

JOSH GREEN, M.D.  
GOVERNOR  
KE KIA'ĀINA



GOV. MSG. NO. 1405

EXECUTIVE CHAMBERS  
KE KE'ENA O KE KIA'ĀINA

July 3, 2025

The Honorable Ronald D. Kouchi  
President of the Senate,  
and Members of the Senate  
Thirty-Third State Legislature  
State Capitol, Room 409  
Honolulu, Hawai'i 96813

The Honorable Nadine Nakamura  
Speaker, and Members of the  
House of Representatives  
Thirty-Third State Legislature  
State Capitol, Room 431  
Honolulu, Hawai'i 96813

Aloha President Kouchi, Speaker Nakamura, and Members of the Legislature:

I am transmitting herewith S.B. 583 without my approval and with the statement of objections relating to the measure.

S.B. 583      RELATING TO NAMING RIGHTS.

Mahalo,

A handwritten signature in black ink, appearing to read "Josh Green".

Josh Green, M.D.  
Governor, State of Hawai'i

EXECUTIVE CHAMBERS

HONOLULU

July 3, 2025

STATEMENT OF OBJECTIONS TO SENATE BILL NO. 583

Honorable Members  
Thirty-Third Legislature  
State of Hawai'i

Pursuant to Section 16 of Article III of the Constitution of the State of Hawai'i, I am returning herewith, without my approval, Senate Bill No. 583, entitled "A Bill for an Act Relating to Naming Rights."

The purposes of this bill are to allow the Stadium Authority to lease the naming rights for the stadium facility; to allow the Hawaii Tourism Authority to lease the naming rights for the Convention Center; to exempt the stadium facility and Convention Center from chapter 102, Hawaii Revised Statutes (HRS), *Concessions on Public Property*; to require that revenues derived from advertising and marketing in the stadium facility and Convention Center be deposited to the Stadium Development Special Fund and Convention Center Enterprise Special Fund, respectively; to amend sections 109-3.5 and 201B-8, HRS, specifying sources of revenue that must be deposited to the Stadium Development Special Fund and Convention Center Enterprise Special Fund, respectively; and to permit advertising on the outside of any stadium operated by the stadium authority with the name of any entity that leased the naming rights of the stadium from the stadium authority.

This bill is objectionable because the exceptions from chapter 102, which regulates bidding for concessions contracts, may likely be determined by a court to violate 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." The one subject expressed in this bill's title is "naming rights." Accordingly, the inclusion of exemptions relating to concessions contracts from chapter 102, HRS, in this bill expose it to constitutional challenge.

STATEMENT OF OBJECTIONS  
SENATE BILL NO. 583  
Page 2

For the foregoing reasons, I am returning Senate Bill No. 583 without my approval.

Respectfully,

A handwritten signature in black ink, appearing to read "Josh Green". The signature is fluid and cursive, with the first name "Josh" and last name "Green" clearly distinguishable.

JOSH GREEN, M.D.  
Governor of Hawai'i

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## A BILL FOR AN ACT

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RELATING TO NAMING RIGHTS.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1       SECTION 1. Chapter 109, Hawaii Revised Statutes, is  
2       amended by adding a new section to be appropriately designated  
3       and to read as follows:

4       "§109-       Stadium facility; naming rights; marketing;  
5       advertising. (a) Notwithstanding any law to the contrary,  
6       chapter 102 shall not apply to concessions within the stadium  
7       facility.

8       (b) The stadium authority may lease the naming rights of  
9       the stadium facility or any portion of the stadium facility or  
10      building therein to any public or private entity.

11      (c) Any revenues derived from advertising or marketing in  
12      or on the stadium facility, including revenues derived under  
13      subsection (b), shall be deposited into the stadium development  
14      special fund under section 109-3.5."

15      SECTION 2. Chapter 201B, Hawaii Revised Statutes, is  
16      amended by adding a new section to be appropriately designated  
17      and to read as follows:



1        "§201B-        Convention center facility; naming rights;  
2 marketing; advertising.    (a)   Notwithstanding any law to the  
3 contrary, chapter 102 shall not apply to concessions in or on  
4 the convention center facility.

5        (b)   The authority may lease the naming rights of the  
6 convention center facility or any portion of the convention  
7 center facility to any public or private entity.

8        (c)   Any revenues derived from advertising or marketing in  
9 or on the convention center facility, including revenues derived  
10 under subsection (b), shall be deposited into the convention  
11 center enterprise special fund under section 201B-8."

12        SECTION 3.    Section 109-3.5, Hawaii Revised Statutes, is  
13 amended by amending subsection (a) to read as follows:

14        "(a)   There is established in the state treasury the  
15 stadium development special fund, into which funds collected by  
16 the stadium authority shall be deposited, including:

17        (1)   All revenues from the stadium development district,  
18               including but not limited to [~~agreements~~]:

19               (A)   Any agreement or [~~actions~~] action generating  
20               revenue related to stadium operations[~~r~~];



- 1            (B) The lease or rental of facilities or land,  
2                    [~~concessions~~];
- 3            (C) Advertising or marketing, including revenues  
4                    derived under section 109- ;
- 5            (D) Any concession;
- 6            (E) The food and beverage[~~7~~] service;
- 7            (F) The parking[~~7~~, ~~sponsorship~~] facilities;
- 8            (G) Sponsorship and advertising[~~7~~, ~~utilities and~~]; and
- 9            (H) Utilities, infrastructure, and development;
- 10           (2) All gifts or grants awarded in any form from any  
11                public agency or any other source for purposes of the  
12                stadium development district;
- 13           (3) All proceeds from revenue bonds issued for the purpose  
14                of the stadium development district; and
- 15           (4) Appropriations made by the legislature to the fund."

16           SECTION 4. Section 201B-8, Hawaii Revised Statutes, is  
17 amended by amending subsection (a) to read as follows:

18           "(a) There is established the convention center enterprise  
19 special fund, into which shall be deposited:

- 20           (1) A portion of the revenues from the transient  
21                accommodations tax, as provided by section 237D-6.5;



(2) All revenues or moneys derived from the operations of the convention center to include all revenues from ~~the~~:

(A) The food and beverage service~~[, all revenues from the]~~;

(B) The parking facilities ~~[or from any]~~;

(C) Any concession~~[, and all revenues from the]~~;

(D) The sale of souvenirs, logo items, or any other items offered for purchase at the convention center; and

(E) Advertising or marketing, including revenues derived under section 201B-     ;

(3) Private contributions, interest, compensation, gross or net revenues, proceeds, or other moneys derived from any source or for any purpose arising from the use of the convention center facility; and

(4) Appropriations by the legislature for marketing the facility pursuant to section 201B-7(a)(7)."

SECTION 5. Section 445-112, Hawaii Revised Statutes, is amended to read as follows:



1       **"§445-112 Where and when permitted.** No person shall  
2 erect, maintain, or use a billboard or display any outdoor  
3 advertising device, except as provided in this section:

4       (1) The display of official notices and signs, posted by  
5           order of any court or public office, or posted by any  
6           public officer in the performance of a public duty, or  
7           posted by any person required to do so by any law or  
8           rule having the force of law;

9       (2) Any outdoor advertising device announcing a meeting or  
10          series of meetings is not prohibited by this section  
11          if displayed on the premises where the meeting or  
12          series of meetings will be or is being held. Meeting,  
13          as used in this section, includes all meetings  
14          regardless of whether open to the public or conducted  
15          for profit and includes but is not limited to sports  
16          events, conventions, fairs, rallies, plays, lectures,  
17          concerts, motion pictures, dances, and religious  
18          services;

19       (3) Any outdoor advertising device indicating that the  
20          building or premises on which it is displayed is the  
21          residence, office, or place of business, commercial or





1 otherwise, of any individual, partnership, joint  
2 venture, association, club, or corporation, and  
3 stating the nature of the business;

4 (4) Any outdoor advertising device that advertises  
5 property or services that may be bought, rented, sold,  
6 or otherwise traded in on the premises or in the  
7 building on which the outdoor advertising device is  
8 displayed;

9 (5) The offering for sale of merchandise bearing  
10 incidental advertising, including books, magazines,  
11 and newspapers, in any store, newsstand, vending  
12 machine, rack, or other place where such merchandise  
13 is regularly sold;

14 (6) Any outdoor advertising device offering any land,  
15 building, or part of a building for sale or rent, if  
16 displayed on the property so offered or on the  
17 building so offered;

18 (7) Any outdoor advertising device carried by persons or  
19 placed upon vehicles used for the transportation of  
20 persons or goods, except as provided under section  
21 445-112.5, relating to vehicular advertising devices;



1           (8) Any outdoor advertising device warning the public of  
2           dangerous conditions that they may encounter in nearby  
3           sections of streets, roads, paths, public places,  
4           power lines, gas and water mains, or other public  
5           utilities;

6           (9) Signs serving no commercial purpose that indicate  
7           places of natural beauty, or of historical or cultural  
8           interest and that are made according to designs  
9           approved by the department of business, economic  
10          development, and tourism;

11          (10) Any outdoor advertising device or billboard erected,  
12          placed, or maintained upon a state office building, if  
13          erected, placed, or maintained by authority of a state  
14          agency, department, or officer for the sole purpose of  
15          announcing cultural or educational events within the  
16          State, and if the design and location thereof has been  
17          approved by the department of business, economic  
18          development, and tourism;

19          (11) Signs urging voters to vote for or against any person  
20          or issue, may be erected, maintained, and used, except  
21          where contrary to or prohibited by law;



- 1       (12) Signs stating that a residence that is offered for  
2       sale, lease, or rent is open for inspection at the  
3       actual time the sign is displayed and showing the  
4       route to the residence; provided that the sign  
5       contains no words or designs other than the words  
6       "Open House", the address of the residence, the name  
7       of the person or agency responsible for the sale, and  
8       an arrow or other directional symbol and is removed  
9       during such time as the residence is not open for  
10      inspection;
- 11      (13) The erection, maintenance, and use of billboards if  
12      the billboard is used solely for outdoor advertising  
13      devices not prohibited by this section;
- 14      (14) The continued display and maintenance of outdoor  
15      advertising devices actually displayed on  
16      July 8, 1965, in accordance with all laws and  
17      ordinances immediately theretofore in effect;
- 18      (15) The continued maintenance of any billboard actually  
19      maintained on July 8, 1965, and the display thereon of  
20      the same or new advertising devices, all in accordance



1 with all laws and ordinances in effect immediately  
2 prior to July 9, 1965;

3 (16) Any outdoor advertising device, displayed with the  
4 authorization of the University of Hawaii, on any  
5 scoreboard of any stadium owned by the university. An  
6 outdoor advertising device displayed under this  
7 paragraph shall be on the front of the scoreboard and  
8 face the interior of the stadium;

9 (17) Any temporary outdoor advertising device attached to  
10 or supported by the structure of any stadium owned by  
11 the University of Hawaii, located within and facing  
12 the interior of the stadium, and authorized to be  
13 displayed by the university. For the purpose of this  
14 paragraph, "temporary" means displayed for a short  
15 period before the official start of organized athletic  
16 competition, during the organized athletic  
17 competition, and for a short period after the official  
18 end of the organized athletic competition;

19 (18) Any outdoor advertising device, displayed with the  
20 authorization of the stadium authority, on any  
21 scoreboard of any stadium operated by the stadium



1 authority. An outdoor advertising device displayed  
2 under this paragraph shall be on the front of the  
3 scoreboard and face the interior of the stadium; ~~[and]~~

4 (19) Any outdoor advertising device, displayed with the  
5 authorization of the stadium authority, on the  
6 exterior of any stadium operated by the stadium  
7 authority. Any outdoor advertising device displayed  
8 under this paragraph shall be limited to the name of  
9 any entity that leased the naming rights of the  
10 stadium from the stadium authority; and

11 ~~[(19)]~~ (20) Any outdoor advertising device, displayed with  
12 the authorization of the city and county of Honolulu,  
13 on the scoreboard of the Waipio peninsula soccer  
14 stadium. The outdoor advertising device shall be:

- 15 (A) Attached to the bottom of the scoreboard;  
16 (B) No longer than the width of the scoreboard; and  
17 (C) No higher than twenty-five per cent of the  
18 scoreboard height.

19 The scoreboard shall be no larger than twenty-eight  
20 feet by ten feet. Any outdoor advertising device  
21 displayed pursuant to this paragraph shall be on the



1 front of the scoreboard and face the interior of the  
2 stadium; provided that the outdoor advertising device  
3 shall not be visible from any thoroughfare."

4 SECTION 6. Statutory material to be repealed is bracketed  
5 and stricken. New statutory material is underscored.

6 SECTION 7. This Act shall take effect on July 1, 2025.



S.B. NO. 583  
S.D. 2  
H.D. 1  
C.D. 1

APPROVED this                      day of                      , 2025


GOVERNOR OF THE STATE OF HAWAII

**THE SENATE OF THE STATE OF HAWAI‘I**

Date: April 30, 2025  
Honolulu, Hawai‘i 96813

We hereby certify that the foregoing Bill this day passed Final Reading in the Senate  
of the Thirty-Third Legislature of the State of Hawai‘i, Regular Session of 2025.

  
President of the Senate

  
Clerk of the Senate



SB No. 583, SD 2, HD 1, CD 1

THE HOUSE OF REPRESENTATIVES OF THE STATE OF HAWAII

Date: April 30, 2025  
Honolulu, Hawaii

We hereby certify that the above-referenced Bill on this day passed Final Reading in the House of Representatives of the Thirty-Third Legislature of the State of Hawaii, Regular Session of 2025.

A handwritten signature in black ink, appearing to read "Nadine K. Nakamura".

Nadine K. Nakamura  
Speaker  
House of Representatives

A handwritten signature in black ink, appearing to read "Brian L. Takeshita".

Brian L. Takeshita  
Chief Clerk  
House of Representatives