
A BILL FOR AN ACT

RELATING TO THE SUPER BOWL.

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

1 SECTION 1. The National Football League owns and produces
2 the most popular annual sporting event in the United States, the
3 Super Bowl. The Super Bowl, in addition to being the game that
4 determines the national champion of professional football, also
5 represents one of the world's greatest entertainment events,
6 transcending the sport to include personalities and activities
7 in other areas of American culture, such as popular music.
8 Although Hawaii has never hosted the Super Bowl, it has served
9 as the venue for the highly-successful annual match-up known as
10 the Pro Bowl, the all-star game played after the conclusion of
11 each season.

12 The legislature finds that as a world-renowned visitor
13 destination, Hawaii has accumulated decades of experience in the
14 tourism and hospitality industries. The State possesses the
15 necessary infrastructure and resources, including a modern,
16 state-of-the-art convention center, and the hotel capacity to
17 handle the activities, personnel, equipment, and all of the
18 other preparations that the Super Bowl would entail. Hawaii



1 also possesses the ancillary personnel and infrastructure, such
2 as police, fire department, emergency medical services, parking
3 and traffic control, and appropriate motor vehicles for
4 transportation of personnel and equipment, needed to ensure that
5 all of the activities and programs planned during Super Bowl
6 week leading up to and including the Super Bowl itself, are
7 conducted and staged in a smooth, efficient manner.

8 The purpose of this Act is to establish a task force to
9 plan and coordinate efforts to bring the Super Bowl to Hawaii.

10 SECTION 2. (a) There is established within the department
11 of business, economic development, and tourism the Hawaii Super
12 Bowl task force to consist of the following members:

- 13 (1) Three members of the board of directors of the Hawaii
14 tourism authority to be appointed by the governor;
- 15 (2) Three individuals representing the hotel and tourism
16 industry in Hawaii appointed by the speaker of the
17 house of representatives;
- 18 (3) Three individuals representing the hotel and tourism
19 industry in Hawaii appointed by the president of the
20 senate;
- 21 (4) Two members of the house of representatives appointed
22 by the speaker of the house of representatives; and



1 (5) Two members of the senate appointed by the president
2 of the senate.

3 The task force shall select a chairperson from among its
4 members to preside over its meetings. The task force shall hold
5 no fewer than three meetings; provided that meetings may be held
6 during ordinary business hours. Members shall not be reimbursed
7 for any expenses incurred to attend meetings.

8 (b) The task force shall evaluate the feasibility of and
9 develop a plan for marketing Hawaii as a venue for the National
10 Football League's Super Bowl game and related activities.

11 (c) The task force shall submit a final report on its
12 findings and recommendations to the legislature no later than
13 twenty days prior to the convening of the regular session of
14 2012.

15 (d) The Hawaii Super Bowl task force shall cease to exist
16 on June 30, 2012.

17 SECTION 3. This Act shall take effect on July 1, 2011.

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INTRODUCED BY: *Karen Awana*

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Report Title:

Super Bowl Task Force

Description:

Establishes the Hawaii Super Bowl task force to plan and coordinate efforts to bring the Super Bowl to Hawaii.

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