

SB 2743

EDT



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JAMES R. AIONA, JR.
LIEUTENANT GOVERNOR

**TESTIMONY ON SENATE BILL NO. 2743
A BILL FOR AN ACT RELATING TO
THE HAWAII SPORTS COMMISSION**

**Lieutenant Governor James R. Aiona, Jr.
Office of the Lieutenant Governor**

**SENATE COMMITTEE ON ECONOMIC DEVELOPMENT & TECHNOLOGY
Senator Carol Fukunaga, Chair
Senator Rosalyn H. Baker, Vice Chair**

**Friday, February 5, 2010
1:45 P.M., Conference Room 016**

Good Morning Chair Fukunaga, Vice Chair Baker, and Members of the Committee. The Office of the Lieutenant Governor strongly supports S.B. 2743 - a bill for an act relating to the Hawaii Sports Commission.

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.

Currently there is no agency whose sole focus and responsibility attracting, developing, managing and promoting 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.

At a time when more warm-weather venues are competing to host major sporting events, we have to do more than focus strictly on events that allow us to market the state through televised coverage of sporting events.

Overlooked are the events like youth soccer and softball tournaments that may not generate major TV coverage, but draw visitors who spend money in local hotels, restaurants and shops.

By building flagship sporting events that prompt people to circle their calendars, we have an opportunity to use sporting events to inject millions into our hospitality and tourism sector.

According to a recent article in the *New York Times*, amateur participatory sports are a \$4 billion industry nationally. The market includes events like soccer and softball tournaments, surfing contests and triathlons. And the younger the athlete, the more people travel with them. For example, a soccer team of about 18 players will easily generate 40 to 50 travelers, who stay in hotels, eat meals, rent cars, shop and spend at a water park, a round of golf or a museum.

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, managing 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 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.

We don't envision the sports commission requiring any new money initially. The focus for the first year is on establishing the commission, developing as well as adopting an action plan, and identifying funding sources.

We ask that the committee pass this measure, which is important to the economic health of our state. Thank you for the opportunity to testify.



TOURISM LIAISON

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Statement of
MARSHA WIENERT
Tourism Liaison
Office of the Governor
before the
SENATE COMMITTEE ON ECONOMIC DEVELOPMENT AND TECHNOLOGY
Friday, February 5, 2010
1:45 p.m.
State Capitol, Conference Room 016

in consideration of
SB 2743
RELATING TO THE HAWAII SPORTS COMMISSION.

Chair Fukunaga, Vice Chair Baker and Members of the Senate Committee on Economic Development and Technology.

SB 2743 establishes a Hawai'i Sports Commission that would attract, develop and promote sports and sporting events, and we support this initiative and this bill.

In order to enhance Hawai'i'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 of our state.

There are a myriad of soccer, softball, baseball, tennis, swimming and other tournaments and competitions that seek out venues to host regional and championship events. Although Hawai'i has hosted a few of these events, there is a much greater potential to develop this market. Through a proactive solicitation approach, Hawai'i's economy, visitor industry and sports community would benefit, increasing Hawai'i's competitiveness on a global stage.

SB 2743 establishes a commission of 13 members who have experience in sport event management, sports promotion and event marketing and have held leadership positions in the business, visitor and/or sporting events industries in Hawai'i.

This measure also establishes a Hawai'i Sports Commission special fund within the state treasury, which will be funded by: 1) private contributions, gifts, grants and other funds accepted by the commission; 2) proceeds, royalties, licensing fees and other sources of revenue negotiated by the commission; and 3) appropriations from the Legislature. Moneys in the fund would be

used by the commission for administration and any and all expenses arising from events, promotions and marketing.

The state has discussed, for many years, the need to have a sports commission, whose sole responsibility would be to attract, develop and promote sports and sporting events in our state. Now is the time to act on establishing a Hawai'i Sports Commission, which would allow us to diversify and enhance our economy through sports and sporting events.

We ask for your support of SB 2743 and thank you for allowing us to testify in strong support of this measure.



LINDA LINGLE
Governor

MIKE MCCARTNEY
President and
Chief Executive Officer

Hawai'i Tourism Authority

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Testimony of
Mike McCartney
President and Chief Executive Officer
Hawai'i Tourism Authority
on
S.B. 2743 Relating to the Hawai'i Sports Commission

Senate Committee on Economic Development and Technology
Friday, February 5, 2010
1:45 p.m.
Conference Room 016

The Hawai'i Tourism Authority (HTA) is pleased to offer comments and information related to S.B. 2743 which proposes the establishment of a Hawai'i Sports Commission and attaching it to the Department of Business, Economic Development & Tourism (DBEDT) to attract, develop and promote sports and sporting events.

In accordance with Chapter 201B-3(a) (19), HRS, the HTA is tasked with the responsibility of marketing and promoting sports-related activities and events. Additionally, the HTA is identified as the lead government agency for the Marketing initiative of the Hawai'i Tourism Strategic Plan: 2005-2015 which includes strategies specific to supporting sporting events in Hawai'i.

The HTA recognizes that sporting events are a great vehicle to:

- Strengthen Hawai'i's economy and drive tourism;
- Generate media exposure and publicity through national and international media coverage;
- Support initiatives that showcase the islands, host culture and distinctive cultural assets; and
- Improve the visitor experience and resident quality of life.

For these reasons, the HTA has developed a Sports Marketing Program comprised of long-term partnerships with major entities for high-profile sporting events and a portfolio of other sporting events which is based on a comprehensive strategy that is aligned with its overall marketing program for the State of Hawai'i. In 2009, HTA's sports marketing program accounted for approximately 73,500 visitors, \$106 million in visitor spending and \$11.3 million in state taxes.

The HTA would also like to point out the following:

- With the addition of the tourism research functions provided to HTA as a result of last year's special legislative session, the Authority now has the tourism market intelligence that enables it to approach large-scale sporting events that are a draw in its key and emerging markets, thus providing Hawai'i with maximum economic benefits and media exposure.
- Efforts in HTA's Sports Marketing Program are done in conjunction with its other initiatives including airlift, product development and leisure and business marketing, which ensures that the Hawai'i brand is properly presented, fully leveraged and remains consistent with HTA's overall tourism marketing strategy and respectful of the host culture.
- In addition to funding, the HTA also supports various sporting events, serving in a facilitating and enabling role. Examples of such events include the Honolulu Marathon, Golf Challenge, and the Pacific West Conference.
- HTA has offices located in the United States, Canada, Japan, Korea, China, Australia, New Zealand, Germany and the United Kingdom. This global structure and reach into Hawaii's major market areas creates a marketing engine for sports events, furthers our collaboration around the world and provides HTA the ability to search for international event sponsors.
- Sporting events is an important component of HTA's new 3-year Strategic Plan and will enable the agency to achieve its strategic goals of increasing visitor arrivals and visitor spending.

In summary, the HTA believes that what it has been doing and is currently doing is vital to its overall tourism strategy. Additionally, having another sports entity may cause unintended confusion and consequences in the market during these challenging times, and therefore might not be in the best interests to undertake a new effort at this time. Therefore, the HTA asks that this proposal be deferred. The HTA recognizes that this is a policy call and will continue to work with interested parties to market, promote and develop sporting events to benefit Hawai'i and its community.

Thank you for the opportunity to provide these comments.

Testimony by Jim Haugh in support of
SB2743/HB2590 relating to proposed
establishment of Hawaii Sports Commission

Before Senate Committee Hearing
Committee on Economic Development and Technology

Friday, February 5, 2010

Executive Summary

This testimony is to support SB2743/HB2590 as much needed legislation to 'champion' the growth and development of Hawaii's sports economy. As a senior sports executive with over 40 years of international, national and local expertise, Hawaii remains reactive rather than proactive in the global billion dollar industry of sports. If Hawaii's vision is to be a community that seeks 'innovation, creativity and excellence' in the business of sports, an organization which mission is solely focused on driving economic development, education/training, quality of life and media exposure has been void for decades. With a number of high profile sporting events, venues, universities/colleges and associations in need of an organization to address issues in a timely manner, i.e. loss of NFL Pro Bowl, four PGA/LPGA Tour events and PGA Grand Slam of Golf, renovation/governance of Aloha Stadium, development of Hawaii Raceway Park, establishment of an undergraduate and MBA golf and/or sports management program at University of Hawaii-Moana campus are but a few examples of the need for a sports commission as Hawaii can no longer afford to be a 'spectator' in these challenging economic times...does Hawaii have the political capitol, resources, leadership and commitment to compete in a global sports economy?

Let's move from analysis/paralysis and pass this legislation now!

Jim Haugh

Executive Director/CEO Aloha Section PGA

President Hawaii Golf Alliance

Former President/CEO Seattle/King County Sports & Events Council

U.S. Sports Industry Overview

- Hawaii's golf economy alone is estimated at \$1.4 billion dollars in 2007.
- In 2004, U.S. sports industry was estimated at \$213 billion. It is far more than twice the size of the U.S. auto industry and seven times the size of the movie industry:
- Advertising \$27.43B
- Endorsements \$897 MM
- Sporting Goods \$25.62 B
- Facility Construction \$2.48 B
- Internet \$239.1 MM
- Licensed Goods \$10.50 B
- Media Broadcast Rights \$ \$6.99B
- Professional Services \$15.25B
- Spectator Spending \$26.17 B
- Sponsorships \$6.40B
- Medical Spending \$12.60B
- Travel \$16.06B
- Multimedia \$2.12B
- Gambling \$18.90B
- Operating Expenses \$22.98B

Source: Stanford Research International (SRI) and Street & Smith Sports Business Journal.

Why the need for a Hawaii Sports Commission?

- Over 325 U.S. mainland states and cities have established a sports authority/commission...why not Hawaii?
- Hawaii must take an pro-active role rather than reactive in developing this industries...who is driving Hawaii's economic future of this global billion dollar industry?
- Hawaii is not represented within the international or national sports community or trade organizations.
- Hawaii sports industry lacks qualified leadership and organizational structure to address; better paying jobs, education/training programs, quantify economic impact, quality of life benefits, future direction and opportunities for growth on all islands.
- It will provide for the economic impact study and research of the size, scope and future growth opportunities of Hawaii's sports economy.
- Develop an organization as the 'clearing house' for all sports business, trade, associations, clubs, governing bodies, etc. so to bring order to this very dysfunctional and fragmented industry.
- Hawaii's sports industry must establish it's own voice/identity within private/public sectors to maximize it's potential growth/development...why should tourism, travel or other agencies represent sports?

Questions and Comments

Thank you for your time and consideration.

Senator Carol Fukunaga
Chair, Economic Development and Technology Committee
Hawai'i State Senate
State Capitol, Room 216
Honolulu, Hawai'i 96813
senfukunaga@capitol.hawaii.gov

Re: Hawai'i Sports Commission – S.B. 2743

Dear Senator Fukunaga:

This testimony is offered in support of SB 2743 as a long overdue and absolutely necessary step if we are ever going to improve and expand the sports industry in Hawaii.

For almost ten years during the 90s, a number of us tried unsuccessfully to persuade the State Department of Business, Economic Development and Tourism to support development of such a "commission." We pointed out then, and we do so again now, that there are more than 300 such sports commissions around the country. We explained then, and we say it again now, that this is the way the majority of sports events are earned, organized and managed.

A decade later, the sports world is even more heavily focused on the use of such commissions. In 2004, I helped the Business Roundtable organize a breakfast meeting with a senior vice president of the United States Olympic Committee. In the Q & A after his presentation on potential sports developments in the Pacific, he was asked what Hawaii could do to be a part of this growing sports industry. He said straight out, "The first thing you have to do is establish a sports commission – **no one is going to take you seriously until you do.**"

Let me offer an example. I have been a board member of the National Senior Games Association for nearly a decade. Our organization is now in the final stages of selecting the host site for the 2015 National Senior Games, the Senior Olympics, the largest multi-sport event of its kind in the world. The three finalist cities – Minneapolis, Birmingham and Pittsburgh – each placed their bid to us through a sports authority or commission. I can assure you – as the immediate past chairman of the NSGA board of directors – that this is the kind of organizational support we seek and require for these games.

This event is an example of the kind of opportunity Hawaii is missing by not having a statewide sports commission. The Senior Olympics draws more than 12,000 competitors, and 25,000 family members. They stay for an average of a week and generate an economic impact of around \$30 million

I am a track and field official, and have served as meet director for four different national championships – two in Hawaii, one in Louisville and one in Pittsburgh. Just in Track and Field alone, there are numerous opportunities to create or host nation-wide, Pacific-wide, and World-wide events, IF we had the right combination of organization, promotion and resources.

For example, we could plan for, bid for and host the World Masters Games, which draws about 8,000 athletes from around the world. It will be in Sacramento next year – their sports commission went out and got it.

Or we could create and host an annual world throwing championship – throwing javelin,

hammer, discus and shot, as well as weight and super weight – drawing the best athletes from throughout the world. There is no such event, but people have been talking about it for some time. We have one of the best throws coaches in the country at UH right now. We could do it, start small and grow it into a world premier event.

That's the way the Palm Beach Florida Sports Commission did it – several years ago they started a seniors wood-bat softball tournament. They only had a few teams the first, year, but this year that tournament will draw over 800 teams and 12,000 athletes to Palm Beach. FYI, the Palm Beach Sports Commission is supported by the county bed tax, and this tournament is one of five major sports events they do every year.

Also FYI, the International Olympic community is proposing a new event called the World Youth Games, or World Youth Olympics. All the major cities of the world are waiting for the bid process to be announced, and we might be one of them. But first, we have to have an organizational entity, dedicated solely to sports management, to host, organize and manage the event. Without that, no one is going to take us seriously.

As Les Keiter told this group a decade ago, when addressing this same subject, “if you want to run with the big dogs, you can't pee like a puppy.” There's a huge industry out there and its passing us by because, a decade later, we are still acting like a puppy, while our competition is organized, experienced and financed far better than we are.

This bill can change that. At least five different studies done over the past two decades all say the same thing – do it! It's time.

Mark Zeug
President, Aloha State Games
President, Hawaii Senior Olympics
Past Chairman, National Senior Games Association
Chairman and CEO, National Center for Senior Health & Fitness

Senator Carol Fukunaga
Chair, Economic Development and Technology Committee
Hawai'i State Senate
State Capitol, Room 216
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Representative Joey Manahan
Chair, Tourism, Culture and International Affairs Committee
Hawai'i State House of Representatives
State Capitol, Room 421
Honolulu, Hawai'i 96813
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**Re: Testimony submitted to Senate Committee on Economic Development and Technology
hearing on Hawai'i Sports Commission – S.B. 2743 & H.B. 2590
Friday, February 5, 2010 at 1:45 p.m. Conference Room 016**

Dear Senator Fukunaga and Representative Manahan:

I want to express support for the passage of the Hawai'i Sports Commission bill before your committees (S.B. 2743 and H.B. 2590). Hawaii is an ideal year-round sporting event venue. Actively pursuing, developing and promoting this sector of the market by establishing a Hawaii Sports Commission within the Department of Business, Economic Development, and Tourism could provide bona fide dividends for the state economy and provide opportunities for skilled laborers in Hawaii to derive income for their families. This is an economic opportunity that deserves a full-time presence to stimulate and aggressively pursue sports business because of the highly competitive nature of the business and the high-visibility it gives host states.

Having previously approached DBEDT with officials of Olympic festival events who had done a thorough survey prior to the meeting and deemed Hawaii as a very viable host venue for an Olympic Festival, we were met with resistance by DBEDT because it wasn't their kuleana and they didn't think they could pull it off (this was many years ago). Having worked with USA Basketball to stage pre-Olympic men's basketball exhibitions at UH-Manoa, as well as regularly pursuing and developing professional golf events competitions in Hawaii (Sony Open, SBS OPEN, Turtle Bay Championship), based on my experience as a sports marketing professional, I perceive the need for a small, strategic "go to" team for sports business development in order to get the kind of traction that is difficult to muster solely within the private sector. It could be a model of private-public partnership for the good of Hawaii and its people.

Thank you for your kind consideration of my recommendation that you support the pending bill.

Sincerely,



Ray Stosik, President
141 Premiere Sports & Entertainment

fukunaga3 - Doris

From: Blangiardi, Rick [rblangiardi@hawaiinewsnow.com]
Sent: Thursday, February 04, 2010 11:14 AM
To: EDTTestimony
Subject: Hawai'i Sports Commission - S.B. 2743 & H.B. 2590

Dear Senator Fukunaga and Representative Manahan:

I write to urge you to pass the Hawai'i Sports Commission bill (S.B. 2743 and H.B. 2590), which is pending before your respective committees. The purpose of this bill is to boost Hawaii's economy by establishing a Hawaii Sports Commission within the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

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, managing 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.

Currently there is no agency whose sole purpose is the development, management 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. By establishing the Hawaii Sports Commission, whose sole responsibility is to attract, develop, manage and promote sports, the State would diversify its visitor attractions and help support Hawaii's active lifestyle.

Once again, I urge you to pass this important bill pending before your committee. If enacted, the Hawaii Sports Commission would be a driving force for sporting events, and allow us to diversify, enhance and develop our economy.

**Aloha,
Rick**

RICK BLANGIARDI | General Manager | HAWAII NOW: KGMB/KHNL



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From: Herman H. Stern [hermanhstern@msn.com]
Sent: Thursday, February 04, 2010 11:44 AM
To: EDTTestimony
Subject: Hawai'i Sports Commission - S.B. 2743 & H.B. 2590

TESTIMONY BY HERMAN H. STERN
IN SUPPORT OF S.B. 2743 & H.B. 2590
RELATING TO ESTABLISHMENT OF
A HAWAII SPORTS COMMISSION

Before

Committee on Economic Development and Technology Committee
Committee on Economic Tourism, Culture and International Affairs Committee

Friday, February 2010, 1:45 pm

Thank you Senator Fukunaga and Representative Manahan and your committee members for allowing me time to submit my testimony in support of establishing a Hawai'i Sports Commission.

My name is Herman Stern and I am President of the Honolulu Quarterback Club. Our organization, this year is celebrating 64 years of existence and Hawai'i's only all-around Sports Enthusiasts' Club. One of our purposes is to assist whenever possible in furthering interests of various groups, organizations, clubs and schools in the development of sports.

This testimony is offered in support of SB 2362 & HB 2590 which is long overdue and absolutely a necessary step if we are ever going to improve and expand the sports industries in Hawaii.

For almost ten years during the 90's, a number of sports enthusiasts tried unsuccessfully to persuade the State Department of Business, Economic Development and Tourism to support development of such a "commission." We pointed out then, and we do so again now, that there are more than 300 such sports commissions around the country. We explained then, to this legislature, and we say it again now, that this is the way the majority of sports events are earned, organized and managed.

A decade later, the sports world is even more heavily focused on the use of such commissions. In 2004, Mark Zeug, past president of the Honolulu Quarterback Club helped the Business Roundtable organize a breakfast meeting with a senior vice president of the United States Olympic Committee. In the Q & A after his presentation on potential sports developments in the Pacific, he was asked what Hawaii could do to be a part of this growing sports industry. He said straight out, "The first thing you have to do is establish a sports commission – no one is going to take you seriously until you do."

Mark offers another example. He is currently serving as chairman of the board of the National Senior Games Association. 2 years ago his organization was in the final stages of selecting the host site for the 2013 National Senior Games, the Senior Olympics, the largest multi-sport event of its kind in the world. The three finalist cities then were– Cleveland, Birmingham and Miami – each placed their bid to the organization through a **sports authority or commission.**

This event is an example of the kind of opportunity that Hawaii is missing by not having a sports commission. The Senior Olympics draws more than 12,000+ competitors, and an average of two additional family members

or friends usually accompany each competitor. They stay for an average of a week, because most are in competition over four or five days. The economic impact of the National Senior Games in Louisville in 2003 was conservatively estimated to be around \$30 million

There are hundreds of events that could come here if we had the right combination of management knowhow, support and resources from a sports commission. In 2005, Mark was the meet director for the USATF National Masters Track and Field Championships held at the University of Hawai'i's Cooke Field. This event brought 800 athletes to the islands for four days of competition. Mark and his volunteer committee managed it but it would have been a lot easier if he had the assistance of a sports commission.

In 2006, the University of Hawaii hosted the WAC outdoor Track and Field Championships – Mark Zeug was meet director for that event, as well. UH put a lot of effort in making it a good meet, one of the best the WAC has ever had, and both the athletes and coaches are anxious to come back. A little help from a sports commission could make this happen.

Just in Track and Field alone, there are numerous opportunities to create or host nation-wide, Pacific-wide, and World-wide events, if we had the right combination of organization, promotion and resources via a sports commission. For example, we could create and host an annual world throwing championship – throwing javelin, hammer, discus and shot. There is no such event, but people have been talking about it for some time. We could do it, start small and grow it into a world premier event. We know the athletes would love to come here for a well-run event.

Or we could plan for, bid for and host the World Masters Games, which draws about 8,000 athletes from around the world. It was in Italy 2 years ago, and will be in Sacramento in 2011 – their sports commission went out and hustled for it.

You may also be interested to know that the International Olympic community is working on plans for a new event called the World Youth Games, or World Youth Olympics. All the major cities of the world will be bidding for it, and we might be able to join them if we have a sports commission. But first, we have to have an organizational entity – dedicated solely to sports – to host, organize and manage the event. Without that, no one is going to take us seriously.

This discussion only covered just a small part of the sports events we could bring to Hawai'i. What about Soccer, Basketball, Baseball and all the other sports?

We as a state should become a member of the National Association of Sports Commissions as soon as we establish our own sports commission. Founded in 1992, the NASC represents over 450 organizations and 300 cities within the sports event industry. The NASC is the primary network for communication and information sharing on all topics relating to the sports event industry.

As Les Keiter had said a decade ago, when addressing this same subject, “if you want to run with the big dogs, you can't pee like a puppy.” There's a huge industry out there and its passing us by because, a decade later, we are still acting like a puppy, while our competition is organized, experienced and financed far better than we are. We need a sports commission for our state. SB 2362 & HB 2590 is a start. It's time! Let's get going !

Respectively submitted by,

Herman H. Stern

President/Head Coach

Honolulu Quarterback Club
Hawai'i Sports Commission - S.B. 2743 & H.B. 2590
Hawai'i Sports Commission - S.B. 2743 & H.B. 2590
Hawai'i Sports Commission - S.B. 2743 & H.B. 2590

fukunaga3 - Doris

From: craig landis [cslandis@clearwire.net]
Sent: Thursday, February 04, 2010 3:22 PM
To: EDTTestimony
Subject: Re: Hawai'i Sports Commission – S.B. 2743 & H.B. 2590

TO:

Senator Carol Fukunaga

Chair, Economic Development and Technology Committee

Hawai'i State Senate

State Capitol, Room 216

Honolulu, Hawai'i 96813

senfukunaga@capitol.hawaii.gov

AND...

Representative Joey Manahan

Chair, Tourism, Culture and International Affairs Committee

Hawai'i State House of Representatives

State Capitol, Room 421

Honolulu, Hawai'i 96813

repmanahan@capitol.hawaii.gov

Re: Hawai'i Sports Commission – S.B. 2743 & H.B. 2590

Dear Senator Fukunaga and Representative Manahan:

I have worked as a broadcast technician on many of the largest live televised sports events broadcast from Hawaii over the last 20 years. Nothing promotes our island paradise better than these events.

I believe the establishment of a Sports Commission would show the network executives, who plan these broadcasts, that we realize how valuable their events are to our economy. We need to prove to them that we are willing to help them make their events successful, by offering them assistance with logistics, labor and technical facilities.

I have been told by ESPN, CBS, NHK Japan and others that they feel there is a lack of qualified support currently in Hawaii, and we don't give sports producers the same attention that we give to other productions, such as feature films and TV programs like LOST.

It is especially difficult and expensive to produce these sports events on the neighbor islands. I know that the Commission could offer guidance to reduce costs and provide valuable assistance that will bring more events here. I would consider being a part of the Commission, and know of several services that could be offered to the producers and networks that would be greatly appreciated and well received by them. I have worked on 20 Pro Bowls, 17 Maui Invitational Basketball Tournaments, 10 years of Lakers Basketball, and over 40 ESPN golf events.

As you know the Pro Bowl was not here this year, and we cannot afford to lose more events due to a lack of facilities and budget constraints created by our remote location. If the Commission is established, it can address these issues directly and creatively. I urge you to pass the proposed legislation.

Sincerely,

Craig Landis

Founder, President

Vision Accomplished



Senator Carol Fukunaga
Chair, Economic Development and Technology
Hawai'i State Senate
State Capitol, Room 216
Honolulu, Hawai'i 96813
senfukunaga@capitol.hawaii.gov

Representative Joey Manahan
Chair, Tourism, Culture and International Affairs
Hawai'i State House of Representatives
State Capitol, Room 421
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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.

Currently there is no agency whose sole purpose is the development, management 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. By establishing the Hawaii Sports Commission, whose sole responsibility is to attract, develop, manage and promote sports, the State would diversify its visitor attractions and help support Hawaii's active lifestyle.

SOME THOUGHTS FOR YOUR CONSIDERATION:

The global travel industry is in change and it will continue to do "today, tomorrow and near future". Change on an economic macro level will be orders-of-magnitude "greater" than that which resulted for the U.S Savings & Loan calamity of the 1980s, and/or the Asian Economic Crisis of the 1990s. Hawaii's tourism will be hit because it is the State's largest industry, and it is in the throes of an economic meltdown that seems at best to promise a lengthy period of marketplace volatility and dramatic change to worldwide travel demand. Visitor travel to Hawaii is a luxury, and 99% of those who visit this great destination must come by "Air".

FOR IMMEDIATE RELEASE

WASHINGTON, Jan. 13, 2010 – The Air Transport Association of America (ATA), the industry trade organization for the leading U.S. airlines, today released its quarterly Airline Cost Index, incorporating data through the third quarter of 2009.

The composite cost index fell 36 percent to 185.3 in the third quarter of 2009, versus 289.7 in the same period of 2008, easily outpacing the 1.6 percent decline in the U.S. Consumer Price Index (CPI). The three largest components of the index – which includes all operating expenses as well as interest expense – were labor, fuel and transport-related expense,* respectively. Other highlights include:

- Combined labor and fuel costs accounted for nearly one-half of airline operating expenses.
- The average price paid for fuel, while still disproportionately high, fell from \$3.51 to \$1.94 per gallon.
- The average cost (wages, benefits and payroll taxes) of a full-time equivalent worker rose 7.6 percent to a high of \$81,235.
- Other rising cost categories included aircraft insurance (up 53 percent), interest (up 18 percent), maintenance material (cost of maintaining and purchasing materials for airframes, aircraft engines, ground property and equipment, up 17 percent), advertising and promotion (up 5 percent), and landing fees (up 3 percent).
- Other categories seeing year-over-year declines in input costs included transport-related expenses* (down 18 percent), professional services (down 16 percent), communication (down 9 percent), non-aircraft insurance (down 9 percent), utilities and office supplies (down 7 percent), property rents and ownership

- The drop in the cost index helped reduce -- but not eliminate -- the unfavorable gap between average break-even and actual load factors (reduced from 6.2 percentage points to 0.8 percentage points).

"With heightened security measures in place, security costs looming, a fragile economic recovery and continued job losses reported by the Bureau of Labor Statistics within the past week, airlines remain intensely focused on reducing expenses and pursuing additional sources of revenue," said ATA Chief Economist John Heimlich. "Cost discipline remains paramount amid historically weak demand for air travel and the return to \$80-plus crude oil."

Heimlich added that recent unwarranted increases in the price of crude oil reinforce the need for Congress to pass financial market reforms to curb energy price volatility while regulatory authorities also take appropriate action.

The ATA Airline Cost Index is the only industry analysis of its kind, tracking quarterly and annual trends in the cost of inputs to airline production for U.S. passenger carriers that report quarterly financial information to the Department of Transportation. The index facilitates comparisons between the components themselves, as well as with macroeconomic indicators.

Annually, commercial aviation helps drive more than \$1 trillion in U.S. economic activity and nearly 11 million U.S. jobs.

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WHY HAWAII ?

1. Hawaii's geographic location in the middle of the Pacific region makes it readily accessible to athletes and coaches from all participating countries, plus spectators, officials and media.
2. Hawaii's popularity as a visitor destination for all areas of the Pacific virtually guarantees adequate spectator participation to make the Games a success.
3. Hawaii's moderately tropical climate and low altitude provide excellent conditions for international sports competition without creating stressful situations for any Pacific-area athletes.
4. Hawaii's visitor industry, the state's largest, is experienced in hosting large numbers of people -- approximately six million per year -- in a warm and friendly atmosphere. Hawaii's reputation for hospitality and Aloha is recognized worldwide.

5. Hawaii's infrastructure for hosting large numbers of people is modern, efficient and accommodating. Modern airport terminals exist on all major islands, and more than 65,000 hotels rooms are available, including 39,000 on the island of Oahu, 14,000 on Maui, 6,000 on Kauai and 7,500 on the island of Hawaii.
6. Hawaii's population base of over one million people is sufficient to support first-rate educational, health, cultural, athletic and recreational facilities.
7. Hawaii's multi-ethnic, multi-cultural society reflects the people and cultures of nearly all of the countries in the Pacific. No ethnic group comprises a majority of the Hawaii population, and no culture is dominant.
8. Hawaii has the commitment to organize a quality event and carry it through to completion. State, county and private interests are accustomed to working together for the common good, and both the public and private sector have expressed strong support.

Once again, I urge you to pass this important bill pending before your committee. If enacted, the Hawaii Sports Commission would be a driving force for sporting events, and allow us to diversify, enhance and develop our economy.

Sincerely,



BERTRAND DAVID THOMAS
1771 BLACK FOX CANYON ROA
HENDERSON, NV 89052

- ISS is one of the world's largest Facility Service Groups, was founded in 1901.
- ISS' aspiration is to **Lead Facility Services globally**
- ISS operates in 50 countries
- ISS has more than 470,000 employees and more than 100,000 business-to-business customers.
- ISS is the consolidator of its industry and has expanded substantially through organic growth and acquisitions. Since the turn of the millennium, ISS has acquired more than 600 companies.

MMI Marketing Management International

Henderson, NV 89052
 tel. (702) 837-5645
 fax. (702) 914-0656
 bertthomas1@yahoo.com

Bert Thomas is experienced in the domestic and international Aviation, Tourism and Trade development. He can offer employers an opportunity for growth in profit revenues through highly successful market analysis and research, strategic planning and demand forecasting, corporate alliances and competitive assessments.

AVIATION EXPERIENCE

With vast executive leadership experience (former Vice President, Marketing Director, General Manager, North America Manager and Sales Coordinator), his direction and tenure has lead the aviation industry to many airline "firsts" including:

- Strategic Marketing and Sales campaigns for "start-up" airlines such as National Airlines and Primaris Airlines.
- Major inaugurals and public static displays for Pan American's B-707 flights to Hawaii and American Samoa; America West's B-747 flights to Hawaii and Nagoya Japan.
- Successfully opened 80 airline "off-line" marketing and sales offices in Canada, Europe, South America, Mexico & Caribbean, Middle East-Africa, and Asia-Pacific Regions with direct management responsibilities for over 200 employees for National Airlines.
- Named "Who's Who in Aviation Advertising" for Aloha Airlines.
- Prioritized and implemented over 150 International and domestic "interline" alliances, through passenger and cargo agreements, which resulted in National Airlines \$14 million USD "new" airline revenues annually.

TOURISM AND TRADE DEVELOPMENT

- Appointed Hawaii Visitors Bureau's first Regional Director for both San Francisco and Los Angeles offices. Ultimately appointed and successfully directed 11 Western States, Western Canada and Mexico.
- First Marketing Director for the Polynesian Cultural Center. Successfully implemented aggressive PR and Marketing/Sales strategy, which resulted in a stunning 400% increase in gross revenues. As director, meet all public awareness goals and drove visitor attendance from zero to over 50,000 visitors in first year of operations.
- Developed and implemented first Visitor Information Program at all Airports and Harbors in Hawaii for State Department of Transportation.
- Served as first President of the Hawaii International Sports Foundation; additionally serving on Boards of the Aloha Bowl, USOC Hawaii Chapter, Avis Challenge Cup, Island Holidays Tennis Classic and Honolulu Marathon.
- Honorary U.S. Olympian and represented Hawaii at China's 6th National Sports Games, Guangzhou, China.
- Named Tourism Ambassador by former Governor John Burns, also served as Vice President-Promotions for Hawaii's World Trade Center conception and proposal development team.

A graduate of Creighton University, he holds a BSC degree in Marketing Management; completed graduate studies at the University of Hawaii and Columbia University. He has taught university level courses at the University of Hawaii TIM School, Hawaii Pacific University, and Mid-Pacific College. As a Fellow of the US Travel Institute, he was the first U.S. airline executive to teach Airline Marketing Studies at the Civil Aviation University of China, Tianjin, China.

Bert Thomas is presently serving as Board Member for China Consult Group, Shanghai, China and continues to consult both nationally and internationally on aviation and tourism issues.



HONORARY OLYMPIANS



Col. Frank Kurtz, President of the United States Olympians, officially entered the names of nine Distinguished Hawaiian Americans into the United States Roster of Honorary Olympians. Each person that has been selected has distinguished himself in his community, and has most exemplified the aims and goals of the modern day Olympian.

The names of the recipients are as follows:

For special support from the Government Service, the late John A. Burns, Governor of Hawaii, and

Senator Daniel Inouye, United States Senate (Hawaii). For Community Service in Hawaii, Mackay Yanagisawa, Soichi Sakamoto, and Bert Thomas (Oahu), Ramon Goya (Hawaii) Spencer Shiraishi (Maui) David Walker (Kauai).

For Contribution in the field of sports medicine in the Islands, Dr. Jack Scaff.

Colonel Kurtz offered the following message: "May I say MAHALO to the wonderfully spirited people of Hawaii for giving our youth the chance to aspire to the Olympic ideal. I

believe you don't have to come in first to be a winner, not in life - not in the Olympics. By giving our youngsters the opportunity to strive, you've made a significant lasting contribution. And I hope the people from Hawaii continue to support with matching dollars that prestigious Olympic heritage your youngsters have handed down to make Hawaii famous.

Again, on behalf of those youngsters you back, you love and admire daily in the arena and on the sports pages, MAHALO."

Swifter, Higher, Stronger

Senator Carol Fukunaga
Chair, Economic Development and Technology Committee
Hawai`i State Senate
State Capitol, Room 216
Honolulu, Hawai`i 96813
senfukunaga@capitol.hawaii.gov

Representative Joey Manahan
Chair, Tourism, Culture and International Affairs Committee
Hawai`i State House of Representatives
State Capitol, Room 421
Honolulu, Hawai`i 96813
repmanahan@capitol.hawaii.gov

Re: Hawai`i Sports Commission – S.B. 2743 & H.B. 2590

Dear Senator Fukunaga and Representative Manahan:

I write to urge you to pass the Hawai`i Sports Commission bill (S.B. 2743 and H.B. 2590), which is pending before your respective committees. The purpose of this bill is to boost Hawaii's economy by establishing a Hawaii Sports Commission within the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

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, managing 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.

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Once again, I urge you to pass this important bill pending before your committee. If enacted, the Hawaii Sports Commission would be a driving force for sporting events, and allow us to diversify, enhance and develop our economy.

Sincerely,

_____Jennifer Garma_____

Senator Carol Fukunaga
Chair, Economic Development and Technology Committee
Hawai`i State Senate
State Capitol, Room 216
Honolulu, Hawai`i 96813
senfukunaga@capitol.hawaii.gov

Representative Joey Manahan
Chair, Tourism, Culture and International Affairs Committee
Hawai`i State House of Representatives
State Capitol, Room 421
Honolulu, Hawai`i 96813
repmanahan@capitol.hawaii.gov

Re: Hawai`i Sports Commission – S.B. 2743 & H.B. 2590

Dear Senator Fukunaga and Representative Manahan:

I write to urge you to pass the Hawai`i Sports Commission bill (S.B. 2743 and H.B. 2590), which is pending before your respective committees. The purpose of this bill is to boost Hawaii's economy by establishing a Hawaii Sports Commission within the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

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, managing 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 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.

When we look at sports or hear the word sports many automatically think football, basketball, baseball and volleyball. There are many other sports that go unnoticed locally and the people of Hawaii travel to other parts of the nation to compete. We have many gifted players of many sports and many of these persons do not get the recognition they deserve – because even if they do well in

national or international competition our own media does not feel their achievements are noteworthy.

If for the sole purpose the Hawaii Sports Commission can bring new interest and bring in visitors to our state through sports or sports related seminars and exhibitions than I am all for this move. We need to preserve the jobs for our people as well as promote more aloha to the state.

Currently there is no agency whose sole purpose is the development, management 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.

Once again, I urge you to pass this important bill pending before your committee. If enacted, the Hawaii Sports Commission would be a driving force for sporting events, and allow us to diversify, enhance and develop our economy.

Sincerely,

Jo Ann Dowling

Honorable Senator Carol Fukunaga
Chair, Economic Development and Technology Committee
Hawaii State Senate
State Capitol, Room 216
Honolulu, Hawaii 96813
senfukunaga@capitol.hawaii.gov

Honorable Senator Rosalyn H. Baker
Vice-Chair, Economic Development and Technology Committee
Hawaii State Senate
State Capitol, Room 231
Honolulu, Hawaii 96813
senbaker@capitol.hawaii.gov

February 3, 2010

Re: Hawaii Sports Commission – SB 2743

Dear Chair Senator Fukunaga, Vice-Chair Senator Baker, and members of the committee,

The purpose of this bill is to boost Hawaii's economy by establishing a Hawaii Sports Commission within the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

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, managing 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; as competition for national and international sporting events has grown dramatically in the past decade. 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.

Currently there is no agency whose sole purpose is the development, management 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. By establishing the Hawaii Sports Commission, whose sole responsibility is to attract, develop, manage and promote sports, the State would diversify its visitor attractions and help support Hawaii's active lifestyle.

If enacted, the Hawaii Sports Commission would be a driving force for sporting events, and allow us to diversify, enhance and develop our economy.

Thank you for the opportunity to provide testimony on this measure.

Mary E. F. Ciacci
Hawaii State Little League Administrator – District 6: Kaimuki – Aiea

Senator Carol Fukunaga
Chair, Economic Development and Technology Committee
Hawai`i State Senate
State Capitol, Room 216
Honolulu, Hawai`i 96813
senfukunaga@capitol.hawaii.gov

Representative Joey Manahan
Chair, Tourism, Culture and International Affairs Committee
Hawai`i State House of Representatives
State Capitol, Room 421
Honolulu, Hawai`i 96813
repmanahan@capitol.hawaii.gov

Re: Hawai`i Sports Commission – S.B. 2743 & H.B. 2590

Dear Senator Fukunaga and Representative Manahan:

I write to urge you to pass the Hawai`i Sports Commission bill (S.B. 2743 and H.B. 2590), which is pending before your respective committees. The purpose of this bill is to boost Hawaii's economy by establishing a Hawaii Sports Commission within the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

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 and training 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, creating facilities, managing 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. The competition for national and international sporting events has grown dramatically in the past ten years from traditional sporting events (football, golf, soccer and baseball) to action sports (surf, skate) that seek out venues to host regional, championship and international events. International Hawaii sports icons and events (see attached) bring their sport industries and millions of dollars of revenue to Hawaii and this sports commission can increase these into additional opportunities and events. There are also many exhibition events that occur within the various governing bodies of the respective sports (e.g., Olympic exhibition games, Motor sports), which can also be springboards to attracting future sporting events and creating

publicity and garner international media attention as a sports business destination..

Currently there is no agency whose sole purpose is the development, management 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, create state of the art sport facilities, develop new markets of visitors, or explore sport promotional opportunities. By establishing the Hawaii Sports Commission, whose sole responsibility is to attract, develop, manage and promote sports, the State would diversify its visitor attractions and help support Hawaii's active lifestyle.

Once again, I urge you to pass this important bill pending before your committee. If enacted, the Hawaii Sports Commission would be a driving force for sporting events, and allow us to diversify, enhance and develop our economy.

Sincerely,

James Nakano



EDDIE AIKAU



WAIMEA BAY



FINISH



fukunaga3 - Doris

From: Clayton Chang [cktchang@hawaii.rr.com]
Sent: Thursday, February 04, 2010 12:40 PM
To: EDTTestimony
Subject: Hawai`i Sports Commission - S.B. 2743 & H.B. 2590

Re: Hawai`i Sports Commission – S.B. 2743 & H.B. 2590

Dear Senator Fukunaga and Representative Manahan:

The purpose of this bill is to boost Hawaii's economy by establishing a Hawaii Sports Commission within the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

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, managing 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

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Once again, I urge you to schedule a public hearing on this important bill pending before your respective committees. If enacted, the Hawaii Sports Commission would be a driving force for sporting events, and allow us to diversify, enhance and develop our economy.

*(Name) Clayton Chang
(Telephone) 808-455-8292
(Address) 1416 Kaumoli St., Pearl City, HI 96782*

fukunaga3 - Doris

From: Clayton Chang [cktchang@hawaii.rr.com]
Sent: Thursday, February 04, 2010 12:43 PM
To: EDTTestimony
Subject: Hawai`i Sports Commission - S.B. 2743 & H.B. 2590

Re: Hawai`i Sports Commission – S.B. 2743 & H.B. 2590

Dear Senator Fukunaga and Representative Manahan:

The purpose of this bill is to boost Hawaii's economy by establishing a Hawaii Sports Commission within the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

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, managing and promoting sports and sporting events throughout the islands.

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Once again, I urge you to schedule a public hearing on this important bill pending before your respective committees. If enacted, the Hawaii Sports Commission would be a driving force for sporting events, and allow us to diversify, enhance and develop our economy.

*(Name) Harriet Chang
(Telephone) 808-455-8292
(Address) 1416 Kaumoli St., Pearl City, HI 96782*

fukunaga3 - Doris

From: S PETE SEALE [peteseale@msn.com]
Sent: Thursday, February 04, 2010 5:50 PM
To: EDTTestimony
Subject: Hawaii Sports Commission

Re: [Hawai`i Sports Commission - S.B. 2743 & H.B. 2590](#)

The purpose of this bill is to boost Hawaii's economy by establishing a Hawaii Sports Commission within the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

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, managing and promoting sports and sporting events throughout the islands.

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If enacted, the Hawaii Sports Commission would be a driving force for sporting events, and allow us to diversify, enhance and develop our economy.

*S. Pete Seale
400 Hobron Ln #807
Honolulu, HI 96815
(808) 943-4399*

Senator Carol Fukunaga
Chair, Economic Development and Technology Committee
Hawai`i State Senate
State Capitol, Room 216
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senfukunaga@capitol.hawaii.gov

Representative Joey Manahan
Chair, Tourism, Culture and International Affairs Committee
Hawai`i State House of Representatives
State Capitol, Room 421
Honolulu, Hawai`i 96813
repmanahan@capitol.hawaii.gov

Re: Hawai`i Sports Commission – S.B. 2743 & H.B. 2590

Dear Senator Fukunaga and Representative Manahan:

On behalf of Pacific Islands Athletic Alliance (“PIAA”), a 501(c)3 non profit organization established and operating out of Hawaii to assist students in Hawaii and American Samoa with SAT workshops, clinics and combines, as well as promoting the athletes directly to colleges since 2001, and the nearly 1000 student-athletes that PIAA has assisted, I write to urge you to pass the Hawai`i Sports Commission Bill (S.B. 2743 and H.B. 2590), which is pending before your respective committees. The purpose of this bill is to boost Hawaii's economy by establishing a Hawaii Sports Commission within the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

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, managing and promoting sports and sporting events throughout the islands.

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creating publicity. Organizations such as the American Football Coaches Association draws over 7000 coaches from all levels, and their families, to locations around the country for their annual convention. Volleyball, basketball and soccer hold similar conventions, usually during the winter months.

Currently there is no agency whose sole purpose is the development, management 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. By establishing the Hawaii Sports Commission, whose sole responsibility is to attract, develop, manage and promote sports, the State would diversify its visitor attractions and help support Hawaii's active lifestyle.

Once again, I urge you to pass this important bill pending before your committee. If enacted, the Hawaii Sports Commission would be a driving force for sporting events, and allow us to diversify, enhance and develop our economy.

Sincerely,

/s/ T.J. Cuaresma
Assistant Director
Pacific Islands Athletic Alliance

fukunaga3 - Doris

From: Marie Wagner [wagnerburke@hawaii.rr.com]
Sent: Thursday, February 04, 2010 8:18 PM
To: EDTTestimony
Subject: Written Testimony Re: Hawai`i Sports Commission - S.B. 2743 & H.B. 2590

I am writing in support of the Hawai`i Sports Commission bill (S.B. 2743 and H.B. 2590. The purpose of this bill is to boost Hawaii's economy by establishing a Hawaii Sports Commission within the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

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, managing 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.

Currently there is no agency whose sole purpose is the development, management 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. By establishing the Hawaii Sports Commission, whose sole responsibility is to attract, develop, manage and promote sports, the State would diversify its visitor attractions and help support Hawaii's active lifestyle.

If enacted, the Hawaii Sports Commission would be a driving force for sporting events, and allow us to diversify, enhance and develop our economy.

Marie Wagner, Secretary Waikiki Roughwater Swim Committee
597-1372
1350 Ala Moana Blvd., Apt. 403
Honolulu, HI 96814

LATE

Senator Carol Fukunaga
Chair, Economic Development and Technology Committee
Hawai'i State Senate
State Capitol, Room 216
Honolulu, Hawai'i 96813
senfukunaga@capitol.hawaii.gov

Representative Joey Manahan
Chair, Tourism, Culture and International Affairs Committee
Hawai'i State House of Representatives
State Capitol, Room 421
Honolulu, Hawai'i 96813
repmanahan@capitol.hawaii.gov

Re: Hawai'i Sports Commission – S.B. 2743 & H.B. 2590

Dear Senator Fukunaga and Representative Manahan:

My name is Brendan Cravalho and I presently serve as the Section Director for the American Youth Soccer Organization (AYSO) for Hawaii and I urge you to schedule a public hearing for the Hawai'i Sports Commission bill (S.B. 2743 and H.B. 2590), which is pending before your respective committees. This bill will boost Hawaii's economy by establishing a Hawaii Sports Commission within the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

Hawaii's climate, environment and geographic location enhances 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, managing and promoting sports and sporting events throughout the islands.

Municipalities, states, and countries around the world 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. When AYSO held their National tournament in 2002 and 2008, a Hawai'i Sports Commission would have been an invaluable resource to ensure that we plan and a memorable sporting event that not only showcases the sport of soccer, but our island culture, as well. We (AYSO Hawai'i) plan to bid for the 2014 AYSO National Games and we hope the sports commission will be up and running to assist the games organizers in making it a memorable event for all participants.

Currently there is no agency whose sole purpose is the development, management 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. By establishing the Hawaii Sports Commission, whose sole responsibility is to attract, develop, manage and promote sports, the State would diversify its visitor attractions and help support Hawaii's active lifestyle.

Once again, I urge you to schedule a public hearing on this important bill pending before your respective committees. MAHALO!

Brendan Cravalho
Section Director, AYSO Hawai'i
95-119 Paailalo St
Mililani, Hawaii, 96789

fukunaga3 - Doris

From: mailinglist@capitol.hawaii.gov
Sent: Friday, February 05, 2010 10:57 AM
To: EDTTestimony
Cc: jody@konatournaments.com
Subject: Testimony for SB2743 on 2/5/2010 1:45:00 PM

Testimony for EDT 2/5/2010 1:45:00 PM SB2743

Conference room: 016
Testifier position: oppose
Testifier will be present: No
Submitted by: Jody Bright
Organization: Tropicidilla Productions LLC
Address: P.O. Box 2158 Kailua-Kona, HI 96745
Phone: 808.325.7300
E-mail: jody@konatournaments.com
Submitted on: 2/5/2010

Comments:

This bill is redundand and not needed. The sports department of the Hawaii Tourism Authority currently handles this, and handles it well.

One way to cut costs in government is to stop duplication of offices and services.

JB

fukunaga3 - Doris

From: Ken Suenaga [pcaks001@hawaii.rr.com]
Sent: Friday, February 05, 2010 11:41 AM
To: EDTTestimony
Subject: sports commission

My name is Ken Suenaga and I am one of many that was selected to be on the commission,. My testimony is that we need such a commission to help the economy of the state of Hawaii,. My sport is swimming I was the one that was involved in developing the Veterans Memorial Aquatic Center in Patsy Mink Central Oahu Park,. In this Area we have all kinds of sport facilities, such as The tennis courts and Baseball fields which the High School States are held, we also have the Waipio Soccer fields,. In the Central Oahu area we have the best sports complex in the State,. In Swimming we held the Western Zone Championships which all of the Western States participated over 2000 swimmers and Parents came to Hawaii,. We also had the Jr. Pan Pac games held on Maui,. In swimming we had many interest regarding this sport. I would like to see this commission which includes every sport to help the economy and set up this Sports tourism so all of the people in the World that Hawaii has the best weather for sports and this commission can be a help to bring in the help that we need in this bad economic times . Sorry I cant be there to testify personally because I coach Pearl City High School Swim team and we have our OIA championships today thank you for your time and if you have any questions you can E-mail me again thank you very much

Ken Suenaga
Pearl City Aquatics Head Coach
Safety Coordinator for United States Swimming and part of the
Local swimming committee Board
Pearl City High School Girls and Boys Swimming Coach

t

fukunaga3 - Doris

From: mailinglist@capitol.hawaii.gov
Sent: Friday, February 05, 2010 12:15 PM
To: EDTTestimony
Cc: takehikon@hotmail.com
Subject: Testimony for SB2743 on 2/5/2010 1:45:00 PM

Testimony for EDT 2/5/2010 1:45:00 PM SB2743

Conference room: 016
Testifier position: comments only
Testifier will be present: No
Submitted by: Takehiko Nakamura
Organization: Soccer United Marketing
Address: New York, NY
Phone: 212-450-1200
E-mail: takehikon@hotmail.com
Submitted on: 2/5/2010

Comments:

Our experience in working with HTA was one of the best. Pan-Pacific Championship 2008's success proves it.

LATE

The Committee on Economic Development and Technology
Concerning: Measure SB 2743

February 5, 2010
Time: 13:45

Dear Committee:

My company, ABEE'S, INC dba "Sponavi Hawaii.com" is the leader in web designing as well as informing the Hawaii sports scene to the Japanese market. We serve as a booking agent and advisor for various sporting events including the Honolulu Triathlon, Honolulu Marathon, Great Aloha Run, and many more sporting events throughout the state.

We serve as one of the companies that advise Japan Airlines as well as other professional sports teams and organizations from Japan on sporting events and promotional tactics in Hawaii. With the aid of the Hawaii Tourism Authority, we are excited to be a part of promoting sports in Hawaii.

We feel that having another organization come in to the picture concerning sports at this juncture, would be very confusing and cause conflict, thus resulting in a wasted effort for all parties. In many ways, "Tourism" is uniquely associated with Japan sporting in Hawaii and we strongly believe HTA already has a very good understanding and necessary connections to make the two work hand in hand.

Yours truly,



Eiichi Abe
President
ABEE'S, INC dba "Sponavi Hawaii.com"
2222 Kalakaua Avenue, Suite 913
Honolulu, HI 96815





The Committee on Economic Development and Technology

Measure SB 2743

2/5/10

1:45 p.m.

2/5/10

Dear Members:

Pacific Rim Sports Initiative L.L.C. is a company that was formed to cultivate and promote the exchange of cultures through sports throughout the entire Pacific Rim.

We have been very successful in exporting much of Hawaii's sporting events to Asia and this in turn has fostered interest and exposure of conducting international sporting events, clinics, and seminars here in Hawaii.

It is our mission to promote Hawaii and its sports as well as culture to the rest of the world and to have the world look to Hawaii first in conducting international sporting events. With these values, we share much of the HTA's passion in returning our state to greatness and consider them an invaluable partner in achieving these goals for Hawaii.

It is our opinion that the greatest value HTA presents to these efforts is their complete and vast understanding of how sports and tourism are powerful complements to each other. We are committed in working with HTA in order to foster and showcase everything Hawaii has to offer in the arena of sports.

I do not believe starting from "scratch" with another organization trying to mimic or achieve the same efforts put forth by HTA is wise.

As I speak from over 20 years in promoting tourism between Hawaii and Asia, it will be very difficult for a new organization to come in and establish the necessary relationships with the various businesses and organizations in Asia.

Respectfully,

Eric Takahata
Founder
PACRIMS

PO Box 80547 Honolulu, Hawaii 96830-9547 tel u.s.a. 808.392.6770 fax 808.626.2684 email pacrims@gmail.com



JAPAN AIRLINES

Honolulu International Airport
300 Rogers Boulevard, #21
Honolulu, Hawaii 96819-183D

LATE

The Committee on Economic Development and Technology
Subject: Measure SB 2743
Date: February 5, 2010
Time: 13:45

Dear Sirs:

It has been our pleasure to work with the Hawaii Tourism Authority for the last 10 years. As the people of Hawaii are well aware, Japan Airlines has sponsored and taken many initiatives regarding sports. The Honolulu Marathon, The Honolulu Triathlon, as well as numerous sporting events between Hawaii and Japan serves as solid examples of our company's interest and support of sports in Hawaii.

We look forward to working more with HTA in developing new and exciting sporting events to bring athletes and supporters to Hawaii from not only Japan, but the entire Pacific region. Events that happen in Hawaii (as well as globally) are always tied to some aspect of tourism and it is for this reason, that JAL and HTA will be able to continually work together to promote Hawaii as the number one destination for international sporting events.

Because of the long standing relationship with HTA and sports, it would not be advisable to interfere nor interrupt what has been started and cultivated so far. Introducing another entity that does not have the "know how" or tourism relationships at this point will be redundant and confusing. It is our hope to continue working with HTA in developing sports tourism into a thriving international market for the State of Hawaii.

Sincerely,

Ryoichi Okubo
Japan Airlines
Vice President and Regional Manager
Hawaii Region, U.S.A.

Senator Carol Fukunaga
Chair, Economic Development and Technology Committee
Hawai`i State Senate
State Capitol, Room 216
Honolulu, Hawai`i 96813
senfukunaga@capitol.hawaii.gov

Representative Joey Manahan
Chair, Tourism, Culture and International Affairs Committee
Hawai`i State House of Representatives
State Capitol, Room 421
Honolulu, Hawai`i 96813
repmanahan@capitol.hawaii.gov

Re: Hawai`i Sports Commission – S.B. 2743 & H.B. 2590

Dear Senator Fukunaga and Representative Manahan:

The purpose of this letter is to urge you to schedule a public hearing for the Hawaii Sports Commission (SB 2743 and HB 2590), which is pending before your respective committees. I am currently the President of MMA Hawaii which is the largest media source for mixed martial arts in the state of Hawaii. Within our company we have MMA Hawaii.com which today is generating 7 million hits per month and the majority are local viewers. We also publish the MMA Hawaii magazine and the MMA Hawaii TV show.

Due to the number of viewers and popularity of mixed martial arts, Hawaii has become one of the major hubs for the sport. We have worked with several major mixed martial arts show promoters from Japan to the mainland who have held a few shows here in Hawaii. These shows generate millions of dollars for states such as Nevada and California as well as Asia. Mixed Martial Arts is the fastest growing sport in the world. However, one challenge these million dollar companies face when they do shows in Hawaii is they do not have anybody from the state working with them and helping them make a transition to having shows in Hawaii.

Here in Hawaii we have all the fans, all the best facilities and world class beautiful hotels and beaches to entertain the world. Yet big shows from Japan fly right over Hawaii and do shows in other states. There is no reason why they cannot stop in Hawaii for the shows. It's already been said several times by the President of the UFC, Dana White that he will come to Hawaii and would like to hold an event at the Aloha Stadium. This would bring millions of dollars to the state. Other organizations such as K-1 out of Japan have been here and would love to come again.

The problem is currently we have nobody in the state that is working with them on an official basis giving them heartfelt aloha to come here. I know this because often times they ask us at MMAHawaii to do the legwork for them. The people of Hawaii love sports and mixed martial arts is just one of the sports that can be attracted to the state. Our local people spend millions of dollars flying away to sports events all over the world. I strongly support this bill and humbly ask that you do the same. We have the potential to enhance our economy, give our local athletes a chance to shine, and let the world see the beauty of our wonderful state. Thank you.

Respectfully,
Chad Tsuneyoshi
President
MMA Hawaii LLC
1-808-723-0655



February 5, 2010

Senator Carol Fukunaga
Chair, Economic Development and Technology Committee
Hawai`i State Senate
State Capitol, Room 216
Honolulu, Hawai`i 96813
senfukunaga@capitol.hawaii.gov

Representative Joey Manahan
Chair, Tourism, Culture and International Affairs Committee
Hawai`i State House of Representatives
State Capitol, Room 421
Honolulu, Hawai`i 96813
repmanahan@capitol.hawaii.gov

Re: Hawai`i Sports Commission – S.B. 2743 & H.B. 2590

Dear Senator Fukunaga and Representative Manahan:

I write to urge you to pass the Hawai`i Sports Commission bill (S.B. 2743 and H.B. 2590), which is pending before your respective committees. The purpose of this bill is to boost Hawaii's economy by establishing a Hawaii Sports Commission within the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

Hawaii is the destination with the best climate for all year round sports and recreation in the United States. However, we've lost our major sporting events, most recently, the Pro Bowl.

Since I have been involved with USA Triathlon in many capacities for the past 13 years, I'll use triathlon as an example. Oahu has hosted a world cup, the U.S. Olympic Trials for triathlon in 2004, and the Age Group World Championships in 2005. I officiated each of these events for the International Triathlon Union., ITU.

USA Triathlon, the Governing Body of Sport, and a number of race directors have had some interest in having world class events here since. However, challenges with government red tape, costs and better alternative venues have not made Hawaii a desirable location.

A Hawaii Sports Commission that is working to attract events such as this would likely be able to work with prospective event directors and convince them that Hawaii is the best location for their event, whatever the sport or activity.

I have been asked to speak at Ithaca College of Law in London in May at a conference in relation to the 2012 Olympic Games that will be held in London. My topic relates to the risk management concerns of holding the Olympic Games in crime ridden countries, such as Brazil in 2016.

We live in a safe place that anyone in the world can travel to without fear of being a victim of violent crime. There is no reason that Hawaii cannot attract the world's most televised sporting events. Continuing world attention through the media of sporting events in Hawaii will attract more visitors, industry and economic benefit which we are so in need of in this down economy.

I urge that a Hawaii Sports Commission be established. I would be pleased to devote time in serving on this commission. I can be reached at 808-234-0200 or 808-277-1954, if you should have any questions. My e-mail address is: Nohrsports@aol.com.

Very truly yours,

A handwritten signature in black ink that reads "Katharine M. Nohr". The signature is written in a cursive, flowing style.

KATHARINE M. NOHR



932 Ward Avenue, Suite 490
Honolulu, Hawaii 96814
Fax 808-585-9512
www.hawaii.usta.com

LATE

Executive Committee

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Melissa Pampulov
Director of Marketing
& Communications

Fay Sakamoto
Community Tennis Coordinator

Senator Carol Fukunaga
Chair, Economic Development and Technology Committee
Hawai`i State Senate
State Capitol, Room 216
Honolulu, Hawai`i 96813
senfukunaga@capitol.hawaii.gov

Re: Hawai`i Sports Commission – S.B. 2743 & H.B. 2590

Dear Senator Fukunaga and Representative Manahan:

I write to urge you to schedule a public hearing for the Hawai`i Sports Commission bill (S.B. 2743 and H.B. 2590), which is pending before your respective committees. The purpose of this bill is to boost Hawaii's economy by establishing a Hawaii Sports Commission within the Department of Business, Economic Development, and Tourism to attract, develop, and promote sports and sporting events.

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Currently there is no agency whose sole purpose is the development, management 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. By establishing the Hawaii Sports Commission, whose sole responsibility is to attract, develop, manage and promote sports, the State would diversify its visitor attractions and help support Hawaii's active lifestyle.

Once again, I urge you to schedule a public hearing on this important bill pending before your respective committees. If enacted, the Hawaii Sports Commission would be a driving force for sporting events, and allow us to diversify, enhance and develop our economy.

Sincerely,

A handwritten signature in cursive script, appearing to read "Ron Romano".

Ron Romano
Executive Director
USTA Hawaii Pacific

fukunaga3 - Doris

From: Edmund Chang [CHANGE56@HAWAII.RR.COM]
Sent: Sunday, February 07, 2010 3:13 PM
To: EDTTestimony
Subject: Fw: Hawai'i Sports Commission - S.B. 2743 & H.B. 2590

LATE

It would be to the interest of the people of Hawaii to have such a Hawaii Sports Commission (S.B. 2743) with its purpose to boost Hawaii's economy by having a central authority to coordinate and attract sporting events to Hawaii. The variety of sports we have here are generally on their own to promote their own events.

We have the climate to have all types sports throughout the year. Having a central authority to coordinate will help avoiding having some events fall thru the cracks for lack of coordination and support. A commission will help us become world leaders in promotion of all non winter sports.

Edmund Chang
1756 Ala Aolani Place
Honolulu, HI 976819
839-5416