
A BILL FOR AN ACT

RELATING TO STATE FACILITIES.

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

1 SECTION 1. Chapter 102, Hawaii Revised Statutes, is
2 amended by adding a new section to be appropriately designated
3 and to read as follows:

4 "§102- Applicability; exception. This chapter shall not
5 apply to concessions within the stadium facility."

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

9 "§109- Stadium facility; naming rights; marketing;
10 advertising. (a) Notwithstanding any law to the contrary,
11 chapter 102 shall not apply to concessions within the stadium
12 facility.

13 (b) The stadium authority may lease the naming rights of
14 the stadium facility or any portion of the stadium facility or
15 building therein to any public or private entity.

16 (c) Any revenues derived from advertising or marketing in
17 or on the stadium facility, including revenues derived under



1 subsection (b), shall be deposited into the stadium development
2 special fund under section 109-3.5."

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

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

- 8 (1) All revenues from the stadium development district,
9 including but not limited to [~~agreements~~]:
- 10 (A) Any agreement or [~~actions~~] action generating
11 revenue related to stadium operations[~~7~~];
 - 12 (B) The lease or rental of facilities or land[~~7~~
13 ~~concessions~~];
 - 14 (C) Advertising or marketing, including revenues
15 derived under section 109- ;
 - 16 (D) Any concession;
 - 17 (E) The food and beverage[~~7~~] service;
 - 18 (F) The parking[~~7 sponsorship~~] facilities;
 - 19 (G) Sponsorship and advertising[~~7 utilities and~~]; and
 - 20 (H) Utilities, infrastructure, and development;



1 (2) All gifts or grants awarded in any form from any
2 public agency or any other source for purposes of the
3 stadium development district;

4 (3) All proceeds from revenue bonds issued for the purpose
5 of the stadium development district; and

6 (4) Appropriations made by the legislature to the fund."

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

9 **"§445-112 Where and when permitted.** No person shall
10 erect, maintain, or use a billboard or display any outdoor
11 advertising device, except as provided in this section:

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

17 (2) Any outdoor advertising device announcing a meeting or
18 series of meetings is not prohibited by this section
19 if displayed on the premises where the meeting or
20 series of meetings will be or is being held. Meeting,
21 as used in this section, includes all meetings



1 regardless of whether open to the public or conducted
2 for profit and includes but is not limited to sports
3 events, conventions, fairs, rallies, plays, lectures,
4 concerts, motion pictures, dances, and religious
5 services;

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

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

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



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



1 agency, department, or officer for the sole purpose of
2 announcing cultural or educational events within the
3 State, and if the design and location thereof has been
4 approved by the department of business, economic
5 development, and tourism;

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

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

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



- 1 (14) The continued display and maintenance of outdoor
2 advertising devices actually displayed on
3 July 8, 1965, in accordance with all laws and
4 ordinances immediately theretofore in effect;
- 5 (15) The continued maintenance of any billboard actually
6 maintained on July 8, 1965, and the display thereon of
7 the same or new advertising devices, all in accordance
8 with all laws and ordinances in effect immediately
9 prior to July 9, 1965;
- 10 (16) Any outdoor advertising device, displayed with the
11 authorization of the [~~University~~] university of
12 Hawaii, on any scoreboard of any stadium owned by the
13 university. An outdoor advertising device displayed
14 under this paragraph shall be on the front of the
15 scoreboard and face the interior of the stadium;
- 16 (17) Any temporary outdoor advertising device attached to
17 or supported by the structure of any stadium owned by
18 the [~~University~~] university of Hawaii, located within
19 and facing the interior of the stadium, and authorized
20 to be displayed by the university. For the purpose of
21 this paragraph, "temporary" means displayed for a



1 short period before the official start of organized
2 athletic competition, during the organized athletic
3 competition, and for a short period after the official
4 end of the organized athletic competition;

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

11 (19) Any outdoor advertising device, displayed with the
12 authorization of the stadium authority, on the
13 exterior of any stadium operated by the stadium
14 authority. Any outdoor advertising device displayed
15 under this paragraph shall be limited to the name of
16 any entity that leased the naming rights of the
17 stadium from the stadium authority; and

18 ~~(19)~~ (20) Any outdoor advertising device, displayed with
19 the authorization of the city and county of Honolulu,
20 on the scoreboard of the Waipio peninsula soccer
21 stadium. The outdoor advertising device shall be:



- 1 (A) Attached to the bottom of the scoreboard;
- 2 (B) No longer than the width of the scoreboard; and
- 3 (C) No higher than twenty-five per cent of the
- 4 scoreboard height.

5 The scoreboard shall be no larger than twenty-eight
6 feet by ten feet. Any outdoor advertising device
7 displayed pursuant to this paragraph shall be on the
8 front of the scoreboard and face the interior of the
9 stadium; provided that the outdoor advertising device
10 shall not be visible from any thoroughfare."

11 SECTION 5. Statutory material to be repealed is bracketed
12 and stricken. New statutory material is underscored.

13 SECTION 6. This Act shall take effect on July 1, 2050.

14



Report Title:

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

Description:

Allows the naming rights of the Stadium Facility to be leased to any public or private entity. Requires any revenues derived from advertising or marketing in or on the Stadium Facility to be deposited into the Stadium Development Special Fund. 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 from chapter 102, HRS. Effective 7/1/2050.
(SD1)

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

