

FY 2010 marked the completion of a second five-year term, and 10 years of operations for the Waikiki Business Improvement District Association (WBIDA).

Goodwill Industries of Hawaii, Inc., Landscape Hawaii, Inc., and Block by Block, LLC continued to provide outstanding supplemental custodial, landscape maintenance, and hospitality and safety services within the District. Donations to the Honolulu Police Department (HPD) and to the Waikiki Health Center respectively supported enhanced police patrols of the sidewalks and beach, and outreach services to the homeless in Waikiki.

WBIDA continued to work closely with its contractors and City agencies to enhance program services, as well as the physical condition and ambiance of Waikiki. This included:

- Providing joint training sessions for the Aloha Ambassadors (hospitality and safety staff) and Malama Waikiki Crew (custodians and landscape maintenance staff) on: Customer Service; Chinese Culture and Language; and Disaster Preparedness.
- Expanding security camera monitoring services to include ten cameras installed at the Kuhio Beach Surfboard Locker area.
- Co-funding with HPD the Multimedia Technology Assisting Cops (MTAC) system that uses digital signage technology to improve information sharing among officers through the display of photos, video and text on monitors installed at the main station, Waikiki substation, and a satellite office. Another 46-inch monitor is scheduled for installation at the substation and will be used to display safety and security-related information and advisories in six languages to the public.
- Inspecting property conditions and reporting items requiring repair to the relevant City agency.



Kapiolani Community College Trainer Jeffrey Taylor provided an overview of Chinese culture to the Aloha Ambassadors and Malama Waikiki Crew.

- Coordinating the installation of 25 sets of litter and recycling bins by the City Department of Environmental Services (ENV); and subsequently servicing these bins on a daily basis.
- Assisting the City Department of Facility Maintenance in notifying businesses in the District regarding monthly Sidewalk Patching Projects undertaken by volunteers from the Lions Club.
- Initiating discussions with the City Administration on the development of a Waikiki Lights Program for the 2011 holiday season.



Security camera monitoring was expanded to include ten cameras installed at the Kuhio Beach Surfboard Locker area.



25 sets of litter and recycling bins were installed along Kalakaua and Kuhio Avenues.

Awards and Recognition

- WBIDA received the Outstanding Organization Award from the Law Enforcement and Security Coalition of Hawaii at the Law Enforcement and Security Appreciation Luncheon in October 2009. The award goes to the private security organization or association showing the greatest initiative and/or innovativeness in promoting the professionalism of private security. Although not a private security organization, WBIDA won the award in recognition of the Aloha Ambassador Program. While the focus of the program



Jan Yamane and Candace Groves at the 25th Annual Law Enforcement and Security Appreciation Luncheon.

is on welcoming and extending hospitality to everyone they encounter, the Ambassadors are trained to observe and report any activity that appears to be illegal, suspicious or “out of place.” In FY 2009, they reported activities to police that resulted in 10 arrests for various crimes including assault and battery, drug activity, public disturbances, and theft. They were also instrumental in finding 13 missing persons and provided medical assistance to 332 people.

- In December 2009, each Aloha Ambassador received a Certificate of Appreciation from HPD in recognition of their good work and the assistance provided to the department.



The Aloha Ambassadors were presented with certificates of appreciation from the Honolulu Police Department.

Continuation of the Waikiki BID through 2015

At the WBIDA Board of Directors meeting held on April 21, 2010, Board members voted unanimously in support of Resolution No. FY 2010-1 (<http://www.waikikibid.org/pdfs/resfy2010-1.pdf>), a resolution to continue operations of the Waikiki Business Improvement District for the period FY 2011 – FY 2015 (July 1, 2010 – June 30, 2015).

Special Assessment Rate for FY 2011

In accordance with Section 36-3.2(a), Revised Ordinances of Honolulu (1990), at the WBIDA Annual Membership Meeting held on May 20, 2010, the WBIDA membership authorized a rate of 49 cents per \$1,000 assessed value for properties in Precinct 1 for FY 2011. The table to the right summarizes the rate schedule approved by the WBIDA membership.

Precinct	FY 2010 Rate	FY 2011 Rate
1 (a)	.4600	.4900
2 (b)	.1533	.1633
3 (c)	.1150	.1225

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 2010 Financial Report¹

STATEMENTS OF FINANCIAL POSITION

As of June 30, 2009 and 2008

	<u>2009</u>	<u>2008</u>
ASSETS		
CURRENT ASSETS		
Cash (including interest-bearing accounts)	\$836,991	\$892,726
Assessments receivable – net	53,431	10,856
Prepaid expenses	<u>380</u>	<u>576</u>
Total current assets	<u>890,802</u>	<u>904,158</u>
PROPERTY AND EQUIPMENT		
Office furniture, fixtures, and equipment	52,207	52,207
Accumulated depreciation	<u>(22,997)</u>	<u>(13,119)</u>
Property and equipment – net	<u>29,210</u>	<u>39,088</u>
TOTAL ASSETS	<u>\$920,012</u>	<u>\$943,246</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	<u>\$153,904</u>	<u>\$188,148</u>
Total current liabilities	<u>153,904</u>	<u>188,148</u>
NET ASSETS		
Unrestricted	<u>766,108</u>	<u>755,098</u>
Total net assets	<u>766,108</u>	<u>755,098</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$920,012</u>	<u>\$943,246</u>

STATEMENTS OF ACTIVITIES

For the Years Ended June 30, 2009 and 2008

	<u>2009</u>	<u>2008</u>
CHANGES IN UNRESTRICTED NET ASSETS		
Revenue and support		
Member assessments	\$2,162,009	\$2,021,943
Donated facilities	28,200	24,600
Interest and other income	<u>13,321</u>	<u>28,355</u>
Total revenue and support	<u>2,203,530</u>	<u>2,074,898</u>
Expenses		
Program services		
Hospitality	960,473	976,499
Streetscape Maintenance	927,586	1,013,391
Security	164,682	164,732
Research and Planning	49,364	67,341
Public Improvements	<u>14,682</u>	<u>38,356</u>
Total program services	<u>2,116,787</u>	<u>2,260,319</u>
Management and general	<u>75,733</u>	<u>75,952</u>
Total expenses	<u>2,192,520</u>	<u>2,336,271</u>
INCREASE (DECREASE) IN NET ASSETS	11,010	(261,373)
NET ASSETS – Beginning of year	<u>755,098</u>	<u>1,016,471</u>
NET ASSETS – End of year	<u>\$ 766,108</u>	<u>\$ 755,098</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 Space

 Total Square Footage of Net Rentable Commercial

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

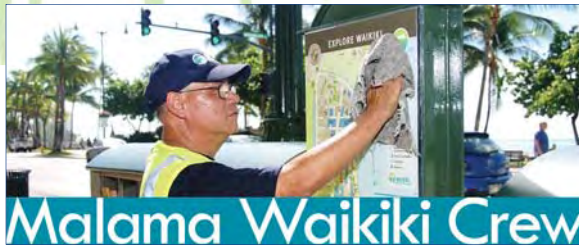
227 Lewers Street, Box 202 • Honolulu, Hawai'i 96815 • Tel: (808) 923-9243 • Fax: (808) 924-9737 • email: mail@waikikibid.org

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.
(808) 478-1303 (6:00 a.m. - 10:30 p.m., Daily)
For inquiries on cleaning schedules, and to report spills, litter and graffiti within the public areas of the District.



Block by Block
(808) 216-5947 (10:00 a.m. - 11:00 p.m., Daily)
For information, assistance and to report observances of illegal sidewalk activities.

Board of Directors

DIRECTORS

Laurie N.S. Akau
Luxury Row at 2100 Kalakaua Avenue

Marleen Akau
Royal Hawaiian Center

Russell Chun
Queen Kapiolani Hotel

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
Queen Emma Land Company

Michael Nisky
Waikiki Beach Marriott Resort & Spa

Frederick L. Orr
Sheraton Princess Kaiulani Hotel

Arlene Reis
Waikiki Shopping Plaza/
Waikiki Business Plaza

Keith Shiroma
Bank of Hawaii

Patricia Tam
Halekulani Corporation

Austin Tominaga
DFS Galleria Waikiki

Michael Wilding
Hilton Hawaiian Village Beach Resort & Spa

Dion Yasui
Crazy Shirts

Ex-Officio Members

Ann Chung
Office of the Mayor
City and County of Honolulu

Councilmember Lee Donohue
Honolulu City Council

Robert Finley
Waikiki Neighborhood Board #9

Major John McEntire
Honolulu Police Department

Jeoffrey Cudiamat
Honolulu Department of
Facility Maintenance

Mark Oto
Honolulu Department of
Budget and Fiscal Services