



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

NEIL ABERCROMBIE
GOVERNOR

RICHARD C. LIM
DIRECTOR

MARY ALICE EVANS
DEPUTY DIRECTOR

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Statement of
RICHARD C. LIM
Director

Department of Business, Economic Development & Tourism

before the
HOUSE COMMITTEE ON ECONOMIC REVITALIZATION & BUSINESS

Thursday, January 26, 2012
8:30 a.m.

State Capitol, Conference Room 312

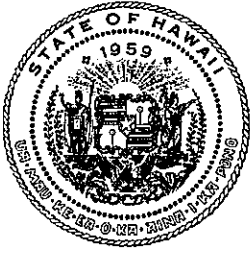
in consideration of
HB 2135

Chair McKelvey, Vice Chair Choy and Members of the Committee on Economic Revitalization and Business:

The Department of Business, Economic Development & Tourism (DBEDT) appreciates the overall intent of HB2135 that proposes to establish a Hawaii Sports Task Force within DBEDT.

The Hawaii Tourism Authority (HTA) has historically assumed the responsibility of sports tourism marketing for Hawaii. The HTA currently has dedicated resources to grow Hawaii's sports industry including a Brand Marketing and Sports Coordinator. Oversight of the Hawaii Sports Task Force would be better suited within HTA to avoid duplication of efforts.

Thank you for the opportunity to offer comments.



NEIL ABERCROMBIE
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
H.B. 2135
Relating to Sports

House Committee on Economic Revitalization & Business
Thursday, January 26, 2012
8:30 a.m.
Conference Room 312

The Hawai'i Tourism Authority (HTA) offers the following comments on H.B. 2135, which proposes to establish a Sports Task Force to plan and coordinate efforts to keep the Pro Bowl in Hawai'i, secure Hawai'i as the site for an NFL pre-season or regular-season game, secure a world-title soccer tournament at Aloha Stadium, and a mixed martial arts championship tournament at Aloha Stadium.

The HTA feels that this legislation is not necessary as the HTA already has formed and is working with the HTA Sports Tourism Committee to plan and coordinate sports tourism in Hawai'i. As part of its existing responsibilities to market and promote sports-related activities and events, the HTA also has a dedicated Sports Manager on staff. The Sports Manager worked with HTA's Vice President of Brand Management and both the HTA's Sports Investigative Board Committee and HTA's Sports Tourism Committee, as well as conducted extensive community outreach to develop a plan for the promotion of sporting events and new sporting products that could be integrated into an overall brand marketing and experience programs for the state.

The HTA's Sports Marketing Program includes the events described in H.B. 2135:

- NFL Pro Bowl;
- Sheraton Hawai'i Bowl;
- Ford Ironman World championship;
- Xterra World Championships;
- EA Sports Maui Invitational;
- Molokai Hoe; and,
- Three (3) PGA TOUR golf tournaments.

In addition, the HTA secured the winning bids for the 2012 World Vintage Rugby Carnival, a seven (7)-day event that attracts more than 60 teams from 10 countries, and

the 2013 Golden Oldies International Field Hockey Tournament, a five-(5) day event that attracts 80 teams from over 10 countries. The HTA has also successfully partnered with ESPN to help launch the inaugural Hawaiian Islands Invitational (HII) in Hawai'i this February. The HII is an international professional men's soccer tournament drawing teams from Hawai'i's largest and developing major market visitor areas including North America, Australia, Japan and Korea.

HTA's Pro Bowl negotiations with the NFL continue. Securing a pre-season or regular season NFL game or attracting a world-title soccer tournament like the World Cup comes down to revenues and facilities. World Cup soccer involves multiple games at multiple facilities, played over many days, with attendance in the millions of fans. Without a significant investment in facilities, it will not be possible for Hawai'i to host those events.

The HTA's Sports Program is designed to help market Hawai'i as a global destination, and leverages our tourism research, sports and brand marketing programs to promote and provide unique visitor and resident experiences in the Hawaiian Islands.

Thank you for the opportunity to provide these comments.

NEIL ABERCROMBIE
GOVERNOR

JAN S. GOUVEIA
ACTING COMPTROLLER



ALOHA STADIUM

An Agency of the State of Hawaii

SCOTT L. CHAN
MANAGER

LOIS M. MANIN
DEPUTY MANAGER

TESTIMONY OF
NELSON O. OYADOMARI, CHAIR
STADIUM AUTHORITY

TO THE

HOUSE COMMITTEE ON
ECONOMIC REVITALIZATION AND BUSINESS
REPRESENTATIVE ANGUS MCKELVEY, CHAIR

JANUARY 26, 2012
8:30 AM

HB 2135

RELATING TO SPORTS

Chair McKelvey and members of the Committee, thank you for allowing me the opportunity to provide testimony on HB 2135. I am the Chair of the Stadium Authority, and write this testimony on behalf of myself, as Chair, and on behalf of the Stadium Authority Board.

Although we appreciate all efforts to bring events to the Aloha Stadium and laud the intent of HB 2135, we do have reservations and welcome further discussion to address our concerns and questions.

A major part of the Board's mission is to promote Aloha Stadium as a venue for a variety of events, including the sporting events outlined in HB 2135. The Board and stadium management already work closely with various state agencies and promoters to fulfill this mission.

As the Board works to "keep the lights on" by bringing in more events, we believe an added task force or committee may hinder our efforts. Again, we understand and appreciate the designed end result of HB 2135, but would need additional information on the scope and mechanics of this task force.

Again, thank you for your time and consideration of our testimony. Please feel free to call me at 483-2570 if I can be of further assistance on this matter.

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[HTTP://ALOHASTADIUM.HAWAII.GOV](http://alohastadium.hawaii.gov)

From: Windward Ahupua`a Alliance [info@waa-hawaii.org]
Sent: Wednesday, January 25, 2012 3:02 PM
To: ERBtestimony
Subject: *****SPAM***** HB 2135 - RELATING TO SPORTS

COMMITTEE ON ECONOMIC REVITALIZATION & BUSINESS

Rep. Angus McKelvey, Chair
Rep. Isaac Choy, Vice Chair

8:30 am

Thursday, January 26, 2012
Conference Room 312

HB 2185 - RELATING TO SPORTS
Support with one amendment

Submitted by:

Shannon Wood, *President*

Windward Ahupua`a Alliance

PLANT A NATIVE TREE CAMPAIGN

P.O. Box 6366

Kane`ohe, HI 96744

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Website: <http://www.waa-hawaii.org>; E-mail: <mailto:info@waa-hawaii.org>

Website: <http://www.plantanativetree.org>; E-mail: <mailto:info@plantanaativetree.org>

Good morning *Mr. Chair* and *Members* of the **Economic Revitalization and Business Committee**. My name is Shannon Wood, the president and co-founder of the *Windward Ahupua`a Alliance* and a very strong supporter of collegiate and professional athletics.

In early May, 2010, when it became apparent that major changes in *NCAA* conference alignments were going to take place, a small group of supporters of *University of Hawai`i* inter-collegiate athletics started working on a plan to (re)develop the entire *Aloha Stadium* site in ways that would not only generate revenues to keep the facility open but also would cover its maintenance and upgrades over the next 25 or 30 years so that the *UH* football team would stay in Division 1-A. However, it's important to understand that those of us who have taken on this challenge are really strong supporters of all *University of Hawai`i NCAA Division 1-A* athletics - not just football

We are also committed to making sure that the (re)development will also provide both construction & long-term jobs in environmentally & socially appropriate ways.

Over time, our group - still informal - has expanded out to over 20 people unconnected directly to *UH* who have come up with five different sustainable *Aloha Stadium* site proposals - including developing the facility into an international sports venue.

I've also initiated contact with members of the *Honolulu City Council* and *Honolulu Authority for Rapid Transportation* and have had very informal discussions with private sector union leaders as well as state agencies & local non-profits who are working on expanding the supply of affordable work-force rental housing.

Please check out the October 21 Pacific Business News interview with **State Senator Glenn Wakai** in whose district is *Aloha Stadium*. He is also the *Vice Chair* of the **Economic Development and Technology Committee**.

There are a lot of other entities involved - the **Governor's Office**, the *Stadium Authority*, *DAGS*, *DBEDT* & *DLNR*, the *Navy*, the *Department of Interior*, and perhaps even *Congress*. However, our group's approach has been to do as much as possible concurrently rather than take a linear approach.

The issues here are extremely complex so all decisions need to be as open & transparent as possible. We are talking about well over 100 acres of extremely valuable and easily accessible land. One estimate is that it's worth half a billion \$\$\$\$

We do have one minor amendment to make which is to insert language allowing the Task Force to take into consideration other kinds of sports activities.

Mahalo for the opportunity to present this information. We urge that you move this bill forward.

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**ALOHA STADIUM
SUSTAINABLE SITE (RE-)DEVELOPMENT PROPOSALS**

CORE REQUIREMENTS

1. Community-based involvement in all planning processes to include nearby residents & businesses along with current & future users who are encouraged to bring other options & alternatives *to the table* for consideration;
2. Establishing revenue-generating uses to underwrite both short- and long-term *Aloha Stadium* maintenance & facilities improvements;
3. All new on-site buildings plus upgrades on the *Stadium* itself shall be environmentally sustainable - *LEEDS*-certified & *off-the-grid* wherever possible.

DEVELOPMENT PROPOSALS

International sports venue both inside *Aloha Stadium* itself - soccer, rugby, American & Canadian football, track & field events - as well as outside the *Stadium* - tennis, aquatic activities, vehicular racing, family-oriented mini-golf course;

High-tech business park primarily for mature companies working in renewable energy, bio-medical research, *Department of Defense* programs;

Mid-market hotel primarily for visiting teams & fans as well as for people visiting family members or conducting business on nearby military bases;

Multi-family work-force rental housing directly related to *Transit-Oriented Development*;

Small-footprint commercial & retail center including food-service businesses and a multi-story parking garage

for transit users, residents, employees, customers, and *Stadium* patrons.

KUAKINI HAWAIIAN CIVIC CLUB OF KONA
Testimony of President Shane Akoni Palacat-Nelsen
82-6026 Manini Beach Road, Captain Cook, HI 96704

**HOUSE BILL 2135
RELATING TO SPORTS**

Before the House
COMMITTEE ON ECONOMIC REVITALIZATION & BUSINESS
Thursday January 26, 2012 8:30 a.m. Room 312

Aloha Chairman McKelvey of the Committee on Economic Revitalization and Business. I am Shane Nelsen a resident of over 6 generations in Kealahou Bay, President of Kuakini Hawaiian Civic Club of Kona, and here to testify in support of **HB 2135 Relating to Sports**.

The Kuakini Hawaiian Civic Club of Kona is a chartered club of the Association of Hawaiian Civic clubs. We are committed to uphold the traditions of our kupuna and most importantly Prince Kuhio, a non-voting Delegate of Congress in the early 1900's. We are firm advocates in the community and are concerned about the welfare of the Native Hawaiian community.

As we look at our economic resources here in the State of Hawaii, it is only fitting that we support this measure. Many industries benefit from ventures such as these. We concur without a doubt that this bill will increase State revenues, but it's more than just that; it encourages the island people to participate in good sportsmanship that requires disciplines in good values, morals, and philosophies closely related to the Hawaiian culture.

HB 2135 brings a well rounded effort to address economic conditions, and social welfare in community.

Mahalo nui loa for your consideration of our testimony. We urge your support of this measure.

For further information please contact Shane Nelsen, President of Kuakini Hawaiian Civic Club of Kona at shane.nelsen@gmail.com.