



**TESTIMONY OF
THE DEPARTMENT OF THE ATTORNEY GENERAL
KA 'OIHANA O KA LOIO KUHINA
THIRTY-THIRD LEGISLATURE, 2025**

ON THE FOLLOWING MEASURE:

S.B. NO. 583, S.D. 2, H.D. 1, RELATING TO NAMING RIGHTS.

BEFORE THE:

HOUSE COMMITTEE ON FINANCE

DATE: Friday, March 28, 2025

TIME: 2:00 p.m.

LOCATION: State Capitol, Room 308

TESTIFIER(S): Anne E. Lopez, Attorney General, or
Ian Robertson, Deputy Attorney General

Chair Yamashita and Members of the Committee:

The Department of the Attorney General provides the following comments.

The purpose of this bill is 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; and 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.

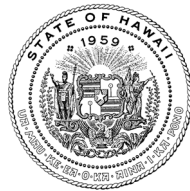
This bill is subject to challenge under the single subject requirement of section 14 of article III of the State Constitution, which provides, in part: "Each law shall embrace but one subject, which shall be expressed in its title." The one subject expressed in this bill's title is "naming rights." However, House Draft 1 includes provisions that exceed the scope of the single subject expressed in the bill's title, including exempting concessions in the stadium facility and Convention Center from chapter 102, HRS; providing for the deposit of advertising and marketing revenue, and making amendments unrelated to revenue from naming rights in sections 109-3.5 and 201B-8,

HRS, which establish the Stadium Development Special Fund and Convention Center Enterprise Special Fund, respectively.

To avoid this constitutional concern, we suggest deleting the following from the bill:

- The proposed section 109- (a) at page 1, lines 5-7;
- The phrase "revenues derived from advertising or marketing in or on the stadium facility, including" on page 1, lines 11-12;
- The proposed section 201B- (a) at page 2, lines 2-4;
- The phrase "revenues derived from advertising or marketing in or on the convention center facility, including" at page 2, lines 8-9;
- The amendments to section 109-3.5(a)(1), HRS, on page 3, lines 1-2;
- The phrase "Advertising or marketing, including" at page 3, line 3;
- The amendments to section 109-3.5(a)(1), HRS, at page 3, lines 5-9; and
- The phrase "Advertising or marketing, including" at page 4, line 11.

We respectfully ask the Committee to consider our comments.



JOSH GREEN, M.D.
GOVERNOR

SYLVIA LUKE
LIEUTENANT GOVERNOR

LUIS P. SALAVERIA
DIRECTOR

SABRINA NASIR
DEPUTY DIRECTOR

EMPLOYEES' RETIREMENT SYSTEM
HAWAII EMPLOYER-UNION HEALTH BENEFITS TRUST FUND
OFFICE OF THE PUBLIC DEFENDER

STATE OF HAWAII
DEPARTMENT OF BUDGET AND FINANCE
Ka 'Oihana Mālama Mo'ohelu a Kālā
P.O. BOX 150
HONOLULU, HAWAII 96810-0150

ADMINISTRATIVE AND RESEARCH OFFICE
BUDGET, PROGRAM PLANNING AND MANAGEMENT DIVISION
FINANCIAL ADMINISTRATION DIVISION
OFFICE OF FEDERAL AWARDS MANAGEMENT

TESTIMONY BY LUIS P. SALAVERIA
DIRECTOR, DEPARTMENT OF BUDGET AND FINANCE
TO THE HOUSE COMMITTEE ON FINANCE
ON
SENATE BILL NO. 583, S.D. 2, H.D. 1

March 28, 2025
2:00 p.m.
Room 308 and Videoconference

RELATING TO NAMING RIGHTS

The Department of Budget and Finance (B&F) offers comments on this bill.

Senate Bill No. 583, S.D. 2, H.D. 1, allows the naming rights of the Stadium and the Convention Center (CC) to be leased to any public or private entity; exempts concessions within the Stadium and the CC from Chapter 102, HRS; requires all revenues derived from advertising or marketing in or on the Stadium or the CC to be deposited into the appropriate special fund for either facility; and amends the allowable sources of revenues of the respective special funds to include the revenues derived from the leasing of naming rights of the facilities.

B&F has serious concerns that payments for naming rights for improvements financed by tax-exempt bonds will be considered private business use under the Internal Revenue Code. Federal tax law imposes restrictions on the private use of the proceeds of tax-exempt bonds and on the capital improvement program (CIP) projects financed with such proceeds. Failure to comply with federal rules on the private use of bond proceeds and bond-financed property could jeopardize the tax-exempt status of

the bonds, resulting in significant adverse consequences to bondholders or forcing the State to incur costly measures to remediate the tax law violations.

The construction of the new Stadium will be financed with taxable bonds and no issues related to private-use activity are anticipated at this time; however, the original construction of the CC and any subsequent CIP projects for the CC may have been partially financed with tax-exempt bonds. As such, the tax-exempt status of those bonds could be jeopardized if the Hawai'i Tourism Authority is allowed to lease the naming rights for the CC.

Thank you for your consideration of our comments.

JOSH GREEN, M.D.
Governor

SYLVIA LUKE
Lt. Governor

JAMES KUNANE TOKIOKA
DBEDT Director

DANE K. WICKER
DBEDT Deputy Director



An Agency of the State of Hawaii

BRENNON T. MORIOKA
Chair, Stadium Authority

CHRIS J. SADAYASU
Interim Stadium Manager

Statement of
CHRIS J. SADAYASU
Interim Stadium Manager
Stadium Authority
Department of Business, Economic Development, and Tourism
before the

HOUSE COMMITTEE ON FINANCE

Friday, March 28, 2025
2:00 PM
State Capitol, Conference Room 308

In consideration of
S.B. 583, SD2, HD1
RELATING TO NAMING RIGHTS.

Chair Yamashita, Vice Chair Takenouchi, and Members of the Committee.

The Stadium Authority supports Senate Bill 583, SD2, HD1 which allows the naming rights of the stadium and convention center to be leased to any public or private entity. The ability to lease naming rights to the new Aloha Stadium will provide the Stadium Authority and/or Aloha Halawa District Partners, the entity the Stadium Authority intends to contract to operate and maintain the new Aloha Stadium, another revenue source to manage and operate the stadium. While it is my understanding the Stadium Authority currently has the authority to lease the naming rights to its stadium pursuant to HRS Section 109-2 Subsection (4), this bill specifically states such ability by creating a new section in HRS Chapter 109.

Furthermore, this bill requires any revenues derived from advertising or marketing of the stadium to be deposited into the stadium development special fund. However, the Stadium Authority pursuant to HRS Section 109-2 Subsection (5), intends

S.B. 583, SD2, HD1 (FIN)

March 28, 2025

Page 2

to allow Aloha Halawa District Partners the authority to collect all naming rights revenue and to utilize the collected funds to operate and maintain the new stadium pursuant to a stadium development and operations agreement.

Thank you for the opportunity to testify.



TESTIMONY OF
CAROLINE ANDERSON
Interim President & CEO
Hawai'i Tourism Authority
before the
HOUSE COMMITTEE ON FINANCE
Friday, March 28, 2025
2:00 p.m.
State Capitol, Room 308

In consideration of
SB 583 SD 2 HD 1
RELATING TO NAMING RIGHTS

Aloha Chair Yamashita, Vice Chair Takenouchi, and Members of the Committee,

The Hawai'i Tourism Authority (HTA) offers comments SB 583 SD 2 HD 1, which allows the naming rights of the Stadium and Convention Center to be leased to any public or private entity. It also requires any revenues derived from advertising or marketing in or on the Stadium or Convention Center to be deposited into the appropriate special fund of the facility. It also sets the effective date as July 1, 3000.

Our testimony will focus on the Hawai'i Convention Center, which HTA manages. 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 essential hub for the state's response to emergencies.

This measure opens additional possibilities for funding to address the convention center's repair and maintenance needs into the future.

We also acknowledge the concerns regarding outdoor signage and its effect on the visual environment. We are committed to implementing tasteful and sensible signage and partnering with a business or company that aligns with our brand as a world-class convention center. Additionally, we will establish policies and procedures to ensure this commitment is upheld.

Mahalo for the opportunity to share our comments.

BOARD OF DIRECTORS

Diane Harding
President

Maureen Murphy
Vice President

Denise Soderholm
Treasurer

Whitney Bosel
Secretary

Cheryl Langton
Branch Representative

Directors:

Gordon Aoyagi

Kathleen Bryan

Mimi Bornhorst Gaddis

Joan Gossett

Stan Oka

Paula Ress

Jonathan Sudler

Scott Wilson

BRANCHES

Hawai'i

East Hawai'i

Kona

Waikoloa Village

Waimea

Kaua'i

O'ahu

East Honolulu

Lani-Kailua

Mānoa

North Shore

Greater Waikiki

STAFF

Winston Welch
Executive Director

Jacqueline Wah
Operations Director

Myles Ritchie
Programs Director

Helping to keep Hawai'i
clean, green, beautiful,
livable and sustainable
since 1912



March 25^h, 2025

RE: The Outdoor Circle COMPLETE OPPOSITION to SB583 SD2 HD1 related to “Naming Rights” and request that you do not advance this measure

Dear Committee Chair Yamashita and Finance Committee Members,

The Outdoor Circle stands with the overwhelming majority of Hawai'i residents in opposition to Senate Bill 583 SD2 HD1. Whether in the form of “sponsorships” or “naming rights” or the like, we must reject any efforts to weaken our historic laws that have vigilantly guarded Hawai'i for over a century, safeguarding our landscapes and public facilities from over-commercialization. This is simply another form of an offsite advertisement and has been prohibited by State and County laws.

We ask that you reject SB583 SD2 HD1 and do not allow it to advance.

SB 583 SD2 HD1 jeopardizes these benefits by prioritizing the specific corporate interests over those of our communities and our public facilities and assets, undermining the very foundation of our collective environmental and economic prosperity. If SB 583 SD2 HD1 were allowed to pass, it would open the floodgates for “naming rights” across Hawai'i, paving the way for the proliferation of visual blight and over-commercialization of our collective consciousness and views, irreversibly alter the character of our communities that we have vigilantly protected as a State.

SB583 SD2 HD1 Has No Oversight, No Rules, No Lease or Sale Terms, and an incumbent loss of Cultural and Historical Identity:

Last year's bill of a similar nature was overwhelmingly opposed by the public:

- This bill would allow our very identity of “Aloha” and “Hawai'i” to be subsumed by corporate interests and their brands taking over our public identities and the Hawaiian language that currently exists on these public assets.
- This bill offers no rules, no time limits, no oversight and no public say in the process.
- The public would have no guaranteed say in how facilities are renamed, how long the names last, or all other factors which would be critical in this.
- Unlike traditional philanthropy, where donations support public facilities without altering their identity, this bill hands over “naming rights” in exchange for corporate imprint, aka offsite advertisements, potentially forever, on public assets.
- Once “sold” it would be difficult or impossible to “buy back” naming rights.
- With recent court decisions, how would certain groups *not* be allowed to “buy” these names that may currently not be envisioned? If naming rights are sold, they may never be undone, forcing future generations to live under branding decisions made today.

Imagine if:

- Aloha Stadium became “Preparation H Stadium” or “Union Carbide Stadium”
- Hawai'i Convention Center as “Cialis Convention Center” or “Pepto Bismol Convention Center”

This is not speculation—this is exactly what SB583 SD2 HD1 allows.

1314 S. King Street #306 | Honolulu, Hawai'i 96814

T: 808-593-0300 | mail@outdoorcircle.org | www.outdoorcircle.org

SB583 SD2 H1 Hijacks Native Hawaiian Language and Hawai'i's Cultural Identity

Hawaiian place names are not just words; they are the embodiment of history, language, and identity. Hawai'i's place names hold meaning—they tell stories of the lands, the ali'i, the mo'olelo, and Hawai'i itself. Names are not just labels, they are the cultural fabric of our communities. What happens when corporations dictate the names of our most treasured public sites, replacing the Hawaiian language or local luminaries with a Corporate Identity?

This bill would not just affect today—it would set a dangerous precedent. Once we allow corporations to buy the names of public facilities, it will become nearly impossible to stop further commercialization of Hawai'i's cherished spaces.

We currently see that Hawaii names its public facilities and places now with in a way that honors our history, its peoples and environment, such as Queen Ka'ahumanu Highway, Prince Jonah Kuhio Kalaniana'ole Freeway, Le'ahi State Monument, Makapu'u Lighthouse Trail, Akaka Falls, Aloha Stadium, Daniel K Inouye Honolulu International Airport, Ellison Onizuka Kona International Airport, Queen Lili'uokalani Gardens, Banyan Tree Drive in Hilo, Princess Ruth Building, and all others that are currently named for locations, history, people and culture of Hawai'i. *Now imagine any of those with a "naming right" of a corporation in front of it or replacing it, essentially branding our publicly-held assets with an implicit State endorsement and cheapening the value of the asset immeasurably.*

If any name is needed for a public facility, it should be one that reflects and honors Hawai'i's unique environment, not a corporation's. This might be honoring luminaries in Hawai'i's history, those who have contributed greatly to the welfare of the state, native plants, animals or location names, etc. A corporation or outside individual buying "naming rights" is a betrayal of our values as a state that protects our assets, including those of the actual names of our public assets to reflect our values, history, and sense of place.

SB583 SD2 Violates Hawai'i's Strong Anti-Advertising Laws

Hawai'i's anti-billboard law (HRS § 445-111) explicitly states:

"No person shall erect, maintain, or use a billboard or *any other outdoor advertising device.*"

Hawai'i's ban on offsite advertising is among the strictest in the United States and has been repeatedly upheld in court. The intent of this law is clear: to protect our state's scenic beauty and public spaces from being overtaken by commercial interests. This bill invites legal challenges and weakens Hawai'i's strong legal precedent for protecting public spaces.

Public Opposition to Weakening These Laws is Overwhelming, Historical and Enduring

Notably, our views are overwhelmingly shared by the public, as seen in public comments on SB3197 (2024) on the same topic.

The sentiment of the public was also seen in the editorial in the Star Advertiser last legislative session on naming rights and SB3197, noting that the public is absolutely against any weakening of our anti-billboard and offsite advertising laws. Letters to the Editor and subsequent mention in the newspaper of record of unanimous opposition to a weakening of our laws followed. Even the straw poll of the "Big Q" asking the question on this topic on January 29, 2024 had 83% of those who actually called the paper answered with "No—No billboard ban exemption." This opposition was also seen in the unanimous personal testimony to the Hawai'i Senate of large numbers who opposed this type of bill in prior testimony on the very similar bill in 2024, with not one person in favor of that bill advancing.

SB583 SD2 HD1 flies in the face of this legacy and undoes a century of hard-won victories that have made Hawai'i's facilities and public spaces free from corporate intrusion.

SB583 SD2 Poses a Serious Financial Risk – Jeopardizing Tax-Exempt Bonds

From direct testimony by Department of Budget and Finance:

“B&F has serious concerns that payments for naming rights for improvements financed by tax-exempt bonds will be considered private business use under the Internal Revenue Code. Federal tax law imposes restrictions on the private use of the proceeds of tax-exempt bonds and on the capital improvement projects (CIP) financed with such proceeds. Tax-exempt bonds have been used to finance CIPs throughout the State. Failure to comply with federal rules on the private use of bond proceeds and bond-financed property could jeopardize the tax-exempt status of the bonds, resulting in significant adverse consequences to bondholders or forcing the State to incur costly measures to remediate the tax law violations.”

If tax-exempt status is lost:

- Borrowing costs might increase for future state projects.
- Taxpayers will bear the burden of covering financial shortfalls.
- The state could face legal action over violations of bond agreements.

This massive financial risk is completely ignored by SB583 SD2 HD1

The Betrayal of Public Investment – Selling What Taxpayers Already Own

State facilities are not private assets to be auctioned off—they are built and maintained by the people, for the people, with taxpayer dollars. The idea that a corporation can buy naming rights to a facility funded by public money is a violation of public trust.

Our state has spent billions of dollars over generations to build infrastructure that serves the people. The sale of naming rights would hand over public asset identities to private interests—at a fraction of their true value—while the community reaps none of the long-term benefits.

Additionally, once naming rights are sold, buying them back would be near impossible. Future generations would be forced to live under the branding decisions of today's lawmakers, unable to reclaim the names and identities of our spaces. The people of Hawai'i deserve better. As one testifier writes: “Not everything should be up for sale....allowing advertising to assault us all everywhere...should not stand.”

Alternative Funding Mechanisms Exist – Selling Naming Rights is NOT Necessary

- Corporations and individuals already donate to public facilities without demanding naming rights.
- The University of Hawai'i receives philanthropic gifts while maintaining public identity.
- Public-private partnerships can and do exist WITHOUT selling facility names
- If corporate donors genuinely care about Hawai'i, they can support public assets without demanding ownership over their identity.

The Outdoor Circle supports the efforts of individuals, groups or companies financially supporting in a non-visually intrusive way, non-commercially-focused way. In fact, many

1314 S. King Street #306 | Honolulu, Hawai'i 96814

T: 808-593-0300 | mail@outdoorcircle.org | www.outdoorcircle.org

companies and organizations do so now, with Adopt-a-Park, bequests of properties, gifts of facilities or equipment, or gifts and support to the Counties or State and their facilities.

The Path Forward – A Commitment to Preservation, Not Commercialization

Hawai'i has a complete **ban on billboards**, and for good reason. Our unique laws have **protected our scenic beauty and cultural identity** for over a century. This has contributed to our environmental well-being and to the long-term economic success of our visitor industry, which thrives on Hawai'i's natural splendor, free from corporate visual pollution and intrusion in our public spaces.

Instead of weakening these hard-won protections, lawmakers should be **strengthening** them:

- **Protecting native place names and historical sites from corporate branding.**
- **Maintaining public ownership and control over state facility names.**
- **Exploring alternative funding mechanisms that do not commercialize Hawai'i's cultural identity.**

The beauty of Hawai'i and its public assets, as well as its residents must be protected from this sort of unnecessary and unwanted intrusion of over-commercialization, as we have done for a century. We must not despoil Hawai'i's unique beauty, supported by our signage laws, which are a source of pride for Hawai'i and a role model for the world. We are special, and must respect and honor our uniqueness.

It is with this rich history and collective understanding of laws that have so benefitted Hawai'i's residents and visitors that we must once again remind all of us what is at stake with this seemingly innocuous proposed legislation of SB 583. SD2 HD1. It is dismaying and disappointing to see that we must still fight to preserve our unique environment and culture to be free of intrusive billboards, advertising and logos of corporations, including "naming rights" which are essentially advertisements, that would seek to divert our collective public minds and views from those of our beautiful state to views of corporate messages.

Hawai'i has knowingly rejected for over a century money that might come from these sorts of visual intrusions, understanding that the potential tradeoff of cheapening and degrading our public good in the collective visual space is a very poor bargain. We understand, and courts have found, that our residents and visitors greatly value a Hawai'i free of this unfettered type of visual pollution and over-commercialization of our islands, and that it is in our economic best interest to protect our laws regarding this. We know the benefits to our well-being, including, ultimately our financial well-being, by NOT having billboards, "naming rights," off-site advertisements and logos. Visitors come to see the splendor of islands free of over-commercialization intruding into the visual plane. Our value and our coffers are increased, not decreased, by our strict anti-billboard and signage laws.

Senate Bill 583 SD2 HD1 poses a major existential and practical threat to Hawai'i's environmental and cultural heritage by seeking to weaken our signage laws under the guise of "naming rights." This proposed legislation not only undermines the hard-won victories made over the course of over a century of many protective laws and supporting lawsuits, but would also set a dangerous precedent for future weakening and exemptions of our laws.

This is not just a policy debate. This is about who we are as a state and a people. Hawai'i is NOT for sale. Our names, our landscapes, and our public spaces are priceless. The people of Hawai'i have long understood this, which is why we have fought—and won—the battle to keep corporate branding **out of our public consciousness and out of our sacred spaces.** We call on our lawmakers to uphold their responsibility to Hawai'i's people and reject SB583 SD2 HD1 in its entirety.

- Will you stand with the people of Hawai‘i—or with corporate interests?
- Will you protect our public assets—or let them be sold to the highest bidder?

There is no amendment that can “fix” this bill—it must be rejected outright.

SB583 SD2 HD1 must be rejected in its entirety. We ask our lawmakers to stand with the people of Hawai‘i, **not with corporate interests.** Protect what makes our state unique, safeguard our cultural heritage, and ensure that future generations inherit a Hawai‘i that is not overrun by commercialization.

In conclusion, The Outdoor Circle urges you to stand with the people of Hawai‘i and reject SB 583 SD2 HD1. Let us uphold the legacy of generations of Hawai‘i’s residents and lawmakers to protect what is unique, and robustly uphold our state’s laws on this, and stop this bill which is under the guise of “sponsorship” or “naming rights” for whatever reasons proffered. Stand with the overwhelming majority of Hawai‘i residents to ensure that Hawai‘i remains a beacon of environmental stewardship, free from over-commercialization, preserving our scenic and natural beauty. Together, we can protect our precious landscapes and preserve the unique character of our islands for future generations by never, ever considering weakening of these laws as proposed in SB 583 SD2 HD1.

Thank you for your unwavering dedication to serving our community and your thoughtful consideration of this matter in firmly rejecting SB 583 SD2 HD1



Winston Welch
Executive Director
The Outdoor Circle

SB-583-HD-1

Submitted on: 3/27/2025 9:07:13 AM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Diane Harding	The Outdoor Circle	Oppose	Written Testimony Only

Comments:

Aloha,

This is Diane Harding, President of the Outdoor Circle, and I am submitting strong opposition to SB583 SD2 HD1.

This bill would allow for the corporate “naming rights” of any state-owned public facility — an idea that fundamentally undermines over a century of Hawai‘i law, culture, and community values. SB583 offers no rules, no public oversight, and no limits regarding these naming rights, and the resulting over-commercialization and intrusion into our public spaces would be devastating.

The cultural, historical, and scenic capital of our state facilities and assets are **public trust resources** that must be protected at all costs. As duly elected representatives of your communities, you have been given the honor of protecting these public trust resources from harm, and I urge you to uphold that commitment and reject Bill 583 in its entirety.

Sincerely,

Diane Harding

President, The Outdoor Circle

SB-583-HD-1

Submitted on: 3/26/2025 4:41:27 PM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Dr. Andy Kaufman	Individual	Oppose	Written Testimony Only

Comments:

Aloha Chair Yamashita, Vice Chair Takenouchi, and Honorable Committee Members,

My name is Andy Kaufman, and I am submitting **strong opposition to SB583 SD2 HD1**. This bill proposes allowing corporate “naming rights” to public facilities — an idea that contradicts over a century of Hawai‘i law, culture, and community values.

SB583 offers **no rules, no public oversight, no limits**, resulting in a permanent over-commercialization and intrusion into our public spaces.

The Hawaiian and local names we give our parks, buildings, and monuments reflect our *history, identity, and cultural dignity*. To replace them with corporate brands is unacceptable.

This bill is:

- A violation of our strong signage laws to stop commercialization of our public spaces and facilities, and would set a bad precedent
- A financial risk to tax-exempt bonds, as confirmed by the Department of Budget & Finance testimony
- A betrayal of public trust — these facilities were paid for by taxpayers, not companies

- Deeply unpopular — past public testimony overwhelmingly opposes these measures that would weaken our signage laws protecting against over-commercialization

There is **no amendment** that can make this bill acceptable. It must be **rejected entirely**.

Please stand with the people of Hawai‘i — not with corporate interests. Let us continue to be a beacon of environmental and cultural stewardship, not an ad for a company.

Please reject this bill and uphold the scenic and cultural values that make Hawai‘i unique.

Mahalo for your time and your commitment to protecting our islands.

Sincerely,

Andy Kaufman
Honolulu, Oahu

SB-583-HD-1

Submitted on: 3/26/2025 4:55:41 PM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Marcia Kemble	Individual	Oppose	Written Testimony Only

Comments:

Greetings Committee Chair and Committee Members,

I strongly OPPOSE SB583 SD2 HD1. Hawaii’s public spaces must remain free from corporate branding! This bill threatens Hawaii’s unique identity, environment, and public spaces by opening the door to corporate naming rights of state facilities. This bill undermines over a century of legal protections that keep Hawaii free from visual blight, over-commercialization, and the exploitation of public assets.

Mahalo.

Marcia Kemble

Makiki

SB-583-HD-1

Submitted on: 3/26/2025 5:39:31 PM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Carol Kwan	Individual	Oppose	Written Testimony Only

Comments:

I strongly oppose SB 583. I am a member of The Outdoor Circle. We don't want or need billboards or other advertising under the guise of "naming rights" on any of our public facilities. No "Staples Center" in Hawaii!

Carol Kwan

SB-583-HD-1

Submitted on: 3/26/2025 6:07:37 PM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Marisa Nguyen	Individual	Oppose	Written Testimony Only

Comments:

Don't kowtow to special interests who would change the names of our parks and other sites for financial gain. Selling "naming rights" will lead to the gradual disappearance of our beautiful islands' clear, ad-free vistas.

SB-583-HD-1

Submitted on: 3/26/2025 6:27:58 PM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Thinh Nguyen	Individual	Oppose	Written Testimony Only

Comments:

Selling naming rights for our local entities is a bad idea. It looks ugly and it is ugly. Oppose this bill.

SB-583-HD-1

Submitted on: 3/26/2025 6:59:36 PM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Sally Lambert	Individual	Oppose	Written Testimony Only

Comments:

This bill may provide for a corporation or individual to buy the naming rights to Public Property, such as the Aloha Stadium or the Hawaii Convention Center. I find it offensive that Hawai'i's Legislature would try to sell the naming rights to our public buildings or spaces without public oversight or rules for transparency. Will we give up the well known names that are part of our heritage. Will we rename Kalakaua Avenue after the name of the individual or corporate highest bidder? This is a bad idea that endangers Hawai'i's cultural heritage. It also violates our strong anti-billboard laws. Branding a Public Building with the name of a corporation is advertising and would not be pono. A person or corporation can build their own building and put there brand on it, like Trump Tower, and our state will receive property tax payments, unless they are short sighted and choose to foolishly give that away. There has already been overwhelming community testimony rejecting these efforts. I oppose this bad idea once and for all. Please spend time on efforts that will improve our Islands and keep them Hawaiian.

SB-583-HD-1

Submitted on: 3/26/2025 7:39:44 PM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Kathy Shimata	Individual	Oppose	Written Testimony Only

Comments:

Aloha Chair Yamashita, Vice Chair Takenouchi, and Honorable Committee Members,

My name is Kathy Shimata, and I am submitting **strong opposition to SB583 SD2 HD1**. This bill proposes allowing corporate “naming rights” to public facilities — an idea that contradicts over a century of Hawai‘i law, culture, and community values.

SB583 offers **no rules, no public oversight, no limits**, resulting in a permanent over-commercialization and intrusion into our public spaces.

The Hawaiian and local names we give our parks, buildings, and monuments reflect our *history, identity, and cultural dignity*. To replace them with corporate brands is unacceptable.

This bill is:

- A violation of our strong signage laws to stop commercialization of our public spaces and facilities, and would set a bad precedent
- A financial risk to tax-exempt bonds, as confirmed by the Department of Budget & Finance testimony
- A betrayal of public trust — these facilities were paid for by taxpayers, not companies
- Deeply unpopular — past public testimony overwhelmingly opposes these measures that would weaken our signage laws protecting against over-commercialization

There is **no amendment** that can make this bill acceptable. It must be **rejected entirely**.

Please stand with the people of Hawai‘i — not with corporate interests. Let us continue to be a beacon of environmental and cultural stewardship, not an ad for a company.

Please reject this bill and uphold the scenic and cultural values that make Hawai‘i unique.

Mahalo for your time and your commitment to protecting our islands.

Sincerely,
Kathy Shimata
Honolulu. 96822



Hawaii's Thousand Friends

335 Hahani Street #342132 * Kailua, HI 96734 * Phone (808) 262-0682 E-Mail: htf3000@gmail.com

March 28, 2025

COMMITTEE ON FINANCE

Rep. Kyle T. Yamashita, Chair

Rep. Jenna Takenouchi, Vice Chair

SB 583 SD2 HD1

RELATING TO NAMING RIGHTS

Aloha Chair Yamashita, Vice Chair Takenouchi and Committee members

Hawaii's Thousand Friends, a non-profit organization dedicated to ensuring that appropriate planning, management and land use decisions are made that protect the environment, human health and cultural resources and that decision are made in conformity with the law opposes SB 583 SD1 HD1, which allows naming rights of the Stadium and Convention Center to be leased to any public or private entity.

Our islands are unique in so many ways including Hawaii's historic anti-billboard law enacted in 1926 by the Territorial legislature to protect our islands scenic beauty and the uniqueness of its communities.

While the Aloha Stadium and Hawaii Convention Center are not billboards per se, they are the toe in the door of selling the naming rights of public facilities. Once these two facilities earn "free" money on publicly funded facilities it is a slippery slope to allowing naming rights on all public facilities as SB 583 did in its original form.

Hawaii is a place, it is a name, it is a destination and so much so that when people say Aloha Stadium or Hawaii Convention Center they know where they are. It is clear that the *Brooks* Convention Center or *Myers* Stadium will not have the same allure.

We urge you to hold this bill because our islands unique history, language, cultural and beauty should not be lost to the image of anywhere USA.

SB-583-HD-1

Submitted on: 3/26/2025 10:11:40 PM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Pamela DeBoard	Individual	Oppose	Written Testimony Only

Comments:

I oppose SB583 SD2 HD1. We should not sell "naming rights" to our local entities. Hawai'i always has been a place free of billboards. What are you thinking?!!!

Pamela DeBoard

SB-583-HD-1

Submitted on: 3/27/2025 6:53:54 AM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Jacqueline Wah	Individual	Oppose	Written Testimony Only

Comments:

I am STRONGLY OPPOSED to SB583 SD2 HD1 – the "Naming Rights" Bill.

I remember a similar bill in the last year’s legislative session that got strong public opposition so it is discouraging that another bill like it has been proposed again this year.

Allowing naming rights to our public facilities goes clearly against our anti-billboard signage laws and will only lead to more visual pollution that mars our beautiful landscape. When I see this type of advertising on stadiums and buildings on the Continent, it reminds me how lucky we are to live in a state that does not allow corporate branding on our buildings.

Please reject SB483 SD2 HD1 in its entirety -- our public assets are not for sale!

SB-583-HD-1

Submitted on: 3/27/2025 7:05:43 AM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Mary Marvin Porter	Individual	Oppose	Written Testimony Only

Comments:

Aloha Chair Yamashita, Vice Chair Takenouchi, and Honorable Committee Members,

My name is Mary Marvin Porter, and I **strongly oppose SB583 SD2 HD1**. This bill has the ridiculous and terrible allowing of corporate “naming rights” to public facilities. The Hawaiian and local names we give our parks, buildings, and monuments reflect our *history, identity, and cultural dignity*. To replace them with corporate brands is totally unacceptable!

Please reject this bill and uphold the scenic and cultural values that make Hawai‘i unique.

Mahalo,

Mary Marvin Porter

Island Eyes Video

808-982-9100

Kea'au, Hawai'i 96749

SB-583-HD-1

Submitted on: 3/27/2025 9:29:48 AM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
anne zellinger	Individual	Oppose	Written Testimony Only

Comments:

Equating the health and welfare of our community with commercial enterprises does not value our state vision of protecting the aina.

Let's put the beauty and wonder of our unique environment first to promote joy and happiness to everything who lives and visits here.

As the phrase tells us 'The best things in life are free.' Let us preserve that for all in Hawaii.

SB-583-HD-1

Submitted on: 3/27/2025 9:54:29 AM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Debra Pyrek	Individual	Oppose	Written Testimony Only

Comments:

Oppose SB583 SD2 HD1. We should not sell "naming rights" to our local entities. Let's protect them and keep them special with their authentic names rather than commercial names that do not represent the entity nor our culture or environment. Please, **DO NOT** pass this bill. Mahalo!

SB-583-HD-1

Submitted on: 3/27/2025 10:18:09 AM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
carol bodnar	Individual	Oppose	Written Testimony Only

Comments:

I am submitting my opposition to SB583,SD2 HD1 relating to naming rights. This bill clearly endangers the unique culture and identity of Hawaii state facilities. It is a flagrant violation of Hawaii's strong anti-billboard laws. It gives the public no oversight and no time limits for the naming of State facilities. I urge you to vote NO on this bill to keep Hawaii free from visual blight.

Thank you for your consideration.

SB-583-HD-1

Submitted on: 3/27/2025 11:13:03 AM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
P Noel Bobilin	Individual	Oppose	Written Testimony Only

Comments:

Aloha Chair Yamashita, Vice Chair Takenouchi, and Honorable Committee Members,

My name is Noel Bobilin and I am submitting **strong opposition to SB583 SD2 HD1**. This bill proposes allowing corporate “naming rights” to public facilities — an idea that contradicts over a century of Hawai‘i law, culture, and community values.

SB583 offers **no rules, no public oversight, no limits**, resulting in a permanent over-commercialization and intrusion into our public spaces.

The Hawaiian and local names we give our parks, buildings, and monuments reflect our *history, identity, and cultural dignity*. To replace them with corporate brands is unacceptable.

This bill is:

- A violation of our strong signage laws to stop commercialization of our public spaces and facilities, and would set a bad precedent
- A financial risk to tax-exempt bonds, as confirmed by the Department of Budget & Finance testimony
- A betrayal of public trust — these facilities were paid for by taxpayers, not companies
- Deeply unpopular — past public testimony overwhelmingly opposes these measures that would weaken our signage laws protecting against over-commercialization

There is **no amendment** that can make this bill acceptable. It must be **rejected entirely**.

Please stand with the people of Hawai‘i — not with corporate interests. Let us continue to be a beacon of environmental and cultural stewardship, not an ad for a company.

Please reject this bill and uphold the scenic and cultural values that make Hawai‘i unique.

Mahalo for your time and your commitment to protecting our islands.

Sincerely,

P Noel Bobilin

SB-583-HD-1

Submitted on: 3/27/2025 4:43:56 PM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Ruth Holmberg	Individual	Oppose	Written Testimony Only

Comments:

My name is Ruth Holmberg and am writing to voice my opposition to the above bills.

This issue came up last year, and I am disappointed that legislators are trying to recycle this proposal again.

Hawaii has long had the distinction of having legislation in place that protects our state from the visual clutter of signage. Visitors remark about this feature of Hawaii, and residents are grateful for the protections that are in place. Don't sell the uniqueness of our island. A step in the direction of "naming rights" is a step in the wrong direction. It would weaken the current signage protections.

What is being proposed is akin to selling public property to the highest bidder. It is offensive in so many ways: no respect for Hawaiian culture, a violation of taxpayer investment, rights, and will as expressed in opposition to precious versions of this bill.

Buildings, such as the convention center, were thoughtfully designed to honor the Hawaiian culture and to present a beautiful structure for both residents and visitors to enjoy. I love going to the convention center. The spaces are inviting and pleasing and offer an opportunity learn more about Hawaiian culture as one moves through the building. NO ONE needs or wants to have a commercial brand name on this building or any other similar public building that belongs to the people of Hawaii.

I implore you. Don't sell our treasured public spaces to a commercial bidder. It is WRONG!

Please stand firm with the current protections that are in place which honor the unique beauty and culture of Hawaii.

Mahalo for your service to the people,

Ruth Holmberg

Waialua, Hawaii

SB-583-HD-1

Submitted on: 3/27/2025 9:35:34 PM

Testimony for FIN on 3/28/2025 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Alexander Ress	Individual	Oppose	Written Testimony Only

Comments:

I oppose this bill. If any name is needed for a facility, it should be one that reflects Hawai'i, not a corporation.