

# Malama Waikiki

Newsletter of the Waikiki Business Improvement District Association



*The Malama Waikiki Crew pressure washes pavilions 2, 3 and 4, and the paved areas around the police substation, restrooms, snack bar and surfboard racks twice a week.*

## FY 2015 Annual Report

**FY 2015** marked the completion of a third five-year term, and 15 years of operations for the Waikiki Business Improvement District Association (WBIDA).

Goodwill Hawaii, Landscape Hawaii, Inc., and Block by Block, LLC continued to provide outstanding supplemental custodial, landscape maintenance, and hospitality and safety services within the District; and a donation to the Honolulu Police Department (HPD) supported enhanced police patrols of the sidewalks and beach.

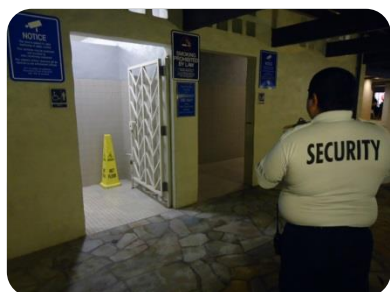
A transition from supporting outreach to the homeless to employment of the homeless was initiated in FY 2015, as the donation to Waikiki Health was reduced in accordance with a plan to phase out the donation entirely in FY 2016.

- Individuals transitioning from homeless shelters to permanent housing were recruited to fill 1.5 new positions on the WBIDA cleaning crew.
- The City Department of Community Services' Rent to Work Program provided two participants from the homeless shelter to work with the WBIDA crew. Each worked part-time for a six month period.

WBIDA services continued to evolve in response to ongoing use of public spaces by homeless and transient individuals. New services included:

- Applying Aqueous Ozone, a water-based ozone sanitizer/cleanser which cleans and removes odors, in the restrooms at Kuhio Beach Park six (6) times a day, in between cleaning performed by the crew from the City Department of Parks and Recreation (DPR). Litter, sand and water are removed from the floors as necessary.
- Pressure washing paved areas around the police substation, restrooms, snack bar, surfboard racks, and pavilions 2, 3 and 4 at Kuhio Beach Park twice a week on various days at various times; and applying Aqueous Ozone to those areas daily.
- Weekly pressure washing and daily application of Aqueous Ozone at four (4) bus stops on Kuhio Avenue.





Starting on September 15, 2014, a security guard has been posted outside the restrooms adjacent to the police substation each night from 10:30 p.m. to 6:30 a.m.

- Providing overnight security for a 24-Hour Restroom Pilot Program at Kuhio Beach Park undertaken by DPR.
- Informing individuals about ordinances related to sitting and lying on the sidewalks, and urinating and defecating in public.

WBIDA also worked to improve the streetscape by:

- Donating four updated ExploreWaikiki maps to the City and County of Honolulu for installation on Kalakaua Avenue.
- Reviewing and commenting on two drafts of the landscape design plans for Phase II of the Kalakaua Avenue Sidewalk Improvements Project prior to issuance of the construction bid by the City Department of Budget and Fiscal Services.
- Performing regular inspections of property conditions and reporting items requiring repair to the relevant City agency.



The updated maps were installed in January 2015 by the City and County of Honolulu's Department of Facility Maintenance. They replaced the original maps installed by the City in October 2007.

### Continuation of the Waikiki BID through 2020

At the WBIDA Board of Directors meeting held on April 23, 2015, Board members voted unanimously in support of Resolution No. FY 2015-1, a resolution to continue operations of the Waikiki Business Improvement District for the period FY 2016 – FY 2020 (July 1, 2015 – June 30, 2020).

### Special Assessment Rate for FY 2016

In accordance with Section 36-3.2(a), Revised Ordinances of Honolulu (1990), at the WBIDA Annual Membership Meeting held on May 21, 2015, the WBIDA membership authorized a rate of 46 cents per \$1,000 assessed value for properties in Precinct 1 for FY 2016. The table below summarizes the rate schedule approved by the WBIDA membership.

Precinct	FY 2015 Rate	FY 2016 Rate
1 (a)	.5000	.4600
2 (b)	.1667	.1533
3 (c)	.1250	.1150
<b>Notes</b>		
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 2015 Financial Report<sup>1</sup>

## STATEMENT OF FINANCIAL POSITION

As of June 30, 2015

(With Prior Year Summarized Financial Information)

	<u>2015</u>	<u>2014</u>
ASSETS		
CURRENT ASSETS		
Cash (including interest-bearing accounts)	\$1,232,916	\$1,145,670
Member assessments receivable – net	15,279	26,469
Prepaid expenses	497	525
Total current assets	<u>1,248,692</u>	<u>1,172,664</u>
PROPERTY AND EQUIPMENT		
Office furniture, fixtures, and equipment	77,849	74,349
Accumulated depreciation	<u>(71,771)</u>	<u>(65,058)</u>
Property and equipment – net	<u>6,078</u>	<u>9,291</u>
TOTAL ASSETS	<u>\$1,254,770</u>	<u>\$1,181,955</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 194,603	\$ 193,712
Total current liabilities	<u>194,603</u>	<u>193,712</u>
NET ASSETS		
Unrestricted	1,060,167	988,243
Total net assets	<u>1,060,167</u>	<u>988,243</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$1,254,770</u>	<u>\$1,181,955</u>

## STATEMENT OF ACTIVITIES

For the Year Ended June 30, 2015

(With Prior Year Summarized Financial Information)

	<u>2015</u>	<u>2014</u>
CHANGES IN UNRESTRICTED NET ASSETS		
Revenue and support		
Member assessments	\$2,646,901	\$2,436,773
Donated facilities	46,800	29,400
Interest and other income	1,088	896
Total revenue and support	<u>2,694,789</u>	<u>2,467,069</u>
Expenses		
Program services		
Streetscape maintenance	1,142,146	1,075,430
Hospitality	1,070,370	1,023,974
Security	169,028	91,291
Research and planning	93,256	59,064
Public improvements	<u>23,603</u>	<u>16,291</u>
Total program services	2,498,403	2,266,050
Management and general	<u>124,462</u>	<u>84,616</u>
Total expenses	<u>2,622,865</u>	<u>2,350,666</u>
INCREASE IN NET ASSETS	71,924	116,403
NET ASSETS – Beginning of year	<u>988,243</u>	<u>871,840</u>
NET ASSETS – End of year	<u>\$1,060,167</u>	<u>\$ 988,243</u>

<sup>1</sup>See complete Independent Auditor's Report prepared by Jay Miyaki, CPA, LLC online at [www.waikikibid.org](http://www.waikikibid.org)

# FY 2016 Registration Form

We welcome your active participation in the Waikiki Business Improvement District Association (WBIDA)\*. Become a registered member of WBIDA, and keep up to date on the latest news in the District. Please complete the form below and email (mail@waikikibid.org), fax (808-924-9737), or mail to 227 Lewers St, Box 202, Honolulu, HI 96815.

*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

Company

Mailing Address

City

State

Zip Code

Country

Phone

Fax

Email Address

Would you like to receive WBIDA email updates?  Yes  No

Website Address

*\*Please forward this form to any other individuals in your organization who may be interested in the Waikiki Business Improvement District Association.*



## 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 2,300 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*

Brandon R. Barbour  
*Operations Manager*

Suzanne Kirio  
*Program Coordinator*

## Services



### **Malama Waikiki Crew**

Goodwill Hawaii

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.

## FY 2015 Board of Directors

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

Marleen L. Akau  
*Royal Hawaiian Center*

Chris Colgate  
*Duke's Waikiki  
and Hula Grill Waikiki*

Mark DeMello  
*Aston Waikiki Beach Hotel*

Arlene Dezellem  
*Waikiki Business Plaza  
and Waikiki Shopping Plaza*

Cheryl Gallagher  
*Honolulu Cookie Company*

George Kam  
*Quiksilver*

Victor Kimura  
*Kyo-ya Company LLC*

Paul Kosasa  
*ABC Stores*

Eric Masutomi  
*Outrigger Enterprises Group*

Wolf S. Mojica  
*DFS Galleria Waikiki*

Terri Naauao  
*Queen Emma Land Company*

David Nadelman  
*Hyatt Regency Waikiki  
Beach Resort & Spa*

Frederick L. Orr  
*Sheraton Princess Kaiulani*

Rob Robinson  
*Pacific Beach Hotel*

Patricia Tam  
*Halekulani Corporation*

Chris Tatum  
*Waikiki Beach Marriott Resort*

Michael Wilding  
*Hilton Hawaii*

Daniel Yokoo  
*Bank of Hawaii*

## Ex-Officio Members

Nicole Velasco  
*Mayor's Office of Economic  
Development*

Councilmember Trevor Ozawa  
*Honolulu City Council*

Major Lisa Mann  
*Honolulu Police Department*

Ross Sasamura  
*Honolulu Dept. of Facility  
Maintenance*

Gary Kurokawa  
*Honolulu Dept. of Budget  
and Fiscal Services*

Robert Finley  
*Waikiki Neighborhood Board*



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Website: [waikikibid.org](http://waikikibid.org)