

JAN 26 2011

A BILL FOR AN ACT

RELATING TO SPORTS.

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

1 SECTION 1. The legislature find that, in 2007, sports
2 business was a \$213,000,000,000 industry in the United States.
3 In addition to spectator fees, the sports industry generates
4 revenue in advertising, endorsements, media broadcast rights,
5 and licensing. Hawaii hosts no less than ten major national and
6 international sporting events each year, including the NFL Pro-
7 Bowl, Honolulu Marathon, Van's Triple Crown of Surfing, Sheraton
8 Hawaii Bowl, Molokai Hoe, X-Terra World Championship, Ford
9 Ironman World Championship, EA Sports Maui Invitational, and the
10 PGA Sony Open.

11 In addition to regular yearly events, the State frequently
12 plays host to various other spectator and participant events,
13 including professional exhibition games, title fights, surfing
14 contests, men's and women's professional golf tournaments, bill-
15 fishing tournaments, and numerous amateur and youth-league
16 sports. Sporting events in Hawaii have a combined economic
17 impact of over \$200,000,000 each year. This economic value is
18 multiplied by the intangible value of broadcast coverage of many



1 of these events in other markets that display Hawaii as an
2 attractive vacation destination.

3 The legislature further finds that spectator sports and
4 participant sports is a complimentary industry to tourism, as a
5 significant number of Hawaii's annual visitors travel here to
6 watch or participate in a sporting event. In addition to event
7 admission fees, these visitors contribute to the economy through
8 their purchases of lodging, meals, airfare, car rentals,
9 entertainment, shopping, and other expenditures. The
10 legislature believes that there is significant room for growth
11 in the Hawaii sports industry and that attracting more sporting
12 events to use Hawaii as a venue will increase visitor arrivals
13 and expenditures. An office of sports development is needed to
14 promote and market sports in Hawaii.

15 The purpose of this Act is to create the office of sports
16 development within the department of business, economic
17 development, and tourism.

18 SECTION 2. Chapter 201, Hawaii Revised Statutes, is
19 amended by adding a new part to be appropriately designated and
20 to read as follows:



1 "PART . OFFICE OF SPORTS DEVELOPMENT

2 §201- Office of sports development; establishment. (a)

3 There is established the office of sports development in the
4 department of business, economic development, and tourism, which
5 shall be headed by the director of the office of sports
6 development.

7 As used in this part, "director" means the director of the
8 office of sports development.

9 (b) The director shall have knowledge and experience in
10 sports marketing, promotion, and development. The director
11 shall be nominated and appointed by the governor without regard
12 to chapter 76.

13 (c) The director shall hire staff necessary to carry out
14 the purposes of this part.

15 (d) The director and employees of the office shall be
16 included in any benefit program generally applicable to the
17 officers and employees of the State.

18 §201- Powers and duties of the office. The office of
19 sports development shall be responsible for:

- 20 (1) Promoting, marketing, and developing the sports
21 industry in Hawaii, including professional, amateur,
22 and youth sporting events;



- 1 (2) Developing, coordinating, and implementing long-range
- 2 state policies and directions for sporting events and
- 3 related activities;
- 4 (3) Promotion of Hawaii, through a coordinated statewide,
- 5 national, and international effort, as a place to hold
- 6 and attend sporting events; and
- 7 (4) Any and all other activities necessary to carry out
- 8 the intent of this part."

9 SECTION 3. This Act shall take effect on January 1, 2012.

10

INTRODUCED BY:

Will Espero
Michelle Sidani
Blair G...
J...
Y...



Report Title:

Sports; Office of Sports Development

Description:

Creates the office of sports development within DBEDT.

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.

