikiki.org website and handheld devices used by the Aloha Ambassadors.



www.explorewaikiki.org

Special Assessment Rate for FY 2009

In accordance with Section 36-3.2(a), Revised Ordinances of Honolulu (1990), at the WBIDA Annual Membership Meeting held on May 22, 2008, the WBIDA membership authorized a rate of 47 cents per \$1,000 assessed value for properties in Precinct 1 for FY 2009. The table to the right summarizes the rate schedule approved by the WBIDA membership.

Precinct	FY 2008 Rate	FY 2009 Rate
1 (a)	.4425	.4700
2 (b)	.1475	.1567
3 (c)	.1106	.1175

Notes

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

FY 2008 Financial Report¹

STATEMENTS OF FINANCIAL POSITION

As of June 30, 2008 and 2007

	<u>2008</u>	<u>2007</u>
ASSETS		
CURRENT ASSETS		
Cash (including interest-bearing accounts)	\$892,726	\$1,132,439
Assessments receivable – net	10,856	4,602
Prepaid expenses	576	21,956
Total current assets	<u>904,158</u>	<u>1,158,997</u>
PROPERTY AND EQUIPMENT		
Office furniture, fixtures, and equipment	52,207	29,081
Accumulated depreciation	<u>(13,119)</u>	<u>(23,305)</u>
Property and equipment – net	<u>39,088</u>	<u>5,776</u>
TOTAL ASSETS	\$943,246	\$1,164,773
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$188,148	\$ 148,302
Total current liabilities	<u>188,148</u>	<u>148,302</u>
NET ASSETS		
Unrestricted	755,098	1,016,471
Total net assets	<u>755,098</u>	<u>1,016,471</u>
TOTAL LIABILITIES AND NET ASSETS	\$943,246	\$1,164,773

STATEMENTS OF ACTIVITIES

For the Years Ended June 30, 2008 and 2007

	<u>2008</u>	<u>2007</u>
CHANGES IN UNRESTRICTED NET ASSETS		
Revenue and support		
Member assessments	\$2,021,943	\$1,869,349
Visitor center project	-	67,500
Donated facilities	24,600	-
Interest and other income	28,355	38,937
Total revenue and support	<u>2,074,898</u>	<u>1,975,786</u>
Expenses		
Program services		
Streetscape Maintenance	1,013,391	996,567
Hospitality	976,499	-
Security	164,732	527,111
Research and Planning	67,341	119,024
Public Improvements	<u>38,356</u>	<u>143,754</u>
Total program services	2,260,319	1,786,456
Management and general	75,952	48,844
Total expenses	<u>2,336,271</u>	<u>1,835,300</u>
INCREASE (DECREASE) IN NET ASSETS	(261,373)	140,486
NET ASSETS – Beginning of year	<u>1,016,471</u>	<u>875,985</u>
NET ASSETS – End of year	\$ <u>755,098</u>	\$ <u>1,016,471</u>

¹See complete Independent Auditor's Report prepared by Jay Miyaki, CPA, LLC 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 on the latest news in the District. Please complete the form below and fax to (808) 924-9737 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

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.

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

Services



Goodwill Industries of Hawaii, Inc./Landscape Hawaii, Inc.
478-6930 (6:00 a.m. - 10:30 p.m.)

For inquiries on cleaning schedules, and to report spills, litter and graffiti within the public areas of the District.



Block by Block
216-5947 (10:00 a.m. - 11:00 p.m., Daily)

For information, assistance and to report observances of illegal sidewalk activities.

DIRECTORS

Marleen Akau
Royal Hawaiian Center

Brian Bice
Louis Vuitton Waikiki

Russell Chun
Miramar at Waikiki

Troy Fujino
Luxury Row at 2100 Kalakaua
Avenue/King Kalakaua Plaza

Victor Kimura
Kyo-ya Company Ltd.

Paul Kosasa, Chair
ABC Stores

David L. Lewin
Hyatt Regency Waikiki
Resort & Spa

Eric J. Masutomi
Outrigger Enterprises Group

Robert Minicola
HTH Corporation

Terri Naauao
International Market Place
& Waikiki Town Center

Frederick L. Orr
Sheraton Princess Kaiulani Hotel

Arlene Reis
Waikiki Shopping Plaza/
Waikiki Business Plaza

Jane Sinnott
Macy's West

Patricia Tam
Halekulani Corporation

Chris Tatum
Waikiki Beach Marriott
Resort & Spa

Austin Tominaga
DFS Galleria Waikiki

Michael Wilding
Hilton Hawaiian Village
Beach Resort & Spa

Dion Yasui
Crazy Shirts

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 #9

Major Gregory Lefcourt
Honolulu Police Department

Craig Nishimura
Honolulu Dept. of Facility
Maintenance

Mark Oto
Honolulu Dept. of Budget
and Fiscal Services

Board of Directors