

FY 2009 was a year of reflection and evaluation for the Waikiki Business Improvement District Association (WBIDA) as current and future operations were reviewed in light of uncertain short- and long-term economic conditions.

The organization continued to provide supplemental custodial, landscape maintenance, hospitality and security services through its contractors Goodwill Industries of Hawaii, Inc., Landscape Hawaii, Inc., and Block by Block, LLC; and through donations to the Honolulu Police Department (HPD) for enhanced patrols of the District, and to the Waikiki Health Center for outreach services to the homeless in Waikiki. While doing so, WBIDA worked on finding ways to enhance program services and improve the physical conditions of Waikiki within existing resources. This included:

- Participation in the development of a system being prepared by the City to inspect, report and repair property conditions in Waikiki.
- Installation of hardier landscape material along the sidewalks of Kuhio Avenue in the high pedestrian traffic areas.
- Participation in the development of a plan being prepared by the City to install 25 sets of litter containers/recycling bins for aluminum, glass and plastic beverage containers.
- Participation in the development of a plan being prepared by the City per an agreement with the Hawaii Tourism Authority that would include installation of additional security cameras in Waikiki to be monitored by WBIDA.



WBIDA is working with the various City and County agencies on creating a system to report needed streetscape repairs.



Hardier landscape material, such as red ti leaf and kangaroo fern, were installed in the high pedestrian traffic areas along Kuhio Avenue.



The City plans to install a limited number of beverage container recycling bins on the public sidewalks in Waikiki.



The Aloha Ambassadors assist in monitoring the security cameras located along Kalakaua Avenue.

Tools to assist WBIDA in the ongoing evaluation of program services and physical conditions of Waikiki included:

- A Mystery Shopper program that primarily evaluates the hospitality services provided in the District, but also reviews the cleanliness and attractiveness of the area on a monthly basis.
- A Benchmarking system developed for WBIDA by the University of Hawaii, Department of Urban and Regional Planning called CLEAN which uses a 5-point scale to rate approximately 20 indicators in the five categories of Cleanliness, Landscaping, Environment, Amenities, and Nuisances for the District.



The CLEAN benchmarking system will assist in the evaluation of conditions in Waikiki.

Special Assessment Rate for FY 2010

In accordance with Section 36-3.2(a), Revised Ordinances of Honolulu (1990), at the WBIDA Annual Membership Meeting held on May 28, 2009, the WBIDA membership authorized a rate of 46 cents per \$1,000 assessed value for properties in Precinct 1 for FY 2010. The following table summarizes the rate schedule approved by the WBIDA membership.

Precinct	FY 2009 Rate	FY 2010 Rate
1 (a)	.4700	.4600
2 (b)	.1567	.1533
3 (c)	.1175	.1150

Notes

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

FY 2009 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	\$153,904	\$188,148
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	2,116,787	2,260,319
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) 478-6930 (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

Marleen Akau
Royal Hawaiian Center

Brian Bice
Louis Vuitton Waikiki

Russell Chun
Miramar at Waikiki

Troy Fujino
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Avenue/King Kalakaua Plaza

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Hyatt Regency Waikiki
Resort & Spa

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HTH Corporation

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& Waikiki Town Center

Wanda Okita
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Frederick L. Orr
Sheraton Princess Kaiulani Hotel

Arlene Reis
Waikiki Shopping Plaza/
Waikiki Business Plaza

Keith Shiroma
Bank of Hawaii

Patricia Tam
Halekulani Corporation

Chris Tatum
Waikiki Beach Marriott
Resort & Spa

Austin Tominaga
DFS Galleria Waikiki

Michael Wilding
Hilton Hawaiian Village
Beach Resort & Spa

Dion Yasui
Crazy Shirts

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Office of Mayor Mufi Hannemann
City and County of Honolulu

Councilmember Charles Djou
Honolulu City Council

Robert Finley
Waikiki Neighborhood Board #9

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Facility Maintenance

Mark Oto
Honolulu Department of
Budget and Fiscal Services