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## HOUSE RESOLUTION

ENCOURAGING THE HAWAII TOURISM AUTHORITY, DEPARTMENT OF  
BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM TO REDIRECT  
FINANCIAL AND OTHER RESOURCES FROM TOURISM MARKETING TO THE  
MAINTENANCE AND PRESERVATION OF HAWAII'S BEACHES.

1           WHEREAS, pollution continues to increase in Hawaii, and  
2 neglecting beach maintenance and preservation creates a public  
3 hazard and makes Hawaii less attractive to tourism; and  
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5           WHEREAS, recreation and park personnel lack sufficient  
6 resources for extensive beach sustainability and maintenance  
7 projects, and most beach clean-ups are dependent upon the  
8 efforts of nonprofit organizations, community service groups,  
9 and volunteer workers; and  
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11           WHEREAS, Hawaii's beaches are a main attraction for many of  
12 the tourists who visit Hawaii, and the success of the marketing  
13 efforts of the tourist industry is directly linked to the  
14 condition of our beaches; and  
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16           WHEREAS, the Hawaii Tourism Authority was appropriated  
17 \$69.2 million in fiscal year 2006, \$70.7 million in fiscal year  
18 2007, and \$87 million, at this time, for fiscal years 2008 and  
19 2009; and  
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21           WHEREAS, out of these appropriations, a substantial amount  
22 is spent on marketing, including \$50.1 million in fiscal years  
23 2006 and 2007, and \$50.7 million, at this time, for fiscal years  
24 2008 and 2009; now, therefore,  
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26           BE IT RESOLVED by the House of Representatives of the  
27 Twenty-fourth Legislature of the State of Hawaii, Regular  
28 Session of 2008, that the Hawaii Tourism Authority, Department  
29 of Business, Economic Development, and Tourism is encouraged to  
30 redirect financial and other resources from marketing to the  
31 maintenance and preservation of Hawaii's beaches; and  
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# H.R. NO. 6

1 BE IT FURTHER RESOLVED that certified copies of this  
2 Resolution be transmitted to the Chairperson of the Board of  
3 Land and Natural Resources, to the Mayor and the Chairperson of  
4 the Council of each county, the President of the Hawaii Tourism  
5 Authority, and the Director of the Department of Business,  
6 Economic Development, and Tourism.

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OFFERED BY:

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JAN 15 2008

