

Hawai'i Tourism Authority

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Testimony of
Mike McCartney
President and Chief Executive Officer
Hawai'i Tourism Authority

on

H.C.R. 166/H.R. 102

**Requesting the Hawaii Tourism Authority, in Collaboration with the Hawaii
Boxing Commission, to Conduct a Study to Determine the Feasibility
Of Bringing World-class Boxing Events to Hawaii**

House Committee on Tourism, Culture and International Affairs
Monday, March 22, 2010
9:30 a.m.
Conference Room 312

The Hawai'i Tourism Authority (HTA) offers the following comments on H.C.R. 166 and H.R. 102, which requests the HTA to collaborate with the Hawaii Boxing Commission to conduct a study to determine the feasibility of bringing world-class boxing events to Hawaii.

HTA's Sports Program is a major component of our Marketing Program. As part of HTA's sports-related marketing and promotional activities, HTA's Sports Manager works with others to develop a plan for the promotion of sporting events and the integration of new sporting products into an overall sports promotion program. Through our Sports Manager and the Sports Development Program, the HTA is already pursuing bringing world-class boxing events to Hawaii.

Rather than requesting the HTA to conduct a feasibility study, we recommend that the resolutions be amended to request the HTA work with the Boxing Commission and the parties named in the resolutions to determine possible venues for boxing events, weigh the advantages and disadvantages of bring such events to Hawaii, and assess the infrastructure required to hold boxing events in Hawaii.

Thank you for the opportunity to provide comments.

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**PRESENTATION OF THE
HAWAII STATE BOXING COMMISSION**

**TO THE HOUSE COMMITTEE ON
TOURISM, CULTURE, & INTERNATIONAL AFFAIRS**

**TWENTY-FIFTH LEGISLATURE
Regular Session of 2010**

**Monday, March 22, 2010
9:30 a.m.**

**TESTIMONY ON HOUSE CONCURRENT RESOLUTION NO. 166 AND HOUSE
RESOLUTION NO. 102 – REQUESTING THE HAWAII TOURISM AUTHORITY, IN
COLLABORATION WITH THE HAWAII BOXING COMMISSION, TO CONDUCT A
STUDY TO DETERMINE THE FEASIBILITY OF BRINGING WORLD-CLASS BOXING
EVENTS TO HAWAII.**

**TO THE HONORABLE JOEY MANAHAN, CHAIR,
AND MEMBERS OF THE COMMITTEE:**

My name is Herbert B. Minn and I am the Chairperson of the Hawaii State Boxing Commission ("Commission"). The Commission thanks you for the opportunity to testify in support of H.C.R. No. 166 and H.R. No. 102, Requesting the Hawaii Tourism Authority, in Collaboration with the Hawaii Boxing Commission, to Conduct a Study to Determine the Feasibility of Bringing World-Class Boxing Events to Hawaii.

The Commission supports H.C.R. No. 166 and H.R. No. 102 because, other than Brian Viloria's title defense in August of last year, there has not been a big boxing event in Hawaii in many years. A world-class boxing event in Hawaii will attract fans from all over the world. The Commission believes Hawaii has a lot to offer and we can compete with other cities to attract world-class boxing events. The Commission believes the combination of the Hawaii Tourism Authority's expertise in marketing and promotion and the Commission's knowledge of and contacts in boxing can be a successful partnership.

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For these reasons, the Commission supports these resolutions. Thank you for allowing us to present our perspective on H.C.R. No. 166 and H.R. No. 102.

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