



**DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM**  
KA 'OIHANA HO'OMOHALA PĀ'OIHANA, 'IMI WAIWAI  
A HO'OMĀKA'IKA'I

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Statement of  
**JAMES KUNANE TOKIOKA**  
Director  
Department of Business, Economic Development, and Tourism  
before the  
**HOUSE COMMITTEE ON WATER AND LAND**

Tuesday, March 24, 2026  
9:00 AM  
State Capitol, Conference Room 411

In consideration of  
**SB2074, SD1, HD1**  
**RELATING TO STATE FACILITIES**

Chair Hashem, Vice Chair Morikawa, and Members of the Committee:

The Department of Business, Economic Development and Tourism (DBEDT) **supports** SB2074, SD1, HD1, which 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/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, and exempts concessions within the Stadium Facility from Chapter 102, HRS.

DBEDT is supportive of creating additional revenue opportunities for the stadium, so long as it is with authorization of the Stadium Authority and is within the guardrails outlined in the measure. In addition to providing revenue that could contribute to a higher-quality facility, thoughtfully designed marketing can also positively contribute to the branding of the events and the overall entertainment experience for attendees. The increased flexibility could also provide opportunities for public service announcements, community messaging and promotion of upcoming events.

Thank you for the opportunity to support this measure.

**Josh Green, M.D.**  
Governor

**Sylvia Luke**  
Lt. Governor

**James Kunane Tokioka**  
DBEDT Director

**Dane K. Wicker**  
DBEDT Deputy Director

**Walter Thoemmes**  
Stadium Authority Chair

**Michael R. Yadao**  
Stadium Authority Executive Director



Statement of  
**MICHAEL R. YADAO**  
Stadium Authority  
Department of Business, Economic Development, and Tourism  
before the

**HOUSE COMMITTEE ON WATER & LAND**

Tuesday, March 24, 2026  
09:00 AM  
State Capitol, Conference Room 411

In consideration of  
**S.B. 2074, SD1, HD1**  
**RELATING TO STATE FACILITIES.**

Chair Hashem, Vice Chair Morikawa and members of the Committee.

The Stadium Authority supports Senate Bill 2074, SD1, HD1 which allows the naming rights of any state-owned facility to be leased to any public or private entity. The ability to lease naming rights to the new Aloha Stadium will provide the Stadium Authority and/or Aloha Halawa District Partners, the entity the Stadium Authority intends to contract to operate and maintain the new Aloha Stadium, another revenue source to manage and operate the stadium. The Stadium Authority also recognizes that the Legislature has already provided a portion of the funding necessary to develop a globally competitive sports and entertainment facility and has consistently emphasized that the broader Stadium District should be realized through parallel residential and commercial development that strengthens long-term economic activity and supports the stadium's sustainability. Naming rights are a standard revenue tool that can help reduce ongoing reliance on public support while the Stadium District is built out. While it is my understanding the Stadium Authority currently has the authority to lease the naming rights to its stadium pursuant to HRS Section 109-2 Subsection (4), this bill specifically states such ability for state-owned facilities.

In addition, the Legislature has asked the Stadium Authority to explore other funding options and revenue strategies to finance the project and sustain long-term operations and maintenance of the Stadium District. Allowing naming rights is a widely used approach across major venues nationwide and is one practical option to help generate predictable, contract-based revenue.

By way of market context, venue naming-rights agreements commonly generate multi-million dollars annually, with value driven by venue profile, event volume, media exposure, and surrounding district activity. For example, SoFi Stadium has been reported at more than \$30 million per year over a long-term term, and the former Staples Center naming rights agreement rebranded as Crypto.com Arena has been reported at \$700 million over 20 years (about \$35 million per year). More typical NFL venue naming-rights agreements can fall in the single-digit millions per year. For example, Reuters reported a recent NFL stadium naming-rights agreement at over \$8 million annually. Across U.S. sports more broadly, one recent compilation reported an average naming-rights value of about \$7.4 million per year, while noting that a relatively small number of very large agreements account for a significant share of total value.

Furthermore, this bill requires any revenues derived from advertising or marketing in or on any state-owned facility to be deposited into the appropriate special fund of the state agency that owns the facility. HRS Section 109 3.5 established the stadium development special fund in which such revenues will be deposited. Any naming-rights revenue would ultimately support stadium operations and maintenance, either through deposit to the Stadium Development Special Fund as contemplated by statute, and/or through the stadium development and operations agreement structure under which the operator applies those receipts to O&M responsibilities.

Thank you for the opportunity to testify.

March 20, 2026

The Honorable Mark J. Hashem, Chair  
The Honorable Dee Morikawa, Vice Chair  
and Members of the Committee on Water & Land

Subject: Testimony: SB2074, SD1, HD1 Relating to State Facilities  
Hearing: March 24, 2026, at 9:00 AM, Conference Room 411

Dear Chair Hashem, Vice Chair Morikawa, and Committee Members:

Stanford Carr Development supports SB2074, SD1, HD1 that would allow the naming rights of the Stadium Facility to be leased to public or private entities, with all resulting revenues deposited into the appropriate special fund.

Pursuant to its ongoing efforts to redevelop a new Aloha Stadium and a surrounding entertainment district, the Hawaii Stadium Authority has entered into an agreement with Aloha Halawa District Partners, LLC for the demolition of the existing stadium and the subsequent design, construction, operation, and management of the New Aloha Stadium. To fund the continued operation and maintenance of the new stadium—and to avoid the deferred maintenance that led to the existing facility’s structural condemnation—the Stadium Authority’s agreement with AHDP directs stadium-generated revenues to the project operator.

Accordingly, we respectfully suggest that Section 2 of SB2074, SD1, HD1 be further amended to allow naming rights, marketing, and advertising revenues to be deposited into the operator’s capital improvement fund rather than the stadium development special fund. This would ensure that revenues generated by the facility are reinvested directly into its long-term upkeep and improvements.

SB2074, SD1, HD1 represents a responsible, market-based approach to maximizing the value of public assets while ensuring that proceeds directly benefit the facility. Naming rights are a proven way to reduce reliance on taxpayer funding while supporting ongoing operations, maintenance, and capital improvements.

Concerns have been raised regarding competitive procurement of concessions associated with the stadium. However, the State already conducted a competitive procurement for the development, construction, and long-term operation of the New Aloha Stadium project. That process resulted in the selection of a development and operating partner responsible for delivering and managing the facility. Requiring additional state-administered competitive bids for individual concessions would duplicate procurement processes and undermine the public-private partnership structure already competitively awarded.

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Some testimony has also expressed concern that allowing signage associated with naming rights could weaken Hawaii's long-standing restrictions on billboards. However, the bill does not authorize off-premise roadside billboards. Instead, it allows site-specific signage associated with a single public venue within a defined stadium district. Courts have long distinguished between off-premise billboards and on-premise signage connected to the use of a facility, including in *Metromedia, Inc. v. City of San Diego*. Stadium signage integrated into a venue does not create a precedent for general outdoor advertising across the State.

Questions were also raised by the Hawaii Department of the Attorney General and the Hawaii Department of Budget and Finance regarding potential tax-exempt bond implications like those affecting the Hawaii Convention Center. Those concerns stem from the Convention Center's existing tax-exempt bond structure. The New Aloha Stadium anticipates financing with both taxable and tax-exempt bonds; therefore, the naming rights revenues will be incorporated into the project's financing structure from the outset. As such, the risk of creating private business use violations does not apply in this case.

Across the United States, naming rights agreements generate significant and predictable revenue. For example, Citi Field, home of the New York Mets, reportedly generates nearly \$20 million annually through a long-term naming rights agreement. More recently, retail and national brands have entered similar agreements beyond traditional sports franchises, such as Philadelphia's Xfinity Mobile Arena.

By authorizing naming rights, the State can unlock new non-tax revenue streams, enhance the long-term financial sustainability of these facilities, and reduce future pressure on public funds—all while maintaining public ownership and oversight.

For these reasons, Stanford Carr Development respectfully urges the Committee to further amend and pass SB2074, SD1, HD1 as suggested.

Thank you for the opportunity to provide testimony.

Sincerely,

A handwritten signature in black ink, appearing to read 'Stanford S. Carr', written in a cursive style.

Stanford S. Carr



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Keeping Hawai'i clean,  
green and beautiful  
since 1912

March 22, 2026

## RE: SB2074 SD1 HD1 – STRONG OPPOSITION: RELATING TO STATE FACILITIES

Aloha Chair, Vice Chair, and Members of the Committee:

The Outdoor Circle, founded in 1912, respectfully submits this testimony in strong opposition to SB2074 SD1 HD1.

**Although the bill is presented as a revenue measure associated with stadium redevelopment, this bill would mark a major departure from Hawai'i's longstanding policy prohibiting outdoor commercial advertising, which protect Hawai'i's public landscapes and view planes as a shared public trust.**

**This bill is not about whether naming rights are permissible, as such arrangements already exist under current law. Instead, it would expand that framework by authorizing exterior corporate branding on a public facility in a way that departs from Hawai'i's longstanding restrictions on outdoor advertising. This shift raises broader policy questions regarding public identity, public oversight, and the integrity of Hawai'i's established advertising framework.**

**The visual environment of public lands and state facilities is not incidental. Rather, it is a managed public resource that has long been protected through deliberate policy choices.**

**Authorizing exterior corporate naming rights on a state stadium is advertising, and would establish precedent for similar proposals at other state facilities, including the Hawaii Convention Center and other state-managed public venues.**

**Corporate support for public facilities is already permitted under existing law and occurs today in ways that comply with Hawai'i's longstanding signage restrictions.** For example, the Stan Sheriff Center reflects longstanding corporate sponsorship arrangements that recognize supporters while remaining consistent with Hawai'i's outdoor advertising framework.

**Hawai'i has long limited billboard-style advertising in order to protect its scenic landscapes and civic spaces. SB2074 SD1 HD1 would dramatically reverse our century-long laws and policies by introducing large-scale corporate branding on a public state facility.**

**Each proposal may appear limited in isolation. Taken together, however, they reflect a gradual shift toward introducing commercial advertising into public lands and facilities.**

For these reasons, The Outdoor Circle respectfully expresses strong opposition to SB2074 SD1 HD1.

### I. The Attorney General's Structural Warning

When substantially similar legislation was considered last year under SB583, the Attorney General raised concerns that the bill violated the single-subject principle because it extended beyond "naming rights" into concessions exemptions, advertising authority, and special fund provisions not clearly reflected in the bill's title.

In testimony on SB583, the Attorney General stated:

*"This bill is subject to challenge under the single subject requirement of section 14 of article III of the State Constitution, which provides, in part: "Each law shall embrace but one subject, which shall be expressed in its title."*

That concern was not stylistic. SB2074 SD1 HD1 follows the same structural pattern.

While working to fundamentally weaken our signage laws through "Naming Rights," this bill also exempts concessions from Chapter 102 procurement safeguards, expands advertising and marketing authority, authorizes exterior corporate signage, and redirects revenues into designated special funds.

These are distinct statutory domains that extend beyond what is suggested by the bill's title. The structural concern identified by the Attorney General has not been resolved.

When the Attorney General has already warned that this structure exceeds the scope suggested by the title, repeating substantially similar structural provisions raises the same concerns.

## **II. The Financial Exposure**

The Department of Budget and Finance has noted that naming-rights arrangements associated with bond-financed facilities can raise "private business use" considerations under federal tax law. If those thresholds are exceeded, the tax-exempt status of bonds used to finance the facility could be affected.

**These concerns were central to the deferral last month of the House companion measure, HB1609.**

## **III. What This Bill Actually Authorizes**

**SB2074 SD1 HD1 effectively creates a statutory exception allowing exterior corporate advertising on a state facility despite Hawai'i's longstanding prohibition on offsite advertising devices.** No comparable statutory exception currently exists for any other state facility in Hawai'i law. SB2074 SD1 HD1 authorizes the Stadium Authority to lease naming rights for the stadium facility and permits display of the naming-rights entity's name on the **exterior** of a stadium operated by the Stadium Authority, visible from surrounding public areas and transportation corridors. This change affects not only the stadium structure itself but the surrounding neighborhoods, public landscape, and the visual environment experienced from adjacent public lands and rights-of-way.

**Recent proposals addressing stadium-related advertising have recognized the need to limit visibility from surrounding roadways and public vantage points. This measure contains no such limitations. Existing law governing stadium-related advertising has historically included clear safeguards, such as requiring signage to face the interior of facilities or restricting visibility from public roadways. No comparable safeguards are included here.**

**The bill characterizes the signage as limited to the name of the naming-rights entity. However, such displays function in practice as outdoor advertising, as prominently placed corporate names on exterior structures are visible to the surrounding public environment and are purchased for brand exposure.**

Hawai'i's longstanding restrictions on outdoor advertising, including HRS §445-112, reflect a policy framework that generally prohibits offsite advertising devices.

"No person shall erect, maintain, or use a billboard or any other outdoor advertising device."

Hawai'i and the courts have interpreted that principle broadly. Creating statutory carve-outs weakens the State's ability to defend its broader advertising restrictions in court. Courts are more likely to uphold regulatory frameworks when they are applied consistently, while selective exemptions for commercial branding make those frameworks harder to defend.

This bill also represents a shift in how Hawai'i's advertising laws operate. Historically, the State has followed a prohibition-based framework with narrow exceptions. By creating a new statutory entitlement for exterior commercial branding on a public facility, the bill moves toward an exception-based model that becomes more difficult to limit over time.

This bill therefore creates a new category of state-authorized exterior advertising, representing a significant policy shift departing from long-settled laws designed to safeguard Hawai'i's scenic beauty and public spaces from commercial encroachment.

**Hawai'i has also historically respected county authority over land-use matters, including signage regulation. This measure introduces a state-level exception that affects those local frameworks.**

**This change is not limited to a single facility but rather affects how the State manages the visual environment of lands under its jurisdiction. Changes to the visual environment of public lands are often effectively permanent, as once commercial branding is introduced into these spaces, it becomes difficult to reverse or remove without significant cost or disruption.**

#### **IV. A Deliberate History**

In 1912, Diamond Head was scarred by commercial signs. The Pali was obscured by soap advertisements. Punchbowl bore whiskey promotions larger than life.

At that time forty-three firms were engaged in billboard advertising across Hawai'i, prompting concerned residents to form The Outdoor Circle to address the rapid expansion of billboard advertising across the islands' landscapes. After 15 years of sustained advocacy, Hawai'i reclaimed its public landscape. By 1927, The Outdoor Circle purchased the last billboard company for \$4,000 and dismantled it. The Territorial Legislature codified the ban on this exact type of outdoor advertising that same year.

**Hawai'i made a conscious choice: the public visual environment would not be commercial inventory. That restraint is one reason Hawai'i remains distinct today. That decision was not only aesthetic but a land-use choice about how Hawai'i's landscapes would be experienced by residents and visitors.**

Hawai'i's ban on offsite advertising is among the strictest in the United States and has been repeatedly upheld in court. This bill invites legal challenges and weakens the State's ability to defend its longstanding precedent.

#### **V. Hawai'i's Distinction Was Intentional**

In 1906, Charles Mulford Robinson, a nationally recognized civic reformer and city-planning consultant associated with the City Beautiful movement, was invited to Hawai'i by the Board of Supervisors of the City and County of Honolulu to prepare a municipal improvement and beautification plan. Robinson was not speaking as a member of The Outdoor Circle or as a preservation advocate, but as an independent planning professional asked to evaluate Honolulu's future development.

His recommendation was straightforward. Hawai'i's long-term strength would come from preserving its distinctiveness rather than attempting to replicate mainland cities. He expressed the point succinctly:

“Do not dream of what other cities may have done... develop your own individuality, be Hawaiian.”

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**Hawai'i chose distinction over imitation, and that decision continues to shape the character of the state's public landscape today.**

*Hawai'i's visitor industry thrives in part because the state has preserved a distinctive visual landscape rather than replicating mainland development patterns.*

## **VI. Precedent Is Not Containable**

Once corporate naming is normalized for state infrastructure, it becomes increasingly difficult to define principled boundaries for similar proposals. If the stadium may lease naming rights, other public assets would follow — including parks, trails, shorelines, and other public spaces under the State's stewardship.

Over time, such incremental exceptions can fundamentally alter the character of Hawai'i's public lands and visual environment.

## **VII. Public Oversight and Irreversibility**

This bill authorizes long-term naming contracts without clear statutory limits on duration, public review, or identity permanence. This bill does not restrict in any way the types of entities which might be selected to place their names on our public buildings, whether they be those advertising alcohol, tobacco or other types of controversial products and services.

Public lands and facilities are held in trust for the people, and decisions affecting their use and character carry long-term implications beyond any single revenue opportunity.

Naming agreements commonly extend 10–20 years or more, often including renewal options and significant termination penalties. Once public identity is leased, reclaiming it may be financially or legally impracticable. What may be a popular company or person today may not be the case down the road.

The bill also exempts stadium concessions from existing procurement safeguards, further reducing transparency and public accountability in the management of a major state asset.

## **VIII. Public Identity and Civic Assets**

Public facilities belong to the people. Their names are part of our shared civic identity.

When naming rights are leased, the State is not simply raising funds but transferring the public-facing identity of a civic institution to a private brand, even though those facilities and their names are part of what the public has built and paid for.

Names such as "Hawai'i" and "Aloha" are not surplus assets. They are expressions of place and culture, and they do not belong to the market.

## **IX. Alternatives Already Exist**

Alternatives exist, including philanthropic recognition through interior naming opportunities, event sponsorship models, and targeted public investment when facilities serve statewide economic purposes, demonstrating that revenue and restraint are not mutually exclusive. Hawai'i has demonstrated that revenue can be generated without weakening our cherished laws.

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## **X. A Trust We Must Keep**

For decades, proposals to weaken Hawai'i's outdoor advertising protections have consistently generated strong public concern, reflecting the enduring public support for preserving Hawai'i's visual landscape.

When billboards were dismantled and prohibited by law in 1927, Hawai'i made a deliberate commitment that its public landscape would not become commercial inventory.

For nearly a century that commitment has shaped the character of Hawai'i's public environment.

The Outdoor Circle respectfully urges the Legislature to defer SB2074 SD1 HD1.

Mahalo for your consideration of this testimony,

A handwritten signature in black ink, appearing to read 'W. Welch', written in a cursive style.

Winston Welch  
Executive Director

**SB-2074-HD-1**

Submitted on: 3/22/2026 4:44:44 PM

Testimony for WAL on 3/24/2026 9:00:00 AM

Submitted By	Organization	Testifier Position	Testify
Diane Harding	The Outdoor Circle	Oppose	Written Testimony Only

Comments:

Aloha Committee Members,

I respectfully urge you to oppose SB2074 SD1 HD1.

This bill allows for the leasing of corporate naming rights on the exterior of the stadium facility and marks a **significant** departure from Hawai‘i’s longstanding protections against outdoor advertising.

These protections have had overwhelming public support for decades and have served to preserve Hawai‘i’s distinctive visual character so valued by residents and visitors alike.

Hawai‘i’s landscapes are a shared public trust and a defining part of our identity. They should not be subject to commercial branding.

I respectfully urge you to oppose SB2074 SD1 HD1.

Mahalo,

Diane Harding

President, The Outdoor Circle



*Cade Watanabe, Financial Secretary-Treasurer*

*Gemma G. Weinstein, President*

*Eric W. Gill, Senior Vice-President*

March 22, 2026

House Committee on Water and Land  
Rep. Mark Hashem, Chair  
Rep. Dee Morikawa, Vice Chair

### **Testimony in Opposition to SB 2074**

Chair Hashem, Vice Chair Morikawa, and Committee Members:

UNITE HERE Local 5 represents 10,000 working people in the hotel, food service and health care industries across Hawaii.

We strongly oppose the sections of this bill which would exempt concessions at the stadium from competitive bidding. There is no reason for these concessions to be added to the long and ever-growing list of things exempt from competitive bidding. Without competitive bidding, the process of awarding concessions contracts is opaque. This undermines the public's ability to monitor and provide input into the process. It will be unclear which companies are made aware of which opportunities. It will be unclear what standards are demanded of potential contractors. It will be unclear when contracts are being discussed or awarded. It will be unclear who is negotiating contracts and what connections they may have to potential contractors. It will be unclear what deals the State has negotiated until after contracts are signed, and only to the extent public records are made available.

Competitive bidding exemptions make the system vulnerable to corruption.

We ask that you remove Section 1 of the bill, and the proposed language in part §109-\_\_(a) from SB 2074.

With regard to naming rights, it is unclear from this bill how the stadium authority would award the lease of the stadium naming rights. Though the names hypothesized in recent news articles have been innocuous enough, we certainly would not want to end up with a stadium named after a person or entity that either now or in the future is associated with serious crimes, becomes widely hated, becomes symbolic of bad qualities, etc. This is a reality that many institutions and organizations are currently grappling with.

Thank you.



TESTIMONY OF DAVE ERDMAN  
INTERIM PRESIDENT & CEO  
RETAIL MERCHANTS OF HAWAI'I

March 24, 2026, 9:00 AM Conference Room 411

**IN SUPPORT OF SB 2074 SD1 HD1 – RELATING TO STATE FACILITIES**

Aloha Chair Hashem, Vice Chair Morikawa, and Members of the Committee:

My name is Dave Erdman, and I serve as Interim President and CEO of the Retail Merchants of Hawai'i (RMH), a statewide nonprofit trade association representing retailers, shopping centers, restaurants located in shopping centers, and allied businesses across the islands.

**Retail Merchants of Hawai'i supports SB 2074 SD1 HD1.**

This measure authorizes the Stadium Authority to lease naming rights for the new stadium facility, allows sponsorship and advertising revenue to be deposited into the Stadium Development Special Fund, and provides additional flexibility related to concessions within the stadium facility. These tools help strengthen the long-term financial sustainability of the New Aloha Stadium Entertainment District.

Naming rights and sponsorship agreements are widely used across the United States as part of the financial model for major stadiums and entertainment venues. These partnerships generate predictable, long-term revenue that supports facility operations, maintenance, and continued reinvestment while reducing reliance on public funding.

A modern stadium serves as a significant economic driver. Large sporting events, concerts, and community gatherings attract residents and visitors who support nearby retailers, restaurants, and small businesses. Increased attendance at major events translates into broader economic activity, including shopping, dining, transportation, and visitor spending throughout the region.

The ability to secure naming rights also signals private-sector confidence in the project and aligns Hawai'i with national best practices for stadium development. These types of partnerships are standard across professional and collegiate venues and help ensure facilities remain competitive in attracting high-profile events.

Retail Merchants of Hawai'i supports efforts that help create a financially sustainable stadium that contributes to economic growth, job creation, and increased business activity across multiple sectors, including retail and visitor-serving businesses.

Mahalo for the opportunity to testify **in support**.

Respectfully submitted,  
Dave Erdman  
Interim President & CEO  
Retail Merchants of Hawai'i



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**TESTIMONY IN SUPPORT OF SB 2074, SD1, HD1  
RELATING TO STATE FACILITIES**

Dear Chair, Vice Chair, and Members of the Committee:

Avalon Development Company LLC submits this testimony in support of SB 2074, SD1, HD1. This measure represents a prudent and fiscally responsible approach to strengthening the long-term financial sustainability of the State's major public facilities by authorizing the Stadium Authority to lease naming rights and generate advertising and marketing revenues. These market-based revenue tools allow the State to better leverage high-value public assets while maintaining public ownership and oversight. Similar arrangements nationwide have demonstrated that naming rights agreements can generate stable, predictable revenue streams that support ongoing operations, maintenance, and capital improvements, reducing reliance on general funds or future taxpayer support.

To ensure this policy operates as intended for the New Aloha Stadium, we respectfully recommend a targeted amendment clarifying the destination of these revenues. Under the Stadium Authority's public-private partnership structure, operational responsibility and revenue flows are assigned to the stadium operator. Directing naming rights, advertising, and marketing proceeds to the operator's capital improvement fund, rather than the stadium development special fund, would better align with the project's financing and maintenance framework. This adjustment would help avoid the deferred maintenance issues that affected the former facility and ensure that revenues generated by the stadium are reinvested directly into its long-term upkeep and viability. For these reasons, Avalon Development Company LLC supports SB 2074, SD1 HD1 with the proposed amendment and respectfully urges its adoption.

Respectfully submitted,

**Avalon Development Company LLC**



# HAWAII REGIONAL COUNCIL OF CARPENTERS

March 23, 2026

**TO:** The Honorable Mark J. Hashem, Chair  
The Honorable Dee Morikawa, Vice Chair  
Members of the House Committee on Water & Land

**RE: TESTIMONY IN STRONG SUPPORT OF SB 2074 HD1**

Aloha Chair Hashem, Vice Chair Morikawa, and Members of the Committee:

The Hawai'i Regional Council of Carpenters (HRCC), representing over 6,000 skilled union carpenters and tradespeople across the islands, thanks you for the opportunity to submit testimony in strong support of SB 2074 HD1.

This measure strengthens the financial sustainability of Hawai'i's stadium facilities by allowing naming rights agreements and expanding revenue opportunities through advertising and marketing, with revenues deposited into the Stadium Development Special Fund for reinvestment into stadium operations and infrastructure.

Providing stable revenue sources helps reduce long-term taxpayer burden while supporting continued investment in public facilities that generate economic activity and local jobs. Modern stadiums depend on diversified funding mechanisms, and this bill brings Hawai'i in line with standard industry practice.

Other states have successfully used stadium naming rights as a proven revenue tool to support public facilities and reduce reliance on taxpayer funding. Across the United States, naming rights agreements generate millions of dollars annually that help finance stadium operations, upgrades, and long-term maintenance without increasing public costs. For example, major venues such as SoFi Stadium and Mercedes-Benz Stadium secured naming rights agreements worth hundreds of millions of dollars over multi-year terms, providing predictable revenue streams that strengthen financial sustainability and support ongoing capital improvements. National research shows these agreements create stable, long-term cash flow that helps fund operations and infrastructure while keeping facilities competitive and economically viable.

HRCC supports responsible investment in public infrastructure that creates jobs and ensures these facilities remain viable community assets.

For these reasons, the Hawai'i Regional Council of Carpenters respectfully urges the Committee to pass SB2074 HD1.

Mahalo for the opportunity to testify.

## STATE HEADQUARTERS & BUSINESS OFFICES

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Testimony of  
Pacific Resource Partnership

Hawai'i State Legislature  
Honorable Members of the House Committee on Water and Land (WAL)  
Tuesday, March 24, 2026

**Subject: Strong support for SB2074 HD1 – Relating to Outdoor Signage**

Aloha Chair Hashem, Vice Chair Morikawa, and members of the committee:

Pacific Resource Partnership (PRP) represents the 6,000 members of the Hawai'i Regional Council of Carpenters and more than 250 contractors statewide. Together, we are the backbone of Hawai'i's construction industry, building homes, businesses, neighborhoods, and infrastructure across the islands.

PRP submits this testimony in STRONG SUPPORT of SB2074 HD1, which amends Chapters 102, 109, and 445, Hawai'i Revised Statutes, to exempt stadium facility concessions from certain procurement requirements, authorize the Stadium Authority to lease naming rights to public or private entities, direct all advertising and marketing revenues (including naming rights) into the Stadium Development Special Fund, and expressly permit authorized outdoor advertising devices on stadium scoreboards and exteriors.

This measure is a vital step in ensuring the long-term financial viability and vibrancy of the New Aloha Stadium Entertainment District (NASED). By enabling naming rights leases and expanded advertising opportunities on the stadium facility itself, the bill opens critical new revenue streams that will help sustain operations and maintenance, attract major events, and support ongoing development within the district. NASED represents a transformative project for O'ahu, poised to create thousands of high-quality construction jobs, generate construction spending more than \$2 billion in value, and build out 4,500 units of new housing. These



**(Continued From Page 1)**

investments will not only boost our local economy but also provide lasting benefits for our communities through improved infrastructure, entertainment options, and economic opportunities.

PRP urges the Committee to pass this measure to help unlock the full potential of NASED and keep Hawaii's construction industry thriving.

Mahalo for your consideration.

Andrew Pereira



Director of Public Affairs  
Pacific Resource Partnership  
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**SB-2074-HD-1**

Submitted on: 3/20/2026 3:36:26 PM

Testimony for WAL on 3/24/2026 9:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marcia Kemble	Individual	Oppose	Written Testimony Only

Comments:

Greetings Committee Members,

I am writing in strong opposition to SB2074 SD1 HD1, which would allow exterior corporate branding on the Stadium Facility, a public facility. Please, please, PLEASE preserve the strong protections against outdoor advertising that we have had in Hawaii for nearly a century.

Allowing corporate branding on public facilities could begin a slippery slope of this practice proliferating. So much of the beauty we take for granted is due to the prohibitions against billboards and large advertising/commercial signage. The revenue savings of this measure are just really, really not worth the cost in terms of losing protections of our land and community from the heavy stamp of commercialization.

Mahalo for your attention.

Marcia Kemble

Makiki

**SB-2074-HD-1**

Submitted on: 3/23/2026 5:44:24 AM

Testimony for WAL on 3/24/2026 9:00:00 AM

Submitted By	Organization	Testifier Position	Testify
Beverley Brand	Individual	Oppose	Written Testimony Only

Comments:



**Winston Welch**

Sun, Mar 22, 2:26 PM (15 hours ago)

to Winston

Aloha Friends,

Please take a moment to submit testimony (again) on the newest version of this bill. It is scheduled for a hearing on Tuesday, March 24th at 9 am in the Water and Land Committee.

Nothing has changed except word order and it thus gets a new HD1 version.

This may be our last chance to stop this bill this term, since after this it would go to the Finance Committee, which would be happy to get new revenue.

Testify

here: [https://www.capitol.hawaii.gov/session/measure\\_indiv.aspx?billtype=SB&billnumber=2074&year=2026](https://www.capitol.hawaii.gov/session/measure_indiv.aspx?billtype=SB&billnumber=2074&year=2026)

Even a short testimony helps. As always, your personalization as to why our laws are important is always powerful. If you can testify in person as well (or on zoom) and/or call and email the reps on WAL, even better.

Here is some sample testimony and some talking points, as well as my testimony for reference:

**Subject:** Oppose SB2074 – Protect Hawai‘i’s Public Landscapes

Aloha Committee Members,

I respectfully urge you to **oppose SB2074 SD1 HD1**.

This bill would allow **corporate branding on the exterior of a state stadium, visible to surrounding public areas**, marking a major departure from Hawai‘i’s longstanding protections against outdoor advertising.

**SB-2074-HD-1**

Submitted on: 3/23/2026 9:54:31 AM

Testimony for WAL on 3/24/2026 9:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jack O'Neill	Individual	Oppose	Written Testimony Only

Comments:

My name is Jack O'Neill, and I strongly oppose SB2074 SD1 HD1.

In Hawaiian culture, names carry meaning and history. They honor ancestors, reflect identity, and connect us to the land. Leasing the naming rights of Aloha Stadium or the Convention Center with a paid advertisement disrespects this cultural significance and diminishes the public character of these spaces.

These facilities are public venues built and maintained with taxpayer dollars. They are not private assets meant to be marketed to the highest bidder. Leasing naming rights sets a dangerous precedent and invites further commercialization of public property.

SB2074 SD1 HD1 also weakens our anti-billboard and signage protections by creating special exceptions for advertising. We are proud and responsible to protect our scenic beauty; this bill moves us in the wrong direction.

Last year, similar legislation faced overwhelming public opposition. That message has not changed. The people do not want corporate branding imposed on our shared public spaces.

Mahalo,  
Jack O'Neill

**SB-2074-HD-1**

Submitted on: 3/24/2026 8:15:33 AM

Testimony for WAL on 3/24/2026 9:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Margart Welch	Individual	Oppose	Written Testimony Only

Comments:

Hawai'i has for MANY YEARS opposed billboards.

The Wave Waikiki nightclub was required to remove a mural of a wave from their business due to this law. Note: That mural did not have their business name or any marketing, it was art, and yet it was disallowed.

There is no reason to allow billboards, let alone light up advertisements to be seen from the streets where people will be driving and walking in great numbers.

Allowing billboards of any type is unnecessary, it takes away from the beauty of the island and sets a very poor precedence for the "feel" of Aloha we claim to put forth for tourists. The area of the stadium complex does not have enough infrastructure for what's proposed and billboards will be distracting in an area that will become even more distracting to visitors and locals alike.

As tourism is our main industry, shouldn't we strive to look less like every other city and instead create something memorable.

Show Aloha and Vote No on this mockery and blatant disregard for a longstanding law.