RES25-091
Testimony

MISC. COMM. 228

COUNCIL

COUNCIL Meeting

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

Support: 2

Oppose: 0

I wish to comment: 0

Name:	Email:	Zip:
Rick Egged	rick@waikikiimprovement.com	96814
Representing:	Position:	Submitted:
Waikiki Improvement Association	Support	Apr 14, 2025 @ 03:26 PM

Name:	Email:	Zip:
Jacob Wiencek	jacob.m.wiencek@pm.me	96815
Representing:	Position:	Submitted:
Self	Support	Apr 15, 2025 @ 08:46 PM

Testimony:

Aloha Councilmembers,

As a resident of the Waikiki community, I understand the critical role Hilton Hawaiian Village and our other resorts play not just for the health of my neighborhood, but the overall economic health of the city and the state. In an uncertain time, this kind of investment is what we need to generate good paying jobs and prosperity. While I look forward to seeing this issue continue to advance through our governmental process, to ensure all voices are heard, I urge this Council to continue SUPPORTING this resolution!

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