

STAND. COM. REP. NO.

2865

Honolulu, Hawaii

MAR 01 2024

RE: S.B. No. 3006

S.D. 2

Honorable Ronald D. Kouchi  
President of the Senate  
Thirty-Second State Legislature  
Regular Session of 2024  
State of Hawaii

Sir:

Your Committee on Ways and Means, to which was referred S.B. No. 3006, S.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO THE CONVENTION CENTER,"

begs leave to report as follows:

The purpose and intent of this measure is to help ensure funding for the Hawaii Convention Center facility.

Specifically, the measure:

- (1) Authorizes the Hawaii Tourism Authority to sell or lease naming rights in and on the convention center facility; and
- (2) Facilitates advertising and marketing in or on the facility.

Your Committee received written comments in support of this measure from the Hawaii Tourism Authority and Hawaii Lodging & Tourism Association.

Your Committee received written comments in opposition to this measure from UNITE HERE! Local 5.

Your Committee received written comments on this measure from the Department of Budget and Finance.



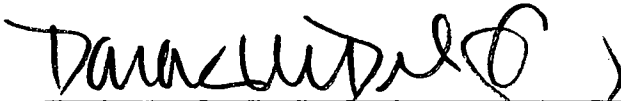
Your Committee finds that the Hawaii Convention Center has hosted numerous high-profile convenings, national and local conferences and conventions, festivals, and events held by local, national, and international entities. Your Committee believes that selling or leasing naming rights to this well-recognized center has the potential to create funding opportunities to address the center's future repair and maintenance needs.

Your Committee has amended this measure by:

- (1) Clarifying that the provision limiting outdoor advertising devices to the display of certain words applies to any outdoor advertising device in or on the convention center facility that faces away from the facility;
- (2) Changing the effective date from January 1, 2060, to upon its approval; and
- (3) Making technical nonsubstantive changes for purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Ways and Means that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 3006, S.D. 1, as amended herein, and recommends that it pass Third Reading in the form attached hereto as S.B. No. 3006, S.D. 2.

Respectfully submitted on  
behalf of the members of the  
Committee on Ways and Means,



DONOVAN M. DELA CRUZ, Chair



