
A BILL FOR AN ACT

RELATING TO SPORTS.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that, in 2007, sports was
2 a \$213,000,000,000 industry in the United States. In addition
3 to spectator fees, the sports industry generates revenue in
4 advertising, endorsements, media broadcast rights, and
5 licensing. Hawaii hosts at least ten major national and
6 international sporting events each year, including the National
7 Football League's Pro Bowl, Honolulu Marathon, Vans Triple Crown
8 of Surfing, Sheraton Hawaii Bowl, Molokai Hoe, XTERRA World
9 Championship, Ironman World Championship, Maui Jim Maui
10 Invitational, and the PGA Sony Open.

11 From 1979 to 2008, Hawaii hosted the highly-successful
12 annual match-up known as the National Football League Pro Bowl,
13 the all-star game currently played before the Super Bowl.
14 Hawaii's streak of hosting thirty consecutive Pro Bowls at Aloha
15 Stadium was broken in 2009 when the game moved to Miami,
16 Florida. However, the Pro Bowl returned to Hawaii in 2010. In
17 2004, a National Football League-commissioned study found that



1 the Pro Bowl was worth \$12,100,000 in advertising for Hawaii.
2 In addition, the 2003 Pro Bowl brought eighteen thousand
3 visitors to Hawaii, which accounted for \$28,070,000 in spending
4 and \$2,720,000 in state taxes, according to the Hawaii tourism
5 authority. In Hawaii, the National Football League and its
6 players donate to charities, visit at-risk and disabled youth,
7 and support the military with special gatherings, among many
8 other activities.

9 Soccer is also an attractive sport for Hawaii, which has
10 several prime venues, including the Waipio Peninsula Soccer
11 Complex. Soccer is played by more than two hundred fifty
12 million players in more than two hundred countries, making it
13 the world's most popular sport. In 2008, Hawaii hosted the Pan-
14 Pacific Championship competition, a combination of top teams in
15 Major League Soccer, the J-League, and A-League. The
16 tournament's championship round at Aloha Stadium, which featured
17 international soccer star David Beckham and Kamehameha Schools
18 alumnus Brian Ching, drew 23,087, reportedly the largest soccer
19 crowd ever to see a game in Hawaii. Fueled by the appearance of
20 Beckham, the tournament brought considerable media attention,
21 including global telecasts, to Hawaii.



1 Hawaii has also embraced mixed martial arts, a full-contact
2 combat sport that allows the use of both striking and grappling
3 techniques; involves both standing and on-the-ground
4 competition; and blends boxing, wrestling, Brazilian jiu-jitsu,
5 muay Thai, kickboxing, karate, judo, and other styles. Mixed
6 martial arts events have drawn capacity crowds to the Blaisdell
7 Center Arena. A Rumble on the Rock card featuring Hilo's BJ
8 Penn against Rodrigo Gracie in 2004 drew a standing-room-only
9 crowd of more than eight thousand. The prestigious Ultimate
10 Fighting Championship organization has never staged a match in
11 Hawaii, but the idea has been floated many times.

12 The legislature believes that there is significant room for
13 growth in the Hawaii sports industry and that attracting more
14 sporting events to use Hawaii as a venue will increase visitor
15 arrivals and expenditures.

16 The purpose of this Act is to create the Hawaii sports task
17 force within the department of business, economic development,
18 and tourism to plan and coordinate efforts to keep the Pro Bowl
19 in Hawaii and to establish Hawaii as a host site for a National
20 Football League preseason game, world-title soccer tournaments



1 at Aloha Stadium, and mixed martial arts Ultimate Fighting
2 Championship tournaments at Aloha Stadium.

3 SECTION 2. (a) There shall be established within the
4 department of business, economic development, and tourism, the
5 Hawaii sports task force. The task force shall plan and
6 coordinate efforts to:

7 (1) Keep Hawaii as the host site for the National Football
8 League's annual Pro Bowl; and

9 (2) Establish Hawaii as a host site for a National
10 Football League preseason game, world-title soccer
11 tournaments at Aloha Stadium, mixed martial arts
12 Ultimate Fighting Championship tournaments at Aloha
13 Stadium, and other international sporting events.

14 The task force shall make recommendations to the
15 legislature on addressing any issue the task force determines is
16 feasible to address pursuant to this Act.

17 (b) The Hawaii sports task force shall meet quarterly at a
18 place and time to be determined by the chair of the task force.

19 The task force shall be dissolved on January 5, 2017.



1 (c) The department of business, economic development, and
2 tourism shall provide administrative support, including the
3 recording of minutes, to the Hawaii sports task force.

4 (d) The director of business, economic development, and
5 tourism shall be the chair of the Hawaii sports task force. The
6 task force shall include the following members or their
7 designees:

- 8 (1) The governor;
- 9 (2) The chair of the stadium authority;
- 10 (3) The manager of Aloha Stadium;
- 11 (4) The comptroller;
- 12 (5) The president and chief executive officer of the
13 Hawaii tourism authority;
- 14 (6) The president and chief executive officer of the
15 Hawaii lodging and tourism association;
- 16 (7) An individual representing the hotel and tourism
17 industry in Hawaii, appointed by the speaker of the
18 house of representatives;
- 19 (8) An individual representing the hotel and tourism
20 industry in Hawaii, appointed by the president of the
21 senate;



1 (9) One member of the house of representatives appointed
2 by the speaker of the house of representatives; and

3 (10) One member of the senate appointed by the president of
4 the senate.

5 The members of the task force shall serve without
6 compensation, and all necessary expenses, including travel
7 expenses, shall be paid by the agency, organization, or
8 department to which the member belongs. No member shall be made
9 subject to chapter 84, Hawaii Revised Statutes, solely because
10 of that member's participation as a member of the task force.

11 (e) The Hawaii sports task force, in conjunction with the
12 department of business, economic development, and tourism, shall
13 submit a report with findings and recommendations, including
14 proposed legislation, if any, to:

15 (1) Keep Hawaii as the host site for the National Football
16 League's annual Pro Bowl; and

17 (2) Establish Hawaii as a host site for a National
18 Football League preseason game, world-title soccer
19 tournaments at Aloha Stadium, and mixed martial arts
20 Ultimate Fighting Championship tournaments at Aloha



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1 Stadium, as well as other international sporting
2 events,
3 to the legislature no later than twenty days prior to the
4 convening of the regular session of 2017.

5 SECTION 3. This Act shall take effect upon its approval.
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INTRODUCED BY:

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JAN 25 2016



H.B. NO. 2229

Report Title:

Hawaii Sports Task Force

Description:

Establishes the Hawaii Sports Task Force to plan and coordinate efforts to keep the Pro Bowl in Hawaii, and to secure Hawaii as a host site for a National Football League preseason game, world-title soccer tournaments at Aloha Stadium, mixed martial arts Ultimate Fighting Championship tournaments at Aloha Stadium, and other international sporting events.

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.





LATE

Testimony of

Mufi Hannemann
President & CEO
Hawai'i Lodging & Tourism Association

Committee on Economic Development and Business
House Bill 2229: Relating to Sports

Chair Kawakami, Vice Chair Kong, and members of the Economic Development, and Business Committee:

The Hawai'i Lodging & Tourism Association (HLTA) is a statewide association of hotels, condominiums, timeshare companies, management firms, suppliers, and other related firms that benefit from and strengthen Hawai'i's visitor industry. Today our membership consists of nearly 700 members representing the state's leading industry, 165 of which are lodging properties representing almost 50,000 rooms. The visitor industry was responsible for generating \$14.9 billion in visitor spending in 2014 and supported 170,000 jobs statewide, representing a vital sector of the economy.

Thank you for the opportunity to testify. On behalf of the Hawai'i Lodging & Tourism Association we support the intent of House Bill 2229 which calls attention to the importance of sports to our state. Given some of the mishaps and negative publicity that has occurred recently with some of the state sponsored sports, events, and activities, I commend the Legislature of being supportive of pro-actively seeking ways to put more of a laser-like focus on the importance of sports and its positive impact on our economy and tourism industry.

Mahalo.