

# Malama Waikiki

NEWSLETTER OF THE WAIKIKI BUSINESS IMPROVEMENT DISTRICT ASSOCIATION

## FY 2016 ANNUAL REPORT

In FY 2016, the Waikiki Business Improvement District Association (WBIDA) renewed contracts with Goodwill Hawaii, Inc. (Goodwill), Landscape Hawaii, Inc. (LHI), and Block by Block, LLC (BBB) for supplemental custodial, landscape maintenance, and hospitality and safety services

within the District; and continued a donation to the Honolulu Police Department

(HPD) to support enhanced police patrols of the sidewalks and beach.

WBIDA continued efforts to provide an employment pathway for homeless individuals in FY 2016 as the Association worked with Waikiki Health to facilitate employment opportunities via WBIDA contractors Goodwill and LHI. This resulted in one (1) person who had formerly been homeless in Waikiki being hired by Goodwill for the WBIDA custodial services crew.

WBIDA also worked to improve the Waikiki streetscape by:

- Participating in Project CLEAN—the annual community cleanup of the pavilions at Kuhio Beach Park and the comfort station at Queen's Surf—in partnership with HPD, the Department of Parks and

Recreation (DPR), and Inovi Green, Goodwill's vendor for Aqueous Ozone. Assistance

provided by the WBIDA crew included: removing litter from Pavilions 2 and 3; pressure washing the pavement, tables, benches and pillars; and applying Aqueous Ozone to sanitize and deodorize the area.

- Partnering with the Royal Hawaiian and Moana Surfrider hotels to service litter containers on the beach fronting these properties. In response to public complaints about the lack of litter

TOGETHER THE MALAMA WAIKIKI CREW AND ALOHA AMBASSADORS WORK TO KEEP WAIKIKI CLEAN, ATTRACTIVE, WELCOMING AND SAFE FOR EVERYONE WHO VISITS, WORKS AND LIVES IN THE DISTRICT.



The **Malama Waikiki Crew** provides regular cleaning (emptying trash, sweeping sidewalks, mopping up spills, polishing street furniture) daily, 6:00 a.m. – 10:30 p.m.; pressure washing Monday to Friday, 8:00 a.m. – 2:00 p.m.; and landscape maintenance, Monday to Saturday, 6:00 a.m. – 2:00 p.m.



The **Aloha Ambassadors** work from 10:00 a.m. – 11:00 p.m. daily, covering 10 patrol zones in the district, 8 on the sidewalks and 2 on the beach, via foot patrol, bike patrol and stationary posts.



containers, the aforementioned hotels donated and installed five (5) litter containers and two (2) recycling containers in September 2015. The WBIDA custodial crew services the containers at 7:00 a.m. daily; and the hotels service them each day at noon and 3:00 p.m.



Usage of the new beach litter containers has been high, with most receptacles being filled each day.

- Refurbishing 66 items of street furniture in the field, including 36 bike racks and 30 publication racks. This included stripping off old paint, prepping the items for repainting, and repainting with paint supplied by the City Departments of Transportation Services (DTS), and Facility Maintenance (DFM)



Publication racks were repainted with dark green frames and light green panels.

- Performing regular inspections of property conditions and reporting items requiring repair to the relevant City agency.
- Providing Base Line Landscape Maintenance Services on a temporary basis for DFM during the second half of FY 2016 pursuant to Section 2.06 of the Waikiki Business Improvement District Base Line Services Memorandum of Understanding. Areas covered include the mauka

side of Ala Wai Boulevard, and the medians on Kuhio and Kalakaua Avenues.



Temporary landscape maintenance services on Ala Wai Boulevard and the medians on Kuhio and Kalakaua Avenues began January 2016.

With respect to research and planning, WBIDA partnered with the National Disaster Preparedness Training Center (NDPTC) at the University of Hawaii at Manoa on a Pre-Disaster Recovery Planning Project. This included background research, a risk and vulnerability assessment, and workshops and planning sessions for Waikiki stakeholders. A draft plan and report are expected in October 2016.

## SPECIAL ASSESSMENT RATE FOR FY 2017

In accordance with Section 36-3.2(a), Revised Ordinances of Honolulu (1990), at the WBIDA Annual Membership Meeting held on May 19, 2016, the WBIDA membership authorized a rate of 43.75 cents per \$1,000 assessed value for properties in Precinct 1 for FY 2017. The table summarizes the rate schedule approved by the WBIDA membership.

Precinct	FY 2016 Rate	FY 2017 Rate
1 (a)	.4600	.4375
2 (b)	.1533	.1458
3 (c)	.1150	.1094
<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 2016 FINANCIAL REPORT\*

## STATEMENT OF FINANCIAL POSITION

As of June 30, 2016

(With Prior Year Summarized Financial Information)

	<u>2016</u>	<u>2015</u>
ASSETS		
CURRENT ASSETS		
Cash (including interest-bearing accounts)	\$1,435,621	\$1,232,916
Member assessments receivable – net	21,824	15,279
Prepaid expenses	588	497
Total current assets	<u>1,458,033</u>	<u>1,248,692</u>
PROPERTY AND EQUIPMENT		
Office furniture, fixtures, and equipment	82,913	77,849
Accumulated depreciation	<u>(76,326)</u>	<u>(71,771)</u>
Property and equipment – net	<u>6,587</u>	<u>6,078</u>
TOTAL ASSETS	<u>\$1,464,620</u>	<u>\$1,254,770</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 232,645	\$ 194,603
Total current liabilities	<u>232,645</u>	<u>194,603</u>
NET ASSETS		
Unrestricted	<u>1,231,975</u>	<u>1,060,167</u>
Total net assets	<u>1,231,975</u>	<u>1,060,167</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$1,464,620</u>	<u>\$1,254,770</u>

## STATEMENT OF ACTIVITIES

For the Year Ended June 30, 2016

(With Prior Year Summarized Financial Information)

	<u>2016</u>	<u>2015</u>
CHANGES IN UNRESTRICTED NET ASSETS		
Revenue and support		
Member assessments	\$2,936,683	\$2,646,901
Donated facilities	46,800	46,800
Interest and other income	1,138	1,088
Total revenue and support	<u>2,984,621</u>	<u>2,694,789</u>
Expenses		
Program services		
Streetscape maintenance	1,250,085	1,142,146
Hospitality	1,063,716	1,070,370
Security	184,422	169,028
Research and planning	132,877	93,256
Public improvements	<u>35,259</u>	<u>23,603</u>
Total program services	<u>2,666,359</u>	<u>2,498,403</u>
Management and general	<u>146,454</u>	<u>124,462</u>
Total expenses	<u>2,812,813</u>	<u>2,622,865</u>
INCREASE IN NET ASSETS	171,808	71,924
NET ASSETS – Beginning of year	<u>1,060,167</u>	<u>988,243</u>
NET ASSETS – End of year	<u>\$1,231,975</u>	<u>\$1,060,167</u>

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

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## FY 2017 REGISTRATION FORM

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.

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### Member Class

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**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*)

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### Property Information

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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

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### Contact Information

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Name of Contact

Title

Company

Mailing Address

City

State

Zip Code

Country

Phone

Fax

Would you like to receive WBIDA email updates?  Yes  No

Email Address

Website Address

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**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).

## 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.



227 Lewers Street, Box 202  
Honolulu, Hawaii 96815  
(T) 808-923-9243 | (F) 808-924-9737  
[mail@waikikibid.org](mailto:mail@waikikibid.org) | [www.waikikibid.org](http://www.waikikibid.org)

## FY 2016 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 Dezelle  
*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*

David Nadelman  
*Hyatt Regency Waikiki  
Beach Resort & Spa*

Bruce Nakaoka  
*Queen Emma Land Company*

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 Clyde Ho  
*Honolulu Police Department*

Ross Sasamura  
*Honolulu Department  
of Facility Maintenance*

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

Robert Finley  
*Waikiki Neighborhood Board*