
HOUSE CONCURRENT RESOLUTION

URGING THE NATIONAL FOOTBALL LEAGUE TO CONTINUE ITS RELATIONSHIP
WITH THE STATE OF HAWAII THROUGH ITS ANNUAL PRO BOWL GAME
AT ALOHA STADIUM.

1 WHEREAS, although Hawaii has hosted the National Football
2 League's (NFL) annual all-star game, known as the Pro Bowl,
3 continuously since 1980, the current contract between the NFL
4 and the State of Hawaii for the Pro Bowl ends after next year's
5 game, the 30th at Aloha Stadium; and
6

7 WHEREAS, NFL Commissioner Roger Goodell has indicated that
8 while he wants to keep the NFL's relationship with the State of
9 Hawaii strong, there is no guarantee the Pro Bowl, an annual
10 tradition, will maintain its long history with Hawaii and
11 continue to be played at Aloha Stadium; and
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13 WHEREAS, while the NFL receives an annual subsidy of \$4.5
14 million from the Hawaii Tourism Authority to host the Pro Bowl
15 at Aloha Stadium, other tourism-oriented cities such as Orlando
16 and San Diego have inquired into giving the NFL greater
17 subsidies to hold the Pro Bowl in their venue; and
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19 WHEREAS, Commissioner Goodell has indicated that he is not
20 comfortable with maintaining the status quo with regard to the
21 Pro Bowl and believes that the NFL can do things better and with
22 a different twist, even anticipating rotating the game among a
23 host of different cities, with Hawaii remaining an integral part
24 of such a plan; and
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26 WHEREAS, while the NFL enjoys benefits from holding its Pro
27 Bowl in Hawaii, Hawaii has also benefited from the Pro Bowl,
28 which has grown into a significant economic asset and
29 partnership for the state and the local community, significantly
30 affecting Hawaii's tourism market in February, with
31 approximately 20,808 tourists visiting Hawaii to attend the Pro



1 Bowl annually, resulting in direct spending of over \$28.08
2 million, and \$2.72 million in state taxes; and
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4 WHEREAS, there is widespread support of the Pro Bowl in
5 Hawaii, not only from its residents, including Hawaii's military
6 personnel, but also from the thousands of visitors who escape
7 from the frigid mainland winter to attend the Pro Bowl in
8 Hawaii's warm, tropical weather; and
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10 WHEREAS, numerous NFL fans, which include both residents
11 and visitors alike, have shown their support for the Pro Bowl,
12 by among other things, attending and supporting numerous
13 charitable events held by the NFL throughout Pro Bowl Week, and
14 filling Aloha Stadium with sold-out crowds every Pro Bowl Sunday
15 for the past 29 years; and
16

17 WHEREAS, the NFL all-stars attending the Pro Bowl each year
18 have had a positive impact on local charities and social
19 services which benefited from player appearances, and the NFL's
20 numerous community outreach programs (i.e., the NFL and the
21 local Boys and Girls Club leaders broke ground in Nanakuli for a
22 Hawaii NFL Youth Education Town, an after-school facility) and,
23 a few years ago, the NFL provided a matching fund of up to
24 \$200,000, under its NFL Grassroots Program, to refurbish
25 Roosevelt High School's stadium; and
26

27 WHEREAS, a straw poll of NFL players and their families
28 conducted by the Honolulu Star-Bulletin revealed that the
29 players and their families enjoy their Pro Bowl experience in
30 Hawaii and would like the Pro Bowl to stay right here in the
31 islands; and
32

33 WHEREAS, that same poll found that NFL players and their
34 families do not have an intense interest in packing up the
35 'carnival' and going to another town or time zone, exhibiting
36 the NFL players' commitment to keeping the Pro Bowl in Hawaii, a
37 fact noted by Tampa Bay Buccaneers quarterback Jeff Garcia who
38 stated, "Coming to Hawaii is something to play for. Players
39 like to come here because it's like a reward; to get away and
40 experience something new"; and
41

42 WHEREAS, the NFL Players Association also took a survey of
43 NFL players that showed that 80 percent of the players want to
44 keep the Pro Bowl in Hawaii, with quarterback Derek Anderson of



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1 the Cleveland Browns stating in that survey, "I love Hawaii. I
2 don't know if I'd want to be in Detroit this time of year to
3 play in the game"; and
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5 WHEREAS, the NFL Pro Bowl is the only successful
6 professional game in the State of Hawaii which has been warmly
7 welcomed and embraced by the people of Hawaii, NFL all-star
8 players, tourists throughout the world, and military personnel,
9 and the Twenty-fourth Legislature of the State of Hawaii wishes
10 to express its heartfelt Aloha, appreciation, and support of
11 this event; now, therefore,
12

13 BE IT RESOLVED by the House of Representatives of the
14 Twenty-fourth Legislature of the State of Hawaii, Regular
15 Session of 2008, the Senate concurring, that the Legislature of
16 the State of Hawaii supports the NFL's Pro Bowl game and urges
17 the NFL to continue to hold its annual all-star event at
18 Hawaii's Aloha Stadium; and
19

20 BE IT FURTHER RESOLVED that certified copies of this
21 Concurrent Resolution be transmitted to the Commissioner of the
22 National Football League, National Football League Players
23 Association, Governor of the State of Hawaii, Mayor of the City
24 and County of Honolulu, Director of the Hawaii Tourism Authority
25 and the Aloha Stadium Authority.
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