



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.R. 104
**Requesting the Hawaii Stadium Authority, in Consultation with the
Hawaii Tourism Authority and the University of Hawaii, to
Conduct a Study Regarding the Feasibility of Improving
and Expanding the Aloha Stadium and its Grounds.**

House Committee on Water, Land & Ocean Resources
House Committee on Tourism
Friday, March 23, 2012
10:30 a.m.
Conference Room 325

The Hawai'i Tourism Authority (HTA) offers the following comments on H.R. 104, which requests the Hawaii Stadium Authority, in consultation with the University of Hawaii and the Hawaii Tourism Authority, to study the feasibility of improving and expanding the Aloha Stadium and its grounds.

As part of its existing responsibilities, the HTA markets and promotes sports-related activities and events in Hawaii and has a dedicated Sports Manager on staff. The Sports Manager works with HTA's Vice President of Brand Management and both the HTA's Sports Investigative Board Committee and HTA's Sports Tourism Committee to develop a sports platform and strategy to help market Hawai'i as a global destination while leveraging HTA's tourism research and brand marketing programs to promote and provide unique visitor and resident experiences.

Currently, HTA's Sports Marketing features a number of events, including:

- 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.

Accordingly, the HTA's sports experience does not include any significant expertise in the development, renovation, expansion, of construction of a stadium or in

determining the feasibility of improvements and expansions to the Aloha Stadium and its grounds. However, Hawai`i's tourism industry would benefit from improvements to Aloha Stadium and its grounds. For example, major sporting events are currently prohibited from taking place in Hawai`i because of limitations to the configuration of the Aloha Stadium. As a result, the HTA would be willing to collaborate with the Hawai`i Stadium Authority and the University of Hawai`i in their undertaking of a feasibility study to improve and expand the Aloha Stadium and its grounds.

Thank you for the opportunity to provide these comments.

har2-Samantha

From: Windward Ahupua`a Alliance [info@waa-hawaii.org]
Sent: Thursday, March 22, 2012 12:13 PM
To: WLOtestimony
Subject: HR 104

COMMITTEE ON WATER, LAND & OCEAN RESOURCES

Rep. Jerry L. Chang, Chair
Rep. Sharon E. Har, Vice Chair

COMMITTEE ON TOURISM

Rep. Tom Brower, Chair
Rep. James Kunane Tokioka, Vice Chair

10:30 am
Friday, March 23, 2012
Conference Room 325

HR 104

REQUESTING THE HAWAII STADIUM AUTHORITY, IN CONSULTATION WITH THE HAWAII TOURISM AUTHORITY AND THE UNIVERSITY OF HAWAII, TO CONDUCT A STUDY REGARDING THE FEASIBILITY OF IMPROVING AND EXPANDING THE ALOHA STADIUM AND ITS GROUNDS
Support with Comments

My name is Shannon Wood, the president & co-founder of the *Windward Ahupua`a Alliance*, a 501c3 Hawai`i non-profit corporation, which was established in July, 2002, to create the **Ko`olau Greenbelt & Heritage Trail System**. Its mandate, however, has expanded over the years well beyond these important regional issues.

WAA now works to educate & inform residents, visitors, businesses, policymakers at all levels of government, and the media about using **SMART GROWTH** principles which promote economic and environmental sustainability.

Those of us who have been working on a variety of *Aloha Stadium* economic (re)development issues since early May, 2010, when the first round of football conference realignments began are really looking forward to being actively involved in planning for both the long-term future of the *Aloha Stadium* site as well as for all University of Hawai`i's Department of Athletics NCAA Division 1-A programs.

Below my signature block is a brief description of the five proposals that our group - which now numbers nearly 20 people - came up with late last summer and sent on out to area legislators as well as to the *Abercrombie Administration* and to the *Stadium Authority* as well as individuals working on transit-oriented development matters.

Turning now to **HR 104**, there are other entities at *UH-Manoa* which have significant expertise in the subject matter areas besides the **Department of Athletics** - the **Shidler College of Business**, the **School of Travel Industry Management**, and the **College of Engineering**.

There might also be a need to include the **William S. Richardson School of Law** as well because of the need to remove the deed restrictions placed on the property by the Department of the Interior.

In addition to the *Hawaii Tourism Authority*, I strongly recommend that the *Department of Business*,

Economic Development & Tourism become actively involved in the site (re)development as well.

Shannon Wood, *President*

Windward Ahupua`a Alliance

PLANT A NATIVE TREE CAMPAIGN

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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>

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

CORE REQUIREMENTS

1. Community-based involvement in all planning process - residents & businesses along with current & future users;
2. Revenue-generating uses to underwrite both short- and long-term maintenance & facilities improvements;
3. All new buildings shall be environmentally sustainable - *LEEDS*-certified & *off-the-grid*.

DEVELOPMENT PROPOSALS

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

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

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

Multi-family workforce 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.