



TESTIMONY OF DANIEL NĀHO'OPI'I
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY
BEFORE THE SENATE COMMITTEE ON WAYS AND MEANS
Friday, February 23, 2024 10:30 a.m.
In consideration of
SB 3006 SD 1
RELATING TO THE CONVENTION CENTER

Aloha Chair Dela Cruz, Vice Chair Moriwaki, and Members of the Committee,

The Hawai'i Tourism Authority (HTA) appreciates the opportunity to offer our support for SB3006 SD1, which would enable the sale of naming rights by exempting the Convention Center from requirements regarding concessions on public property, and authorizing the sale of advertising and marketing on and in the Hawai'i Convention Center.

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 important hub for the state's response to emergencies.

Many prestigious venues across the U.S. have sold naming rights. An initial analysis was performed by ASM Global, one of the world's leading venue management companies, taking into account the market as well as volume of events and demographics of guests at our center. That analysis values the naming rights for the Hawai'i Convention Center at up to \$500,000 in the first year, escalating to a 20-year agreement value of over \$13 million.

This measure opens additional possibilities for funding to address the center's repair and maintenance needs into the future, and HTA appreciates the availability of these possibilities. Mahalo for the opportunity to provide these comments in support of this measure.