

**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**

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Statement of
THEODORE E. LIU
Director

Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEE ON LEGISLATIVE MANAGEMENT

Thursday, April 17, 2008
3:00 PM

State Capitol, Conference Room 309

in consideration of

SCR 70
REQUESTING A STUDY ON THE FEASIBILITY OF ESTABLISHING A
DEGREE PROGRAM FOR SPORTS AND ENTERTAINMENT MANAGEMENT
AT THE UNIVERSITY OF HAWAII.

Chair Magaoay, Vice Chair Tokioka, and Members of the Committee.

The Creative Industries Division of the Department of Business, Economic Development, and Tourism (DBEDT) supports the intent of SCR 70, which requests the Legislative Reference Bureau to prepare a report on the advisability and feasibility of establishing a degree program within the University of Hawaii for the study of sports and entertainment management.

While the establishment of a management program is an important step in the development of a sports marketing industry, care must be taken to be inclusive of existing entertainment related programs within the University of Hawaii system such as the Academy of Creative Media, New Media Arts, the Music Entertainment Learning Experience and others that are already offering business and production related courses to further the growth of these sectors.

The growth of the sports and entertainment industries worldwide continues to escalate and Hawaii is uniquely situated to take advantage of its assets in the sports arena in particular.

We request that existing programs at the University of Hawaii Manoa, University of Hawaii Community College system along with the visitor industry leadership and the Film Industry Branch and Creative Industries Division at DBEDT be included in the dialogue regarding development of a sports and entertainment management program at the University of Hawaii.

Thank you for giving me the opportunity to testify on SCR 70.



LINDA LINGLE
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MARSHA WIENERT
TOURISM LIAISON

TOURISM LIAISON

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Written statement of
MARSHA WIENERT
Tourism Liaison
Department of Business, Economic Development & Tourism
before the
HOUSE COMMITTEE ON LEGISLATIVE MANAGEMENT
Thursday, April 17, 2008
3:00 p.m.
State Capitol, Conference Room 309

in consideration of
SCR 70
**REQUESTING A STUDY ON THE FEASIBILITY OF ESTABLISHING A DEGREE
PROGRAM FOR SPORTS AND ENTERTAINMENT MANAGEMENT AT THE
UNIVERSITY OF HAWAII.**

Chair Magaoay and Members of the House Committee on Legislative Management.

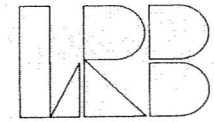
The Department of Business, Economic Development and Tourism (DBEDT) supports the intent of SCR 70, which requests the Legislative Reference Bureau to prepare a report on the advisability and feasibility of establishing a degree program within the University of Hawaii for the study of sports and entertainment management.

We agree that the sports and entertainment industries in Hawaii have the potential to contribute greatly to our economy and that the development of a qualified workforce within these fields is essential towards this endeavor. With the State Tourism Strategic Plan's support of sporting events as a way to generate media exposure, increase visitor spending and enhance our residents' quality of life, a degree program within our university system could assist with Hawaii's capacity to become the "Sports Capital of the Pacific."

Thank you for giving me the opportunity to testify on SCR 70.

Ken H. Takayama
Acting Director

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LEGISLATIVE REFERENCE BUREAU
State of Hawaii
State Capitol
Honolulu, Hawaii 96813

COMMENTS ON SCR 70
REQUESTING A STUDY ON THE FEASIBILITY OF ESTABLISHING
A DEGREE PROGRAM FOR SPORTS AND ENTERTAINMENT
MANAGEMENT AT THE UNIVERSITY OF HAWAII

Testimony by the Legislative Reference Bureau
Ken H. Takayama, Acting Director

Presented to the House Committee on Legislative Management

Thursday, April 17, 2008, 3:00 p.m.
Conference Room 309

Chair Magaoay and Members of the Committee:

Thank you for this opportunity to comment on S.C.R. No. 70. The Bureau takes no position for or against this measure but offers the following comments.

The resolution directs the Bureau to study the feasibility of establishing a degree program for sports and entertainment management at the University of Hawaii.

As always, if the Legislature wants us to do this study, we will do it to the best of our abilities.

We believe that this study may be more difficult than it appears. Much, if not most, of the information contained in the study will undoubtedly have to come from the University of Hawaii. As presently drafted, however, the scope of the study requested in this measure appears to be manageable.

We will endeavor to work with the Legislature to produce a study that is informative and useful.

Thank you for this opportunity to submit our comments.



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Written Testimony Presented Before the House
Committee on Legislative Management
April 17, 2008 at 3:00 pm

By

Linda Johnsrud, Vice President for Academic Planning and Policy

SCR 70 – REQUESTING A STUDY ON THE FEASIBILITY OF ESTABLISHING A DEGREE PROGRAM FOR SPORTS AND ENTERTAINMENT MANAGEMENT AT THE UNIVERSITY OF HAWAII.

Chair Magaoay, Vice Chair Tokioka, and Members of the Committee on Legislative Management:

I am Linda Johnsrud, Vice President for Academic Planning and Policy of the University of Hawai'i System. On behalf of the University System, I am testifying on Senate Concurrent Resolution 70, which requests the Legislative Reference Bureau to prepare a report on Sports and Entertainment Management degree and continuing education programs, their economic and non-economic benefits, and information about such programs in other states.

The Legislative Reference Bureau is being asked to provide a broad spectrum of industry data and analysis, and the University will cooperate fully with requests for information. Although the University also must consider state needs and the use of scarce resources as it plans for its academic programs, the kind of data provided by a report by the Legislative Reference Bureau would be helpful in considering the industry's workforce needs.

Thank you for the opportunity to testify.

HOUSE OF REPRESENTATIVES
THE TWENTY-FOURTH LEGISLATURE
REGULAR SESSION OF 2008

COMMITTEE ON LEGISLATIVE MANAGEMENT

Rep. Michael Y. Magaoay, Chair

Rep. James Kunane Tokioka, Vice Chair

Rep. Pono Chong

Rep. Lynn Finnegan

Rep. Blake K. Oshiro

NOTICE OF HEARING

DATE: April 17, 2008
TIME: 3:00 PM
PLACE: Conference Room 309
State Capitol
415 South Beretania Street

A G E N D A

SCR 70
(SSCR3228)
Status

REQUESTING A STUDY ON THE FEASIBILITY OF
ESTABLISHING A DEGREE PROGRAM FOR SPORTS
AND ENTERTAINMENT MANAGEMENT AT THE
UNIVERSITY OF HAWAII.

HED, LMG
PENDING
REFERRAL

I have just completed my fifth year of teaching in the Shidler College of Business at the University of Hawai'i-Manoa, and have been fortunate enough to be allowed to create my own classes in Sports and Entertainment Management, Legal Issues in Sports and Entertainment, and Sports and Entertainment Marketing. The interest in these classes has been overwhelming by the students, validating my belief that Hawai'i can, and should be the epicenter for the growth and economic development of this exciting industry, "The Sports and Entertainment Industry". **It is because of my belief that there should be a degree granting program in Sports and Entertainment Management at the University of Hawai'i, that I am testifying in favor of SCR 70.**

Sports and Entertainment is a multi-billion dollar business, and the need for students having skills that would allow them to manage or to administrate is in high demand. The State of Hawai'i would be well served by promoting a curriculum in Sports and Entertainment Management, located at the University of Hawai'i, to recruit students from around the world, as well as our own local students, to become future leaders in the arena of sports and entertainment. I have found my students to be eager learners, and they have expressed interest in pursuing a career in sports and entertainment, but the dilemma is that they want to stay on the island, and don't feel that there are any opportunities here for them.

The major objectives of establishing a degree program for Sports and Entertainment Management would be:

- To recruit, and educate students about the business of sports and entertainment,
- To develop a curriculum that integrates international dimensions,
- To offer international internship programs for students and faculty,
- To provide a national resource to other educational institutions for teaching international business techniques and methodologies dealing with the sports and entertainment industry,
- To sponsor research projects aimed at increasing the international competitiveness of American businesses engaged in global competition or research focused on those firms interested in gaining entry into international markets,
- To provide practical answers to management challenges associated with international competition,
- To offer conferences on current international, political, and economic events, business skills development, and expertise that is vital to successful involvement in international markets,
- To advocate for additional sports facilities, and to maximize the use of athletic and event venues for government, professional, amateur, and collegiate sports organizations,
- To attract major sports and special events to Hawai'i that will provide internship programs, better paying jobs, positive media exposure, and enhance the economic vitality of our region,
- To support collegiate and high school athletic teams, event promoters, and amateur athletic associations in their development,
- To prepare university students with global awareness and the sensitivity to cultural and international business skills expected by firms engaged in the global marketplace.

In order to make this vision a reality there will need to be people willing to champion the cause. The concept is apolitical, and it is win-win for everyone. We need to keep our students in Hawai'i, to prepare them for a future in the fastest growing and most dynamic industry in the world, and we need to become the global leader in the advancement of this industry, which will in turn add to the economic development of our wonderful State. Can we make this a reality? My students hope so!

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