



PRESIDENT'S MESSAGE

Aloha to all!

Without a doubt, this has been a tremendously challenging time for everyone. At the Waikiki Business Improvement District Association (WBIDA), we serve you with our core mission – providing CLEAN and SAFE services.

Throughout every day of the pandemic, we have been defined as essential services and remain focused on the top priority of

maintaining a clean, safe, and vibrant Waikiki, for both visitors and residents, while contributing to the economic prosperity of Oahu and the State of Hawaii.

Perspective... Gratitude... this year is definitely about both, and acknowledging that 2020 was not the year that we expected it to be. Waikiki, its businesses, and our community, are resilient and have the ability to adapt and accommodate change. We can emerge stronger and more flexible into 2021 and beyond.

Looking back on our FY 2020 (July 2019 to June 2020) successes and triumphs, this report highlights a few of our most notable statistics. You'll notice that despite the pandemic and lower volumes in the district, several of our services have significantly increased, in the important areas of cleaning and safety.

We are looking optimistically 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 in May 2021. Please save the date!

A sincere Mahalo for your support of the WBIDA.

Aloha and all the best,

Jennifer Nakayama
President and Executive Director

Representing your concerns and needs in Waikiki, the WBIDA Board of Directors are a group of business leaders, property owners, district tenants, and ex-officio City of Honolulu officials. A full list of the Board of Directors can be found at www.waikikibid.org/associationgovernance.htm.

OPERATIONAL REPORT



Like our fellow businesses, visitors, and residents, the WBIDA has experienced the rollercoaster that has been 2020. In the face of the COVID-19 pandemic, the WBIDA, our Aloha Ambassadors, and Malama Waikiki Crew pivoted to provide greater emphasis on our core clean and safe programs. Our focus is to ensure Waikiki is safe and clean for residents and employees now, and for when we welcome back our visitors in greater numbers.

Starting in mid-March, the WBIDA suspended non-essential services and reduced essential service deployment to 50%. Yet, even with reduced services, the Aloha Ambassadors and Malama Waikiki Crew significantly increased service efficiency. We have disinfected thousands of high-touch surfaces, patrolled the streets to ensure a safe environment for pedestrians, educated of visitors and residents about local COVID protocols, and much more.

And through it all we remain dedicated to providing an employment pathway for "second chance" individuals and those challenged with employment opportunities by facilitating employment via WBIDA contractors. To date, 20 "second chance" individuals have been hired by our contractor, Block by Block, and employed for 12 months on average.

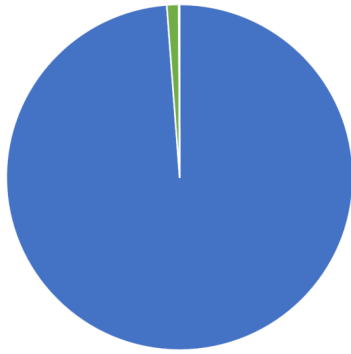
Other highlights from 2020:

- Provided 47,800 hours of Hospitality/Safety and Security services, and 48,500 hours of Streetscape Maintenance services.
- Increased sanitizing and disinfecting high-touch assets from 8,200 average per month before the pandemic, to 28,350 average per month, a 350% improvement.
- Partnered with the City and County of Honolulu, Department of Facilities Maintenance, to complete phase II and begin phase III of Victor Stanley litter receptacle upgrades, which included installing new liners and lids.
- Increased dedicated outreach ambassador deployment and partnered with the Institute of Human Services, Waikiki Health, and other service providers to help our most vulnerable on the streets of Waikiki.
- Awarded the Outstanding Organization award from the Law Enforcement and Security Coalition of Hawaii.

The services that we continue to provide are more important than ever. Our crews take pride in being able to ensure you have a pleasant and safe experience in Waikiki.

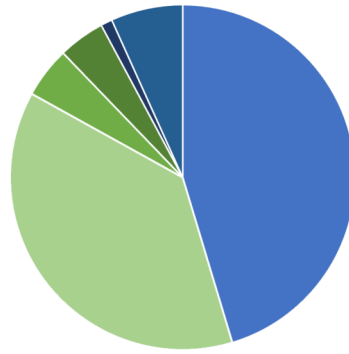
FY 2020 STATS AT A GLANCE	Infrastructure Disinfected and Sanitized	Bags of Trash Removed	Pounds of Trash Removed	Graffiti Tags Removed	Visitors Served
	458,620	22,350	315,670	4,780	458,620

FY 2020 REVENUE



- Member Assessments (\$4,177,442)
- Donated Facilities (\$46,800)
- Interest and Other Income (\$3,278)

FY 2020 EXPENSES



- Streetscape Maintenance (\$1,789,905)
- Hospitality (\$1,488,013)
- Security (\$187,713)
- Research and Planning (\$172,624)
- Public Improvements (\$42,505)
- Management and General (\$266,194)

FY 2021 SPECIAL ASSESSMENT RATE

Precinct	FY 2020 Rate	FY 2021 Rate
1 (a)	.3725	.3600
2 (b)	.1242	.1200
3 (c)	.0931	.0900

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



FY 2020 REPORT

CALL FOR NOMINATIONS

Board of Directors FY 2022—FY 2024

The WBIDA is now accepting nominations for the Board of Directors for FY 2022—FY 2024. Nominations must be submitted no later than April 17, 2021. Elections will be held at the WBIDA Annual Membership Meeting on May 20, 2021.

To obtain a copy of the nomination form, visit www.waikikibid.org; email mail@waikikibid.org; or call (808) 923-9243.

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. For more information, please visit our website at waikikibid.org, email at mail@waikikibid.org or call at (808) 923-9243.

**MALAMA
WAIKIKI CREW**

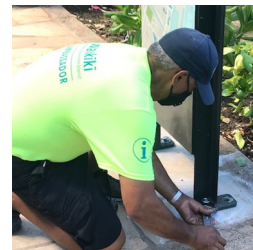
**ALOHA
AMBASSADORS**



**Custodial Services
& Pressure
Washing**
6:00 am—10:30 pm
Daily
(808) 304-3144
Block by Block



**Landscape
Maintenance**
6:00 am – 2:00 pm
Mon to Sat
**Landscape
Hawaii, Inc.**



**Hospitality
& Security Services**
6:00 am—11:00 pm
Daily
(808) 304-3144
Block by Block