

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.

H.B. NO. 2590

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.

H.B. NO. 2590

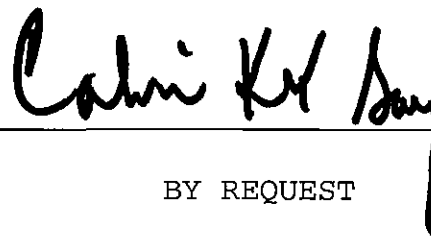
1 **§ -8 Annual report.** The commission shall submit a
2 complete and detailed report of its activities, expenditures,
3 and results to the governor and the legislature at least twenty
4 days prior to the convening of each regular session of the
5 legislature.

6 **§ -9 Rules.** The department of business, economic
7 development, and tourism shall adopt rules in accordance with
8 chapter 91 for the purposes of this part."

9 SECTION 2. There is appropriated out of the Hawaii sports
10 commission special fund the sum of \$100,000 or so much thereof
11 as may be necessary for fiscal year 2010-2011 for the purposes
12 of this Act.

13 SECTION 3. This Act shall take effect on July 1, 2010.

14
15 INTRODUCED BY:


BY REQUEST

16

JAN 25 2010

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.