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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 ECONOMIC DEVELOPMENT & TECHNOLOGY

Wednesday, March 18, 2026
08:30 AM
State Capitol, Conference Room 423

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

Chair Ilagan, Vice Chair Hussey and members of the Committee.

The Stadium Authority supports Senate Bill 2074, SD1 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.



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

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GOVERNOR

SYLVIA LUKE
LT. GOVERNOR

JAMES KUNANE TOKIOKA
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Statement of
JAMES KUNANE TOKIOKA
Director
Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND TECHNOLOGY

Wednesday, March 18, 2026
8:30 AM
State Capitol, Conference Room 423

In consideration of
SB2074, SD1
RELATING TO STATE FACILITIES

Chair Ilagan, Vice Chair Hussey, and Members of the Committee:

The Department of Business, Economic Development and Tourism (DBEDT) **supports** SB2074, SD1, 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.

SB-2074-SD-1

Submitted on: 3/16/2026 10:07:13 AM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Gordon Aoyagi	Manoa Outdoor Circle	Oppose	Written Testimony Only

Comments:

The Manoa Outdoor Circle respectfully opposes SB2074 SD1. Adoption of this bill creates a precedence for exterior corporate branding on a public facility and undermines Hawaii's ban on outdoor advertising to protect its unique scenic beauty. Hawai'i has maintained strong protections against outdoor advertising for nearly a century supported by court decisions that its unique beauty has economic value. MOC urges the Legislature to hold SB2074 SD1.

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Keeping Hawai'i clean,
green and beautiful
since 1912



March 16, 2026

**RE: SB2074 SD1 – RELATING TO STATE FACILITIES
STRONG OPPOSITION**

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

The Outdoor Circle, founded in 1912, respectfully submits this testimony regarding SB2074 SD1. Although the bill is presented as a revenue measure associated with stadium redevelopment, it raises broader policy questions regarding public identity, public oversight, and Hawai'i's longstanding framework governing outdoor advertising.

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 would begin shifting that policy by introducing large-scale corporate branding on a public state facility.

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

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 follows the same structural pattern. It is presented as a naming-rights bill.

Yet the 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.

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 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 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.

Although the bill limits the signage to the name of the naming-rights entity, corporate names placed prominently on the exterior of public facilities function in practice as outdoor advertising visible to the surrounding public environment and are purchased primarily 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 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.

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.

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.”

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 — state parks, state trails, and other public facilities.

VII. Public Oversight and Irreversibility

This bill authorizes long-term naming contracts without clear statutory limits on duration, public review, or identity permanence.

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.

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 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.

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.

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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.

Mahalo for your consideration of this testimony,

A handwritten signature in black ink, appearing to read 'W. Welch', with a long, sweeping flourish extending to the right.

Winston Welch
Executive Director

SB-2074-SD-1

Submitted on: 3/16/2026 1:03:29 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Catherine West Dale	The Outdoor Circle	Oppose	Written Testimony Only

Comments:

. [SB2074 SD1](#) would move the state in the opposite direction Hawai‘i deliberately chose nearly a century ago to protect its landscapes and civic spaces from billboard-style advertising by introducing large-scale commercial branding on a public stadium.

The bill is also unnecessary. Hawai‘i law already allows corporate support and underwriting of public facilities in ways that respect the state’s long-standing restrictions on outdoor advertising.

Key concerns and talking points:

• **Breaks with Hawai‘i’s long-standing restrictions on outdoor advertising**

For nearly a century Hawai‘i has limited billboard-style advertising to protect scenic landscapes and public spaces.

• **Introduces large-scale commercial branding on a publicly owned civic facility**

The stadium is a state civic asset, not a private commercial venue designed for advertising infrastructure.

• **Creates a precedent for expanding naming-rights advertising across public facilities**

Once exterior commercial branding is authorized on one state facility, pressure will grow to allow similar arrangements at other public venues.

• **Changes the policy framework that has limited billboard-style signage in Hawai‘i**

Hawai'i's laws have historically restricted outdoor advertising unless narrowly permitted. SB2074 would weaken that structure by explicitly authorizing commercial branding on a major public facility.

- **Allows large exterior signage associated with corporate naming rights**

Exterior stadium naming rights necessarily involve prominent signage designed to be visible at large scale.

- **Raises broader concerns about commercialization of public spaces**

Public civic infrastructure has historically been treated differently from private commercial advertising environments.

- **Successful models already exist**

Facilities such as the Stan Sheff Center demonstrate that corporate support and sponsorship can occur without large exterior advertising or billboard-style signage.

For these reasons, The Outdoor Circle **STRONGLY OPPOSES SB2074 SD1** and respectfully urges that **SB2074 SD1 NOT be advanced.**



Cade Watanabe, Financial Secretary-Treasurer

Gemma G. Weinstein, President

Eric W. Gill, Senior Vice-President

March 11, 2026

House Committee on Economic Development & Technology
Rep. Greggor Ilagan, Chair
Rep. Ikaika Hussey, Vice Chair

Testimony in Opposition to SB 2074

Chair Ilagan, Vice Chair Hussey, 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.



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**TESTIMONY IN SUPPORT OF SB 2074, SD1
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. 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 with the proposed amendment and respectfully urges its adoption.

Respectfully submitted,

Avalon Development Company LLC



Ko`olau Foundation

P. O. Box 4749 / 46-005 Kawa St., #205
Kane`ohe, HI 96744

March 16, 2026

To: Rep. Greggor Hagan, Chair
Rep. Ikaika Hussey, Vice Chair
& Members, Committee on Economic Development & Technology

From: Mahealani Cypher, President
Ko`olau Foundation

Re: SB2074, S.D. 1 – Relating to Outdoor Signage – STRONGLY OPPOSE

Aloha Chair Hagan, Vice Chair Hussey, and Committee Members:

The Ko`olau Foundation **strongly opposes** S.B. 2074, S.D. 1, which would allow billboard signage on the exterior of the new Stadium Facility.

We actually are not opposed to allowing these types of billboard signs within the stadium itself, but NOT outdoors.

Our organization is dedicated to the preservation of Hawaiian history, places and heritage. We understand why the Legislature is considering such a new economic opportunity.

But in our view, we feel this bill goes too far.

We urge you to amend this signage bill, keep it within the buildings and continue to ban outdoor signage along visual corridors whether at the Stadium district or anywhere else in our beautiful islands.

Mahalo for your consideration of our mana`o.



HAWAII REGIONAL COUNCIL OF CARPENTERS

March 16, 2026

TO: The Honorable Greggor Ilagan, Chair
The Honorable Ikaika Hussey, Vice Chair
Members of the House Committee on Economic Development & Technology

RE: TESTIMONY IN STRONG SUPPORT OF SB 2074 SD1

Aloha Chair Ilagan, Vice Chair Hussey, 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 SD1.

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 SD1.

Mahalo for the opportunity to testify.

STATE HEADQUARTERS & BUSINESS OFFICES

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Testimony to the House Committee on Economic Development & Technology (ECD)

**Representative Greggor Ilagan, Chair
Representative Ikaika Hussey, Vice Chair**

**Wednesday, March 18, 2026, at 8:30AM
Conference Room 423 & Videoconference**

RE: SB2074 SD1 Relating to State Facilities

Aloha e Chair Ilagan, Vice Chair Hussey, and Members of the Committee:

My name is Sherry Menor, President and CEO of the Chamber of Commerce Hawaii ("The Chamber"). The Chamber supports House Bill 2074 Senate Draft 1 (SB2074), 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.

SB2074 SD1 aligns with our 2030 Blueprint for Hawaii: An Economic Action Plan, specifically under the policy pillar for Economic Action. The Chamber stands in strong support of economic opportunity that elevates Hawaii's capacity as a host for major sporting, music, and other entertainment events. The new Stadium offers this opportunity, along with opportunity for increased housing supply, public recreational space, and commercial space. This bill offers a sizeable revenue generation opportunity for the Stadium Authority. Generating this revenue for the Authority helps to close the funding gap the project is experiencing in its early stage of development. Increasing financing security for a project of this scale is crucial for optimizing the guest experience and actualizing the stadium infrastructure the state deserves. With so much taxpayer money being used to support the construction of this project, the Stadium Authority should be encouraged to pursue every sensible means of revenue generation to fill the rest of their funding needs. Leasing these naming rights for this Stadium is an industry-standard practice that deserves exploration and support. The economic opportunity the new Stadium can deliver to the state and the economy cannot be understated.

The Chamber of Commerce Hawaii is the state's leading business advocacy organization, dedicated to improving Hawaii's economy and securing Hawaii's future for growth and opportunity. Our mission is to foster a vibrant economic climate. As such, we support initiatives and policies that align with the 2030 Blueprint for Hawaii that create opportunities to strengthen overall competitiveness, improve the quantity and skills of available workforce, diversify the economy, and build greater local wealth.

We respectfully ask to pass Senate Bill 2074 SD1. Thank you for the opportunity to testify.

SB-2074-SD-1

Submitted on: 3/12/2026 3:57:24 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
William Caron	Individual	Oppose	Written Testimony Only

Comments:

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

I am writing today to express my **opposition to SB2074**, specifically regarding the provision that authorizes the display of corporate names and advertising on the **exterior** of the new stadium facility.

I have less of an objection to leasing naming rights. If an appropriate corporation wants to pay millions to put its name on a stadium—"First Hawaiian Bank Arena," "Hawaiian Airlines Field"—that is a familiar and acceptable part of modern sports facility financing. It happens in cities across the country, and it can generate meaningful revenue without compromising community character.

My concern is with the slippery slope this bill creates.

SB2074 authorizes the display of a corporate name on the **exterior** of the stadium. But what begins as a single name on the facade will inevitably expand. If the exterior can host a name, why not a logo? If a logo, why not a rotating digital advertisement? If one advertisement, why not ten? The bill's language is broad enough to permit all of it, and the revenue pressure to maximize every available square inch of exterior space will be intense.

Before long, we could find ourselves with a stadium surrounded by the very same digital billboards and exterior advertising that SB2353 seeks to authorize separately. The two bills together represent a one-two punch against Hawai'i's visual environment.

Hawai'i has long resisted the commercialization of our public spaces. We do not have highways lined with billboards. We do not have buildings plastered with advertisements. That is intentional. That is who we are. Our sense of place—our ability to look at the landscape without a corporate logo interrupting every view—is part of what makes these islands home.

I understand the Stadium Authority needs revenue. But there is a difference between responsible revenue generation and opening the door to visual blight. Naming rights are responsible. Exterior advertising is not. And once that door is opened even a crack, it will never be closed again.

I respectfully urge the Committee to amend SB2074 to explicitly limit exterior displays to a single stadium name, without logos, without slogans, and without additional advertising. If that amendment is not possible, I urge you to oppose the bill.

Let us fund our stadium without selling out the character of our community.

Mahalo for the opportunity to testify.

SB-2074-SD-1

Submitted on: 3/12/2026 4:47:41 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kleber Miller	Individual	Oppose	Written Testimony Only

Comments:

As a born and raised State of Hawaii I have always been proud of the fact that we don't have billboard's like the mainland! If this bill passes we are setting a horrible precedent that in the future we might be looking like Los Angeles! Please do not allow this to happen.

SB-2074-SD-1

Submitted on: 3/13/2026 4:09:25 AM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Marisa Nguyen	Individual	Oppose	Written Testimony Only

Comments:

Vote against SB2074 SD1. This is a slippery slope which will lead to ugly commercial signs, ruining Hawai'i's unique beauty. There is a reason laws prohibit this. Don't commercialize public spaces. Thank you.

SB-2074-SD-1

Submitted on: 3/13/2026 4:12:36 AM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Thinh Nguyen	Individual	Oppose	Written Testimony Only

Comments:

Please oppose SB2074 SD1. Protect Hawaii against the commercialization of public spaces.
Mahalo.

SB-2074-SD-1

Submitted on: 3/13/2026 4:18:00 AM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
bob ress	Individual	Oppose	Written Testimony Only

Comments:

Say no to SB2074 SD1. We don't need our public areas to be marred by ads or names of companies or donors. Please don't go there.

SB-2074-SD-1

Submitted on: 3/13/2026 8:48:58 AM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Marsha Schweitzer	Individual	Oppose	Written Testimony Only

Comments:

PLEASE OPPOSE SB 2074 SD1

Businesses have their own advertising networks and media. They do not need government assistance. If the government wants more revenue from businesses, it should come through taxation, land leases, or other such established vehicles, not through advertising. Branding a public building with a particular company's name or logo shows favoritism toward that business and puts other businesses at a disadvantage. This should not happen in the public sector. Government is meant to serve ALL the people fairly and equitably.

SB-2074-SD-1

Submitted on: 3/13/2026 5:36:41 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Winona T Holmes	Individual	Oppose	Written Testimony Only

Comments:

As a 4th generation kama'aina, I was born before Hawaii's statehood. I've always been so proud as a state how we were able to protect ourselves from outdoor advertising for as long as I remember. Even as friends and family came to visit. they were always amazed by mentioning how pleasing it was to NOT see any type of billboards or advertising on our landscape. We don't need any type of commercialization touting businesses on any of our public facilities. Lets keep our city and state free and clear of this type of advertising and remain unique with our floral and fauna to speak for us as a people and state. Respectfully yours, W. Holmes

**TESTIMONY ON SB2074 SD1 / HB1609
RELATING TO STADIUM FACILITIES**

Chair, Vice Chair, and Members of the Committee:

Mahalo for the opportunity to provide testimony on this measure.

I respectfully **object to this bill unless it is considered as part of a broader economic strategy for the New Aloha Stadium Entertainment District.**

This measure authorizes the leasing of stadium naming rights and expanded advertising associated with the stadium facility, with revenues deposited into the Stadium Development Special Fund.

While naming rights may provide one potential revenue source, it represents **only one of many possible economic opportunities** associated with the redevelopment of the stadium and surrounding district. Considering individual revenue mechanisms in isolation risks taking a piecemeal approach to what is one of the most significant public development projects undertaken by the State.

Given the scale of public investment in the stadium district, it would be prudent to first develop a **comprehensive economic revenue plan** to ensure that all opportunities are considered and that the State's assets are managed in a thoughtful and coordinated manner. Such planning reflects responsible stewardship of an important public resource.

A holistic approach is also important because the financial success of the stadium district may ultimately influence decisions about whether it is necessary to **sell naming rights for the stadium**, or whether the traditional name — **Aloha Stadium** — can be preserved. In Hawaiian culture, an **inoa (name)** carries meaning and identity connected to place and community, and the **mana of a place** is strengthened by the stories and experiences shared there. The name Aloha Stadium reflects the spirit and values of Hawai'i and has become part of the shared memory of generations who have gathered there for sporting events, concerts, cultural celebrations, and community milestones.

If the stadium district is successful as a year-round center for sporting events, cultural festivals, youth tournaments, concerts, and international gatherings, the economic benefits generated by these activities may reduce the need to rely on naming rights as a primary revenue source.

I also note that the Legislature has established a **Tourism and Gaming Working Group** to explore economic opportunities for the State. The Legislature may wish to consider expanding its scope to include the stadium district as part of a broader economic planning effort.

Finally, the stadium is located within an established residential community and has long served as a gathering place for the people of Hawai'i. Decisions regarding naming rights, exterior

signage, and branding may affect surrounding neighborhoods and should include meaningful community input.

For these reasons, I respectfully urge the Legislature to **develop a comprehensive economic plan for the stadium district before proceeding with individual measures such as leasing naming rights.**

Mahalo for the opportunity to provide these comments.

Respectfully submitted,
[Your Name]

SB-2074-SD-1

Submitted on: 3/16/2026 11:56:18 AM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Sharon McKellar	Individual	Oppose	Written Testimony Only

Comments:

As a resident of Kailua since 1963, I value our lack of ugly signage so obvious in California. I do not wish to see large commercial signage in our town.

SB-2074-SD-1

Submitted on: 3/16/2026 12:20:56 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Joan Maute	Individual	Oppose	Written Testimony Only

Comments:

[SB2074 SD1](#) would move the state in the opposite direction Hawai‘i deliberately chose nearly a century ago to protect its landscapes and civic spaces from billboard-style advertising by introducing large-scale commercial branding on a public stadium.

The bill is also unnecessary. Hawai‘i law already allows corporate support and underwriting of public facilities in ways that respect the state’s long-standing restrictions on outdoor advertising.

Key concerns and talking points:

• Breaks with Hawai‘i’s long-standing restrictions on outdoor advertising

For nearly a century Hawai‘i has limited billboard-style advertising to protect scenic landscapes and public spaces.

• Introduces large-scale commercial branding on a publicly owned civic facility

The stadium is a state civic asset, not a private commercial venue designed for advertising infrastructure.

• Creates a precedent for expanding naming-rights advertising across public facilities

Once exterior commercial branding is authorized on one state facility, pressure will grow to allow similar arrangements at other public venues.

• Changes the policy framework that has limited billboard-style signage in Hawai‘i

Hawai‘i’s laws have historically restricted outdoor advertising unless narrowly permitted. SB2074 would weaken that structure by explicitly authorizing commercial branding on a major public facility.

• Allows large exterior signage associated with corporate naming rights

Exterior stadium naming rights necessarily involve prominent signage designed to be visible at large scale.

- **Raises broader concerns about commercialization of public spaces**

Public civic infrastructure has historically been treated differently from private commercial advertising environments.

- **Successful models already exist**

Facilities such as the Stan Sheff Center demonstrate that corporate support and sponsorship can occur without large exterior advertising or billboard-style signage.

For these reasons I believe this bill is a terrible idea and would set a very bad precedent for the future. Therefore I **STRONGLY OPPOSE SB2074 SD1** and respectfully urges that **SB2074 SD1 NOT be advanced.**

SB-2074-SD-1

Submitted on: 3/16/2026 12:45:34 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Robert E. Fox	Individual	Oppose	Written Testimony Only

Comments:

Please do not destroy the natural beauty of Hawaii. I cannot support billionaires, developers and corporations using our buildings to promote their con artist profits. Dont do this to the people of Hawaii

SB-2074-SD-1

Submitted on: 3/16/2026 1:23:36 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
judy folk	Individual	Oppose	Written Testimony Only

Comments:

Please do NOT allow this bill to pass. As a lifelong hawaii resident (78 years), I have always been so proud of our views and the absence of billboards and unnecessarily advertising. Please continue to follw the strictures and desires establisehd back in the 20's keeping Hawaii and its buildings billboard and advertising Free.

SB-2074-SD-1

Submitted on: 3/16/2026 1:38:33 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Sidney Lynch	Individual	Oppose	Written Testimony Only

Comments:

I oppose granting naming rights on the new stadium or anywhere. Keep the existing restrictions on billboard advertising. No large scale commercial branding.

Sidney Lynch

SB-2074-SD-1

Submitted on: 3/16/2026 3:14:51 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
P Hauoli'ipo Wright	Individual	Oppose	Written Testimony Only

Comments:

This bill is unnecessary. Hawai'i law already allows corporate support and underwriting of public facilities in ways that respect the state's long-standing restrictions on outdoor advertising.

Key concerns and talking points:

- Breaks with Hawai'i's long-standing restrictions on outdoor advertising

For nearly a century Hawai'i has limited billboard-style advertising to protect scenic landscapes and public spaces.

- Introduces large-scale commercial branding on a publicly owned civic facility

The stadium is a state civic asset, not a private commercial venue designed for advertising infrastructure.

- Creates a precedent for expanding naming-rights advertising across public facilities

Once exterior commercial branding is authorized on one state facility, pressure will grow to allow similar arrangements at other public venues.

- Changes the policy framework that has limited billboard-style signage in Hawai'i

Hawai'i's laws have historically restricted outdoor advertising unless narrowly permitted. SB2074 would weaken that structure by explicitly authorizing commercial branding on a major public facility.

- Allows large exterior signage associated with corporate naming rights

Exterior stadium naming rights necessarily involve prominent signage designed to be visible at large scale.

- Raises broader concerns about commercialization of public spaces

Public civic infrastructure has historically been treated differently from private commercial advertising environments.

- Successful models already exist

Facilities such as the Stan Sheff Center demonstrate that corporate support and sponsorship can occur without large exterior advertising or billboard-style signage.

For these reasons, I STRONGLY OPPOSES SB2074 SD1 and respectfully urges that SB2074 SD1 NOT be advanced.

- P Hau'oli ipo Wright

SB-2074-SD-1

Submitted on: 3/16/2026 3:22:48 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Janyce Mitchell	Individual	Oppose	Written Testimony Only

Comments:

I strongly oppose this measure because it breaks with Hawai‘i’s long-held strict limits to billboard-style advertising to protect scenic landscapes and public spaces.

Hawai‘i’s laws have historically only narrowly permitted outdoor advertising. SB2074 would weaken that structure by explicitly authorizing commercial branding on a major public facility. Moreover, any signage would likely be large in scale and readily visible at large distances. This would mar the natural beauty that Hawai‘i’ is known for and which we as residents enjoy.

Corporate support and sponsorship can occur without large exterior advertising or billboard-style signage. Television and other rights may be a replacement for such signage. Thus, SB2074 is also unnecessary.

I urge you to vote down this measure.

SB-2074-SD-1

Submitted on: 3/16/2026 3:32:48 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jacqueline Wah	Individual	Oppose	Written Testimony Only

Comments:

I am **STRONGLY OPPOSED** to **SB 2074 SD1**.

Similar bills have received strong public opposition. Please honor the citizens of this great state who overwhelmingly oppose adding naming rights to our public buildings.

Allowing naming rights to our public facilities goes clearly against our anti-billboard signage laws and will only lead to more visual pollution that mars our beautiful landscape. When I see this type of advertising on stadiums and buildings on the Continent, it reminds me how lucky we are to live in a state that does not allow corporate branding on our buildings.

Please reject SB 2074 SD1 -- our public assets are not for sale!

SB-2074-SD-1

Submitted on: 3/16/2026 4:14:55 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Alexander Ress	Individual	Oppose	Written Testimony Only

Comments:

Hawaii's long-standing restrictions on outdoor advertising are one piece of what makes Hawaii special. This bill erodes those laws. Successful corporate sponsorships can be made with outdoor signage sponsorships. Thank you.

SB-2074-SD-1

Submitted on: 3/17/2026 2:40:48 AM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Whitney Bosel	Individual	Oppose	Written Testimony Only

Comments:

I am opposed to this bill as sets a dangerous precedent for advertising in our shared public spaces that negatively impacts us all, and it is not necessary to gain funds with corporate sponsorship in this manner. Allow the model the Stan Sheriff Center uses. Do not advance this bill. Look at what cities like Lille are doing - around the world people are getting sick of advertising in their faces everywhere and finally starting to ban it. We are so lucky in Hawaii that our island landscapes have not been blighted with brand names accosting us as we drive or walk through our neighborhoods. Do not open the door to this with this bill.

SB-2074-SD-1

Submitted on: 3/17/2026 8:11:46 AM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Elaine Terry	Individual	Oppose	Written Testimony Only

Comments:

SB2074 SD1 would move the state in the opposite direction Hawai'i deliberately chose nearly a century ago to protect its landscapes and civic spaces from billboard-style advertising by introducing large-scale commercial branding on a public stadium.

The bill is also unnecessary. Hawai'i law already allows corporate support and underwriting of public facilities in ways that respect the state's long-standing restrictions on outdoor advertising.

Key concerns and talking points:

• Breaks with Hawai'i's long-standing restrictions on outdoor advertising

For nearly a century Hawai'i has limited billboard-style advertising to protect scenic landscapes and public spaces.

• Introduces large-scale commercial branding on a publicly owned civic facility

The stadium is a state civic asset, not a private commercial venue designed for advertising infrastructure.

• Creates a precedent for expanding naming-rights advertising across public facilities

Once exterior commercial branding is authorized on one state facility, pressure will grow to allow similar arrangements at other public venues.

• Changes the policy framework that has limited billboard-style signage in Hawai'i

Hawai'i's laws have historically restricted outdoor advertising unless narrowly permitted. SB2074 would weaken that structure by explicitly authorizing commercial branding on a major public facility.

- **Allows large exterior signage associated with corporate naming rights**

Exterior stadium naming rights necessarily involve prominent signage designed to be visible at large scale.

- **Raises broader concerns about commercialization of public spaces**

Public civic infrastructure has historically been treated differently from private commercial advertising environments.

- **Successful models already exist**

Facilities such as the Stan Sheff Center demonstrate that corporate support and sponsorship can occur without large exterior advertising or billboard-style signage.