



Waikiki Improvement Association

Rick Egged Short Biography

Rick Egged is the President of the Waikiki Improvement Association, a private, nonprofit organization focusing on revitalizing the business environment of Waikiki. He handles planning, legislative and community matters, working with the public and private sectors on a range of projects and improvements for Waikiki. Under his leadership, Waikiki Improvement Association developed Agenda Waikiki an action plan for Waikiki revitalization, and supported Kūhiō Beach Park and Kalākaua Avenue improvements. In 2001 WIA launched the Waikiki Business Improvement District -- the first business improvement district in Hawai'i, and Rick Egged was its founding President. In 2003, he spearheaded a new land use reform law that provided regulatory incentives to renovate and rebuild Waikiki's non-conforming properties.

In 2009 he championed a revision to the signage ordinances in Waikiki applauded by the City, the Outdoor Circle and businesses alike as model reform legislation. In December of 2011 landmark legislation rezoning all of the commercial areas of Waikiki passed after two and half years of effort by the Waikiki Improvement Association. In 2014 he worked with the WBIDA and the City administration on a rewrite of the publication rack ordinance for Waikiki making the program more flexible and self-sufficient. In 2014 Rick also worked closely with the other industry stakeholder the city administration and the city council to address homeless issues in Waikiki resulting in the island's first sit-lie law for Waikiki and an island wide ban on urination and defecation in public. Services were also addressed by a public private partnership with the Institute of Human Services (HIS) to connect the homeless with the assistance they need to get off the street. In 2015 WIA worked with the City and State to create the Waikiki Beach Special Improvement District, in order to maintain and restore Waikiki Beach. He is the founding President of the Waikiki Beach Special Improvement District Association.

WIA sponsors activities to bring our visitors and residents together. In partnership with the City and County of Honolulu and the Hawaii Tourism Authority, WIA produces Waikiki events such as the thrice weekly hula and torch lighting at Kūhiō Beach, Aloha Festivals and Sunset on the Beach.

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Committee Chair *Guzman*