



Waikiki Improvement Association

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Membership Application Form

PLEASE FILL IN ALL INFORMATION AND FAX OR EMAIL THE COMPLETED FORM BACK TO
FAX: (808) 923-2622 ♦ EMAIL:MAIL@WAIKIKIIMPROVEMENT.COM

Name/Title: _____

Company Name: _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

Assistant's Name: _____

Telephone: _____ E-mail: _____

P/R Person's Name: _____

Telephone: _____ E-mail: _____

Website Address: _____



I am willing to serve on the following committees:

- | | |
|--|---|
| <input type="checkbox"/> Membership Committee | <input type="checkbox"/> Planning Committee |
| <input type="checkbox"/> Events and Activities Committee | <input type="checkbox"/> Beach Committee |
| <input type="checkbox"/> Waikiki Ohana Workforce | <input type="checkbox"/> Transit Committee |
| <input type="checkbox"/> Sidewalk Committee | |



Waikiki Improvement Association

January 10, 2023

Aloha,

Welcome to the Waikiki Improvement Association!

The new year 2023 brings hope for the return of international travelers building on the strong support of the domestic market in 2022. The pandemic is officially over but the impacts and variants of Covid 19 linger. The road ahead will not be easy and while financially 2022 was a good year, Waikiki faces many challenges in 2023. The rising concern over violent crime and the safety of our associates, residents and visitors is a top priority. Anti-tourism sentiment in the community, the perception that Hawaii has too many tourists looms as obstacle to everything that needs to be done.

Planning and Policy

- **Safe and Sound Waikiki- WIA** in partnership with the Hawaii Lodging and Tourism Association (HLTA), the Waikiki Business Improvement District Association (WBIDA) and the City and County of Honolulu, particularly the City Prosecutor and Honolulu Police Department (HPD), initiated Safe and Sound Waikiki. The first four months of the program, September to December 2022, has led to more arrests and the inclusion of geographic restrictions in sentencing.
- **Homeless issues-** The “Sit-Lie law” (2014), originally proposed by WIA, has had a dramatic impact and the outreach program with Institute of Human Services (IHS) has moved more than 1,000 people off the streets. The city has begun a clean-up of the Kūhiō Beach Park that includes new landscaping and a plan for the Kūhiō Beach Park Pavilion/Arbor #4 to control unsavory activity.
- **Illegal Vacation Rentals-** Dealing with the proliferation of illegal vacation rentals remains WIA’s top priority for 2023. Quoting from the City’s justification for a new short-term rental (STR) control bill, “STRs are disruptive to the character and fabric of our residential neighborhoods. They are inconsistent with the land uses that are intended for our residential zoned areas, they decrease the supply of long-term housing for local residents throughout the city, and increase the prices and rents of housing, making living on Oahu less affordable for its resident population. Any economic benefits of opening-up our residential areas to tourism are far outweighed by the negative impacts on our neighborhoods and local residents.” In 2022 the city passed a new law (Bill 41) outlawing vacation rentals except in resort areas and adding provisions to better enforce the law.
- **Waikiki Special District (WSD)-** WIA began the effort of reforming zoning and building regulations by meeting with stakeholders and the City Department of Planning and Permitting. WIA consultants and staff have since developed a draft of proposed changes. WIA consultants and its WSD Committee chaired by Matt Gilbertson of MGA Architects and Jeff Lee of Architects Hawaii are continuing to work on finalizing a proposed package of changes.

Environment

- **Waikiki Beach Maintenance & Restoration** - In July of 2020, the long-awaited replacement of the Royal Hawaiian Groin by the State Department of Land & Natural Resources (DLNR) and the Waikiki Beach Special Improvement District Association (WBSIDA), managed by WIA, was completed. The new groin preserves Waikiki Beach from the Kūhiō Beach basins to the Royal Hawaiian Resort. **2021 projects included the sand replenishment for the Kūhiō Beach area that added 20,000 cubic yards of sand and over 20 feet of width to Waikiki Beach.** The next steps for

Beach Improvements have entered the Environmental Impact Statement (EIS) phase, hopefully to be finalized in 2023. Future projects include groins and a new beach for the Gray's Beach cell. WBSIDA is working with DLNR on a small scale sand replenishment project for the Kawehewehe area, from the Fort Derussy groin to the Royal Hawaiian Groin.

- **Ala Wai Watershed-** Flood control and water quality improvements have been needed for decades. In 2021 the Army Corps Ala Wai Flood Control Project was formally ended and restarted by the City and County of Honolulu and the Army Corps of Engineers. We anticipate additional public outreach and intense planning before a new design is ready. WIA has long advocated for water quality and flood control improvements.

Mobility & Access

- **Streets/Traffic-** WIA and the Waikīkī Neighborhood Board are planning to introduce a measure in 2023 to further limit the number of street closures.
- **Loading & Unloading-** In January 2020 the City began to collect special permit fees for commercial loading and unloading in Waikīkī. The funds will go to the Waikiki Transportation Management Association (WTMA), which is managed by WIA, and be used to create additional loading zones and for enforcement of policies. **In 2023 WTMA will initiate an education and enforcement program for Waikīkī.**

Culture

- **Aloha Festivals-** WIA continues to successfully partner with the Aloha Festivals through a management agreement that plays an important role in the survival and vitality of the largest cultural event in the state. **Aloha Festivals 2022 resumed live events, the Waikiki Ho'olaule'a and the Floral Parade on Kalākaua Avenue.**
- **Kūhiō Beach Hula-** Pre-pandemic, the Kūhiō Beach Hula Program was performed three times a week. The show encompasses Hawaiian chanting, hula and song, providing a true cultural experience for the visitor. The program entertains thousands of visitors and was managed by WIA in partnership with the City, Hawaii Tourism and the Hyatt Regency Waikīkī. It had been suspended from March 2020 to Mid March 2022 due to pandemic related restrictions. **WIA was able to restart the program from mid March 2022 to December 2022,** thanks to the City and County of Honolulu, the Hyatt Regency Waikīkī, Southwest Airlines and HTA Funds. **WIA is currently seeking funding for 2023.**
- **New Year's Fireworks-** The Waikīkī Improvement Association once again welcomed 2023 with a bang. The members sponsored a New Year's fireworks display produced by Fireworks by Grucci for the 16th year, broken only by the Covid year 2021.

Providing these activities for both visitors and residents to enjoy enhances our status as a world class destination.

Waikīkī Improvement Association was able to make advances on many fronts as listed above and our continued success depends on the support and participation of our members. If you have any questions regarding WIA's plans or your dues, please call me at (808)923-1094 or email at rick@waikikiimprovement.com.

Aloha and Mahalo,



Rick Egged, President



W A I K I K I I M P R O V E M E N T A S S O C I A T I O N

January 10, 2023

Waikiki Improvement Association Historical Accomplishments Highlights

Waikiki Improvement Association continues to champion physical and cultural revitalization, welcome visitors and island residents, and encourage visitor-local interaction. The accomplishments and hard work of many of these WIA initiatives continue to bear fruit today.

2022-Safe and Sound Waikiki, a public safety program was initiated in partnership with WBIDA, HLTA, the city prosecutor and the Honolulu Police department.

2022- City & County of Honolulu pass a new law regarding **Short Term Rentals (STR) or Vacation Rentals**. The law restricts STRs to resort district, changes the definition of STRs to under 90 days and sets up a new registration system.

2021- The **Waikiki Beach Maintenance Project** completed in May 2021, **added 21,700 cubic yards of sand**. The project roughly doubled the beach width on most sections between the Royal Hawaiian Hotel and Kūhiō Beach Park.

2021- The **Ala Wai Canal maintenance dredging and seawall repairs** were completed April, 2021. The project entailed canal dredging to depths between -12.0' and -6.0' with an estimated total volume of 168,955 cubic yards of dredged material.

2020- In July 2020, the long-awaited **replacement of the Royal Hawaiian Groin** by the State Department of Land & Natural Resources (DLNR) and the Waikiki Beach Special Improvement District Association (WBSIDA), managed by WIA, was completed. The new groin preserves Waikiki Beach from the Kūhiō Beach basins to the Royal Hawaiian Resort.

2020- Vehicles that use **freight curb loading zones** or bus stops in Waikiki will be required to have a supplemental Transportation Management Special Improvement District (**TMSID**) **permit**. The funds will be used for enforcement and adding new loading and unloading zones.

2020- The **Waikiki sidewalk project** replaced the red brick with quartzite flagstone and added enhanced and new landscaping with drainage improvements. The finished improvements will enrich the enjoyment and walking experience along Kalakaua Avenue.

2019-WIA and the Waikiki Neighborhood Board partnered to request and support Bill 8 (2019) to **limit the number of street closure events in Waikiki**.

2019-WIA & the Waikiki Beach Special Improvement District Association (WBSIDA) worked with the State of Hawaii Department of Land Natural Resources (DLNR) to **secure the appropriation of \$12.5 million** for Waikiki Beach improvements.

2018-At the request of WIA, legislation **prohibiting mobile kiosks** on Kalākaua Ave sidewalks was introduced and passed.

2017-WIA led Waikiki Beach Special Improvement District Association (WBSIDA) established the first Waikiki Beach Stakeholders Advisory Committee.

2017-WIA sponsored legislation creating a **Waikiki Transportation Management District** was enacted into law in September 2017.

2017- The **Ala Wai Watershed Collaboration** (WIA is one of the lead members) secured funding for a \$500,000 effort to set-up a Community Reinvestment District to develop a plan for the Ala Wai Watershed environmental restoration and flood control.

2016 –WIA's Waikiki Transportation Management Association (WTMA) worked with stakeholders to revise the **traffic management on Royal Hawaiian Ave**, creating a new signage plan and increasing the legal loading area of buses and trolleys from one to five. This resulted in smoother traffic flow.

2016 –WIA worked with the City and Waikiki Neighborhood board to **reduce the number of street closures** for special events on Kalakaua Avenue from 35 to 27 in 2016 and implemented rule changes that improve traffic flow.

2016 –WIA submitted to the City Dept of Planning and Permitting (DPP) a draft rewrite for the Waikiki Special District Design Guidelines.

2016-WIA is playing a central role in the **Ala Wai Watershed Partnership (AWWP)**, a diverse public-private stakeholder group committed to an ambitious action plan to clean up the Ala Wai Watershed and to improve the function and water quality of the Ala Wai Canal.

2015- A Bill to establish a **Waikīkī Beach Special Improvement District** was passed by the Honolulu City Council and signed into law by Mayor Caldwell in May. On June 17 the Waikīkī Beach Special Improvement District Association had its organizational meeting. The nonprofit, run by representative Waikiki stakeholders, will develop a long-term Waikīkī Beach Management Plan and contribute to public-private maintenance and restoration projects. The funding would come from assessments on Waikiki's commercial properties. The first project funded will be the Royal Hawaiian Groin Replacement.

2014 - In September, the city passed two bills proposed by Mayor Caldwell at the request of Waikiki stakeholders. The first made it **illegal to sit or lie down on Waikiki sidewalks** and the second made it illegal to urinate or defecate in public. The bills have already made a visible difference on Waikiki streets.

2014 - WIA led the initiative in cooperation with WBIDA, the city and the publishers to **amend the existing publications rack ordinance** to allow greater flexibility in moving and replacing underutilized racks and making the program financially self-sufficient so that funds will be available to replace and maintain the publication racks.

2013 - An all-pedestrian cycle was added to Royal Hawaiian Avenue and Lewers Street intersection, easing congestion caused by cars turning off Kalākaua Avenue.

2013 - Waikiki 20/20 Community Outreach Completed

2012 – **Waikīkī 20/20 Conference** held at the Hawaii Convention Center, with the Waikīkī Improvement Association and the Honolulu Star Advertiser as presenting sponsors.

2012 – **Beach nourishment project completed**, 24,000 cubic yards of sand was pumped from offshore deposits recycled to Waikīkī Beach adding 37 feet of beach

2011 - The use of quartzite pavers on sidewalks in the City and private sector projects on Kalākaua and Kūhiō Avenues contribute greatly to making Waikiki a world class destination resort. For this reason and for the sake of consistency, WIA has worked with the City to incorporate quartzite pavers in the remaining unimproved sidewalk areas along Kalākaua Ave. The first phase was completed in November, 2011.

2011 - WIA leads the effort for the **third round of WSD reform**, rezoning Waikīkī for more mixed use flexibility and relaxing restriction on the development of small lots and on sidewalk dining.

2010 - WIA Waikīkī Transit Studies to **improve traffic** funded.

2009 - WIA successfully gets the State to **restore sand** to Kūhiō Beach.

2008 - WIA leads effort changing the law allowing **better commercial signage in Waikiki**.

2007 - WIA launches the first **International Waikīkī Hula Conference** at the Hawaii Convention center.

2005 - **Ala Wai flood control funding** secured.

2004 - WIA drafted and helped pass **City and State tax initiatives** for commercial construction.

2004 - WIA assumes management role for Kūhiō Beach Torch Lighting and Hula Show as well as Sunset on the Beach in conjunction with the Hawaii Tourism Authority and the City & County of Honolulu.

2003 - Kūhiō Avenue landscaped and sidewalks repaved.

2002 - **Dredging of the Ala Wai Canal** with 185,801 cubic yards of trash, debris and muck pulled from the Waikiki Waterway.

2003 - Second round of **WSD reforms passes**.

2002 - WIA partners with the Native Hawaiian Hospitality Assoc., the City and private land owners to create the Waikīkī Historic Trail.

2001 to date - WIA organizes events like Spam Jam, Waikīkī Restaurant Week, Brunch and Sunset on the Beach, New Year's Fireworks and others.

2001 - WIA establishes the **Waikīkī Business Improvement District**, Hawaii's first---and a model for others locally.

1999 - WIA creates a plan for the **revitalization of Waikīkī**.

1998 - Geographic restriction ordinance passes, providing an important tool to **combat prostitution**.

1998 - WIA Champions building of **Hawaii's Convention Center** (\$300 million).

1996 - First round of **Waikīkī Special District amendments** and capital improvement project funding (\$2 million) passes the Honolulu City Council with WIA member support.

1994 - **Waikīkī peddling ordinance** banning commercial activity on public sidewalk stands when the U.S. Supreme Court refuses to hear from t-shirt vendors. WIA led the fight to regulate "free speech" sales activities.

1994 to Present - WOW! (Waikīkī Ohana Workforce) adopts Waikīkī Beach and begins quarterly beach clean-ups.

1991 – Waikīkī Gateways are established with King Kalākaua Park and Ala Wai Blvd Fountain.

1990 - Waikīkī Foundation, under the aegis of WIA, dedicates the heroic statue of **Duke Kahanmoku**, Olympic champion swimmer and Hawaii's Ambassador of Aloha, with funds raised from public contribution.

1988 to 1989 - **Waikīkī Tomorrow Conference** brings together 400 Waikiki stakeholders to plan Waikiki's future and set the foundation for many initiatives.

1977 – **Waikīkī Special Design District** becomes the nation's first hotel improvement district.



Dues Schedule

(Effective 1/2023)

BUSINESS CATEGORY	BASED ON		DUES/LEVEL
Hotels & Condominiums	Number of Rooms (Owned or Managed)	Minimum Dues	\$340
			Number of Rooms x \$3.53 <i>(rounded to nearest \$10)</i>
Tour Operators, Activities/Entertainment	<i>Number of Customers Served</i>	Less than 20 thousand	\$340
		20 thousand to 49 thousand	\$740
		50 thousand to 99 thousand	\$1,370
		100 thousand to 149 thousand	\$1,990
		150 thousand to 199 thousand	\$2,620
		200 thousand plus	\$3,870
Non Hotel Business done in Waikiki	<i>Gross Sales</i>	Less than \$120 thousand	\$340
		\$120 thousand to \$599 thousand	\$460
		\$600 thousand to \$1.199 million	\$740
		\$1.2 million to \$5.99 million	\$1,370
		\$6 million to \$11.99 million	\$1,990
		\$12 million to \$17.99 million	\$2,620
		\$18 million to \$23.99 million	\$3,870
		\$24 million to \$34.99 million	\$4,970
\$35 million plus	\$5,520		
Financial Institutions	<i>Aggregate Total Deposits & Loans</i>	Less than \$24 million	\$350
		\$24 million to \$119 million	\$740
		\$120 million to \$239 million	\$1,370
		\$240 million to \$359 million	\$1,990
		\$300 million to \$479 million	\$2,620
		\$480 million and over	\$3,870
Community Organizations			\$110
Individual Members			\$110