
A BILL FOR AN ACT

RELATING TO TOURISM.

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

1 SECTION 1. The legislature finds that tourism is the
2 economic engine that drives the State's economy. Hawaii relies
3 greatly upon the revenues generated by tourism and the vibrant
4 economic activity that it stimulates. The State is able to do
5 this in large part because it holds the competitive advantage of
6 being blessed with many natural attributes that make the islands
7 an attractive visitor destination. However, the visitor
8 industry is an extremely competitive one and the State, through
9 both the public and private sectors, needs to work to maintain
10 and enhance Hawaii's current competitive advantage. This means
11 not only maintaining current infrastructure, but also upgrading
12 and developing new infrastructure to create a visitor-friendly
13 environment. The Waikiki area on Oahu exemplifies both the
14 attraction an area has for visitors and the need to maintain and
15 upgrade the visitor experience.

16 The purpose of this Act is to create a task force to
17 investigate the development of a tourism economic district in an
18 area such as Waikiki in which the public and private sectors and



1 the state and county governments and agencies can explore ways
2 to revitalize a district in a preeminent visitor destination in
3 a cooperative and creative way.

4 **SECTION 2. Tourism economic district in Waikiki; task**
5 **force; membership; duties; report; termination.** (a) There is
6 created the temporary tourism economic district task force, to
7 be placed within the department of business, economic
8 development, and tourism, for administrative purposes. The task
9 force shall convene no later than thirty days after the
10 effective date of this Act and shall consist of members
11 representing:

- 12 (1) The department of business, economic development, and
13 tourism;
- 14 (2) The Hawaii tourism authority;
- 15 (3) The governor's office;
- 16 (4) The office of the mayor of the city and county of
17 Honolulu;
- 18 (5) The council of the city and county of Honolulu;
- 19 (6) The chairpersons, or their designees, of the
20 legislative standing committees overseeing tourism
21 affairs in the senate and the house of
22 representatives, respectively;



- 1 (7) The Waikiki Improvement Association;
- 2 (8) The Waikiki neighborhood board;
- 3 (9) Visitor industry businesses or associations; and
- 4 (10) The general public.

5 The task force shall elect from among its members a chairperson
6 and any other officers it deems necessary. Members shall not be
7 compensated but shall be reimbursed for necessary expenses,
8 including travel expenses, incurred in the conduct of their
9 duties.

10 (b) The task force shall convene its initial meeting no
11 later than twenty days after the governor has appointed all the
12 members of the task force. The task force shall investigate the
13 following:

- 14 (1) Identify, define the boundaries of, and designate one
15 particular district within the Waikiki area on Oahu to
16 be the tourism economic district;
- 17 (2) Determine the ideal components and their
18 interrelationships within the tourism economic
19 district in terms of:
 - 20 (A) Infrastructure;
 - 21 (B) Density and carrying capacity;
 - 22 (C) Land use, such as:



- 1 (i) Residential;
- 2 (ii) Business or commercial;
- 3 (iii) Recreational; and
- 4 (iv) Other uses;
- 5 and

6 (D) Any other components;

7 and

8 (3) Determine the actions, including fast-tracking zoning

9 approvals, use of tax incentives, and other actions

10 that are necessary for the public and private sectors

11 to take to create this tourism economic district.

12 (c) The task force shall submit a final written report to

13 the governor, the legislature, and the mayor and city council of

14 the city and county of Honolulu, no later than December 31,

15 2011, detailing its findings and recommendations, including any

16 necessary proposed legislation. The task force shall terminate

17 on June 30, 2012.

18 SECTION 3. There is appropriated out of the general

19 revenues of the State of Hawaii the sum of \$ or so much

20 thereof as may be necessary for fiscal year 2011-2012 for the

21 purposes of this Act.



1 The sum appropriated shall be expended by the department of
2 business, economic development, and tourism for the purposes of
3 this Act.

4 SECTION 4. This Act shall take effect on July 1, 2011.

5

INTRODUCED BY:

Tom Bran

JAN 24 2011



Report Title:

Tourism Economic District in Waikiki; Task force

Description:

Creates temporary tourism economic district task force to study ways to revitalize a specific area of Waikiki, including issues of fast-track zoning, infrastructure development, mixed land use, and the use of tax incentives. Report by December 31, 2011. Terminates on June 30, 2012.

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