



M A L A M A W A I K I K I

FY 2002 ANNUAL REPORT



Message from the Chair

Aloha,

Welcome to the first issue of *Malama Waikiki*, the newsletter of the Waikiki Business Improvement District Association. The publication of this newsletter marks yet another milestone in the development of the Waikiki BID since services were inaugurated in March 2001. Through this newsletter, our recently launched website (www.waikikibid.org), and our annual membership meeting, we will keep you informed about WBIDA activities, and provide venues for your feedback.

The first 18 months of operations have been busily spent launching, evaluating, and refining our Streetscape Maintenance and Security/Hospitality programs. During the current fiscal year (July 1, 2002 – June 30, 2003), we will continue refining existing operations, while looking ahead toward expanding program services.

To that end, we ask that you assist us in identifying program priorities by completing the Strategic Plan Survey on pages 3 and 4 of this newsletter, and returning it to us **no later than October 25, 2002**. Results received by that date will be used to prepare the WBIDA Strategic Plan for FY 2004–2006 that will be presented at the FY 2003 Annual Membership Meeting on April 30, 2003.

Mahalo for your continued support of the Waikiki BID. We appreciate the opportunity to work in partnership with you to make Waikiki a special place to live, work and play.

Eric J. Masutomi, Chair
Waikiki Business Improvement District Association

Highlights

During FY 2002, Waikiki Business Improvement District Association (WBIDA) contractors continued to perform Streetscape Maintenance and Security/Hospitality services for the benefit of Waikiki landowners, merchants, visitors and residents.

Over the course of the past year, the Malama Waikiki Crew and Aloha Patrol Officers have become a familiar sight on the sidewalks of Waikiki as they work hard to improve the physical environment of, and pedestrian experience in, Waikiki.

WBIDA staff continued to work on establishing the administrative infrastructure to support the Streetscape Maintenance and Security/Hospitality programs, including the development of electronic databases to track performance and progress of WBIDA contractors and the City agencies that provide baseline services in the area.

September 2001 was a significant month for WBIDA and changed the course of operations for the remainder of the fiscal year:

On September 1, 2001, WBIDA assumed management of the City's Hale Aloha Waikiki Visitor Information Program, and on September 10, 2001, embarked on a joint *ho'okipa* (hospitality) training program for Aloha Patrol Officers and Hale Aloha Information Hosts to

ensure the offering of consistent service levels in hospitality.

In the aftermath of the tragic events of September 11, 2001, WBIDA curtailed operations in accordance with

the significantly reduced volume of visitors to Waikiki. Hours of operation remain the same; however, services are being provided at reduced staffing levels.

In FY 2003, staffing adjustments shall be made in conjunction with projected visitor arrivals to the District.

Anticipated Budget Surplus for FY 2002

For FY 2002, ending June 30, 2002, WBIDA projects collecting \$1,765,000.00 in assessment revenues (\$1,692,000.00 from landowners,

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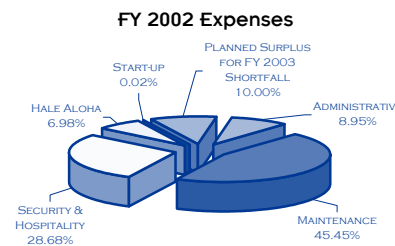
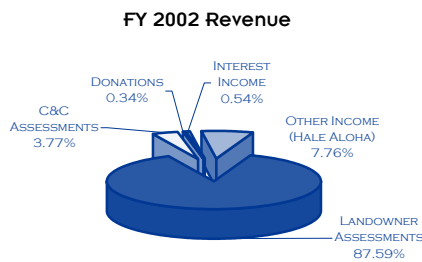
Renew Your Membership, or Join WBIDA, for FREE!

If you haven't renewed your membership for FY 2003 yet, or would like to join WBIDA, simply complete the form on page 5—**especially the telephone, fax and email contact information**—and return it to the WBIDA office as soon as possible.

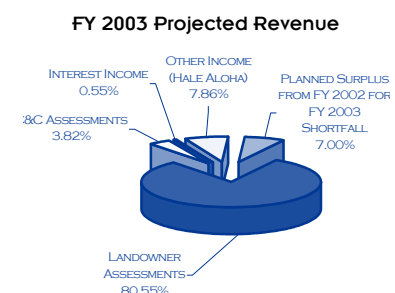
FY 2002 Annual Report

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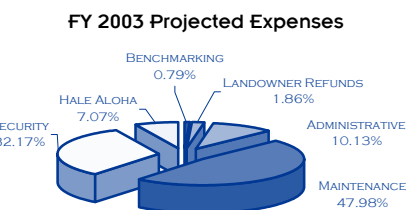
\$73,000.00 from City and County), \$6,500.00 in donations, \$150,000.00 in grants and \$8,500.00 of interest income, for total revenue of \$1,930,000.00.



As a result of the cutback in program and administrative expenses in the aftermath of September 11, expenses are expected to total \$1,738,000.00. About 90 percent of expenses (\$1,564,000.00) are for the maintenance, security/hospitality, visitor information and benchmarking programs. Administrative expenses for personnel, office operations, and professional fees comprise the remaining 10 percent of total costs, or \$174,000.00.



The surplus is anticipated to be \$192,000.00. It is important to note that the original budget for FY 2002 anticipated a deficit of \$56,000.00 due to repayment of expenses incurred by the Waikiki Improvement Association to start-up WBIDA. The deficit would have been covered by WBIDA's reserves from FY 2001. However, as a result of WBIDA's reduced operations since September 2001, the result is a surplus, rather than a deficit, for FY 2002.



The surplus of \$192,000.00 plus the reserve from FY 2001 of \$196,000.00 provides a cumulative reserve of \$388,000.00.

Approximately \$138,000.00 of this reserve shall be used for FY 2003 operations. The remaining funds are required to provide WBIDA with enough of a cash balance to pay expenses for the first two and one-half months of the fiscal

year, a situation that is necessary because transfer of the assessments collected by the City's Treasury Division for the first half of the fiscal year is not expected until the middle of September 2003.

Special Assessment Rate for FY 2003

In accordance with Section 36-3.2(a), Revised Ordinances of Honolulu (1990), the WBIDA Board of Directors presented a resolution for a temporary, one-year reduction of 8.5 percent in the special assessment rate for FY 2003 at the WBIDA Annual Membership Meeting on May 1, 2002.

WBIDA members approved the resolution that would provide relief to Waikiki landowners who are experiencing significant economic losses as a result of the post-September 11 downturn in tourism.

At that meeting, the membership authorized a rate of 41 cents per \$1,000.00 assessed value for properties in Precinct 1 for FY 2003. The table summarizes the rate schedule approved by the WBIDA membership.

| Precinct | FY 2002 Rate | FY 2003 Rate |
|----------|--------------|--------------|
| 1 (a) | .45 | .41 |
| 2 (b) | .15 | .1367 |
| 3 (c) | .1125 | .1025 |

Notes:

- a. Per \$1,000.00 assessed value of property
- b. 33 and 1/3 percent of Precinct 1 rate
- c. 25 percent of Precinct 1 rate

WBIDA Embarks on Strategic Plan for the District

The Waikiki BID works in partnership with business and government toward its long-term goal: *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 Hawaii.*

To achieve this goal, WBIDA initially developed two programs—Streetscape Maintenance and Security/Hospitality—with the intention of expanding into additional programs over time as outlined in a Strategic Plan to be developed by, and for, WBIDA members.

With the issuance of the Strategic Plan Survey (pages 3 and 4 of this newsletter), WBIDA is undertaking the first of a six-phase process in the development of the first Strategic Plan for the Waikiki BID. The initial Strategic Plan will cover three fiscal years (FY 2004-2006) commencing July 1, 2003, and ending June 30, 2006.

The Strategic Plan Survey is an important means of obtaining the input of WBIDA members—property owners, lessees, and commercial tenants—on the type of activities that should be provided in the District over the next several years. All members are strongly encouraged to take a few minutes to complete the survey, and return it via mail or fax to the WBIDA office **no later than October 25, 2002**. Survey results received by that date shall be used to prepare the Strategic Plan.



STRATEGIC PLAN SURVEY

Aloha WBIDA Members,

We need your input on priorities for future program development. Please complete the survey below and fax to (808) 923-2622, or mail to the address above. Survey results received by October 25, 2002, will be used to prepare the WBIDA Strategic Plan for FY 2004-2006.

Please contact us at (808) 923-9243, or mail@waikikibid.org if you have any questions. Mahalo.

1. Select the item that best describes your status: ___ Owner ___ Lessee ___ Tenant

2. Rate the current efforts of WBIDA to improve Waikiki:

- ___ Effective
- ___ Somewhat Effective
- ___ No Effect
- ___ Somewhat Ineffective
- ___ Very Ineffective
- ___ Don't Know

3. The following are activities commonly undertaken by business improvement districts, and have been suggested for the Waikiki BID. Indicate the priority level, if any, that WBIDA should give to these activities over the next three years. Please prioritize WITHIN each Program Area.

Security/Hospitality (Rank items from 1 to 3, with 1 being the highest priority)

- ___ **Social Services Coordination:** Team with social service organizations to provide outreach to the homeless, drug addicts and prostitutes (e.g., job training, youth programs)
- ___ **Community Services Coordination:** Work in conjunction with law enforcement and social service agencies to supervise individuals sentenced to perform community service in Waikiki
- ___ **Public Space Regulation:** Provide funding for the assignment of a special duty police officer to WBIDA to enforce sidewalk ordinances
- ___ **Other (describe):** _____

Streetscape Maintenance & Enhancement (Rank items from 1 to 3)

- ___ **Capital Improvements:** Design, install and maintain additional landscaping, torch lights, street lighting, or street furniture
- ___ **Seasonal Decorations:** Extend Honolulu City Lights decorations into Waikiki culminating in a fireworks display on New Year's Eve
- ___ **Other (describe):** _____

Promotion (Rank items from 1 to 3)

- Event Management:** Create and produce festivals and events to attract residents to Waikiki, provide activities for visitors, and stimulate business activity
- Banners:** Design, produce, install and maintain WBIDA banners on lamp posts to create a District identity
- Parking Information:** Compile information about all parking facilities in Waikiki (location, operating hours, rates), prepare a directory and map, and publicize information through the Yellow Pages and WBIDA website
- Other (describe):** _____

Revenue Generation (Rank items from 1 to 3)

- Contract Services:** Contract with commercial areas adjacent to Waikiki (i.e., Kapahulu, Kaimuki, Ala Moana, Kakaako) to provide Streetscape Maintenance and/or Security/Hospitality services on a periodic basis or for special events
- BID Consulting/Management:** Contract with private entities interested in either establishing their own BID, or engaging WBIDA to manage operations upon establishment of their BID
- Other (describe):** _____

4. You have \$100 to spend on the Program Areas listed below. Allocate the \$100 among the Program Areas that you support.

- Security/Hospitality
- Streetscape Maintenance & Enhancement
- Promotion
- Revenue Generation

5. Indicate your agreement with the following statement: *The Waikiki BID assessment should be increased if necessary to fund the activities ranked as priorities.*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- Don't Know

Mahalo for your participation. Please fax the completed survey to (808) 923-2622, or mail to:
 WBIDA, 2255 Kuhio Avenue, Suite 760, Honolulu, Hawaii 96815

Please respond as soon as possible, but no later than October 25, 2002.



Waikiki Business Improvement District Association

2255 Kuhio Avenue, Suite 760 • Honolulu, Hawaii 96815 • tel: (808) 923-9243 • fax: (808) 923-2622 • website: waikikibid.org

FY 2003 REGISTRATION FORM

We welcome your active participation in the Waikiki Business Improvement District Association (WBIDA)*. Become a registered member of WBIDA, and keep up to date on the latest news in the District. Please complete the form below and fax to (808) 923-2622 or mail to the address above.

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

Square Footage

Contact Information

Name of Contact

Title

Mailing Address

City

State

Zip Code

Country

Phone

Fax

Would you like to receive WBIDA email updates? Yes No

Email Address

Website Address

***Please forward this form to any other individuals in your organization who may be interested in the Waikiki Business Improvement District Association.**

Honolulu, HI 96815-2689
 2255 Kuhio Avenue, Suite 760
Waikiki Business Improvement District Association

Postage Required
 Post Office will
 not deliver
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 postage

↑ Fold Here ↓

To submit survey and/or registration form, fold here, affix postage and mail to WBIDA.

www.waikikibid.org Website Launch

WBIDA announces the launch of its website on September 3, 2002.
 Log on to www.waikikibid.org and

- Learn about WBIDA's current activities to keep Waikiki clean, beautiful, safe, and friendly
- Meet the men and women of WBIDA's Streetscape Maintenance and Security/Hospitality programs
- Access forms and keep up to date on administrative policies, procedures and due dates
- Let us know what you think about WBIDA programs



Make a Difference Day in Waikiki

October 26 is Make a Difference Day. In conjunction with the City & County of Honolulu Department of Environmental Services, the Malama Waikiki Crew (MWC) will be assisting with a storm drain stenciling project in Waikiki. MWC members will ensure that the sidewalks are cleaned and prepared prior to the placement of the stencils which will read: "Mai Kiloī 'Opala, Malama I Ke Kai – Dump No Waste, Take Care of Our Ocean."

Annual Sidewalk Pressure Washing Begins in September

The Malama Waikiki Crew, led by Manager Chuck Farinha, will be pressure washing the sidewalks in Waikiki from 7:00 a.m. to 3:00 p.m. as follows:



- September 2002: Kuhio Avenue, between Kuamoo Street and Kapahulu Avenue
October 2002: Kalakaua Avenue, between Ala Wai Boulevard and Kapahulu Avenue
November 2002: Side streets connecting Kuhio and Kalakaua Avenues (Olohana, Kalaimoku, Lewers, Royal Hawaiian, Seaside, Kaiulani, Uluniu, Liliuokalani, Kealohilani, Ohua, Paoakalani and Kapahulu)

As a value-added service for FY 2003, the Malama Waikiki Crew will pressure wash the sidewalks from curbside all the way to the building facade for each landowner who wishes to have his/her property's frontage cleaned. **There will be no charge for this one-time cleaning service.** If property owners desire additional pressure washing throughout the year, a special WBIDA rate of 25 cents per square foot (\$80.00 minimum charge) will be available.

A few days prior to pressure washing each area, Chuck Farinha will personally notify each of the affected businesses and confirm the area to be cleaned. Please contact Chuck at the Malama Waikiki Crew office at 926-6300 if you have any questions.

Employees of the Year



Brett Kaneshiro, Aloha Patrol

Brett Kaneshiro has been an Aloha Patrol Supervisor for the Waikiki BID since services were launched in March 2001. He was rapidly singled out for his leadership qualities and administrative skills, and is currently the scheduler, trainer, and computer data control officer for the Aloha Patrol.

Area Supervisor Fred Robello says that, "Brett has just the right combination of hospitality and security skills required of an Aloha Patrol Officer," noting his prior work experience as a tour escort and tour driver for Diamond Head Tours, a security officer at the Hawaii Convention Center and Honolulu International Airport, and ukulele instructor at Roy Sakuma Ukulele Studios.

When he's not working in Waikiki, or relaxing at home in Mililani with wife Lisa, Brett can be found enjoying his favorite past-time...fishing.



Teodoro "Ted" Visitacion, Malama Waikiki Crew

Teodoro "Ted" Visitacion is part of the original Malama Waikiki Crew that was hired in March 2001 to clean and maintain the Waikiki BID streetscape. Consistently ranking first in productivity levels, and demonstrating a strong work ethic and high level of responsibility in the performance of his duties, Ted was promoted to the position of Evening Supervisor after just seven months on the job. He is a working supervisor and oversees a crew of four employees during the 2:00 p.m.-11:00 p.m. shift.

Ted has taken classes in Conversational Japanese, which comes in handy during the course of his daily work, as he often stops to help Japanese visitors who appear to need assistance. He finds his job "very rewarding," and believes that "the most important part of my job is the manner in which I present myself to others."

Ted was born and raised in the Philippines, and moved to Hawaii in 1983. In his spare time, Ted enjoys playing volleyball and tennis.

HPD Available for Disaster Preparedness Briefings

To all merchants in Waikiki: HPD officers are available to meet with you and your employees to discuss how to prepare for natural or man-made disasters that may arise in Waikiki. Sessions will explain how to prepare your employees and property in case of emergencies, HPD's response in such situations, suggested routes out of Waikiki, and nearby evacuation shelters. Contact HPD at 529-3098 to arrange a briefing for you and your employees, or to obtain more information.

Election of Directors for FY 2004 - FY 2006


The WBIDA nominating committee is now accepting nominations for the Board of Directors for FY 2004 - FY 2006. Nominations must be submitted to the WBIDA office no later than February 1, 2003.

Check out the website for nomination forms, or contact the WBIDA office for more information.

Save the Date!
 FY 2003
 Membership Meeting
 APRIL 30 2003
 Annual Meeting

NONPROFIT ORGANIZATION
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Waikiki Business Improvement District Association
 2255 Kuhio Avenue, Suite 760
 Honolulu, HI 96815



Services

Board of Directors

Contact Us

2255 Kalakaua Avenue, Suite 760 ▪ Honolulu, Hawai'i 96815
 Tel: (808) 923-9243 ▪ Fax: (808) 923-2622 ▪ Website: www.waikikibid.org
 Jan M. Yamane, Executive Director ▪ Suzanne N. Kirto, Program Coordinator

Malama Waikiki Crew
Hawaiian Building Maintenance
 537-4561, Ext. 355
 (24 Hours a Day)

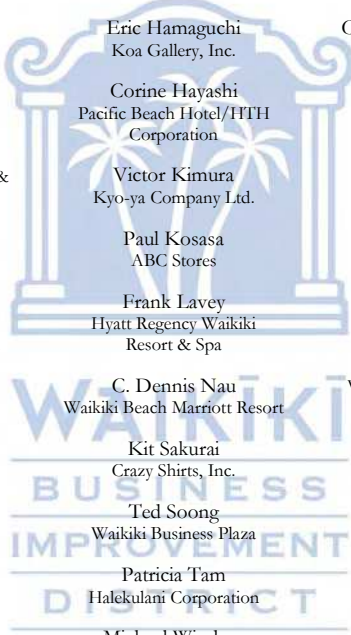
For inquiries on cleaning and irrigation schedules, and to report spills, litter and graffiti within the public areas of the district.

Aloha Patrol
Burns International Security Services
 924-9740
 (10:00 am - Midnight, Daily)
 For inquiries on patrol schedules and to report observances of illegal sidewalk activities related to animal solicitation, handbilling, prostitution and street performers within the district.

Officers

- Eric Masutomi, Chair
Outrigger Enterprises, Inc.
- Mona Abadir, Vice Chair
Honu Group, Inc.
- Tim DeLessio, Vice Chair
DFS Galleria
- Frederick L. Orr, Vice Chair
Sheraton Princess Kaiulani Hotel & Sheraton Moana Surftrider
- Peter H. Schall, Vice Chair
Hilton Hawaiian Village Beach Resort & Spa
- Charlian Wright, Vice Chair
Pauahi Management Corporation
- Michael Walsh, Vice Chair & Treasurer
The Queen Emma Foundation

Directors

- Roger Finnie
Louis Vuitton Hawaii, Inc.
 - Eric Hamaguchi
Koa Gallery, Inc.
 - Corine Hayashi
Pacific Beach Hotel/HTH Corporation
 - Victor Kimura
Kyo-ya Company Ltd.
 - Paul Kosasa
ABC Stores
 - Frank Lavey
Hyatt Regency Waikiki Resort & Spa
 - C. Dennis Nau
Waikiki Beach Marriott Resort
 - Kit Sakurai
Crazy Shirts, Inc.
 - Ted Soong
Waikiki Business Plaza
 - Patricia Tam
Halekulani Corporation
 - Michael Windsor
McInerny
 - Daisy Yamada
Waikiki Trade Center
- 

Ex-Officio Members

- Mayor Jeremy Harris
City and County of Honolulu
- Councilmember Duke Bainum
Honolulu City Council
- Chief Lee Donohue
Honolulu Police Department
- Larry Leopardi
City and County of Honolulu
Department of Facility Maintenance
- Christopher Diebling
City and County of Honolulu
Department of Budget & Fiscal Services
- Robert Finley
Waikiki Neighborhood Board #9