
A BILL FOR AN ACT

RELATING TO THE HAWAII TOURISM AUTHORITY.

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

1 SECTION 1. Chapter 201B, Hawaii Revised Statutes, is
2 amended by adding a new section to be appropriately designated
3 and to read as follows:

4 "§201B- Convention center facility; naming rights;

5 marketing; advertising. (a) Notwithstanding any law to the
6 contrary, chapter 102 shall not apply to concessions in or on
7 the convention center facility.

8 (b) The authority may sell or lease the naming rights of
9 the convention center facility or any portion of the convention
10 center facility to any public or private entity.

11 (c) Any revenues derived from advertising or marketing in
12 or on the convention center facility, including revenues derived
13 under subsection (b), shall be deposited into the convention
14 center enterprise special fund under section 201B-8."

15 SECTION 2. Section 201B-8, Hawaii Revised Statutes, is
16 amended by amending subsection (a) to read as follows:



1 "(a) There is established the convention center enterprise
2 special fund, into which shall be deposited:

3 (1) A portion of the revenues from the transient
4 accommodations tax, as provided by section 237D-6.5;

5 (2) All revenues or moneys derived from the operations of
6 the convention center [~~to include~~], including all
7 revenues from [~~the~~]:

8 (A) The food and beverage service [~~, all revenues from~~
9 ~~the~~];

10 (B) The parking facilities [~~or from any~~];

11 (C) Any concession [~~, and all revenues from the~~];

12 (D) Advertising or marketing, including revenues
13 derived under section 201B- ; and

14 (E) The sale of souvenirs, logo items, or any other
15 items offered for purchase at the convention
16 center;

17 (3) Private contributions, interest, compensation, gross
18 or net revenues, proceeds, or other moneys derived
19 from any source or for any purpose arising from the
20 use of the convention center facility; and



1 (4) Appropriations by the legislature for marketing the
2 facility pursuant to section 201B-7(a)(7)."

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

5 "**§445-112 Where and when permitted.** No person shall
6 erect, maintain, or use a billboard or display any outdoor
7 advertising device, except as provided in this section:

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

13 (2) Any outdoor advertising device announcing a meeting or
14 series of meetings is not prohibited by this section
15 if displayed on the premises where the meeting or
16 series of meetings will be or is being held. Meeting,
17 as used in this section, includes all meetings
18 regardless of whether open to the public or conducted
19 for profit and includes [~~but is not limited to~~] sports
20 events, conventions, fairs, rallies, plays, lectures,



1 concerts, motion pictures, dances, and religious
2 services;

3 (3) Any outdoor advertising device indicating that the
4 building or premises on which it is displayed is the
5 residence, office, or place of business, commercial or
6 otherwise, of any individual, partnership, joint
7 venture, association, club, or corporation, and
8 stating the nature of the business;

9 (4) Any outdoor advertising device that advertises
10 property or services that may be bought, rented, sold,
11 or otherwise traded in on the premises or in the
12 building on which the outdoor advertising device is
13 displayed;

14 (5) The offering for sale of merchandise bearing
15 incidental advertising, including books, magazines,
16 and newspapers, in any store, newsstand, vending
17 machine, rack, or other place where ~~such~~ merchandise
18 is regularly sold;

19 (6) Any outdoor advertising device offering any land,
20 building, or part of a building for sale or rent, if



- 1 displayed on the property so offered or on the
2 building so offered;
- 3 (7) Any outdoor advertising device carried by persons or
4 placed upon vehicles used for the transportation of
5 persons or goods, except as provided under section
6 445-112.5, relating to vehicular advertising devices;
- 7 (8) Any outdoor advertising device warning the public of
8 dangerous conditions that they may encounter in nearby
9 sections of streets, roads, paths, public places,
10 power lines, gas and water mains, or other public
11 utilities;
- 12 (9) Signs serving no commercial purpose that indicate
13 places of natural beauty, or of historical or cultural
14 interest and that are made according to designs
15 approved by the department of business, economic
16 development, and tourism;
- 17 (10) Any outdoor advertising device or billboard erected,
18 placed, or maintained upon a state office building, if
19 erected, placed, or maintained by authority of a state
20 agency, department, or officer for the sole purpose of
21 announcing cultural or educational events within the



1 State, and if the design and location thereof has been
2 approved by the department of business, economic
3 development, and tourism;

4 (11) Signs urging voters to vote for or against any person
5 or issue, may be erected, maintained, and used, except
6 where contrary to or prohibited by law;

7 (12) Signs stating that a residence that is offered for
8 sale, lease, or rent is open for inspection at the
9 actual time the sign is displayed and showing the
10 route to the residence; provided that the sign
11 contains no words or designs other than the words
12 "Open House", the address of the residence, the name
13 of the person or agency responsible for the sale, and
14 an arrow or other directional symbol and is removed
15 during such time as the residence is not open for
16 inspection;

17 (13) The erection, maintenance, and use of billboards if
18 the billboard is used solely for outdoor advertising
19 devices not prohibited by this section;

20 (14) The continued display and maintenance of outdoor
21 advertising devices actually displayed on



1 July 8, 1965, in accordance with all laws and
2 ordinances immediately theretofore in effect;

3 (15) The continued maintenance of any billboard actually
4 maintained on July 8, 1965, and the display thereon of
5 the same or new advertising devices, all in accordance
6 with all laws and ordinances in effect immediately
7 prior to July 9, 1965;

8 (16) Any outdoor advertising device, displayed with the
9 authorization of the University of Hawaii, on any
10 scoreboard of any stadium owned by the university. An
11 outdoor advertising device displayed under this
12 paragraph shall be on the front of the scoreboard and
13 face the interior of the stadium;

14 (17) Any temporary outdoor advertising device attached to
15 or supported by the structure of any stadium owned by
16 the University of Hawaii, located within and facing
17 the interior of the stadium, and authorized to be
18 displayed by the university. For the purpose of this
19 paragraph, "temporary" means displayed for a short
20 period before the official start of organized athletic
21 competition, during the organized athletic



1 competition, and for a short period after the official
2 end of the organized athletic competition;

3 (18) Any outdoor advertising device, displayed with the
4 authorization of the stadium authority, on any
5 scoreboard of any stadium operated by the stadium
6 authority. An outdoor advertising device displayed
7 under this paragraph shall be on the front of the
8 scoreboard and face the interior of the stadium; [~~and~~]

9 (19) Any outdoor advertising device, displayed with the
10 authorization of the city and county of Honolulu, on
11 the scoreboard of the Waipio peninsula soccer stadium.

12 The outdoor advertising device shall be:

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

17 The scoreboard shall be no larger than twenty-eight
18 feet by ten feet. Any outdoor advertising device
19 displayed pursuant to this paragraph shall be on the
20 front of the scoreboard and face the interior of the



1 stadium; provided that the outdoor advertising device
2 shall not be visible from any thoroughfare[-]; and
3 (20) Any outdoor advertising device, displayed with the
4 authorization of the Hawaii tourism authority, in or
5 on the convention center facility; provided that any
6 outdoor advertising device that faces away from the
7 convention center facility shall consist only of the
8 name of the sponsoring entity and the words "Hawaii
9 Convention Center", "Hawai'i Convention Center", or
10 "Convention Center" in the same font and font size."

11 SECTION 4. Statutory material to be repealed is bracketed
12 and stricken. New statutory material is underscored.

13 SECTION 5. This Act shall take effect on July 1, 2024.

Report Title:

Convention Center; Naming Rights; Advertising; Marketing

Description:

Exempts the Hawaii Convention Center from certain requirements regarding concessions on public property. Authorizes the Hawaii Tourism Authority to sell or lease naming rights for the Hawaii Convention Center facility. Facilitates advertising and marketing in and on the Hawaii Convention Center facility.
(CD1)

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