

DEPARTMENT OF PARKS AND RECREATION
CITY AND COUNTY OF HONOLULU

1000 ULUOHIA STREET, SUITE 309 • KAPOLEI, HAWAII 96707
Phone: (808) 768-3003 • FAX: 768-3053 • Internet: www.co.honolulu.hi.us

KIRK CALDWELL
MAYOR



MICHELE K. NEKOTA

DIRECTOR

TESTIMONY OF MICHELE K. NEKOTA, DIRECTOR
CITY AND COUNTY OF HONOLULU
DEPARTMENT OF PARKS AND RECREATION
BEFORE THE HOUSE OF REPRESENTATIVES
COMMITTEE ON FINANCE

Date March 4, 2015, Conference Room 308

HOUSE BILL 314, "RELATING TO GOVERNMENT BUILDINGS"
POSITION: SUPPORT

To: The Honorable Sylvia J. Luke, Chair
and Members of the Committee on Finance

The Department of Parks and Recreation supports the proposed House Bill 314, "Relating to Government Buildings", which authorizes the county the use of outdoor advertising devices for purposes of owning the naming rights of county buildings.

In the age of abundant private wealth and a constrained public sector, naming rights for park facilities are funding a golden age for signature iconic parks. For the first time in 100 years, cities are investing record sums of money in building iconic parks - NYC Central Park, The High Line, Bryant Park, Brooklyn Bridge Park, Chicago Millennium Park, Houston Discovery Green, Dallas Klyde Warren Park, St Louis City Garden, and Louisville Waterfront Park.

These iconic parks revitalize & redefine communities, spur economic development, attract knowledge workers of the "new economy", build safer neighborhoods, incorporate green infrastructure, improve public health and become the place for the cultural expression of the city. These parks become their city's brand and have spurred billions in economic impacts.

House Bill 314 provides the county the tools to build better parks and maintain them well. For example, if a park baseball field needed a new \$50,000 scoreboard, a sponsor could be secured for the procurement, installation and maintenance. The sponsor would receive recognition by having the scoreboard named after them. The city will ensure there is adequate public involvement and that it is open, inclusive and transparent. Lastly, under no circumstances would the city seek sponsorship that would change the names of city parks.

Mahalo for the opportunity to testify on this bill. Should you have any questions or concerns, please feel free to contact me at 768-3001.

FIN-Jo

From: mailinglist@capitol.hawaii.gov
Sent: Monday, March 02, 2015 10:31 PM
To: FINTestimony
Cc: mmtorreano@gmail.com
Subject: *Submitted testimony for HB314 on Mar 4, 2015 11:00AM*

HB314

Submitted on: 3/2/2015

Testimony for FIN on Mar 4, 2015 11:00AM in Conference Room 308

Submitted By	Organization	Testifier Position	Present at Hearing
Mark Torreano	TimeOut Honnolulu	Oppose	Yes

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

LATE

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, March 03, 2015 4:32 PM
To: FINTestimony
Cc: russell.t.uchida@hawaii.gov
Subject: Submitted testimony for HB314 on Mar 4, 2015 11:00AM

HB314

Submitted on: 3/3/2015

Testimony for FIN on Mar 4, 2015 11:00AM in Conference Room 308

Submitted By	Organization	Testifier Position	Present at Hearing
Russell Uchida	DAGS - Stadium Authority	Oppose	Yes

Comments: Specifically in reference to Section (19) of H.B. 314

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov