

# Malama Waikiki

THE NEWSLETTER OF THE WAIKIKI BUSINESS IMPROVEMENT DISTRICT ASSOCIATION

**Aloha!** The Waikiki BID recently celebrated a milestone—June 30, 2005, marked the completion of the first five-year term of the District. As we embark on our second five-year term, we are excited about the accomplishments that have been achieved and the opportunities that are before us. The Waikiki BID has continued to evolve and develop its programs, integrating socially and environmentally responsible practices into its operations, and have embarked on several new projects this year. Staff has also been working diligently in expanding services, and we hope to announce a number of exciting new projects in the upcoming months.



The success of any organization is dependent on its members, and I thank all of you who have contributed your time and talents to the Waikiki BID. We look forward to many more years of your ideas, input and participation which will be needed to maintain this momentum of progress.

Mahalo for your continued support of the Waikiki BID!

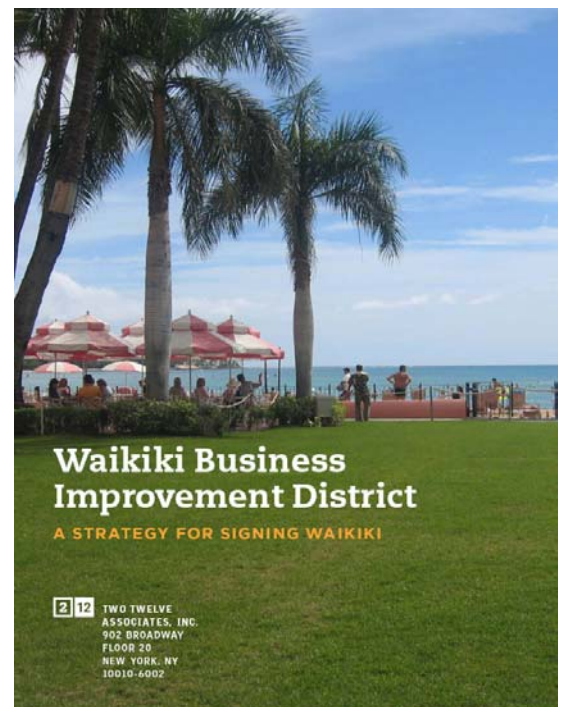
Eric J. Masutomi, Chair  
WBIDA Board of Directors

## Public Improvements Program

The WBIDA Public Improvements Program was established in FY 2005 to develop and implement creative solutions to improve the cleanliness, attractiveness and condition of Waikiki's public spaces through an integrated system of district-wide public improvements in Waikiki, including, but not limited to: gateway signage, wayfinding signage and maps, interpretive narratives, landscaping, pedestrian-scale lighting, and street furniture.

A major project launched in FY 2005—and scheduled to take approximately two years to complete—was the Public Signage Program that seeks to unify the destination area, enhance visitor mobility in and around Waikiki, and increase awareness of area attractions, activities and businesses.

With the assistance of Two Twelve Associates—a leading strategic design firm specializing in identity and information design for



signage and wayfinding, and brand and print communications—the creation of a signage strategy for Waikiki has been completed. Components of the signage program proposed for Waikiki include:

- Wayfinding: Welcome signage and pedestrian directionals
- Orientation: Maps placed atop publication racks to orient people to Waikiki, identifying street names and some major destinations within the area.
- Identification: Markers placed on street furniture to identify Waikiki BID as a participant in keeping Waikiki clean, and to create a sense of stewardship and care of the area.
- Information Centers: Comprehensive information about Waikiki, based on a website, made available via freestanding sidewalk kiosks or a storefront location.

The WBIDA's Public Improvements Program Committee has been overseeing the development of the signage strategy. As work commences on the design of the various signage components, the Program Committee will be assisted by a Design Advisory Group comprised up of representatives from state and county tourism and economic development agencies, architectural firms, the University of Hawaii, School of Architecture, and the community including the Waikiki Neighborhood Board and the Outdoor Circle.

### Streetscape Maintenance Program

In an ongoing effort to conduct operations in an environmentally friendly and socially responsible manner, the methods, equipment and staffing of the Streetscape Maintenance Program were thoroughly assessed during FY 2005.

With respect to methods and equipment, a decision was made to replace overnight scrubbing of sidewalks with more frequent daytime pressure washing, and incorporate a water recovery and recycling system



*WBIDA's new water recovery and recycling system*

to the pressure washing equipment to conserve water. In conjunction with the City Department of Environmental Services, procedures were developed to ensure that best management practices are employed when operating the new equipment, the first of its kind to be used when pressure washing public sidewalks.

With respect to staffing, a three-month pilot program was launched with Goodwill Industries of Hawaii (Goodwill) at the end of FY 2005 to assess the feasibility of a potential long-term partnership in which the Waikiki BID would serve as a worksite for Goodwill clients—people who have barriers to employment due to physical or mental disabilities, and who are looking for training and employment opportunities in the private sector. The pilot program with Goodwill was initiated in accordance with WBIDA's philosophy to advance—whenever possible—broader community betterment objectives when providing BID services. A four-member Goodwill crew worked in conjunction with the WBIDA's existing Malama Waikiki Crew to provide custodial services throughout the District during the pilot period. A decision regarding a long-term partnership with Goodwill will be made by the WBIDA Board of Directors in FY 2006.

## Public Space Management/Security Program

Significant changes were made to the Aloha Patrol in FY 2005, including the establishment of daily beach patrols and the reduction of sidewalk patrols.

In light of the extremely positive response to the pilot beach patrol program conducted in FY 2004, the beach patrol became a permanent part of the Aloha Patrol's duties in FY 2005. Two Aloha Patrol Officers (APOs) patrol the public beach between the Kapahulu Pier and the Outrigger Waikiki Shores [Zones 9 and 10] daily from 10:00 a.m. to 6:00 p.m. providing safety tips, information and assistance to beachgoers, and deterring criminal activity with their visible presence.



*Aloha Patrol Officers are on the beach daily from 10:00 a.m. to 6:00 p.m.*



*The Beach Patrol covers the public beach between the Kapahulu Pier and the Outrigger Waikiki Shores [Zones 9 and 10]*

Due to the current regulatory environment in which the Aloha Patrol operates, a reduction in the patrol was implemented until a review of current public ordinances regulating sidewalk activities can be completed, and the appropriate role of the APOs can be clarified. The current sidewalk patrol concentrates on Zones 5 and 6, but also patrols and responds to calls for service to all eight zones in the Primary Service Area.

In late FY 2005, WBIDA commissioned the University of Hawaii, Department of Urban and Regional Planning to conduct a study on sidewalk use, conditions, and concerns related to pedestrian flow, congestion and safety in the Waikiki District, starting in Zones 5 and 6—Kalakaua Avenue between Lewers Street and Uluniu Avenue—as this is the high pedestrian traffic area.. Information obtained from the sidewalk study will assist in the review of public ordinances regulating sidewalk activities, as well as a review of options for placement of additional landscaping, street furniture and signage in the District.

## Continuation of the Waikiki BID through 2010

At the WBIDA Board of Directors meeting held on March 30, 2005, Board members voted unanimously in support of Resolution No. FY 2005-1, a resolution to continue operations of the Waikiki Business Improvement District for the period FY 2006 – FY 2010 (July 1, 2005 – June 20, 2010).

# FY 2005 Financial Report<sup>1</sup>

## Statements of Activities Years ended June 30, 2005 and 2004

	2005	2004
Support and revenues:		
Member assessments	\$ 1,734,244	1,735,129
Interest and other	7,360	4,149
Total support and revenues	<u>1,741,604</u>	<u>1,739,278</u>
Expenses:		
Program services	1,311,985	1,636,397
Management and general	94,071	86,574
Total expenses	<u>1,406,056</u>	<u>1,722,971</u>
Change in unrestricted net assets	335,548	16,307
Unrestricted net assets at beginning of year	<u>334,616</u>	<u>318,309</u>
Unrestricted net assets at end of year	<u>\$ 670,164</u>	<u>334,616</u>

## Statements of Financial Position June 30, 2005 and 2004

Assets	2005	2004
Cash and cash equivalents	\$ 761,777	442,957
Assessments receivable	1,480	9,027
Prepaid expenses	3,922	3,577
Furniture and equipment, less accumulated depreciation of \$17,073 and \$12,803 in 2005 and 2004, respectively	<u>7,339</u>	<u>7,993</u>
Total assets	<u>\$ 774,518</u>	<u>463,554</u>
<b>Liabilities and Net Assets</b>		
Liabilities:		
Accounts payable	\$ 104,354	127,039
Other	—	1,899
Total liabilities	<u>104,354</u>	<u>128,938</u>
Unrestricted net assets	<u>670,164</u>	<u>334,616</u>
Total liabilities and net assets	<u>\$ 774,518</u>	<u>463,554</u>

**Special Assessment Rate for FY 2006.** Cost savings accumulated from FY 2005 combined with a modest 1.4 percent increase in total valuation of all WBIDA properties, allows for a two-cent rate decrease from the prior year.

In accordance with Section 36-3.2(a), Revised Ordinances of Honolulu (1990), at the WBIDA Annual Membership Meeting held on April 27, 2005, the WBIDA membership authorized a rate of 45 cents per \$1,000 assessed value for the properties in Precinct 1 for FY 2006. The table to the right summarizes the rate schedule approved by the WBIDA membership.

Precinct	FY 2005 Rate	FY 2006 Rate
1 (a)	0.4700	0.4500
2 (b)	0.1567	0.1500
3 (c)	0.1175	0.1125

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

<sup>1</sup>See complete Independent Auditor's Report prepared by KPMG LLP online at [www.waikikibid.org](http://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 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](http://www.waikikibid.org).

Jan M. Yamane, Executive Director  
Vaughn Kanenaga, Operations Manager  
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.

Board of Directors

## DIRECTORS

Marleen Akau  
*Royal Hawaiian Shopping Center*

Stan Engeldorf  
*Waikiki Beach Marriott Resort*

Eric Hamaguchi  
*Koa Gallery, Inc.*

Corine Hayashi  
*Pacific Beach Hotel/HTH Corp.*

Michael Jokovich  
*Hyatt Regency Waikiki Resort & Spa*

Victor Kimura  
*Kyo-ya Company Ltd.*

Paul Kosasa  
*ABC Stores*

Wayne Marques  
*Crazy Shirts, Inc.*

Eric J. Masutomi, Chair  
*Outrigger Enterprises, Inc.*

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*DFS Galleria*

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*Sheraton Princess Kainalani Hotel & Sheraton Moana Surftrider*

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*Macy's West*

Ted Soong  
*Waikiki Business Plaza*

Patricia Tam  
*Halekulani Corporation*

Michael R. Walsh  
*The Queen Emma Foundation*

Michael Wilding  
*Hilton Hawaiian Village Beach Resort and Spa*

Michael Murray  
*Waikiki Trade Center*

## Ex-Officio Members

Jeanne Schultz  
*Office of Mayor Mufi Hannemann City and County of Honolulu*

Councilmember Charles Djou  
*Honolulu City Council*

Robert Finley  
*Waikiki Neighborhood Board*

Major Thomas Nitta  
*Honolulu Police Department*

Laverne Higa  
*Honolulu Dept. of Facility Maintenance*

Patrick Kubota  
*Honolulu Dept. of Budget and Fiscal Services*