

Malama Waikiki

THE NEWSLETTER OF THE WAIKIKI BUSINESS IMPROVEMENT DISTRICT ASSOCIATION



Aloha! While difficult to believe, June 30, 2005, will mark the completion of the first five-year term of the Waikiki Business Improvement District. During this initial term, programs to care for the Waikiki streetscape, and provide assistance and a sense of well-being to pedestrians in the District were successfully launched and established by the Waikiki Business Improvement District Association (WBIDA). The industrious members of the *Malama Waikiki Crew* work hard each day to keep Waikiki's public spaces clean, bright and beautiful; while the friendly *Aloha Patrol Officers* provide a welcome greeting and helping hand to all whom they encounter during daily security patrols of the beach and sidewalks.

While maintaining the status quo would be the easy route to take, that is certainly not WBIDA's intention. Rather, we want to continually improve and enhance the services we provide in Waikiki; and we want to evolve as an organization and eventually become the prototype for BIDs in Hawaii. As such, we look to each of you—our members—for the creative input, passionate commitment, and dynamic participation we will need to successfully accomplish our program activities for the next five-year term.

Please keep in touch by checking our website—www.waikikibid.org—for updates on program activities, and by emailing WBIDA staff with your comments and concerns. (Compliments are welcome, too!) Most importantly, please be sure to update your registration with the Association by completing the form on page 7 of the newsletter and faxing or mailing back to the WBIDA office.

Mahalo for your continued support of the Waikiki BID!

Eric J. Masutomi, Chair
WBIDA Board of Directors

Save the Date!
April 27, 2005
WBIDA FY 2005
Annual Meeting



FY 2004 Program Highlights Throughout FY 2004, Waikiki BID staff continued to work closely with the contractors for the Streetscape Maintenance and Hospitality/Security programs to refine operations while maintaining a high quality of service.

The **Streetscape Maintenance Program** welcomed the addition of a mechanized sweeper to assist in the daily clean-up of the District.

The sweeper provides an efficient means of quickly removing litter and sand from the sidewalks and roadway gutters, and has enabled the *Malama Waikiki Crew* (MWC) to make a fourth daily pass throughout the Primary Service Area to remove gum, graffiti and stickers, and clean and polish the street furniture and publication racks. In addition, ongoing inspections of Waikiki's public sidewalks by the MWC manager resulted in reports of items

requiring repair being transmitted each month to the City and County of Honolulu's Office of Waikiki Development for coordination with, and action by, the appropriate agency.

Considerable attention continued to be directed toward refining the services provided by the **Hospitality/Security Program**. This included:

- Reviewing other cities' Ambassador Programs and Visitor Centers for application in Waikiki with a view toward eventually separating hospitality and security into two distinct programs.
- Developing a pilot program to patrol Waikiki Beach from the Kapahulu Pier to the area fronting Outrigger Waikiki Shores in an effort to enhance the security of beachgoers, and deter criminal activity.
- Working in cooperation with the Honolulu Police Department on sweeps of Kalakaua Avenue to address illegal or questionable sidewalk activities (i.e., handbilling, panhandling, peddling, soliciting with parrots, and street performing).
- Surveying Kalakaua Avenue merchants regarding the impact that sidewalk activities have on their businesses, and the visitor experience; and the priority in which these activities should be addressed.

Communication and outreach efforts continued through:

- Attending the International Downtown Association's annual conference in Cleveland in late September, in a continuing effort to establish relationships with, and learn best management practices from, successful, well-established business improvement districts.
- Providing information and advice to business associations and government entities from Kailua-Kona, Hawaii, and Australia seeking to establish business improvement districts.
- Convening focus groups to discuss how to communicate the Waikiki brand through physical elements (i.e., landscaping, lighting, street furnishings, wayfinding system, visitor center) and program services and activities.



FY 2004 Financial Report¹

Statements of Activities Years ended June 30, 2004 and 2003

| | 2004 | 2003 |
|----------------------------------------------|-------------------|------------------|
| Support and revenues | | |
| Member assessments | \$ 1,735,129 | 1,624,740 |
| Interest and other | 4,149 | 5,533 |
| Total support and revenues | <u>1,739,278</u> | <u>1,630,273</u> |
| Expenses | | |
| Program services | 1,636,397 | 1,579,096 |
| Management and general | 86,574 | 84,210 |
| Total expenses | <u>1,722,971</u> | <u>1,663,306</u> |
| Change in unrestricted net assets | 16,307 | (33,033) |
| Unrestricted net assets at beginning of year | <u>318,309</u> | <u>351,342</u> |
| Unrestricted net assets at end of year | <u>\$ 334,616</u> | <u>318,309</u> |

Statements of Financial Position June 30, 2004 and 2003

| Assets | 2004 | 2003 |
|------------------------------------------------------------------------------------------------------------------|-------------------|----------------|
| Cash and cash equivalents | \$ 442,957 | 443,915 |
| Assessments receivable | 9,027 | 14,540 |
| Prepaid expenses | 3,577 | 3,270 |
| Furniture and equipment, less accumulated depreciation of \$12,803 and \$8,644 in 2004 and 2003, respectively | 7,993 | 12,152 |
| Total assets | <u>\$ 463,554</u> | <u>473,877</u> |
| Liabilities and Net Assets | | |
| Liabilities: | | |
| Accounts payable | \$ 127,039 | 135,684 |
| Other | 1,899 | 19,884 |
| Total liabilities | <u>128,938</u> | <u>155,568</u> |
| Unrestricted net assets | <u>334,616</u> | <u>318,309</u> |
| Total liabilities and net assets | <u>\$ 463,554</u> | <u>473,877</u> |

Special Assessment Rate for FY 2005 Property values for commercial landowners that form the basis for the WBIDA assessment declined 1.3 percent. In order to generate sufficient revenues to provide the current level of Streetscape Maintenance and Hospitality/Security services for the District during FY 2005 and maintain an adequate cash balance, the special assessment rate must be increased to 47 cents for the coming year, a marginal increase of 0.85 cents.

In accordance with Section 36-3.2(a), Revised Ordinances of Honolulu (1990), at the WBIDA Annual Membership Meeting held on April 28, 2004, the WBIDA membership authorized a rate of 47 cents per \$1,000 assessed value for properties in Precinct 1 for FY 2005. The table to the right summarizes the rate schedule approved by the WBIDA membership.

| Precinct | FY 2004 Rate | FY 2005 Rate |
|----------|--------------|--------------|
| 1 (a) | 0.4615 | 0.47 |
| 2 (b) | 0.1538 | 0.1567 |
| 3 (c) | 0.1154 | 0.1175 |

Notes:

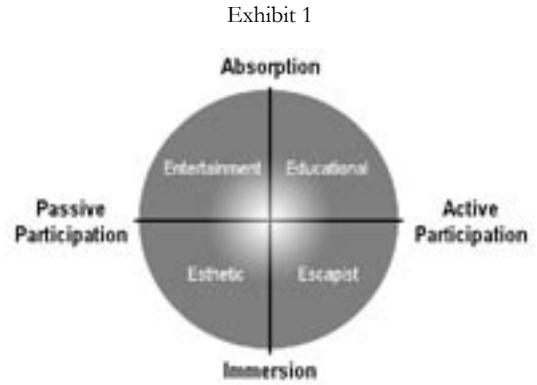
- a. Per \$1,000 assessed value of property
- b. 33 and 1/3 percent of Precinct 1 rate
- c. 25 percent of Precinct 1 rate

¹See complete Independent Auditor's Report prepared by KPMG LLP online at www.waikikibid.org



Aloha! WBIDA Program Coordinator, Suzanne Kirio, and I recently attended the 50th Annual Conference of the International Downtown Association (IDA) in Vancouver, British Columbia, where a new attendance record was set at over 1,000 registrants. IDA and the Downtown Vancouver Business Improvement Association went all out to ensure that this was one of the best-attended conferences by securing top-notch speakers and convening panels on issues with broad-based appeal.

A highlight of the conference was keynote speaker, James H. Gilmore, co-author of the book, **“The Experience Economy.”** Gilmore made a dynamic presentation about the four realms of experience (Exhibit 1), noting that experiences are a distinct economic offering and the key to future economic growth. Using a variety of examples, he explained that goods and services are no longer enough, and described how businesses can create compelling experiences to engage customers in ways that create memorable and lasting impressions.



Source: *The Experience Economy*, B. Joseph Pine, James H. Gilmore, Harvard Business School Press, April 1, 1999

In Waikiki, WBIDA supplements city government’s basic services to enhance the *esthetic* realm of the Waikiki experience—a clean, attractive, safe and welcoming public environment—in which businesses can offer a variety of *entertainment, educational* and *escapist* experiences to visitors and residents.

Two major projects being undertaken by WBIDA in FY 2005 that will contribute to making Waikiki’s public spaces more inviting, interesting, and comfortable include: (1) the creation of a distinctive visitor orientation map kiosk; and (2) a review of the ordinances regulating public space activities.

Visitor Orientation Map Kiosk

In a continuing effort to bring focus, distinction and unity to Waikiki’s public spaces, and as a natural evolution of the existing Streetscape Maintenance Program, WBIDA will be developing guidelines and an action program for integrated, ongoing public improvements that would complement private re-investment projects. This is intended to be a proactive effort by the business community to initiate public improvement projects for Waikiki.



Center City District Map, Philadelphia, PA

The project selected to launch the public improvements design program involves the creation of a distinctive visitor orientation map kiosk, and is the initial step in the development of an overall wayfinding signage and map program for Waikiki.



Seattle Center Orientation Map, Seattle, WA

WBIDA has engaged Two Twelve Associates, a leading strategic design firm based in New York experienced in developing wayfinding signage programs for other business improvement districts, to assist with this project. Co-principal of Two Twelve Associates is former Hawaii resident, Ann Harakawa. Ms. Harakawa will be working with Honolulu designers on this project.

Public Space Regulation

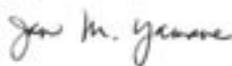
A variety of activities take place on the sidewalks of Waikiki including: handbilling, panhandling, peddling, soliciting with animals, soliciting for prostitution, and street performing. The lack of regulations and/or the lack of routine enforcement of regulations governing these activities create a variety of safety and economic problems for pedestrians and merchants.

WBIDA supports the enactment of strong laws that meet the constitutional test and provide clear guidelines for enforcement, including the requisite evidence for prosecution, and has offered its assistance to the City attorneys in the form of research and analysis of legislation from other jurisdictions. In conducting this research and evaluating options for Waikiki WBIDA remains mindful that regulatory solutions to the problems raised by these sidewalk activities requires balancing the needs of several parties:

- The safety and comfort of pedestrians traversing the sidewalks;
- The ability of businesses to operate in an atmosphere conducive to generating the sale of their merchandise and services;
- The constitutional rights of individuals participating in sidewalk activities; and
- The ease and effectiveness of law enforcement officials to arrest and prosecute.

Both projects require assistance and cooperation from all WBIDA members in order to be successful. Please check our website periodically for updates on these programs. In the coming weeks, as these projects proceed and a definitive timeline is developed, we will notify you and seek your input and advice. In the meantime, please contact our office at mail@waikikibid.org with your questions and comments.

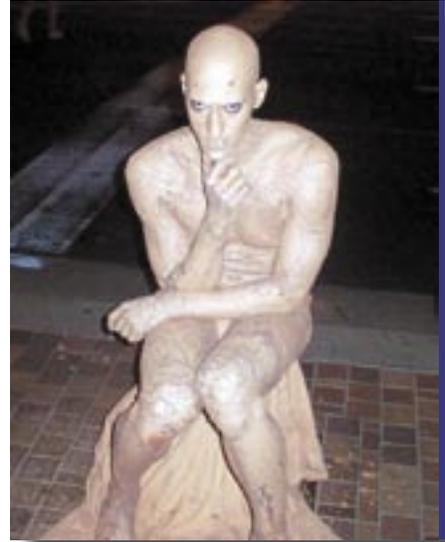
Mahalo for your continued support.



Jan M. Yamane
Executive Director



Peddler displaying jewelry on a Kalakana Avenue sidewalk.



Street Performer, "Red Dirt Man"



Street Performer, "Newspaper Man"



Soliciting with Animals, (parrots)



From L to R: Joseph Miller, Clay Hollandsworth, Fred Robello and Jan Yamane at the HVISA Awards Ceremony

Congratulations to Clay Hollandsworth and Cliff Galase, WBIDA's FY 2004 Employees of the Year!

Clay Hollandsworth has been with the *Aloha Patrol* since the program was launched in 2001, and is currently the Project Supervisor. He enjoys the responsibilities of being “the boss,” as well as the opportunities to interact with the many individuals he encounters during his patrols of the beach and sidewalks. Originally from Cottonwood, Idaho, Clay’s family moved to Hawaii in his youth and he graduated from Leilehua High School. He is in the U.S. Army Reserves, and spends his free time reading, singing and surfing.

Earlier this year, Clay was recognized for his quick action and assistance with a tragic traffic fatality on Kalakaua Avenue, by two security organizations: the Hawaii Visitor Industry Security Association, and the Council of Police & Private Security. One of the first on the scene, Clay administered CPR until paramedics arrived, and assisted police with traffic and crowd control.

Cliff Galase has been a member of the *Malama Waikiki Crew* since March 2003. He is currently the Supervisor of the pressure washing team. During his tenure with the BID, Cliff has demonstrated a high degree of responsibility toward his work and the employees under his supervision. His flexibility and eagerness to learn, coupled with his high standards of cleanliness, combine to make him a great asset to the Streetscape Maintenance Program. Born and raised in Ewa Beach, Oahu, Hawaii, Cliff enjoys watching and playing all types of sports, especially football, basketball, and billiards.



Cliff Galase, Malama Waikiki Crew



Vaughn Kanenaga, Malama Waikiki Crew Project Manager

Welcome Vaughn! Please help us welcome Vaughn Kanenaga—the *Malama Waikiki Crew's* new Project Manager—to the BID. Vaughn is originally from Sacramento, California, where he worked in the maintenance and customer service fields. Prior to his assignment to Waikiki, Vaughn served as maintenance supervisor at Mililani Shopping Center and Pearl Kai Westridge Shopping Center. When not roaming the sidewalks of Waikiki to ensure that all is well with his Crew, Vaughn spends time with wife, Wendi, and infant daughter, Allison Kate; and, whenever possible, tries to squeeze in a round of golf.



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)

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.)

New Owner/Lessee

Existing Owner/Lessee

Class B (Commercial Tenant)

Tenants leasing commercial space within the Waikiki Business Improvement District (Membership must be renewed annually)

New Membership

Membership Renewal

Class C (Other)

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)

New Membership

Membership Renewal

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

2255 Kuhio Avenue, Suite 760 • Honolulu, Hawai'i 96815 • Tel: (808) 923-9243 • Fax: (808) 923-2622 • 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



Contractor: Hawaiian Building Maintenance
537-4561, Ext. 355 (6:00 a.m. - 10:00 p.m.)

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



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 related to handbilling, panhandling, peddling, soliciting with animals, soliciting for prostitution and street performing within the District.

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