



TESTIMONY OF DANIEL NĀHO'OPI'I
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY
BEFORE THE SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION
Tuesday, February 27, 2024 10:01 a.m.
In consideration of
SB 3197 SD 1
RELATING TO ADVERTISING

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

The Hawai'i Tourism Authority (HTA) appreciates the opportunity to offer our support for SB3197 SD1, which would enable the sale of naming rights by authorizing the sale of advertising on and in the state's new stadium facility as well as the Hawai'i Convention Center.

Over the quarter century that the Hawai'i Convention Center 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 important hub for the state's response to emergencies.

Many prestigious venues across the U.S. have sold naming rights. An initial analysis was performed by ASM Global, one of the world's leading venue management companies, taking into account the market as well as volume of events and demographics of guests at our center. That analysis values the naming rights for the Hawai'i Convention Center at up to \$500,000 in the first year, escalating to a 20-year agreement value of over \$13 million.

This measure opens additional possibilities for funding to address the convention center's repair and maintenance needs into the future, and HTA appreciates the availability of these possibilities. We also understand the sensitivity to outdoor signage and its impacts on the visual environment, and commit to tasteful, sensible signage aligned with our brand for our world-class convention center. We will develop policies and procedures to ensure this.

We would like to clarify one part of Standing Committee Report No. 2556, filed by the committee on Energy, Economic Development, and Tourism on February 16. The second amendment to the measure as described in the report indicates that the Stadium Authority would be authorized to sell or lease the naming rights to the convention center. It is our understanding of the intent of this measure that HTA would be authorized to do so for the convention center, and our reading of the SD1 reflects that understanding.

We defer to our colleagues at the Stadium Authority on the specific implications of this measure to their area of kuleana. Mahalo for the opportunity to provide these comments in support of SB3197 SD1.