
A BILL FOR AN ACT

RELATING TO SPORTS.

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

1 SECTION 1. The legislature finds that, in 2007, sports was
2 a \$213,000,000,000 industry in the United States. In addition
3 to spectator fees, the sports industry generates revenue in
4 advertising, endorsements, media broadcast rights, and
5 licensing. Hawaii hosts at least ten major national and
6 international sporting events each year, including the National
7 Football League's Pro Bowl, Honolulu Marathon, Vans Triple Crown
8 of Surfing, Sheraton Hawaii Bowl, Molokai Hoe, XTERRA World
9 Championship, Ironman World Championship, Maui Jim Maui
10 Invitational, and the PGA Sony Open.

11 From 1979 to 2008, Hawaii hosted the highly-successful
12 annual all-star game currently played before the Super Bowl
13 known as the National Football League Pro Bowl. Hawaii's streak
14 of hosting thirty consecutive Pro Bowls at Aloha Stadium was
15 broken in 2009 when the game moved to Miami, Florida. However,
16 the Pro Bowl returned to Hawaii in 2010. In 2004, a National
17 Football League-commissioned study found that the Pro Bowl was



1 worth \$12,100,000 in advertising for Hawaii. In addition, the
2 2003 Pro Bowl brought eighteen thousand visitors to Hawaii,
3 which accounted for \$28,070,000 in spending and \$2,720,000 in
4 state taxes, according to the Hawaii tourism authority. In
5 Hawaii, the National Football League and its players donate to
6 charities, visit at-risk and disabled youth, and support the
7 military with special gatherings, among many other activities.

8 Soccer is also an attractive sport for Hawaii, which has
9 several prime venues, including the Waipio Peninsula Soccer
10 Complex. Soccer is played by more than two hundred fifty
11 million players in more than two hundred countries, making it
12 the world's most popular sport. In 2008, Hawaii hosted the Pan-
13 Pacific Championship competition, a combination of top teams in
14 Major League Soccer, the J-League, and A-League. The
15 tournament's championship round at Aloha Stadium, which featured
16 international soccer star David Beckham and Kamehameha Schools
17 alumnus Brian Ching, drew 23,087 people, reportedly the largest
18 soccer crowd ever to see a game in Hawaii. Fueled by the
19 appearance of Beckham, the tournament brought considerable media
20 attention, including global telecasts, to Hawaii.



1 Hawaii has also embraced mixed martial arts, a full-contact
2 combat sport that allows the use of both striking and grappling
3 techniques; involves both standing and on-the-ground
4 competition; and blends boxing, wrestling, Brazilian jiu-jitsu,
5 muay Thai, kickboxing, karate, judo, and other styles. Mixed
6 martial arts events have drawn capacity crowds to the Blaisdell
7 Center Arena. A Rumble on the Rock card featuring Hilo's BJ
8 Penn against Rodrigo Gracie in 2004 drew a standing-room-only
9 crowd of more than eight thousand. The prestigious Ultimate
10 Fighting Championship organization has never staged a match in
11 Hawaii, but the idea has been floated many times.

12 Numerous sporting events have also been held in Hawaii
13 including golf tournaments, tennis tournaments, sailing
14 championships, the IRONMAN world championship triathlon,
15 Honolulu marathon, National Basketball Association games, minor
16 league baseball, and professional wrestling.

17 The legislature believes that there is significant room for
18 growth in the Hawaii sports industry and that attracting more
19 sporting events to use Hawaii as a venue will increase visitor
20 arrivals and expenditures.



1 The purpose of this Act is to create the Hawaii sports task
2 force within the department of business, economic development,
3 and tourism to plan and coordinate efforts to keep the Pro Bowl
4 in Hawaii and to establish Hawaii as a host site for a National
5 Football League preseason game, world-title soccer tournaments
6 at Aloha Stadium, and mixed martial arts Ultimate Fighting
7 Championship tournaments at Aloha Stadium, as well as other
8 sporting and sports entertainment events.

9 SECTION 2. (a) There shall be established within the
10 department of business, economic development, and tourism, the
11 Hawaii sports task force. The task force shall plan and
12 coordinate efforts to:

- 13 (1) Keep Hawaii as the host site for the National Football
14 League's annual Pro Bowl;
- 15 (2) Establish Hawaii as a host site for a National
16 Football League pre-season game, world-title soccer
17 tournaments, mixed martial arts Ultimate Fighting
18 Championship tournaments, and other international
19 sporting events at Aloha Stadium; and
- 20 (3) Establish and maintain Hawaii as a host site for other
21 sporting and sports entertainment events statewide



1 including but not limited to golf tournaments,
2 kickboxing events, professional wrestling events,
3 motor-cross races, tennis tournaments, beach
4 volleyball tournaments, sailboat races, marathons,
5 triathlons, and cycling events.

6 The task force shall make recommendations to the
7 legislature on addressing any issue the task force determines is
8 feasible to address pursuant to this Act.

9 (b) The Hawaii sports task force shall meet quarterly at a
10 place and time to be determined by the chair of the task force.
11 The task force shall be dissolved on January 5, 2017.

12 (c) The department of business, economic development, and
13 tourism shall provide administrative support, including the
14 recording of minutes, to the Hawaii sports task force.

15 (d) The director of business, economic development, and
16 tourism shall be the chair of the Hawaii sports task force. The
17 task force shall include the following members or their
18 designees:

19 (1) The governor;

20 (2) The mayor of the City and County of Honolulu, and
21 mayors of the counties of Maui, Kauai, and Hawaii;



- 1 (3) The chair of the stadium authority;
- 2 (4) The manager of Aloha Stadium;
- 3 (5) The comptroller;
- 4 (6) The president and chief executive officer of the
- 5 Hawaii tourism authority;
- 6 (7) The president and chief executive officer of the
- 7 Hawaii lodging and tourism association;
- 8 (8) An individual representing the hotel and tourism
- 9 industry in Hawaii, appointed by the speaker of the
- 10 house of representatives;
- 11 (9) An individual representing the hotel and tourism
- 12 industry in Hawaii, appointed by the president of the
- 13 senate;
- 14 (10) One member of the house of representatives appointed
- 15 by the speaker of the house of representatives;
- 16 (11) One member of the senate appointed by the president of
- 17 the senate;
- 18 (12) A representative from the economic development board
- 19 of each county; and
- 20 (13) A Hawaiian cultural specialist.



1 The members of the task force shall serve without
2 compensation, and all necessary expenses, including travel
3 expenses, shall be paid by the agency, organization, or
4 department to which the member belongs. No member shall be made
5 subject to chapter 84, Hawaii Revised Statutes, solely because
6 of that member's participation as a member of the task force.

7 (e) The Hawaii sports task force, in conjunction with the
8 department of business, economic development, and tourism, shall
9 submit a report with findings and recommendations, including
10 proposed legislation, if any, to:

- 11 (1) Keep Hawaii as the host site for the National Football
12 League's annual Pro Bowl;
- 13 (2) Establish Hawaii as a host site for a National
14 Football League preseason game, world-title soccer
15 tournaments, mixed martial arts Ultimate Fighting
16 Championship tournaments, and other international
17 sporting events at Aloha Stadium; and
- 18 (3) Establish and maintain Hawaii as a host site for other
19 sporting and sports entertainment events statewide
20 including but not limited to golf tournaments,
21 kickboxing events, professional wrestling events,



1 motor-cross races, tennis tournaments, beach
2 volleyball tournaments, sailboat races, marathons,
3 triathlons, and cycling events,
4 to the legislature no later than twenty days prior to the
5 convening of the regular session of 2017.

6 SECTION 3. This Act shall take effect on February 19,
7 2022.



Report Title:

Hawaii Sports Task Force

Description:

Establishes the Hawaii Sports Task Force to plan and coordinate efforts to keep the Pro Bowl in Hawaii, to secure Hawaii as a host site for a National Football League pre-season game, world-title soccer tournaments, mixed martial arts Ultimate Fighting Championship tournaments and other international sporting events at Aloha Stadium, and to secure and maintain Hawaii as a host site for other sporting and sports entertainment events statewide. Establishes the Hawaii Sports Task Force to plan and coordinate efforts aimed at the promotion and growth of the State's sports entertainment and event hosting industry.
(HB2229 HD1)

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.

