
A BILL FOR AN ACT

RELATING TO NAMING RIGHTS.

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

1 SECTION 1. Chapter 109, Hawaii Revised Statutes, is
2 amended by adding a new section to be appropriately designated
3 and to read as follows:

4 "§109- Stadium facility; naming rights; marketing;

5 advertising. (a) Notwithstanding any law to the contrary,
6 chapter 102 shall not apply to concessions within the stadium
7 facility.

8 (b) The stadium authority may lease the naming rights of
9 the stadium facility or any portion of the stadium facility or
10 building therein to any public or private entity.

11 (c) Any revenues derived from advertising or marketing in
12 or on the stadium facility, including revenues derived under
13 subsection (b), shall be deposited into the stadium development
14 special fund under section 109-3.5."

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



1 "§201B- Convention center facility; naming rights;
2 marketing; advertising. (a) Notwithstanding any law to the
3 contrary, chapter 102 shall not apply to concessions in or on
4 the convention center facility.

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

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

12 SECTION 3. Section 109-3.5, Hawaii Revised Statutes, is
13 amended by amending subsection (a) to read as follows:

14 "(a) There is established in the state treasury the
15 stadium development special fund, into which funds collected by
16 the stadium authority shall be deposited, including:

17 (1) All revenues from the stadium development district,
18 including but not limited to [~~agreements~~]:

19 (A) Any agreement or [~~actions~~] action generating
20 revenue related to stadium operations[~~τ~~];



- 1 (B) The lease or rental of facilities or land,
- 2 ~~[concessions]~~;
- 3 (C) Advertising or marketing, including revenues
- 4 derived under section 109- ;
- 5 (D) Any concession;
- 6 (E) The food and beverage[~~7~~] service;
- 7 (F) The parking[~~7-sponsorship~~] facilities;
- 8 (G) Sponsorship and advertising[~~7-utilities and~~]; and
- 9 (H) Utilities, infrastructure, and development;
- 10 (2) All gifts or grants awarded in any form from any
- 11 public agency or any other source for purposes of the
- 12 stadium development district;
- 13 (3) All proceeds from revenue bonds issued for the purpose
- 14 of the stadium development district; and
- 15 (4) Appropriations made by the legislature to the fund."

16 SECTION 4. Section 201B-8, Hawaii Revised Statutes, is

17 amended by amending subsection (a) to read as follows:

18 "(a) There is established the convention center enterprise

19 special fund, into which shall be deposited:

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



1 (2) All revenues or moneys derived from the operations of
2 the convention center to include all revenues from
3 ~~the~~;

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

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

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

8 (D) The sale of souvenirs, logo items, or any other
9 items offered for purchase at the convention
10 center; and

11 (E) Advertising or marketing, including revenues
12 derived under section 201B- ;

13 (3) Private contributions, interest, compensation, gross
14 or net revenues, proceeds, or other moneys derived
15 from any source or for any purpose arising from the
16 use of the convention center facility; and

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

19 SECTION 5. Statutory material to be repealed is bracketed
20 and stricken. New statutory material is underscored.



1 SECTION 6. This Act shall take effect on July 1, 3000.



S.B. NO. 583
S.D. 2
H.D. 1

Report Title:

Naming Rights; Stadium; Convention Center; Concessions;
Advertising; Marketing; Special Fund

Description:

Allows the naming rights of the Stadium and Convention Center to be leased to any public or private entity. Requires any revenues derived from advertising or marketing in or on the Stadium or Convention Center to be deposited into the appropriate special fund of the facility. Effective 7/1/3000.
(HD1)

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