

Malama Waikiki

THE NEWSLETTER OF THE WAIKIKI BUSINESS IMPROVEMENT DISTRICT ASSOCIATION

During FY 2012, the Waikiki Business Improvement District Association (WBIDA) continued its efforts to provide clean, safe, and attractive public areas in Waikiki. The Association renewed contracts with Goodwill Industries of Hawaii, Inc., Landscape Hawaii, Inc., and Block by Block, LLC to provide supplemental custodial, landscape maintenance, and hospitality and safety services in the District. WBIDA also maintained its support of enhanced police patrols of the sidewalks and beach, and outreach services to the homeless in Waikiki via donations to the Honolulu Police Department and the Waikiki Health Center.

Streetscape improvements and public space management issues remained a focus for WBIDA during this fiscal year, including the following:

- Participating with the City Administration in the inspection of work performed to improve Kalakaua Avenue sidewalks (i.e., replacement of paver tiles and expansion of landscaped areas)—including the provision of comments on construction deficiencies—prior to assuming maintenance responsibilities for the renovated landscaped areas on March 1, 2012.



Areas highlighted in red show where quartzite has been installed; areas highlighted in yellow show existing quartzite.



Examples of new landscaping installed along Kalakaua Avenue



- Assisting the City Department of Facility Maintenance (DFM) with litter containers that DFM removed from the secured zone encompassing Ft. DeRussy, the Hale Koa Hotel, the Hilton Hawaiian Village Beach Resort & Spa, and the Hawaii Convention Center in preparation for APEC. This included repainting 23 litter containers, and cleaning the sidewalks prior to DFM reinstalling the refurbished containers.



*(l) Locations where refurbished litter containers (r) were reinstalled.
Mahalo to Goodwill Industries of Hawaii for providing the labor to refurbish the litter containers.*

- Providing an Aloha Ambassador to support the Waikiki Beach Sand Replenishment Project during the five-hour period (7:00 AM – Noon) that portions of the beach were closed to allow for hauling and placement of sand along the beach between the Duke Kahanamoku Statue and Royal Hawaiian Hotel.



*(l) Waikiki Beach in 2007; (r) Waikiki Beach in 2012 after the sand replenishment project.
The Aloha Ambassador supporting the project informed guests of the temporary beach closure, directed guests to other areas along Waikiki Beach, and responded to questions about the sand replenishment project.*

- Working with the City Administration to develop a long-term plan for the restroom facilities at Kuhio Beach Park to address: (1) ongoing maintenance and refurbishment; and (2) servicing during normal operating hours and during holidays/special events.



(l) Restrooms at Kuhio Beach Park between Kealohilani and Ohua Avenues; (r) Restrooms adjacent to the police substation. For the past seven years, WBIDA has provided two custodians to assist Parks personnel with late night cleaning of these restrooms on Halloween and New Year's Eve, two of the busiest nights of the year in Waikiki.

- Participating with the Waikiki Improvement Association and relevant City agencies to: (1) review existing ordinances regulating sidewalk activities to address obstruction of the sidewalk, illegal peddling and noise issues; and (2) develop an ordinance to prohibit public urination and defecation in Waikiki.
- Participating with the Waikiki Health Center, other private entities, and relevant City, State and Federal agencies, in the ongoing 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.

Special Assessment Rate for FY 2013

Precinct	FY 2012 Rate	FY 2013 Rate
1 (a)	.4900	.4900
2 (b)	.1633	.1633
3 (c)	.1225	.1225

Notes

- Per \$1,000 assessed value of property
- 33 and 1/3 percent of Precinct 1 rate
- 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 24, 2012, the WBIDA membership authorized a rate of 49 cents per \$1,000 assessed value for properties in Precinct 1 for FY 2013. The table to the left summarizes the rate schedule approved by the WBIDA membership.

FY 2012 Financial Report¹

STATEMENTS OF FINANCIAL POSITION

As of June 30, 2012 and 2011

	<u>2012</u>	<u>2011</u>
ASSETS		
CURRENT ASSETS		
Cash (including interest-bearing accounts)	\$1,005,900	\$1,055,389
Member assessments receivable – net	43,250	25,073
Prepaid expenses	304	419
Total current assets	<u>1,049,454</u>	<u>1,080,881</u>
PROPERTY AND EQUIPMENT		
Office furniture, fixtures, and equipment	74,349	60,213
Accumulated depreciation	<u>(52,644)</u>	<u>(42,822)</u>
Property and equipment – net	<u>21,705</u>	<u>17,391</u>
TOTAL ASSETS	<u>\$1,071,159</u>	<u>\$1,098,272</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 176,504	\$ 167,695
Landowner refund payable	-	29,582
Total current liabilities	<u>176,504</u>	<u>197,277</u>
NET ASSETS		
Unrestricted	<u>894,655</u>	<u>900,995</u>
Total net assets	<u>894,655</u>	<u>900,995</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$1,071,159</u>	<u>\$1,098,272</u>

STATEMENTS OF ACTIVITIES

For the Years Ended June 30, 2012 and 2011

	<u>2012</u>	<u>2011</u>
CHANGES IN UNRESTRICTED NET ASSETS		
Revenue and support		
Member assessments	\$2,204,135	\$2,080,239
Donated facilities	28,200	28,200
Interest and other income	2,178	1,631
Total revenue and support	<u>2,234,513</u>	<u>2,110,070</u>
Expenses		
Program services		
Hospitality	1,018,933	975,639
Streetscape Maintenance	985,156	964,555
Security	90,403	14,929
Research and Planning	50,806	49,863
Public Improvements	<u>15,403</u>	<u>14,929</u>
Total program services	2,160,701	2,019,915
Management and general	<u>80,152</u>	<u>77,700</u>
Total expenses	<u>2,240,853</u>	<u>2,097,615</u>
INCREASE (DECREASE) IN NET ASSETS	(6,340)	12,455
NET ASSETS – Beginning of year	<u>900,995</u>	<u>888,540</u>
NET ASSETS – End of year	<u>\$ 894,655</u>	<u>\$ 900,995</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 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

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

Mark DeMello
Aston Waikiki Beach Hotel

Arlene Dezellem
Waikiki Shopping Plaza/
Waikiki Business Plaza

Cheryl Gallagher
Honolulu Cookie Company

Aaron Kanemaru
Bank of Hawaii

Victor Kimura
Kyo-ya Management
Company Ltd.

Paul Kosasa, Chair
ABC Stores

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

Patricia Tam
Halekulani Corporation

Austin Tominaga
DFS Galleria Waikiki

Jerry Westenhaber
Hyatt Regency Waikiki
Resort & Spa

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 Ron Bode
Honolulu Police Department

Westley K.C. Chun
Honolulu Department of
Facility Maintenance

Michael R. Hansen
Honolulu Department of
Budget and Fiscal Services