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## HOUSE RESOLUTION

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RECOGNIZING AND SUPPORTING THE NATIVE HAWAIIAN HOSPITALITY  
ASSOCIATION FOR THEIR EFFORTS IN PREPARING FOR THE  
DESIGNATION OF WAIKIKĪ - KAUAHALE O HO'OKIPA AS A HAWAII  
STATE AND NATIONAL SCENIC BYWAY.

1 WHEREAS, the National Scenic Byways Program is part of the  
2 United States Department of Transportation, Federal Highway  
3 Administration; and  
4

5 WHEREAS, the vision of the Federal Highway Administration's  
6 National Scenic Byways Program is "to create a distinctive  
7 collection of American roads, their stories and treasured  
8 places"; and  
9

10 WHEREAS, the Hawai'i Scenic Byways Program is administered  
11 through the State Department of Transportation; and  
12

13 WHEREAS, scenic byways are roads that tell a special story,  
14 roads with outstanding historical, scenic, archaeological,  
15 cultural, natural, and recreational intrinsic qualities, and  
16 roads that will benefit from a coordinated strategy for tourism  
17 and economic development; and  
18

19 WHEREAS, local community byway sponsor groups manage  
20 community scenic byways to protect and enhance scenic byways  
21 through collaboration with government agencies, businesses, and  
22 community groups; and  
23

24 WHEREAS, the Native Hawaiian Hospitality Association, a  
25 non-profit organization, sponsors a local byway committee for  
26 the Waikikī - Kauhale O Ho'okipa Scenic Byway; and  
27

28 WHEREAS, Native Hawaiian Hospitality Association co-founder  
29 George Kanahele once stated, "Waikikī's significance is as a  
30 place of history, not destination"; and  
31

32 WHEREAS, "Waikikī - Kauhale O Ho'okipa" translates to  
33 "Waikikī - Home of Hospitality" and is descriptive of the  
34 meaning and feeling of Waikikī as we know it today; and



1  
2 WHEREAS, Waikiki - Kauhale O Ho'okipa Scenic Byway is a  
3 collaborative effort among the community, businesses, and  
4 government to promote and share the special intrinsic qualities  
5 of Waikiki, particularly the role Waikiki played in Hawai'i's and  
6 the island of O'ahu's history; and  
7

8 WHEREAS, through the telling of stories about Waikiki,  
9 Waikiki - Kauhale O Ho'okipa Scenic Byway helps to educate the  
10 public regarding Waikiki's historical and cultural significance;  
11 now, therefore,  
12

13 BE IT RESOLVED by the House of Representatives of the  
14 Twenty-seventh Legislature of the State of Hawaii, Regular  
15 Session of 2013, that this body hereby recognizes the Native  
16 Hawaiian Hospitality Association for its hard work in preparing  
17 for the designation of Waikiki - Kauhale O Ho'okipa as a state  
18 scenic byway and supports the Native Hawaiian Hospitality  
19 Association's work; and  
20

21 BE IT FURTHER RESOLVED that this body supports the Native  
22 Hawaiian Hospitality Association's efforts in preparing the  
23 Waikiki - Kauhale O Ho'okipa Corridor Management Plan; and  
24

25 BE IT FURTHER RESOLVED that this body supports the  
26 subsequent designation of Waikiki - Kauhale O Ho'okipa Scenic  
27 Byway as a National Scenic Byway; and  
28

29 BE IT FURTHER RESOLVED that certified copies of this  
30 Resolution be transmitted to the President of the Native  
31 Hawaiian Hospitality Association, Director of Transportation,  
32 Mayor of the City and County of Honolulu, and Director of the  
33 City and County of Honolulu Department of Transportation  
34 Services.  
35

36  
37 OFFERED BY: Tom Brown



H.R. NO. 156

B-d Koljachi

Mide E. Low

CAF

T. Hah

RP

Beth Lukens

For For CG

Mr. S. S. S.

James M. M.

Lang J.

G. S.

Guthrie Nielsen

MAR 13 2013

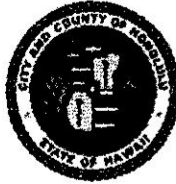


**DEPARTMENT OF TRANSPORTATION SERVICES  
CITY AND COUNTY OF HONOLULU**

650 SOUTH KING STREET, 3RD FLOOR  
HONOLULU, HAWAII 96813

Phone: (808) 768-8305 • Fax: (808) 768-4730 • Internet: [www.honolulu.gov](http://www.honolulu.gov)

KIRK CALDWELL  
MAYOR



MICHAEL D. FORMB  
DIRECTOR DESIGNATE

MARK N. GARRITY, AK  
DEPUTY DIRECTOR

February 14, 2013

Mr. John DeFries  
Executive Director  
Native Hawaiian Hospitality Association  
3375 Koapaka Street, Suite F 220-22  
Honolulu, Hawaii 96819

Dear Mr. DeFries:

Subject: Waikīkī – Kauhale O Ho'okipa Scenic Byway

The Department of Transportation Services, City and County of Honolulu, has received and reviewed the Native Hawaiian Hospitality Association's (NaHHA's) Waikīkī – Kauhale O Ho'okipa Scenic Byway Nomination/State Designation Application ("Application").

We note the inclusion of the following City and County of Honolulu streets described as the proposed "Street" within the Scenic Byway:

Kalākaua Avenue  
Kūhiō Avenue  
Ala Wai Boulevard  
Kapahulu Avenue

NaHHA's Application sets forth the rich history and cultural significance of the listed streets, as well as their current configuration and orientation within the proposed Scenic Byway. The Application includes the Waikīkī Historic Trail as the foundation of the Waikīkī – Kauhale O Ho'okipa Scenic Byway, with other Points of Interest and Stories to be incorporated in time. The Application documents and promotes a Hawaiian sense of place in Waikīkī and the Department of Transportation agrees that the designation of the proposed "Street" as a Scenic Byway would, in fact, further a recognition, understanding and respect for Hawaiian culture, values and traditions in the State of Hawaii's primary visitor destination: Waikīkī.

Mr. John DeFries  
February 14, 2013  
Page 2

Based on the reasons given above, the Department of Transportation Services of the City and County of Honolulu is pleased to support the Waikīkī – Kauhale O Ho'okipa Scenic Byway Designation with the understanding that the Scenic Byway Designation not limit, restrict or otherwise impede the City and County of Honolulu's desire and/or need to modify and/or change streets, traffic patterns, flow, signage and signals, bus routes, bus stops, and/or make other infrastructure improvements as required by law and/or as recommended in traffic studies, including but not limited to those studies reviewing traffic, transit, bicycle and pedestrian movements in Waikīkī associated with Honolulu's High Capacity Transit Corridor Project (HHCTCP).

Please let me know if you have any questions regarding the above.

Very truly yours,

  
Michael D. Formby  
Director Designate

April 8, 2013

Hawaii State House Committee on Transportation  
State Representative Ryan I. Yamane, *Chair*  
State Representative Linda Ichiyama, *Vice Chair*  
State Representative Mark J. Hashem  
State Representative Kyle T. Yamashita  
State Representative Kaniela Ing  
State Representative Beth Kukumoto  
State Representative

**Subject: Letter of Support for HCR 195 and HR 156 – Recognizing and supporting the Native Hawaiian Hospitality Association for their efforts in preparing for the designation of Waikiki-Kauhale O Hookipa as a Hawaii State and National Scenic Byway**

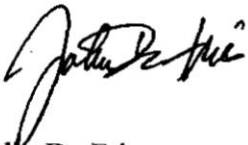
Aloha e Chair Yamane, Vice-Chair Ichiyama and  
Honorable Members of the House Committee on Transportation:

All places and peoples have their stories; some of it captured in writing or through maps, graphic illustrations and photo images or passed down over time through the oral tradition of storytelling. With respect to Waikiki, these stories as historical accounts are Native Hawaiian (pre- and post- western contact), Kama'aina and Malihini in nature and collectively this diverse history accentuates the uniqueness and importance of Waikiki.

For the Native Hawaiian Hospitality Association (NaHHA), the Hawaii State and National Scenic Byways Program provides a compelling process and structure for convening a broad-base of stakeholders in Waikiki who share a common respect for its past, present and future. To that end, you will find attached, the current collection in a growing number of endorsement letters that NaHHA has received from individuals and organizations who support our initiative in becoming the sponsor-applicant for *Waikiki-Kauhale O Ho'okipa*.

At this time, NaHHA is requesting your committee's unanimous support for House Concurrent Resolution 195 and House Resolution 156 as currently written (unamended).

E Mana Aloha Pau'ole,



John De Fries  
Executive Director



WAIKIKI NEIGHBORHOOD BOARD NO. 9

c/o NEIGHBORHOOD COMMISSION • 530 SOUTH KING STREET ROOM 406 • HONOLULU, HAWAII, 96813  
PHONE (808) 768-3710 • FAX (808) 768-3711 • INTERNET: <http://www.honolulu.gov>

March 13, 2013

John DeFries  
Native Hawaiian Hospitality Association  
3375 Koapaka Street, #F220-22  
Honolulu, Hawaii 96819

Subject: Hawaii Scenic Byways in Waikiki

Aloha John,

Following an excellent presentation by Peter Young and Staff last night the Waikiki Neighborhood Board gave unanimous support to the concept of inclusion of Waikiki into the Hawaii Scenic Byways plan.

The 15 members present represent the over 20,000 residents of Waikiki who share our neighborhood with our millions of visitors from all over the World. We attempt to balance the needs of the residents with the needs of the visitor industry which provides so many jobs and so much money into our State of Hawaii.

Your project, as presented, will add to the existing historical markers (Surfboard Historical Signs) and will give our visitors and our residents a better idea of the history and future of Waikiki.

Mahalo for taking on this very challenging project and we wish success in the future.

  
Robert J. Finley  
Chair



Oahu's Neighborhood Board system - Established 1973



## QUEEN EMMA LAND COMPANY

1301 Punchbowl Street • Honolulu, HI 96813 • (808) 691-5900 • FAX: (808) 691-5946 • [www.queens.org](http://www.queens.org)

February 8, 2013

Mr. John DeFries  
Executive Director  
Native Hawaiian Hospitality Association  
3375 Koapaka Street, #F220-22  
Honolulu, Hawaii 96819

Re: Waikiki – Kauhale O Ho'okipa Scenic Byway Project

Dear Mr. DeFries:

This letter is being written in support of the Native Hawaiian Hospitality Association's *Waikiki – Kauhale O Ho'okipa Scenic Byway Project*.

Waikiki is such a wonderful place with deep history and has so much to tell about the Hawaiian culture. A Scenic Byway project would be a great way to promote that history and show off the cultural significance it has to offer. The material provided was so interesting, but only scratches the surface of telling Waikiki's story.

Having *Waikiki – Kauhale O Ho'okipa Scenic Byway* implemented will be a wonderful way to tell the story of not only Waikiki but the native Hawaiian culture in general which makes Hawaii so special. With the millions of visitors that come to Hawaii and Waikiki, in particular, you couldn't find a better place to have a scenic byway. For those born here or who lived here most of their lives, the stories of Waikiki are still very interesting, and I'm sure many places and their stories would even be encountered for the very first time.

We often speak of Waikiki as the economic driver of the state, and I'm sure that projects like the *Waikiki – Kauhale O Ho'okipa* will go a long way in enhancing the viability of Waikiki as a world class visitor destination while, at the same time, telling a great story to educate both visitors and residents alike.

Good luck and best wishes in getting *Waikiki-Kauhale O Ho'okipa Scenic Byway* implemented.

Very truly yours,

Leslie Y. Goya  
Vice President



QUEEN LILI'UOKALANI TRUST  
*Created by Her Late Majesty Queen Lili'uokalani*

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January 24, 2013

Mr. John DeFries, Executive Director  
Native Hawaiian Hospitality Association  
3375 Koapaka Street #F220-22  
Honolulu, Hawaii 96819

Dear Mr. DeFries:

Subject: Waikīkī – Kauhale O Ho'okipa Scenic Byway

The Queen Lili'uokalani Trust is familiar with the Hawaii's Scenic Byways Program, participated in the development of the Corridor Management Plan and designating the "Royal Footsteps Along the Kona Coast" Scenic Byway in Kona, the second in the state. Having been a part of this effort, we are pleased to send this letter in support of the Native Hawaiian Hospitality Association's effort to designate a Hawai'i Scenic Byway in Waikīkī – Kauhale O Ho'okipa.

On May 13, 1859, Ali'i Analea Keohokālōle deeded her Hamohamo lands in Waikīkī to her daughter Lydia Kamaka'eha, who 20 years later would receive the name Lili'uokalani. Waikīkī had been the traditional dwelling place of the Ali'i of her family during the time of Kamehameha and long before. This particular land of Hamohamo was granted to Queen Lili'uokalani's mother at the Mahele, in recognition of the family ties to this particular land. This special place of taro patches, fish ponds, and coconut groves was Lili'uokalani's first home of her own and her place of refuge. Today, our 16.5 acres of land include three hotels and four condominium projects, and remain a significant real estate asset for the Trust.

We are committed and excited about the possibility of having a scenic byway in Waikīkī. With this achievement, the story of Waikīkī will unfold and those that explore the Byway will discover the depth and breadth of what makes this area so unique, as well as an appreciation as to why this land is so valuable and special to us.

Thank you for the opportunity to provide our support to this worthy project.

Sincerely,

LeeAnn E.P. Crabbe  
Vice President



*Board of Trustees*

**QUEEN LILI'UOKALANI TRUST**

*Created by Her Late Majesty Queen Lili'uokalani*

Thomas K. Kaulukukui, Jr.  
Patrick K.S.L Yim  
Claire L. Asam

February 24, 2013

Ms. Maydene Simmons  
Executive Director  
Native Hawaiian Hospitality Association  
3375 Koapaka Street, Suite F 220-22  
Honolulu, Hawai'i 96819

RE: Waikiki - Kauhale O Ho'okipa Scenic Byway

Dear Ms. Simmons,

Queen Lili'uokalani Trust (QLT) is pleased to offer this letter in support of the Native Hawaiian Hospitality Association (NaHHA) in its quest to have Waikiki - Kauhale O Ho'okipa Scenic Byway designated as a scenic byway under the Hawai'i Scenic Byways Program administered by the state Department of Transportation. This program helps local agencies and organizations to identify and promote the intrinsic scenic, historic, cultural and recreational qualities of roads and their surroundings in the state of Hawaii.

In order to achieve this designation, NaHHA will act as the convener of Waikiki's major stakeholders, respective leaders within the hospitality industry, and the Waikiki community at large, to unify the drive to promote and share the special intrinsic qualities of Waikiki. Designating Waikiki as a Scenic Byway project would be singularly effective in promoting the history and cultural significance of Waikiki. This project will help to restore "Hawaiian-ness" to Waikiki in a positive, productive and respectful way. My personal association with NaHHA extends back many years, and I am confident that with NaHHA's leadership and the participation of an active coalition of stakeholders, this project will be successful.

As a landowner of properties in Waikiki, our Trust supports NaHHA in these efforts because we believe this project will enhance the attractiveness of Waikiki as a destination for visitors and locals alike, thus restoring the local and friendly feeling of "old" Waikiki. We wish NaHHA and others great success in their efforts to achieve this worthwhile goal.

Sincerely,

Thomas K. Kaulukukui, Jr.  
Chair & Managing Trustee  
Queen Lili'uokalani Trust

Cc: All trustees of the Queen Lili'uokalani Trust  
Robert H. Ozaki, President & Chief Executive Officer, Queen Lili'uokalani Trust



## IOLANI PALACE

Post Office Box 2259 Honolulu, HI 96804-2259 Telephone (808) 522-0822 FAX (808) 532-1051

March 1, 2013

Mr. John DeFries  
Executive Director  
Native Hawaiian Hospitality Association  
3375 Koapaka Street, #F220-22  
Honolulu, HI 96819

Re: Waikiki-Kauhale O Ho'okipa Scenic Byway Project

Dear Mr. DeFries:

This letter is being written in support of the Native Hawaiian Hospitality Association's *Waikiki-Kauhale O Ho'okipa Scenic Byway Project*.

Waikiki is such an important place with deep roots into our islands' history and its people. A Scenic Byway project would be a fantastic way to promote that history and perpetuate the cultural significance of the area and the many stories contained therein.

With the millions of visitors who come to Hawai'i, and Waikiki in particular, promoting a sense of place will infuse these people with the knowledge that they are experiencing much more than just a resort destination. For island residents, the history of Waikiki is virtually unknown. Thus, this project can serve two purposes and draw on the local community for future support.

We often speak of Waikiki as the economic driver of the state, and projects like the *Waikiki-Kauhale O Ho'okipa* will inevitably enhance the viability of Waikiki as a world class visitor destination. From the perspective of 'Iolani Palace, where attendance is driven largely by visitors, the stories of how our ali'i lived and played in Waikiki will reinforce what we share regarding the history of the Hawaiian monarchy.

We strongly support *Waikiki-Kauhale O Ho'okipa Scenic Byway*.

Me ke aloha pumehana,

Kippen de Alba Chu  
Executive Director



# WAIKĪKĪ IMPROVEMENT ASSOCIATION

March 5, 2013

John DeFries, Executive Director  
Native Hawaiian Hospitality Association  
3375 Koapaka Street #F220-22  
Honolulu, Hawai'i 96819

**SUBJECT: Waikīkī Kauhale O Ho'okipa Scenic Byway**

Dear John:

We are happy to provide this statement of support for Waikīkī Kauhale O Ho'okipa Scenic Byway and urge others to also support this project.

This Scenic Byway not only enhances a visitor's experience in Waikīkī, it also serves to bring the community together. The Scenic Byway complements activities and programs we and others have in support of the residents and visitor industry in Waikīkī. As visitors and residents explore the Byway, they'll have an opportunity to discover the depth and breadth of what makes Waikīkī so unique.

Waikīkī Improvement Association (WIA) is a nonprofit organization representing 150 leading businesses and stakeholders in Waikīkī. Our members care deeply about the future of this special place, Waikiki. For more than 40 years, we have remained true to its objective: "To improve, enrich and beautify Waikiki for the benefit of residents and visitors alike...to promote conditions conducive to the economic and cultural good and for the betterment of the entire community."

This project will help tell the real stories about Waikīkī and Hawai'i's past. We look forward to working with you on this important venture.

Sincerely,

A handwritten signature in black ink, appearing to read "Rick Egged".

Rick Egged  
President



**HAWAII LODGING & TOURISM  
ASSOCIATION**

March 3, 2013

Maydene Simmons  
Executive Director  
Native Hawaiian Hospitality Association  
3375 Koapaka St.  
Honolulu, Hawai'i 96819

Dear Ms. Simmons

We are pleased to send this letter in support of the efforts made to designate Waikiki - Kauhale O Ho'okipa as a Hawaii Scenic Byway and for the development of a Corridor Management Plan.

NaHHA's application sets forth the rich history and cultural significance of the listed streets, as well as their current configuration and orientation within the proposed Scenic Byway.

Waikiki is such a wonderful place with deep history and has so much to tell about the Hawaiian culture. A Scenic Byway project would be a great way to promote that history and show off the cultural significance it has to offer.

The Kauhale O Ho'okipa Byway is a collaborative effort between the community, business, visitor industry and government to promote and share the special intrinsic qualities of Waikiki, particularly the role Waikiki played in Hawai'i's and the island of Oahu's history. This project will help to restore Hawaiianess to Waikiki in a positive, productive and respectful way.

We look forward to getting Waikiki-Kauhale O Ho'okipa Scenic Byway implemented.

Sincerely,

George D. Szigeti  
President & CEO  
Hawai'i Lodging & Tourism Association

# starwood

\*  
Hotels and  
Resorts

March 8, 2013

Maydene Simmons  
Executive Director  
Native Hawaiian Hospitality Association  
3375 Koapaka Street, Suite F220-22  
Honolulu, Hawaii 96819

Re: Waikiki – Kauhale O Ho'okipa Scenic Byway

Dear Ms. Simmons,

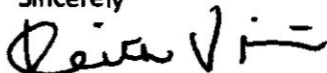
Starwood Hotels & Resorts Hawaii is pleased to offer this letter of support for the designation of Waikiki – Kauhale O Ho'okipa as a scenic byway by the Department of Transportation's Hawaii Scenic Byways Program.

We look forward to partnering with the Native Hawaiian Hospitality Association (NaHHA) as they work with the Waikiki community, tourism and hospitality leaders and Hawaiian cultural leaders to unify the efforts to promote and share the special qualities of Waikiki and the cultural significance and history of the area.

As a major stakeholder in Waikiki representing Moana Surfrider, A Westin Resort & Spa who celebrates her 112<sup>th</sup> birthday this month; The Royal Hawaiian, a Luxury Collection Resort; Princess Ka'iulani and Sheraton Waikiki we look forward to sharing our historical background as a part of the cultural experience of the area.

We look forward to working with NaHHA on the obtaining the designation and the future success of Waikiki.

Sincerely



Keith Vieira  
Vice President  
Starwood Hotels & Resorts Hawaii



# Chaminade University

OF HONOLULU

March 1, 2013

Mr. John DeFries  
Executive Director  
Native Hawaiian Hospitality Assn.  
3375 Koapaka St. #F220-22  
Honolulu, HI 96819

RE: In Support of Waikiki - Kauhale O Ho'okipa Scenic Byway

This is to indicate my enthusiastic support for the initiative to designate Waikiki - Kauhale O Ho'okipa as a Hawaii State Scenic Byway. I believe that this designation will draw interest and help "tell the story" of this special place for visitors and residents alike.

Waikiki is a unique setting where the roads offer historical and cultural value. Recreationally, Olympian Duke Kahanamoku helped launch surfing as one of the world's most popular ocean sports. Another Olympian, Mark Spitz, learned to swim in the waters off Waikiki at the age of four.

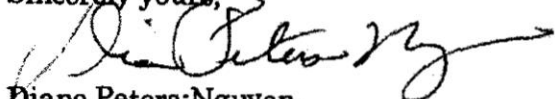
While the natural beauty and aesthetic element of Waikiki is recognized (with the ocean and iconic Diamond Head as the backdrop), there is a lesser known treasure trove in this area of archaeological and cultural qualities, making it well suited for this designation.

In particular, the story of our royalty or *Ali'i* can be traced along these venues. My own grandmother lived in Waikiki and was visited each year by our last monarch, Queen Liliuokalani, in early September when they both celebrated their birthdays.

In recent years, Waikiki has welcomed millions of tourists each year from around the world. During the 2011 meetings of the Asia-Economic Cooperation, our Hawaii-born President Obama helped shine the light on how unique these lands are. Hawaii's corporations (and Royal Trusts) depend on their economically valuable Waikiki holdings, the most productive in their respective portfolios. Without these funds, the philanthropic work undertaken by the *Ali'i* trusts to help our people cannot go forward. A scenic byways program would enhance the economic vitality while perpetuating the cultural legacy of this area.

Designation of the Waikiki - Kauhale O Ho'okipa as a Hawai'i Scenic Byway and preparation of the Corridor Management Plan must move forward, followed by designation as a National Scenic Byway. Thank you for your consideration.

Sincerely yours,



Diane Peters-Nguyen  
Vice President for Institutional Advancement

March 4, 2013

Ms. Maydene Simmons  
Executive Director  
Native Hawaiian Hospitality Association  
3375 Koapaka Street, Suite F 220-22  
Honolulu, Hawaii 96819

RE: Waikiki - Kauhale O Ho'okipa Scenic Byway

Dear Ms. Simmons,

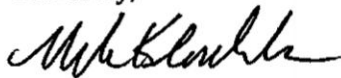
Pleasant Holidays is pleased to offer its support of the Waikiki - Kauhale O Ho'okipa Scenic Byway project. This program will assist local agencies and key Waikiki stakeholders promote the historic, cultural and recreational qualities of Waikiki. What a great opportunity for the State of Hawaii.

We support NAHHA as the convener of Waikiki's major stakeholders, respective leaders within the hospitality industry and the Waikiki community at large.

Pleasant has recently completed a staff-training program on Hawaiian Culture, language, and values with NAHHA. This training cultivated a stronger respect for the Host Culture while at the same time will transform every guest they speak with to experience genuine Hawaiian Hospitality.

We enthusiastically support NAHHA's efforts in its association with the Waikiki-Kauhale O Ho'okipa Scenic Byway project.

Sincerely,



Mark Klaschka  
Vice President Managing Director, Hawaii  
Pleasant Holidays, LLC



March 4, 2013

Ms. Maydene Simmons  
Executive Director  
Native Hawaiian Hospitality Association  
3375 Koapaka Street, Suite F 220-22  
Honolulu, Hawaii 96819

RE: Waikiki - Kauhale O Ho'okipa Scenic Byway

Dear Ms. Simmons

Enoa Tours has been promoting Tourism in Hawaii for many years and is very committed to preserving the authentic Hawaiian experience to all visitors it hosts. NaHHA's initiative to establish The Waikiki-Kauhale O Ho'okipa program will indeed enhance the visitor as well as the Kama'aina historical experiences.

We are pleased to send this letter in support of the efforts made to designate Waikiki - Kauhale O Ho'okipa as a Hawaii Scenic Byway and for the development of a Corridor Management Plan.

Waikiki is such a wonderful place with deep history and has so much to tell about the Hawaiian culture. A Scenic Byway project would be a great way to promote that history and show off the cultural significance it has to offer.

The Kauhale O Ho'okipa Byway is a collaborative effort between the community, business, visitor industry and government to promote and share the special intrinsic qualities of Waikiki, particularly the role Waikiki played in Hawai'i's and the island of Oahu's history. This project will help to restore Hawaiianess to Waikiki in a positive, productive and respectful way.

We look forward to the implementation of this project.

Very truly yours

Jona Sing  
Accounts Executive  
E Noa Corporation  
3015 Koapaka Street, Ste. F  
Honolulu, Hawaii 96819

# Alaska Airlines

March 1, 2013

Ms. Maydene Simmons  
Executive Director  
Native Hawaiian Hospitality Association  
3375 Koapaka Street, Suite F 220-22  
Honolulu, Hawai'i 96819

RE: Waikīkī – Kauhale O Ho'okipa Scenic Byway

Aloha Ms. Simmons,

Alaska Airlines is pleased to send this letter in support of the efforts made to designate Waikīkī - Kauhale O Ho'okipa as a Hawai'i Scenic Byway.

For the past five years, Alaska Airlines has been a proud part of the community in the Islands. Since our noble Alaskan Native first touched down in Hawai'i in 2007, we've grown from three daily flights to flying no fewer than 26 times a day between eight West Coast cities and four Hawaiian Islands. While we contribute significantly to the success of Hawai'i's tourism economy, our affinity for the Islands runs deeper than that. Our employees proudly demonstrate that Alaska Spirit is much the same as the Aloha Spirit. Both of our homelands are founded on a rich heritage and tapestry of native cultures.

It is for this reason that we have a great interest in perpetuating and preserving the Hawaiian culture and the rich history that the Islands have to offer. Waikīkī serves as Hawai'i's primary visitor destination, but also holds strong cultural and historical significance. A Scenic Byway project would be a great way to tell those stories about Waikīkī and Hawai'i's past.

We look forward to the possibility of partnering with you on this opportunity to discover the depth and breadth of what makes Waikīkī so unique, for the benefit of both residents and visitors alike.

Please feel free to contact me at (808) 946-5001 or [Daniel.Chun@alaskaair.com](mailto:Daniel.Chun@alaskaair.com) if you have any questions or if I can provide further information.

Sincerely,



Daniel Chun  
Regional Manager, Sales and Community Marketing – Hawai'i  
Alaska Airlines

Mr. John DeFries  
Executive Director  
Native Hawaiian Hospitality Association  
3375 Koapaka St.  
F220-22  
Honolulu, HI 96919

Aloha mai e John,

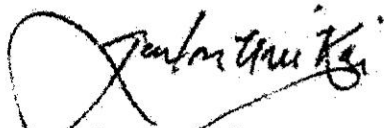
This is just a short note on a great project.

The Waikiki-Kauhale O Ho'okipa Scenic Byway project is another means to assist our visitors in learning more about the location in which they have heard about as a lifelong dream.

It can also be of great value to our local residents and Hawaiian community as the history and landscape in Waikiki has changed so much over the past 50 years.

We at Avis Budget Group, one of the largest rental car companies in the world and considered the most "kamaaina" by locals, highly encourages further development of the project and give you our support.

Mahalo nui loa,



Gordon Umi Kai  
Regional Sales and Marketing Manager  
Avis Budget Group-Hawaii



**ILIMA HOTEL**  
445 Nohonani Street  
Honolulu, Hawaii 96815  
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February 21, 2013

Aloha!

'Ilima Hotel has long been committed to the preservation and dissemination of the Hawaiian culture in the hospitality industry and welcomes NaHHA's initiative to establish a Waikiki Scenic Byway designated Waikiki-Kauhale O Ho'okipa.

Waikiki has played an important role throughout history as a wahi pana, important food production area and home of Hawaiian royalty. Indeed, 'Ilima Hotel is located on Nohonani street the name of which refers to beloved Queen Lili'uokalani whose residence was located not far from our present site.

The establishment of a scenic byway through Waikiki will help unfold its rich history to malihini and kama'aina alike and bring added recognition of the historical and modern importance of this special place. The name chosen, Kauhale O Ho'okipa, or Village of Hospitality, perfectly reflects, both at home and, abroad the image and reality of Waikiki.

'Ilima Hotel enthusiastically supports NaHHA's efforts to establish the Waikiki Scenic Byway-Kauhale O Ho'okipa.

Malama pono,

Phil Sammer  
General Manager

**Support Letter for Waikiki Scenic Byway**

Re: Waikiki Kauhale o Ho'okipa Scenic Byway Project

Dear John,

As the Director of Cultural Affairs for the Mauna Lani Resort as well as a proud member of the Board of Directors for NaHHA, I am committed to the preservation of the culture of Hawai'i. I felt it a special kuleana to document and to share the mo'olelo of our kūpuna with the understanding that these stories will not only help to preserve a knowledge that may fade in time but will help to inspire the future generations to move forward, strengthened by their knowledge of the past.

The story of Waikiki is a dynamic story; which ultimately affected the course of history for the rest of the Hawaiian chain of islands. In its history, Waikiki was the stomping grounds of Hawai'i's elite and continues to serve in this capacity today. From the Chiefs and their Warriors, to powerful Kāhuna and sacred coconut groves, to Royal opulent residences with sad but compelling stories, to great racetracks, to the birthplace of the sport of surfing, to Olympic swimmers and famed Waikiki Beach Boy ambassadors, to Hollywood celebrities, to world-class entertainment of Hawaiian music and hula, this is the story of Waikiki.

The Waikiki Kauhale o Ho'okipa Scenic Byway project will keep the story of Waikiki alive. It will inspire malihini and kama'āina alike to understand Waikiki as not only a royal playground but a spiritual destination as well. I support this project and hope that this project will serve as a role model for other future projects, in similar wahi pana throughout our Hawai'i nei.

Me ka ha'aha'a,

Daniel "Kaniela" Akaka Jr.  
Director of Cultural Affairs  
Mauna Lani Resort

## ichiyama1 - Tate

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**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Monday, April 08, 2013 7:55 AM  
**To:** TRNtestimony  
**Cc:** hspoehr@papaolalokahi.org  
**Subject:** Submitted testimony for HR156 on Apr 10, 2013 11:15AM

### HR156

Submitted on: 4/8/2013

Testimony for TRN on Apr 10, 2013 11:15AM in Conference Room 309

Submitted By	Organization	Testifier Position	Present at Hearing
Hardy Spoehr	Papa Ola Lokahi	Support	No

Comments: Papa Ola LOkahi supports this measure.

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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## ichiyama1 - Tate

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**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Monday, April 08, 2013 3:04 AM  
**To:** TRNtestimony  
**Cc:** dmelloj@hawaii.edu  
**Subject:** \*Submitted testimony for HR156 on Apr 10, 2013 11:15AM\*

### **HR156**

Submitted on: 4/8/2013

Testimony for TRN on Apr 10, 2013 11:15AM in Conference Room 309

Submitted By	Organization	Testifier Position	Present at Hearing
Jared Dmello	Individual	Support	No

### Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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