RES25-092
Testimony

MISC. COMM. 218

COUNCIL

COUNCIL Meeting

Meeting Date: Apr 16, 2025 @ 10:00 AM

Support: 15

Oppose: 0

I wish to comment: 0

Name:	Email:	Zip:
Kevin Aoki	michelle@aokigroup.com	96815
Representing:	Position:	Submitted:
Aoki Group	Support	Apr 11, 2025 @ 01:31 PM
Name:	Email:	Zip:
Ronald Williams	rwilliams@atlantisadventures.com	96817
Representing:	Position:	Submitted:
Atlantis Adventures	Support	Apr 11, 2025 @ 01:40 PM
Name:	Email:	Zip:
Sherry Menor-McNamara	nholt@cochawaii.org	96813
Representing:	Position:	Submitted:
Chamber of Commerce Hawaii	Support	Apr 11, 2025 @ 01:45 PM
Name:	Email:	Zip:
Scott Maroney	ScottM@crazyshirts.com	96701
Representing:	Position:	Submitted:
Crazy Shirts	Support	Apr 11, 2025 @ 01:49 PM
Name:	Email:	Zip:
Kathleen Lin-Hurtubise	kat@gourmeteventshawaii.com	96815
Representing:	Position:	Submitted:
Gourmet Events Hawai'i	Support	Apr 11, 2025 @ 01:54 PM
Name:	Email:	Zip:
Larry De Rego	unclelarryderego@gmail.com	96707
Representing:	Position:	Submitted:
Halau Hula 'O Hokulani	Support	Apr 11, 2025 @ 01:59 PM
Name:	Email:	Zip:
Mary Pratt	mary@lappertshawaii.com	96815
Representing:	Position:	Submitted:
Lappert's Hawai'i	Support	Apr 11, 2025 @ 02:03 PM
Name:	Email:	Zip:
Robert Finley	bob22224@gmail.com	96815
Representing:	Position:	Submitted:
Self	Support	Apr 11, 2025 @ 02:06 PM

Name:	Email:	Zip:
Caroline Hayashi	chayashi@waikikicommunitycenter.org	96815
Representing:	Position:	Submitted:
Waikiki Community Center	Support	Apr 11, 2025 @ 02:12 PM
Name:	Email:	Zip:
Jerry Gibson	jerry@hawaiihotelalliance.com	96815
Representing:	Position:	Submitted:
Hawaii Hotel Alliance	Support	Apr 11, 2025 @ 02:15 PM
Name:	Email:	Zip:
Cole Slater	cole@mauidivers.com	96814
Representing:	Position:	Submitted:
Maui Divers Jewelry	Support	Apr 11, 2025 @ 05:04 PM
Name:	Email:	Zip:
Afatia Thompson	afatia5@tihati.com	96816
Representing:	Position:	Submitted:
Tihat Productions Ltd.	Support	Apr 11, 2025 @ 05:10 PM
Name:	Email:	Zip:
Brian Arkle	barkle@alsco.com	96819
Representing:	Position:	Submitted:
ALSCO	Support	Apr 14, 2025 @ 11:12 AM
Name:	Email:	Zip:
Rick Egged	rick@waikikiimprovement.com	96814
Representing:	Position:	Submitted:
Waikiki Improvement Association	Support	Apr 14, 2025 @ 03:28 PM
Name:	Email:	Zip:
Tina Yamaki	tyamaki@rmhawaii.org	96816
Representing:	Position:	Submitted:
Retail Merchants of Hawaii	Support	Apr 14, 2025 @ 03:55 PM

AOKI GROUP

April 7, 2025

Councilmember Tommy Waters, Chair, Councilmember Matt Weyer, Vice Chair, and Members of the Council
Honolulu City Council
Honolulu Hale, Room 202
530 South King Street
Honolulu, Hawaii 96813

Resolution:
Meeting: Full Council
Date: Wednesday, April 16, 2025
Time: 10:00 a.m.
Place: Honolulu Hale

Letter in Support of Park Hotels & Resorts' Application for PD-R and SMA for the Ala Moana Boulevard Tower Project
TMKs (1) 2-6-009: 004, 005, 006, 007, 009, 013

Aloha Chair Waters, Vice Chair Weyer and Members of the Council:

My name is Kevin Aoki, and I am the President and CEO of Aoki Group. We proudly own and operate beloved local restaurants in Hawai'i and on the mainland, including Doraku Sushi & Izakaya, Bluetree Cafe, 1938 Indochine, Qing Mu Noodle, and Aoki Teppanyaki. I am writing to share my support for Park Hotels & Resorts' new Ala Moana Boulevard (AMB) Tower project at Hilton Hawaiian Village.

My father, Hiroaki "Rocky" Aoki, founded the legendary teppanyaki-style restaurant chain Benihana of Tokyo in 1964 and was one of the first tenants at Hilton Hawaiian Village's Rainbow Bazaar, opening its doors in 1971. Now known as Aoki Teppanyaki, our restaurant remains popular with Hawai'i visitors and kama'āina.

Aoki Teppanyaki currently has sixty-six employees, and we would welcome the prospect of additional foot traffic from an infusion of new guests staying at the Hilton Hawaiian Village campus.

We fully support Park Hotels & Resorts' plans to revitalize the 'Ewa gateway to Waikīkī with the new AMB Tower. The positive economic impacts would be invaluable to local businesses like mine, the City and County of Honolulu, and the state. I hope you will consider supporting this project as well.

Thank you for your consideration,

Kevin Aoki, President and CEO
Aoki Group

April 7, 2025

Councilmember Tommy Waters, Chair, Councilmember
Matt Weyer, Vice Chair, and Members of the Council
Honolulu City Council
Honolulu Hale, Room 202
530 South King Street
Honolulu, Hawaii 96813

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Aloha Chair Waters, Vice Chair Weyer and Members of the Council:

My name is Ronald Williams, and I am the President/CEO of Atlantis Adventures LLC. I am writing today to share my support for Park Hotels & Resorts' new Ala Moana Boulevard (AMB) Tower project.

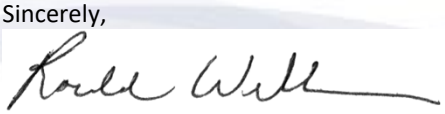
Atlantis has been very appreciative of the 30+ years of strategic partnership we've had with the Hilton Hawaiian Village and believe the AMB Tower project will further strengthen that relationship. We expect the project will bring more customers to our business because of the 515 hotel rooms that will be added to the campus. With more foot traffic to our establishment, it could create the opportunity to hire more local residents and staff to work with us.

The Hilton Hawaiian Village has always supported the community helping local craftsmen and musicians showcase their talents by hosting cultural festivals and events. This project will also help our economy as it generates more employment opportunities in Hawaii and significantly improve our tourism as it generates additional hotel capacities in Waikiki.

For these reasons, we fully support Park Hotels & Resorts' plans to revitalize the 'Ewa gateway to Waikīkī with the new AMB Tower. The positive economic impacts would be invaluable to local businesses like mine, the City and County of Honolulu, and the state. I hope you will consider standing behind this project as well.

Thank you for your consideration,

Sincerely,



Ronald Williams

Chamber of Commerce HAWAII

2030 BLUEPRINT
ECONOMIC ACTION PLAN FOR HAWAII

April 7, 2025

Councilmember Tommy Waters, Chair, Councilmember
Matt Weyer, Vice Chair, and Members of the Council
Honolulu City Council
Honolulu Hale, Room 202
530 South King Street
Honolulu, Hawaii 96813

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Aloha Chair Waters, Vice Chair Weyer and Members of the Council:

The Chamber of Commerce Hawaii is a statewide, non-profit organization whose mission is to advocate for businesses in Hawai'i. As the "Voice of Business" in Hawai'i, the Chamber works on behalf of its more than 2,000 member organizations to advance the state's economic climate and help the business community to thrive locally, nationally and globally.

We support the plans to add the Ala Moana Boulevard (AMB) Tower at Hilton Hawaiian Village. The AMB Tower project would be the first new hotel constructed from the ground up in Waikīkī in more than two decades. This project would replace aging buildings at the 'Ewa entrance to Waikīkī to provide a more visually appealing welcome to the state's hub of tourism. The new hotel's contemporary design, inspired by and celebrating the natural beauty of Waikīkī, will make it a seamless addition to the Hilton Hawaiian Village campus.

The owner of Hilton Hawaiian Village, Park Hotels & Resorts, is proposing to make a significant investment to position the property and Waikīkī for success in the future, resulting in substantial new job opportunities and economic benefits for Hawai'i. According to current estimates, 2,441 "worker-years" of employment in the building trades and supply businesses and $152 million in wages would be

created during the construction of the AMB Tower. When completed, hotel and retail operations are anticipated to generate nearly 500 full-time equivalent jobs for local residents.

We also applaud the proposed public benefits, including public art installations by local artists and a new monthly makers' market featuring local artisans and musicians who can share their talents and grow their businesses.

For these reasons, the Chamber supports Park Hotels & Resorts' plans for the new AMB Tower.

Mahalo for your consideration,



Sherry Menor-McNamara
President and Chief Executive Officer
Chamber of Commerce Hawaii

April 7, 2025

Councilmember Tommy Waters, Chair, Councilmember
Matt Weyer, Vice Chair, and Members of the Council
Honolulu City Council
Honolulu Hale, Room 202
530 South King Street
Honolulu, Hawaii 96813

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Aloha Chair Waters, Vice Chair Weyer and Members of the Council:

I am the President of Crazy Shirts, an internationally recognized casual apparel brand celebrating 60 years of business in Hawai'i. We are submitting this letter in support of the new Ala Moana Boulevard (AMB) Tower project at Hilton Hawaiian Village.

Crazy Shirts has expanded significantly since its humble beginnings in 1964 as a small t-shirt airbrushing business on the sidewalks of Waikīkī. Today, we operate 20 stores across Hawai'i and 10 more on the mainland. Our Hilton Hawaiian Village location, which opened 33 years ago, is a popular retail destination for visitors and kama'āina alike.

We are optimistic about the prospect of growing our business even further at the Hilton Hawaiian Village location as a result of the AMB Tower project. We expect the addition of 515 hotel rooms on campus will mean more customers shopping at our establishment. In turn, as foot traffic increases, we would have the opportunity to hire more local residents to support the five staff members we currently employ at this location.

It's not just Crazy Shirts that would have the chance to create more jobs, but other local retailers, too. According to estimates, hotel and retail operations at the AMB Tower are anticipated to create 370 full-time equivalent jobs on-site and an additional 123 associated secondary/off-site jobs, for a total of 493 full-time equivalent jobs.

For these reasons, Crazy Shirts fully supports plans for the new AMB Tower, and we respectfully ask you to do the same.

Thank you for your consideration,

Scott Maroney
President
Crazy Shirts

99-969 Iwaena Street, Aiea, HI 96701 (808) 487-9919 FAX (808) 486-1276 www.crazyshirts.com

GOURMET EVENTS HAWAII

April 1, 2025

Councilmember Tommy Waters, Chair, Councilmember
Matt Weyer, Vice Chair, and Members of the Council
Honolulu City Council
Honolulu Hale, Room 202
530 South King Street
Honolulu, Hawaii 96813

Resolution:
Meeting: Full Council
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Aloha Chair Waters, Vice Chair Weyer and Members of the Honolulu City Council:

With a team that brings over 70 years of combined experience in event management and catering, Gourmet Events Hawai'i specializes in planning and executing events that connect people and create meaningful experiences. We are writing in support of the Ala Moana Boulevard Tower project at Hilton Hawaiian Village.

As part of the AMB project, Park Hotels & Resorts and Hilton Hawaiian Village plan to produce a new monthly cultural festival and marketplace that will showcase local craftsmen and musicians for guests and the community to enjoy. This event, which will be free and open to the public, not only celebrates Hawai'i's creative community but will also provide a consistent platform for local performers and artisans to build their businesses.

Beyond supporting local entrepreneurs, the monthly event will offer an opportunity for Waikīkī residents to come together for a family-friendly, fun experience. Visitors will also have the chance to immerse themselves in the place and learn about and connect with the local culture.

While this marketplace will be just one of the project's public benefits, it reflects the thoughtful community-oriented approach Park Hotels & Resorts has committed to upholding in the development of the new Ala Moana Boulevard Tower.

For these reasons, Gourmet Events Hawai'i supports Park Hotels & Resorts' plans. We humbly ask the Honolulu City Council to consider supporting the project as well.

Mahalo for your time and consideration.



Kathleen Lin-Hurtubise
Founder & CEO, Gourmet Events Hawai'i

March 25, 2025

Aloha mai kākou,

My name is Kumu Larry De Rego, but many know me best as Uncle Larry. In 1985, I co-founded Hālau Hula ʻO Hokulani with my wife, Aunty Hokulani, in our Wahiawa home. Our first students were our daughters, Leinani and Kehaulani, and our neighbors. Today, thanks to the support of many community organizations including Hilton Hawaiian Village, our hālau has expanded far beyond Hawaiʻi. It is why I am writing today to share my aloha and support of the Park Hotels & Resorts' new Ala Moana Boulevard (AMB) Tower project at Hilton Hawaiian Village.

It is clear that Hilton Hawaiian Village and Park Hotels & Resorts are committed to celebrating and incorporating Hawaiian culture in all they do, and putting local people first. Our hālau has presented the Hula ʻOni E Festival and Craft Fair at the Hilton Hawaiian Village Coral Ballroom each year for the past 35 years, bringing together groups from across Hawaiʻi, the mainland and Japan. We are grateful for the space the resort provides our hālau, which has become a home base for our students and has allowed us the opportunity to share our mele, hula, art and moʻolelo with kamaʻāina and visitors alike.

These efforts to support the local community and honor Hawaiʻi's culture also drive the vision for the AMB Tower. As part of the project, Hilton Hawaiian Village and Park Hotels & Resorts propose to include significant public art installations by local artists and a new monthly cultural festival and marketplace open to guests and community members that will showcase local artists, craftsmen and musicians.

For these reasons, we fully support Park Hotels & Resorts' plans to revitalize the Ewa gateway to Waikīkī with the new AMB Tower. Their ongoing support of Hālau Hula ʻO Hokulani, as well as their deep respect for Hawaiʻi's people, environment, and culture, assure us that the project is a win for us all.

We hope you will consider standing behind the AMB Tower project as well. Thank you for your time.

Mahalo nui,

Lawrence Kia'iokalani De Rego

unclelarryderego@gmail.com

Larry De Rego
Co-Founder, Hālau Hula ʻO Hokulani

Doc ID: 20250325235626238

LAPPERT'S HAWAII INC.
P.O.BOX 158
ELEELE, HI 96705

Councilmember Tommy Waters, Chair,
Councilmember Matt Weyer, Vice Chair,
and Members of the Council
Honolulu City Council
Honolulu Hale, Room 202
530 South King Street
Honolulu, Hawaii 96813

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Aloha Chair Waters, Vice Chair Weyer and Members of the Council:

My name is Mary Pratt and I am the President of Lappert's Hawaii. I am writing today to share my support for Park Hotels & Resorts' new Ala Moana Boulevard (AMB) Tower project for the record.

Lappert's Hawaii has been a tenant at the Hilton Hawaiian Village since 1987, since then we have had the pleasure of being a part of the village ohana. We have had the privilege of serving all our hand-made in Hawai'i products from ice cream, bakery, and espresso to our visitors and the staff at the Hilton Hawaiian Village.

We greatly value our partnership with Hilton Hawaiian Village and believe the AMB Tower project will further strengthen that relationship. We expect the project will bring more customers to our business because of the 515 hotel rooms that will be added to the campus. Due to this increase in rooms we expect to see an increase in visitor capacity driving more foot traffic not only from tourists but staff as well. We look forward to the growth of The Hilton Hawaiian Village and its visitors.

For these reasons, we fully support Park Hotels & Resorts' plans to revitalize the 'Ewa gateway to Waikiki with the new AMB Tower. The positive economic impacts and the attractive & landscaped building would be invaluable to local businesses like ours, the City and County of Honolulu, and the state. I hope you will consider standing behind this project as well.

Thank you for your consideration,

Mary Pratt
President
Lappert's Hawaii

January 22, 2025

Department of Planning and Permitting
City and County of Honolulu
650 South King Street, 7th Floor
Honolulu, Hawaii 96813

Re: Hilton Hawaiian Village - 2024/SMA-104 and 2024/PDP-2

Thank you for the opportunity to provide this personal letter of support for the above referenced applications for the redevelopment improvements to the Hilton Hawaiian Village (HHV) Park Hotels and Resorts development.

As a long-time resident of Waikiki, I have seen the HHV develop into a premier destination complex and flagship destination for visitors and Waikiki residents alike. Far from being a resort apart from the community, over the years HHV has continued to further integrate itself into the community. Residents of Waikiki and Hawaii residents in general, continue to voice how welcome they feel at the HHV and how aloha hospitality is present when visiting, attending conferences, dinners or meetings at HHV.

Over the years Park Hotels and Resorts has engaged with the community early in each new development process, complied with zoning regulations and General plan policies, and provided status updates to the community through the Waikiki Neighborhood Board.

They have been, and continue to be, good neighbors and an integral part of our community. With this latest project HHV and Park Hotels and Resorts are proposing substantial community benefits associated with the AMB Tower project to uplift local art and artisans. Guests and community members will enjoy significant public art installations by local artists, and a new monthly cultural festival and marketplace showcasing local craftsmen and musicians.

Mahalo for your time and continued engagement with the Waikiki community for this and other projects. I request that you approve/recommend approval of this exciting addition to my neighborhood!

Sincerely,

Robert Finley
2222 Aloha Drive
Waikiki, HI 96815

Waikīkī Community Center

waikikicommunitycenter.org

April 11, 2025

Councilmember Tommy Waters, Chair,
Councilmember Matt Weyer, Vice Chair, and
Members of the Council
Honolulu City Council
Honolulu Hale, Room 202
530 South King Street
Honolulu, Hawaii 96813

Resolution:	
Meeting:	Full Council
Date:	Wednesday, April 16, 2025
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Aloha Chair Waters, Vice Chair Weyer and Members of the Honolulu City Council:

This letter is submitted on behalf of the Waikiki Community Center (WCC) in strong support of the Ala Moana Boulevard Tower at the Hilton Hawaiian Village.

Since 1978, WCC has been dedicated to caring for keiki, kupuna, and our community as if they are 'ohana. We offer resources and services that foster connections, enhance well-being and empower individuals to achieve their goals. Our organization strongly supports the new Ala Moana Boulevard (AMB) Tower at the Hilton Hawaiian Village.

For years, Hilton Hawaiian Village has played an essential role in supporting WCC's mission and many other nonprofits serving those in need. Its generous contributions through charitable gifts and volunteer hours have helped sustain programs that uplift local residents and strengthen our entire community. The AMB Tower will generate economic opportunities for local residents and businesses and create the potential for Hilton Hawaiian Village to expand its positive impact throughout Waikīkī.

The Hilton Hawaiian Village is unique in that it is truly a self-contained resort area in Waikiki. It provides a wide variety of accommodations, shopping, dining, entertainment, banquet and recreational services within the resort property. We are confident that Park Resorts, along with their architect G70, will continue to provide the Hawaiian sense of place that the HHV is known for.

For these reasons, we strongly support Park Hotels & Resorts' plans for the AMB Tower at the Hilton Hawaiian Village.

Mahalo for your time and thoughtful consideration.

Caroline Hayashi
President

Susan Todani
Board Member

April 8, 2025

Councilmember Tommy Waters, Chair,
Councilmember Matt Weyer, Vice Chair, and
Members of the Council
Honolulu City Council
Honolulu Hale, Room 202
530 South King Street Honolulu,
Hawaii 96813

Resolution:
Meeting: Full Council
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Aloha Chair Waters, Vice Chair Weyer and Members of the Council:

My name is Jerry Gibson, and I am the President of Hawai'i Hotel Alliance (HHA), the state's leading voice promoting the health of Hawai'i's hotel industry and the communities we serve. With over 33,000 hotel and lodging rooms represented by HHA, including Hilton Hawaiian Village, I am writing today to share HHA's strong support for Park Hotels & Resorts' new Ala Moana Boulevard (AMB) Tower project.

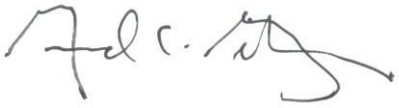
Hawai'i hotels are leading by example as the hospitality industry strives to stimulate regenerative tourism, where visitors and the places they stay give back to local communities in ways that enrich our island home. We can achieve a more sustainable tourism future by prioritizing new hotel rooms and smart growth in resort areas, like the new AMB Tower at Hilton Hawaiian Village, which is expected to add approximately 515 hotel rooms to the campus. This is significant since there has not been a major hotel built from the ground up in Waikīkī in more than 20 years. It is critical to have the right composition of visitor accommodations and adding new hotel rooms will help accomplish that.

At a time when unmet lodging demand on O‘ahu through 2032 is expected to total approximately 2,670 units, according to an analysis by commercial real estate agency CBRE, projects like the AMB Tower will ensure we can meet future demand.

Additionally, by generating new hotel capacity in Waikīkī, the beating heart of Hawai‘i’s hospitality industry, we can redirect visitors to districts designed to accommodate them and alleviate the impact of illegal vacation rentals on residential communities that were not built to sustain them. This project will reduce tourism’s impact on other areas of the island and ensure that workers in Hawai‘i’s hospitality industry, including Hilton Hawaiian Village’s 2,000 current team members and their families, are well-positioned to thrive in the future. Not to mention, the project will create an estimated 370 full-time equivalent jobs onsite and an additional 123 associated secondary/off-site jobs, for a total of 493 full-time equivalent jobs.

For these reasons, HHA urges you to support Park Hotels & Resorts’ plans to revitalize the ‘Ewa gateway to Waikīkī with the new AMB Tower. This project’s positive impacts would be invaluable to Hawai‘i’s visitor industry and the countless kama‘āina families depend upon for their livelihoods.

Mahalo nui,



Jerry Gibson
President
Hawai‘i Hotel Alliance

MAUI DIVERS
JEWELRY

April 7, 2025

Councilmember Tommy Waters, Chair, Councilmember
Matt Weyer, Vice Chair, and
Members of the Council
Honolulu City Council
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Aloha Chair Waters, Vice Chair Weyer and Members of the Council:

My name is Cole Slater, and I am the CEO of Maui Divers Jewelry. I am writing today to share my support for Park Hotels & Resorts' new Ala Moana Boulevard (AMB) Tower project for the record.

Maui Divers Jewelry has been a tenant at the Hilton Hawaiian Village since 2012 and we have the utmost respect for the Hilton Hawaiian management team and staff. We believe that their approach to business is sincere and genuine.

We greatly value our partnership with Hilton Hawaiian Village and believe the AMB Tower project will further strengthen that relationship. We expect the project will bring more customers to our business because of the 515 hotel rooms that will be added to the campus. With more foot traffic to our establishment, it could create the opportunity to hire more local residents and staff to work with us. The new AMB Tower will allow more visitors to experience the wonders of Waikiki while providing much needed employment opportunities to our local community.

For these reasons, we fully support Park Hotels & Resorts' plans to revitalize the 'Ewa gateway to Waikiki with the new AMB Tower. The positive economic impacts would be invaluable to local businesses like mine, the City and County of Honolulu, and the state. I hope you will consider standing behind this project as well.

Mahalo,

Cole Slater
CEO
Maui Divers Jewelry

TIHATI PRODUCTIONS, LTD.
CONVENTION SHOWS HAWAII
TIHATI TECHNICAL SERVICES

April 11, 2025

Councilmember Tommy Waters, Chair, Councilmember
Matt Weyer, Vice Chair, and
Members of the Council
Honolulu City Council
Honolulu, Hale, Room 202
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Aloha kākou,

My name is Afatia Thompson, President and Owner of Tihati Productions. I am second generation business owner in the tourism and entertainment industry in Hawai'i and **this letter is in support of the AMB Tower Project for the Hilton Hawaiian Village.**

For 56 years now, Tihati Productions has endeavored to share our unique culture and represent our extraordinary people through the highest caliber of Polynesian performing arts. We have represented Hawai'i across the globe in Europe, Asia, and the South Pacific. We are the only luau production invited to perform at the White house in 2009.

This tourism industry has not only given us the privilege of sharing our culture with the world but has also enabled us to employ thousands of kama'āina in our community.

I have personally worked with Hilton Hawaiian Village providing cultural and entertainment production services for them for over 20 years. During that time, I have seen the generosity of spirit for their community whether it be the homeless crisis or natural disasters.

Hilton Hawaiian Village and the people who work and support her do not just teach the meaning of Aloha. They live every day in their actions and their deeds. They are great stewards of the community and this project will continue to enhance their effort in making Waikīkī and Hawai'i a top cultural destination in the world.

Please feel free to contact me at afatia5@tihati.com if you have any questions.

Me ka ha' aha'a,

Afatia Thompson
President

First in textile services worldwide

April 10, 2025

2771 Wai Wai Loop
Honolulu, Hawaii 96819
T 808.834.7500
F 808.834.7566
www.alsco.com

Councilmember Tommy Waters, Chair, Councilmember
Matt Weyer, Vice Chair, and Members of the Council
Honolulu City Council
Honolulu Hale, Room 202
530 South King Street
Honolulu, Hawaii 96813

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Aloha Chair Waters, Vice Chair Weyer and Members of the Council:

This letter is in support for the AMB Tower Project at Hilton Hawaiian Village. My name is Brian Arkle and l am the General Manager of Alsco Honolulu. Alsco has been serving the island of Oahu since 1964 and works with approximately 2000 business customers each year. Alsco has A+ rating from the Better Business Bureau and is directly involved with the Chamber of Commerce Honolulu, the Hawaii Lodging and Tourism Association, the Hawaii Restaurant Association, the Hawaii Auto Dealer's Association as well as the Hawaii Tourism association and Hawaii Convention Center.

I have personally worked with Hilton Hawaiian Village providing linen services for them for over 20 years. During that time, l have seen the generosity of spirit for their community whether it be the homeless crisis or natural disasters. For Example, Hilton Hawaiian Village consistently donates good used textiles to the Punawai rest stop. ln 2020, Hilton Hawaiian Village and Alsco were honored by the mayor's office for providing sheets, towels and robes to the Punawai rest stop. In 2023, Hilton Hawaiian Village and Alsco provided over 30 pallets of linens and clothing for the people of Lahaina within 3 days of the tragic wildfires.

Hilton Hawaiian Village and the people who work and support her do not just teach the meaning of Aloha. They live it every day in their actions and their deeds. They are great stewards of the community and this project will continue to enhance their effort in making Waikiki and Hawaii a top cultural destination in the world.

Please feel free to contact me if you have any questions.

Mahalo nui,

Brian Arkle
GM- Alsco
Honolulu
barkle@alsco.com
808-834-7503

WAIKĪKĪ IMPROVEMENT ASSOCIATION

Testimony of Rick Egged
President, Waikiki Improvement Association
Before the
Honolulu City Council
Wednesday, April 16, 2025
In consideration, of

Resolution 25-091 and 092

Park Hotels & Resorts

Application for PD-R and SMA for the Ala Moana BLVD Tower Project

Aloha Chair Waters and Members of the Council:

My name is Rick Egged, President of the Waikīkī Improvement Association (WIA), a nonprofit organization dedicated to enhancing the physical, economic, and cultural aspects of Waikīkī. I am writing to express WIA's support for the proposed Ala Moana Boulevard (AMB) Tower at Hilton Hawaiian Village.

This project will help achieve a longstanding community aim to enhance the Ewa gateway to Waikīkī by replacing aging buildings currently on site with a state-of-the-art tower that provides a more visually appealing and appropriate welcome for locals and visitors alike. The new hotel's contemporary design, inspired by and celebrating the natural beauty of Waikīkī, will make it a seamless addition to the Hilton Hawaiian Village campus.

It has been more than two decades since a new hotel was built in Waikīkī. By adding new hotel rooms, we can ensure Waikīkī is well-positioned to meet changing visitor preferences and demand for accommodations. Adding new hotel rooms will also help address the troubling spread of vacation rentals into O'ahu's residential communities by redirecting visitors to Waikīkī, where we can maximize the benefits and minimize the impact on residents and our natural resources.

Park Hotels & Resorts' significant investment in building the AMB Tower reflects their commitment to the continued success of Hilton Hawaiian Village, which has been hosting guests and employing local residents for over 65 years, and its more than 2,000 team members. The project will bring significant economic benefits to Waikīkī during construction and after the hotel opens its doors. Current estimates

indicate hotel and retail operations will generate nearly 500 new full-time job opportunities onsite and across the island.

Beyond its economic contributions, WIA welcomes AMB Tower's other community benefits, including public art installations by local artists and a new monthly makers market featuring local artisans and musicians who can share their talents and grow their businesses. We were also heartened to learn that the AMB Tower is being thoughtfully designed to promote sustainability and resilience, with proactive measures to protect critical infrastructure from potential impacts from sea-level rise.

For these reasons, WIA supports the proposed AMB Tower at Hilton Hawaiian Village, and respectfully ask the committee to consider doing the same.

Mahalo nui loa,



Rick Egged
President, Waikīkī Improvement Association

TESTIMONY OF TINA YAMAKI, PRESIDENT
RETAIL MERCHANTS OF HAWAII
APRIL 16, 2025

Re: RESO 25-91 CD1 GRANTING A SPECIAL MANAGEMENT AREA MAJOR PERMIT TO ALLOW FOR IMPROVEMENTS TO THE HILTON HAWAIIAN VILLAGE PLANNED DEVELOPMENT-RESORT MASTER PLAN AREA, INCLUDING THE CONSTRUCTION OF A NEW HOTEL TOWER, IN WAIKĪKĪ, O'AHU

Aloha, Chair Waters, and members of the Honolulu City Council. I am Tina Yamaki, President of the Retail Merchants of Hawaii and I appreciate this opportunity to testify.

The Retail Merchants of Hawaii (RMH), established in 1901, is a statewide nonprofit trade organization committed to fostering the growth and development of Hawaii's retail sector. Our diverse membership encompasses small mom-and-pop stores, large box stores, resellers, luxury retailers, department stores, shopping malls, online sellers, and local, national, and international chains.

We strongly support the proposed Ala Moana Boulevard (AMB) Tower project at Hilton Hawaiian Village. This measure grants a Special Management Area Major Permit to Hilton Hawaiian Village Beach Resort & Spa and Park Ala Moana LLC, allowing for the construction of a 36-story hotel tower with 515 hotel units and 6,051 square feet of retail space on approximately 0.64 acres of land zoned for resort mixed-use. This project will significantly enhance Waikīkī's economic vitality, benefiting both local businesses and the broader community.

Several of our esteemed members have successfully operated within Hilton Hawaiian Village, which has long served as a dynamic hub for retail and hospitality. The addition of the AMB Tower will further strengthen this environment, generating substantial economic opportunities and employment for Hawaii's residents.

The project is expected to create 2,441 worker-years of employment in the construction trades and supply industries, contributing approximately $152 million in wages during the building phase. Upon completion, the new hotel and retail operations are projected to support nearly 500 full-time equivalent jobs, providing sustainable employment for our local residents.

Beyond economic benefits, the AMB Tower will play a key role in revitalizing the 'Ewa gateway to Waikīkī, Hawaii's premier visitor destination. The planned streetscape enhancements - including new landscaping and the replacement of aging structures - will improve the area's visual appeal, creating a more welcoming and modern entry point.

We also commend the thoughtful inclusion of public benefits designed to support Hawaii's cultural and artistic communities. The proposed monthly cultural festival will provide local artists and artisans with a dedicated platform to showcase and sell their work, strengthening Hawaii's creative economy while enriching the visitor experience.

For these reasons, RMH fully supports the AMB Tower project and its commitment to fostering economic growth, job creation, and cultural enrichment in our community. We look forward to seeing its positive impact on Waikīkī and the state as a whole.

Mahalo for this opportunity to testify.

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