



FY 2021 Annual Report

President's Message >>>

Aloha to all!

We share with you a renewed optimism for the vitality of Waikiki! At the Waikiki Business Improvement District Association (WBIDA), we serve you with our core mission – providing CLEAN and SAFE services. Every day of the pandemic and now through economic recovery, our crews have been in person and focused on the top priority of maintaining a clean, safe, and vibrant Waikiki for both visitors and residents alike.

Looking back on our FY21 achievements, this report highlights a few of our most notable statistics. You'll notice that despite the lower volumes in the district, several of our services have significantly increased, especially in the important areas of cleaning and safety.

We are looking positively towards the future, and the WBIDA will continue building programs and partnerships to achieve benefit for all of Waikiki. On behalf of the WBIDA Board of Directors, staff, and crew, I invite you to learn more about our efforts by attending the Annual Membership meeting on May 17, 2022. Please save the date!

A sincere Mahalo for your support of the WBIDA.

Aloha and all the best,



Jennifer Nakayama
President and Executive Director

Program Highlights & Statistics

Operations in FY21 centered on our response to COVID-19 and building the foundation for a return to normalcy in Waikiki. Throughout the year, our Aloha Ambassadors and Malama Waikiki crew continued to focus on our mission to provide clean and safe services while sharing our aloha with all visitors, employees, and residents.

After reducing services in FY20, the WBIDA slowly increased essential service deployment from a low of 50% to 100% of pre-pandemic numbers. We also welcomed back our hospitality ambassadors in greater numbers to ensure that even though visitor numbers remained low compared to previous years, those that travelled to our islands were provided a first-class vacation experience.

Our contractors, Block by Block and Landscape Hawaii, Inc., continued to serve as integral partners in our service delivery. With their support, we were able to provide consistent and efficient service every day of the year.

While clean and safe programs are the backbone of WBIDA operations, we continued to expand our service to those in the community who have experienced hardship. Through our contract with Block by Block, we provided employment opportunities to 28 "second chance" individuals challenged with normal employment opportunities. And we expanded our outreach ambassador program to seven days per week to better connect persons living on the streets and in the parks of Waikiki to services.

Other highlights from 2021:

- Provided 31,910 hours of Hospitality/Safety and Security services, and 43,960 hours of Streetscape Maintenance services.
- Initiated pilot project to assess smart waste technology in two (2) litter receptacles via the Victor Stanley Relay program.
- Deep cleaned 2.3 million square feet of sidewalk using two truck-based pressure washing systems, a pressure washing trike, and a T7 surface cleaner. Pressure washed bus stops on Kuhio Avenue three times per week for a total of over 150 cleanings.
- Completed first full year of landscape maintenance services in five pocket medians, mini parks located throughout Waikiki.



**FY 2021
STATISTICS
AT A GLANCE**

**Infrastructure
Disinfected &
Sanitized**

325,210

**Pounds of
Trash Removed**

290,340

**Graffiti Tags
Removed**

4,550

**Safety Advisories
& Property
Assistance**

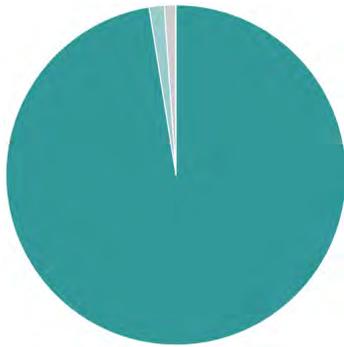
15,705

**Visitors
Served**

108,100

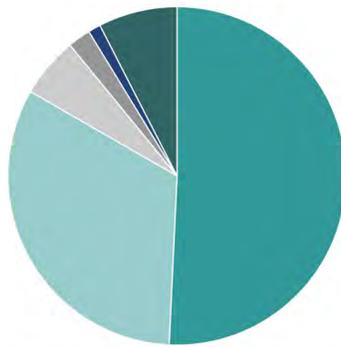
FY 2021 Financials >>>

REVENUE



- Member Assessments (\$4,177,442)
- Paycheck Protection Program (\$62,500)
- Donated Facilities (\$46,800)
- Interest and Other Income (\$1,442)

EXPENSES



- Streetscape Maintenance (\$1,740,853)
- Hospitality (\$1,116,846)
- Security (\$198,310)
- Research and Planning (\$74,997)
- Public Improvements (\$40,918)
- Management and General (\$258,574)

FY 2021 SPECIAL ASSESSMENT RATE

Precinct	FY 2021 Rate	FY 2022 Rate
1 (a)	.3600	.3500
2 (b)	.1200	.1167
3 (c)	.0900	.0875

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

Visit www.waikikibid.org for expanded financial statements with Independent Auditors' Report



Waikiki
Business Improvement District

NOTICE OF FY 2022 ANNUAL MEETING

Tuesday, May 17, 2022 | 11:30 a.m.—1:30 p.m. (HST)

Virtual Meeting Hosted Online via GoToMeeting

Agenda

Program Updates | State of Waikiki 2022
Strategic Master Plan | FY 2023 Budget

To participate please RSVP to mail@waikikibid.org by May 16, 2022

Visit waikikibid.org for more information, and share your comments and suggestions by completing our Annual Survey.



WBIDA Program Services

Block by Block:

Custodial Services & Pressure Washing
6:00 am – 10:30 pm, Daily

Hospitality & Security Services
24 Hours, Daily

Outreach Services
9:00 am – 4:00 pm, Daily

Landscape Hawaii, Inc.:

Landscape Maintenance
6:00 am – 2:00 pm, Mon to Sat

The Waikiki Business Improvement District Association (WBIDA)

is a nonprofit corporation actively creating and promoting a clean, safe, vibrant Waikiki for locals, residents and visitors alike. WBIDA operations are funded by assessments on nearly 3,800 commercial property owners in the Waikiki Special District.

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