'25FEB12 AM 9:53 CITY CLERK


# DEPARTMENT OF ENTERPRISE SERVICES
## *KA 'OIHANA LAWELAWE LAWEHANA*
GOLF COURSE DIVISION * HONOLULU ZOO * NEAL S. BLAISDELL CENTER * TOM MOFFATT WAIKĪKĪ SHELL
## CITY AND COUNTY OF HONOLULU

777 WARD AVENUE • HONOLULU, HAWAI'I 96814
PHONE: (808) 768-5400 • FAX: (808) 768-5433 • WEBSITE: honolulu.gov/des

RICK BLANGIARDI
MAYOR
*MEIA*

DITA HOLIFIELD
DIRECTOR
*PO'O*

TRACY S. KUBOTA
DEPUTY DIRECTOR
*PO'O KŪIKAWĀ*


**TESTIMONY OF DITA HOLIFIELD**
**DIRECTOR DESIGNATE, DEPARTMENT OF ENTERPRISE SERVICES**

**Re: RESOLUTION 25-50—Urging the Department of Enterprise Services to Pursue the Sponsorship of Naming Rights for the Neal S. Blaisdell Center**

**COMMITTEE ON INNOVATION, TECHNOLOGY & ENTERTAINMENT**
**Thursday, February 13, 2025, 2:30 p.m.**
**City Council Chambers**
**Resolution 25-50**

Chair Tulba, Vice Chair Tupola, and members of the committee:

I am Dita Holifield, Director Designate of the Department of Enterprise Services (DES).

DES SUPPORTS the intent of Resolution 25-50. I'd like to take this opportunity to extend our appreciation to Council Chair Waters and Committee Chair Tulba for their support in exploring options to provide for possible revenue generation and/or general improvement opportunities for the Neal S. Blaisdell campus.

Based on our discussion with the Department of Corporation Counsel, I understand that ROH Chapter 22 does not currently allow for the sponsorship of naming rights in its criteria. We will, however, continue to look into this as well as other opportunities for revenue generation and support.

Thank you for the opportunity to provide comments on this resolution.

**DEPT. COM. 102**
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