

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

**SENATE COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM
AND
SENATE COMMITTEE ON GOVERNMENT OPERATIONS**

Thursday, February 19, 2026
01:00 PM
State Capitol, Conference Room 229

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

Chairs DeCoite and McKelvey, Vice Chairs Wakai and Gabbard and members of the Committees.

The Stadium Authority supports Senate Bill 2074, 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.



TESTIMONY OF
CAROLINE ANDERSON
Interim President & CEO
Hawai'i Tourism Authority
before the
**SENATE COMMITTEES ON ECONOMIC DEVELOPMENT AND TOURISM AND
GOVERNMENT OPERATIONS**
Thursday, February 19, 2026
1:00 PM
State Capitol, Room 229
In consideration of
SB 2074
RELATING TO STATE FACILITIES

Aloha Chairs DeCoite and McKelvey, Vice Chairs Wakai and Gabbard, and Members of the Committees:

The Hawai'i Tourism Authority (HTA) offers comments on SB 2704, which would allow the naming rights for the Stadium and Convention Center to be leased to any public or private entity. It also requires any revenue derived from advertising or marketing in or on the Stadium or Convention Center to be deposited into the appropriate special fund of the facility. It also sets the effective date as July 1, 3000.

Our testimony will focus on the Hawai'i Convention Center, which HTA manages. Over the quarter-century that the Hawai'i Convention Center (HCC) has been operating, it has hosted high-profile international convenings, national and local conferences and conventions, beloved festivals and events, athletic events attracting participants locally and from abroad, and served as an essential hub for the state's response to emergencies.

We appreciate that this measure opens up additional funding possibilities to address the convention center's repair and maintenance needs in the future. However, we are concerned that naming rights for repair and maintenance financed by tax-exempt General Obligation (G.O.) bonds may be classified as "private business use" under the Internal Revenue Code. Federal tax regulations place restrictions on the private use of proceeds from tax-exempt bonds and on the capital improvement program (CIP) projects financed by those proceeds. If these federal regulations regarding private use of bond proceeds and bond-financed properties are not followed, it could threaten the tax-exempt status of the bonds, resulting in significant tax consequences.

HCC's repair and maintenance projects, such as the recently contracted rooftop terrace deck repair project, are partially funded by tax-exempt G.O. bonds. Allowing the leasing of naming rights for HCC could jeopardize the tax-exempt status of these bonds.

Mahalo for the opportunity to share our comments on SB 2074.



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

JOSH GREEN, M.D.
GOVERNOR

SYLVIA LUKE
LT. GOVERNOR

JAMES KUNANE TOKIOKA
DIRECTOR

DANE K. WICKER
DEPUTY DIRECTOR

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Statement of
JAMES KUNANE TOKIOKA
Director
Department of Business, Economic Development, and Tourism
before the
**SENATE COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM
AND SENATE COMMITTEE ON GOVERNMENT OPERATIONS**

Thursday, February 19, 2026
1:00 PM
State Capitol, Conference Room 229

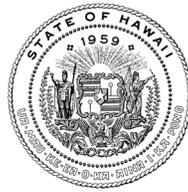
In consideration of
SB2074
RELATING TO STATE FACILITIES

Chairs DeCoite and McKelvey, Vice Chairs Wakai and Gabbard, and Members of the Committees:

The Department of Business, Economic Development and Tourism (DBEDT) supports SB2074 which allows the naming rights of the Stadium Facility and Convention Center Facility to be leased to any public or private entity, requires any revenues derived from advertising or marketing in/on the facilities to be deposited into the appropriate special fund of the facility, authorizes the display of the name of any entity that leased the naming rights to a stadium operated by the Stadium Authority on the exterior of the stadium, and exempts concessions within the facilities from Chapter 102, HRS.

DBEDT is supportive of creating additional revenue opportunities for the stadium and convention center, so long as it is with authorization of the Stadium Authority or the Hawai'i Tourism Authority and is within the guardrails outlined in the measure. In addition to providing revenue that could contribute to higher-quality facilities, 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
LIEUTENANT GOVERNOR

EMPLOYEES' RETIREMENT SYSTEM
HAWAII EMPLOYER-UNION HEALTH BENEFITS TRUST FUND
OFFICE OF THE PUBLIC DEFENDER

SETH S. COLBY, Ph.D.
DIRECTOR

SABRINA NASIR
DEPUTY DIRECTOR

STATE OF HAWAII
DEPARTMENT OF BUDGET AND FINANCE
Ka 'Oihana Mālama Mo'ohelu a Kālā
P.O. BOX 150
HONOLULU, HAWAII 96810-0150

ADMINISTRATIVE AND RESEARCH OFFICE
BUDGET, PROGRAM PLANNING AND MANAGEMENT DIVISION
FINANCIAL ADMINISTRATION DIVISION
OFFICE OF FEDERAL AWARDS MANAGEMENT

WRITTEN ONLY

TESTIMONY BY SETH S. COLBY
DIRECTOR, DEPARTMENT OF BUDGET AND FINANCE
TO THE SENATE COMMITTEES ON ECONOMIC DEVELOPMENT AND TOURISM
AND GOVERNMENT OPERATIONS
ON
SENATE BILL NO. 2074

February 19, 2026
1:00 p.m.
Room 229 and Videoconference

RELATING TO STATE FACILITIES

The Department of Budget and Finance (B&F) offers comments on this bill.

Senate Bill No. 2074 allows the naming rights of the Stadium and the Convention Center (CC) to be leased to any public or private entity; exempts concessions within the Stadium and the CC from Chapter 102, HRS; requires all revenues derived from advertising or marketing in or on the Stadium or the CC to be deposited into the appropriate special fund for either facility; and amends the allowable sources of revenues of the respective special funds to include the revenues derived from the leasing of naming rights of the facilities.

B&F has serious concerns that payments for naming rights for improvements financed by tax-exempt bonds will be considered private business use under the Internal Revenue Code. Federal tax law imposes restrictions on the private use of the proceeds of tax-exempt bonds and on the capital improvement program (CIP) projects financed with such proceeds. Failure to comply with federal rules on the private use of bond proceeds and bond-financed property could jeopardize the tax-exempt status of

the bonds, resulting in significant adverse consequences to bondholders or forcing the State to incur costly measures to remediate the tax law violations.

The construction of the new Stadium will be financed with taxable bonds and no issues related to private-use activity are anticipated at this time; however, the original construction of the CC and any subsequent CIP projects for the CC may have been partially financed with tax-exempt bonds. As such, the tax-exempt status of those bonds could be jeopardized if the Hawai'i Tourism Authority is allowed to lease the naming rights for the CC.

Thank you for your consideration of our comments.



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Executive Director

Jacqueline Wah
Operations Director

Myles Ritchie, PhD
Programs Director

Keeping Hawai'i clean,
green and beautiful
since 1912

February 15, 2026

RE: SB2074 – RELATING TO STATE FACILITIES: COMPLETE OPPOSITION

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

My name is Winston Welch, and I serve as Executive Director of The Outdoor Circle, founded in 1912. I submit this testimony with respect for your service — and with clarity about what is at stake.

This is not a revenue bill. It is a structural shift in how Hawai'i treats public identity, public oversight, and public ownership, and would reverse a century of Hawai'i's laws and culture.

The Outdoor Circle stands in complete opposition to SB2074 for the following reasons:

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

But it also:

- Exempts concessions from Chapter 102 procurement safeguards;
- Expands advertising and marketing authority;
- Authorizes exterior corporate signage;
- 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 the same structure does not cure the defect. **These structural concerns were central to the Governor's veto of SB583.**

II. The Financial Exposure

The Department of Budget and Finance has warned plainly that payments for naming rights associated with bond-financed improvements may constitute "private business use" under the Internal Revenue Code.

If federal private-use restrictions are triggered, the tax-exempt status of bonds may be jeopardized, requiring costly remediation and increasing borrowing costs statewide. Revenue that jeopardizes tax-exempt bond status is not revenue — it is liability. If tax-exempt status is compromised, interest rates increase — not only for the stadium, but for every capital project financed through those bonds. The financial consequences would ripple statewide. That includes schools, highways, public buildings, and statewide infrastructure financed under the same bond authority. The exposure is not confined to a single facility — it extends to the State’s broader capital financing structure.

These risks were central to the SB2074 House companion’s (HB1609) deferral last week.

Both the Attorney General and the Department of Budget and Finance raise fundamental concerns in substantially similar legislation, and we do not see significant differences here.

III. What This Bill Actually Authorizes

SB2074 authorizes the leasing of naming rights for the Stadium and Convention Center and permits exterior display of the corporate name on a state-operated stadium.

Exterior corporate naming is advertising. It is purchased for brand exposure.

Hawai’i’s anti-billboard law, HRS §445-111, states:

“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 uphold regulatory frameworks when they are applied consistently. Selective exemptions for commercial branding make those frameworks harder to defend.

Corporate names placed prominently on public building exteriors function as outdoor advertising devices in effect, regardless of the label applied in statute. The Legislature cannot redefine advertising by renaming it.

This bill creates a new category of state-authorized exterior advertising.

That is not a minor adjustment. It is a major policy shift departing from long-settled laws designed to safeguard our 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.

Forty-three firms were engaged in billboard advertising in Hawai’i.

Seven women refused to accept that trajectory and formed The Outdoor Circle to combat this visual pollution and commercialization of our public landscape. 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. He was not speaking as a preservationist romantic, nor as a member of The Outdoor Circle, but as a professional advisor hired to assess Honolulu's future development.

His guidance was clear: Hawai'i's strength would lie in preserving its distinctiveness, not in imitating mainland cities. That professional judgment, offered at a formative moment in our civic history, remains instructive today.

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

Hawai'i chose distinction over imitation.

We did not replicate mainland billboard corridors. We did not sell public identity for incremental revenue. To cite SoFi Stadium or Crypto.com Arena as models is to overlook that Hawai'i's distinctiveness is deliberate policy.

Our economic success is tied to restraint, not mimicry. Our visitor industry thrives not because we resemble Los Angeles or New York — but because we do not.

VI. Precedent Is Not Containable

Once corporate naming is normalized for state infrastructure, there is no principled boundary left to defend.

If the Stadium and Convention Center may lease naming rights, other public assets would follow — state parks, state trails, and other public facilities. Each would be defended as consistent with this bill. Each would narrow the space between public infrastructure and private branding.

Each would cite this precedent. This is how perimeter erosion occurs — incrementally, logically, permanently.

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.

This is not short-term sponsorship — it is long-term brand attachment to public infrastructure.

1314 S. King Street #306 | Honolulu, Hawai'i 96814

T: 808-593-0300 | mail@outdoorcircle.org | www.outdoorcircle.org

VIII. Identity Is Not Inventory

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. It is transferring the public-facing identity of a civic institution to a private brand. The people of Hawai'i finance these structures through taxes and bonds. Their names are part of what the public has built and paid for. Leasing those names does not create new value — it monetizes an existing public asset.

S.B. 2074 would formalize that commercialization.

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. Public Opposition to Weakening Our Signage Laws Is Consistent and Enduring

Public opposition to weakening Hawai'i's anti-billboard framework has been overwhelming and sustained across sessions.

As recently as 2024, public polling in the Honolulu Star Advertiser reflected 83% opposition to weakening Hawai'i's billboard protections when a similar bill was introduced.

During consideration of recent similar naming-rights legislation, 88 individuals testified in opposition, with virtually no public testimony in support outside direct beneficiaries.

This sustained opposition reflects a durable civic value.

X. Alternatives Exist

The choice is not between corporate naming and insolvency.

Alternatives include:

- Philanthropic recognition through interior naming or donor acknowledgment;
- Event-based sponsorship models;
- Direct public investment where facilities serve statewide economic purposes;
- Operational optimization and programming improvements.

Revenue and restraint are not mutually exclusive. Hawai'i has demonstrated that revenue can be generated without weakening our cherished laws.

Identity and stewardship can coexist.

XI. A Trust We Must Keep

In 1927, when billboards were finally dismantled and formally prohibited by law, an implicit promise was made: Hawai'i's public visual environment would not become commercial inventory.

For nearly a century, that promise has been kept.

Erosion rarely happens all at once. It happens through incremental exceptions that later become norms.

Legislatures pass budgets every year. They alter identity far less often.

The question before us is not whether revenue is useful. It is whether civic identity is transferable — and once transferred, whether it can ever truly be reclaimed.

History will not remember the projected revenue figure. It will remember whether we protected what we inherited.

The Outdoor Circle respectfully urges you to hold SB2074.

Mahalo nui loa for your consideration of this testimony,

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

Winston Welch
Executive Director

LATE

SB-2074

Submitted on: 2/18/2026 11:12:31 PM

Testimony for EDT on 2/19/2026 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Angela Young	Testifying for CARES	Support	Remotely Via Zoom

Comments:

Support.

February 16, 2026

The Honorable Lynn DeCoite, Chair
The Honorable Glenn Wakai, Vice Chair
and Members of the Committee on Economic Development and Tourism

The Honorable Angus L.K. McKelvey, Chair
The Honorable Mike Gabbard, Vice Chair
and Members of the Committee on Government Operations

Subject: Testimony: SB2074, Relating to State Facilities
Hearing: February 19, 2026, at 1:00 PM, Conference Room 229

Dear Chairs DeCoite and McKelvey, Vice Chairs Wakai and Gabbard and Committee Members:

Stanford Carr Development **supports the intent** of SB2074, which would allow the naming rights of the Stadium Facility and Convention Center Facility to be leased to public or private entities, with all resulting revenues deposited into the appropriate special fund of each facility.

SB2074 represents a responsible, market-based approach to maximizing the value of public assets while ensuring that proceeds directly benefit the facilities themselves. Naming rights are a proven way to reduce reliance on taxpayer funding while supporting ongoing operations, maintenance, and capital improvements. Importantly, unlike the convention center, which was financed with tax-exempt bonds, the Stadium will be financed with taxable bonds and therefore selling naming rights will not present any risk of triggering private business use violations.

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, demonstrating the revenue potential of major venues. More recently, retail and national brands have entered similar agreements beyond traditional sports franchises, such as Philadelphia's Xfinity Mobile Arena.

However, pursuant to its ongoing efforts to redevelop a new Aloha Stadium and a surrounding entertainment district, the Stadium Authority has entered into an agreement with Aloha Halawa District Parters, LLC for the demolition of the existing Aloha Stadium,

The Honorable Lynn DeCoite, Chair
The Honorable Glenn Wakai, Vice Chair
and Members of the Committee on Economic Development and
Tourism

February 16, 2026

The Honorable Angus L.K. McKelvey, Chair
The Honorable Mike Gabbard, Vice Chair
and Members of the Committee on Government Operations

Page 2

and subsequent/on-going design, construction, operation, and management of the New Aloha Stadium. In order to fund the continued operation and maintenance of the New Aloha Stadium after completion and to avoid the deferred maintenance which led to the existing stadium's structural condemnation, the Stadium Authority's agreement with AHDP diverts all revenues derived from the Stadium to AHDP. We therefore suggest the bill be **amended to allow for revenues to be deposited into the operator's capital improvement fund.**

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 amend SB2074 as suggested.

Thank you for the opportunity to provide testimony.

Sincerely,

A handwritten signature in black ink, appearing to read 'Stanford S. Carr', with a large, stylized flourish at the end.

Stanford S. Carr



Cade Watanabe, Financial Secretary-Treasurer

Gemma G. Weinstein, President

Eric W. Gill, Senior Vice-President

February 18, 2026

Senate Committee on Economic Development and Tourism
Sen. Lynn DeCoite, Chair
Sen. Glenn Wakai, Vice Chair

Senate Committee on Government Operations
Sen. Angus McKelvey, Chair
Sen. Mike Gabbard, Vice Chair

Testimony with Comments on SB 2074

Chairs DeCoite and McKelvey, Vice Chairs Wakai and Gabbard, 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 and the Convention Center 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. 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 the proposed language in part §109-__(a) and §201B-__(a) from SB 2074.

Thank you.

SB-2074

Submitted on: 2/16/2026 9:56:07 AM

Testimony for EDT on 2/19/2026 1:00:00 PM

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

Comments:

RE: COMPLETE OPPOSITION to SB2074 related to “Naming Rights on State Facilities”

Aloha,

As the President of the Outdoor Circle, I stand in strong opposition to this measure and ask that it not be advanced.

This bill proposes a form of an offsite advertisement that has been prohibited by State and County laws, and any efforts to weaken those historic laws that, for over a century, have safeguarded our landscapes and public facilities from over-commercialization must be rejected.

This measure

- Would irreversibly alter the character of our communities that our state has vigilantly protected.
- Opens the floodgates for “naming rights” across Hawai‘i, paving the way for the proliferation of visual blight and over-commercialization of our collective consciousness and views.
- Prioritizes corporate interests over those of our communities and our public facilities and assets.
- Offers no rules, no time limits, and no public oversight in the naming process.

For decades, Hawaii residents have overwhelmingly opposed measures such as this, and I urge you to not allow this measure to advance.

Sincerely,

Diane Harding, The Outdoor Circle President



February 17, 2026

Members of the Senate Committee on Economic Development and Tourism and the Committee on Government Operations

Hawaii State Capitol
415 South Beretania Street
Honolulu, HI 96813

Dear Committee Members:

As president of Scenic America – the nation’s only 501(c)(3) nonprofit dedicated solely to preserving and promoting America’s scenic beauty – I urge you to vote against Senate Bill 2074. This bill would, for the first time, authorize commercial outdoor advertising devices on the exterior of buildings in Hawaii. That change represents a fundamental departure from the state’s longstanding outdoor advertising prohibition.

For more than 40 years, Scenic America has championed policies that protect and enhance the beauty and character of our communities and the great outdoors. A key focus of our work is establishing clear limits on the spread of outdoor billboard advertising. We take this mission seriously – in one instance pursuing a case all the way to the U.S. Supreme Court, where we prevailed.

Hawaii is one of four states that have completely banned outdoor advertising. Its longstanding ban on outdoor advertising is a courageous stance against shortsighted commercialism – a stance that recognizes the astounding value of the state’s natural beauty and the importance of smoothly integrating its urban settings with its pristine landscapes. The ban acknowledges that the state’s aesthetics do so much more to promote the health and vitality of its citizens, its unique culture, and even its economy than outdoor advertising could ever hope to contribute.

If Hawaii were to open the door to any outdoor advertising, it would become extraordinarily difficult to close. In 1927, Hawaii passed legislation to protect its neighborhoods, its night sky, and its public realm. Passing this legislation would move the state in the opposite direction – and not because residents asked for it.

Please consider the following fact-based assertions regarding the impacts of outdoor advertising:

- **Environmental Degradation:** Outdoor advertising that is illuminated or digital threatens economic growth by negatively impacting Hawaii’s biggest drivers: nature and

ecotourism. Once exterior commercial advertising is authorized, pressure to illuminate or digitize those displays inevitably follows. Outdoor advertising with internal or external lighting mechanisms and LED screens contribute to high levels of light pollution, disrupting human circadian rhythms and interfering with nocturnal animals' migration, movement, communication, hunting, and foraging. For humans, this can lead to sleep disruption, cancer, obesity, depression, mental disorders, and Alzheimer's disease. Wildlife most affected by this includes birds that migrate by night, disoriented by artificial lighting; butterflies and moths whose navigation and pollination patterns are thrown off by glare; and nocturnal animals such as owls, foxes, flying squirrels, and fireflies – all of which depend on darkness for survival. Research has shown that even low levels of light pollution – far below the intensity of digital billboards – can negatively affect biodiversity and many species' survival prospects.

- **Economic and Social Costs:** Tourism has been shown to increase in cities and states that have banned billboards, as community beautification attracts visitors and stimulates local growth. People do not visit or live in Hawaii because they want a sign-infested urban environment.
- **Driver and Pedestrian Safety:** Numerous geospatial and neuroscience studies have shown that billboards create distractions for drivers and contribute to traffic accidents. A 2020 review of 27 independent studies found that outdoor advertising signs are designed specifically to grab drivers' attention and divert it away from the roadway, increasing distraction from both the road and pedestrians. This effect was found to be especially hazardous under challenging driving conditions such as inclement weather, complex road layouts, high speeds, sudden traffic shifts, and the presence of visually striking signage. Roads and communities without these distractions are safer and more secure for all residents and visitors.
- **Aesthetics and Community Character:** Billboard proliferation immediately degrades the visual character of surrounding landscapes. Large digital displays adjacent to roadways dominate the scene and distract from the natural beauty of their surroundings. Restricting billboards fosters a cleaner visual environment and enhances residents' and visitors' appreciation of cultural and natural assets.

At Scenic America, we have concluded – based on robust research – that adding billboards benefits only the advertising companies that own them, while undermining the well-being and character of the communities that permit them. We respectfully urge the committee to reject Senate Bill 2074 and preserve Hawaii's nationally and internationally admired prohibition on outdoor advertising.

If you have any questions or would like any additional information, please do not hesitate to reach out to me directly at mark.falzone@scenic.org.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mark Falzone". The signature is fluid and cursive, with the first name "Mark" and last name "Falzone" clearly distinguishable.

Mark Falzone
President, Scenic America

SB-2074

Submitted on: 2/16/2026 7:09:56 AM

Testimony for EDT on 2/19/2026 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
G L Hutchinson	Individual	Oppose	Written Testimony Only

Comments:

I STRONGLY OPPOSE this bill.

Naming a building should be AN HONOR, not sold to the highest commercial bidder.

Please DO NOT sell out to the billionaires- they can donate the money-with no strings attached. What the heck?? and then get their name on a building. Just look at Florida if you want to see where this is heading us- sight/sign pollution.

REALLY! - raise money by raising taxes on big corporations and billionairse that use Hawaii as a playground and pay so little for that priveledge. Tax their money do NOT SELL HAWAII! (for example: higher taxes on 2nd/3rd/4th/5th properties...)

Mahalo for your consideration.

SB-2074

Submitted on: 2/16/2026 8:43:21 AM

Testimony for EDT on 2/19/2026 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Jack O'Neill	Individual	Oppose	Written Testimony Only

Comments:

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

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 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

Submitted on: 2/16/2026 7:50:01 PM

Testimony for EDT on 2/19/2026 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Lori Lloyd	Individual	Oppose	Written Testimony Only

Comments:

Absolutely oppose.

SB-2074

Submitted on: 2/16/2026 10:32:38 PM

Testimony for EDT on 2/19/2026 1:00:00 PM

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

Comments:

I am **STRONGLY OPPOSED** to **SB2074**.

I remember similar bills in previous legislative sessions. Each time it received strong public opposition so it is discouraging that another bill has been proposed again this year.

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 SB2074 -- our public assets are not for sale!