

# S.B. NO. 2743

JAN 25 2010

---

## A BILL FOR AN ACT

RELATING TO THE HAWAII SPORTS COMMISSION.

### BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII

1           SECTION 1. The Hawaii Revised Statutes is amended by  
2 adding a new chapter to be appropriately designated and to read  
3 as follows:

#### "Chapter

#### Hawaii Sports Commission

6           §    -1 **Definitions.** As used in this chapter:

7           "Agency" means any agency, department, authority, board,  
8 commission, the University of Hawaii, or any other political  
9 subdivision of the State.

10          "Board" means the Hawaii sports commission board.

11          "Commission" means the Hawaii sports commission.

12          "Executive director" means the executive director of the  
13 Hawaii sports commission.

14          §    -2 **Hawaii sports commission; establishment; executive**  
15 **director.** There is established the Hawaii sports commission,  
16 which shall be responsible for implementing the purposes of this  
17 chapter. The commission shall be placed within the department

1 of business, economic development, and tourism for  
2 administrative purposes only. The commission shall be  
3 administered by an executive director, who shall not be subject  
4 to chapters 76 and 89. The executive director shall be  
5 appointed by the board, and serve at the pleasure of the board.

6       **§ -3 Powers and duties of the commission.** The  
7 commission shall be responsible for:

- 8       (1) Developing sporting events that will generate economic  
9       activity for the State;
- 10       (2) Enhancing existing sporting events and sports related  
11       programs in the State;
- 12       (3) Developing, coordinating, and implementing long-range  
13       state policies as it relates to sports and sporting  
14       events;
- 15       (4) Developing and implementing a strategic sports plan,  
16       which shall be updated every three years or earlier as  
17       needed to help position the State as a desirable  
18       sports destination;
- 19       (5) Providing technical or other assistance to agencies  
20       and private industry upon request;

- 1           (6) Establishing a public information and educational  
2           program to inform the public of sports and sporting  
3           events;
- 4           (7) Engaging the services of qualified persons to  
5           implement the commission's sports strategic plan or  
6           portions thereof as determined by the commission;
- 7           (8) Through its executive director, providing for the  
8           appointment of employees, subject to the approval of  
9           the commission, prescribing their duties and  
10          qualifications, and fixing their salaries, without  
11          regard to chapters 76 and 89;
- 12          (9) Engaging the services of consultants on a contractual  
13          basis to render professional and technical assistance  
14          and advice;
- 15          (10) Developing, coordinating, and implementing state  
16          policies and directions for sports related activities  
17          taking into account the economic, social, and physical  
18          impacts of sports and sporting events on the State;  
19          provided that the commission shall compile a directory  
20          of Hawaii's sports facilities and support the efforts  
21          of other state and county departments or agencies to  
22          manage, improve, and protect Hawaii's sports

1 facilities, natural environment, and areas frequented  
2 by sport participants;

3 (11) Coordinating all agencies and advising the private  
4 sector in the development of sports activities and  
5 resources;

6 (12) Conducting market development-related research as  
7 necessary;

8 (13) Promoting sports-related activities and events;

9 (14) Coordinating the development and enhancement of new  
10 and existing sports industry programs with other  
11 agencies in the State, the counties, and the private  
12 sector;

13 (15) Perpetuating existing youth sports industry programs,  
14 developing new youth sports industry programs, and  
15 coordinating with the counties and the private sector  
16 to achieve these goals;

17 (16) Performing other necessary or desirable functions to  
18 facilitate the intent of this chapter; and

19 (17) Performing other functions required or authorized by  
20 law.

21 **§ -4 Hawaii sports commission board; appointment,**

22 **number, and term of members; duties.** (a) The commission shall

1 be headed by a policy-making board of directors that shall  
2 consist of thirteen members:

3 (1) Eight members shall be appointed by the governor as  
4 provided in section 26-34;

5 (2) The executive director of the Hawaii tourism  
6 authority, or its designee; and

7 (3) The mayors of each county or their respective  
8 designees.

9 (b) Appointed board members shall serve not more than  
10 three consecutive four-year terms, with each term beginning on  
11 July 1; provided that the terms of the initial appointed members  
12 shall be staggered as follows:

13 (1) Four members to serve four-year terms; and

14 (2) Four members to serve two-year terms.

15 (c) The board shall elect a chairperson from among the  
16 members.

17 (d) In appointing members, the governor shall select  
18 persons who have had experience in sport event management,  
19 sports promotion, and events marketing, or have held leadership  
20 positions in the business community, visitor industry, or  
21 sporting events industry in Hawaii. The members of the board  
22 shall serve without compensation.

1 (e) The board shall meet as often as necessary.

2 **§ -5 Sports promotion activities.** The commission may  
3 enter into contracts and agreements that include the following  
4 purposes:

5 (1) Sports marketing and development;

6 (2) Market development-related research;

7 (3) Product development and diversification issues focused  
8 on sports-related visitors;

9 (4) Promotion and development of sports-related activities  
10 and events;

11 (5) Promotion of Hawaii, through a coordinated statewide  
12 effort, as a sports destination;

13 (6) Reduction of barriers to implementing sporting events  
14 in the State; and

15 (7) Any and all other activities necessary to carry out  
16 the intent of this chapter;

17 provided that for any contract or agreement valued at \$25,000  
18 and over, the commission shall provide notice in writing to the  
19 director of the department of business, economic development,  
20 and tourism.

S.B. NO. 2743

1           **§ -6 Hawaii sports commission special fund.** (a) There  
2 is created within the state treasury a Hawaii sports commission  
3 special fund, into which shall be deposited:

- 4           (1) Appropriations by the legislature;  
5           (2) Private contributions, gifts, grants, and other funds  
6                 accepted by the commission; and  
7           (3) Proceeds, royalties, licensing fees, and other sources  
8                 of revenue negotiated by the Hawaii sports commission.

9           (b) Moneys in the Hawaii sports commission special fund  
10 shall be used by the commission for the payment of  
11 administrative costs and any and all expenses arising from  
12 events, promotions, and marketing of sporting events pursuant to  
13 section -3.

14           (c) Moneys in the Hawaii sports commission special fund  
15 may be invested by the director of finance, as provided in  
16 section 36-21, until such time as the moneys may be needed.

17           (d) All interest accruing from investment of the moneys in  
18 the special fund shall be credited to the Hawaii sports  
19 commission special fund.

20           **§ -7 Assistance by state and county agencies.** Any  
21 state or county agency may render services upon request of the  
22 commission.





**Report Title:**

Hawaii Sports Commission; Established

**Description:**

Enhances Hawaii's economy by establishing a Hawaii Sports Commission and attaching it to the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

## JUSTIFICATION SHEET

DEPARTMENT: Office of the Lieutenant Governor

TITLE: A BILL FOR AN ACT RELATING TO THE HAWAII SPORTS COMMISSION.

PURPOSE: To enhance Hawaii's economy by establishing a Hawaii Sports Commission and attaching it to the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

MEANS: Add a new chapter to the Hawaii Revised Statutes.

JUSTIFICATION: Hawaii's climate, environment and geographic location enhance the State's potential to attract professional, amateur and recreational sporting activities that could make Hawaii the leader in sport destinations worldwide.

In order to enhance the State's position in sports and sporting events, an agency must be established to take full-time responsibility for attracting, developing, and promoting sports and sporting events throughout the islands.

Municipalities, states, and countries around the globe have identified sports and sporting events to be an economic boom for their economy and have established sports commissions and/or authorities to foster sports competitions as a part of their economic development efforts. In fact, the competition for national and international sporting events has grown dramatically in the past ten years. There are a myriad of soccer, softball, baseball, swimming, and other tournaments (e.g., AYSO National Games, Regional Age Group tournaments, Little League Championships) that seek out venues to host regional and championship events. There are also many exhibition

events that occur within the various governing bodies of the respective sports (e.g., Olympic exhibition games), which can also be springboards to attracting future sporting events and creating publicity.

Impact on the public:

By establishing the Hawaii Sports Commission, whose sole responsibility is to attract, develop, and promote sports, the State would diversify its visitor attractions and help support Hawaii's active lifestyle.

Impact on the department and other agencies:

Currently there is no agency whose sole purpose is the development and promotion of sports. Therefore, attracting sporting events to our islands has been reactive rather than proactive, which has not allowed the State to fully utilize our sport facilities, develop new markets of visitors, or explore sport promotional opportunities. The Hawaii Sports Commission would be the statewide driving force for sports, and allow us to diversify and enhance our economy through sports and sporting events.

GENERAL FUND:

None.

OTHER FUNDS:

Appropriates \$100,000 out of the Hawaii Sports Commission Special Fund for fiscal year 2010-2011.

PPBS PROGRAM  
DESIGNATION:

None.

OTHER AFFECTED  
AGENCIES:

The Department of Business, Economic Development, and Tourism and the Hawaii Tourism Authority.

EFFECTIVE DATE:

July 1, 2010.