

# HB2147 HD1

Exempts the airport operation of concessions for wireless and communication services and for advertising from the public concession bidding process. (HB2147 HD1)

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TESTIMONY  
OF  
SCOTT L. CHAN, STADIUM MANAGER  
STADIUM AUTHORITY  
TO THE  
SENATE COMMITTEE  
ON  
ECONOMIC DEVELOPMENT, GOVERNMENT OPERATIONS, AND HOUSING  
ON  
March 10, 2014  
H.B. 2147, HD1

RELATING TO CONCESSIONS

Chair Dela Cruz and members of the Committee, thank you for the opportunity to submit written testimony on H.B. 2147, HD1.

The Stadium Authority supports the intent of H.B. 2147, HD1, and agrees that the fields of wireless communications and advertising are constantly and rapidly undergoing technological advancements. A program's ability to quickly respond to these changes, in turn, allows it to capitalize on and maximize revenue generating opportunities offered in these fields.

The Aloha Stadium and the Airport operation are two locations that share similar characteristics. Both sites are host for masses of people that have an expectation of being connected to the world through the latest in personal communication devices. This expectation and demand for wireless connectivity also provides an opportunity for the Stadium Authority to capitalize on relatively untapped sources of revenue as wireless communication service providers competitively

work on ways to retain their customer base while concurrently meeting their customer's demand for increasing capacity.

The ability to capitalize on advertising revenue opportunities through electronic-technological means is presently a relatively untapped market for the Stadium Authority. It is with great anticipation and excitement that enhancements in the wireless communication field will afford attractive advertising revenue opportunities in the area of electronic advertising as well as boost standard "panel" and "banner" signage-type of advertising.

In summary, the Stadium Authority is a self-sufficient operation that is constantly seeking new and innovative ways to increase its revenue stream. It is imperative that the Stadium continue to aggressively pursue all the opportunities that are afforded in the wireless communication and advertising industries and move forward with those options that provide attractive but financially prudent revenue generating opportunities.

As such, we respectfully ask for the committee's consideration to insert language into H.B. 2147, HD1 that will provide the Stadium Authority with the flexibility and capability to be responsive to the rapidly evolving technological environment and in turn maximize its revenue stream in the relatively untapped markets of wireless communications and advertising.

At the discretion of the committee, we respectfully recommend Section 2. Section 102-2, subsection (b) to be amended to add the following:

- (14) For the Stadium Authority operation of concessions providing wireless and communication services, and
- (15) For Stadium Authority operation of concessions services for advertising.

Thank you very much for your consideration of our request and the opportunity to submit written testimony on this matter.