
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. The legislature finds that residents of and
2 visitors to the State often have difficulty locating the
3 appropriate state or county application processes when they wish
4 to conduct or participate in recreational activities in the
5 State, including placing a reservation for a state park camping
6 permit or obtaining a license to visit state- or county-owned
7 parks. Commercial operators desiring to do business in the
8 State are also often confused about the required authorizations,
9 licenses, and permits necessary to operate in areas administered
10 by the State or counties, which can lead to a variety of illegal
11 and unauthorized commercial offerings.

12 The legislature further finds that a mobile application
13 that consolidates all of the forms and application processes
14 required to conduct recreational and commercial activities in
15 the State will streamline the application processes and greatly
16 benefit Hawaii's residents, visitors, and commercial operators.
17 The legislature notes that, for this mobile application to be



1 used by people with disabilities and residents and visitors
2 whose first language may not be English, the mobile application
3 must be accessible to people with disabilities and available in
4 multiple languages.

5 The legislature also finds that Act 182, Session Laws of
6 Hawaii 2023 (Act 182), requires the department of land and
7 natural resources to develop and publish a website and mobile
8 application for a permit, license, or reservation, and to
9 collect fees, for recreational or commercial activities under
10 the jurisdiction of the department. It is the intent of the
11 legislature to integrate the mobile application created by
12 Act 182 with the new application, developed pursuant to the
13 feasibility study and plan required by this Act, to create a
14 uniform mobile application for residents and visitors of the
15 State.

16 The purpose of this Act is to:

17 (1) Require the Hawaii tourism authority to study the
18 feasibility of, and create a plan for, developing and
19 publishing, through a contract with a third party, a
20 mobile application that includes all online
21 application processes, including the collection of any



1 applicable reservation fees, to acquire a reservation
2 to conduct recreational and commercial activities in
3 the State that are regulated by or under the
4 jurisdiction of a state or county agency;

5 (2) Authorize the Hawaii tourism authority to sell or
6 lease the naming rights of the convention center
7 facility; and

8 (3) Facilitate advertising and marketing in or on the
9 convention center facility.

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

13 "§201B- Mobile application; reservations; recreational
14 and commercial activities; study. (a) The authority shall
15 study the feasibility of, and create a plan for, developing,
16 publishing, and maintaining a mobile application, through a
17 contract with a third party, that includes all online
18 application processes necessary to acquire any permit, license,
19 or reservation that is needed to conduct recreational and
20 commercial activities in the State that are regulated by or
21 under the jurisdiction of a state or county agency, including:



- 1 (1) Permits for a campsite, cabin, or pavilion;
2 (2) Reservations to access certain state parks;
3 (3) Licenses to visit a state- or county-owned park,
4 beach, forest, hiking trail, or other natural area on
5 state or county land, as designated by rule by the
6 board of land and natural resources or appropriate
7 county agency; and
8 (4) Licenses and permits for any other authorized
9 recreational and commercial activities regulated by a
10 state or county agency.

11 (b) The feasibility study and plan required under
12 subsection (a) shall include plans for a mobile application that
13 is accessible to persons having disabilities and available in
14 multiple languages, including:

- 15 (1) The official languages of the State;
16 (2) Traditional and simplified Chinese;
17 (3) Japanese;
18 (4) Korean;
19 (5) Tagalog; and
20 (6) Any languages recommended by the office of language
21 access or the authority.



1 The study and plan for a mobile application shall also include
2 development of a satisfaction survey of visitors who are
3 departing the State.

4 (c) The feasibility study and plan required under
5 subsection (a) shall include plans for a payment system to
6 collect any fees through the mobile application that are
7 associated with applying for a permit, license, or reservation
8 and to disburse the collected fees to the appropriate department
9 or county, based on the department or county to which the fee is
10 paid to acquire a permit, license, or reservation.

11 (d) The authority shall submit a report of its findings
12 and recommendations, including the authority's plans for the
13 mobile application and any proposed legislation, to the
14 legislature no later than twenty days prior to the convening of
15 the regular session of 2025."

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

19 **"§201B- Convention center facility; naming rights;**
20 **marketing; advertising.** (a) Notwithstanding any law to the



1 contrary, chapter 102 shall not apply to concessions in or on
2 the convention center facility.

3 (b) The authority may sell or lease the naming rights of
4 the convention center facility or any portion of the convention
5 center facility to any public or private entity.

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

10 SECTION 4. Section 201B-8, Hawaii Revised Statutes, is
11 amended by amending subsection (a) to read as follows:

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

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

16 (2) All revenues or moneys derived from the operations of
17 the convention center to include all revenues from
18 ~~the~~;

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

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



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

2 (D) Advertising or marketing, including revenues

3 under section 201B- ; and

4 (E) The sale of souvenirs, logo items, or any other
5 items offered for purchase at the convention
6 center;

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

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

13 SECTION 5. Section 445-112, Hawaii Revised Statutes, is
14 amended to read as follows:

15 "**§445-112 Where and when permitted.** No person shall
16 erect, maintain, or use a billboard or display any outdoor
17 advertising device, except as provided in this section:

18 (1) The display of official notices and signs, posted by
19 order of any court or public office, or posted by any
20 public officer in the performance of a public duty, or



- 1 posted by any person required to do so by any law or
2 rule having the force of law;
- 3 (2) Any outdoor advertising device announcing a meeting or
4 series of meetings is not prohibited by this section
5 if displayed on the premises where the meeting or
6 series of meetings will be or is being held. Meeting,
7 as used in this section, includes all meetings
8 regardless of whether open to the public or conducted
9 for profit and includes [~~but is not limited to~~] sports
10 events, conventions, fairs, rallies, plays, lectures,
11 concerts, motion pictures, dances, and religious
12 services;
- 13 (3) Any outdoor advertising device indicating that the
14 building or premises on which it is displayed is the
15 residence, office, or place of business, commercial or
16 otherwise, of any individual, partnership, joint
17 venture, association, club, or corporation, and
18 stating the nature of the business;
- 19 (4) Any outdoor advertising device that advertises
20 property or services that may be bought, rented, sold,
21 or otherwise traded in on the premises or in the



- 1 building on which the outdoor advertising device is
2 displayed;
- 3 (5) The offering for sale of merchandise bearing
4 incidental advertising, including books, magazines,
5 and newspapers, in any store, newsstand, vending
6 machine, rack, or other place where [~~such~~] merchandise
7 is regularly sold;
- 8 (6) Any outdoor advertising device offering any land,
9 building, or part of a building for sale or rent, if
10 displayed on the property so offered or on the
11 building so offered;
- 12 (7) Any outdoor advertising device carried by persons or
13 placed upon vehicles used for the transportation of
14 persons or goods, except as provided under section
15 445-112.5, relating to vehicular advertising devices;
- 16 (8) Any outdoor advertising device warning the public of
17 dangerous conditions that they may encounter in nearby
18 sections of streets, roads, paths, public places,
19 power lines, gas and water mains, or other public
20 utilities;



- 1 (9) Signs serving no commercial purpose that indicate
2 places of natural beauty, or of historical or cultural
3 interest and that are made according to designs
4 approved by the department of business, economic
5 development, and tourism;
- 6 (10) Any outdoor advertising device or billboard erected,
7 placed, or maintained upon a state office building, if
8 erected, placed, or maintained by authority of a state
9 agency, department, or officer for the sole purpose of
10 announcing cultural or educational events within the
11 State, and if the design and location thereof has been
12 approved by the department of business, economic
13 development, and tourism;
- 14 (11) Signs urging voters to vote for or against any person
15 or issue, may be erected, maintained, and used, except
16 where contrary to or prohibited by law;
- 17 (12) Signs stating that a residence that is offered for
18 sale, lease, or rent is open for inspection at the
19 actual time the sign is displayed and showing the
20 route to the residence; provided that the sign
21 contains no words or designs other than the words



1 "Open House", the address of the residence, the name
2 of the person or agency responsible for the sale, and
3 an arrow or other directional symbol and is removed
4 during such time as the residence is not open for
5 inspection;

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

9 (14) The continued display and maintenance of outdoor
10 advertising devices actually displayed on
11 July 8, 1965, in accordance with all laws and
12 ordinances immediately theretofore in effect;

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

18 (16) Any outdoor advertising device, displayed with the
19 authorization of the University of Hawaii, on any
20 scoreboard of any stadium owned by the university. An
21 outdoor advertising device displayed under this



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



1 the scoreboard of the Waipio peninsula soccer stadium.

2 The outdoor advertising device shall be:

3 (A) Attached to the bottom of the scoreboard;

4 (B) No longer than the width of the scoreboard; and

5 (C) No higher than twenty-five per cent of the
6 scoreboard height.

7 The scoreboard shall be no larger than twenty-eight

8 feet by ten feet. Any outdoor advertising device

9 displayed pursuant to this paragraph shall be on the

10 front of the scoreboard and face the interior of the

11 stadium; provided that the outdoor advertising device

12 shall not be visible from any thoroughfare[-]; and

13 (20) Any outdoor advertising device, displayed with the

14 authorization of the Hawaii tourism authority, in or

15 on the convention center facility; provided that any

16 outdoor advertising device that faces away from the

17 convention center facility shall consist only of the

18 name of the sponsoring entity and the words "Hawaii

19 Convention Center", "Hawai`i Convention Center", or

20 "Convention Center" in the same font and font size."



1 SECTION 6. Statutory material to be repealed is bracketed
2 and stricken. New statutory material is underscored.

3 SECTION 7. This Act shall take effect on July 1, 2024;
4 provided that section 2 of this Act shall be repealed on June 1,
5 2025.



Report Title:

HTA; Recreational Activities; Commercial Activities; Mobile Application; Study; Convention Center; Naming Rights; Advertising; Marketing

Description:

Requires the Hawaii Tourism Authority to study the feasibility of, and create a plan for, developing and publishing, through a contract with a third party, a mobile application that includes all online application processes, including the collection of any applicable reservation fees, necessary to acquire a reservation to conduct recreational and commercial activities in the State that are regulated by or under the jurisdiction of a state or county agency. 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. Sunsets Section 2 on 6/1/2025.
(SD2)

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