

Honolulu, Hawaii

**MAR 20** , 2026

RE: S.B. No. 2074  
S.D. 1  
H.D. 1

Honorable Nadine K. Nakamura  
Speaker, House of Representatives  
Thirty-Third State Legislature  
Regular Session of 2026  
State of Hawaii

Madame:

Your Committee on Economic Development & Technology, to which was referred S.B. No. 2074, S.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO STATE FACILITIES,"

begs leave to report as follows:

The purpose of this measure is to:

- (1) Exempt concessions within the Stadium Facility from the competitive bidding process;
- (2) Allow the Stadium Authority to lease the naming rights of the Stadium Facility or any portion or building of the Stadium Facility to any public or private entity;
- (3) Require any revenues derived from advertising or marketing in or on the Stadium Facility to be deposited into the Stadium Development Special Fund; and
- (4) Authorize the name of any entity that leased the naming rights to a stadium operated by the Stadium Authority to be displayed on the exterior of the stadium.

Your Committee received testimony in support of this measure from the Department of Business, Economic Development, and



Tourism; Stadium Authority; Avalon Development Company LLC; Hawai'i Regional Council of Carpenters; and Chamber of Commerce Hawaii. Your Committee received testimony in opposition to this measure from the Manoa Outdoor Circle; The Outdoor Circle; UNITE HERE Local 5; Ko'olau Foundation; and numerous individuals.

Your Committee finds that the New Aloha Stadium Entertainment District is a redevelopment project aimed at replacing the original Aloha Stadium with a modern multi-purpose stadium and surrounding mixed-use community. Your Committee further finds that creating additional revenue sources could help contribute to a higher-quality facility and that thoughtfully designed marketing can contribute to better branding of stadium events and the overall attendee experience. This measure seeks to generate additional revenue for the Stadium Facility by authorizing the leasing of naming rights and display of the leasing entity's name on the exterior of the stadium.

Your Committee has amended this measure by:

- (1) Changing the effective date to July 1, 3000, to encourage further discussion; and
- (2) Making a technical, nonsubstantive amendment for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Economic Development & Technology that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 2074, S.D. 1, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 2074, S.D. 1, H.D. 1, and be referred to your Committee on Water & Land.



Respectfully submitted on  
behalf of the members of the  
Committee on Economic  
Development & Technology,

  
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GREGGOR ILAGAN, Chair



