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## DEPARTMENT OF ENTERPRISE SERVICES

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The Department of Enterprise Services (DES) operates and maintains the Neal S. Blaisdell Center, the Waikiki Shell, the Honolulu Zoo and six municipal golf courses. The department also coordinates the preparation, administration and enforcement of city-wide concession contracts. As structured, DES enhances the City and County of Honolulu's ability to focus on revenue generating opportunities and creates operational synergies with a unique "bottom line" business orientation. DES is the only City department whose operating budget is primarily funded by public events and activities.

### MISSION

DES' mission is to manage and to market a diversity of community oriented facilities and services for the use and benefit of the public; supporting cultural, recreational and educational opportunities and events on a self supporting basis.

The Mission Statement put forth above is true in every respect except for the last three words "self supporting basis". At its inception, DES was envisioned as being capable of creating enough outsourced revenue stream to make it self supporting. A clearer picture has since emerged and if "operating" were inserted after "supporting", the statement would hold more validity. In order to be fully self supporting, DES would have to almost double the fees charged for the use of its facilities. Because of the "community" aspect of its operations, a higher cost impact to our users could have an adverse affect on the City's residents. Promoters would not be inclined to use these facilities if fees were increased.

While revenue streams have increased from all operating segments of DES, corresponding cost increases in the various operating divisions has made it virtually impossible for DES to cover all provisional and debt service costs as well. Current financial challenges that are confronting all City operations negate any such possibility from occurring in the distant future.

DES is continually faced with justifying much needed operating and CIP funding in a priority situation with other City departments when it is the only department that receives almost all of its operating revenue from external sources, delivers products and services that are intangible, and must compete with other venues for their patron's spending dollar. Without the ability to upgrade and maintain its facilities, DES would be hard pressed to market itself for events and activities that occur at the Blaisdell Center, Waikiki Shell, the Honolulu Zoo, and at the City's six municipal golf courses.

### HIGHLIGHTS

In fiscal year 2010, DES accomplishments included successful initiatives to increase city revenues for the upcoming 2011 fiscal year by implementing pay stations at the Honolulu Zoo parking lot. This will result in at least \$540,000 in additional revenue that will be used for Zoo improvements. The department also continues to incorporate resource conservation and cost efficient improvements at department-wide facilities in order to reduce energy usage.

In FY10, the Pali Golf Course recorded the greatest increase in revenues among the City's six municipal golf courses. Favorable weather and the newly installed \$1.5 million irrigation system have greatly improved course conditions and further demonstrate the commitment of the department in providing quality services to golfers of all ages.

Another initiative that was very time consuming but necessary was the final development of the Departments Continuity Of Operations Plan, (COOP), that prepares the Department to respond to upcoming possible disasters- Hurricane, Tsunami, Floods, etc.

Consistent with the DES mission – "to manage and market a diversity of community oriented facilities and services for the use and benefit of the public, and to engage in cultural, recreational and educational opportunities and events on a self-supporting basis" – the department continued to maintain its focus on generating revenue and providing the public with "quality" service.

### ADMINISTRATION

The DES administration not only directs and coordinates the programs and operations of the department's four divisions: Building Services Division, Customer Services Division, Golf Course Division and the Honolulu Zoo Division but it also provides staff and clerical support services in personnel, budget and organizational management. The department focuses a great deal of time and energy to maximize revenues and optimize fiscal and manpower resources. In regards to city-wide concession contracts, the department is also responsible for administering, preparing and enforcing all contractual obligations.

During FY10, efforts continued to increase department-wide staffing levels resulting in 14 permanent fills and 17 non-permanent fills being processed. Concession-related activities focused on the strict enforcement of the Waikiki Beach surfboard locker policies and procedures, as well as the implementation of security cameras in that vicinity. In order to ensure compliance with contractual terms and conditions for all concessions, the department proactively worked with the Budget and Fiscal Services Department as

well as the Corporation Counsel. DES will continue to maintain efforts to increase the effectiveness and efficiency of department-wide operations and improve customer service.

Although aware of the impact on department wide revenues due to a declining local economy as well as fewer visitors to the Islands, the DES administration will continue its commitment of providing the public with the most efficient and effective services possible. The ultimate goal of the department is one day to have all operations self sustaining. As part of its ongoing strategy, department fees and rates will be reviewed and any revenue enhancement proposals introduced will be analyzed. In order to encourage efficiency and operational cost savings, key budget initiatives will focus on obtaining needed resources, the filling of essential positions, and the repairing and replacing of aging facilities as well as antiquated equipment. Finally, the department will place a great deal of emphasis in marketing its facilities and services, as well as increasing its emphasis on facility and personnel safety.

		REVENUES		
		FY 2008	FY 2009	FY 2010
Auditoriums .....	Rentals, Services and Event Concessions .....	6,280,743	5,983,403	5,791,814
Golf Courses .....	Green fees, Cart Rental, Food Concession, etc.....	8,658,138	7,604,854	9,845,838
Honolulu Zoo.....	Admission, Food Concession, Animal Sales.....	2,074,691	2,086,236	2,859,940
Concessions .....	Various Other Concessions.....	2,617,741	2,856,359	3,002,699
<b>Total Revenues.....</b>		<b>19,631,313</b>	<b>18,530,852</b>	<b>21,500,291</b>

		EXPENDITURES		
		FY 2008	FY 2009	FY 2010
Administration .....		548,518	608,511	609,953
Building Services .....		3,464,980	3,621,726	3,624,632
Customer Service .....		1,710,853	1,743,632	1,672,981
Golf Courses .....		8,150,495	9,018,462	8,663,477
Honolulu Zoo.....		4,597,789	5,187,528	5,132,155
<b>Total Expenditures .....</b>		<b>18,472,635</b>	<b>20,179,781</b>	<b>19,703,198</b>

## BUILDING SERVICES DIVISION

The Building Services Division's two sections – Trades and Maintenance/Set-Up provide facilities support to the Blaisdell Center, Waikiki Shell, Honolulu Zoo, six municipal golf courses and designated city concessions. The Trades section consists of air conditioning, electrical, plumbing, sound, lighting and small engine repair technicians. The Maintenance/Set-Up Section crews provide grounds keeping, event set-up, custodial services and maintenance for the Blaisdell Center and the Waikiki Shell, and supply general maintenance support for other facilities managed by DES.

Building Services Division improved the appearance of the Blaisdell Center and Waikiki Shell facilities during Fiscal Year 2010 while providing operational and maintenance support to other divisions within DES. The maintenance program successfully completed 95 percent of work orders originated by the Honolulu Zoo, municipal golf courses and designated city concessions. Due to energy conservation efforts, electrical consumption at the Blaisdell was reduced by seven percent while revenues increased.

Workplace safety continues to be a high priority and the division continued to maintain the highest standards. Emergency plans were reviewed for the staff and sections of the Continuity of Operations Plans approved in concert with the City's Department of Emergency Management. The staff attends quarterly safety training and reviews workplace, OSHA, spill prevention and other safety measures. Inspections of the grounds and facilities are continuous. The Division continues its involvement in the National Pollutant Discharge Elimination System (NPDES) program. The majority of the division workers were trained in "Best Management Practices" to avoid contamination of our waters and supervisors were tested and certified once again this year.

Several capital improvements and large contracted repair and maintenance projects at Blaisdell Center, Waikiki Shell, Golf Courses the Honolulu Zoo and concessions were performed with in-house resources, saving the City an estimated \$125,000 in outsourcing costs. These included painting of the Ewa Villages Golf Course Clubhouse and areas at the zoo, electrical and plumbing installations and retrofits, installations of sound systems at the Concert Hall, Zoo Commissary refrigerator coil replacement and painting projects, Concessions surf and security locker refurbishments.

Participating in work programs and projects with youth and ladies of the correctional facility was a highlight for this section. The groups worked along with staff on grounds keeping and clean-up of the Waikiki Shell, Blaisdell campus as well as standard maintenance.

### Concert Hall

In FY '10 the Building Services Division continued its preventive maintenance program for all facility support systems, including lighting, electrical, plumbing, air conditioning and vertical transportation systems. Refinishing of the wood stage was again completed. Exit signs were installed backstage, the terrazzo floor at the entry stripped and sealed, a partial roof replacement performed and installation of the exterior marquee sign completed.

## **Exhibition Hall**

The Exhibition Hall is the most frequently used facility in the Blaisdell Center. This facility's preventive maintenance needs are demanding and extensive. The electrical, elevators, standard lighting, emergency lighting battery bank, lighting dimmer, air conditioning, plumbing systems and the building envelope (including exterior doors, walls, glass, and roof) are routinely evaluated and maintained with an established maintenance schedule. During FY '10 , several concrete areas of the floor were repaired, and painting of columns and walls performed. Several of the meeting rooms were repainted and new carpet installed.

## **Arena**

The Building Services Division supported this multi-purpose facility with multiple set-ups - dismantling, erecting, transferring, relocating and storing of seating, tables, stages, sports-courts and rings, scoreboards, booths, and electrical and sound connections. Preventive maintenance programs were followed to help assure uninterrupted service for patrons. Fire prevention, electrical, plumbing, air conditioning, building and specialty lighting and sound systems were evaluated before every event to prevent disruptions. Emergency generators were tested.

Building Services Division and the Department of Facilities Maintenance (DFM) painted of the flag poles. Upgrades continue in the arena to assure compliance with ADA standards. The rear loading entries were refurbished with new concrete slabs being poured. New emergency lighting was installed along with additional retrofits to energy efficient lighting. A new scoreboard and basketball floor were purchased.

## **Concourse, Parking Garage, Center Ponds, and Parking Lots**

Construction funds were approved to repair the effects of spalling, which are evident at the edges of the Blaisdell Center's ponds. Work will begin in FY '11 new railings on the concourse side will be installed. Additional funds have been earmarked for the repair of some walkways including a repainting of the walkway canopy frames, a parking lot repaving (excluding the structure), and ADA stalls.

## **Waikiki Shell**

This beautiful outdoor amphitheater is one of the finest concert venues on the island of Oahu. The facility provides a unique outdoor concert experience -- with a backdrop of blue skies and swaying palms during daytime events and star-filled moonlit skies in the evening. The Waikiki Shell's maintenance and set-up staff continues to provide the services needed to keep the facility and grounds well maintained for events occurring as scheduled. General maintenance initiatives in FY10 included painting projects, stage and ceiling repairs and refinishing, and lawn irrigation improvements which saved an estimated 800,000 gallons of water. In FY11 plans are to repair restroom roofs, and expand the Ewa restrooms as well as to refurbish the walkways.

## **Golf Courses and Concessions**

The Building Services Division recently increased maintenance and repair support for the six municipal golf courses and various City concessions, including essential facility repairs and maintenance to address safety and health issues. Several water fountains were installed; an improved announcement system and painting of several parking stalls were performed as well as some lighting retrofits.

In FY10, the Building Services Division provided excellence in services through our involvement with the set-ups, maintenance, repairs and improvements to the City and County of Honolulu's core event facilities. Our concerted efforts through preventive maintenance and repair programs will continue for department-wide facilities, including the Blaisdell Center complex, Waikiki Shell, Honolulu Zoo and all six municipal golf courses. CIP projects and contractual maintenance and repair initiatives will be closely monitored to ensure that the department and facility user interests are addressed. Safety issues will receive constant oversight. Division operating costs will be reviewed and reduced to the extent possible in support of department efficiency objectives.

## **CONCESSIONS**

In FY10, Concession related activities focused on strict enforcement of all concessions with support from the Budget and Fiscal Services Department Purchasing Division and Corporation Counsel to ensure the compliance with contract terms and conditions. The major concession project for FY10 was the refurbishing, repainting, renumbering of the 600 Kuhio Beach Surfboard Lockers.

In FY10, the following bids were awarded to operate the lunch wagon at Kailua Beach Park and the food concession at Central Oahu Regional Park. In FY11, DES plans to increase revenues to the City with new concessions. Renewals of present concession permits are being reviewed. DES is working with BFS Purchasing and Corporation Counsel to complete bid proposals for FY11 which include: the Ala Wai Golf Course Food Concession; the Ala Moana Beach Park Food Concessions; the Neal S. Blaisdell/ Waikiki Shell Food Concession; the Neal S. Blaisdell Parking Concession; the Neal S. Blaisdell Novelties Concession; the food concessions at the Ewa Villages Golf Course, the Pali Golf Course, the West Loch Golf Course and the Ted Makalena Golf Course; the Pro Shop concessions at the Ewa Villages Golf Courses, the Pali Golf Course, the West Loch Golf Course and the Ted Makalena Golf Course; the lunch wagon concessions at the Frank F. Fasi Municipal Building; Haleiwa Beach Park; Waimea Beach Park; and Alii Beach Park; the Hanauma Bay Food Concession; the Hanauma Bay Shuttle Concession; the Kapiolani Park Food Concession; the city-wide ATM Concession; the Coin Operated Telephones; the Kunia Box Car Racing Concession; the Waipahu Cultural Gardens; and the Beachboy Stands in Waikiki. The Honolulu Zoo Parking Lot is a new concession which started operations on

July 15, 2010. DES is awaiting City Council approval on the Neal S. Blaisdell/Waikiki Shell Food Concession which will change the term from 5 years to 10 years due to capital improvements which will be made to the sites.

## **CUSTOMER SERVICES DIVISION**

The Customer Service Division is the primary force that generates revenue for the Neal Blaisdell Center. Although 2010 was a very difficult year due to the national economic situation, revenue data indicates that by maximizing budget restraints, business relations and opportunities, the Division was still able to meet its primary goal and continue to generate business. Staff was sent not only to various seminars, etc., in order to understand the growth and direction of the entertainment industry, but also to proactively seek shows on a one-one personal basis rather than just wait for possible venues.

Because the entertainment and leisure industry is such a competitive and active business, the budget was strategically planned to promote growth rather than just maintain the status quo.

By doing so, the year turned out again to be a success financially as \$5,791,814.04 was generated which was \$200,214.04 more than projected.

Committed to "excellence", much work and planning was utilized to help repair our aging facilities at various sites, and we continue to upgrade and implement improvements that offer our customers a "quality" environment.

To help attract new clients, a new state-of-the-art lighting (LED and Source Four) system was installed in the Concert Hall to not only enhance visual quality for audiences, but to also help reduce energy costs.

The various sections that help support the Division are Reservations and Sales, Productions, and the Box Office.

The Customer Services Division will continue to offer diverse quality entertainment productions, generate revenue, and support the local economy's drive to improve.

The Arena had a banner year with shows for all ages with America, No Doubt, AeroSmith, Chris Dane, Elton John and Jon Bon Jovi leading the way. The Arena sports events included: mixed martial arts, college volleyball and basketball, and high school state championship basketball and wrestling for both men and women. Family shows included WWE wrestling and Pop Warner Cheer-leading Competition. Featured Hawaiian cultural events included the Kamehameha Schools Song Contest, the King Kamehameha Hula Competition and the Keiki Hula Competition.

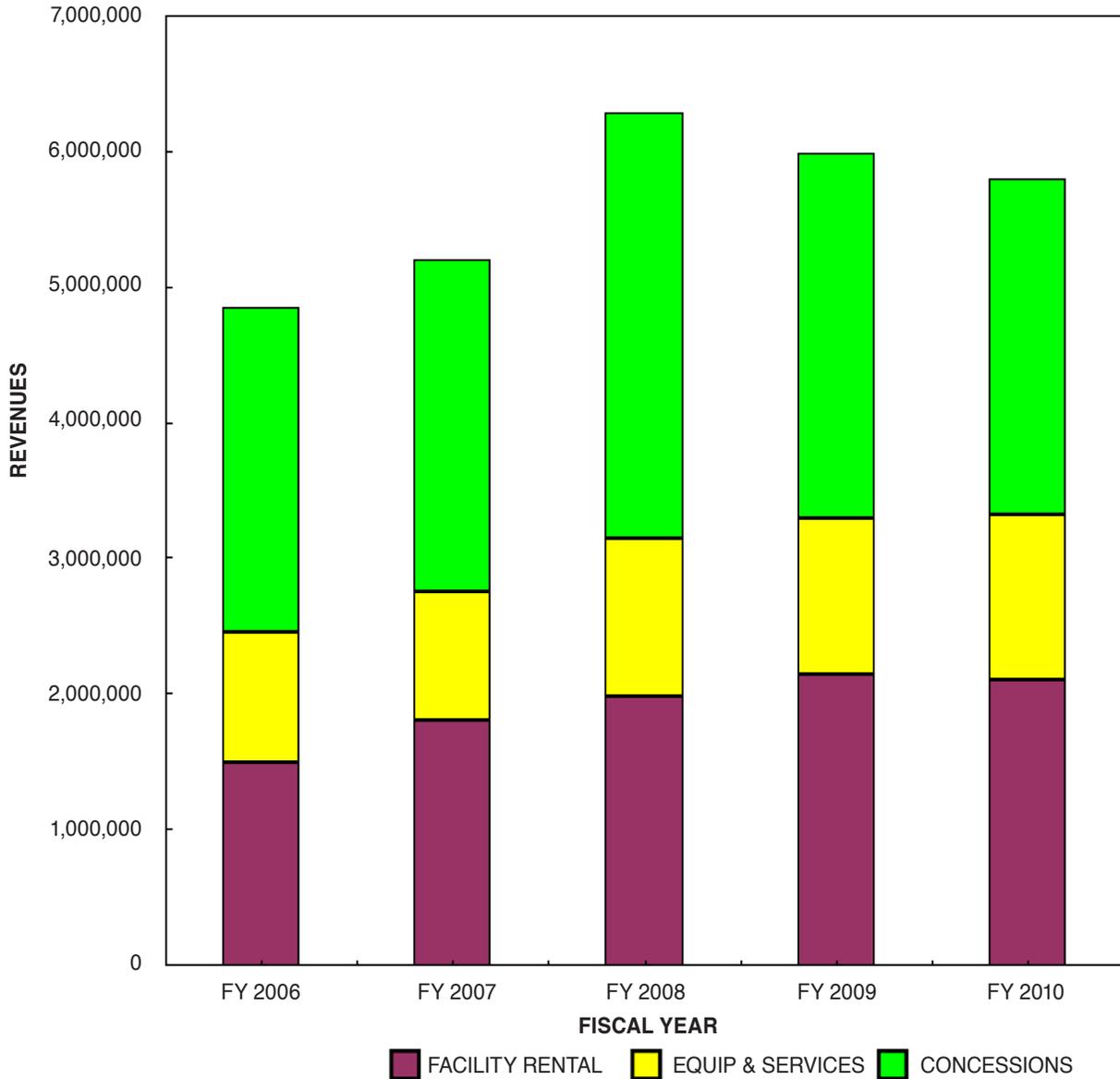
Utilizing both the Arena and Exhibition Hall, forty-two expositions and fairs were held in the Exhibition Hall, and the larger shows that utilized both areas, were the Made in Hawaii and Hawaii Lodging and Hospitality exhibits.

It is also important to recognize that these are not only shows to view and purchase items and services, but "opportunities" to help improve the local economy, especially with the economic crisis we just experienced.

The Honolulu Symphony season was on hiatus and after two months filed for bankruptcy. The Concert Hall continued to be effectively used and attended by this community. The Hawaii Opera Theatre presented Mozart's Le Nozze de Figaro, Wagner's Die Walkure, and Puccini's La Boheme. Ballet Hawaii presented the Nutcracker and Peter Pan. Modern as well as long-established musical groups performed in the Concert Hall. Events included High School Musical, John Legend, The Shaolin Warriors, and Lea Salonga, an evening with David Sedaris, Gabriel Iglesias, Bill Cosby, Julio Iglesias, Pink Martini, Chris Botti, Lisa Williams and David Spade. The Divine Performing Arts Dancers from China and Sesame Street provided successful runs for two diverse generations.

The Waikiki Shell featured perennial local favorites, Hoomau, KCCN Birthday Bash, Heiva and the Carbo Loading Luau for the Honolulu Marathon. The other events featured Ziggy Marley, Michael Mc Donald/ Boz Skaggs and Jack Johnson with the two days Kokua Festival.

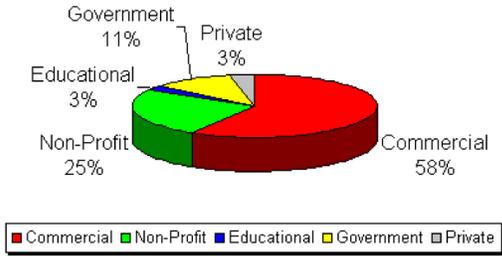
**DEPARTMENT OF ENTERPRISE SERVICES  
BLAISDELL CENTER & WAIKIKI SHELL FIVE-YEAR REVENUES, FY 2009-2010**



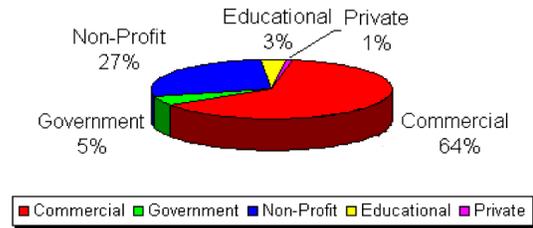
**FIVE-YEAR REVENUE TREND  
FY 2006-2010**

	<u>FY 2006</u>	<u>FY 2007</u>	<u>FY 2008</u>	<u>FY 2009</u>	<u>FY 2010</u>
FACILITY RENTAL.....	1,488,156	1,797,010	1,971,012	2,136,098	2,103,877
EQUIP & SERVICES.....	958,749	954,037	1,172,775	1,148,026	1,206,964
CONCESSIONS.....	2,393,552	2,450,503	3,136,956	2,699,279	2,480,973
<b>TOTAL .....</b>	<b><u>4,840,457</u></b>	<b><u>5,201,550</u></b>	<b><u>6,280,743</u></b>	<b><u>5,983,403</u></b>	<b><u>5,791,814</u></b>

**BLAISDELL CENTER / WAIKIKI SHELL USAGE  
By Type of Tenant**



**BLAISDELL CENTER / WAIKIKI SHELL REVENUES  
By Type of Tenant**



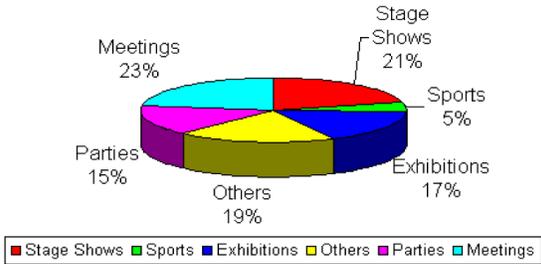
**BLAISDELL CENTER / WAIKIKI SHELL USAGE  
BY TYPE OF TENANT**

	FY 2010	
	#Events	%
Commercial.....	218	58.6
Non-Profit.....	92	24.7
Educational.....	10	2.7
Government.....	40	10.8
Private.....	12	3.2
<b>TOTALS</b> .....	<b>372</b>	<b>100.0</b>

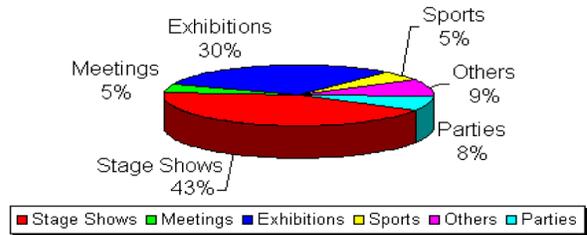
**BLAISDELL CENTER / WAIKIKI SHELL REVENUES  
BY TYPE OF TENANT**

	FY 2010	
	Revenue	%
Commercial.....	1,749,680	63.2
Government.....	142,942	5.2
Non-Profit.....	755,901	27.3
Educational.....	94,417	3.4
Private.....	24,913	0.9
<b>TOTALS</b> .....	<b>2,767,853</b>	<b>100.0</b>

**BLAISDELL CENTER / WAIKIKI SHELL USAGE  
By Type of Tenant**



**BLAISDELL CENTER / WAIKIKI SHELL REVENUES  
By Type of Tenant**



**BLAISDELL CENTER / WAIKIKI SHELL USAGE  
BY TYPE OF EVENT**

	FY 2010	
	#Events	%
Stage Shows.....	77	20.8
Exhibitions.....	18	4.8
Others.....	63	16.9
Parties.....	72	19.4
Sports.....	57	15.3
Meetings.....	85	22.8
<b>TOTALS</b> .....	<b>372</b>	<b>100.0</b>

**BLAISDELL CENTER / WAIKIKI SHELL REVENUES  
BY TYPE OF EVENT**

	FY 2010	
	Revenue	%
Stage Shows.....	1,198,767	43.2
Exhibitions.....	829,405	30.0
Sports.....	149,506	5.4
Others.....	236,758	8.6
Meetings.....	129,372	4.7
Parties.....	224,045	8.1
<b>TOTALS</b> .....	<b>2,767,853</b>	<b>100.0</b>

## **GOLF COURSE DIVISION**

The Golf Course Division operates and maintains six municipal golf courses – five 18-hole golf courses (Ala Wai, Pali, Ted Makalena, West Loch, and Ewa Villages) and one nine-hole golf course (Kahuku). The division schedules golf tournaments and club play; accepts reservations for individual play via an automated reservation system; develops and enforces golf course rules and regulations; and collects and accounts for green fees, tournament fees and golf cart rental fees. The division is also responsible for the operation of the power golf carts at the 18-hole courses and for the rental of pull carts and golf sets at Kahuku Golf Course. The Golf Course Division is responsible for renovating and maintaining the existing golf courses and for planning new municipal golf facilities. The division monitors golf course-related food and beverage, driving range and pro shop concession contracts, and makes recommendations for concession contract specifications. The division also serves as a central reference source for the City and outside agencies on matters involving golf course operations and maintenance.

In its 14th year of operation, the automated reservation system continued to provide fair and equitable access for all golfers. Over 101,000 resident golfers are registered in the data base. The system continues to improve with new hardware and updated software. Registration and photo identification cards continue to be issued bi-weekly at three municipal courses: Ala Wai Golf Course, Pali Golf Course and Ted Makalena Golf Course. More than 4,500 new golf identification cards were issued in FY 10.

Golf gift cards are sold year round in \$25, \$50 and \$100 denominations, and are redeemable at all six municipal golf courses. Since the inception of the gift card program, 3,136 cards have been sold.

For FY10, system-wide registered play totaled 534,508 rounds and related revenues were \$8.7 million. Local golf play was negatively impacted by the down turn in the economy and flooding at West Loch.

### **Ala Wai Golf Course**

For FY10, registered play decreased and related revenues increased to 158,788 (-5,024; -3.0%) and \$2,573,688 (+\$326,438; +12.6%) which was mainly due to fee increases. Despite the decrease, the Ala Wai Golf Course remains one of the busiest golf courses in the world. Although the course was subjected to heavy play, golf course maintenance standards remained high.

### **Pali Golf Course**

In FY10, the Pali Golf Course recorded the greatest increase in revenues among the City's six municipal golf courses. Favorable weather and the newly installed \$1.5 million irrigation system have greatly improved course conditions. For the year ended June 30, 2010, registered play decreased to 87,464 (-1,752; -2%) and revenues increased to \$1,614,382 (+\$618,218; +38%). Revenues increased due fee increases.

The replacement of Pali's 18 Bermuda greens with the more resilient seashore paspalum has been a success in providing better playing conditions for our golfers.

### **Ted Makalena Golf Course**

Local residents continued to patronize this walker friendly course For FY 10, registered play decreased to 120,144 (-9,043; -7.5%) and revenues increased to \$1,638,382 (+\$118,230; +7%). Revenues increased due to fee increases.

The conversion to a non-potable water source continues to save the City more than \$190,000 annually in water expenses. Course conditions have significantly improved with the phased replacement of the irrigation system and continued planting of seashore paspalum in bare areas when possible. The on-course seashore paspalum sod farm continues to be cultivated for future plantings. FY10 funds were appropriated for the phased construction of a capital improvement project to realign and reconstruct the Ted Makalena cart paths.

### **West Loch Golf Course**

For FY10, registered play increased to 60,335 (+590; +1.0%) and revenues increased to \$1,132,028 (+\$281,664; +24%). Flooding occurred in December 2008, and caused silt to overflow the stream banks and cover the fairways. The course was closed for a month then re-opened for 9-hole play. The course re-opened all 18 holes in August 2009. The thorough dredging of the silt basins throughout the golf course has been identified as a major project, and a consultant is designing the drainage improvements. Because of the extensive scope of this drainage project, construction will be phased in several increments. FY10 funds were appropriated for the phased implementation of a silt detention basin.

### **Ewa Villages Golf Course**

The youngest municipal course, Ewa Villages Golf Course, continues to be popular with a wide range of golfers. Revenues increased with a decrease in play to 74,006 (-11,289; -15%) and revenues, \$1,545,092 (+\$48,284; +3%).

The City and County of Honolulu continues to promote the beneficial reuse of wastewater effluent. The Ewa Water Recycling Project is a unique partnership that combines the resources of the public and private sectors to efficiently produce recycled water for golf course and landscape irrigation, and agriculture and industrial processing.

As part of the Ewa Water Recycling Project, the West Loch and Ewa Villages Golf Courses only utilized R-1 (reclaimed) water generated by the Honouliuli Wastewater Treatment plant for golf course irrigation, and supplied reuse water to its adjacent communities for common area irrigation. As more development occurs near Ewa Villages, the demand for R-1 water has increased.

A by-product of the R-1 water is sludge that is currently being composted to produce a biosolids pelleted fertilizer. With landfill space at a premium and the City and County of Honolulu's commitment to sustainability, the pelleted biosolids fertilizer is being used at all the municipal golf courses to add fertility to newly-planted and existing areas. The biosolids pellet is produced from sludge by Synagro, located at the Sand Island treatment plant.

## **Kahuku Golf Course**

The City's only nine-hole golf course is a gem in the rough. With scenic views of the ocean from practically every hole, it is one of the true links-style golf courses on Oahu. For the year ended June 30, 2010, registered play decreased and related revenues increased to 33,771 (-2,563; -7.5%) and \$250,889 (+\$29,755; +11.8%).

In FY10, fees increased. The fee increase is over 2 fiscal years with the senior monthly card increasing from \$32 a month to \$40 a month. Also, the regular green fees increasing by \$3 and the golf cart rental by \$3. In fiscal year 2011, the senior monthly card increases from \$40 to \$45 a month. Also the regular green fees increased by \$1 and the cart rental by \$1. The Golf Course Division will continue its commitment to improve the quality of services provided to the public in the operation and maintenance of its municipal golf courses.

## **HONOLULU ZOO DIVISION**

The Honolulu Zoo is a beautifully landscaped 42-acre zoological and botanical garden located within Kapi`olani Park just steps away from Waikiki Beach. The Zoo provides residents and visitors to the islands opportunities to enjoy and learn about the world's tropical fauna and flora. The Zoo's mission is "to inspire the stewardship of our living world by providing meaningful experiences to our guests." The Zoo emphasizes Pacific tropical island ecosystems and our traditional values of mālama (caring) and ho'okipa (hospitality)".

The Honolulu Zoo is an accredited member of the Association of Zoos and Aquariums (AZA). AZA accreditation involves a critical assessment of Zoo operations and signifies that the Honolulu Zoo not only meets AZA's high standards, but that it belongs in the ranks of the best zoos in the country. Reaccreditation reviews are conducted every five years with the next review scheduled for winter of 2010.

### **Capital and Other Improvements**

During FY 2010, construction on a new front entrance continues with completion expected in November 2010. As part of the construction project, Zoo administration staff was moved to a modular office which is more centrally located. Plans for the new elephant exhibit were finalized and various portions of sidewalk were replaced. A concrete slab was poured to house the Zoo's rubbish compactor which should save some funds on refuse disposal. In addition, paving of the Zoo service road was completed. As part of an Eagle Scout project, plant identification signs were mounted and installed for our native plants. Zoo staff erected a new climbing structure in the chimpanzee exhibit and renovated the duiker and dik-dik exhibits.

### **Attendance and Special Events**

Although attendance decreased from last fiscal year, admission revenues increased by \$782,236 due to increased admission rates. Although the Zoo did not host the annual Military Appreciation Day event which was held in Kapi`olani Park this year, 3,100 military personnel and dependents took advantage of the free admission offered by the Zoo. The Honolulu Zoo also hosted the popular Wildest Show in Town summer concerts. HZS education programs continue to grow in popularity. The Honolulu Zoological Society put on a variety of programs including but not limited to: Twilight Tours and stargazing, Snooze in the Zoo, Vacation Adventures, birthday parties as well as other special events.

### **Conservation and Research**

The Honolulu Zoo continues to monitor nesting pairs of the endangered native Hawaiian honeycreeper, elepai'o in east Oahu's Pia Valley.

Personnel from the Honolulu Zoo continued the Zoo's participation in a cooperative program with other AZA institutions, the U.S. Fish and Wildlife Service and the Commonwealth of the Northern Marianas Islands government to relocate several species of birds found on Saipan to other islands not yet infested with the brown tree snake. As a result of this relocation project, the Zoo was able to import [birds] two species, [[6] Tinian monarchs and [6] rufous fantails from the island of Tinian.

### **Animal Collection**

Major acquisitions were a male Komodo dragon on breeding loan from the Minnesota Zoo, a pair of fennec foxes, three Hamadryas baboons, two crocodile monitor lizards, a toco toucan and a male warthog.

Significant births/hatches during FY 2010 include magnificent bird-of-paradise, Sunda wrinkled hornbill, a Victoria crowned pigeon and two fennec foxes

### **Personnel Changes**

Zoo Director Stephen Walker resigned at the end of March, 2010. Assistant Director Tommy Higashino is the interim director until a permanent replacement is selected. Robert Porec was hired as the Zoo's Animal Specialist III for mammals.

### **Future**

The construction of the new elephant exhibit is scheduled to commence in September 2010, and to be completed by winter of 2011. The Zoo is working on various improvement projects to get ready for AZA accreditation at the end of 2010.

The Honolulu Zoo staff will continue its commitment to improve its facilities, its customer service and to maintain its distinction as "the best" in the hearts of kama'aina and mainland visitors alike.