
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 2014, the sports
2 market in North America was worth \$60,500,000,000 and by 2020,
3 it is expected to reach \$75,700,000,000. In addition to
4 spectator fees, the sports industry generates revenue in
5 advertising, endorsements, media broadcast rights, and
6 licensing. Hawaii hosts at least ten major national and
7 international sporting events each year, including the Honolulu
8 Marathon, the Vans Triple Crown of Surfing, the Molokai Hoe
9 Canoe Race, the Xterra World Championship, the Ironman World
10 Championship, the Maui Jim Maui Invitational, and the PGA Tour
11 Sony Open.

12 The legislature finds that from 1979 to 2008, Hawaii hosted
13 the highly-successful annual all-star professional football game
14 known as the National Football League Pro Bowl. Hawaii's streak
15 of hosting thirty consecutive Pro Bowls at Aloha Stadium ended
16 in 2009 when the game moved to Miami, Florida. In 2010, the Pro
17 Bowl returned to Hawaii. However, in 2015, Hawaii lost the Pro



1 Bowl for a second time when the game moved to Phoenix, Arizona.
2 Since 2016, the game has been played in Orlando, Florida, as
3 part of a multi-year contract.

4 The legislature also finds that in addition to football,
5 soccer is an attractive sport for Hawaii. The State has several
6 prime venues, including the Waipio Peninsula soccer complex on
7 Oahu. Soccer is played by more than two hundred fifty million
8 players in more than two hundred countries worldwide, making it
9 the world's most popular sport. In 2008, Hawaii hosted the Pan-
10 Pacific Championship, a competition of top teams in Major League
11 Soccer, the Japan Professional Football League, and the
12 Australian A-League. The tournament's championship round at
13 Aloha Stadium, featuring international soccer star David Beckham
14 and Kamehameha Schools alumnus Brian Ching, drew over twenty-
15 three thousand spectators, reportedly the largest soccer crowd
16 ever to see a game in Hawaii. Fueled by the appearance of David
17 Beckham, the tournament brought considerable media attention,
18 including global telecasts, to Hawaii.

19 Hawaii has also embraced mixed martial arts, a full-contact
20 combat sport that allows the use of both striking and grappling
21 techniques. The sport involves both standing and on-the-ground



1 competition, and blends boxing, wrestling, Brazilian jiu-jitsu,
2 muay Thai, kickboxing, karate, judo, and other martial arts
3 styles. Mixed martial arts events have drawn capacity crowds to
4 the Neal S. Blaisdell Arena. A 2004 Rumble-on-the-Rock fight
5 card featuring Hilo's B.J. Penn drew a standing-room-only crowd
6 of more than eight thousand spectators. The prestigious
7 Ultimate Fighting Championship organization has never staged a
8 match in Hawaii, but the idea has been proposed many times.

9 Numerous other sporting events have also been held in
10 Hawaii, including golf tournaments, tennis tournaments, sailing
11 championships, the Ironman World Championship, the Honolulu
12 Marathon, National Basketball Association games, minor league
13 baseball games, and professional wrestling matches.

14 The legislature finds that there is significant room for
15 growth in the Hawaii sports industry and that attracting more
16 sporting events to Hawaii will increase visitor arrivals and
17 expenditures.

18 Accordingly, the purpose of this Act is to create the
19 Hawaii sports task force within the department of business,
20 economic development, and tourism to plan and coordinate efforts
21 to:



1 (1) Bring the National Football League Pro Bowl back to
2 Hawaii; and

3 (2) Establish Hawaii as a host site for sporting and
4 sports entertainment events, including a National
5 Football League preseason game, world-title soccer
6 tournaments at aloha stadium, and mixed martial arts
7 Ultimate Fighting Championship tournaments at Aloha
8 Stadium.

9 SECTION 2. (a) There shall be established within the
10 department of business, economic development, and tourism, the
11 Hawaii sports task force. The task force shall plan and
12 coordinate efforts to:

13 (1) Reestablish Hawaii as the host site for the National
14 Football League's annual Pro Bowl;

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

20 (3) Establish and maintain Hawaii as a host site for other
21 sporting and sports entertainment events statewide



1 including but not limited to golf tournaments,
2 kickboxing events, professional wrestling events,
3 motocross races, tennis tournaments, beach volleyball
4 tournaments, sailboat races, marathons, triathlons,
5 and cycling events.

6 The task force shall make recommendations to the
7 legislature on addressing any issue that the task force
8 determines is feasible to address in accordance with this Act.

9 (b) The Hawaii sports task force shall meet quarterly at a
10 place and time to be determined by the chair of the task force.
11 The task force shall be dissolved on January 5, 2020.

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

15 (d) The director of business, economic development, and
16 tourism shall be the chair of the Hawaii sports task force. The
17 task force shall include the following members or their
18 designees:

19 (1) The governor;

20 (2) The mayor of the city and county of Honolulu, and the
21 mayors of the counties of Maui, Kauai, and Hawaii;



- 1 (3) The chair of the stadium authority;
- 2 (4) The comptroller;
- 3 (5) The president and chief executive officer of the
- 4 Hawaii tourism authority;
- 5 (6) An individual, who resides in the county of Kauai,
- 6 Maui, or Hawaii, representing the hotel and tourism
- 7 industry in Hawaii, to be appointed by the speaker of
- 8 the house of representatives;
- 9 (7) An individual, who resides in the county of Kauai,
- 10 Maui, or Hawaii, representing the hotel and tourism
- 11 industry in Hawaii, to be appointed by the president
- 12 of the senate;
- 13 (8) One member of the house of representatives appointed
- 14 by the speaker of the house of representatives;
- 15 (9) One member of the senate appointed by the president of
- 16 the senate; and
- 17 (10) A representative from the economic development board
- 18 of each county;
- 19 provided that the president and chief executive officer of the
- 20 Hawaii Lodging and Tourism Association, a representative from
- 21 the Chamber of Commerce Hawaii, and a Hawaiian cultural



1 specialist shall also be invited to be members of the task
2 force.

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

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

13 (1) Reestablish Hawaii as the host site for the National
14 Football League's annual Pro Bowl;

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

20 (3) Establish and maintain Hawaii as a host site for other
21 sporting and sports entertainment events statewide



1 including, but not limited to, golf tournaments,
 2 kickboxing events, professional wrestling events,
 3 motocross races, tennis tournaments, beach volleyball
 4 tournaments, sailboat races, marathons, triathlons,
 5 and cycling events,

6 no later than twenty days prior to the convening of the regular
 7 session of 2020.

8 SECTION 3. This Act shall take effect on July 1, 2019, and
 9 shall be repealed on January 5, 2020.

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INTRODUCED BY:

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JAN 18 2019



H.B. NO. 683

Report Title:

Hawaii Sports Task Force; Established

Description:

Establishes the Hawaii Sports Task Force to plan and coordinate efforts to reestablish the Pro Bowl in Hawaii, and to secure and maintain Hawaii as a host site for other sporting and sports entertainment events statewide, including a National Football League preseason game, world-title soccer tournaments, mixed martial arts Ultimate Fighting Championship tournaments, and other international sporting events at Aloha Stadium. Repeals on January 5, 2020.

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

