

---

---

# A BILL FOR AN ACT

RELATING TO THE STADIUM AUTHORITY.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. The legislature finds that new forms of  
2 generating revenue must be considered. Granting the stadium  
3 authority the ability to sell the naming rights to aloha stadium  
4 is one of many ideas the State should consider.

5           The legislature further finds that naming rights have the  
6 potential to be a significant source of income for the stadium  
7 authority. The money generated would assist with funding the  
8 stadium's operating expenses.

9           The purpose of this Act is to authorize the stadium  
10 authority to sell or lease to any entity the right to name the  
11 stadium and its facilities.

12           SECTION 2. Section 109-2, Hawaii Revised Statutes, is  
13 amended to read as follows:

14           "**§109-2 Stadium authority; powers and duties.** The powers  
15 and duties of the stadium authority shall be as follows:

16           (1) To repair, maintain, and operate stadium facilities  
17           and the stadium development district, including:



- 1 (A) Repairs, maintenance, operations, and demolition  
2 of existing stadium facilities;
- 3 (B) Operations and maintenance of a new stadium; and  
4 (C) Contractual payments to developers, contractors,  
5 or management contractors engaged by the stadium  
6 authority;
- 7 (2) To coordinate in planning, design, and construction  
8 activities, including on-site repairs, within the  
9 stadium development district;
- 10 (3) To acquire and hold title to real property;
- 11 (4) To prescribe and collect rents, fees, and charges for  
12 the use or enjoyment of the stadium, facilities  
13 related to the stadium, and real property held by the  
14 stadium authority, including entering into leases,  
15 contracts, sponsorship and advertising agreements,  
16 food and beverage agreements, concession agreements,  
17 parking agreements, or other development and use  
18 agreements that may apply; provided that leases shall  
19 not exceed a term of ninety-nine years;
- 20 (5) To make and execute contracts and other instruments  
21 necessary or convenient to exercise its powers under



1           this chapter and subject to any limitations in this  
2           chapter, to exercise all powers necessary, incidental,  
3           or convenient to carry out and effectuate the purposes  
4           and provisions of this chapter;

5           (6) To adopt, amend, and repeal, in accordance with  
6           chapter 91, rules it may deem necessary to effectuate  
7           this chapter and in connection with its projects,  
8           operations, and facilities;

9           (7) To appoint officers, agents, and employees, prescribe  
10          their duties and qualifications, and fix their  
11          salaries, without regard to chapters 76 and 89, to  
12          manage the stadium, the stadium development district,  
13          and its contractors; ~~and~~

14          (8) To plan, promote, and market the stadium and related  
15          facilities~~[-]~~; and

16          (9) To sell or lease to any entity the right to name the  
17          stadium and its facilities."

18          SECTION 3. Section 445-112, Hawaii Revised Statutes, is  
19          amended to read as follows:



1           **"§445-112 Where and when permitted.** No person shall  
2 erect, maintain, or use a billboard or display any outdoor  
3 advertising device, except as provided in this section:

4           (1) The display of official notices and signs, posted by  
5           order of any court or public office, or posted by any  
6           public officer in the performance of a public duty, or  
7           posted by any person required to do so by any law or  
8           rule having the force of law;

9           (2) Any outdoor advertising device announcing a meeting or  
10          series of meetings is not prohibited by this section  
11          if displayed on the premises where the meeting or  
12          series of meetings will be or is being held. Meeting,  
13          as used in this section, includes all meetings  
14          regardless of whether open to the public or conducted  
15          for profit and includes but is not limited to sports  
16          events, conventions, fairs, rallies, plays, lectures,  
17          concerts, motion pictures, dances, and religious  
18          services;

19          (3) Any outdoor advertising device indicating that the  
20          building or premises on which it is displayed is the  
21          residence, office, or place of business, commercial or



- 1 otherwise, of any individual, partnership, joint  
2 venture, association, club, or corporation, and  
3 stating the nature of the business;
- 4 (4) Any outdoor advertising device that advertises  
5 property or services that may be bought, rented, sold,  
6 or otherwise traded in on the premises or in the  
7 building on which the outdoor advertising device is  
8 displayed;
- 9 (5) The offering for sale of merchandise bearing  
10 incidental advertising, including books, magazines,  
11 and newspapers, in any store, newsstand, vending  
12 machine, rack, or other place where such merchandise  
13 is regularly sold;
- 14 (6) Any outdoor advertising device offering any land,  
15 building, or part of a building for sale or rent, if  
16 displayed on the property so offered or on the  
17 building so offered;
- 18 (7) Any outdoor advertising device carried by persons or  
19 placed upon vehicles used for the transportation of  
20 persons or goods, except as provided under section  
21 445-112.5, relating to vehicular advertising devices;



- 1           (8) Any outdoor advertising device warning the public of  
2           dangerous conditions that they may encounter in nearby  
3           sections of streets, roads, paths, public places,  
4           power lines, gas and water mains, or other public  
5           utilities;
- 6           (9) Signs serving no commercial purpose that indicate  
7           places of natural beauty, or of historical or cultural  
8           interest and that are made according to designs  
9           approved by the department of business, economic  
10          development, and tourism;
- 11          (10) Any outdoor advertising device or billboard erected,  
12          placed, or maintained upon a state office building, if  
13          erected, placed, or maintained by authority of a state  
14          agency, department, or officer for the sole purpose of  
15          announcing cultural or educational events within the  
16          State, and if the design and location thereof has been  
17          approved by the department of business, economic  
18          development, and tourism;
- 19          (11) Signs urging voters to vote for or against any person  
20          or issue, may be erected, maintained, and used, except  
21          where contrary to or prohibited by law;



- 1           (12) Signs stating that a residence that is offered for  
2           sale, lease, or rent is open for inspection at the  
3           actual time the sign is displayed and showing the  
4           route to the residence; provided that the sign  
5           contains no words or designs other than the words  
6           "Open House", the address of the residence, the name  
7           of the person or agency responsible for the sale, and  
8           an arrow or other directional symbol and is removed  
9           during such time as the residence is not open for  
10          inspection;
- 11          (13) The erection, maintenance, and use of billboards if  
12          the billboard is used solely for outdoor advertising  
13          devices not prohibited by this section;
- 14          (14) The continued display and maintenance of outdoor  
15          advertising devices actually displayed on  
16          July 8, 1965, in accordance with all laws and  
17          ordinances immediately theretofore in effect;
- 18          (15) The continued maintenance of any billboard actually  
19          maintained on July 8, 1965, and the display thereon of  
20          the same or new advertising devices, all in accordance



- 1 with all laws and ordinances in effect immediately  
2 prior to July 9, 1965;
- 3 (16) Any outdoor advertising device, displayed with the  
4 authorization of the University of Hawaii, on any  
5 scoreboard of any stadium owned by the university. An  
6 outdoor advertising device displayed under this  
7 paragraph shall be on the front of the scoreboard and  
8 face the interior of the stadium;
- 9 (17) Any temporary outdoor advertising device attached to  
10 or supported by the structure of any stadium owned by  
11 the University of Hawaii, located within and facing  
12 the interior of the stadium, and authorized to be  
13 displayed by the university. For the purpose of this  
14 paragraph, "temporary" means displayed for a short  
15 period before the official start of organized athletic  
16 competition, during the organized athletic  
17 competition, and for a short period after the official  
18 end of the organized athletic competition;
- 19 (18) Any outdoor advertising device, displayed with the  
20 authorization of the stadium authority[~~on~~]:



1           (A) On any scoreboard of any stadium operated by the  
 2                                    stadium authority. An outdoor advertising device  
 3                                    displayed under this [~~paragraph~~] subparagraph  
 4                                    shall be on the front of the scoreboard and face  
 5                                    the interior of the stadium; and

6           (B) Pursuant to the naming rights sold or leased as  
 7                                    authorized by section 109-2(9), an outdoor  
 8                                    advertising device displayed under this  
 9                                    subparagraph shall be limited to the name of the  
 10                                   stadium and shall not contain images or  
 11                                   additional text; and

12           (19) Any outdoor advertising device, displayed with the  
 13                                    authorization of the city and county of Honolulu, on  
 14                                    the scoreboard of the Waipio peninsula soccer stadium.  
 15                                    The outdoor advertising device shall be:

- 16                                    (A) Attached to the bottom of the scoreboard;
- 17                                    (B) No longer than the width of the scoreboard; and
- 18                                    (C) No higher than twenty-five per cent of the
- 19                                    scoreboard height.

20                                    The scoreboard shall be no larger than twenty-eight  
 21                                    feet by ten feet. Any outdoor advertising device



1 displayed pursuant to this paragraph shall be on the  
2 front of the scoreboard and face the interior of the  
3 stadium; provided that the outdoor advertising device  
4 shall not be visible from any thoroughfare."

5 SECTION 3. Statutory material to be repealed is bracketed  
6 and stricken. New statutory material is underscored.

7 SECTION 4. This Act shall take effect upon its approval.

8

INTRODUCED BY:

  
JAN 25 2023



# H.B. NO. 1285

**Report Title:**

Aloha Stadium; Naming Rights; Economic Recovery

**Description:**

Authorizes the Stadium Authority to sell the naming rights to Aloha Stadium and its facilities.

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

