
A BILL FOR AN ACT

RELATING TO THE CONVENTION CENTER.

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

1 SECTION 1. The purpose of this Act is to:

2 (1) Authorize the Hawaii tourism authority to sell or
3 lease naming rights in and on the convention center
4 facility; and

5 (2) Facilitate advertising and marketing in or on the
6 facility.

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

10 "§201B- Convention center facility; naming rights;

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

14 (b) The authority may sell or lease the naming rights of
15 the convention center facility or any portion of the convention
16 center facility to any public or private entity.



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

5 SECTION 3. Section 201B-8, Hawaii Revised Statutes, is
6 amended by amending subsection (a) to read as follows:

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

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

11 (2) All revenues or moneys derived from the operations of
12 the convention center to include all revenues from
13 ~~the~~;

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

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

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

18 (D) Advertising or marketing, including revenues
19 under section 201B- ; and



1 (E) The sale of souvenirs, logo items, or any other
2 items offered for purchase at the convention
3 center;

4 (3) Private contributions, interest, compensation, gross
5 or net revenues, proceeds, or other moneys derived
6 from any source or for any purpose arising from the
7 use of the convention center facility; and

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

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

12 "**§445-112 Where and when permitted.** No person shall
13 erect, maintain, or use a billboard or display any outdoor
14 advertising device, except as provided in this section:

15 (1) The display of official notices and signs, posted by
16 order of any court or public office, or posted by any
17 public officer in the performance of a public duty, or
18 posted by any person required to do so by any law or
19 rule having the force of law;

20 (2) Any outdoor advertising device announcing a meeting or
21 series of meetings is not prohibited by this section



1 if displayed on the premises where the meeting or
2 series of meetings will be or is being held. Meeting,
3 as used in this section, includes all meetings
4 regardless of whether open to the public or conducted
5 for profit and includes [~~but is not limited to~~] sports
6 events, conventions, fairs, rallies, plays, lectures,
7 concerts, motion pictures, dances, and religious
8 services;

9 (3) Any outdoor advertising device indicating that the
10 building or premises on which it is displayed is the
11 residence, office, or place of business, commercial or
12 otherwise, of any individual, partnership, joint
13 venture, association, club, or corporation, and
14 stating the nature of the business;

15 (4) Any outdoor advertising device that advertises
16 property or services that may be bought, rented, sold,
17 or otherwise traded in on the premises or in the
18 building on which the outdoor advertising device is
19 displayed;

20 (5) The offering for sale of merchandise bearing
21 incidental advertising, including books, magazines,



1 and newspapers, in any store, newsstand, vending
2 machine, rack, or other place where [~~such~~] merchandise
3 is regularly sold;

4 (6) Any outdoor advertising device offering any land,
5 building, or part of a building for sale or rent, if
6 displayed on the property so offered or on the
7 building so offered;

8 (7) Any outdoor advertising device carried by persons or
9 placed upon vehicles used for the transportation of
10 persons or goods, except as provided under section
11 445-112.5, relating to vehicular advertising devices;

12 (8) Any outdoor advertising device warning the public of
13 dangerous conditions that they may encounter in nearby
14 sections of streets, roads, paths, public places,
15 power lines, gas and water mains, or other public
16 utilities;

17 (9) Signs serving no commercial purpose that indicate
18 places of natural beauty, or of historical or cultural
19 interest and that are made according to designs
20 approved by the department of business, economic
21 development, and tourism;



1 (10) Any outdoor advertising device or billboard erected,
2 placed, or maintained upon a state office building, if
3 erected, placed, or maintained by authority of a state
4 agency, department, or officer for the sole purpose of
5 announcing cultural or educational events within the
6 State, and if the design and location thereof has been
7 approved by the department of business, economic
8 development, and tourism;

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

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



- 1 (13) The erection, maintenance, and use of billboards if
2 the billboard is used solely for outdoor advertising
3 devices not prohibited by this section;
- 4 (14) The continued display and maintenance of outdoor
5 advertising devices actually displayed on
6 July 8, 1965, in accordance with all laws and
7 ordinances immediately theretofore in effect;
- 8 (15) The continued maintenance of any billboard actually
9 maintained on July 8, 1965, and the display thereon of
10 the same or new advertising devices, all in accordance
11 with all laws and ordinances in effect immediately
12 prior to July 9, 1965;
- 13 (16) Any outdoor advertising device, displayed with the
14 authorization of the University of Hawaii, on any
15 scoreboard of any stadium owned by the university. An
16 outdoor advertising device displayed under this
17 paragraph shall be on the front of the scoreboard and
18 face the interior of the stadium;
- 19 (17) Any temporary outdoor advertising device attached to
20 or supported by the structure of any stadium owned by
21 the University of Hawaii, located within and facing



1 the interior of the stadium, and authorized to be
2 displayed by the university. For the purpose of this
3 paragraph, "temporary" means displayed for a short
4 period before the official start of organized athletic
5 competition, during the organized athletic
6 competition, and for a short period after the official
7 end of the organized athletic competition;

8 (18) Any outdoor advertising device, displayed with the
9 authorization of the stadium authority, on any
10 scoreboard of any stadium operated by the stadium
11 authority. An outdoor advertising device displayed
12 under this paragraph shall be on the front of the
13 scoreboard and face the interior of the stadium; ~~and~~

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

17 The outdoor advertising device shall be:

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



1 The scoreboard shall be no larger than twenty-eight
2 feet by ten feet. Any outdoor advertising device
3 displayed pursuant to this paragraph shall be on the
4 front of the scoreboard and face the interior of the
5 stadium; provided that the outdoor advertising device
6 shall not be visible from any thoroughfare[-]; and

7 (20) Any outdoor advertising device, displayed with the
8 authorization of the Hawaii tourism authority, in or
9 on the convention center facility; provided that any
10 outdoor advertising device that faces away from the
11 convention center facility shall consist only of the
12 name of the sponsoring entity and the words "Hawaii
13 Convention Center", "Hawai`i Convention Center", or
14 "Convention Center" in the same font and font size."

15 SECTION 5. Statutory material to be repealed is bracketed
16 and stricken. New statutory material is underscored.

17 SECTION 6. This Act shall take effect upon its approval.



Report Title:

HTA; Convention Center; Naming Rights; Advertising; Marketing

Description:

Exempts the Convention Center from certain requirements regarding concessions on public property. Authorizes the Hawaii Tourism Authority to sell or lease naming rights of the Hawaii Convention Center Facility. Facilitates advertising and marketing on and in the Hawaii Convention Center Facility.
(SD2)

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