HONOLULU CITY COUNCIL

KE KANIHELA O KE KALANA O HONOLULU

CITY AND COUNTY OF HONOLULU

No. 25-50

RESOLUTION

URGING THE DEPARTMENT OF ENTERPRISE SERVICES TO PURSUE THE SPONSORSHIP OF NAMING RIGHTS FOR THE NEAL S. BLAISDELL CENTER.

WHEREAS, the City and County of Honolulu ("City") must continually seek innovative methods to generate revenue to support essential services and maintain public infrastructure without placing additional financial burdens on local residents through increased taxes or fees; and

WHEREAS, sponsorship agreements for naming rights are an alternate means for government agencies to generate funding beyond tax-based sources; and

WHEREAS, in November 2020, the University of Hawai'i ("UH") and the Bank of Hawai'i ("BOH") entered into a $5 million, 10-year sponsorship agreement for the naming rights of the Stan Sheriff Center, now known as the SimpliFi Arena at Stan Sheriff Center, at the UH's Manoa campus; and

WHEREAS, under the terms of the sponsorship agreement, the UH Athletics Department receives the funds over the course of 10 years, ending in 2030, and decides how best to utilize the funds to improve UH athletic services and address budget challenges; and

WHEREAS, the BOH sponsorship agreement also included a $100,000 endowment scholarship fund for UH athletes in the name of former UH Athletic Director Stan Sheriff, who successfully advocated for construction of the facility; and

WHEREAS, sponsorship agreements, such as BOH's sponsorship agreement with the UH, illustrate the potential for the City to create alternate revenue streams that would increase the City's ability to deliver services and to maintain City assets, including City facilities, parks, programs, equipment, and other property, all while avoiding increased financial burdens on residents; and

WHEREAS, any such sponsorship agreement for naming rights of a City facility should adhere to the aesthetic values and purposes of the facility and should not result in a decrease of the public's enjoyment or use of the facility; and

WHEREAS, an ideal opportunity for a sponsorship agreement for naming rights of a City facility is that of the Neal S. Blaisdell Center ("Blaisdell"); and

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WHEREAS, the Blaisdell is the City's premiere event host site due to its variety of individual venues, convenient central location, and available parking inventory and has hosted an extensive variety of events, from world renowned concert tours and Broadway productions to trade shows, graduations, cultural performances, and sporting events; and

WHEREAS, such a sponsorship would provide the City with an alternate revenue stream and thus enable it to make much needed upgrades and modernization improvements to the more than 60-year-old Blaisdell and increase services offered to users and the community at large; now, therefore,

BE IT RESOLVED by the Council of the City and County of Honolulu that the Department of Enterprise Services is urged to pursue the sponsorship of naming rights for the Neal S. Blaisdell Center; and

BE IT FURTHER RESOLVED that no later than 180 days after the adoption of this resolution, the Department of Enterprise Services shall provide to the Council a report detailing the Department of Enterprise Services' efforts to secure a sponsorship of naming rights for the Neal S. Blaisdell Center, including but not limited to any potential sponsors, any formal discussions with such sponsors, and the projected revenue generation from such a sponsorship; and

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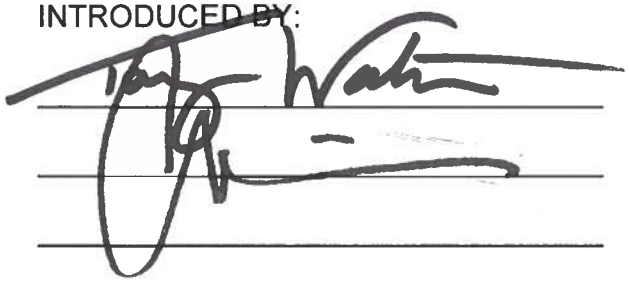
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BE IT FINALLY RESOLVED that copies of this resolution be transmitted to the Mayor, the Managing Director, and the Director of Enterprise Services.

INTRODUCED BY:



DATE OF INTRODUCTION:

FEB 6 2025

Honolulu, Hawai'i

Councilmembers

CITY COUNCIL
CITY AND COUNTY OF HONOLULU
HONOLULU, HAWAII

CERTIFICATE

RESOLUTION 25-50

Introduced:	02/06/25	By:	TOMMY WATERS AUGIE TULBA	Committee:	INNOVATION, TECHNOLOGY & ENTERTAINMENT (ITE)

Title: URGING THE DEPARTMENT OF ENTERPRISE SERVICES TO PURSUE THE SPONSORSHIP OF NAMING RIGHTS FOR THE NEAL S. BLAISDELL CENTER.

Voting Legend: * = Aye w/Reservations

02/06/25	INTRO	Introduced.
02/13/25	ITE	Reported out for adoption. CR-65 5 AYES: KIA'ĀINA, NISHIMOTO, OKIMOTO, TULBA, TUPOLA
02/26/25	CCL	Committee report and Resolution were adopted. 8 AYES: CORDERO, DOS SANTOS-TAM, NISHIMOTO, OKIMOTO, TULBA, TUPOLA, WATERS, WEYER 1 ABSENT: KIA'ĀINA

I hereby certify that the above is a true record of action by the Council of the City and County of Honolulu on this RESOLUTION.

GLEN I. TAKAHASHI, CITY CLERK

TOMMY WATERS, CHAIR AND PRESIDING OFFICER