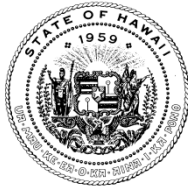


NEIL ABERCROMBIE  
GOVERNOR



Testimony of  
GLENN M. OKIMOTO  
DIRECTOR

Deputy Directors  
FORD N. FUCHIGAMI  
RANDY GRUNE  
AUDREY HIDANO  
JADINE URASAKI

IN REPLY REFER TO:

**LATE**

**STATE OF HAWAII**  
**DEPARTMENT OF TRANSPORTATION**  
869 PUNCHBOWL STREET  
HONOLULU, HAWAII 96813-5097

March 25, 2014  
9:00 a.m.  
State Capitol, Room 211

**H.B. 2147, H.D. 1, S.D. 1**  
**RELATING TO CONCESSIONS**

Senate Committee on Ways and Means

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The Department of Transportation **supports** H.B. 2147, H.D. 1, S.D. 1.

This bill exempts airport operation of concessions for wireless and communication services and for advertising from the public concession bidding process.

The rapid evolution of communications and media technology make the inclusion of those providing wireless and communication services and those consisting solely of advertising, logical additions to this list.

Being able to forgo the formal bidding process will better enable the State to provide services in a manner consistent with the expectations of the general public.

Thank you for the opportunity to provide this testimony.

**NEIL ABERCROMBIE**  
GOVERNOR

**DEAN H. SEKI**  
COMPTROLLER

**SCOTT L. CHAN**  
MANAGER

**LOIS M. MANIN**  
DEPUTY MANAGER



**ALOHA STADIUM**

*An Agency of the State of Hawaii*



TESTIMONY  
OF  
SCOTT L. CHAN, STADIUM MANAGER  
STADIUM AUTHORITY  
TO THE  
SENATE COMMITTEE  
ON  
WAYS AND MEANS  
ON  
March 25, 2014

H.B. 2147, HD1, SD1

RELATING TO CONCESSIONS

Chair Ige and members of the Committee, thank you for the opportunity to submit written testimony on H.B. 2147, HD1, SD1.

The Stadium Authority supports the intent of H.B. 2147, HD1, SD1, and agrees that the fields of wireless communications and advertising are constantly and rapidly undergoing technological advancements. A program's ability to quickly respond to these changes, in turn, allows it to capitalize on and maximize revenue generating opportunities offered in these fields.

The Aloha Stadium and the Airport operation are two locations that share similar characteristics. Both sites are host for masses of people that have an expectation of being connected to the world through the latest in personal communication devices. This expectation and demand for wireless connectivity also provides an opportunity for the Stadium Authority to capitalize on relatively untapped sources of revenue as wireless communication service providers competitively

work on ways to retain their customer base while concurrently meeting their customer's demand for increasing capacity.

The ability to capitalize on advertising revenue opportunities through electronic-technological means is presently a relatively untapped market for the Stadium Authority. It is with great anticipation and excitement that enhancements in the wireless communication field will afford attractive advertising revenue opportunities in the area of electronic advertising as well as boost standard "panel" and "banner" signage-type of advertising.

In summary, the Stadium Authority is a self-sufficient operation that is constantly seeking new and innovative ways to increase its revenue stream. It is imperative that the Stadium continue to aggressively pursue all the opportunities that are afforded in the wireless communication and advertising industries and move forward with those options that provide attractive but financially prudent revenue generating opportunities.

As such, we respectfully ask for the committee's consideration in passing H.B. 2147, HD1, SD1 to provide the Stadium Authority with the flexibility and capability to be responsive to the rapidly evolving technological environment and in turn maximize its revenue stream in the relatively untapped markets of wireless communications and advertising.

Thank you very much for your consideration of our request and the opportunity to submit written testimony on this matter.