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## HOUSE RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO NEGOTIATE A CONTRACT  
EXTENSION WITH THE NATIONAL FOOTBALL LEAGUE TO KEEP THE PRO  
BOWL IN HONOLULU.

1           WHEREAS, the National Football League, which receives an  
2 annual subsidy of \$4,500,000 from the Hawaii Tourism Authority  
3 to hold the annual all-star Pro Bowl in Honolulu, has indicated  
4 that it may relocate the game to another city after the existing  
5 contract expires with the 2009 game; and  
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7           WHEREAS, over the course of the nearly three decades during  
8 which Honolulu has hosted the Pro Bowl, enthusiastic athletes  
9 and fans have revived and revitalized a contest in danger of  
10 becoming a moribund post-season game absent many of the all-  
11 stars and attended by dwindling crowds; and  
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13           WHEREAS, since 1980, the Pro Bowl game has been an annual  
14 sellout in the fifty thousand-seat Aloha Stadium; and  
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16           WHEREAS, the Pro Bowl has brought as many as twenty-five  
17 thousand visitors from across the Pacific Ocean and hundreds of  
18 millions of dollars in revenue to our islands each year, and it  
19 has also provided an opportunity to showcase Hawaii's natural  
20 beauty to a wide television audience, many of whom watch from  
21 cold winter climates; and  
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23           WHEREAS, the Pro Bowl has become a major economic asset to  
24 the National Football League and to the State, and the National  
25 Football League is also firmly ensconced as an important partner  
26 in supporting many worthy charitable organizations in the  
27 islands; and  
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29           WHEREAS, keeping this unique sporting event in Hawaii for  
30 years to come should be a major priority of the Hawaii Tourism  
31 Authority; now, therefore,  
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33           BE IT RESOLVED by the House of Representatives of the  
34 Twenty-fourth Legislature of the State of Hawaii, Regular



1 Session of 2008, that the Hawaii Tourism Authority is requested  
2 to make every effort to extend the National Football League's  
3 contract to hold the annual Pro Bowl in our State; and  
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5 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is  
6 requested to report to the Legislature on the status and details  
7 of its negotiations no later than twenty days prior to the  
8 convening of the Regular Session of 2009; and  
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10 BE IT FURTHER RESOLVED that certified copies of this  
11 Resolution be transmitted to the Governor and the Executive  
12 Director of the Hawaii Tourism Authority.  
13  
14  
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OFFERED BY:



MAR 11 2008

