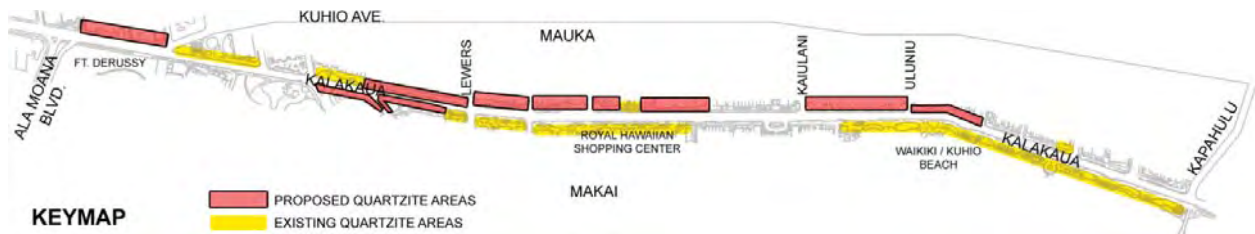


During FY 2011, the Waikiki Business Improvement District Association (WBIDA) continued to contract with Goodwill Industries of Hawaii, Inc., Landscape Hawaii, Inc., and Block by Block, LLC for supplemental custodial, landscape maintenance, and hospitality and safety services within the District. Through a prior donation to the Honolulu Police Department and a current donation to the Waikiki Health Center, WBIDA also maintained its support of enhanced police patrols of the sidewalks and beach, and outreach services to the homeless in Waikiki.

The physical condition and ambiance of Waikiki continue to be of utmost concern to WBIDA, and efforts to enhance both remained high priorities. To this end, efforts continued to focus on streetscape improvements and public space management issues in Waikiki including:

- Reviewing the City Administration's proposed improvements to Kalakaua Avenue sidewalks (i.e., replacement of paver tiles and expansion of landscaped areas); requesting changes to the proposed plant material; and noting the increased maintenance costs to be borne by WBIDA beginning in FY 2012



The red markings show the areas where quartzite will be installed; the yellow markings show areas in which quartzite already exists.



(L) Sidewalk between Beachwalk and Lewers prior to construction; (R) Repaved public sidewalk and newly installed landscaped area.

- Confirming the City Administration's position that neither monetary nor staff support could be provided for a Waikiki Lights Program during the 2011 holiday season under current budget conditions, however, that possible support could be provided in future



- Participating in meetings of the Hospitality Sub-Committee, Volunteer, Workforce Development and Training Sub-Committee, and Team Leads in preparation for APEC in November 2011
- Participating with the Waikiki Improvement Association and relevant City agencies in a review of the ordinances regulating sidewalk activities to address illegal peddling and noise issues
- Participating in meetings of the Mayor’s Task Force on Homelessness to identify the reasons for homelessness, and recommend possible plans of action to address the various issues

- Participating with the Waikiki Health Center, other private entities, and relevant City, State and Federal agencies, in the registration of the homeless in Waikiki as part of the 100,000 Homes Campaign, a national program designed to get the most vulnerable homeless people into housing and case management, services and treatment



100,000 Homes Campaign: 100khomes.org

- Convening additional workplace safety training sessions for the Malama Waikiki Crew (custodial and landscape maintenance staff) and the Aloha Ambassadors (hospitality and safety staff) due to the increasing number of individuals exhibiting aggressive behavior on the public sidewalks
- Refining protocols for the Malama Waikiki Crew and the Aloha Ambassadors to follow—including photographic documentation—when dealing with unattended property found on the public sidewalks in light of a recent situation with an individual alleging theft of his belongings

Special Assessment Rate for FY 2012

Precinct	FY 2011 Rate	FY 2012 Rate
1 (a)	.4900	.4900
2 (b)	.1633	.1633
3 (c)	.1225	.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

In accordance with Section 36-3.2(a), Revised Ordinances of Honolulu (1990), at the WBIDA Annual Membership Meeting held on May 26, 2011, the WBIDA membership authorized a rate of 49 cents per \$1,000 assessed value for properties in Precinct 1 for FY 2012. The following table summarizes the rate schedule approved by the WBIDA membership.

FY 2011 Financial Report¹

STATEMENTS OF FINANCIAL POSITION

As of June 30, 2011 and 2010

	<u>2011</u>	<u>2010</u>
ASSETS		
CURRENT ASSETS		
Cash (including interest-bearing accounts)	\$1,055,389	\$1,002,272
Member assessments receivable – net	25,073	38,020
Prepaid expenses	419	446
Total current assets	<u>1,080,881</u>	<u>1,040,738</u>
PROPERTY AND EQUIPMENT		
Office furniture, fixtures, and equipment	60,213	54,521
Accumulated depreciation	(42,822)	(32,997)
Property and equipment – net	<u>17,391</u>	<u>21,524</u>
TOTAL ASSETS	<u>\$1,098,272</u>	<u>\$1,062,262</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 167,695	\$ 172,556
Landowner refund payable	29,582	1,166
Total current liabilities	<u>197,277</u>	<u>173,722</u>
NET ASSETS		
Unrestricted	<u>900,995</u>	<u>888,540</u>
Total net assets	<u>900,995</u>	<u>888,540</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$1,098,272</u>	<u>\$1,062,262</u>

STATEMENTS OF ACTIVITIES

For the Years Ended June 30, 2011 and 2010

	<u>2011</u>	<u>2010</u>
CHANGES IN UNRESTRICTED NET ASSETS		
Revenue and support		
Member assessments	\$2,080,239	\$2,159,538
Donated facilities	28,200	28,200
Interest and other income	1,631	4,567
Total revenue and support	<u>2,110,070</u>	<u>2,192,305</u>
Expenses		
Program services		
Hospitality	975,639	991,391
Streetscape Maintenance	964,555	926,600
Research and Planning	49,863	48,594
Security	14,929	14,297
Public Improvements	14,929	14,297
Total program services	<u>2,019,915</u>	<u>1,995,179</u>
Management and general	77,700	74,694
Total expenses	<u>2,097,615</u>	<u>2,069,873</u>
INCREASE IN NET ASSETS	12,455	122,432
NET ASSETS – Beginning of year	<u>888,540</u>	<u>766,108</u>
NET ASSETS – End of year	<u>\$ 900,995</u>	<u>\$ 888,540</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



Malama Waikiki Crew

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.



Aloha Ambassadors

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

Cheryl Gallagher
Honolulu Cookie Company

Victor Kimura
Kyo-ya Company Ltd.

Paul Kosasa, Chair
ABC Stores

David L. Lewin
Hyatt Regency Waikiki Resort & Spa

Jennifer Licata
Louis Vuitton Waikiki

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

James M. Fulton
Office of the Mayor
City and County of Honolulu

Councilmember Stanley Chang
Honolulu City Council

Robert Finley
Waikiki Neighborhood Board #9

Major John McEntire
Honolulu Police Department

Keoki Miyamoto
Honolulu Department of
Facility Maintenance

Michael R. Hansen
Honolulu Department of
Budget and Fiscal Services