

JAN 21 2026

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# A BILL FOR AN ACT

RELATING TO STATE FACILITIES.

**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.

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]:



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[~~r~~] service;  
7                   (F) The parking[~~r~~, sponsorship] facilities;  
8                   (G) Sponsorship and advertising[~~r~~, 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

3 [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

center; and

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. Section 445-112, Hawaii Revised Statutes, is  
20 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~~ university of  
5                   Hawaii, on any scoreboard of any stadium owned by the  
6                   university. 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;

9                   (17) Any temporary outdoor advertising device attached to  
10                  or supported by the structure of any stadium owned by  
11                  the ~~University~~ university of Hawaii, located within  
12                  and facing the interior of the stadium, and authorized  
13                  to be displayed by the university. For the purpose of  
14                  this paragraph, "temporary" means displayed for a  
15                  short period before the official start of organized  
16                  athletic 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 any  
21                  scoreboard of any stadium operated by the stadium



1 authority. An outdoor advertising device displayed  
2 under this paragraph shall be on the front of the  
3 scoreboard and face the interior of the stadium; [and]  
4 (19) Any outdoor advertising device, displayed with the  
5 authorization of the stadium authority, on the  
6 exterior of any stadium operated by the stadium  
7 authority. Any outdoor advertising device displayed  
8 under this paragraph shall be limited to the name of  
9 any entity that leased the naming rights of the  
10 stadium from the stadium authority; and  
11 [+] (20) Any outdoor advertising device, displayed with  
12 the authorization of the city and county of Honolulu,  
13 on the scoreboard of the Waipio peninsula soccer  
14 stadium. The outdoor advertising device shall be:  
15 (A) Attached to the bottom of the scoreboard;  
16 (B) No longer than the width of the scoreboard; and  
17 (C) No higher than twenty-five per cent of the  
18 scoreboard height.  
19 The scoreboard shall be no larger than twenty-eight  
20 feet by ten feet. Any outdoor advertising device  
21 displayed pursuant to this paragraph shall be on the

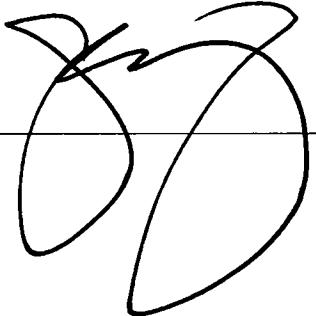


1 front of the scoreboard and face the interior of the  
2 stadium; provided that the outdoor advertising device  
3 shall not be visible from any thoroughfare."

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

6 SECTION 7. This Act shall take effect on July 1, 2026.

7

INTRODUCED BY: 



# S.B. NO. 2074

**Report Title:**

Stadium Authority; Hawaii Tourism Authority; Naming Rights; Stadium; Convention Center; Concessions; Advertising; Marketing; Stadium Development Special Fund; Convention Center Enterprise Special Fund

**Description:**

Allows the naming rights of the Stadium Facility and Convention Center Facility to be leased to any public or private entity. Requires any revenues derived from advertising or marketing in or on the Stadium Facility or Convention Center Facility to be deposited into the appropriate special fund of the facility. Authorizes the display of the name of any entity that leased the naming rights to a stadium operated by the Stadium Authority on the exterior of the stadium. Exempts concessions within the stadium facility and convention center from chapter 102, HRS.

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

