

**SB 1123**

**EDT**



**DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM**

NEIL ABERCROMBIE  
GOVERNOR

RICHARD C. LIM  
INTERIM DIRECTOR

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Statement of  
**RICHARD C. LIM**  
**Interim Director**  
Department of Business, Economic Development, and Tourism  
before the

**COMMITTEE ON ECONOMIC DEVELOPMENT AND TECHNOLOGY**

Wednesday, February 2, 2011  
1:45 P.M.

State Capitol, Conference Room 016

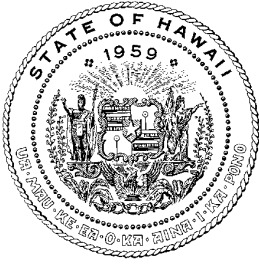
in consideration of  
**S.B. 1123 RELATING TO SPORTS.**

Chair Fukunaga, Vice-Chair Wakai and Committee members:

The Department offers the following comments regarding Senate Bill 1123, which creates the office of sports development within DBEDT.

The Department recognizes that national and international sporting events are a natural fit for Hawaii, and that the state derives tremendous benefits from the visitors who come to attend the events and the media coverage generated. The Department believes, however, that the state's sports marketing and development plans should be part of the overall tourism marketing and development strategy for Hawaii, which is the responsibility of the Hawaii Tourism Authority (HTA). The HTA, by statute, is responsible for the marketing and promotion of sports-related activities and events. Establishing an office of sports development within DBEDT would be duplicative of HTA's efforts. Therefore, the Department believes that this measure is unnecessary.

Thank you for the opportunity to offer these comments.



**NEIL ABERCROMBIE**  
Governor

**MIKE MCCARTNEY**  
President and  
Chief Executive Officer

# Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
Website: [www.hawaii-tourism-authority.org](http://www.hawaii-tourism-authority.org)

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Testimony of  
**Mike McCartney**  
President and Chief Executive Officer  
Hawai'i Tourism Authority  
on  
**S.B. 1123**  
**Relating to Sports**

Senate Committee on Economic Development and Technology  
Wednesday, February 2, 2011  
1:45 p.m.  
Conference Room 016

The Hawai'i Tourism Authority (HTA) opposes S.B. 1123, which proposes the establishment of an office of sports development in the Department of Business, Economic Development and Tourism to, promote and market the sports industry in Hawaii, develop a long-range plan for sporting events and sports activities, promote Hawaii as a place to hold sporting events.

As part of its responsibilities to market and promote sports-related activities and events, the HTA has on staff a Sports Manager. The Sports Manager, worked with the HTA's Sports Investigative Committee, to develop a plan for the promotion of sporting events and new sporting products that could be integrated into an overall sports marketing and promotion program for the state. HTA's 2010 Sports Marketing Program included:

- Bringing stakeholders to make Hawaii's winning bid for the 2012 World Vintage Rugby Carnival, a seven-day event attracting more than 60 teams from 10 countries;
- Four PGA professional golf tournaments;
- The Sheraton Hawaii Bowl;
- The Diamond Head Classic basketball tournament;
- The Ford Ironman World championship;
- Xterra World Championships;
- EA Sports Maui Invitational; and
- Xterra Trail Run World Championship.

In addition, HTA supported sporting events such as the Na Wahine O Ke Kai, Molokai Hoe, The Stand Up World Tour Finals, the Quiksilver in Memory of Eddie Aikau, and the Waikiki Roughwater Swim.

The HTA's Sports Program is one of the major components of the Authority's overall State Marketing Program which is designed to market Hawai'i as an overall visitor destination. Having the sports program under the HTA's purview allows for its integration into the Authority's overall global tourism marketing efforts. As such, establishing a separate entity for

sports marketing and promotion would take away from the tourism marketing synergy and continuity that HTA presently has.

The HTA is already addressing sports marketing, promotion, and product development to enhance Hawaii branding as a sporting events and activity destination. Therefore, S.B. 1123, is not necessary and we request that it be held.

Thank you for the opportunity to provide these comments.



## HAWAII YOUTH SOCCER ASSOCIATION

**P.O. BOX 31286 HONOLULU, HAWAII 96820**

February 1, 2011

Dear Senators,

I write to you in support of **Senate Bill 1123** for the establishment of an Office of Sports Development within the Department of Business, Economic Development and Tourism.

Many cities and states around the country have dedicated staff members to actively seek and pursue opportunities to host large sporting events. On behalf of the Hawaii Youth Soccer Association, I have helped organize the 2003 and 2008 US Youth Soccer Region IV Championships. Each of these events had an estimated economic impact of over \$10 million. We have also unsuccessfully bid for the US Youth Soccer National Championships and the US Youth Soccer Coaches Workshop & Convention. In each case, our bid proposal as well as our presentation were put together and presented by our volunteers, while their City, County or State Government supported the cities we were competing against.

Hawaii Youth Soccer Association is again bidding, later this month, for the 2013 Region IV Championships, and again we are competing against Cities that have the direct backing of their State Government.

We all know how vital tourism is to our State's economy. Sports Tourism is a market segment that we have not fully penetrated. The establishment of an Office of Sports Development tasked with pursuing Regional, National and International sporting events should be a priority in the marketing of our State as a world class host for sporting events.

Aloha,

Scott Keopuhiwa  
President  
Hawaii Youth Soccer Association  
Cell: (808) 927-7927 Email: [srk@hawaii.rr.com](mailto:srk@hawaii.rr.com)

## Jody Nakanelua

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**From:** Roxanne Kamalu [kamalu1@msn.com]  
**Sent:** Tuesday, February 01, 2011 12:29 PM  
**To:** EDTTestimony  
**Subject:** Written Testimony of Benny Agbayani SB1123

Asia Pacific Exchange & Development  
Ehime-Hawaii Group  
Benny Agbayani  
46-302 Hololio Place  
Kaneohe, HI 96744  
Phone: 349-1150

Testimony of Mr. Benny Agbayani  
Senate Bill 1123 – Relating to Sports  
Committee on Economic Development and Technology  
February 2, 2011 @ 1:45 p.m., Room 016  
Senator Carol Fukunaga, Chair  
Senator Glenn Wakai, Vice Chair

Chair Carol Fukunaga, Vice Chair Wakai, and members of the Committee on Economic Development and Technology.

My name is Benny Agabayani and I would like to submit testimony in support of Senate Bill 1123 – Relating to Sports.

For the past 10 years, I have been involved in a youth baseball exchange with Ehime Prefecture in Japan. I believe a dedicated office of sports development at the Department of Business, Economic Development and Tourism can benefit youth baseball exchanges. These exchanges have the potential to evolve into larger events that will benefit Hawaii's economy but because these efforts are typically volunteer efforts, they do not have the capacity to expand past a certain limit. To take it to the next level, we need a "one stop" sports development office to help us organize better, schedule venues, and develop high quality cultural exchanges to set Hawaii apart as a tournament site.

In closing, when establishing this sports office, please keep in mind the potential of school age sport tournaments in Hawaii. You would be surprised how valuable these events are to Hawaii's economy.

Thank you for this opportunity to submit testimony.

Respectfully Submitted,

Benny Agbayani



**LATE**

THE SENATE  
26<sup>th</sup> LEGISLATURE  
REGULAR SESSION of 2011

COMMITTEE ON ECONOMIC DEVELOPMENT & TECHNOLOGY  
Senator Carol Fukunaga, Chair

1/24/11  
Rm 225, 1:15 PM

SB 1123  
Relating to Sports

Chair Fukunaga and Members of this Committee,

My name is Max Sword, here on behalf of Outrigger Hotels Hawaii, to support the intent of this bill.

Outrigger Hotels believes that sports is an important part of tourism and plays an important part in making Hawaii a well rounded destination, along with the business and leisure market sector.

We support the intent of this bill in that an Office of Sport Development, should handle the development, coordination, and implementation of long-range state policies and directions for sporting events and related activities.

However, the marketing should be left with the Hawaii Tourism Authority for better coordination, since they have a better handle on the ups and downs of the tourism industry and the funds to do the job.

Mahalo for allowing me to testify.

## Doris Lam

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**From:** waiakeabigdog@aol.com  
**Sent:** Wednesday, February 02, 2011 12:43 PM  
**To:** EDTTestimony  
**Subject:** SB1123

LATE

I have just read over Senate Bill 1123 and would like to add my support for this piece of legislation.

I have been hosting races over the past 20 years on the Big Island of Hawaii and was one of the founders of the Big Island International Marathon. For years we have looked at ways in increasing visitors to our island for fitness events, including road races.

SB 1123 would bring focus to sporting events and could be a clearing house for those who try to attract visitors to our islands for fitness activities. Such a committee is long overdue. The Honolulu Marathon, as all of you well know, generates over \$100 million to our economy and is a clean, safe, environmentally friendly way to promote tourism.

You may contact me directly should you have any questions at (808) 936-8459.

Respectively submitted:

Wayne "Big Dog" Joseph  
Executive Director  
Big Island International Marathon  
[www.hilomarathon.org](http://www.hilomarathon.org)  
<http://waynejoseph.wordpress.com>