



Statement of
George D. Szigeti
Chief Executive Officer
Hawai'i Tourism Authority
on
SB 83
Relating to Appropriations
House Committee on Tourism
Wednesday, March 16, 2016
10:00am
Conference Room 312

The Hawai'i Tourism Authority (HTA) offers the following **testimony opposing** SB 83 to the extent the bill would appropriate money from the Tourism Special Fund to pay for travel expenses and subsidies incurred by the University of Hawai'i's (UH) intercollegiate athletics program.

We have tremendous aloha for the UH athletics program. Our opposition to SB 83 is limited to paying for travel expenses and subsidies from the Tourism Special Fund. Under HRS § 201B-11, the Tourism Special Fund is to be used to carry out HTA's mandate. Under that mandate, HTA is directed to promote Hawai'i as a premier visitor destination and integrate the interests of visitors, the community and the visitor industry. The proposal to fund expenses and subsidies incurred by the UH athletics program is far removed from HTA's mandate and the purpose of the Tourism Special Fund. Put simply, there is no nexus between the proposed expenditure and the purpose of the fund.

Equally important, any diversion from the Tourism Special Fund will negatively affect HTA's efforts to market Hawai'i and attract visitors to the state. The visitor industry is the largest part of our economy. We have experienced growth for four years. In 2015, total visitor arrivals increased by more than 4 percent, and visitor spending is projected to have generated \$28.2 billion in sales for the state's economy, provided \$1.75 billion in state tax revenue and supported more than 181,500 jobs in the visitor industry and related sectors.

Now is not the time to invest *less* in developing and maintaining the industry that contributes so much to our state. Hawai'i faces stiff competition from other global destinations, many of which have substantially more marketing funds at their disposal. If we take money from the Tourism Special Fund for other purposes, we undermine our commitment to invest in the visitor industry.

HTA is proud to sponsor sporting events in Hawai'i, including the Diamond Head Classic, the Maui Invitational, the Hawai'i Bowl, PGA Tour events and Ironman events. Hosting major sporting events in Hawai'i draws visitors to the state and generates substantial media exposure, which together produce a manifold return on investment. In 2016, HTA has committed

to supporting 19 sports events statewide and counting, with a projected economic impact of at least \$144 million.

The same direct connection and benefit to the visitor economy cannot be said of funding travel expenses for UH college athletes. UH is a great institutional asset of the state. At HTA, we are proud to cheer for our UH teams. However, UH must look to its operating budget to pay for its athletes' travel expenses. The Tourism Special Fund has a different purpose—a purpose that is too important to the state to be diverted.

Mahalo for the opportunity to offer this testimony.



Hawai'i Convention Center
1801 Kalākāua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
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kahua pa'a web hawaiiitourismauthority.org

David Y. Ige
Governor

George D. Szigeti
President and Chief Executive Officer

March 15, 2016

The Honorable Tom Brower, Chair
Members of the House Tourism Committee

Re: Opposition to Senate Bill 83

Aloha Chair Brower and Committee Members,

I serve as Chair of the Board of Directors for the Hawai'i Tourism Authority (HTA) and would like to register my opposition to Senate Bill 83.

As well intended as SB83 is for supporting University of Hawai'i sports and its student-athletes, its enactment would come at the expense of Hawai'i's tourism industry and, specifically, the numerous community, cultural and environmental programs that HTA supports annually.

This year alone, HTA is providing \$3.3 million in funding to support 162 nonprofit groups statewide that are dedicated to presenting events, festivals and programs perpetuating the special qualities of Hawai'i's culture and way of life.

Consider that if SB83 becomes law and a minimum of \$3 million is taken away from HTA and given to the University of Hawai'i, HTA will have to assess making cuts to marketing and programs that we support.

The State of Hawai'i needs to support University of Hawai'i athletics to the best of its ability, but accomplishing this by effectively weakening HTA's capability to support Hawai'i tourism and community programs statewide is the wrong decision.

I respectfully request that HTA's budget remain intact, so that we can continue to support community programs that mean so much to our residents and visitors.

Mahalo nui loa,

L. Richard Fried, Jr.
Board Chair
Hawai'i Tourism Authority

HAWAII TOURISM

JAPAN

ハワイ州観光局

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March 15, 2016

Representative Tom Brower, Chair
Representative Takashi Ohno, Vice-Chair
House Committee on Tourism
Hawaii State Capitol
415 South Beretania Street
Honolulu, Hawaii 96813

Re: S.B. No. 83, SD1 relating to appropriations

Dear Chair Brower, Vice-Chair Ohno and Committee Members:

On behalf of Hawaii Tourism Japan, I respectfully submit the following written testimony in **opposition** to S.B. No. 83, SD1, relating to appropriations, which is to be heard by your Committee on Tourism on March 16, 2016.

My name is Eric Takahata and I am the Managing Director for Hawaii Tourism Japan, the designated marketing contractor for the Hawaii Tourism Authority (HTA) in the Japan market. We provide a full range of comprehensive marketing management services for the destination of Hawaii in the Japan market.

In Hawaii's tourism industry, the Japan market has played a significant role in Hawaii's economy for the last 35 years. It is the largest international market and the third largest market overall, representing approximately 1.5 million visitors, and over \$2B in expenditures to Hawaii annually.

We have concerns that redirecting funds from the Tourism Special Fund, as provided in S.B. No. 83, SD1, to other interests outside of HTA may negatively impact the availability of dedicated funds toward the Japan Market. Reduced resources will inevitably result in the need to eliminate marketing activities and possibly compromising Hawaii's market position in Japan.

We kindly ask that you carefully consider the possible economic consequences this measure may have in Hawaii's visitor industry. Thank you for the opportunity to provide testimony and for your consideration.

Very truly yours,



Eric Takahata



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
House Committee on Tourism
Wednesday, March 16, 2016 at 10:00 a.m.

By
Donald Straney, Chancellor
&
Patrick Guillen, Athletic Director
University of Hawai'i at Hilo

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

Thank you for the opportunity to submit testimony in support of SB 83 SD1, which will appropriate funds from the tourism special fund for travel expenses and subsidies incurred for the intercollegiate athletics programs at the University of Hawai'i.

The University of Hawai'i at Hilo Intercollegiate Athletics program competes at the NCAA Division II level and is a member of the Pacific West Conference which consists of 14 member institutions. Of those members, four are from Hawaii while the other ten are located on the mainland (9 in California/1 in Utah). University of Hawai'i at Mānoa competes at the NCAA Division I level and is a member of the Big West Conference and Mountain West Conference depending on the sport.

UH Hilo and UH Mānoa face unique travel challenges that are specific to Hawai'i. In fiscal year 2014-15, nearly 70% of UH Hilo's entire operations budget was consumed by team related travel (airfare, hotel, ground transportation, food, etc.) with costs continuing to rise. In fact, BYU-Hawaii has announced that they will be disbanding their athletic program after the 2016-17 seasons and the Pacific West Conference will be adding Biola University to take their place. This decision leaves UH Hilo with one less Hawai'i institution to schedule with and adds yet another mainland school thereby increasing costs even more.

In comparison, the average team travel costs for the mainland schools in the Pacific West Conference is 42%. Other NCAA Division II schools in the West Region that UH Hilo competes against such as in the California Collegiate Athletic Association allocate less than 30% of their operations budget for travel related expenses.

UH Hilo is the only school in the entire country that must travel by air for every contest away from home and also contend with limited, direct mainland service. We make 40-plus team trips to O'ahu to compete against UH Manoa, and fellow Pacific West rivals, Chaminade University, Hawai'i Pacific University and BYU-Hawai'i.

Despite these costs, intercollegiate athletics is a proven economic engine for the community and State. The economic impact has been well documented but one recent example is UH Hilo hosting the 25th Amer Ari Golf Invitational this past February. This prestigious event attracted 19 of the top NCAA Division I men's golf programs in the country that also brought parents and fans that occupied 700+ room nights as well as revenues from car rentals, restaurants and visitor attractions. This is an annual event that UH Hilo has hosted for the past 25 years.

Both UH Mānoa and UH Hilo athletic programs provide significant tangible economic benefits to the State in terms of additional visitors who travel with their teams to Hawai'i. We also provide significant intangible benefits to the communities we represent with home team pride. UH student-athletes are wonderful examples to our keiki in our communities and serve as strong role models while advocating the importance of education.

We appreciate the opportunity to provide testimony. The University of Hawai'i at Hilo respectfully requests passage of SB 83 SD1. Thank you for your time and consideration.



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
House Committee on Tourism
Wednesday, March 16, 2016 at 10:00 a.m.
by
Robert Bley-Vroman, Chancellor
and
David A. K. Matlin, Athletic Director
University of Hawai'i Mānoa

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

Thank you for the opportunity to submit testimony on SB 83 SD1. This bill appropriates moneys from the tourism special fund for fiscal year 2016-2017 for travel expenses and subsidies incurred for the intercollegiate athletics program of the University of Hawai'i at Mānoa (UH Mānoa).

The UH Mānoa athletic department recently completed an in-depth comprehensive assessment of its program. The exercise resulted in four main conclusions:

1. The UH Mānoa athletic department is performing equal to or better than its peers both on-the-field and financially.
2. The financial model of expecting the UH Mānoa athletic department to break-even is inconsistent with collegiate athletics nationwide where only 24 of 230 public universities operate in the black. Those 24 schools are members of the "Power Five" conferences such as the Pacific 12 or Southeastern (SEC) conferences which typically have media revenues of \$30.0 - \$40.0 million per school - - compared to the UH Mānoa's \$2.5 million of media revenues.
3. Collegiate athletic programs typically receive "external support" made up of three components: student fees, direct government support and institutional support. Compared to its peers, the UH Mānoa athletic department receives one of the lowest levels of support in the nation at 33% of revenues. In comparison, the average for peers in the Big West Conference is 67% and in the Mountain West Conference 41%.
4. The UH Mānoa has \$5.2 million of uniquely higher costs that our peers do not. Absent those higher costs, the UH Mānoa athletic department would have finished 2015 with a budget surplus rather than a deficit.

The University of Hawai'i incurs high expenses (as much as \$5.2 million) that are specific to Hawai'i and are not incurred by other athletic programs. SB 83 SD1 would help address the portion that is due to higher travel expenses and to subsidies. Based

on 2014 numbers reported to the NCAA Institutional Performance Program standardized data base, the UH Mānoa athletic department faces \$3.0 million of higher travel related costs, which includes travel subsidies and guarantees to bring teams to Hawai'i; as well as higher travel costs for our athletes to travel to the mainland as compared to our peer institutions.

This funding in SB 83 SD1 would help the school to continue offering competitive collegiate athletics events in the community as well as representing Hawai'i nationwide and internationally. As the only Division I athletic program in the State, the UH Mānoa plays a significant role by providing opportunities for local athletes to compete at home at the collegiate level; providing residents with fan experiences over hundreds of events yearly; and serve as a source of collective community pride as Hawai'i's Team.

In addition to the intangible benefits to the community and State, the UH Mānoa athletic program also provides significant economic benefits to the State. An economic impact study released by the UH Shidler College of Business on January 7, 2015 concluded that UH Mānoa athletics results in:

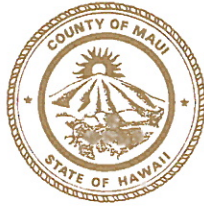
- \$66 million of direct spending on labor, goods and services, that generated \$128 million of Hawai'i business sales
- \$36.9 million of income for Hawai'i workers
- \$7.0 million of increased State tax collections, and
- 860 jobs created

Furthermore, the study estimated that the athletic program resulted in over 20,000 visitors to Hawai'i who came for athletic events that spent over \$31 million locally. The study did not quantify the benefit to tourism from the valuable exposure Hawai'i receives when UH Mānoa athletic events are played or televised outside Hawai'i, it is believed that impact would also be significant.

While the UH Mānoa believes it provides significant benefits to the community as well as economic benefits to the State, including in tourism; it does not take a position on the merits of the source of the funds proposed in SB 83 SD1. We will defer on the merits of the source of the funding, recognizing that the legislative process will allow for open dialogue on it and reasoned decision making after consideration of all positions offered. However, we do believe that UH athletics is a worthy endeavor that contributes significantly to the larger state economy and in that respect, warrants additional public investment.

The University of Hawai'i respectfully requests passage of SB 83 SD1. Thank you for your time and consideration of this testimony.

ALAN M. ARAKAWA
MAYOR



KEITH A. REGAN
MANAGING DIRECTOR

OFFICE OF THE MAYOR

Ke'ena O Ka Meia

COUNTY OF MAUI – Kalana O Maui

TESTIMONY OF ALAN ARAKAWA, MAYOR COUNTY OF MAUI

BEFORE THE HOUSE COMMITTEE ON TOURISM

Wednesday, March 16, 2016
10:00 a.m. (Conference Room 312)

SB 83, SD1, RELATING TO APPROPRIATIONS

Honorable Rep. Tom Brower, Chair
Honorable Rep. Takashi Ohno, Vice Chair
Honorable Members of the House Committee on Tourism

Thank you for this opportunity to offer my **comments** relating to **SB 83, SD1**.

As a life-long supporter of the University of Hawaii athletics program, may I humbly offer the following comments/concerns on this proposal:

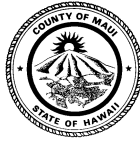
1. I believe that there should be external support for the UH athletics program. However, I question whether monies should be diverted from the Tourism Special Fund in order to pay for the athletic programs' travel expenses and subsidies. As this fund was created to promote Hawaii as a premier visitor destination, there doesn't seem to be a nexus between the proposed appropriation and the mandate under HRS 201B-11.
2. As Mayor of Maui County, I am especially concerned due to the fact that HC&S recently announced that it will be shutting down the state's last sugar plantation. Over 650 employees will lose their jobs by the end of the year, and about 170 will become unemployed this month. With this closure, many of the displaced HC&S employees will be forced to look to employment in the visitor industry. As our county transitions to a significantly greater reliance upon tourism, now would NOT be the time to take any funds from the Tourism Special Fund. Instead, it would be a time to increase funding to attract visitors to the state and Maui County.
3. Again, while I have always supported UH athletics, it concerns me that monies would be taken from the Tourism Special Fund which could negatively impact our state's economy.

Council Chair
Mike White

Vice-Chair
Don S. Guzman

Presiding Officer Pro Tempore
Michael P. Victorino

Councilmembers
Gladys C. Baisa
Robert Carroll
Elle Cochran
Don Couch
Stacy Crivello
Riki Hokama



Director of Council Services
David M. Raatz, Jr., Esq.

COUNTY COUNCIL
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.MauiCounty.us

March 15, 2016

TO: The Honorable Tom Brower, Chair
House Committee on Tourism

FROM: Mike White
Council Chair

A handwritten signature in black ink, appearing to read "Mike White", is written over the printed name and title.

SUBJECT: **HEARING OF MARCH 16, 2016; TESTIMONY IN OPPOSITION TO SB 83 SD 1, RELATING TO APPROPRIATIONS**

Thank you for the opportunity to testify in **opposition** to this measure. The purpose of this measure is to make a \$3 million appropriation from the Tourism Special Fund for travel expenses and subsidies incurred by the intercollegiate athletics program of the University of Hawaii.

The Maui County Council has not had the opportunity to take a formal position on this matter. Therefore, I am providing this testimony in my capacity as an individual member of the Council.

I oppose this measure for the following reasons:

1. The Tourism Special Fund exists to promote Hawaii and its visitor attractions. In Maui County, some of the fund's resources are used by nonprofit organizations and the County government, via grants from the Hawaii Tourism Authority, for cultural, educational, entertainment, and sporting events, including the Maui Invitational college basketball tournament, that attract visitors. Funding for these events should not be put in jeopardy by having Tourism Special Fund revenue redirected to non-visitor-related programs.
2. The counties are fighting for a fair share of Transient Accommodation Tax revenue during this session, to ensure the indispensable visitor services they provide can be sustained. The State already takes too much TAT revenue for non-tourism purposes. The TAT should not be further weakened by siphoning more revenue to unessential (though laudatory) purposes.

For the foregoing reasons, I **oppose** this measure.

Council Chair
Mike White

Vice-Chair
Don S. Guzman

Presiding Officer Pro Tempore
Michael P. Victorino

Councilmembers
Gladys C. Baisa
Robert Carroll
Elle Cochran
Don Couch
Stacy Crivello
Riki Hokama



Director of Council Services
David M. Raatz, Jr., Esq.

COUNTY COUNCIL
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.MauiCounty.us

March 15, 2016

TO: Honorable Tom Brower, Chair
House Committee on Tourism

FROM: Stacy Helm Crivello
Councilmember

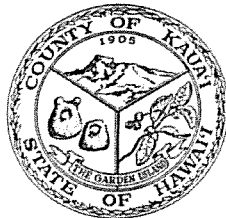
A handwritten signature in cursive script, appearing to read "Stacy Helm Crivello", is written over the printed name of the sender.

DATE: March 16, 2016

SUBJECT: **SB 83 S.D. 1, RELATING TO APPROPRIATIONS**

I **oppose** SB 83 SD1 for the reasons cited in testimony submitted by the Maui County Council Chair, and urge you to **oppose** this measure.

Bernard P. Carvalho, Jr.
Mayor



George K. Costa
Director

Nadine Nakamura
Managing Director

OFFICE OF ECONOMIC DEVELOPMENT

County of Kaua'i, State of Hawai'i

4444 Rice Street, Suite 200, Līhu'e, Hawai'i 96766
TEL (808) 241-4946 FAX (808) 241-6399

March 14, 2016

House of Representatives
Committee on Tourism
RE: SB 83, SD1

ATTN: Representative Tom Brower, Chair

Aloha from Kaua'i,

The County of Kaua'i, Office of Economic Development receives HTA product support via the County Product Enrichment Program. We provide a match to those funds and distribute grants to our long term beloved events and new events each year. In CY 2016 we have funded 38 different programs from the Mokihana Festival and Waimea Town Celebration to the Lāwa'i International Center programs and the Festival of Lights. Many events have used this funding and taken a small community only event and built it up so that it can be more inclusive of our visitors.

Although Kaua'i remains huge fans of the UH Athletic Department Programs, we do not agree with pulling funding from the Tourism Special Fund which supports these programs on our islands. They not only reach visitors but they are a staple for our Kama'āina who enjoy these events as a break from lives spent working in a 24/7 visitor industry world.

The Hawai'i Tourism Authority's cash investment towards operational expenses has produced two positive benefits. One is that the investment was multiplied more than seven times in overall cost; the other was that the investment was an integral component of establishing these events as part of the overall visitor (and residential) experience.

The Hawai'i Tourism Authority and the County of Kaua'i's investment in the Product Enrichment Program is shown to provide not only economic support for Kauai and Hawaii vendors, contractors and suppliers, but to enhance and develop a positive visitor experience. In addition, the local community derives a benefit from being involved in these events as organizers and as participants. Many events serve to interpret the local culture and serve to create an environment of local and visitor mix, further establishing a connection between the community and its key industry.

I am unsure how many people remember this, but the Hawai'i Tourism Authority was created because there had long been a void in how we provided our visitor industry product. We had spent many years simply advertising and marketing and had forgotten to take care of and nurture our product. By "our product" I mean the visitor experience. Waikīkī was a good example of what had fallen into disarray. Besides the obvious downtrodden look of Waikīkī at the time, Kama'āina had pulled out of Waikīkī and left visitors wondering where the "Hawaiians" were.

The original Hawai'i Tourism Authority plan was to shift levels of funding between product building and maintenance and marketing depending on which was doing better at the time. When our numbers went down, product would take a hit and allow marketing to have more support and when marketing and advertising were doing well, like today, then product would get additional funding support.

Product experience includes all the wonderful community events, festivals, special events, natural resource support for parks and trails, Hawaiian cultural programs that preserve all things cultural...things that make Hawai'i different from Mexico or any other destination that may look like us but does not feel like us.

Because we are doing so well, product is expecting to get additional support, however if you take the funding away, product loses its turn.

Mahalo Nui Loa,

A handwritten signature in black ink, appearing to read "Nalani Kaaui Brun", with a long, sweeping horizontal line extending to the right.

Nalani Kaaui Brun
Program Administrative Officer and Tourism Specialist
Office of Economic Development, County of Kauai

Bill #: SB83

Thomas Nizo, Waimea Town Celebration:Heritage of Aloha

Aloha

I oppose Bill SB83 that proposes to take away \$3-million of HTA's budget to subsidize travel expenses by the University of Hawaii athletic teams.

A reduction of HTA's budget will force cutbacks to our tourism marketing and limit funding of local organizations, including those that look to HTA for support of natural resource protection, cultural programs and festivals.

As Festival Chair for the Past 3 years and Entertainment Chair for the past 17 years, The Waimea Town Celebration(WTC) is celebrating its 40th year in 2017. The Festival shares with the world the language, music, traditions, stories and culture of Kauai. The celebration is an 8 day event that features composers, musicians, kumu hula, storytellers, and cultural practitioners who devote their lives to the perpetuation of all that Hawai'i has to offer — and without the efforts of organizations such as ours, much of this wonderful treasure could go unnoticed.

Many of these COMMUNITY ORGANIZED programs are funded by the HTA and the Kauai County OED and provide a huge economic stimulus to Hawaii and Kauai. Currently, WTC noted international visitors from 13 different countries numbering in the 1200's, out of state numbering 7500, and local attendance of 20,000+. Our economic impact according to DBEDT 2015 figures are as follows; Total direct visitor expenditures are \$13.38M, economic impact of sales are \$22.18M, Household income generated \$6.27M, Jobs supported 155 and Tax revenue of \$1.40M. This kind of impact from ONE festival on Kauai, of which there are many and not counting the others on the other islands. HTA funds WTC to get "Heads in Beds" and promote Hawaii/Kauai, we are doing our best with what we have currently, with economic impact like this, you still want to cut HTA's Budget and take away from investing in Hawaii and its Communities?

I challenge you to review all of HTA's Funded Programs/Festivals and see what kind of impact it has for Hawaii.

Please reconsider the decisions to cut HTA's budget.

Thomas Nizo
Waimea Town Celebration, Festival Chair
(808) 645-0996

Hanapepe Economic Alliance

March 15, 2016

House of Representative
Committee on Tourism
Attn: Representative Tom Brower, Chair

RE: SB83/SD1

HEA is a non-profit business alliance established following the devastation on Kaua'i from Hurricane Iniki. Our mission is economic revitalization, historic preservation and beautification. Our members are made up of small businesses and local manufacturers.

In 1997 HEA began "Friday Art Night" with HTA's CPEP funding. "Friday Art Night" is now a self-supporting event that has continued every Friday Night for the past 19 years. The event attracts both tourists and residents to Hanapepe each week and provides a large economic boost to local small businesses. This event would not have been possible without HTA support and funding.

HEA has been successful in securing CPEP funding for the annual Kaua'i Orchid & Art Festival has been held each spring for the past 9 years. Because of HTA funding, we were able to expand to hold the inaugural Kaua'i Chocolate & Coffee Festival in the fall in collaboration with Special Events Hawaii and with sponsorship from HTDC and Dow AgriScience. Both events attract hundreds of local residents and visitors. In fact, we were stunned by the attendance at the Kaua'i Chocolate & Coffee Festival in October 2015.

All of these events have been made possible by support from the Hawaiian Tourism Authority and the County of Kaua'i through the CPEP process. Without such support, we would be unable to put them on. These events provide opportunities for local businesses, vendors, manufacturers, and growers by bringing visitors to our town and creating exposure and visibility for what they do. In addition, all these events are important to the visibility and viability of the west side of Kaua'i and provide important community building opportunities while being attractive to island visitors.

Sincerely,

Judith Page, HEA President & Little Fish Coffee

Helen Locano, HEA Vice President & Hanapepe Cafe
Joanna Carolan, HEA Treasurer & Banana Patch Studio
Kim Headley, HEA Secretary & Island Art Gallery

P.O. Box 934
Hanapepe, HI 96716 (808) 335-5944 FAX: 335-3830

Day and time of hearing: March 16, 10:00 a.m.
Bill #: SB83
Your Name: Angela Nolan
Stance: Opposition
Reasons for opposition: See letter below

Tom Brower, Chair, House

The Tourism Committee
Members of the House Tourism Committee

RE: OPPOSITION TO SB83

Aloha Chair Brower and Committee Members,

As someone who cares deeply for our state's tourism industry, I am **opposing SB83**. I have had the honor and privilege of calling the hospitality and tourism industry my profession since obtaining an internship on Maui in college in 1995. Since that time, I have been employed, full time in leadership positions in the hospitality field for 19 years, 16.5 of that on Maui. Today, I am responsible for running the largest resort on Maui and oversee the Starwood Vacation Ownership Villa Collection in the state of Hawaii as an Area Managing Director. I am presently the Vice Chair of the Maui Hotel and Lodging Association and serve as the Chair of the Maui Visitor Bureau.

I can attest, and have confidence in, that HTA is making the full and best use of its state funding to market tourism for the Hawaiian Islands and support our state's most important industry. If not for this industry and the vitality of it, countless local residents could be unemployed. Cutting \$3-million from HTA's budget to subsidize travel expenses for University of Hawai'i student-athletes is an inappropriate use of the Special Tourism Fund.

If SB83 were to become law, it would harm HTA's ability to promote Hawai'i and compete against other destinations for global travelers. In addition, HTA would be put in the position of having to reduce funding to local nonprofits that rely on our support to host community and cultural programs appreciated by both residents and visitors alike. The funds allocated to the HTA are to ensure our roust visitor industry flourishes for years to come. Any limitation to those funds would be shortsighted in an effort to drive long term sustainability of our industry.

Like residents statewide, I am a supporter of the University of Hawai'i and proud of what its academic and athletic accomplishments represent to our state. I have family and know many who are presently attending and are alumni of UH. They have benefited from the strong education and academic programs from this thriving University. The camaraderie of those is strong and as a state, we are proud.

That said, if the University of Hawai'i needs additional funding to cover travel expenses to operate a Division I athletic program, it should not come from the Special Tourism Fund or at the expense of HTA's budget to promote tourism for the State of Hawai'i.

I thank you for allowing me to provide my feedback and comments.

**ANGELA
NOLAN**

Area Managing Director, Hawaii Villas

THE WESTIN KĀ'ANAPALI OCEAN RESORT VILLAS
6 Kai Ala Drive, Lāhainā, Hawai'i 96761
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THE WESTIN PRINCEVILLE OCEAN RESORT VILLAS
3838 Wyllye Road, Princeville, Hawaii 96722

WEBSITE | FACEBOOK | OFFERS | WEDDINGS | DINING

COMING SOON, FALL 2017
THE WESTIN NANEA OCEAN VILLAS

WEBSITE | FACEBOOK

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, March 15, 2016 7:33 AM
To: TOUtestimony
Cc: rangien2010@yahoo.com
Subject: *Submitted testimony for SB83 on Mar 16, 2016 10:00AM*

SB83

Submitted on: 3/15/2016

Testimony for TOU on Mar 16, 2016 10:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Puanani Rogers	Ho`okipa Network - Kauai and Aha Moku Kauai	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov



Ko`olau Foundation

P. O. Box 4749
Kane`ohe, HI 96744

March 14, 2016

To: Rep. Tom Brower, Chair
Rep. Takashi Ohno, Vice-Chair
& Members
House Committee on Tourism

From: Mahealani Cypher
Ko`olau Foundation

Re: Opposition to S.B. 83, S.D.1 - Relating to Appropriations

Aloha Chair Brower, Vice Chair Ohno and Members of this Committee:

The Ko`olau Foundation opposes Senate Bill 83, Senate Draft 1, which would reallocate funding from the Hawai`i Tourism Authority to the University of Hawai`i to cover travel expenses for UH athletes to attend sports competitions off-island.

The Ko`olau Foundation's primary purpose is to preserve the wahi pana and wahi kapu of ancient Hawai`i, and to perpetuate Hawaiian cultural values and knowledge.

We have long applauded the Legislature's wisdom in past years to ensure adequate funding for cultural and natural resource programs of the Hawai`i Tourism Authority, a recognition that these important resources of our state are the reason why people come to visit Hawai`i. There is no question that these programs, which include providing grants to various community natural and cultural initiatives, have succeeded in meeting the needs and desires of out-of-state visitors.

We also have no quarrel with the desire to ensure that our student athletes of the University of Hawai`i are able to travel off-island to compete in regional and national athletic events.

Our dispute with this bill, however, is that it proposes specifically to reduce funding to HTA in order to provide funding for student athletics programs. **Playing one important community program against another is not, in our view, fair play.** Among the great minds of our Hawai`i State Legislature, surely you can find more reasonable ways of balancing your proposed budget?

It is our hope that you, as members of the Committee on Tourism, will defend the funding needed for the Hawai`i Tourism Authority and these important community programs.

We ask that you file this bill.

Mahalo for this opportunity to offer our mana`o.



KO`OLAUPOKO HAWAIIAN CIVIC CLUB

March 14, 2016

TESTIMONY OPPOSING S.B. 83, S.D.1

TO: Rep. Tom Brower, Chair
Rep. Takashi Ohno, Vice Chair
Members, Committee on Tourism

FROM: Alice P. Hewett, President
Ko`olaupoko Hawaiian Civic Club

On behalf of the members of the Ko`olaupoko Hawaiian Civic Club, we extend our aloha nui loa to Chair Brower, Vice Chair Ohno, and honorable members of this Committee:

The Ko`olaupoko Hawaiian Civic Club respectfully requests that your committee reject Senate Bill 83, Senate Draft 1, and file this bill, which would redirect funding from the Hawai`i Tourism Authority to the University of Hawai`i's student-athlete travel program.

As one of the largest of near 70 Hawaiian Civic Clubs nationwide, our members are keenly aware of the many needs in our community for government funding and support. For the record, we are not opposed to your funding travel expenses for student athletes in the University system.

However, we are strongly opposed to this bill's proposal to reduce funding for important programs of the Hawai`i Tourism Authority, programs that support Hawai`i's brand as a visitor destination by providing grants to cultural and natural resource activities that enhance both resident and visitor experiences alike.

In our cultural awareness program, we work to raise awareness of the rich heritage and history of these islands. Many island residents and visitors have taken advantage of our cultural tours and presentations. We note that there are many great cultural events taking place in Hawai`i, and we surmise that many of you on this committee have enjoyed some of these events such as the recent Honolulu Festival or many other cultural activities. Some of you may have enjoyed the enhancements at state parks, some of which have been supported through the natural resources initiatives of HTA and our communities.

We urge you to do everything you can to support HTA and its good work by rejecting this bill.

Mahalo for this opportunity to offer our mana`o.

P. O. Box 664
Kaneohe, HI 96744
Ph. (808) 235-8111 / 226-4195
www.koolaupokohcc.org



Maui Hotel & Lodging

ASSOCIATION

Testimony of

Lisa H. Paulson

Executive Director

Maui Hotel & Lodging Association

on

SB 83 SD1

Relating To Appropriations

COMMITTEE ON TOURISM

Wednesday, March 16, 2016, 10:00 am

Conference Room 312

Dear Chair Brower, Vice Chair Ohno and Members of the Committee,

The Maui Hotel & Lodging Association (MHLA) is the legislative arm of the visitor industry. Our membership includes over 150 property and allied business members in Maui County – all of whom have an interest in the visitor industry. Collectively, MHLA's membership employs over 20,000 local residents and represents over 19,000 rooms. The visitor industry is the economic driver for Maui County. We are the largest employer of residents on the Island - directly employing approximately 40% of all residents (indirectly, the percentage increases to 75%).

MHLA is **opposed** to SB 83 SD1, which makes an appropriation from the tourism special fund for fiscal year 2016-2017 for travel expenses and subsidies incurred by the intercollegiate athletics program of the University of Hawaii.

Under HRS § 201B-11, the Tourism Special Fund is to be used to carry out HTA's mandate. Under that mandate, HTA is directed to promote Hawai'i as a premier visitor destination and integrate the interests of visitors, the community and the visitor industry. The proposal to fund expenses and subsidies incurred by the UH athletics program is not within HTA's mandate and the purpose of the Tourism Special Fund. There is absolutely no nexus between the proposed expenditure and the purpose of the fund.

Tourism is Hawaii's most important industry, being the State's economic driver and largest provider of jobs for families statewide. In 2015, total visitor arrivals increased by 4.1 percent producing a record total of \$15.2 billion in visitor expenditures. Visitor spending is projected to have generated \$28.2 billion in sales for the state's economy, provided \$1.75 billion in state tax revenue and supported more than 181,500 jobs in the visitor industry and related sectors.

Hawaii's tourism industry has been successful in recent years, but continued success depends on Hawaii being able to compete against global destinations, many of which have far greater funds available for tourism marketing. Now is not the time to take money from our Tourism Special Fund.

Thank you for the opportunity to testify.



March 16, 2016

HOUSE COMMITTEE ON TOURSIM

Chair Rep. Tom Brower, Vice Chair Rep. Takashi Ohno, and Committee Members
Public Hearing, March 16, 2016 at 10:00am, Conference Room 312

**TESTIMONY OF WILLIAM F. ANONSEN
MANAGING PARTNER OF THE MARITIME GROUP, LLC
IN SUPPORT OF SB 83 SD 1, RELATED TO TOURISM SPECIAL FUND APPROPRIATIONS**

My name is William Anonsen and I am the Managing Partner/Principal of THE MARITIME GROUP, LLC. We strongly support SB 83 which proposes to provide an appropriation for travel expenses and travel subsidies incurred by the intercollegiate athletics program of the University of Hawaii, with a consideration of using the T.A.T. funds and not from the Hawaii Tourism Authority, and established controls prohibiting their diversion and an appropriate funding cap that covers the necessary direct travel expenses, during the FY 2016-2017.

As Hawaii doesn't have a professional sports franchise, the University Hawaii's intercollegiate athletics program serves to fill that void with community support and pride. Sporting events enhance Hawaii's economy, image and quality of life. The HTA recognizes these benefits by establishing a sports marketing program that is designed to increase Hawaii's sports presence outside the state to a national and global audience.

Hawaii's geographic location in the Pacific, makes the UH's athletics program unique and at a disadvantage due to team/players travel expense to participate in sport contests on the mainland, in addition to travel subsidizes for travel expenses for some of the visiting teams who must travel to Hawaii for UH's home games. Despite the additional expenses that are incurred to participate in these intercollegiate athletics competitions, the advantages more than offset the direct cost;, in increased publicity and media coverage, televised games that showcase Hawaii and promote the islands to potential visitors, coupled with visitors traveling to Hawaii to accompany their teams, in addition to UH's athletics serving as "Ambassadors of Aloha" when traveling.

The UH's intercollegiate athletics program, provides academic opportunities to student athletics, helps to further enhance Hawaii's destination image, and help to foster a sustainable sports tourism market to diversify a visitors and residents experiences, while highlighting Hawaii's unique attributes.

The legislature may want to consider securing the funds directly from the T.A.T. fund which is aligned with the benefits of UH's Intercollegiate activities with visiting teams, support staff, families and team fans visiting our islands. I strongly support giving the athletics department \$3-million, although it would better serve all parties to consider funds from the \$200-million T.A.T, to preclude HTA and UH from having an adversarial relationship based on this issue. The two entities should be working together, not sifting money from one to the other.

Mahalo for the opportunity to comment in support of SB 83 SD1

Sincerely,

William F. Anonsen

Managing Partner/Principal

**1221 Kapiolani Blvd., Suite 1032, Honolulu, Hawaii, 96814
Tel: (808) 589-1223 www.The-Maritime-Group.com**

Melissia Sugai
P.O. Box 384
Anahola, HI 96703
Melissia_sugai@hotmail.com

March 14, 2016

Senator Brian T. Taniguchi
Ways & Means Committee
Senate District 11
Hawai'i State Capitol, Rm. 219

RE: SB 83

Dear Senator Taniguchi,

It is with great opposition that I ask your committee to not reduce any funds for HTA's budget. The King Kamehameha Celebration Commission on Kaua'i rely heavily on their support along with our major sponsors. The effect and impact it will have on tourism for our event and Kaua'i will be huge.

Recently HTA funds have helped revive our celebration here on Kaua'i that was nearly lost. We were able to bring back the colorful and floral Parade and Ho'olaule'a.

It is evident that our Parade generates a lot of visitors to our island and with the support of HTA we can continue to build our event to someday become self-sufficient and be able to support itself.

For now, it is important to continue receiving support from HTA by allowing the funds to continue.

Mahalo for your committee's consideration.

Sincerely,

Melissia Sugai
King Kamehameha Celebration Commission
Kaua'i Commissioner



Ken Hayashida, P.E. | President
Michael Hunnemann, P.E. | Vice President

Testimony Presented Before the
House committee on Tourism
March 16 2016 at Conference Room 312
By
Ken Hayashida
KAI Hawaii, Inc.

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno and members of the committee:

Thank you for the opportunity to submit testimony **in strong support of SB 83 SD1**. This bill appropriates \$3 million for travel expenses and subsidies for University of Hawai'i Athletics.

As a University of Hawaii Alumnus and business person, I am a very strong supporter of UH Athletics. I know that UH Mānoa has unique circumstances because it is located in the middle of the Pacific Ocean and has the highest travel costs in the nation. It is also the only NCAA Division I collegiate athletic program that pays travel subsidies to its conference opponents to fly to Hawai'i.

According to the latest UH study, the economic impact of the UH Mānoa Athletics Department in fiscal year 2013 – 2014 was \$66M in total direct spending on labor, goods and services that generated \$128M in local business sales, helped create 864 jobs and generated \$7M in state tax collections. The Department also added \$3.1M in tuition revenue from 200-plus non-scholarship athletes.

I strongly support helping the UH Athletics Program because it is such an important component in our local pride and state economy and deserves to be supported by state revenues. SB 83 SD1 is a good step in this direction.

Thank you for your attention and time on this issue.

Sincerely,

Ken Hayashida

Ken Hayashida, President
KAI Hawaii, Inc.

From: mailinglist@capitol.hawaii.gov
Sent: Monday, March 14, 2016 1:36 PM
To: TOUtestimony
Cc: gm@napilikai.com
Subject: Submitted testimony for SB83 on Mar 16, 2016 10:00AM

SB83

Submitted on: 3/14/2016

Testimony for TOU on Mar 16, 2016 10:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Gregg Nelson	Napili Kai Beach Resort	Oppose	No

Comments: Dear House Committee on Tourism, I strongly urge you to reject SB83, which is nothing more than theft of badly needed funding from HTA and our tourism efforts in order to subsidize poor planning and fiscal management within the university system. Tourism is too important to Hawaii's economy. If anything, the legislature should be discussing how more funding could be provided to HTA, not less. If the university needs funding for athletic travel, let them find it within their own budget. Though the bill states this is only for one year, we all know this will continue beyond the one year. If this is approved, next year there will be some other excuse for taking more funding from HTA's budget until the organization is reduced to a funding level that renders HTA totally ineffective. As members of the Tourism Committee, please act now on behalf of tourism and reject this bill. Mahalo for your consideration. Gregg Nelson
Napili Kai Beach Resort

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov



HOUSE OF REPRESENTATIVES
THE TWENTY-EIGHTH LEGISLATURE
REGULAR SESSION OF 2016

COMMITTEE ON TOURISM
Representative Tom Brower, Chair

3/16/2016
Rm. 312, 10:00 AM

SB 83, SD 1
Relating to Appropriations

Chair Brower and Members of this Committee, my name is Max Sword, here on behalf of Outrigger Hotels & Resorts in opposition to SB 83, SD 1.

Outrigger Hotels has supported University of Hawaii (UH) athletics for many years and believe that they deserve the support of the state when it comes to athletics given the many obstacles they have to overcome being in the middle of the Pacific Ocean.

With that being said, we are in favor of additional funding for UH athletics, but not at the expense of Hawaii Tourism Authority (HTA) marketing funds. The Transient Accommodations Tax (TAT) provides the general fund three times what is allocated to the HTA, so we believe that THAT should be the source of funding for the UH Athletics.

The return of investment of 3 Million dollars spent for travel, does not bring in the same return of investment that \$3M is spent on bringing visitors here. When you spend \$3M to bring visitors here, they spend money on hotels, food and activities. That is where you get a return on investment.

We urge you not to short change the marketing of Hawaii and the many activities that come under the HTA by reducing their funding from the current level.

Thank you again for the opportunity to submit this testimony in opposition to this bill.



Albert D. K Chee, Jr.
Manager, State and Local
Relations

**Policy, Government, and Public
Affairs**
Chevron U. S. A., Inc.
91-480 Malakole Street
Kapolei, Hawaii 96707
Tel (808) 662-2313
Fax (808) 682-3116
AlChee@chevron.com

**Testimony Presented Before the
House Committee on Tourism
Wednesday, March 16, 2016 at 10:00am
by
Al Chee
Chevron Hawaii**

SB 83 SD1 – RELATING TO APPROPRIATIONS

CHAIR BROWER, VICE CHAIR OHNO AND MEMBERS OF THE COMMITTEE:

Chevron Hawaii has maintained a 25+ year relationship with the University of Hawaii Athletic program via the Corporate Partner program and direct funding of individual sport teams. As an entity doing business for more than 112 years, Chevron has a good appreciation for things that matter to everyday people who call Hawaii their home. Our market research as a statewide retailer continues to indicate that local residents are very supportive of UH Athletics. They cherish their favorite Rainbow Warrior and/or Rainbow Wahine team(s) here, as many of our customers across the mainland embrace their favorite teams, albeit at the professional level. Armed with that data, it makes good business sense for Chevron to invest its marketing and charitable dollars in support of "Hawaii's Team." Recently, Athletics Director David Matlin has identified a category of costs unique to their budget as compared to their peers. It should not surprise anyone that these unique and additional costs are a function of our geographic location. Like all local businesses, we not only understand these additional costs, but more importantly, the need to address them appropriately in order to maintain a competitive position in the marketplace by continuing to offer sufficient value to the customer. Therefore, Chevron submits this testimony in support of the funding for the University of Hawaii at Manoa athletics program provided in SB 83, SD1. The bill appropriates funds for travel expenses and subsidies incurred for the intercollegiate athletics program at the University of Hawaii at Manoa.

Chevron strongly believes that the net benefit to the State is clearly in the interest of residents statewide and therefore not only is public funding necessary, but appropriate. I respectfully request passage of SB 83, SD1, and thank you for your consideration of this testimony.



HAWAI'I FOREST INDUSTRY ASSOCIATION (HFIA)

P. O. Box 66 ❖ 'O'ōkala, HI 96774

Phone: 808-933-9411

Email: hfia@hawaiiiforest.org

Website: www.hawaiiiforest.org

March 14, 2016

Re: Testimony Opposing SB83

The Hawai'i Forest Industry Association (HFIA) strongly opposes SB83, which makes an appropriation from the tourism special fund for fiscal year 2016-2017 for travel expenses and subsidies incurred by the intercollegiate athletics program of the University of Hawaii.

Established in 1989, the Hawai'i Forest Industry Association (HFIA) is a nonprofit corporation founded by people committed to sustainable forest management. The mission of the HFIA is to promote healthy and productive forests and a sustainable forest industry through forest management, education, planning, information exchange, and advocacy.

We opposed this bill because a reduction of Hawaii Tourism Authority (HTA) budget would force them to make cutbacks to tourism marketing and limit funding of local organizations, including those that look to HTA for support of natural resource protection, cultural programs and festivals.

HFIA has been fortunate to received HTA Natural Resources and Cultural Resources funds for our forest restoration and environmental and cultural education programs for many years and a reduction in these funds would greatly affect the delivery of our very important programs.

Mahalo,
Heather Simmons, Executive Director
Hawai'i Forest Industry Association
P.O. Box 66
'O'ōkala, HI 96774
Phone: 808-933-9411
Email: hfia@hawaiiiforest.org



TESTIMONY OF HAWAIIAN AIRLINES ON SB83 SD1 RELATING TO APPROPRIATIONS

House Committee on Tourism

DATE: Wednesday, March 16, 2016

TIME: 10:00 am

PLACE: State Capitol, Room 312

Aloha Chair Brower, Vice Chair Ohno and members of the House Committee on Tourism,

Mahalo for this opportunity to testify in *opposition* to SB 83 SD1, which redirects \$3 million from the tourism special fund to cover travel expenses and subsidies incurred by the University of Hawai'i's intercollegiate athletics program for FY 2016-17.

Hawaiian Airlines is strong supporter of the UH Athletics program, and we demonstrate our support through a number of marketing sponsorships. However, we also understand the need to adequately fund Hawai'i's marketing efforts.

Tourism is Hawai'i's premier industry. We are all aware that our Islands' unparalleled natural beauty and warm culture alone cannot assure Hawai'i's position as a leading visitor destination. The existing allocation for marketing our Islands is already lower than it should be. Redirecting any portion of the funds dedicated for tourism promotion will have a negative effect on the tourism industry, with a corresponding negative effect on visitor spending, employment and a host of other benefits generated by a vibrant tourism economy. In fact, eroding Hawai'i's economy by diminishing funding support for Hawai'i's leading industry will, ironically, further undercut our state's ability to support important programs such as intercollegiate athletics.

We urge this committee and the state Legislature to find other ways of supporting UH Athletics.

Ann Botticelli
SVP Corporate Communications and Public Affairs
Hawaiian Airlines

Dear Committee members,

As a lifelong University of Hawaii Athletics supporter and fan it pains me to write this testimony in opposition of SB 83. The University of Hawaii has been and always will be our State Team but I feel its necessary to identify a face, a program, and an eventual cost of this well intentioned appropriation and how it affects our community. I am the chief server at the volleyball based non-profit, Spike and Serve. We are indebted to the HTA for the support we've received over the last 2 years as we've established HTA events including the Hawaii Prep Championships, the PAC RIM Championships, and the George "Dad" Center Founder's cup honoring the Father of beach volleyball.

We take great pride in building awareness of beach volleyball's unique place in Hawaii's culture, offering events that spotlight our unique environment that also serve the local community. Through our Mauka to Makai program partnership with the HTA, we've offered training and events with gold medalists Karch Kiraly, Misty May Treanor, and Kerri Walsh Jennings. Participants in our Prep championships have secured collegiate scholarships at the University of Hawaii and other top schools. Without your help we would have to curtail many of our most meaningful programs and events, just as we've begun to build statewide, nationwide, and worldwide awareness of Hawaii as the birthplace of beach volleyball 100 years ago.

Humbly,

Kevin Wong

Spike and Serve



[March 15, 2016](#)

Hawaii State Capitol
415 South Beretania Street
Honolulu, Hawaii 96813

RE: Opposition to SB83

Dear Members of the House Committee of Tourism:

I am writing to express my opposition to the above referenced bill scheduled for hearing on March 16th, 2016 at 10:00am in the State Capitol Room #312 which calls for reallocating \$3 million of HTA's tourism marketing funds to subsidize travel expenses incurred by the University of Hawaii athletic teams.

As written, this bill would reduce HTA's budget and force funding cutbacks that will ultimately weaken Hawaii's capability to market tourism for the Hawaiian Islands. Tourism is the economic lifeblood of our State. Without adequate funding to compete against other international destinations with far greater tourism marketing funds at their disposal, Hawaii's ability to vie for global travelers will be diminished. This in turn will have a negative effect on the tourism industry and the overall Hawaii economy.

For several years now, HTA has been diligently and responsibly operating on a fixed budget without any increases. The above referenced bill proposes cutting HTA's budget in order to subsidize travel expenses for the UH athletic teams. This bill, if passed, would weaken the Hawaii visitor industry which is the State's largest economic driver and provider of jobs.

I respectfully oppose any proposal that takes away funds from the HTA budget.

Thank you for your attention and consideration.

Very truly yours,

Scott Head
Vice President
Waikoloa Land Company



VISITOR ALOHA SOCIETY OF HAWAII

TO: Rep. Tom Brower, Chair
Rep. Takashi Ohno, Vice-Chair
and Members of the House Committee on Tourism

FROM: Jessica Lani Rich, President and CEO
Visitor Aloha Society of Hawaii

SUBJECT: SB83 SD1 Proposing to reallocate \$3 million of HTA's budget to
subsidize travel expenses by the University of Hawaii athletic teams

Hearing - March 16, 2016, 10:00 a.m.

POSITION: Oppose

Good morning Chair Brower, Vice-Chair Ohno, and members of the House Committee on Tourism. Thank you for the opportunity to provide testimony in opposition to SB83 SD1 to reallocate \$3 million of HTA's budget to subsidize travel expenses by the University of Hawaii athletic teams.

My name is Jessica Lani Rich and I'm the President and CEO of the Visitor Aloha Society of Hawaii, a non-profit agency that assists visitors who are victims of a crime or other adversity. Our agency assists approximately 2,000 visitors every year and we are funded by the Hawaii Tourism Authority. The Visitor Aloha Society of Hawaii opposes SB83 to reallocate \$3 million of HTA's budget to subsidize travel expenses incurred by the University of Hawaii sports teams, insofar as it seeks to redirect HTA's tourism industry funding to support basic operating expenses of the University of Hawaii. Our agency believes that funding to support travel by University of Hawaii student-athletes should come from sources other than HTA's budget.

I urge your Committee not to pass this measure. Thank you for considering my testimony in opposition to SB83 SD1.

TOUtestimony

From: Joy Tomita <Joy.Tomita@themodernhonolulu.com>
Sent: Monday, March 14, 2016 6:34 PM
To: TOUtestimony
Subject: Bill SB83

Aloha,

I am writing as an advocate of our hospitality industry in regards to my concerns on the above bill in discussion.

Our multimillion dollar hospitality industry is truly what sustains Hawaii's economy. Compared to other global destinations that are as reliant on the hospitality sector (i.e. California, Nevada, Mexico, Australia, Japan, France), our budget is already a very small fraction of the fees/budgets that other CVB's are supported with in their respective countries and states.

We have already seen cut backs in contractors as well as the way in which our HTA and global partners have had to make adjustments due to budget cuts. This bill will further take away from our already limited budget and I am writing as a concerned citizen to please stop this bill from passing.

Thank you.

Joy Tomita
Director of Leisure & Corporate Sales
THE MODERN HONOLULU
1775 Ala Moana Blvd, Honolulu, HI 96815
D: 808-943-5812 | F: 808-943-5820 | C: 808-453-0937
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THE MODERN HONOLULU
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March 15, 2016

Opposition to SB 83 SD1

My name is Michael K Kobayashi.

I too agree with Mr. George Szigeti of the Hawaii Tourism Authority who has concerns about appropriating funds from the Tourism Special Fund for the purpose of covering the travel expenses for University of Hawaii athletics. The Tourism Special Fund pays for the marketing and promotion of the state's visitor industry, which is the engine that drives our economy.

These funds are carefully allocated to marketing programs in national and international markets, as well as to community programs here in Hawaii. Arbitrarily taking a significant amount of this funding to pay for UH sports teams to attend games is short sighted and will inevitably result in the need to cut strategically planned marketing activities, which will decrease visitor arrivals and have an adverse impact on the local economy.

The University of Hawaii already receives nearly \$1 billion in funding from the legislature. Surely, UH Upper Campus can find the \$3 million that its Lower Campus needs within its existing budget to cover this "unique situation" as UH Athletics Director David Matlin describes it. Funding to support travel for the Hawaii student athletes should come from sources other than HTA's budget.

I urge your Committee to carefully consider the unintended consequences of this measure. Thank you for considering my comments on SB 83 SD 1.

Sincerely,

Michael Kobayashi
President & CEO
Kobayashi Travel Service, Ltd.
Polynesian Hospitality Transportation



Date: Tuesday, March 15, 2016

To: Representative Tom Brower, Chair of the House Tourism Committee
and Members of the Committee

From: Alan Wong, President/Owner, Alan Wong's Restaurants

A handwritten signature in black ink, appearing to read "Alan Wong", is written over the "From:" line of the email header.

Subject: Opposition to SB 83 SD1

Hearing Date: March 16, 2016

Aloha Representative Bower,

I have concerns about appropriating funds from the Tourism Special Fund for the purpose of covering the travel expenses for University of Hawaii athletics. The Tourism Special Fund pays for the marketing and promotion of the state's visitor industry, which is the engine that drives our economy.

These funds are carefully allocated to marketing programs in national and international markets, as well as to community programs here in Hawaii. Arbitrarily taking a significant amount of this funding to pay for UH sports teams to attend games is short sighted and will inevitably result in the need to cut strategically planned marketing activities, which will decrease visitor arrivals and have an adverse impact on the local economy.

The University of Hawaii already receives nearly \$1 billion in funding from the legislature. Surely, UH Upper Campus can find the \$3 million that its Lower Campus needs within its existing budget to cover this "unique situation" as UH Athletics Director David Matlin describes it.

To put things further into perspective, HTA is in a unique situation of its own marketing the most isolated land mass on earth in a globally competitive environment. Travelers can only get to Hawaii via air and sea. There is no option to drive here.

The restaurant industry in Hawaii depends heavily on our visitor market for survival, and we have always benefited from the exposure and visibility that HTA has been able to secure for us. By cutting funds that support our visitor industry, you are putting more at stake than just one fund in HTA. You are putting all of us that depend on tourism to drive our industry at risk.

I urge your Committee to carefully consider the unintended consequences of this measure. Thank you for considering my comments on SB 83 SD 1.

1857 S. King Street
Honolulu, HI 96826
P: 808.949.1939
F: 808.951.9520
www.alanwongs.com

TOUtestimony

From: Nagashima, Nicole <Nicole.Nagashima@marriotthotels.com>
Sent: Monday, March 14, 2016 11:27 AM
To: TOUtestimony
Subject: Bill #SB83

Day and time of hearing: March 16, 10:00 a.m.
Bill #: SB83
Nicole Nagashima

I oppose Bill# SB83 as it clearly takes away funds from a revenue-generating state source of income that gives me and my employer a purpose for operating. As a UH Alum and taxpayer, I suggest that the UH System re-evaluate their budget to anticipate their needs and manage their budgets wisely. The tourism industry should not have to support the state's university system for travel expenses without any return on investment.

Mahalo,

Nicole Nagashima

Senior Sales Manager
Nicole.Nagashima@Marriott.com

Waikiki Beach Marriott Resort & Spa
2552 Kalakaua Ave. | Honolulu, HI 96815
office 808.921.5116 | fax 808.921.5119
MarriottWaikiki.com
MarriottHawaii.com
Facebook: [MarriottWaikiki](#) | Twitter: [@MarriottWaikiki](#) | Instagram: [@MarriottWaikiki](#)



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From: Laura Aquino [mailto:lauraa@current-events.com]
Sent: Tuesday, March 15, 2016 10:50 AM
To: TOUTestimony <toutestimony@capitol.hawaii.gov>
Subject: House Committee on Tourism

March 15, 2016

House Committee Chair on Tourism
Honorable Chair Tom Brower and Committee Members

Re: Opposition to SB 83

Aloha from Kona,

Formed in 1929, Kai 'Opua Canoe Club is one of the oldest outrigger canoe clubs in the State. This club values its history, our members from keiki to kupuna and the preservation of the culture behind the canoes. We continue to encourage and promote Hawaii's sport of canoe racing to the keiki, novice, experts and newcomers who are all a vital part of the diversity we find in canoe clubs across the State.

Kai 'Opua Canoe Club has deep roots in this community. Sponsors contribute their time and/or donations to our club. With their support, we help carry on Hawaiian culture and outrigger paddling traditions while providing a healthy and rewarding way to build our paddling ohana and community. Their generosity is much appreciated by this board and the members of Kai 'Opua.

We oppose Senate Bill 83.

While this club appreciates, supports and is a sport driven event, taking monies out of the HTA budget to subsidize travel expenses by the University of Hawaii's athletic teams could negatively impact funding for cultural events like Queen Liliuokalani Long Distance Outrigger Canoe Race, world's largest long distance canoe race.

Please support cultural events and oppose SB 83.

Mahalo,
Uncle Bo Campos, President
Kai Opua Canoe Club



March 15, 2016

Hawaii State Capitol
415 South Beretania Street
Honolulu, Hawaii 96813

RE: Opposition to SB83

Dear Members of the House Committee of Tourism:

I am writing to express my opposition to the above referenced bill scheduled for hearing on March 16th, 2016 at 10:00am in the State Capitol Room #312 which calls for reallocating \$3 million of HTA's tourism marketing funds to subsidize travel expenses incurred by the University of Hawaii athletic teams.

As written, this bill would reduce HTA's budget and force funding cutbacks that will ultimately weaken Hawaii's capability to market tourism for the Hawaiian Islands. Tourism is the economic lifeblood of our State. Without adequate funding to compete against other international destinations with far greater tourism marketing funds at their disposal, Hawaii's ability to vie for global travelers will be diminished. This in turn will have a negative effect on the tourism industry and the overall Hawaii economy.

For several years now, HTA has been diligently and responsibly operating on a fixed budget without any increases. The above referenced bill proposes cutting HTA's budget in order to subsidize travel expenses for the UH athletic teams. This bill, if passed, would weaken the Hawaii visitor industry which is the State's largest economic driver and provider of jobs.

I respectfully oppose any proposal that takes away funds from the HTA budget.

Thank you for your attention and consideration.

Very truly yours,

A handwritten signature in black ink that reads "Scott Head".

Scott Head
Chairman of the Board



VISITMAUI.COM 1-800-525-6284™

March 14, 2016

The Honorable Tom Brower, Chair
House Tourism Committee
Hawaii State Legislature

RE: Opposition to SB83

Aloha Chair Brower and Committee Members,

My name is Terryl Vencl executive director of the Maui Visitors and Convention Bureau.

I do not usually write testimony but I am very concerned about the proposal to cut \$3 million from HTA's marketing budget for University of Hawaii student-athletes travel.

We live in a world of heavy competition and it's imperative that we stay "Top of Mind" against destinations with larger marketing budgets and newer resorts.

There are those who believe we can afford to use marketing dollars for other purposes when things appear to look good but essentially it is lost ground that cannot be regained. If we are not there another destination will be. I am also concerned that programs that serve our community as well as visitors will suffer from this cut.

The HTA, HVCB and Island chapters work efficiently and responsibly to market our islands and the audience continues to grow across the globe. While I support the UH athlete programs, I believe the state's coffers will see a loss without the current level of marketing. It is after all those tax dollars from visitors that help tremendously to grow the state coffers.

I respectfully ask that you do not pass this bill.

Aloha,

Terryl Vencl
Executive Director
Maui Visitors and Convention Bureau

TOUtestimony

From: Kerstin Busse <kbusse@konabeachhotel.com>
Sent: Tuesday, March 15, 2016 12:28 PM
To: TOUtestimony
Subject: Bill #SB83

To whom it may concern,

I am writing to OPPOSE bill #SB83. Reducing the HTA's marketing budget by \$3 million to lessen their ability to market and promote our Hawaii destination to the world is not making any sense. Our tourism industry is the industry supporting all of Hawaii's people and bringing cultural, sports and other special interest to Hawaii is our survival, our employment and how businesses in Hawaii are making money. As a UH Alumni I certainly understand the needs to raise money for the athletics but cutting it from the number one industry and trying to recover from the devastating financial impact this will have on many of us for many years down the road, is not a decision I can or anyone in our tourism, hotel and hospitality industry can support. As a professional in this industry, I have seen the risks and results of cutting marketing dollars. We (Hawaii) as destination need to stay competitive with destinations such as Mexico and Caribbean which have aggressive and abundant marketing efforts to keep their tourism flourishing.

Please kill this bill immediately!

Mahalo for your consideration.

Sincerely,

KERSTIN BUSSE

Director of Sales

o 808.331.6347 m 808.557.0112

Courtyard King Kamehameha's Kona Beach Hotel

75-5660 Palani Road

Kailua-Kona, HI 96740

    courtyard.com

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15 March, 2016

Opposition to SB 83 SD1

Aloha Representative Brower and Members of the Committee:

I'm writing in opposition to Senate Bill 83 SD1 with concerns about appropriating funds from the Tourism Special Fund for the purpose of covering the travel expenses for University of Hawaii athletics. The Tourism Special Fund is intended to be used for the marketing and promotion of Hawaii's economic engine which drives our economy.

These funds are carefully allocated for strategic marketing programs aimed at growing arrivals to Hawaii from national and international markets. HTA also does a great job assisting worthwhile community programs across the state that help to differentiate Hawaii's visitor experience from other competitive destinations around the globe.

Taking a significant amount of HTA's funding to pay for UH sports teams to attend games on the mainland is short sighted and will inevitably result in the need to cut planned marketing activities, which could likely lead to a drop in visitor arrivals and have ultimately an adverse impact on the local economy.

The University of Hawaii already receives more than \$900 million annually in funding from the legislature. Surely, UH's Upper Campus can find the \$3 million that its Lower Campus needs within its existing budget to cover this "unique situation" as UH Athletics Director David Matlin describes it in the Honolulu Star-Advertiser story by Ferd Lewis on March 14 titled "UH's \$3M travel assistance faces scrutiny."

Using that same argument, one can reason that HTA is also in a unique situation of its own marketing the most isolated land mass on earth in a globally competitive environment. Travelers can only get to Hawaii via air and sea. There is no option to drive here like other destinations.

I strongly urge your Committee to carefully consider the unintended consequences of this measure. Thank you for considering my comments on SB83 SD1.

Sincerely,

Tsukasa Harufuku
President & CEO
JTB Hawaii Inc.



BOARD OF DIRECTORS

Norman Sakata,
Chairman of the Board
Valerie Corcoran,
Festival President
Dean Uemura,
First Vice President
Tracey Apoliona,
Second Vice President
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Fourth Vice President
Jean Kadooka,
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Andrea Kawabata
Nathan Kurashige
Hideki Miki
Yukio Muramatsu
Patty Okahara
Roger Rittenhouse
Vivian Rittenhouse
Rick Robinson
Wilfred Yamasawa

Email to: TOUTestimony@capitol.hawaii.gov

March 16 10:00 am
SB83

March 15, 2016

House Committee Chair on Tourism
Honorable Chair Tom Brower and Committee Members

Re: Opposition to SB 83

Aloha!

The Board of Directors of the 46th annual Kona Coffee Cultural Festival, Hawaii's oldest food festival voted last night to oppose Senate Bill 83.

While we appreciate and support the University of Hawaii's athletic programs we are concerned of the effect that reducing the Hawaii Tourism Authority's budget will have on neighbor island tourism marketing and funding support for community festivals like ours.

The Kona Coffee Cultural Festival is designed to drive visitors to Hawaii's Big Island during the visitor industry's slower shoulder season. We attract visitors from Japan, China, Korea, Australia, New Zealand, Europe and the continental US. Over the last 45 years Kona's coffee festival has planned and executed over 40 separate events over a two-week period each November.

While all of the Festival's management and administration is done by community volunteers, the event's financial sustainability is achieved through tourism grants from HTA and sponsorship from businesses and community members. Without this monetary support the Kona Coffee Cultural Festival would not exist.

The unintended consequences of taking \$3 million out of HTA budget to subsidize travel expenses by the University of Hawaii's athletic teams could have a financial devastating effect on festivals, events and local non-profits.

The Kona Coffee Cultural Festival is honored to be one of HTA's Major Festivals and we stand in opposition to SB 83.

Sincerely,

Valerie Corcoran
Chair, Board of Directors

March 15, 2016

Testimony Presented Before the
House Committee on Tourism
Wednesday, March 16, 2016 at 10:00 a.m.

by
Russell Oki
RH Productions LLC

Regarding: Opposition to Bill #SB83

Dear House Committee Members:

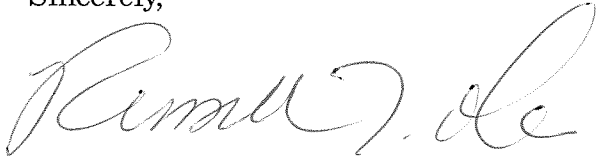
Thank you for this opportunity to offer testimony in opposition to Bill #SB83. My name is Russell Oki; I have worked with and supported the Pan-Pacific Festival in Hawaii for over 35 years. The Festival is a part of the Hawaii Tourism Authority's (HTA's) Signature Events program.

The HTA's efforts to manage continued growth of Hawaii's visitor industry have been very effective. They have improved Hawaii's attractiveness as a destination by reaching out to local communities in Hawaii to assist and support the development of events, programs and cultural festivals that successfully define and separate Hawaii from other travel destinations. These programs have helped travelers to connect with residents through our state's culture, ultimately resulting in friendships and travelers who continue to visit the state time and again.

The HTA's activities encourage major international travel agencies such as KNT-CT Holdings in Japan to allocate assets in Japan and Hawaii that support international celebrations like the Pan-Pacific Festival and promote travel to Hawaii. The Festival supports many local organizations and cultural performers.

Please do not hurt or hinder the HTA's efforts to support tourism by diverting funds to another cause.

Sincerely,

A handwritten signature in cursive script, appearing to read "Russell Oki". The signature is fluid and connected, with a large initial 'R' and a distinct 'O'.

Russell Oki

RH Productions LLC



KINTETSU INTERNATIONAL HAWAII COMPANY

A division of Kintetsu International Express(U.S.A), Inc.

15 March, 2016

Opposition to SB 83 SD1

My name is Nobuo Tsuji.

I have concerns about appropriating funds from the Tourism Special Fund for the purpose of covering the travel expenses for University of Hawaii athletics. The Tourism Special Fund pays for the marketing and promotion of the state's visitor industry, which is the engine that drives our economy.

These funds are carefully allocated to marketing programs in national and international markets, as well as to community programs here in Hawaii. Arbitrarily taking a significant amount of this funding to pay for UH sports teams to attend games is short sighted and will inevitably result in the need to cut strategically planned marketing activities, which will decrease visitor arrivals and have an adverse impact on the local economy.

The University of Hawaii already receives nearly \$1 billion in funding from the legislature. Surely, UH Upper Campus can find the \$3 million that its Lower Campus needs within its existing budget to cover this "unique situation" as UH Athletics Director David Matlin describes it.

To put things further into perspective, HTA is in a unique situation of its own marking the most isolated land mass on earth in a globally competitive environment. Travelers can only get to Hawaii via air and sea. There is no option to drive here.

I urge your Committee to carefully consider the unintended consequences of this measure. Thank you for considering my comments on SB 83 SD 1.

Sincerely,

A handwritten signature in black ink, appearing to read 'Nobuo Tsuji'.

Nobuo Tsuji
President
Kintetsu International Hawaii Company



TESTIMONY OF HAWAIIAN AIRLINES ON SB83 SD1 RELATING TO APPROPRIATIONS

House Committee on Tourism

DATE: Wednesday, March 16, 2016

TIME: 10:00 am

PLACE: State Capitol, Room 312

Aloha Chair Brower, Vice Chair Ohno and members of the House Committee on Tourism,

Mahalo for this opportunity to testify in *opposition* to SB 83 SD1, which redirects \$3 million from the tourism special fund to cover travel expenses and subsidies incurred by the University of Hawai'i's intercollegiate athletics program for FY 2016-17.

Hawaiian Airlines is strong supporter of the UH Athletics program, and we demonstrate our support through a number of marketing sponsorships. However, we also understand the need to adequately fund Hawai'i's marketing efforts.

Tourism is Hawai'i's premier industry. We are all aware that our Islands' unparalleled natural beauty and warm culture alone cannot assure Hawai'i's position as a leading visitor destination. The existing allocation for marketing our Islands is already lower than it should be. Redirecting any portion of the funds dedicated for tourism promotion will have a negative effect on the tourism industry, with a corresponding negative effect on visitor spending, employment and a host of other benefits generated by a vibrant tourism economy. In fact, eroding Hawai'i's economy by diminishing funding support for Hawai'i's leading industry will, ironically, further undercut our state's ability to support important programs such as intercollegiate athletics.

We urge this committee and the state Legislature to find other ways of supporting UH Athletics.

Ann Botticelli
SVP Corporate Communications and Public Affairs
Hawaiian Airlines



On the Beach at Waikiki

Senate Bill 83, SD 1

Date: March 16, 2016

Time: 10:00 a.m.

The Honorable Tom Brower, Chair
& Members
Committee on Tourism
House of Representatives
State of Hawaii
Hawaii State Capital
415 South Beretania Street
Honolulu, HI 96813

RE: Halekulani Opposes SB 83, SD 1

Dear Representative Tom Brower and Members,

Halekulani respectfully opposes SB 83, SD 1; a taking from the tourism special fund for fiscal year 2016-2017 for travel expenses and subsidies incurred by the intercollegiate athletics program of the University of Hawaii and requiring the Governor to determine whether the funding for the travel expenses and subsidies should continue beyond fiscal year 2016-2017.

The reduction of \$3 million dollars from the Hawaii Tourism Association's budget for 2016 – 2017 would have a negative impact on our tourism marketing and funding support for community programs provided by our local nonprofit organizations.

Hawaii should not take tourism for granted. It is important that we ensure a healthy tourism industry into the future. Any funds taken away from the already limited funds provided would be, in simple terms, irresponsible and short sighted. The Committee on Tourism needs to keep its eye on the future and ensure that Hawaii leads the nation in protecting the livelihood of its citizens.

We respectfully request your consideration to vote against SB 83, SD 1 and stop it from proceeding any further.

Sincerely,

A handwritten signature in black ink, appearing to read "Ulrich Krauer".

Ulrich Krauer
General Manager
HALEKULANI

TOUtestimony

From: Gregg Lundberg <GLundberg@bluehawaiian.com>
Sent: Tuesday, March 15, 2016 8:33 AM
To: TOUtestimony
Subject: Opposition to SB83

Tom Brower, Chair, House
The Tourism Committee
Members of the House Tourism Committee

RE: OPPOSITION TO SB83

Aloha Chair Brower and Committee Members,

I am writing to respectfully submit my opposition to SB83.

As a Hawaii Visitors and Convention Bureau and Maui Visitors Bureau board member, I know firsthand what a great job HTA does in fully utilizing its funding to market our state's most important industry, tourism.

Any reduction of HTA's budget would have a significant negative impact on our tourism marketing and funding support for community programs provided by local nonprofits. It would also have a detrimental effect in HTA being competitive in the already saturated global market.

Although I am a proud supporter the of University of Hawaii academic and athletic programs, cutting \$3-million from HTA's budget to subsidize travel expenses for University of Hawaii student athletes is an inappropriate use of the Special Tourism Fund. This cut should not come from a revenue generating entity such as HTA.

Thank you for the opportunity to provide these comments.



Gregg Lundberg
President & CEO
Blue Hawaiian Helicopters
Ph: 808-442-8069
Email: GLundberg@bluehawaiian.com

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March 14, 2016

Aloha House Committee on Tourism,

141 Premiere Sports & Entertainment stands in opposition to Bill # SB83. With regards to the hearing scheduled for this Wednesday, March 16th at 10:00 a.m., to discuss SB83, the state senate bill to reallocate \$3 million of HTA's budget to subsidize travel expenses incurred by University of Hawaii sports teams, we do not support any legislation being considered that reduces the Hawaii Tourism Authority's budget.

As the event management and marketing company for the Sony Open in Hawaii PGA TOUR tournament and the LOTTE Championship LPGA tournament, we know firsthand the importance of HTA's support for these events and the numerous events that are held each year to showcase our islands to the rest of the world and perpetuate Hawaii's culture, natural resources, and community spirit.

While we also know the importance of the University of Hawaii and its athletic programs to our island home and want the University of Hawaii Athletic Department to receive the funds needed to continue to foster a successful program and keep all of its current teams, we believe the funds being requested to subsidize travel expenses need to come from another source.

Enactment of legislation to reduce HTA's budget will result in less funding for tourism marketing for the Hawaiian Islands and reduce funding programs, festivals and globally televised events which could result in some of these events no longer being held in Hawaii. As a result, we recommend that you join us in our opposition to Bill # SB83.

Sincerely,

A handwritten signature in black ink that reads 'Ray Stosik'.

Ray Stosik
President
141 Premiere Sports & Entertainment

A handwritten signature in black ink that reads 'Justin George'.

Justin George
Director of Sales & Client Services
141 Premiere Sports & Entertainment



Testimony Presented Before
House Tourism Committee

by
Warren H. Haruki
Grove Farm Company
Maui Land & Pineapple Company

March 16, 2016; 10:00am

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

My name is Warren Haruki and I am the President & CEO of Grove Farm Company and Chairman & CEO of Maui Land & Pineapple Company. We strongly support the funding provided in SB 83 SD1 to the University of Hawaii at Manoa athletics program.

Grove Farm and Maui Land & Pine are long-time kama`aina companies committed to leading community and economic development, while being a responsible steward of its aina.

With its roots deep on Kauai and Maui, both companies have been a supporter of many different causes and initiatives, including University of Hawaii athletics. We believe that, as the only Division I program in the State, University of Hawaii athletics is an important part of the fabric of our community and a key element of Hawaii's identity. UH is Hawaii's team, UH is our pro sports franchise, and UH athletics is something that we all take great pride in.

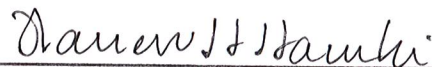
Through the years, we have been strong supporters of University of Hawaii athletics. We have supported the program as fans, boosters, and sponsors in fundraisers for athletics -- including hosting golf tournaments at our golf courses on Kauai and Maui. We have also hosted events at our venues, and participate actively in many other UH colleges such as the Shidler College of Business, CTAHR, the College of Engineering, or the culinary programs at the community colleges.

In order for Hawaii residents to enjoy and participate in University of Hawaii athletics locally, UH must often pay travel subsidies and higher guarantees to visiting teams. When the school plays games away as ambassadors of the State, they have to pay much higher travel costs than typical universities have to bear. No other athletic program in the nation is saddled with this amount of travel costs and travel subsidies! SB 83 SD1 would help to offset those higher costs that the University of Hawaii incurs, thereby allowing it to compete in collegiate athletics on a more level playing field.

It is also important to realize the UH athletics is a huge revenue generator for the State. Direct spending amounts to \$66M a year according to an economic study and direct tax revenues amount to \$7M a year. If those direct tax revenues were used in a funding model similar to the transient accommodations tax, perhaps that amount should go directly to UH athletics.

A robust University of Hawaii athletic program will also allow the State to continue to realize the economic benefits of direct spending on goods and services, creation of jobs, direct tax revenues, and national TV exposure when our UH teams are featured on ESPN and other national programming channels.

I respectfully request passage of SB 83, SD1, and thank you for your consideration of this testimony.



From: Tatum, Christopher <Chris.Tatum@marriotthotels.com>
Sent: Monday, March 14, 2016 5:32 PM
To: TOUtestimony
Subject: Opposition of SB 83 Testimony/Hearing March 16, 10:00 a.m.

Aloha

My name is Chris Tatum and as Vice President of Marriott Resorts Hawaii and incoming Chairman of the HVCB, I'm in opposition to any legislation being considered that reduces the HTA Tourism budget or weakens our capability to market tourism for the Hawaiian Islands.

Tourism is Hawaii's most important industry, being the State's economic driver and largest provider of jobs for families statewide. Hawaii's tourism industry has been successful in recent years, but continued success depends on Hawaii being able to compete against global destinations, many of which have far greater funds available for tourism marketing.

Enactment of legislation to reduce HTA's budget will result in a reduction of tourism marketing for the Hawaiian Islands, and reduce the funding that provides programs perpetuating Hawaii's culture, natural resources, festivals, and community spirit.

Funding to support travel by University of Hawaii student-athletes should not come from funds designated to promote tourism in Hawaii.

Mahalo for the opportunity to testify on this important Bill.

Chris Tatum

*Vice President & Market General Manager
Waikiki Beach Marriott Resort & Spa
2552 Kalakaua Avenue
Honolulu, Hi. 96815
Office 808-921-5100
chris.tatum@marriott.com*



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Testimony Presented Before
Tourism Committee
SB 83

March 16, 2016 10 a.m.

Submitted by: Jerry Gibson, Area Vice President, Hilton Hawaii

Aloha Committee Members,

On behalf of the 4,000+ team members of Hilton Worldwide's owned and managed properties in Hawaii, I would like to submit opposition to the Senate Bill 83.

We all know that tourism is the economic engine of this state. In 2015, visitor spending is projected to have generated \$28.2 billion in sales for the state's economy, providing \$1.75 billion in state tax revenue.

In order to continue our success as a premiere visitor destination, it is imperative that we continue to use our funds to promote Hawaii, support community and cultural events and provide for our visitors' needs. To fund expenses incurred by the UH athletics program is certainly not a part of the Hawaii Tourism Authority's mission and could have detrimental effects to our ability to market our destination. As mentioned previously, the industry already contributes nearly \$2 billion to the state in terms of tax dollars.

Sports tourism is big business. And we agree that funding major sporting events in Hawaii is critical. The Pro Bowl, Sony Open, Honolulu Marathon, Ironman. The list goes on. These events bring thousands upon thousands of visitors to our island with the need for housing, meals and transportation. In addition, these events also bring us high profile media coverage worth millions of dollars. However, using our tourism dollars to subsidize travel expenses for visiting teams or UH teams going to the mainland does little to boost our visitor revenue, our economy or our tax revenue.

We are proud of University of Hawaii Athletics and all that our teams have accomplished, but in this case cannot support the diversion of tourism funding to the UH athletics program.

Thank you for allowing me to submit this testimony.



HAWAII
FOOD & WINE
FESTIVAL

March 15, 2016

Tom Brower, Chair, House Tourism Committee
Members of the House Tourism Committee

RE: OPPOSITION TO SB83

Aloha Chair Brower and Committee Members,

Thank you for providing me with the opportunity to provide testimony in opposition of SB83.

I am a previous board member of Brand USA, the HTA of the United States of America. The mission of Brand USA is to increase incremental international visitation, spend and market share to fuel our nations' economy and enhance the image of the USA worldwide. When I was on the board, I learned that one of the fastest ways for a nation to build its economy was through tourism. Tourism, through trickle down, fuels our airlines, hotels, restaurants, attractions, retail and provides jobs for the local economy.

I can attest that competition for global travelers is fierce. Brand USA is five years old and every dollar is spent with the greatest care to ensure that the US remains competitive as a world-class destination. I believe that HTA does the same to ensure that Hawaii as a travel destination is top of mind with travelers from the U.S. and abroad.

While I support the need for travel by student-athletes, I do not believe that funds for this purpose should come from HTA's budget. Furthermore, the re-appropriation of HTA's budget sets a bad precedence for others to look to HTA to fund programs not specifically tied marketing Hawaii as a premiere travel destination. Every dollar in HTA's budget for marketing Hawaii counts as the global market for travelers becomes increasingly competitive.

As I mentioned, I am a supporter of the University of Hawai'i and proud of what its academic and athletic accomplishments represent to our state. However, I don't believe that funding to cover travel expenses for its Division I athletic program should come from the HTA budget.

Thank you again for the opportunity to provide testimony in opposition to SB83.

Sincerely,

Roy Yamaguchi
Chairman of the Board

From: Jennifer Kim [mailto:jennifer.kim@themodernhonolulu.com]
Sent: Tuesday, March 15, 2016 9:17 AM
To: TOUTestimony <toutestimony@capitol.hawaii.gov>
Subject: Bill #: SB83

Day and time of hearing: March 16, 10:00 a.m.

Bill #: SB83

Your name: Jennifer Kim

Your opposition to the bill: I do not support this bill

Your reasons for opposition: HTA is an important organization that helps to generate revenue to the islands which heavily depends on the Tourism industry to thrive.

Jennifer Kim
Leisure Sales Manager
THE MODERN HONOLULU
1775 Ala Moana Blvd, Honolulu, HI 96815
T: 808-943-5800 | D: 808-943-5818
www.themodernhonolulu.com

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**Testimony in Opposition to SB83 SD1
Relating to Appropriations
House Committee on Tourism
Wednesday, March 16, 2016**

**by
David Richard
Regional Director of Sales & Marketing, Hawaii & French Polynesia
Starwood Hotels & Resorts**

Chair Brower, Vice Chair Ohno and members of the Committee.

Starwood Hotels & Resorts in Hawaii opposes SB83 SD1, which would appropriate \$3 million from the Tourism Special Fund to pay for travel expenses and subsidies for the University of Hawaii's intercollegiate athletics program.

Starwood is a strong supporter of the University of Hawaii system, including its athletics programs and we appreciate the Legislature's desire to find sources of revenue to fund our "home team." However, as well intentioned as this bill is, diverting money from the Tourism Special Fund would be at the expense of Hawaii's tourism industry. Not only will it jeopardize the Hawaii Tourism Authority's (HTA) efforts to effectively market Hawaii as a visitor destination, it will hinder revenue generation for our economy. Furthermore, any reduction in the Tourism Special Fund would negatively impact the HTA's ability to fund many nonprofit community organizations and programs that play important roles in bolstering Hawaii's tourism industry and enriching the visitor experience.

Hawaii's visitor industry has made great progress over the past four years, thanks in large part to the commitment of the State to ensure a strong and steady investment in tourism. But, we know all too well just how fragile the tourism industry is, which is why it is imperative that the State continue to invest in Hawaii's largest and most important industry. The Tourism Special Fund should be considered an investment in local jobs and a sustainable economy, and any depletion of the fund would have negative impacts.

We urge this committee to oppose SB83 SD1 and to prevent the diminishment of the Tourism Special Fund.

Thank you for the opportunity to present this testimony and for your ongoing commitment to Hawaii's visitor industry.



Native Hawaiian Hospitality Association
310 Paoakalani Avenue, Room 201-A
Honolulu, Hawaii 96815
808-628-6373 www.nahha.com

LEGISLATIVE TESTIMONY

Testimony presented before the House Committee on Tourism
Representative Tom Brower, Chair
Representative Takashi Ohno, Vice Chair
Wednesday, March 16, 2016 at 10am
Submitted by
Pohai Ryan, Executive Director

IN OPPOSITION OF SB83-SD1-RELATING TO APPROPRIATIONS SCCR2735

I respectfully submit this testimony in opposition of SB83-SD1. I understand and appreciate why this bill is before us today but, reassigning funds away from HTA to offset costs for traveling University of Hawaii teams is not the answer. Not only is it unfair to take funds away to support UH athletics but how could funds possibly be equally distributed under title IX? This could open the door for other programs or state agencies to decide that they as much have a nexus to Tourism as UH athletics does and will be requesting and rationalizing the same? Higher institutions across the country rely on their booster groups, alumni and income derived from quality competitive sports experiences to pay for their sports programs. This standard should be applied to UH as well.

It is bad practice “*to take from Peter to pay Paul*”. This practice, once allowed, will seem easy to apply and can grow without really working to improve the travel program today. If the real reason why our teams cannot afford to conduct the business of competitive collegiate sports is not addressed, it will never be solved!

Creating a “governor directed” oversight is a micro-management strategy that is not sustainable. Quality improvement to the system that enables UH to compete on the continent and bring teams here requires hard work, more ingenuity, creativity and endurance. Just like a star athlete does in competition. I ask you all as legislators to challenge yourselves to find income generating solutions for the state that can be developed specifically to assist UH Athletics instead of taking from one state agency to give to another.

If \$3 Million dollars is removed from HTA’s budget it may negatively impact community and cultural programs supported by tourism such as;

CULTURAL AND NATURAL RESOURCE GRANTS

- Bishop Museum, Royal Hawaiian Feather work exhibit
- Hawaii Academy of Arts creation of Maoli ARTS open to visitors and residents
- Hawaii Theater Center sharing the unique music of our islands
- Hawaiian Mission Children’s Society supporting the evolution of Hawaiian music education through live performances
- Ho`okua`aina supporting job skills development based on mentoring programs for at risk youth
- Kalihi-Palama Culture & Arts Society, Inc. in support of Keiki Hula competition, supporting the perpetuation of hula.
- Kahoolawe Island Reserve Commission to create online museum of Hawaiian artifacts, storied places and archival materials of KIRC and make it accessible to visitors around the world to learn the history of Kahoolawe.

- The Estria Foundation producing Mele Murals serving high risk youth that share stories of Hawaii's past.
- Manoa Heritage Center assisting the expansion of the Manoa Heritage Center's Native Hawaiian garden to educate residents and visitors

SPORTS & FESTIVALS

- PGA Tour - Hyundai Championship, Sony Open, Mitsubishi Championship
- Lotte Championship (Golf-O'ahu)
- Spike and Serve Volleyball (Three Events on O'ahu)
- Kaua'i Marathon
- Maui Marathon
- Pro Bowl (Football-O'ahu)
- Maui Jim Invitational (Basketball-Maui)
- Hawai'i Bowl (Football-O'ahu)
- Diamond Head Classic (Basketball-O'ahu)
- Ironman Triathlon (Hawai'i Island)
- XTerra World Championship (Running-Maui)
- XTerra Trail Championship (Running-O'ahu)
- Federation Cup (Tennis-Hawai'i Island)
- Duke's OceanFest (Water Sports-O'ahu)
- 'Ohana Cup (Rugby-O'ahu)
- Pacific Rim Cup (Soccer-O'ahu)
- Hawaiian Canoe Racing Championship (Hawai'i Island)
- Polynesian Football Hall of Fame
- Hawai'i International Film Festival Festival
- Maui Film Festival Festival
- Aloha Festival Festival
- Hawai'i Food and Wine Festival Festival
- Festivals of Aloha - Maui Nui Style Festival
- Hawai'i Island Festival - 30 Days of Aloha Festival
- Honolulu Festival Festival
- Kamehameha Day Celebration in Hilo Festival
- King Kamehameha Celebration Parade in Kona Festival
- King Kamehameha Celebration O'ahu Festival
- Kōloa Plantation Days Festival
- Kona Coffee Cultural Festival Festival
- Merrie Monarch Festival Festival
- Na Kamehameha Commemorative Pau Parade & Ho'olaule'a Festival
- Pan-Pacific Festival Festival
- Prince Lot Hula Festival Festival

Many of these small programs or community run events cannot operate or stay operating without HTA's generosity.

It is for the reasons stated above that I do not support SB83 SD1 so I urge the members of this committee not to support this bill as well.

March 16, 2016

Representative Tom Brower
Chair, Committee on Tourism
Representative Takashi Ohno
Vice Chair, Committee on Tourism
Hearing on SB83 SD1
State Capitol, Conference Room 312

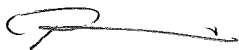
Aloha Chair Brower, Vice Chair Ohno, and Committee Members,

Oahu Economic Development Board stands in opposition of SB83 SD1. I believe in the important role of Collegiate Athletics and I also believe in the vital role "Aloha" is to our home, people, and visitors. However, using funding from the Hawaii Tourism Authority as justified that the athletes are "Ambassadors of Aloha" is very concerning to me. This is not a position to be filled but a title to be earned. There are dozens I'm training today in an extremely disciplined manner with the "Aloha Response" of which I was trained as a child and it is one of the hardest trainings the participants have ever endured. Aloha and Leadership are not something to know but rather something to daily struggle with and I do not believe that our student athletes have any regard for the expectation of personal, professional, and collective struggle. I saw the recent activities of one of our UH basketball stars bumping up and engaging in a heated exchange with the opposing Head Coach in our own arena. If our players will not practice aloha in their own lives, I believe we are doing an incredible disservice to the terms which come from my heritage and culture. I have offered to the HTA to support their efforts in building a stronger connection with our current and potential visitors to Hawaii with aloha training and these activities would not be a questionable activity with a targeted outcome as I'm questioning this proposed legislation.

Please don't move this forward, I believe there will be many instances where our student athletes will behave contrary to our hopes and high expectations of Aloha and they will stimulate a crisis in our community that will need to be remedied like we are experiencing in other initiatives around the state with our natural resources and Hawaiian culture.

Please feel free to contact me directly should you have any questions.

Sincerely,



Pono Shim
President and CEO
Oahu Economic Development Board





1352 Pineapple Place
Honolulu, Hawai'i 96819-1754
www.moanaluagardensfoundation.org

Ph: (808) 839-5334
Fax: (808) 839-3658
Email: moanalua001@hawaii.rr.com

**Testimony Relating to Senate Bill 83, Senate Draft 1
Relating to Appropriations**

March 15, 2016

TO: Chair Tom Brower, Vice Chair Takashi Ohno and Committee Members
House Committee on Tourism

FROM: Alexander Alika Jamile, Executive Director and President
Moanalua Gardens Foundation

RE: SB 83 SD1, Relating to Appropriations

Moanalua Gardens Foundation is opposed to SB 83 SD1 because it will negatively impact marketing efforts of the Hawaii Tourism Authority (HTA) to support projects and programs which directly stimulate tourism and benefit Hawaii's economy. All too often organizations like ours which struggle to provide events like the popular Prince Lot Hula Festival are overlooked in the process. We are continually challenged to find resources to fund the festival and our programs which enrich the lives of all of us in the community, yet when it comes to support, we are often forgotten.

Every year for the past 38 years, Moanalua Gardens Foundation (MGF) has presented free of charge to the public, the Prince Lot Hula Festival, Hawai'i's oldest and largest non-competitive hula celebration on the third Saturday and Sunday in July at spectacular Moanalua Gardens. This signature event is attended by several thousand visitors from Japan, Asia, Europe and North America and would not be possible without HTA's support. In fact, they have helped us grow the festival, generating more tourism revenue for Hawaii, over the years.

Moreover, the festival supports local small businesses who supply such goods and services as tents, tables, chairs; sound systems; trash pick-up; portable comfort facilities; security; gas powered carts; printing services, and more. Additionally, MGF helps crafters, artisans, and food vendors generate income from selling their products and merchandise at the festival. The festival helps to stimulate our local economy and visitors to Hawaii.

Support from HTA is critical so that MGF and other organizations can continue to produce high quality events and programs which our residents and visitors can participate in and enjoy. We strongly urge you to oppose passage of this bill and not divert HTA's marketing funds for other purposes.

Sincerely,

A handwritten signature in blue ink that reads 'Alexander Alika Jamile'.

Alexander Alika Jamile

JHTA

JAPAN HAWAII TRAVEL ASSOCIATION

14 March, 2016

Opposition to SB 83 SD1

Aloha Representative Brower and Members of the Committee:

I'm writing in opposition to Senate Bill 83 SD1 with concerns about appropriating funds from the Tourism Special Fund for the purpose of covering the travel expenses for University of Hawaii athletics. The Tourism Special Fund is intended to be used for the marketing and promotion of Hawaii's economic engine which drives our economy.

These funds are carefully allocated for strategic marketing programs aimed at growing arrivals to Hawaii from national and international markets. HTA also does a great job assisting worthwhile community programs across the state that help to differentiate Hawaii's visitor experience from other competitive destinations around the globe.

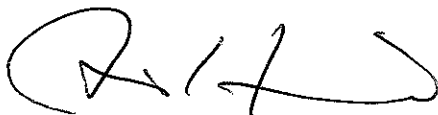
Taking a significant amount of HTA's funding to pay for UH sports teams to attend games on the mainland is short sighted and will inevitably result in the need to cut planned marketing activities, which could likely lead to a drop in visitor arrivals and have ultimately an adverse impact on the local economy.

The University of Hawaii already receives more than \$900 million annually in funding from the legislature. Surely, UH's Upper Campus can find the \$3 million that its Lower Campus needs within its existing budget to cover this "unique situation" as UH Athletics Director David Matlin describes it in the Honolulu Star-Advertiser story by Ferd Lewis on March 14 titled "UH's \$3M travel assistance faces scrutiny."

Using that same argument, one can reason that HTA is also in a unique situation of its own marketing the most isolated land mass on earth in a globally competitive environment. Travelers can only get to Hawaii via air and sea. There is no option to drive here like other destinations.

I strongly urge your Committee to carefully consider the unintended consequences of this measure. Thank you for considering my comments on SB83 SD1.

Sincerely,



Akio Hoshino
President & Chairman
Japan Hawaii Travel Association

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, March 15, 2016 12:12 PM
To: TOUtestimony
Cc: kuuipokumukahi@gmail.com
Subject: Submitted testimony for SB83 on Mar 16, 2016 10:00AM

SB83

Submitted on: 3/15/2016

Testimony for TOU on Mar 16, 2016 10:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Kuuipo Kumukahi	Individual	Comments Only	No

Comments: Aloha mai kākou e nā elele a me nā kenekoa o Hawai'i nei, 'O au 'o Kuuipo Kumukahi, he 'oihana ho'ona'auao Hawai'i ma ka papa 'o HTA Makemake kākou e kōkua a kāko'o i kō kulanui 'o Hawai'i nā mea pā'ani kinipōpō 'oko'a. 'O ka lawe aku 'ana i kālā mai ke kahi a hā'awi aku i kēlā kālā i ke kahi me nā pilikia o loko, kōkua a kāko'o a ho'oponopono 'ole i nā pilikia. E ho'oulu ana 'oukou i nā pilikia wale nō! Inā loa'a he pilikia – pono nō e ho'oponopono kēlā. 'O nā haumāna ma ke kulanui 'o Hawai'i e nānā i ke alaka'i 'ana i nā kumu a pau ma laila a no kō lākou na'auao e ho'oponopono 'ana i nā pilikia o loko. Pono nō i ke kulanui 'o Hawai'i e ho'oulu i nā kālā no ka huaka'i hele 'ana. 'O ke kālā a HTA i ha'awi aku i nā kumu loa'a like 'ole a pau a i ho'omaopopo 'ia e HRS 201B-11, 'o ia ho'i, 'o ke kālā i kuhikuhi 'ia iā HTA, he kuleana aloha nui loa a mākou e ka ho'oulu 'ana i 'oihana mea kipa. 'o au nō me ka ha'aha'a 'O Kuuipo Kumukahi

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

TESTIMONY OF ALYSSA SIMBAHON

**PRESENTED TO
THE HOUSE COMMITTEE ON TOURISM**

March 16, 2016
10:00 a.m.
Conference Room 312

SUPPORT FOR SB 83, SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and Members of the Committee:

Thank you for the opportunity to provide testimony. My name is Alyssa Simbahon and I am currently the UH Mānoa Graduate Legislative Fellow and also serve on the UH Letterwinners' Club Board of Directors, but I submit this testimony in my personal capacity. I write in strong support of SB 83, SD1, which appropriates \$3 million to the UH athletics department to offset higher travel expenses and subsidies.

I was a student-athlete on the UH soccer team from 2009 to 2011. From 2008 to 2009 I played soccer at the University of San Francisco, another Division I program. There we had the luxury of taking buses to many of our matches. Travel was significantly shorter and significantly cheaper.

But UH athletic teams do not have this luxury. Travel costs to the mainland are high. It costs approximately \$27,000 for a soccer team to make a west coast road trip. This includes airfare, lodging, bag fees, vans, student athlete per diem and incidentals (laundry, gatorade, water, etc.). A soccer travel roster typically consists of eighteen (18) players, three (3) coaches and one (1) athletic trainer.

In addition to providing funds to help offset these higher travel expenses and subsidies costs, SB 83, SD1 will help UH with establishing a competitive edge. Offsetting travel expenses will allow UH to dedicate more moneys to maintaining facilities and providing programs that help attract athletes, both local and out of state, to come to UH.

Many UH athletes serve as role models for Hawaii youth. The youth watch and follow UH athletes, and strive to run like them, throw like them, or kick like them. The youth meet and see UH athletes at community events, and stand in line to get their autographs after games. UH athletes ultimately inspire youth to pursue a higher education and play collegiate sports.

Collegiate sports, as with all levels of sports, teach our youth invaluable lessons, both on and off the “field.” Although my collegiate career ended in 2011, I always carry the lessons of teamwork, endurance, passion, and hard work wherever I go.

I respectfully ask that you pass this measure for our athletes, and most important, for our youth. Thank you for your time and consideration.

Respectfully submitted,

Alyssa Simbahon
alyssa.simbahon@gmail.com
808-282-9490

Testimony Presented Before the
House Committee on Tourism

By Mike Trapasso

March 16, 2016; 10:00am

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

I am respectfully submitting this written testimony in support of the funding provided to the University of Hawaii at Manoa athletic program in SB 83 SD1 for travel expenses and subsidies.

I am currently in my fifteenth year as the Head Baseball Coach at the Univeristy of Hawaii. It is an honor and privilege to coach such fine young men, and to do so at such a fine institution. But at this time, I am submitting this testimony as an individual, not in any official capacity.

As coaches, administrators, supporters, etc., I strongly feel it is our responsibility to create an atmosphere where greatness can be pursued, by our student athletes. We supply them, as best we can, with the resources that allow them to succeed on the athletic field, in the classroom, in our community. There is no greater task in my mind, than doing all we can to help our young men and women see their hard work pay off with positive results. All while representing the State of Hawaii well.

In trying to make their dreams a reality, we use several avenues for fundraising. In fact, our baseball team raises significant amounts that go directly toward the operating expenses of our program...in excess of \$150,000 per year. Yet it still remains a challenge to stay on a "level playing field" with our competition.

SB 83 SD1 is a great opportunity for the Univeristy of Hawaii to remain competitive with the schools and programs we are recruiting against. And it will allow the athletic department to continue to put a product on the field that our community can be proud of. It is no secret that the inherent issues with travel bring unique obstacles to our success. SB 83 SD1 can help with those obstacles.

I am not in a position to state whether the tourism special fund is the appropriate source for the funds. I will leave the discussion of the source of funds to others with more knowledge in that area.

I respectfully request your passage of SB 83 SD1.

Thank you.

Mike Trapasso

Testimony Presented to
House Tourism Committee
March 16, 2016; 10:00am

by
Nick Rolovich

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

My name is Nick Rolovich and I am respectfully submitting this testimony in support of SB 83 SD1 which would provide the University of Hawaii at Manoa athletics department with funding for travel expenses and subsidies.

While I am the Head Football Coach at the University of Hawaii, I am presenting this testimony as an individual and not in any official capacity with the school.

I have had the privilege and honor of being associated with the University of Hawaii athletic program for a good part of my life. Initially it was as a student athlete on the Warrior Football team followed by opportunities to participate as part of the coaching staff. After being away from Hawaii for a number of years, I was given the opportunity to return to the University of Hawaii as its Head Football Coach. Not only is it an opportunity for me to return to my alma mater that provided so much to me when I was a student athlete, but it is an opportunity for my family and I to return to the place that we consider home.

I recently returned to Hawaii from coaching at the University of Nevada at Reno for a few years. After playing and coaching in Hawaii and then coaching in Nevada, I have seen the inequities that SB 83 SD1 is proposing to address. For example, when Nevada came to Hawaii, the University of Hawaii had to pay Nevada a travel subsidy to offset its travel costs to the islands. Conversely, when the University of Hawaii traveled to Nevada to play at Reno, it did not receive any travel subsidy and was required to bear the full cost of its travel. In addition, when the University of Nevada football team traveled for its away games, the distance traveled and the costs incurred were a fraction of what the University of Hawaii was required to incur.


SB 83 SD1 will help to offset the higher costs that the University of Hawaii currently incurs for travel expenses and subsidies. SB 83 SD1 will allow the school to use those funds that would have gone for those costs, to be used for other purposes which will help the athletic program be more competitive with its peer programs on the mainland.

Importantly, SB 83 SD1 will also demonstrate a strong commitment by the State to the health of its only Division I athletic program. I can state from first-hand experience that much as been written and reported about the possible closing of athletic programs at the University of Hawaii due to continuing budget deficits. As my staff has gone out to recruit student athletes to come to Hawaii, they have had recruits tell them that competing schools were telling the athletes that the

school is not supported and is in danger of closing its athletic programs. Unfortunately, we do know that we have lost a few recruits that could have significantly helped our football program because of what is being said about the University of Hawaii's fiscal situation. SB 83 SD1 could be a vital signal to recruits and competing schools that Hawaii does support and is committed to the athletic programs at the University of Hawaii. SB 83 SD1 can make a significant difference for the University of Hawaii.

I respectfully request passage of SB 83 SD1. Thank you for your time and this opportunity to present this testimony.

Go Warriors!

A handwritten signature in black ink, consisting of a large, stylized 'W' followed by a series of loops and a long horizontal stroke.

TOUtestimony

From: Michele Nagamine <mnaga@hawaii.edu>
Sent: Monday, March 14, 2016 4:18 PM
To: TOUtestimony
Subject: Testimony in Support SB 83 SD1 / Hearing 3-16-2016 at 10:00am

Aloha,

Mahalo for allowing me the opportunity to submit this testimony in support of SB 83 SD1. Mahalo!

Testimony Presented to
House Tourism Committee

By Michele A. Nagamine
March 16, 2016 at 10:00am

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

Thank you for the opportunity to submit this testimony in support of funding to the University of Hawaii at Manoa athletic program in SB 83 SD1 and subsidies. I am the head soccer coach for the University of Hawaii at Manoa submitting this testimony as an individual, rather than in any official capacity.

I have been a part of the University of Hawaii at Manoa athletic program since 2011. I left a rewarding, lucrative job in the tourism industry to coach the University of Hawaii at Manoa soccer team because I understand the importance of our University of Hawaii State. I wanted to make a positive impact in the lives of young women and believe that athletics is a vehicle to help them become better people and contribute to our community.

I fundraise throughout the year to supplement our budget so that we can support our athletes to summer school, upgrade our equipment and provide a superior experience at UH that our kids deserve. My team has a travel roster and we make 4 trips a year at almost \$27,000 for each trip. These higher travel costs are unique to only the University of Hawaii. SB 83 SD1 will help level the playing field between the University of Hawaii at Manoa and its peer institutions. It is a significant contribution in allowing the University of Hawaii at Manoa athletic program to remain competitive and an important part of the community. The University of Hawaii at Manoa is a representative of Hawaii nationwide and internationally.

While I support the funding to the University of Hawaii at Manoa athletic program provided in SB 83 SD1, I am not taking a position on the appropriate source of the funds - - the tourism special fund.

I respectfully request your passage of SB 83 SD1. Thank you for your consideration of this testimony.

Michele A. Nagamine

Michele “Bud” Nagamine
Head Coach, Women’s Soccer
University of Hawai’i
Cell: 808-330-8326
Office: 808-956-4525

Testimony Presented Before the
House Committee on Tourism

Marilyn Moniz-Kaho'ohanohano



Wednesday, March 16, 2016; 10:00am

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Ohno, and members of the committee:

Thank you for the opportunity to submit this testimony which is in support of the funding provided to the University of Hawaii at Manoa athletics program in SB 83 SD1 for travel expenses and subsidies.

While I am the Associate Athletics Director/Senior Woman Administrator for the University of Hawaii, I am submitting this testimony as an individual.

I have been a part of the athletics program at the University of Hawaii at Manoa since 1989 and was privileged to play for UH from 1972-1976, graduating in American Studies, and earning a law degree in 1979. I am a Title IX beneficiary and UH's first female four-year letter winner. Our Student-Athletes are the pride and joy of the state of Hawaii and the community of Hawaii and our head coaches are mentors and role models for the Student-Athletes, who are leaders in their own right. It is very important to have a strong, viable intercollegiate athletics program to empower our young girls and boys as they aspire to be the best they can be. During my time at the school, it has been my privilege to work with students, the community, fans, administrators and others to build a program that the University of Hawaii and the State of Hawaii could be proud of.

As administrator, we are responsible for doing our best to meet the mission of University of Hawaii at Manoa athletics for our student-athletes, the school, our community and the State of Hawaii. We appreciate the resources that are made available for each of our individual sports and do our best to supplement the funds provided by the Athletic Department with externally raised funds whether from boosters, golf tournaments, fundraising dinners or other events.

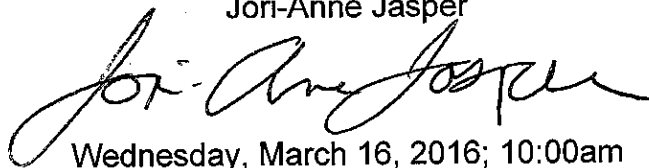
As an administrator in the athletics department, I experience the challenge the school has dealing with the higher travel and subsidies costs that are unique to Hawaii. SB 83 SD1 will help to level the playing field between the University of Hawaii at Manoa and its peers and contribute to a strong healthy athletic program.

I believe that the appropriateness of the source of funding will be better discussed by those with more knowledge in that area than myself. As a result, I am not taking a position on the source of the funding proposed in SB 83 SD1.

Thank you for your time and consideration of this testimony. I respectfully request your passage of SB 83 SD1.

Testimony Presented Before the
House Committee on Tourism

Jori-Anne Jasper



Wednesday, March 16, 2016; 10:00am

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Ohno, and members of the committee:

My name is Jori-Anne Jasper and I am a former Rainbow Wahine Softball student-athlete at the University of Hawaii at Manoa (UH). I am submitting this testimony in support of the funding provided to the athletics department at UH in SB 83 SD1 to offset travel expenses and subsidies costs.

I was a student-athlete from 2009-2014 and currently attend UH Manoa as I pursue my JD/MBA degrees. I have and continue to directly benefit from the athletics department and programs. I was very grateful for the opportunity to go to school and play softball at the highest collegiate level while representing UH and the people of the State of Hawaii.

My former teammates and I appreciated the ability to travel and compete against the best schools in the country. We understood the extra costs the department had in covering these opportunities for us to travel. We appreciated those opportunities and knew that support was needed to continue to cover the travel costs associated with our ability to compete at the highest levels.

No other school in the nation travels as much as we did for any competition. Most of our opponents had to be paid travel subsidies or guarantees for them to come to UH and play us. We understood that life is not fair and having the extra expenses to cover travel costs to compete at home and away are part of being a Rainbow Warrior and Rainbow Wahine.

Being born and raised on Kauai, it was my dream to play at the University of Hawaii. I watched all UH sports on television and tried to emulate these student-athletes in hopes of one day being in their shoes. I worked hard to achieve good grades at Kauai High School to get into UH Manoa. I practiced everyday on the softball field in order to be given a shot to make the Rainbow Wahine Softball team. I wasn't awarded an athletics scholarship and instead was a "walk-on" for my five years on the softball team. Being a "walk-on" shows how much passion and dedication I have for the sport of softball and for the University of Hawaii.

Without my participation on the softball team, my college experience would not have been the same and I truly believe I would not be where I am today.

SB 83 SD1 provides funds to UH in recognition of the higher travel expenses and subsidies costs faced by the school compared to our peers. SB 83 SD1 will help us to compete more equally and effectively with our peers who do not have the travel costs that we have.

I support the funding in SB 83 SD1 for the University of Hawaii at Manoa.

Respectfully, I request that you approve SB 83 SD1. Thank you for your time and for the consideration of this testimony.

TOUtestimony

From: John Williamson <johnwilliamson@hawaii.rr.com>
Sent: Sunday, March 13, 2016 12:31 PM
To: TOUtestimony
Subject: SB 83 SD1

To: Representative Tom Brower, Chair of the House Tourism Committee
And Members of the Committee

From: John Williamson
Subject: SB 83 SD1

Hearing Date: March 16, 2016

My name is John Williamson. As a UH grad and longtime fan of UH sports, I am a strong supporter of UH Athletics. However, I have concerns about appropriating funds from the Tourism Special Fund for the purpose of paying for the travel of UH teams to games. The Tourism Special Fund pays for the marketing and promotion of the state's visitor industry, which is the engine that drives our economy. These funds are carefully allocated to marketing programs in national and international markets, as well as to community programs here in Hawaii. Arbitrarily taking a significant amount of this funding to pay for UH sports teams to attend games will result in some of the carefully planned marketing activities to be cut, which will decrease visitor arrivals and have an adverse impact on the local economy.

I urge your Committee to carefully consider the unintended consequences of this measure. Thank you for considering my comments on SB 83 SD 1.

Testimony Presented Before the
House Committee on Tourism
Wednesday, March 16, 2016 at 10:00am

By Jeffery Charles Wade

March 16, 2016; 9:30am

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

Please accept my testimony in support of the funding provided to the University of Hawaii at Manoa athletics department (UHAD) in SB 83 SD1 for travel expenses and subsidies.

I have been associated with UHAD since 1995. I was first, an assistant to Dave Shoji for eleven years and for the past seven years as the head coach of the Men's Volleyball program. However, my interest in supporting SB 83 SD1 is not limited to my role as a coach but, also as a father of three young boys who are actively involved in youth sport programs throughout the state.

As a coach of both a men's and women's team, I have seen firsthand the negative effect the lack of funding can have on our sport teams. I have also seen the incredible pride the people of this state take in the success of all UHAD teams. Volleyball in Hawaii is fortunate to have very loyal and ardent fans, but, we have all experienced the rising tide of interest and emotions when any of our teams are having national success. For this fact alone I ask for your support of SB 83 SD1.

As I mentioned, I have another perspective on the importance of a vibrant and well-funded UHAD, that is as a parent. My children are very active in local sport programs and have participated in Baseball, Basketball, Soccer and Volleyball. Regardless of the season of sport, the UH sport teams are always a source of pride and interest to the kids and their parents. They serve as an opportunity for the kids to see live sporting activities at the highest level and as a gathering place for the families to enjoy time together. Whenever a player or team is having success, that person or those individuals become role models to my kids and their friends.

Support and passage of SB 83 SD1 will be one step in helping the UHAD keep up with rapidly rising costs of college athletics. The recent completion of the "deep dive into the UHAD finances that was presented to the Board of regents and the Shidler College of Business's Economic Impact Analysis of UHAD both draw attention to the comparatively limited funding the UHAD receives.

I humbly ask for your support of SB 83 SD1. And know your support will be greatly appreciated by so many young people who do not yet have a platform from which to voice their opinion.

Jack P. Suyderhoud, Ph.D.
Economist
7149 Kukii Street
Honolulu, Hawaii 96825
Phone 808-342-6226; Fax 808-395-1876

Testimony Presented Before the
House Committee on Tourism
Wednesday, March 16, 2016 at 10:00am
By
Jack P. Suyderhoud, Ph.D., Economist

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno and members of the committee:

I am submitting this personal testimony in support of the funding for the University of Hawaii at Manoa (UHM) athletics program provided in SB 83, SD1. I am a professor of business economics at the Shidler College of Business at UHM. However, I am submitting this testimony as an individual. In doing so I am not speaking on behalf of the Shidler College or UHM. Rather, I am speaking as a professional economist who is also a fan of UHM sports. (My wife and I are season-ticket holders for Warrior football and members of the Na Koa booster club, and we also attend other UHM sports events.)

In my capacity as a professor of business economics, I supervised the 2014 economic impact study prepared for the UHM Athletics Department. The results of that study have been noted in various media outlets and are well summarized in UHM's official testimony on this bill, and hence I will not repeat these here. However, I do want to state that I stand by these economic impact estimates.

Instead, I will focus my remarks on how UHM Athletics supports an important economic objective for our state: *diversified tourism*. Much as diversified agriculture is increasingly important to Hawaii, *diversified tourism* is likewise crucial.

We are all aware that tourism is the largest driver of Hawaii's economy. Estimates published by the State Department of Business, Economic Development, and Tourism conclude that tourism is Hawaii's largest economic driver directly accounting for 16% of Hawaii's GDP, not counting indirect effects. That's one reason why our government supports tourism via infrastructure such as the Convention Center and events such as the Honolulu Marathon and the Pro-Bowl.

But tourism is also vulnerable to economic swings. The effects of the Great Recession still reverberate in our economic memories. Consider as an example December 2009. Statewide visitor arrivals were down by 14% relative to the same month in 2007. On

December 5 of 2009, UH football hosted the Wisconsin Badgers. (We lost. Ugh!) But, it is estimated that the game brought at least 3,000 Wisconsin fans who most likely would not have come to Hawaii but for the game. At a time when tourists were desperately needed for our economy, UHM Athletics provided a compelling reason for more people to visit Hawaii.

Now. Let's look into the future. Suppose it is 2019 and the US economy is again in recession. The Jones family in Portland, Oregon and the Smith family in Tucson, Arizona are contemplating their vacation plans. Due to the recession, both families are thinking about staying close to home. However, the Jones's are Oregon State alums and football fans, and the Smith's are parents of the University of Arizona quarterback. They realize that their football teams play Hawaii in Honolulu. These games cause each family to make Hawaii their vacation choice for 2019.

In so doing, UHM Athletics is contributing to *diversifying* Hawaii's tourism sector and filling in low points. And, hotel maids, tour bus drivers, visitor attraction workers, waiters, bartenders and stadium workers all see higher incomes, and the State enjoys greater revenues.

I understand that the Legislature has to weigh many competing requests for funding and in the process has to evaluate the "returns on investment" of public funds. Given the competing needs, I do not pretend to know what choice is best. However, I do know that UHM Athletics has a positive economic impact on the state as evidenced in our economic impact study. I also know that UHM Athletics demonstrably contributes to *diversifying* Hawaii's economy.

For the reasons above, I respectfully request passage of SB 83, SD1, and thank you for your consideration of this testimony.

Testimony Presented Before
House Tourism Committee

By Jun Hernandez

March 16, 2016; 10:00am

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

Thank you for the opportunity to submit this testimony which is in support of the funding provided to the University of Hawaii at Manoa athletic program in SB 83 SD1 for travel expenses and subsidies.

I have been the head coach of the women's tennis program for the University of Hawaii since 2006. I am however submitting the testimony as an individual and not in any official capacity at the UH Manoa athletics department.

The University of Hawaii is a unique and special place for all students and student-athletes to call their home. As a coach and employee of the University of Hawaii, I am hired to represent our university to the best of my ability. My duties are not limited to winning games and graduating my student-athletes. My student athletes, staff and I strive for excellence on and off the court. We do our best to represent the state of Hawaii in the best possible manner on the court. Our coaching staff is dedicated to do our best to make sure that we develop these student athletes to great role models and leaders in our community. I am aware of the financial hardships facing our state and our university and I take this challenge seriously. I do my best to cut costs, raise private funds and steward my resources within my program.

SB 83 SD1 will help the University of Hawaii at Manoa to be competitive in our conference and against elite teams around the nation. Passing this bill will help to continue to give opportunities to young deserving student athletes. Giving our student-athletes the opportunity to achieve their goals and dreams on and off the court helps develop these young adults to leaders in the state of Hawaii. These student-athletes will leave UH Manoa more confident and equipped to represent our beautiful university and state nationwide and internationally. Our athletics program brings pride and unity to our state. A winning program enriched with great tradition can help bring our citizens together and it inspires our kids to dream big and to achieve these dreams through hard work and dedication. SB 83 SD1 can continue to help our athletics department in this amazing role.

I respectfully request your passage of SB 83 SD1.

March 16, 2016

Evan Silberstein
1937 Kakela Drive
Honolulu, HI 96822

To: House Tourism Committee

Re: SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

Thank you for your leadership and the opportunity to be heard on this matter. This testimony is in support of SB 83 SD1; which funds the University of Hawaii at Manoa (“U.H.”) athletic programs for travel expenses and subsidies. I am submitting this testimony as an individual, rather than in any official capacity as the Beach Volleyball Assistant Coach at U.H.

This is my second year coaching at U.H., and I truly love my job. It is not easy, but it is so worth it to guide our student athletes and see the pride they develop in being associated with our proud athletic traditions at U.H. First and foremost in my mind is the student athlete experience. In many cases, they become community figures and heroes and heroines to the general public who find hope and inspiration in their stories of triumph and perseverance. They deserve to have the resources needed to succeed; passing this bill helps them in their mission to be the very best that U.H. and our State represent.

As a U.H. alumni and proud graduate of the William S. Richardson School of Law (2009), I have always appreciated the benefit that our athletic programs have provided. Whether it was watching in awe as our Football team went undefeated or settling in for Friday night Volleyball at the Stan Sheriff Center, identification with the program has always been a source of enjoyment and recreation to me.

As a licensed attorney (#9241) steeped in a public service bend, I am compelled to speak on behalf of the outstanding work, value and benefit that U.H. athletics provides to our students, University, community and State. Our existence and achievements are a worthy public good in education, public health, professional development, recreation, entertainment, and most fitting in this case; the overall health and well being of our sometimes fragile economic reality in Hawaii.

As a Coach, I have directly experienced the challenge of balancing the higher travel and subsidies costs that are unique at U.H. due to our geographic isolation from the Continent. The resources made available to our U.H. athletic department from the State are greatly valued, appreciated and well spent. However, those resources are often not enough to thrive. We are constantly fundraising and creating public private partnerships

to provide the world-class athletic programs our fans expect and the optimal experience that our student athletes deserve.

SB 83 SD1 will help level the playing field between athletic programs at U.H. and our Conference rivals and National peers. This bill will make significant contributions to our U.H. athletic programs. It will help us to remain competitive, fulfill our important role in the community, and be a powerful representative of Hawaii across the country and the world over.

Thanks for your time and consideration of all testimony regarding this matter. I respectfully request your passage of SB 83 SD1 into a law that will benefit our tremendous student athletes at U.H. and in turn, all the people of Hawaii.

Sincerely,

Evan Siblingstein

Testimony Presented Before the
House Committee on Tourism

by
Dave Shoji

March 16, 2016; 10:00am

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

My name is Dave Shoji and I am filing this testimony in support of SB 83 SD1 which would provide funding to the University of Hawaii at Manoa athletic program to offset higher travel expenses and subsidies.

While I am the Head Women's Volleyball Coach for the University of Hawaii, I am filing this testimony as an individual.

I began coaching at the University of Hawaii in 1975 and am now in my 41st season with the Rainbow Wahine. I was just 28 years old when I began and took over a program that was just one year old when I joined the University of Hawaii. Through the years, I have been blessed to work with so many student athletes, assistant coaches, Wahine boosters and fans, and others who have help to make the program successful. Through the hard work and dedication of so many, the University of Hawaii's Wahine Volleyball has been able to not only be successful competitively, but also in building character in our student athletes and community with the State of Hawaii.

The Rainbow Wahine have traveled locally, nationally and internationally as a representative of not only the University of Hawaii, but also of the State of Hawaii. We recognize that there are higher costs involved in bringing some of our opponents to Hawaii to allow our fans to enjoy Wahine Volleyball and the higher costs every time we leave the State to compete elsewhere.

SB 83 SD1 would help to offset the higher costs that are incurred by the University of Hawaii and allow us to be on a more equitable playing field with our peers. SB 83 SD1 would allow us to continue to work hard fulfilling the privilege it is to represent the State of Hawaii and Wahine Volleyball.

I respectfully request your passage of SB 83 SD1 and thank you for your consideration of this testimony.

Testimony Presented Before
House Tourism Committee

By Carmyn James

March 16, 2016 at 10:00a

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

Thank you for the opportunity to submit this testimony. I am very much in support of bill SB 83 SD1 to appropriate money from the state of Hawaii's Tourism Special Fund to the University of Hawaii's Athletics Department for the 2016-2017 fiscal year. In fact, I believe that this should be done on an annual basis and not just for the next fiscal year.

The 21 intercollegiate teams at the University of Hawaii serve as excellent "Ambassadors of Hawaii". Every time they participate in out of state competition, they elevate Hawaii's level of exposure and whenever they host a home competition, they increase the number of tourists to the islands. In other words, whether the UH intercollegiate teams compete at home or away, they indirectly bolster the tourism dollars for the state of Hawaii.

Despite this fact, of the 9 teams in the Big West Conference, UH Athletics ranks 9th in direct external support and 8th out of 12 schools in the Mountain West Conference. That is, they incur the greatest amount of expense but they receive the least amount of institutional and legislative support. If the government could appropriate \$3 million to UH Athletics, this money could at least help off-set the over \$6 million that the department spends annually on team travel, travel subsidies and guarantees.

The Department of Athletics at the University of Hawaii has some very unique challenges when it comes to the "pay to play" rules within the Big West and Mountain West Conferences and the Mountain Pacific Sport Federation. Besides paying for their own team travel, they often have to pay for the travel expenses of the other teams to come to Hawaii. However, with the significant amount of tourism dollars that UH Athletics helps generate for the state of Hawaii, supporting SB 83 SD1 seems like the right thing to do. Much mahalo for your consideration!

Respectively,
Carmyn James

Testimony Presented Before
House Tourism Committee

March 16, 2016 at 10:00a
Conference Room 312

by Bob Coolen

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

I am Bob Coolen and am submitting this testimony in strong support of SB 83 SD1. I am not submitting this testimony in my official capacity of University of Hawaii Head Softball Coach, but instead am filing this as an individual.

I have had the honor to be a part of University of Hawaii athletics and represent the State of Hawaii for many years. Currently, I am entering my 27th overall season with the Rainbow Wahine program. I am the third longest tenured coach at Hawaii; only beaten out by Dave Shoji and Andy Johnson. We have all been with the program for a long time and have seen it change dramatically.

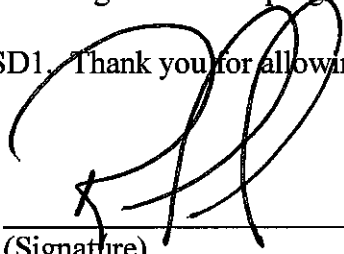
Since my time at the University of Hawaii, I have seen the athletic program transition from sports being played for the school, to a program that is part of the community and represents the entire State of Hawaii, locally, nationally and internationally. The program brings some of the best collegiate athletic competitions to Hawaii for its people to enjoy, as well as takes the Aloha of Hawaii to venues far and wide.

As someone with the athletics program for a long time, I have seen the cost of travel rise dramatically for the UH. The fact that UH has to travel much farther for any away games than our peers, results in the athletic department's travel expense being much higher than other schools. Combine that with the travel subsidies and higher guarantees that must be paid to bring other schools to Hawaii, and it is no surprise that the University of Hawaii has a significant disadvantage relative to other schools due to the higher travel related costs.

SB 83 SD1 can help to address the higher costs that the University of Hawaii currently is incurring in order to provide the State with its only Division I collegiate athletic program.

I strongly and respectfully request your approval of SB 83 SD1. Thank you for allowing me to present this testimony.

ROBERT L. COOLEN
(Name)


(Signature)

Testimony Presented Before the
House Committee on Tourism
Wednesday, March 16, 2016 at 10:00am
by
Andrew P. Johnson

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

I am respectfully submitting this testimony in support of the funding provided to the University of Hawaii at Manoa athletic program in SB 83 SD1 for travel expenses and subsidies.

I am the head sailing coach for the University of Hawaii, but am submitting this testimony as an individual, rather than in any official capacity.

I have been a part of the University of Hawaii at Manoa athletic program as a coach since 1989 and as a UH athlete in sailing since 1980. During my time at the University, it has been my privilege to work with students, the community, fans and administrators to build a top level program and instill a sense of pride for the State of Hawaii. The sailing program has had great success over the years producing two National Championships, numerous Pacific Coast titles and five Olympians. Off the water, we are most proud of the top notch people/citizens we have produced which include doctors, business men/women, engineers, teachers, firefighters, etc.


As coaches, we are responsible for doing our best to meet the mission of University of Hawaii at Manoa athletics for our student-athletes, the school, our community and the State of Hawaii. We appreciate the resources that are made available for each of our individual sports and do our best to supplement the funds provided by the Athletic Department with externally raised funds whether from boosters, golf tournaments, fundraising dinners or other events.

SB 83 SD1 will help to level the playing field between the University of Hawaii and its peers and make a significant contribution in allowing the program to remain competitive and an important part of the community.

While I support the funding to the University of Hawaii at Manoa athletic program provided in SB 83 SD1, I am not taking a position on the appropriateness of the bill's source of the funds - - the tourism special fund.

I respectfully request that SB 83 SD1 be passed. Thank you for your consideration of this testimony.

Respectfully,

A handwritten signature in black ink, appearing to read "Andrew P. Johnson", written in a cursive style with a long horizontal flourish extending to the right.

To: House Committee on Tourism

Date: Wednesday, March 16, 2016

Time: 10:00 a.m.

Place: Conference Room 211

Re: Support of SB 83 SD1 Relating to Appropriations

Chair Brower, Vice Chair Ohno, and members of the committee

My name is Madisyn Uekawa and I am a local student-athlete at the University of Hawai‘i at Manoa (UHM) on the swim team. I submit this testimony as an individual—not as part of UHM—in support of the funding provided to the UHM Athletics Department in SB 83 SD1 to offset travel expenses and subsidies costs.

I have been attending UHM since Fall 2013, and as a student-athlete, I directly benefit from the athletics department and its programs. There are no words to truly express how grateful I am for the opportunity to go to school here and compete at the highest collegiate level while representing UHM and the people of the State of Hawai‘i. Simply, I am beyond proud to be a Rainbow Wahine.

My teammates and I appreciate the ability to travel and compete against the best schools in the nation, but we also understand there are extra costs placed upon the athletics department in order for us to be given these travel opportunities. We appreciate these opportunities and view them as privileges. Nevertheless, we are aware that support is needed to continue to cover costs associated with travel expenses for us compete at the highest levels.

No other school in the country travels as much as us for competitions. Most of our opponents must be paid travel-subsidies or guarantees for them to come to UH and play us. For swimming, we are only given the opportunity to race other schools at 3 meets in California and when teams come here to visit during winter training. Essentially, we know that life is not fair, but having the extra expenses to cover travel costs to compete at home and away are part of being a Rainbow Warrior and Rainbow Wahine.

Growing up in Hawai‘i, I know that UHM sports are embedded within the culture. There are no professional sports in Hawai‘i, and I have witnessed our programs bring local people together. I want to see UHM sports continue to thrive, and I can only hope you do too. UHM Athletics is home to many student-athletes, and together we are a family—an ohana. Please allow us to continue to be one and continue to represent the State of Hawai‘i in many competitions to come.

SB 83 SD1 provides funds to UHM in recognition of the higher travel expenses and subsidies costs faced by the school compared to our peers. SB 83 SD1 will help us to compete more

effectively and equally with other collegiate teams who do not have the same travel costs that we have.

Again, I support the funding in SB 83 SD1 for the University of Hawai'i at Manoa and sincerely request its approval. Thank you for your time and for the consideration of this testimony.

Respectfully submitted,
Madisyn Uekawa
muekawa@hawaii.edu
(808) 990-0456

Testimony for the House of Representatives
Committee on Tourism
March 16, 2016
10:00 am.
Hawaii State Capitol, Conference Room 312

By Laretta Sewake (aka UH Volleyball Aunty)

IN SUPPORT OF SB 83, SD1 – Relating to Appropriations

Aloha Chair and Members of the Committee on Tourism:

I am hereby submitting testimony **in strong support of SB 83 SD1** that appropriates \$3 million for travel expenses and subsidies for the UH Manoa Athletics Department.

I am a strong supporter of the UH Manoa Athletics program. I am from Wahiawa. People in the broad community know me as one of the UH Volleyball Aunties, the group that makes and provides leis for all of the UH Men's and Women's volleyball players, UH coaches, media commentators, as well as the opposing team players and coaches. The Aunties have been doing this for the past 17 years now as we truly believe in the benefits of the UH Athletics program and our players. This is one way that we share our Hawaii Aloha with all who participate in UH Athletics, including our visitors. The UH Athletics program develops character, discipline, and leadership in these young adults who are Hawaii's future. It is also a symbol of pride and it brings our community together in a positive and motivating way. Economically speaking, it has brought in millions of dollars in spending, has created hundreds of jobs, and even state tax revenues of \$7 million.

The UH Athletics program needs this assistance because of Hawaii's location in the middle of the Pacific Ocean and therefore, it has the highest costs for travel in the country. It is imperative that the program gets the assistance necessary to support such a wonderful program. What the program brings to the people of Hawaii, and to our many visitors alike, is well worth the \$3 million assistance because it is Hawaii's pride and joy, but also brings significant economic benefits in return.

Mahalo Nui Loa for your attention to this matter!

Testimony Presented Before the
House Committee on Tourism
March 16 2016 at Conference Room 312

By
Derek K. Mukai, P.E., CCM
Principal Engineer
Community Planning and Engineering, Inc.

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno and members of the committees:

Thank you for the opportunity to submit testimony **in strong support of SB 83 SD1**. This bill appropriates \$3 million for travel expenses and subsidies for the University of Hawai'i at Mānoa Athletic Department.

As a proud UH Alumnus, UH Alumni Association Board Member and Engineering Alumni Association Board Member, I am a very strong supporter of UH Mānoa Athletics. I know that UH Mānoa has unique circumstances because it is located in the middle of the Pacific Ocean and has the highest travel costs in the nation but it is the only game in town and we need to fully support it.

In addition to the economic impacts UH Mānoa Athletics Department creates in local business sales, jobs, tuition revenue, taxes, etc., it's the pure happiness it brings to so many people in Hawaii that is paramount. My father-in-law has been retired for many years and is an avid UH sports fan. There is nothing more exciting and invigorating for him than to watch UH sports on TV, or listen to a live broadcast on the radio. Win or lose, he'll cheer them on with all his heart because they are Hawaii's team.

I strongly support helping the Mānoa Athletics Program because it is such an important component in our local pride and state economy and deserves to be supported by state revenues. SB 83 SD1 is a good step in this direction.

Thank you for your attention and time on this issue.

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, March 15, 2016 7:10 AM
To: TOUtestimony
Cc: roger.morey@hawaii.rr.com
Subject: Submitted testimony for SB83 on Mar 16, 2016 10:00AM

SB83

Submitted on: 3/15/2016

Testimony for TOU on Mar 16, 2016 10:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Roger Morey	Individual	Oppose	No

Comments: The concept of taking funds from a revenue generator (HTA) to a revenue consumer (UH Sports) is antithetical to proper operating procedures. Don't weaken ANY part of Hawaii's key business, tourism. Do defeat this bill.

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, March 15, 2016 9:19 AM
To: TOUtestimony
Cc: robert.carroll@mauicounty.us
Subject: Submitted testimony for SB83 on Mar 16, 2016 10:00AM

SB83

Submitted on: 3/15/2016

Testimony for TOU on Mar 16, 2016 10:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
robert carroll	Individual	Oppose	No

Comments: I oppose SB 83 for the reasons cited in testimony submitted by the Maui County Council Chair, and urge you to oppose this measure. I would prefer that the money be used for county purposes.

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From: mailinglist@capitol.hawaii.gov
Sent: Monday, March 14, 2016 7:06 PM
To: TOUtestimony
Cc: annettesadventures@juno.com
Subject: Submitted testimony for SB83 on Mar 16, 2016 10:00AM

SB83

Submitted on: 3/14/2016

Testimony for TOU on Mar 16, 2016 10:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Annette Kaohelaulii	Individual	Oppose	No

Comments: I am a member of the Natural Resources Advisory Group for Hawaii Tourism Authority and this bill would result in the reduction of funding for product development; particularly in the area of natural resources protection, cultural programs, festivals, support for community events. Please do not let this happen.

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From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, March 15, 2016 8:51 AM
To: TOUtestimony
Cc: lynnehi@aol.com
Subject: Submitted testimony for SB83 on Mar 16, 2016 10:00AM

SB83

Submitted on: 3/15/2016

Testimony for TOU on Mar 16, 2016 10:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
lynne matusow	Individual	Oppose	No

Comments: Another waste of money. How can the HTA do its job properly if the legislature tells it how to spend funds and creates new spending categories? UH needs to find ways to raise these funds or get rid of the teams. Please vote no. Lynne Matusow

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From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, March 15, 2016 12:34 AM
To: TOUtestimony
Cc: hawaiiifishingfanatic@gmail.com
Subject: Submitted testimony for SB83 on Mar 16, 2016 10:00AM

SB83

Submitted on: 3/15/2016

Testimony for TOU on Mar 16, 2016 10:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Don Aweau	Individual	Oppose	Yes

Comments: In strong opposition to this bill as it will take monies away from perpetuating our State's multiculturalism events. Native Hawaiian culture and arts programs will suffer dramatically at the expense of a broken University of Hawai'i system that had siphoned all their monies away from the athletic department in years past. This bill will essentially allow a bailout for the UH athletic program by utilizing funds that were meant to benefit an industry that supports a substantial majority of our island families statewide. The UH athletic program needs a complete overhaul, a budget reexamination and the highest prioritization by the UH President and his administration, to make the hard decisions to resolve their budget woes. I urge the Committees to consider the ramifications of passing this bill, as each member will be held accountable to the taxpayers of this State for the losses suffered by our State's largest industry.

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From: mailinglist@capitol.hawaii.gov
Sent: Monday, March 14, 2016 1:22 PM
To: TOUtestimony
Cc: mendy@fair-wind.com
Subject: Submitted testimony for SB83 on Mar 16, 2016 10:00AM

SB83

Submitted on: 3/14/2016

Testimony for TOU on Mar 16, 2016 10:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Melynda Dant	Individual	Oppose	No

Comments: My family business, of 45 years in Kona Hawaii has provided snorkel tours to millions of people. We employ 50 employees fulltime. We rely on the states promotion of our tourism industry. There is lots of competition and we MUST keep our name and identity out there in the publics eye. This costs money. We stand in opposition to any legislation being considered that reduces HTA'S budget or weakens their capability to market tourism for the Hawaiian Islands. Tourism is Hawaii's most important industry, being the State's economic driver and largest provider of jobs for families statewide. Hawaii's tourism industry has been successful in recent years, but continued success depends on Hawaii being able to compete against global destinations, many of which have far greater funds available for tourism marketing. The enactment of legislation to reduce HTA's budget will force HTA to scale back on our tourism marketing for the Hawaiian Islands, and reduce our funding support of local nonprofits that provide programs perpetuating Hawaii's culture, natural resources, festivals, and community spirit. I strongly oppose SB83, insofar as it seeks to redirect HTA's tourism industry funding to support basic operating expenses of the University of Hawaii. We believe funding to support travel by University of Hawaii student-athletes should come from sources other than HTA's budget. Sincerely, Melynda Dant

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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Tom Brower, Chair, House

The Tourism Committee
Members of the House Tourism Committee

RE: OPPOSITION TO SB83

Aloha Chair Brower and Committee Members,

As someone who cares deeply for our state's tourism industry, I am opposing SB83.

I can attest that HTA is making the full and best use of its state funding to market tourism for the Hawaiian Islands and support our state's most important industry.

Hawaii tourism appears, in the eyes of general public, as steady industry; however, in reality it is very competitive industry. There are a lot of competitions from other destinations. Quite frankly, Hawaii can be losing its share to other destinations in my opinion. It is very difficult to survive.

If SB83 were to become law, it would harm HTA's ability to promote Hawai'i and compete against other destinations for global travelers. In addition, HTA would be put in the position of having to reduce funding to local nonprofits that rely on our support to host community and cultural programs appreciated by both residents and visitors.

Like residents statewide, I am a supporter of the University of Hawai'i and proud of what its academic and athletic accomplishments represent to our state.

But if the University of Hawai'i needs additional funding to cover travel expenses to operate a Division I athletic program, it should not come from the Special Tourism Fund or at the expense of HTA's budget to promote tourism for the State of Hawai'i.

Thank you for allowing me to provide these comments. Mahalo.

Tets Yamazaki
Maui Hotel & Lodging Association

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, March 15, 2016 9:07 AM
To: TOUtestimony
Cc: michael.victorino@mauicounty.us
Subject: *Submitted testimony for SB83 on Mar 16, 2016 10:00AM*

SB83

Submitted on: 3/15/2016

Testimony for TOU on Mar 16, 2016 10:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Michael Victorino	Individual	Oppose	No

Comments:

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From: mailinglist@capitol.hawaii.gov
Sent: Monday, March 14, 2016 2:09 PM
To: TOUtestimony
Cc: ross@current-events.com
Subject: Submitted testimony for SB83 on Mar 16, 2016 10:00AM

SB83

Submitted on: 3/14/2016

Testimony for TOU on Mar 16, 2016 10:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Ross Wilson Jr.	Individual	Oppose	No

Comments: This bill while helpful to UH will hurt neighbor island tourism marketing and funding for festivals and events.

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From: mailinglist@capitol.hawaii.gov
Sent: Monday, March 14, 2016 1:40 PM
To: TOUtestimony
Cc: christopher@fair-wind.com
Subject: *Submitted testimony for SB83 on Mar 16, 2016 10:00AM*

SB83

Submitted on: 3/14/2016

Testimony for TOU on Mar 16, 2016 10:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Christopher Blunt	Individual	Oppose	No

Comments:

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March 14, 2016

Aloha Chair Bower and Committee Members,

As a member of the Board of Directors for the Hawai'i Tourism Authority, I have real concerns about marketing dollars being taken away from promoting our number one industry.

Since joining the HTA board last year, we have made significant progress in reducing our overhead, becoming more efficient, while at the same time, not asking for an increase in the Tourism Special Fund.

Cutting an additional \$3,000,000.00 to subsidize travel expenses for the University of Hawaii student-athletes does not fit with our goals and mission statement. I believe it is an inappropriate use of the Tourism Special Fund. This could open the door for other organizations to submit requests for the same type of funding. To make up for the \$3,000,000.00, HTA would need to make cuts to current programs which would have negative consequences, especially to programs that have a positive impact to our visitors and our local communities.

While I strongly support the University of Hawai'i, and I believe the UH athletes when traveling are Ambassadors of Aloha, it would be best that they find the money they need to support travel expenses from another source. It is important that the Tourism Special Fund stay true to its stated purpose of marketing the State of Hawaii.

Thank you for letting me submit this testimony.

Sincerely,
Fred Atkins

TOUtestimony

From: Nolan, Angela <Angela.Nolan@starwoodvo.com>
Sent: Tuesday, March 15, 2016 8:18 AM
To: TOUtestimony
Cc: Nolan, Angela
Subject: Testimony Opposing SB83

TOUtestimony@capitol.hawaii.gov

Day and time of hearing: March 16, 10:00 a.m.

Bill #: SB83

Your Name: Angela Nolan

Stance: Opposition

Reasons for opposition: See letter below

Tom Brower, Chair, House

The Tourism Committee

Members of the House Tourism Committee

RE: OPPOSITION TO SB83

Aloha Chair Brower and Committee Members,

As someone who cares deeply for our state's tourism industry, I am opposing SB83. I have had the honor and privilege of calling the hospitality and tourism industry my profession since obtaining an internship on Maui in college in 1995. Since that time, I have been employed, full time in leadership positions in the hospitality field for 19 years, 16.5 of that on Maui. Today, I am responsible for running the largest resort on Maui and oversee the Starwood Vacation Ownership Villa Collection in the state of Hawaii as an Area Managing Director. I am presently the Vice Chair of the Maui Hotel and Lodging Association and serve as the Chair of the Maui Visitor Bureau.

I can attest, and have confidence in, that HTA is making the full and best use of its state funding to market tourism for the Hawaiian Islands and support our state's most important industry. If not for this industry and the vitality of it, countless local residents could be unemployed. Cutting \$3-million from HTA's budget to subsidize travel expenses for University of Hawai'i student-athletes is an inappropriate use of the Special Tourism Fund.

If SB83 were to become law, it would harm HTA's ability to promote Hawai'i and compete against other destinations for global travelers. In addition, HTA would be put in the position of having to reduce funding to local nonprofits that rely on our support to host community and cultural programs appreciated by both residents and visitors alike. The funds allocated to the HTA are to ensure our roust visitor industry flourishes for years to come. Any limitation to those funds would be shortsighted in an effort to drive long term sustainability of our industry.

Like residents statewide, I am a supporter of the University of Hawai'i and proud of what its academic and athletic accomplishments represent to our state. I have family and know many who are presently attending and are alumni of UH. They have benefited from the strong education and academic programs from this thriving University. The camaraderie of those is strong and as a state, we are proud.

That said, if the University of Hawai'i needs additional funding to cover travel expenses to operate a Division I athletic program, it should not come from the Special Tourism Fund or at the expense of HTA's budget to promote tourism for the State of Hawai'i.

I thank you for allowing me to provide my feedback and comments.

ANGELA
NOLAN

Area Managing Director, Hawaii Villas

THE WESTIN KĀ'ANAPALI OCEAN RESORT VILLAS
6 Kai Ala Drive, Lāhainā, Hawai'i 96761
T 808.667.3218 F 808.662.2532

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TOUtestimony

From: bob coblely <bcoblely@msn.com>
Sent: Monday, March 14, 2016 3:57 PM
To: TOUtestimony
Subject: SB83

To whom it may concern,

I am writing to OPPOSE Bill #SB83. We (Hawaii) has made this mistake before and by the time we realize it's a mistake it takes several years to come back. Every initiative we do today affects one to two years down the road.

This bill is reckless and endangers the livelihood of the people Hawaii.

Each day there is another competitive destination promoting themselves in competition with Hawaii. While we showed good travel numbers in 2015, it is imperative to keep at minimum what we have spent in the past. Please kill this bill immediately!

Bob Coblely

Bob Coblely
President
SPECTRUM LASERS INC
San Francisco/San Ramon, CA
888-491-0620 925-788-3954 cell
bcoblely@spectralasedental.com
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TOUtestimony

From: carol yotsuda <giac05@icloud.com>
Sent: Tuesday, March 15, 2016 7:30 AM
To: TOUtestimony
Cc: Daniel Nahoopii; nalani brun; george costa; sue kanoho
Subject: Bill #SB83 opposition

Date and time of hearing: Wednesday, March 16, 10:00 a.m.

Bill #: SB83
Carol Kouchi Yotsuda, Garden Island Arts Council

Aloha

I oppose Bill SB83 that proposes to take away \$3-million of HTA's budget to subsidize travel expenses by the University of Hawaii athletic teams.

A reduction of HTA's budget will force cutbacks to our tourism marketing and limit funding of local organizations, including those that look to HTA for support of natural resource protection, cultural programs and festivals.

As Executive Director of the Garden Island Arts Council and as coordinator for the past 33 years of E Kanikapila Kakou Hawaiian Music program, I have had the pleasure and privilege of seeing how much Hawaiian Music is embraced not only by our local residents but the many thousands of individuals who visit Hawai'i on a regular basis and also on those on their once-in-a-lifetime dream visits. To all of them, Hawaiian music is part and parcel of what they hope to experience when they come to Kaua'i.

Our program does not disappoint! it shares with the world the wonderful music and artists that make up a very important part of the fabric that makes Hawai'i special and the message of ALOHA that we send out with our music, our dance and our culture. E Kanikapila Kakou has also played a significant part of focusing attention on our cultural and economic resources — our composers, musicians, kumu hula, storytellers, and cultural practitioners who devote their lives to the perpetuation of all that Hawai'i has to offer — and without the efforts of organizations such as ours, much of this wonderful treasure could go unnoticed. Last night we had our final 2016 Monday night of EKK and watched as our audience walked out of the ballroom with tears in their eyes and aloha in their hearts; this is how much the program means to them.

The Lihu'e Airport Window Display cases, since 2006, has featured attractive changing displays of some of the many unique and special art, culture and environmental programs that Kaua'i has to offer. These displays are designed and installed by Garden Island Arts Council with funding from the tourism monies. We depend on this funding to be able to do these presentations that are admired and envied by all the other airports in the State of Hawai'i. Without the funding from the tourism dollars, such a program would not be possible.

Garden Island Arts Council also puts out a calendar twice a month that lists all the arts and culture offerings by Kaua'i organizations that are available for residents and visitors to enjoy; the result is often mind-boggling to think that this little island in the Pacific can be booming with so many wonderful activities and events to be enjoyed by all. Many of these programs are funded by the HTA and the Kauai County OED. If these programs are cut for lack of funding by tourism dollars, Kauai's cultural landscape could end up being very bland and sparse.

By curtailing the funding to the HTA and to the tourism sector of the state, you will be shooting yourself in your own foot, because many, many, many of our unique and special programs that visitors to Hawai'i come to experience will be curtailed and possibly disappear into the Pacific Ocean.

Do not be the persons or powers that will make this short-sighted move. It will negatively impact the entire cultural landscape that we have come to know and love. It will definitely impact the ECONOMIC fall out in a negative way.

Trusting in your wisdom and good judgement!

Carol Kouchi Yotsuda
Garden Island Arts Council, Executive Director
(808) 635-3039

sent Tuesday, March 15, 2016, 7:30 a.m.

From: Cherise Lee [mailto:cherise.lee@themodernhonolulu.com]
Sent: Tuesday, March 15, 2016 9:49 AM
To: TOUTestimony <toutestimony@capitol.hawaii.gov>
Subject: Bill #SB83

Day and time of hearing: March 16, 10:00am
Bill #: SB83
Cherise Lee

I am in opposition to the SB83 bill and feel that UH should take a look into better managing their operating budget and find a way to better allocate their funds towards its athletes' travel expenses. Although we agree that UH is a great institutional asset of Hawaii and the UH athletic events increase visitors to the island, I feel HTA needs to protect our funds and allocate them towards HTA's focus in tourism marketing and funding support for community programs. I would hate to see the Hawaii Tourism Industry take a hit because they are forced to lose out on significant opportunities due to a lack of funds.

TOUtestimony

From: Cheryl Jakubik <gardenmagic58@gmail.com>
Sent: Tuesday, March 15, 2016 8:11 AM
To: TOUtestimony
Subject: Bill SB83

Bill SB83

Hearing date March 16 2016 10am

Cheryl Jakubik

Cheryl Jakubik is OPPOSED to Bill SB83

I feel it is more important to sustain Hawaii cultural heritage through the tourism authority funding than to spend that economic benefit on athletics travel expenses out of Hawaii.

Thank you,
Cheryll Jakubik

TOUtestimony

From: dukescolgate@aol.com
Sent: Monday, March 14, 2016 1:16 PM
To: TOUtestimony
Subject: SB83 Testimony - Opposed

Day and time of hearing: March 16, 10:00 a.m.
Bill #: SB83
Chris Colgate
Duke's OceanFest - ODKF Support Inc. President

Aloha,

I want to register my strong opposition to Bill SB83.

Our tourism industry is the life blood of Waikiki and needs to be supported and funded adequately in order to preserve the viability of the hospitality industry. By taking funds from the HTA budget you not only compromise their ability to promote Hawai'i in this highly competitive travel market but also negatively impact many of the programs and events that have helped make Hawai'i famous.

In short, Duke's OceanFest would struggle to maintain it's extensive marketing programs and schedule of events without the support from HTA. PLEASE VOTE NO TO BILL SB83.

With Aloha,

Chris Colgate
ODKF Support Inc. - President
Duke's OceanFest
Event Co-Chair
(808)922-2268
dukescolgate@aol.com

From: christie thompson [mailto:cjonesthom@mac.com]
Sent: Tuesday, March 15, 2016 8:53 AM
To: TOUTestimony <toutestimony@capitol.hawaii.gov>
Subject: Bill SB83

Aloha,

My name is Christie Thompson and I have lived on Kauai for 22 years and am the owner of a wedding styling business that works extensively with visitor couples.

I oppose Bill SB83 that proposes to take away \$3-million of HTA's budget to subsidize travel expenses by the University of Hawaii athletic teams.

I am also a member on the Board of the Kauai Wedding Professionals Association and I speak for my associates as well that this bill will profoundly affect the promotion of tourism which our Hawaiian islands thrive on and which bring in great amounts of revenue that support our hard working citizens and help the economy of the islands prosper.

It will be very harmful to the people of Hawaii to pass this bill.

Please consider that these tourists spend a lot of money at local shops restaurant, hotels and other tourist attractions. Taxes garnered from our tourist industry contribute to support our government's expenses.

It is crucial the the HTA has moneys available to travel to the mainland to promote Hawaii face to face to all of the entities that suggest to travelers that Hawaii is an incredible vacation destination. There is no amount of print or online marketing that can take the place of a handshake, a hug, and the bestowing of a fresh flower lei!

I ask you seriously to consider the loss of income from our tourism industry should this bill be passed.

Thank you,
Christie Jones Thompson
Blue Sky Styling, Inc

www.blue-sky-styling.com

TOUtestimony

From: Clareen Gaddis <Clareen.Gaddis@hilton.com>
Sent: Monday, March 14, 2016 5:19 PM
To: TOUtestimony
Subject: Oppose Bill #: SB83 - March 16 at 10AM

To whom it may concern,

I am writing to OPPOSE Bill #SB83. We (Hawaii) has made this mistake before and by the time we realize it's a mistake it takes several years to come back. Every initiative we do today affects one to two years down the road.

This bill is reckless and endangers the livelihood of the people Hawaii.

Each day there is another competitive destination promoting themselves in competition with Hawaii. While we showed good travel numbers in 2015, it is imperative to keep at minimum what we have spent in the past.

Please kill this bill immediately!

CLAREEN "CHARLY" GADDIS | Administrative Assistant – Culinary

HILTON HAWAIIAN VILLAGE WAIKIKI BEACH RESORT

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TOUtestimony

From: Dale Rosenfeld <dalerosenfeld@gmail.com>
Sent: Monday, March 14, 2016 10:32 PM
To: TOUtestimony
Cc: Kauai Island Weddings; Kustom Sounds Kauai; carol yotsuda; daniel@gohta.net; Christie Jones Thompson; KatRama
Subject: Bill #SB83 opposition

Aloha

My name is Dale Rosenfeld.

I am a wedding planner/officiant catering to wedding couples coming to Kauai for destination events and also run a horseback riding operation catering to visitors to Kauai. I am the Vice President of the Kauai Wedding Professionals Association and am involved with many other business groups. I have attended E Kani Kapila for 27 years, which brings music to locals and tourists with the help of HTA. I volunteer at the Kauai Pow Wow, Koloa Days, Coconut Festival, and many other festivals and events that benefit from HTA marketing.

Our main economic input is tourism, not UH athletic teams travel out of state.

I oppose Bill SB83 that proposes to take away \$3-million of HTA's budget to subsidize travel expenses by the University of Hawaii athletic teams.

A reduction of HTA's budget will force cutbacks to our tourism marketing and limit funding of local organizations, including those that look to HTA for support of natural resource protection, cultural programs and festivals.

Please consider that I speak for the many who were not given time to respond to this hearing.

Mahalo.

Dale Rosenfeld

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TOUtestimony

From: Dave Cunningham <cunnida@roadrunner.com>
Sent: Tuesday, March 15, 2016 7:08 AM
To: TOUtestimony
Subject: SB83

To Whom It May Concern:

Aloha,

"Hawaii Tourism Authority" it's in the name - "Hawaii Tourism." Not big dollar, big business college athletics; tourism. I was called to Kauai because of the magic of this place and it's people. Had it not been for the cultural events and festivals I experienced as a tourist, I would not have had the opportunity to meet those people and learn the true beauty of Kauai.

There is nothing Hawaiian about college athletics. Yes, it provides a limited interface between a small number of Hawaiians and the rest of the world but every state has college athletics and it does little for tourism. I enjoy when the Rainbow Wahine dominate as much as the next guy, but to sacrifice cultural education for athletics? Sorry, I'm just not on board.

Please reconsider the reduction in funding for the Hawaii Tourism Authority and support Hawaiian culture over big business.

Mahalo for your time,

--

:Dave Cunningham
Hanapepe, HI
310-505-8155

This email has been checked for viruses by Avast antivirus software.
<https://www.avast.com/antivirus>

From: don dubie <dbdubie@gmail.com>
Sent: Monday, March 14, 2016 8:50 PM
To: TOUtestimony
Subject: Opposition to SB 83 SD1

Opposition to SB 83 SD1

Hearing Date: March 16, 2016 10:00am

My name is Don Dubie.

I have concerns about appropriating funds from the Tourism Special Fund for the purpose of covering the travel expenses for University of Hawaii athletics. The Tourism Special Fund pays for the marketing and promotion of the state's visitor industry, which is the engine that drives our economy.

These funds are carefully allocated to marketing programs in national and international markets, as well as to community programs here in Hawaii. Arbitrarily taking a significant amount of this funding to pay for UH sports teams to attend games is short sighted and will inevitably result in the need to cut strategically planned marketing activities, which will decrease visitor arrivals and have an adverse impact on the local economy.

The University of Hawaii already receives nearly \$1 billion in funding from the legislature. Surely, UH Upper Campus can find the \$3 million that its Lower Campus needs within its existing budget to cover this "unique situation" as UH Athletics Director David Matlin describes it.

To put things further into perspective, HTA is in a unique situation of its own marking the most isolated land mass on earth in a globally competitive environment. Travelers can only get to Hawaii via air and sea. There is no option to drive here.

As a former UH graduate, whom is still heavily paying for his education. I can attest to the fact that UH financials are twisted. Handing money to a failing sports program is indeed a waste. The UH upper staff is paid extremely high salaries to perpetuate the program, surely they can figure alternative sources of income. Perhaps Director David Matlin should sacrifice some of the \$290,000 he makes for UH travel?

I urge your Committee to carefully consider the unintended consequences of this measure. Thank you for considering my comments on SB 83 SD 1.

TOUtestimony

From: don@erlandsonelectric.com
Sent: Tuesday, March 15, 2016 8:02 AM
To: TOUtestimony
Subject: SB83

March 16, 10 a.m.
Bill #: SB83
Donald Erlandson
I oppose Bill SB83

Please do not pass SB83 which takes support away from Hawaiian tourism in order to promote professional college sports. Had I not attended the E Kanikapila Kakou in Kauai 6 years ago it is unlikely that I would have extended my visit to the island from 2 weeks to 12 weeks. It is there that I have been learning about Hawaiian culture and the true spirit of "ALOHA". "Auntie" Carol thanks the Hawaii Tourism Authority at the start of each evening just before she reaches out to find where attendees are from. These thousands of people are from all over the world and I imagine they share this experience with friends when they return home and the cycle continues. Please help keep Hawaiian culture alive.
Respectfully,
Donald Erlandson

TOUtestimony

From: Wheeler, Donna <dwheeler@destinationhotels.com>
Sent: Monday, March 14, 2016 9:04 PM
To: TOUtestimony
Subject: Opposition to Bill #: SB83

Day and time of hearing: March 16, 10:00 a.m.

Bill #: SB83

Your name: Donna Wheeler

I'm sorry that I cannot be there personally to testify to oppose #SB83. I am currently traveling with the Hawaii Visitors and Convention Bureau on a travel agent sales blitz on the East Coast. Because it is so unreasonable to think that UH sports travel expenses would drive tourism, I never thought the bill would ever advance to where it is now.

Born and raised on O'ahu and now living on Maui, I have worked in the hotel industry for 35 years and for 3 different brands in Hawaii, representing a collection of 70+ resorts throughout my career. Having worked in sales and marketing positions for the past 15 years, I have specific experience and knowledge in the subject of UH sports marketing. The companies that I have worked for have supported UH Athletics Volleyball, Basketball, Softball, Golf and Football, with sponsorships that ranged from \$25K - \$100K in cash and in-kind contributions. Rather than using the tourism fund, there should be more aggressive effort by the UH sports marketing department to generate funding for travel expenses.

I am also a mother of a former AYSO and HYSA soccer player, where we had to fund raise in order to attend trips to the continent. Most of us can't forget the year when the Waipio Team won the Little League World Series and how they had to fund raise as they kept advancing. It's the same for bands that play in the Rose Bowl or Macy's Day Parades, contestants in beauty pageants and spelling bees and national merit scholars. UH sports teams are not more deserving to have their travel expenses funded than some of our local kids on national and international stages.

It is a dangerous precedent to fund an activity from the tourism fund when it is not directly related to tourism. Because using that defense, there are entire groups that believe that their travel expenses should be funded, too.

Mahalo,

DONNA WHEELER

DIRECTOR OF SALES AND MARKETING | DESTINATION RESIDENCES HAWAII
34 Wailea Gateway A102 | Wailea, HI 96753



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TOUtestimony

From: Hannah Rees <hrees101@gmail.com>
Sent: Monday, March 14, 2016 9:20 PM
To: TOUtestimony
Subject: Opposition to SB83

My name is Hannah Rees. I oppose SB83 which will be discussed on Wednesday at 10:00 a.m., because I am a fan of Hawaiian music. The programs provided by E K K on Kauai are the highlight of our winter and would not be possible without funds to transport musicians .

Please oppose SB 83.

Thank you,

Hannah Rees

Sent from my iPad

TOUtestimony

From: Henry Adaniya <hank@hankshoutedogs.com>
Sent: Monday, March 14, 2016 1:59 PM
To: TOUtestimony
Subject: Opposition to SB 83 SD1

To: Representative Tom Brower, Chair of the House Tourism Committee and Members of the Committee
From: Henry Adaniya
Subject: Opposition to SB 83 SD1
Hearing Date: March 16, 2016

My name is [INSERT NAME HERE].

I have concerns about appropriating funds from the Tourism Special Fund for the purpose of covering the travel expenses for University of Hawaii athletics. The Tourism Special Fund pays for the marketing and promotion of the state's visitor industry, which is the engine that drives our economy.

These funds are carefully allocated to marketing programs in national and international markets, as well as to community programs here in Hawaii. Arbitrarily taking a significant amount of this funding to pay for UH sports teams to attend games is short sighted and will inevitably result in the need to cut strategically planned marketing activities, which will decrease visitor arrivals and have an adverse impact on the local economy.

The University of Hawaii already receives nearly \$1 billion in funding from the legislature. Surely, UH Upper Campus can find the \$3 million that its Lower Campus needs within its existing budget to cover this "unique situation" as UH Athletics Director David Matlin describes it.

To put things further into perspective, HTA is in a unique situation of its own marking the most isolated land mass on earth in a globally competitive environment. Travelers can only get to Hawaii via air and sea. There is no option to drive here.

Although I have personal ties to the UH athletic department. I do not feel this is a wise decision to pull resources from the Tourism Funds which support a much large aspect of Hawaii's revenue.

I urge your Committee to carefully consider the unintended consequences of this measure. Thank you for considering my comments on SB 83 SD 1.

Sincerely,

Henry Adaniya

TOUtestimony

From: HDeMarco@hawaii.rr.com
Sent: Tuesday, March 15, 2016 8:19 AM
To: TOUtestimony
Subject: Bill #SB83 opposition

Date and time of hearing: Wednesday, March 16, 10:00 a.m.

Bill #: SB83
Hope DeMarco, Garden Island Arts Council / board member

Aloha,

I oppose Bill SB83 that proposes to take away \$3-million of HTA's budget to subsidize travel expenses by the University of Hawaii athletic teams.

A reduction of HTA's budget will force cutbacks to our tourism marketing and limit funding of local organizations, including those that look to HTA for support of natural resource protection, cultural programs and festivals.

It has always been a difficult struggle to keep indigenous cultural practices alive and meaningful as we move into the contemporary and digital age of more and more assimilation. Funding is extremely necessary for the continuation and success of this effort. There has always been a heartwarming response to visitors experiencing what the Hawaiian culture has to offer. If you cut this funding, you cut essential support that enables us to share part of what makes Hawaii so unique, the Aloha spirit that is so willing to give its lovely arts and music and dance to others. Please reconsider and do not cut this funding off.

Although sports are an essential part of our youth programs and personal development, the sports are quite universal in nature. This seems it may be an easier to find funding elsewhere to cover those travel costs as every state in the nation shares in the same sport endeavor.

It is the arts and cultural endeavors of Hawaii that are unique only to these Islands that must be cherished and protected if we are to see them survive and remain vital.

Again, I ask on behalf of the GIAC that you not cut this funding that keeps this very well received, and important endeavor going. Hopefully for many years to come!

Hope
DeMarco
Member
GIAC Board
Kapaa, Kauai

Sent: 8:17 AM. March 15, 2016

TOUtestimony

From: Janet Clark <janet@xterraplanet.com>
Sent: Tuesday, March 15, 2016 8:11 AM
To: TOUtestimony
Subject: SB83 Testimony - 10am March 16, 2016

Dear House Committee on Tourism:

I am writing in opposition of SB83 which will be heard at 10am on March 16, 10:00 a.m.

I believe that tourism is the driving force of Hawaii's economy and that reduction in funding of the Hawaii Tourism Authority will negatively impact the state's ability to promote tourism and generate tourism-related revenue that directly benefits of the state and its residents. Additionally, HTA's support of sports and community programs directly benefit many local non-profits.

Although I am a supporter of the University of Hawaii's athletic programs I do not believe that allocating \$3 million of HTA's budget for travel is an effective use of state funds as it does not return the investment to the state.

Thank you for your support of tourism,

Janet Clark

--
Janet Clark
President
TEAM Unlimited / XTERRA
808-792-2612 (office)
808-864-1898 (mobile)
www.xterraplanet.com

TOUtestimony

From: Jessica Heath <Jessica.Heath@hilton.com>
Sent: Monday, March 14, 2016 5:13 PM
To: TOUtestimony
Subject: Bill #: SB83 - March 16 at 10AM

To whom it may concern,

I am writing to OPPOSE Bill #SB83. We (Hawaii) has made this mistake before and by the time we realize it's a mistake it takes several years to come back. Every initiative we do today affects one to two years down the road.

This bill is reckless and endangers the livelihood of the people Hawaii.

Each day there is another competitive destination promoting themselves in competition with Hawaii. While we showed good travel numbers in 2015, it is imperative to keep at minimum what we have spent in the past.

Please kill this bill immediately!

Signed,
Jessica Heath

JESSICA HEATH | Hotel Manager On Duty
HILTON HAWAIIAN VILLAGE WAIKIKI BEACH RESORT
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TOUtestimony

From: Harvey, Joan (ORC) <Joan.Harvey@Fairmont.com>
Sent: Monday, March 14, 2016 12:59 PM
To: TOUtestimony
Subject: Bill #: SB83

Aloha,

This Wednesday, at 10:00 a.m., the House Committee on Tourism will be hearing testimony on SB83, the senate bill that proposes to take away \$3-million of HTA's budget to subsidize travel expenses by the University of Hawaii athletic teams.

HTA testified in opposition to this bill when it was heard by three state senate committees on February 26. HTA and several supporters provided a compelling argument for this bill to be rejected because of the negative impact that reducing HTA's budget would have on our tourism marketing and funding support for community programs provided by local nonprofits. Nevertheless, the bill was passed and is now being reviewed by the House.

HTA is again opposing this bill at Wednesday's hearing and would welcome members of the community, including the nonprofits we support, to make their opinions known on this matter by submitting written testimony. If you would like to attend the hearing and provide additional comment in support of your written testimony, please feel free to do so. The hearing is being held at the State Capitol in Room 312.

Day and time of hearing: March 16, 10:00 a.m.
Bill #: SB83
Joan Harvey

Opposition to the bill – Tourism as an industry is the back bone for the economy of the State of Hawaii. Withdrawing funds from this important revenue generating industry will have a negative impact on our ability to generate revenue for the State.

Joan Harvey
Director, Sales and Marketing

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TOUTestimony

From: Joan Palmtag <jpalmtag@hvcb.org>
Sent: Monday, March 14, 2016 1:15 PM
To: TOUTestimony
Subject: Bill #: SB83 - March 16 at 10AM

To whom it may concern,

I am writing to OPPOSE Bill #SB83. We (Hawaii) has made this mistake before and be the time we realize it's a mistake it takes several years to come back. Every initiative we do today affects one to two years down the road.

This bill is reckless and endangers the livelihood of the people Hawaii.

Each day there is another competitive destination promoting themselves in competition with Hawaii. While we showed good travel numbers in 2015, it is imperative to keep at minimum what we have spent in the past.

Please kill this bill immediately!

Joan Palmtag

TOUtestimony

From: Jodi Wilmott <oceanpromotion@hawaii.rr.com>
Sent: Monday, March 14, 2016 1:48 PM
To: TOUtestimony
Subject: Opposition to SB 83 SD1

To: Representative Tom Brower, Chair of the House Tourism Committee and Members of the Committee

Regarding: SB 83 SD1
Hearing Date: March 16, 2016

Aloha Representative Tom Brower,

My name is Jodi Wilmott.

I have serious concerns about appropriating funds from the Tourism Special Fund for the purpose of covering the travel expenses for University of Hawaii athletics. The Tourism Special Fund pays for the marketing and promotion of the state's visitor industry, which benefits all of us in Hawaii through the myriad ways it drives jobs, local opportunity and the economy at large.

Arbitrarily diverting a major amount of money from the Tourism Special Fund is a short-sighted band-aid approach that will leave more problems in its wake, while benefiting so few. For how long and for how much does the state of Hawaii have to float UH's boat? There are so many non- college athletes and sports right here in the State of Hawaii who receive little to no support, let alone funding opportunities.

Please, I urge your Committee to carefully consider the negative impacts of this measure.

Thank you for considering my comments on SB 83 SD 1.

Sincerely,
Jodi Wilmott
P.O. Box 223 Haleiwa HI 96712

As it relates to SB 83:

3/12/16

The time has come for action. Rather than allow ourselves to wonder annually why our University of Hawai'i (Manoa and Hilo) Athletics Departments lose \$4-million annually, the time has come to allow our student-athletes and the administration a fair chance to get back to (at least) a break-even model.

With mandated opponent travel subsidies, a horrible deal at Aloha Stadium (through no fault of the Stadium management), a lagging or non-existent effort to allow fan parking fees on game dates at UH to be rightfully attributed to athletics, a weak annual subsidy from the UH student body when compared to other Big West and Mountain West conference opponents, and a dearth of funding from the state or university coffers vs. what is received from those very same conference opponents, it is frankly a wonder that UH Athletics doesn't lose \$7-million annually.

The funding for this \$3-million investment should not come from H.T.A. and thus pit two state entities (UH athletics and HTA) against each other when they should be (and normally are) working together to provide more opportunities for fans and student-athletes both here and on the mainland. It should come from the T.A.T. or some other reasonably thought-out funding source, and it should be approved again by the governor in 2017 and forward, until such time as the rules change or it is deemed reasonable to assume that UH athletics are finally on equal and solid footing with the other schools against which it normally plays. When we play this game of comparing apples to oranges, UH athletics gets squeezed like a lemon.

Enough talk every year, enough reliving "Groundhog Day". The time has come to give UH what it needs, or simply be prepared to make up the deficit every year without asking too many questions.

Thank you,

John L. Fink

Vice President/General Manager, KFVE- TV

TOUtestimony

From: jmonahan71@aol.com
Sent: Monday, March 14, 2016 8:39 PM
To: TOUtestimony
Subject: Senate Bill 83

Hearing Date and Time- Wednesday, March 16th 10:00 AM
Bill #- SB83
John Monahan

I am opposed to SB83 for a variety of reasons:

- The bill transfers \$3 million dollars from an State agency who has a specific legislative mandate to generate additional tax revenues to pay the hard expenses of another state entity who has no such mandate.
- The bill sets a terrible precedent of taking money from one agency to pay expenses of another who is experiencing budget problems by maintaining tertiary benefit to the mission of the original agency. The budget problems should be solved at the originating agency not on the back of another agency. The UH Athletic Department budget issues should be solved at the University level.
- The Hawaii Tourism Authority budget has been capped for several years with all the excess TAT revenue generated going to the General Fund. Even with the cap, the HTA is living within their budget and producing strong results despite the fact that they like UH experience rising costs in their operations each year.

This bill is in short terrible fiscal policy and I urge you to reject it.

TOUtestimony

From: John White <jwhite@KBHMAUI.com>
Sent: Monday, March 14, 2016 8:30 PM
To: TOUtestimony
Subject: SB 83 Opposition

Aloha Committee Members,

Please accept this email as strong opposition of SB 83.

I have the pleasure of working with HTA and the many global contractors in promoting Hawaii as a business and leisure destination. I see first hand our competition and their vast reach.

At current funding levels, the State is already fighting an uphill battle. By reducing the HTA budget to cover UH athletic expenses is quite confounding and nonsensical.

Please consider the negative ramifications of passing this ill conceived and short sighted legislation.

Mahalo,
John White
Director of Sales & Marketing
Kaanapali Beach Hotel
(808) 264-5224 mobile

Sent from my iPhone

From: john morgan [mailto:johnmorgan@kualoa.com]
Sent: Tuesday, March 15, 2016 9:30 AM
To: TOUTestimony <toutestimony@capitol.hawaii.gov>
Subject: SB 83 opposition

Aloha,
My name is John Morgan. I am president of Kualoa Ranch.

I am strongly urging you to vote against SB 83 at tomorrow's hearing at 10:00.
We all know that Hawaii's number one industry is tourism and the HTA needs all the money it can get to effectively promote and sustain the marketing appeal of this great visitor destination. This bill will take away much needed funds.
Besides that, it is a terrible precedent to raid the HTA budget to augment the much larger UH budget.

Please vote NO!
Mahalo
John

TOUtestimony

From: Julie Gilmore <jgilmore@maunalani.com>
Sent: Tuesday, March 15, 2016 7:56 AM
To: TOUtestimony
Subject: Bill #SB83 - March 16th at 10:00 AM

To whom it may concern,

I am writing to OPPOSE Bill #SB83. Hawaii has made this mistake before and by the time we realize it is a mistake it takes several years to come back. Every initiative we do today affects one to two years down the road.

This bill is reckless and endangers the livelihood of the people Hawaii.

Each day there is another competitive destination promoting themselves in competition with Hawaii. While we showed good travel numbers in 2015, it is imperative to keep our budgets at the very least as much have spent in the past. Please kill this bill immediately! Thank you for your attention to this very critical issue at stake.

Sincerely,

Julie

Julie Gilmore
Senior Regional Sales Manager
MAUNA LANI BAY HOTEL & BUNGALOWS
68-1400 Mauna Lani Drive | Kohala Coast, Hawaii 96743
Direct: 760-814-2338 | Hotel: 808-885-6622 | Fax: 808-885-1483
jgilmore@maunalani.com | www.maunalani.com | www.facebook.com/maunalanibay



From: Karl Baker [mailto:kvebaker@gmail.com]
Sent: Tuesday, March 15, 2016 10:49 AM
To: TOUTestimony <toutestimony@capitol.hawaii.gov>
Subject: SB83

Aloha,

My name is Karl Veto Baker and I am in opposition to bill SB83. I am found of the UH system and our Athletics program but I do not feel the money should be coming from the HTA. The money used at HTA is to grow our tourism business which will give us more income for our State. This is the best way to spend these funds.

If the Athletic department needs funds they need to find in from another source. Thank you for allowing me to voice my opinion.

Mahalo,

Karl Veto Baker

TOUtestimony

From: Kat Ryan <kryanmv@aol.com>
Sent: Monday, March 14, 2016 12:11 PM
To: TOUtestimony
Subject: SB83 Oppose

As owners of a vacation rental property in Waikoloa Beach Resort on the Big Island, we OPPOSE SB83. The budget of HTA should not be appropriated for collegiate athletics programs. The HTA has been doing a great job of promoting travel to Hawaii. This kind of ongoing promotion takes money and makes money for the whole state. Hawaii promotion needs to be kept in front of the traveling public constantly to be competitive. Our vacation rental guests spend more money in Hawaii if they know what is offered. We use information, photos and links shared with the travel industry by the HTA. Please vote NO on SB83.

Thank you,

Mahalo,

Kat & Derry Ryan
69-555 Waikoloa Beach Dr, #601
Waikoloa, HI 96738

kryanmv@aol.com
415-271-4994, PST
[Hawaii Resort Rentals](#)

TOUtestimony

From: KatRama Brooks <vows@rainbowweddings.com>
Sent: Tuesday, March 15, 2016 7:36 AM
To: TOUtestimony
Cc: daniel@gohta.net; Kauai Island Weddings; Kustom Sounds Kauai; carol yotsuda;
daniel@gohta.net; christie thompson; KatRama Brooks
Subject: Bill #SB83 opposition hearing; March 16, 10:00 a.m.

Aloha,

My name is KatRama Brooks, my husband Curtis McCosco and I have lived on Kauai for 27 years and are owners of 2 Destination Wedding Planning/Coordination Companies on Kauai.

We both oppose Bill SB83 that proposes to take away \$3-million of HTA's budget to subsidize travel expenses by the University of Hawaii athletic teams.

I am also a member on the Board of the Kauai Wedding Professionals Association and I speak for my associates as well that this bill will force cutbacks on Tourism which our Hawaiian islands thrive on and which bring in great amounts of revenue that support our hard working citizens and help the economy of the islands prosper.

It will be very harmful to the people of Hawaii to pass this bill
Please consider that these tourists spend a lot of money at local shops restaurant, hotels and other tourist attractions.
Also, taxes garnered from our Tourist industry contribute to support our government's expenses.
I ask you seriously to consider the loss of tourism on our islands that would be affected if this bill is passed.

Thank you,
KatRama Brooks
Rainbow Weddings & Celebrations & Barefoot Kauai Weddings
6057 Lokomaikai Pl.
Kapaa, Hi 96746
Phone (808) 822-0944
TOLL FREE (888) 822-0944
<http://www.RainbowWeddings.com>
e-mail: vows@rainbowweddings.com

<http://www.barefootkauaiWeddings.com>
e-mail: info@barefootkauaiweddings.com

TOUtestimony

From: Kentyouel@hawaii.rr.com
Sent: Monday, March 14, 2016 10:03 PM
To: TOUtestimony
Subject: Senate Bill 83

Aloha Chairman and Committee Members,

My name is Kent Youel and I strongly support Senate Bill 83 - Support for UH Sports.

As is quite obvious all over the state this week with the success of UH's men's and women's basketball teams, UH sports is absolutely important to all the people of Hawaii. Remember the pride shown during the 2007 Sugar Bowl when 15,000 people from the islands made their way to New Orleans?

Having a first rate university is not a luxury, it is an essential for any state and that includes athletics. When teams do well, all residents morale is boosted and alumni pride and donations grow.

Unlike the Pro Bowl or the Sony Open, UH sports will always be here and can't be bought off by Orlando or China. UH is an investment that will always benefit Hawaii.

Finally, most states our size support two or more teams, surely we have no excuse not providing adequate funding for only one.

Mahalo for listening,

Kent Youel
Kailua

Sent from my iPhone

Sent from my iPhone
Sent from my iPhone

TOUtestimony

From: Kimberly Busch <printmaker@hawaiiink.net>
Sent: Tuesday, March 15, 2016 8:36 AM
To: TOUtestimony
Cc: Daniel Nahoopii; Nalani Brun; George Costa; sue kanoho
Subject: Opposition to Bill#SB83

Date and time of hearing: Wednesday, March 16, 10:00 a.m.

Bill #: SB83
Kimberly Busch-French

Printmaker, former coordinator of Kauai Orchid and Art Festival

Aloha

I oppose Bill SB83 that proposes to take away \$3-million of HTA's budget to subsidize travel expenses by the University of Hawaii athletic teams.

A reduction of HTA's budget will force cutbacks to our tourism marketing and limit funding of local organizations, including those that look to HTA for support of natural resource protection, cultural programs and festivals.

By curtailing the funding to the HTA and to the tourism sector of the state many of our unique and special programs that visitors to Hawai i come to experience will be curtailed and possibly disappear.

Please do not make this short-sighted move. It will negatively impact the entire cultural landscape that we have come to know and love. It will definitely impact the ECONOMIC fall out in a negative way.

Mahalo,

Kimberly Busch-French

Kimberly Busch-French
Printmaker Kauai
808-245-7203
808-651-9801
printmaker@hawaiiink.net
www.printmakerkauai.com

Testimony Presented Before the
House Committee on Tourism

By Laura Beeman

March 16, 2016; 10:00am

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

Thank you for the opportunity to submit this testimony which is in support of the funding provided to the University of Hawaii at Manoa athletic program in SB 83 SD1 for travel expenses and subsidies.

I have been the Head Women's Basketball coach for the University of Hawaii, since 2012 and have a vested interest in SB 83 SD1. I am however submitting the testimony as an individual and not in any official capacity at the UH Manoa athletics department.

The University of Hawaii is a unique and special place for all students and student-athletes to call their home. As a coach and employee of the University of Hawaii, I am hired to win games, graduate my student-athletes and develop them into young adults the state of Hawaii will be proud of. I am very aware of the financial hardships facing our state and our university and I take this challenge seriously. I do my best to cut costs, raise private funds and steward my resources within my program.

Not only will SB 83 SD1 help to level the playing field between the University of Hawaii at Manoa and its peers, more importantly it will help to continue to give "opportunity" to our student-athletes. I cannot quantify "opportunity", I only know it exists and its power is immeasurable. Giving student-athletes the opportunity to achieve their goals and dreams on and off the court/field creates young adults our state can be proud of. These student-athletes will leave UH Manoa more confident and equipped to represent our beautiful university and state nationwide and internationally. An athletics program brings pride and unity to a state and it's people more than most things. A winning program enriched with great tradition can bring a community to its knees or to its feet!! SB 83 SD1 can continue to help our athletics department in this amazing role.

While I support the funding to the University of Hawaii at Manoa athletic program provided in SB 83 SD1, I am not taking a position on the appropriateness of the bill's source of the funds - - the tourism special fund. I believe that the appropriateness of the source of funding will be better discussed by those with more knowledge in that area than myself.

I respectfully request your passage of SB 83 SD1.

TOUtestimony

From: eLena Gillespie-Home <egillespie@hawaii.rr.com>
Sent: Tuesday, March 15, 2016 6:09 AM
To: TOUtestimony
Subject: SB83

Day and time of hearing: March 16 10:00 a.m.

Bill #: SB83

Name: Mrs. Elena Miwako Javinar GILLESPIE

I am in OPPOSITION to SB83 that proposes to take away \$3million of Hawaii Tourism Authority's (HTA) budget to subsidize travel expenses by the University of Hawaii athletic teams.

HTA supports natural resources protection, cultural programs and festivals including the funding of many local organizations, such as the Garden Island Arts Council and its E Kanikapila Kakou on Kauai.

Physical Residence: 2570 Titcomb Street, Kilauea HI 96754

Mailing Address: PO BOX 223171, Princeville HI 96722-3171

808-828-2001

egillespie@hawaii.rr.com

March 15, 2016 607am HST

TOUtestimony

From: dog_legleft@hotmail.com
Sent: Monday, March 14, 2016 3:35 PM
To: TOUtestimony
Subject: Bill SB83

To whom it may concern...

I am writing in testimony of OPPOSITION on Bill SB83, I have no idea how this even came into play except that perhaps it was pushed by some "old boy networking".

The thought of losing HTA dollars fund to the University of Hawaii Sports travel is just ridiculous.

HTA funds are needed to provide jobs for the people of Hawaii bringing tourism to our land of aloha, if the UH cannot fund it's own students then perhaps its time that UH becomes transparent and does it's needs to do a full audit. The tourism industry has enough difficulties with competing with tourism locations throughout the world and our budget is small compared to other states in the US.

We need to see 100% full hotel rooms, we need to have our brothers, sisters, mothers, fathers, aunties, uncles, cousins, and friends work...UH Athletics is awesome but that does not put food on our tables. Our tourism dollars are meant for tourism not funding travel, get real people the old boy network should die.

Linda

TOUtestimony

From: Lois Tasaki <lois@xterraplanet.com>
Sent: Monday, March 14, 2016 11:06 AM
To: TOUtestimony
Subject: Bill #SB83-Mrch 16, 2016 10 am

I oppose Bill #SB83 because it reduces HTA's budget and weakens their capability to market tourism for the Hawaiian Islands. It also reduces their funding support of local nonprofits that provide programs perpetuating Hawaii's culture, natural resources, festivals, and community spirit.

--

Lois Tasaki
Director of Administration
TEAM UNLIMITED/XTERRA
720 Iwilei Road, #290
Honolulu, HI 96817
Phone: 808.792.2602
Mobile: 808.428.6570
Fax: 808.538.0314

TOUtestimony

From: Lyn McNutt <zensea1@gmail.com>
Sent: Monday, March 14, 2016 1:53 PM
To: TOUtestimony
Subject: SB 83--strongly oppose

I strongly oppose this bill to "tax" the Hawaii Tourism Authority to pay for travel for UH athletics teams. UH needs to find another source of funding for this, and they need to seriously look at their athletic teams as a source of sustaining revenue. Maybe scaling back the UH programs might be in order? Three Million Dollars to "help" subsidize the travel? How much does this travel cost total?

SB 83
Lyn McNutt
Wailua, Kauai

TOUtestimony

From: Marco Zanolari <marco.zanolari@fourseasons.com>
Sent: Monday, March 14, 2016 8:10 PM
To: TOUtestimony
Subject: Opposition to: Bill #: SB83

Day and time of hearing: March 16, 10:00 a.m.
Bill #: SB83
Name: Marco Zanolari
Opposition to Bill SB83

Tom Brower, Chair, House
The Tourism Committee
Members of the House Tourism Committee

RE: OPPOSITION TO SB83

Aloha Chair Brower and Committee Members,

As someone who cares deeply for our state's tourism industry, I am opposing SB83. I can attest that HTA is making the full and best use of its state funding to market tourism for the Hawaiian Islands and support our state's most important industry. Cutting \$3-million from HTA's budget to subsidize travel expenses for University of Hawai'i student-athletes is an inappropriate use of the Special Tourism Fund. If SB83 were to become law, it would harm HTA's ability to promote Hawai'i and compete against other destinations for global travelers. In addition, HTA would be put in the position of having to reduce funding to local nonprofits that rely on our support to host community and cultural programs appreciated by both residents and visitors.

Like residents statewide, I am a supporter of the University of Hawai'i and proud of what its academic and athletic accomplishments represent to our state. But if the University of Hawai'i needs additional funding to cover travel expenses to operate a Division I athletic program, it should not come from the Special Tourism Fund or at the expense of HTA's budget to promote tourism for the State of Hawai'i. Thank you for allowing me to provide these comments.

Kind regards,

Marco Zanolari
Resort Manager

Four Seasons Resort Maui
3900 Wailea Alanui Drive, Wailea, Hawaii 96753, USA

Voice:	808-874-2212
Fax:	808-875-7615
Email:	marco.zanolari@fourseasons.com

Connect with us at:
<http://www.fourseasons.com/maui>





FOUR SEASONS RESORT
Maui at Wailea



From: Albert, Martin L [mailto:malbert@bu.edu]
Sent: Tuesday, March 15, 2016 9:27 AM
To: TOUTestimony <toutestimony@capitol.hawaii.gov>
Cc: Daniel Nahoopii <daniel@gohta.net>; nalani brun <nbrun@kauai.gov>; george costa <gcosta@kauai.gov>
Subject: Opposition to Bill # SB 83

Date and time of hearing: Wednesday, March 16, 2016, 10:00 a.m.
Bill #: SB 83
Martin L. Albert, Poipu

Aloha:

I write to add my voice to those in opposition to Bill SB83 that proposes to take away \$3-million from the budget of the Hawaii Tourism Authority to subsidize travel expenses by University of Hawaii athletic teams.

A reduction of HTA's budget will limit funding of local arts and culture organizations, including those on Kauai, and in particular the Garden Island Arts Council of Kauai, that look to HTA for support of cultural programs and festivals.

Reducing funds for local arts and culture organizations would gravely undercut the operational capacity and quality of these organizations, organizations that serve Hawaii uniquely well by providing an introduction to Hawaiiana, so much desired by the hundreds of thousands of tourists who flock to the state each year in search of the history, culture, art, and music of Hawaii.

Thank you for your thoughtful consideration.

Martin L. Albert
Poipu

[Sent Tuesday, 3-15-2016, 9:25am]

TOUtestimony

From: Mary Neudorffer <emeleanae@gmail.com>
Sent: Monday, March 14, 2016 11:31 PM
To: TOUtestimony
Subject: Testimony for SB83

Day and time of hearing is March 16, 2016, 10:00 am Bill #: SB83

From
Mary Neudorffer
1870 Hoone Rd
Koloa, Hawaii

I am opposed to SB83.

It proposes to take monies away from The Hawaiian Tourism Authority that are used to support local organizations and communities for Hawaiian music and cultural programs and festivals. Funding for music and cultural programs is critical to the spirit and well being of our local organizations and communities, and to our visitors. Do not take away our funding for this in any case, and definitely not to fund travel expenses for UH athletic teams.

Mary Neudorffer

Sent from my iPad

March 15, 2016

Opposition to SB 83 SD1

My name is Michael K Kobayashi.

I too agree with Mr. George Szigeti of the Hawaii Tourism Authority who has concerns about appropriating funds from the Tourism Special Fund for the purpose of covering the travel expenses for University of Hawaii athletics. The Tourism Special Fund pays for the marketing and promotion of the state's visitor industry, which is the engine that drives our economy.

These funds are carefully allocated to marketing programs in national and international markets, as well as to community programs here in Hawaii. Arbitrarily taking a significant amount of this funding to pay for UH sports teams to attend games is short sighted and will inevitably result in the need to cut strategically planned marketing activities, which will decrease visitor arrivals and have an adverse impact on the local economy.

The University of Hawaii already receives nearly \$1 billion in funding from the legislature. Surely, UH Upper Campus can find the \$3 million that its Lower Campus needs within its existing budget to cover this "unique situation" as UH Athletics Director David Matlin describes it. Funding to support travel for the Hawaii student athletes should come from sources other than HTA's budget.

I urge your Committee to carefully consider the unintended consequences of this measure. Thank you for considering my comments on SB 83 SD 1.

Sincerely,

Michael Kobayashi
President & CEO
Kobayashi Travel Service, Ltd.

TOUtestimony

From: Naomi Silva <Naomi.Silva@Hilton.com>
Sent: Tuesday, March 15, 2016 7:44 AM
To: TOUtestimony
Subject: SB83

To whom it may concern,

I am writing to OPPOSE Bill #SB83. We (Hawaii) has made this mistake before and by the time we realize it's a mistake it takes several years to come back. Every initiative we do today affects one to two years down the road.

This bill is reckless and endangers the livelihood of the people Hawaii.

Each day there is another competitive destination promoting themselves in competition with Hawaii. While we showed good travel numbers in 2015, it is imperative to keep at minimum what we have spent in the past.

Please kill this bill immediately!

Naomi Silva | Guest Service Agent -Ali'i Tower – Front Office

HILTON HAWAIIAN VILLAGE WAIKIKI BEACH RESORT

t: +1 808 949 4321 | f: +1 808 938 0238

2005 Kalia Road | Honolulu HI 96815 | USA

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TOUtestimony

From: Herman, Pattie <Pattie.Herman@marriott.com>
Sent: Monday, March 14, 2016 10:50 AM
To: TOUtestimony
Subject: HTA funds

HTA funds should strictly go to tourism related causes. Not to the UH Sports team.

Pattie V. Herman

Director of Sales and Marketing
Pattie.Herman@Marriott.com

Waikiki Beach Marriott Resort & Spa

Area Director of Sales and Marketing, Asia
The Ritz-Carlton, Kapalua
Marriott Resorts Hawaii
2552 Kalakaua Ave. | Honolulu, HI 96815
office 808.921.5013 | fax 808.921.5135 mobile 808.282.9412

MarriottWaikiki.com

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From: Patty <pattyteruya@gmail.com>
Sent: Monday, March 14, 2016 1:29 PM
To: TOUtestimony
Subject: Opposition to SB83 Testimony

Day and time of hearing: March 16, 10:00 a.m.

Bill #: SB83

Your name

: Ms. Patty Kahanamoku-Teruya

Your opposition to the bill

: On behalf of the Kahanamoku O'hana we are not in support to SB83 in regarding to the deletion of 3 million of Hawaii Tourism Authority (HTA), to understand how important it will present a huge negative impact to many local nonprofit organizations that provide annual sport events and community programs in O'ahu. The tourism marketing and funding is a very strong component to continue with great successful program events that support with our tourism of economic and development on our island.

I urge that the Senate not support SB83 and continue to support the many organizations that depend on the HTA funding and working very hard to support the State of Hawai'i with events that provide economic and development in our County.

The annual Duke Paoa Kahanamoku Oceanfest is an annual event in Waikiki that highlights the native hawaiian educational culture concept of our beautiful islands, ocean sports and the legend of our Ambassador of the island Duke Paoa Kahanamoku and it's statue he represents in Waikiki.

We asked for your support in opposition of SB83 and not cut funding to the HTA department.

Should you require further information, please feel free to contact me.

Mahalo piha,
Patty Kahanamoku-Teruya

Phone: (808) 723-9161

Email: pattyteruya@gmail.com

In Hawaii we greet friends, loved ones and strangers With Aloha, which means with love. Aloha is the key word to the universa I spirit of real hospitality, which makes Hawaii renowned as the world's center of understanding and fellowship. Try meeting or leaving people with aloha. You'll be surprised by their reaction. I believe in it and it is my creed.



"Aloha to you." Uncle Duke Paoa Kahanamoku

 Please consider the environment before printing any email.

From: Phyllis Albert [mailto:phyllisalbert@gmail.com]
Sent: Tuesday, March 15, 2016 9:20 AM
To: TOUTestimony <toutestimony@capitol.hawaii.gov>
Subject: opposition to Bill SB83

I write in fervent opposition to SB83, scheduled for hearing March 16, 10 a.m.

It would be a great economic and culture mistake to allow the Hawaii Tourism Authority to have its budget slashed in favor of subsidized travel for university athletic teams. The festivals, airport cultural displays, and music programs are a huge part of what bring visitors to our islands back again and again. The arts and other non-profit ventures need good public support from our legislature as they are one of our most valuable attractions that support economic development of the state.

Funding for these important cultural attractions is already insufficient, and deserves to be increased, not decreased at all!

Please vote against senate bill SB83.

--

Phyllis Albert, Poipu Kauai

TOUtestimony

From: Priscilla Texeira <ptexeira@hawaii.rr.com>
Sent: Monday, March 14, 2016 4:47 PM
To: TOUtestimony
Subject: Opposition to SB83

To: House Committee on Tourism

Subject: Opposition to SB83

This communication is in opposition to SB83 regarding diverting funds away from the tourism marketing of the State of Hawaii and moving the funds to support the University of Hawaii athletic program.

The Hawaii Tourism Authority was founded for the specific purpose of directing and strategizing for Hawaii's tourism industry, not for funding UH or any other educational institutions "travel budget".

The media reports the reasoning that the teams are ambassadors of the State. Well, are not all teams, entertainment groups, hula halau, etc. ambassadors of the State? The fact is that they are....all of them. And the same is true of every other State and community in the country. So, is the House Committee on Tourism prepared to go through the ongoing process of making special appropriations for any and all Hawaii "ambassadors"? If you do for one, then you are obligated to do for all.

Enactment of legislation to reduce HTA's budget will force HTA to cut back on tourism marketing for the Hawaiian Islands, and also reduce HTA's funding support of local nonprofits that provide programs perpetuating Hawaii's culture, natural resources, festivals, and community spirit.

Any reduction in HTA's budget will have a negative impact on HTA's ability to market Hawaii and to now undermine their efforts and responsibility by mandating using HTA's funds for UH athletic travel is wrong.

Once HTA's strategic plan and funding begins to be "sliced and diced" and diverted into other programs, then failure results.

The original mandate of the HTA was to entrust it to market tourism, so please let HTA do its job.

Mahalo for your consideration.

Priscilla Texeira, Principal
Hookipa Specialists, LLC
1650 Ala Moana #907
Honolulu, HI 96815
Tel: 808 3819391
Email: ptexeira@hawaii.rr.com

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From: Reve Solomon [mailto:revesolo@gmail.com]
Sent: Tuesday, March 15, 2016 10:05 AM
To: TOUTestimony <toutestimony@capitol.hawaii.gov>
Subject: Bill #: SB83

Hearing: March 16, 2016, 10:00 am

Bill #: SB83

Rebecca Eve Solomon

I am opposed to Bill #: SB83

Tourists come to Hawai'i for its beauty and culture, not to see University of Hawai'i sports - played in Hawa'ii or on the Mainland. Using funds for UH sports teams' transportation is not the mission of the HTA.

TOUtestimony

From: Sally Jo Manea <keahimanea@gmail.com>
Sent: Tuesday, March 15, 2016 8:13 AM
To: TOUtestimony
Subject: opposition to bill #SB83

Hearing date: March 16, 10 am
Sally Jo and Tepairu Manea
Kapaa, HI, 96746

We oppose SB83 because it will take funding away from programs that support festivals throughout Hawaii that attract and engage visitors and residents. Our annual Festival, Heiva I Kaua`i is attended by 3000 people (generally 50% visitors) who stimulate Kaua`i's economy through purchase of local products and services. Heiva is just one of over 40 festivals supported on Kaua`i with HTA funds. Our events are non-profit and dependent on volunteers, thus the need for support. Each one showcases a unique cultural aspect of Hawaii which engages local families to present with pride their culture and community to visitors. We believe this is the backbone of a healthy visitor experience which keeps them returning.

Sincerely, Sally Jo and Tepairu Manea

TOUtestimony

From: Sian Thiessen <sianonmaui@aol.com>
Sent: Monday, March 14, 2016 1:30 PM
To: TOUtestimony
Subject: Bill SB83

To whom it may concern,

I am writing to OPPOSE Bill #SB83. We (Hawaii) has made this mistake before and by the time we realize it's a mistake it takes several years to come back. Every initiative we do today affects one to two years down the road.

This bill is reckless and endangers the livelihood of the people Hawaii.

Each day there is another competitive destination promoting themselves in competition with Hawaii. While we showed good travel numbers in 2015, it is imperative to keep at minimum what we have spent in the past.

Please kill this bill immediately!

Sian Thiessen

Sent from my iPhone

TOUtestimony

From: Tamara Sherrill <tamara@mnbg.org>
Sent: Tuesday, March 15, 2016 8:18 AM
To: TOUtestimony
Subject: Written testimony in opposition to SB83

Aloha Kakahiaka,

I would like to express my opposition to the proposal to move \$3 million of the Hawaii Tourism Authority's Budget to UH athletics. I have a child active in public school athletics and understand the hardship college students face in funding tournament travel. However, the budget in question is crucial to provide support for seriously underfunded nonprofits. These organizations protect threatened natural resources and offer Hawaiian cultural education and events. It would be devastating for our public garden, which works to promote and protect the unique native species of Hawai'i, to lose HTA's support.

Tamara Sherrill

Executive Director

Phone: (808) 249-2798

e-Mail: tamara@mnbg.org

or visit us at: www.mnbg.org

Mailing Address: PO Box 6040, Kahului, HI 96733

Located at 150 Kanaloa Ave. across from the football stadium.

The mission of the Maui Nui Botanical Gardens is to foster appreciation and understanding of Maui Nui's plants and their role in Hawaiian cultural expression by providing a gathering place for discovery, education, and conservation.

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Please consider the environment before printing this e-mail

From: Teri Christensen <tchristensen@pacificbeachhotel.com>
Sent: Monday, March 14, 2016 11:24 AM
To: TOUtestimony
Subject: Bill SB83

Importance: High

Aloha,

I am opposing this bill!

Day and time of hearing: March 16, 10:00 a.m.

Bill #: SB83

Teri Christensen

NO to Bill: SB83

Because of the negative impact that reducing HTA's budget would have on our tourism marketing and funding support for community programs provided by local nonprofits.



Pacific Beach Hotel

Teri Christensen

CATERING SALES MANAGER

2490 Kalakaua Avenue, Honolulu, HI 96815

Ph: (808) 921-6136 • Fax: (808) 923-2566 • Cell: (808) 782-0132

Email: tchristensen@pacificbeachhotel.com

www.PacificBeachHotel.com



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TOUtestimony

From: Foti, Thomas <Thomas.Foti@marriott.com>
Sent: Monday, March 14, 2016 3:22 PM
To: TOUtestimony
Subject: SB83 - Opposition

Aloha Chair Brower and Committee Members,

As someone who cares deeply for our state's tourism industry, and a leader within that industry, I am opposing SB83.

I can attest that HTA is making the full and best use of its state funding to market tourism for the Hawaiian Islands and support our state's most important industry.

Cutting \$3-million from HTA's budget to subsidize travel expenses for University of Hawai'i student-athletes is an inappropriate use of the Special Tourism Fund.

If SB83 were to become law, it would harm HTA's ability to promote Hawai'i and compete against other destinations for global travelers. This is particularly concerning as other less expensive destinations are becoming more viable. In addition, HTA would be put in the position of having to reduce funding to local nonprofits that rely on our support to host community and cultural programs appreciated by both residents and visitors.

Like residents statewide, I am a supporter of the University of Hawai'i and proud of what its academic and athletic accomplishments represent to our state.

But if the University of Hawai'i needs additional funding to cover travel expenses to operate a Division I athletic program, it should not come from the Special Tourism Fund or at the expense of HTA's budget to promote tourism for the State of Hawai'i.

Thank you for allowing me to provide these comments.

Thomas D. Foti

General Manager
thomas.foti@marriott.com

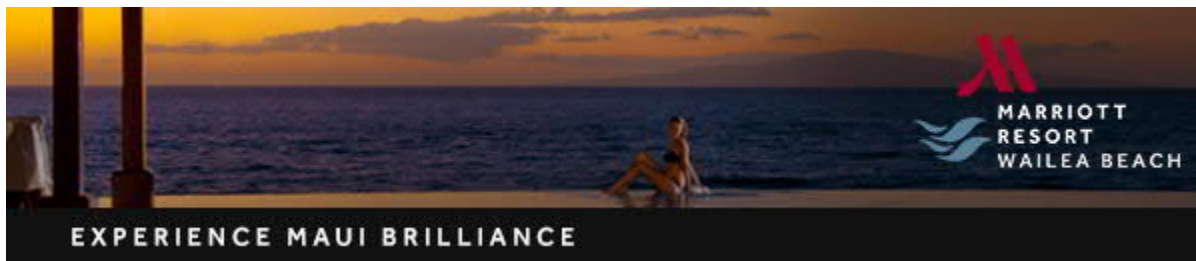
Wailea Beach Marriott Resort & Spa

3700 Wailea Alanui Drive | Wailea, HI 96753
office 808.874.7840

WaileaMarriott.com

MarriottHawaii.com

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From: Thomas Nizo [mailto:damix808@hotmail.com]
Sent: Tuesday, March 15, 2016 9:01 AM
To: TOUTestimony <toutestimony@capitol.hawaii.gov>
Cc: Nalani Brun <nbrun@kauai.gov>; gcosta@kauai.gov; Sue Kanoho <skanoho@hvcb.org>
Subject: Bill #SB83 opposition

Aloha

I oppose Bill SB83 that proposes to take away \$3-million of HTA's budget to subsidize travel expenses by the University of Hawaii athletic teams.

A reduction of HTA's budget will force cutbacks to our tourism marketing and limit funding of local organizations, including those that look to HTA for support of natural resource protection, cultural programs and festivals.

As Festival Chair for the Past 3 years and Entertainment Chair for the past 17 years, The Waimea Town Celebration(WTC) is celebrating its 40th year in 2017. The Festival shares with the world the language, music, traditions, stories and culture of Kauai. The celebration is an 8 day event that features composers, musicians, kumu hula, storytellers, and cultural practitioners who devote their lives to the perpetuation of all that Hawai i has to offer — and without the efforts of organizations such as ours, much of this wonderful treasure could go unnoticed.

Many of these COMMUNITY ORGANIZED programs are funded by the HTA and the Kauai County OED and provide a huge economic stimulus to Hawaii and Kauai. Currently, WTC noted international visitors from 13 different countries numbering in the 1200's, out of state numbering 7500, and local attendance of 20,000+. Our economic impact according to DBEDT 2015 figures are as follows; Total direct visitor expenditures are \$13.38M, economic impact of sales are \$22.18M, Household income generated \$6.27M, Jobs supported 155 and Tax revenue of \$1.40M. This kind of impact from ONE festival on Kauai, of which there are many and not counting the others on the other islands. HTA funds WTC to get "Heads in Beds" and promote Hawaii/Kauai, we are doing our best with what we have currently, with economic impact like this, you still want to cut HTA's Budget and take away from investing in Hawaii and its Communities?

I challenge you to review all of HTA's Funded Programs/Festivals and see what kind of impact it has for Hawaii.

Please reconsider the decisions to cut HTA's budget.

Thomas Nizo
Waimea Town Celebration, Festival Chair
(808) 645-0996

From: Tom Kiely <tkiely@xterraplanet.com>
Sent: Monday, March 14, 2016 9:32 AM
To: TOUtestimony
Subject: Opposition to SB83

To: House Committee on Tourism

Subject: Opposition to SB83

This communication is in opposition to SB83 regarding diverting funds away from the tourism marketing of the State of Hawaii and moving the funds to support the University of Hawaii athletic program.

Once a strategically planned and funded program begins to be "sliced and diced" and diverted / divided into other programs, then failure results. The Hawaii Tourism Authority had been founded for the specific purpose to strategically plan and direct the tourism marketing of this State. To now undermine their efforts and responsibility by mandating the use of funds for a department of the University of Hawaii is just wrong....absolutely wrong.

The University of Hawaii needs to address the issue of the role of athletics at the University and determine the funding to support that effort. The athletic departments at virtually all schools across the country are not "for profit businesses". The fact is that roughly only 25 universities in the USA show report a surplus as a result of their athletic teams operation....and every other school reports a "loss". Athletic departments are important parts of any school and require funding....but not under the veil of "tourism funding".

The media reports the reasoning that the teams are ambassadors of the State. Well, are not all teams, entertainment groups, hula halaus, etc ambassadors of the State? The fact is that they are....all of them. And the same is true of every other State and community in the country. So, is the House Committee on Tourism prepared to go through the ongoing process of making special appropriations for any and all Hawaii "ambassadors"? If you do for one, then you are obligated to do for all.

The original mandate of the HTA was to entrust it to market tourism, so please let it do its job. The success of the tourism industry over these past years is the bottom line report that the HTA is succeeding...and is actually over achieving. By diverting funds away from the HTA, then the House Committee on Tourism is gambling with the tourism revenue matrix and by doing so risking the loss of tax revenue.....and compounding the problem further.

Thank you for your consideration.

Aloha , Tom Kiely

--

Tom Kiely

CEO

XTERRA

M: 808-428-0869

<http://www.xterraplanet.com>

TOUtestimony

From: tom <tom@routreeafp.com>
Sent: Monday, March 14, 2016 10:43 PM
To: TOUtestimony
Subject: SB83

My name is Tom Rountree, I oppose SB83 because it takes away from HTA funds. I feel HTA provides a valuable service.

Sent on the new Sprint Network

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TOUtestimony

From: Tonionmaui@aol.com
Sent: Monday, March 14, 2016 4:28 PM
To: TOUtestimony
Subject: Bill #SB83

To whom it may concern,

I am writing to OPPOSE Bill #83. We, Hawaii, has made this mistake before & by the time we realize it's a mistake, it takes several years to come back. Every initiative we do today affects one to two years down the road.

This bill is reckless & endangers the livelihood of the people of Hawaii.

Each day there is another competitive destination promoting themselves in competition with Hawaii. While we showed good travel numbers in 2015, it is imperative to keep at minimum what we have spent in the past.

Please kill this bill immediately.

Toni Thiessen

TOUtestimony

From: Toni Wass <tonitager@hotmail.com>
Sent: Monday, March 14, 2016 10:53 PM
To: TOUtestimony
Subject: Bill#: SB83

Day & Time of Hearing: March 16, 10:00am

Bill #: SB83

Toni Wass

Strongly Oppose Bill SB83

This is wrong for Hawaii, all of it's citizens AND it's visitors. It appears that the money that is generated from tourism, and set aside to promote tourism is being being taken away from tourism and re-allocated to athletics...something that would NEVER attract me to the Hawaiian islands. (Yes, I am a visitor). However, I do plan my visit AROUND a cultural event that is greatly funded by the tourism fund...E Kani Kapila Kako, Kauai Style. I visit Kauai for 10 weeks, January through March, specifically for the purpose of attending this music series.

While visiting the island, I seek out cultural activities (Steel Guitar Festival, Waimea Town Celebration, Community Theater performances, local jazz festivals and art walks...) and immerse myself in the local festivities making Kauai my home away from home. I have not EVER attended an athletic event, nor have I ever considered a visiting athlete on the continent to be an "Ambassador of Aloha". I would not be scheduling a 10 week stay around anything an athlete said or did.

By passing this bill, Hawaii's number one economic industry, TOURISM, will suffer and jobs and money will be lost. Please do not vote in favor of this bill.

Sincerely,

Toni Wass

TOUtestimony

From: Vincent Shigekuni <shigs@icloud.com>
Sent: Monday, March 14, 2016 12:09 PM
To: TOUtestimony
Subject: SB83, March 16, 10:00 am

Aloha Vice Chair English and members of the Tourism Committee,

While I wish to express my opposition to SB83, SD1, I do so with some sense of conflict. I am a graduate of the University of Hawaii (UH) and have been a donor to the UH Foundation. So I am a proud alumni and support many of its initiatives.

I am also a longtime member of the Hawaii Tourism Authority's Natural Resources Advisory Group and appreciate the importance of HTA funding both governmental and non-governmental programs that improve natural and cultural resources frequented by visitors. I am aware that some hoteliers oppose the tourism accommodations tax, but I believe there is a clear nexus between Hawaii's natural and cultural resources and the attractiveness of Hawaii as a visitor destination.

While I applaud the creativeness of this legislation and the intent to support UH, I don't think the nexus between the tourism accommodations tax and subsidizing UH intercollegiate athletic travel is clear.

I greatly appreciate your consideration of my testimony.

Mahalo,

Vincent Shigekuni

TOUtestimony

From: Wil Welsh <wilwelsh2@yahoo.com>
Sent: Tuesday, March 15, 2016 1:49 PM
To: TOUtestimony; Cc: Daniel Nahoopii; nalani brun; george costa; sue kanoho
Subject: Please Oppose Bill SB83

To: TOUtestimony@capitol.hawaii.gov

Cc: Daniel Nahoopii <daniel@gohta.net>, nalani brun <nbrun@kauai.gov>, george costa <gcosta@kauai.gov>, sue kanoho <skanoho@hvcb.org>

Dear Legislators:

Our organization doesn't benefit directly from funds that SB-83 will cut. But, in the interest of the larger picture, please add my name to those in opposition to Bill SB 83. The "fringe benefits" to tourism and the awareness of the arts in Hawaii, far exceed the minimal cost savings should important funds be cut. Please oppose Bill SB 83 and keep support for the arts and culture of Hawaii at current or higher levels. Keep these important benefits for the people and for the economy, however indirectly those benefits occur.

Aloha,

Wil Welsh

President Kauai Community Players

P. O. Box 343

Lihue, Kauai, HI 96746

Denise Hayashi Yamaguchi
Denise Hayashi Consulting
P.O. Box 161025
Honolulu, HI 96816

March 15, 2016

Tom Brower, Chair, House Tourism Committee
Members of the House Tourism Committee

RE: OPPOSITION TO SB83

Aloha Chair Brower and Committee Members,

Thank you for providing me with the opportunity to provide testimony in opposition of SB83. As a member of the Board of Directors for the Hawai'i Tourism Authority and someone who cares deeply for our state's tourism industry, I am opposing SB83.

I can attest that HTA is making the full and best use of its state funding to market tourism for the Hawaiian Islands and support our state's most important industry.

I support the University of Hawaii and the need for travel by student-athletes, however, the re-appropriation of HTA's budget for this purpose is inappropriate and also sets a bad precedence for other government entities to raid funds specifically set-aside for marketing Hawaii as a premiere travel destination.

Currently, there are many other destinations competing for global travelers and the HTA funds provided by the tourism accommodation tax ensures that Hawaii remains competitive as a world-class destination. Furthermore, HTA funds many non-profits that host community and cultural programs that reflect our island lifestyle that are appreciated by both residents and visitors. The \$3 million cut to HTA's budget will impact many those programs.

As I mentioned, I am a supporter of the University of Hawai'i and proud of what its academic and athletic accomplishments represent to our state. However, I don't believe that funding to cover travel expenses for its Division I athletic program should come from the HTA budget.

Sincerely,

Denise Hayashi Yamaguchi
Principal

TOUtestimony

From: Catherine Hutchison <cfhutchison2002@yahoo.com>
Sent: Monday, March 14, 2016 11:13 AM
To: TOUtestimony
Subject: Testimony in opposition of SB83

Day and time of hearing: March 16, 10:00 a.m.

Bill #: SB83

Catherine Hutchison

I oppose #SB83 for the following reasons:

- * Maui is making significant investments in its international airport over the next few years, specifically to increase tourism into our market. It does not make sense to reduce HTA's budget when we are looking to grow tourism, not only into Maui but across all islands. There has been significant investment on behalf of hotel companies into our market, including one new Four Seasons property on Oahu and one completely revitalized resort on Lanai, that rely heavily on the outreach of HTA to drive tourism occupancy spend in Hawaii.
- * The tourism industry is the #1 industry in the state of Hawaii and as a result, a significant source of jobs for our residents. We need to ensure maximum investment and positive impact on this industry in order to keep our job numbers healthy and growing.

- * I do not see a direct correlation between the proposed expenditure and the purpose of the UH fund. Investing \$3 million dollars into a university's athletics program may have a minor impact on in-bound tourism however nothing as significant as what the HTA could do with this same amount of investment.

TOUtestimony

From: victor and Jodi ascuena <artandmusic@hawaiiantel.net>
Sent: Tuesday, March 15, 2016 9:35 AM
To: TOUtestimony; daniel.nahoopii@hawaiiitourismauthority.org
Subject: SB 83

Aloha from Kaua'i,

I'd like to announce my strong opposition to Bill SB83. I am a supporter of all Hawaiian cultural organisations and my family and I moved here 25 years ago in order to experience that very aspect of life in the islands. I can honestly say we have no interest in any kind of sports and feel that sport should be, in fact, separate from the educational system altogether.

I feel that by cutting any amount of money from the HTA budget will be highly detrimental to the smooth running of musical and artistic projects that make Hawai'i a unique and extremely desirable destination.

I was a college educator for 19 years and I think the University of Hawai'i should be able to stand on its' own merits, not to have to use money earmarked for helping promote tourism.

I hope you will oppose Bill 83 and look elsewhere for financing.

Sincerely

Victor and Jodi Ascuena

TOUtestimony

From: James Wills <jwills@hawaii.edu>
Sent: Monday, March 14, 2016 2:31 PM
To: TOUtestimony
Subject: Bill #: SB83

Bill #: SB83
Professor James Wills
University of Hawaii
Marketing Department
And Board Member of HVCB

I oppose Bill #: SB83

While I believe that the Legislature has failed to properly fund the University of Hawaii's Athletics Department and the University and its Board of Regents has failed to provide proper oversight in this arena, it would be a travesty to reallocate HTA funds to UH Athletics Department. This is the old "Rob Peter to Paul" play.

While this is not illegal it is indeed is unethical. HTA funding should support the Visitor Industry of Hawaii directly. I know fist hand that the HVCB and HTA have been very effective in marketing Hawaii as a world premier visitor destination. My research of other visitor destination supports this fact. Now having done very well with a limited budget allocation you want to punish them with budget cuts? How absurd!

This point does not diminish your responsibility to properly fund the University nor does it release University Administration and Board of Regents of more carefully fulfilling is fiduciary responsibility in the management of the Athletics Program.

As a marketing expert I can assure you with considerable certainty that watching UH play football or any other sport on the mainland has very little connection to motivate travel to Hawaii on vacations. Moreover, it is misguided to compare the impact of those dollar expenditures to the proper marketing expenditure of the HTA and HVCB.

Thoughtfully yours,
James R. Wills

Professor
Shidler College of Business
University of Hawaii
Tel 808-227-1392
E-mail: jwills@hawaii.edu

The Twenty-Eighth Legislature
Regular Session of 2016

LATE

HOUSE OF REPRESENTATIVES
Committee on Tourism
Rep. Tom Brower, Chair
Rep. Takashi Ohno, Vice Chair
State Capitol, Conference Room 312
Wednesday, March 16, 2016; 10:00 a.m.

**STATEMENT OF THE ILWU LOCAL 142 ON S.B. 83, SD1
RELATING TO APPROPRIATIONS**

The ILWU Local 142 **supports the intent** of S.B. 83, SD1, which makes an appropriation from the Tourism Special Fund for fiscal year 2016-2017 for travel expenses and subsidies incurred by the intercollegiate athletics program of the University of Hawaii, requires the Governor to determine whether funding for the travel expense and subsidies should continue beyond fiscal year 2016-2017, and, if such funding should continue, requires the Governor to take appropriate action to implement the determination.

However, the ILWU Local 142 recommends that such an appropriation should be made out of the General Fund and strongly opposes taking the money from the Tourism Special Fund.

For Hawaii residents, UH athletics is comparable to professional sports for residents of other states. We in Hawaii have no other Division I program to support, and a major aspect of the University's participation in athletics is travel. Our teams have to travel to compete; other teams must also travel to provide competition for our teams.

When other college teams come to Hawaii, very often they bring with them an entourage of fans. This promotes Hawaii tourism for those who visit but also for the good will that is generated by their visit and brought back to their hometowns.

Some will counter that athletics should take a back seat to academics, that any funding should go toward academic endeavors, but UH sports have their share of fans—those who may criticize the teams' performance but would be loath to see them gone for good. UH athletics is an integral part of the University experience, and travel for UH teams is essential.

Although we support funding for the UH athletics travel requirements, we request that the funding for UH athletic travel be appropriated out the budget process rather than the Tourism Special Fund. Tourism is Hawaii's largest industry and must continue to be promoted and supported. Funding taken away from the Tourism Special Fund will only hurt the Tourism Authority's ability to promote Hawaii as a visitor destination, since the shortfall in the Tourism Special Fund will have to be made up from budgeted marketing funds to meet other worthy funding commitments from the Tourism Special Fund.

The ILWU supports funding for the UH athletic program travel expenses but urges that a source of funding other than the Tourism Special Fund be considered. Thank you for allowing us to offer our views and concerns.

TOUtestimony

From: Bob Hampton <bob@waikikibeachactivities.com>
Sent: Tuesday, March 15, 2016 5:02 PM
To: TOUtestimony
Subject: Oppose SB83



Aloha Legislators:

Our tourism industry is vulnerable to many out side forces, there are to many to mention. Now the Legislature is one more, this time from the inside. The Legislature is taking aim at HTA's limited resources. The Legislature says it needs the money to cover a short fall at the UH travel fund. This is a wrong approach to solve that problem.

HTA has done a remarkable job in marketing and promotion with very limited funding. Please leave it alone to complete its mission which is so important to Hawaii.

Bob Hampton
Chairman
Waikiki Beach Activities
[479 9947](tel:479-9947)

Hanapepe Economic Alliance

March 15, 2016

House of Representative
Committee on Tourism
Attn: Representative Tom Brower, Chair

RE: SB83/SD1

HEA is a non-profit business alliance established following the devastation on Kaua'i from Hurricane Iniki. Our mission is economic revitalization, historic preservation and beautification. Our members are made up of small businesses and local manufacturers.

In 1997 HEA began "Friday Art Night" with HTA's CPEP funding. "Friday Art Night" is now a self-supporting event that has continued every Friday Night for the past 19 years. The event attracts both tourists and residents to Hanapepe each week and provides a large economic boost to local small businesses. This event would not have been possible without HTA support and funding.

HEA has been successful in securing CPEP funding for the annual Kaua'i Orchid & Art Festival has been held each spring for the past 9 years. Because of HTA funding, we were able to expand to hold the inaugural Kaua'i Chocolate & Coffee Festival in the fall in collaboration with Special Events Hawaii and with sponsorship from HTDC and Dow AgriScience. Both events attract hundreds of local residents and visitors. In fact, we were stunned by the attendance at the Kaua'i Chocolate & Coffee Festival in October 2015.

All of these events have been made possible by support from the Hawaiian Tourism Authority and the County of Kaua'i through the CPEP process. Without such support, we would be unable to put them on. These events provide opportunities for local businesses, vendors, manufacturers, and growers by bringing visitors to our town and creating exposure and visibility for what they do. In addition, all these events are important to the visibility and viability of the west side of Kaua'i and provide important community building opportunities while being attractive to island visitors.

Sincerely,

Judith Page, HEA President & Little Fish Coffee

Helen Locano, HEA Vice President & Hanapepe Cafe
Joanna Carolan, HEA Treasurer & Banana Patch Studio
Kim Headley, HEA Secretary & Island Art Gallery

P.O. Box 934

Hanapepe, HI 96716 (808) 335-5944 FAX: 335-3830

**TESTIMONY ON S.B. NO. 83 SD1
RELATING TO APPROPRIATIONS**

HOUSE OF REPRESENTATIVES
COMMITTEE ON TOURISM
Representative Tom Brower, Chair
Representative Takashi Ohno, Vice Chair

LATE

Wednesday, March 16, 2016, 10:00 a.m.
Conference Room 312
State Capitol
415 South Beretania Street

To Representative Tom Brower, Chair; Representative Takashi Ohno, Vice Chair; and members of the House Committee on Tourism:

My name is Jack Richards and I am the President and CEO of Pleasant Holidays, LLC. Our company is one of the largest tour operators in the U.S. and one of the largest destination services and activity providers in Hawai'i. We employ over 100 people on 4 of the Hawaiian Islands.

Pleasant Holidays opposes Senate Bill No. 83, Senate Draft 1 (SB83 SD1) to the extent that money from the Tourism Special Fund will be appropriated for other uses. The appropriation of funds out of the Tourism Special Fund is contrary to the purposes of the special fund and of the Hawai'i Tourism Authority (HTA), which was given sole discretion to use the Tourism Special Fund pursuant to Chapter 201B, Hawai'i Revised Statutes.

Tourism is the largest industry in Hawai'i and the HTA is tasked to ensure that Hawai'i remains a top-of-mind travel destination. If this were simply a matter of funding the intercollegiate athletics program, then there are numerous areas for the legislature to re-appropriate funds. However, if the goal is ultimately to promote the Hawai'i brand, then it seems less logical to siphon funds from the HTA, which has the sole purpose of developing and implementing the State's strategic tourism marketing plan, and transferring the funds to an executive department, which is tasked with providing higher education.

Pleasant Holidays is among the countless small, medium, and large businesses that rely on the HTA to attract visitors to the state. By redirecting the main source of funds used by the HTA to carry out its mandate, the legislature is only hurting the same industry that it aims to help.

Again, Pleasant Holidays respectfully **opposes SB83 SD1**, but appreciates the Legislature's efforts to find creative methods of promoting the Hawai'i brand. Thank you for this opportunity to submit testimony.

TOUtestimony

From: Bob Hampton <bob@waikikibeachactivities.com>
Sent: Tuesday, March 15, 2016 5:02 PM
To: TOUtestimony
Subject: Oppose SB83



Aloha Legislators:

Our tourism industry is vulnerable to many out side forces, there are to many to mention. Now the Legislature is one more, this time from the inside. The Legislature is taking aim at HTA's limited resources. The Legislature says it needs the money to cover a short fall at the UH travel fund. This is a wrong approach to solve that problem.

HTA has done a remarkable job in marketing and promotion with very limited funding. Please leave it alone to complete its mission which is so important to Hawaii.

Bob Hampton
Chairman
Waikiki Beach Activities
[479 9947](tel:479-9947)

Testimony Presented Before the
House Committee on Tourism

LATE

SB 83 SD1 – RELATING TO APPROPRIATIONS

March 15, 2016; 10:00 am

by



Cindy Rote

SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

My name is Cindy Rote and I am a resident of Kuliouou Valley. I am submitting this testimony as an individual in support of the funding provided to the UH Athletics Department via SB 83 SD1 to offset travel expenses and subsidies costs.

In 1996 I graduated from the University of California at Davis with a double major as an All American Women's Water Polo student-athlete. I was a member of the United States Women' Water Polo National "B" team and had the opportunity to represent our country internationally. In 1997, I was hired by the University of Hawaii at Manoa (UH) as the first assistant women's water polo coach to recruit and start the varsity Wahine Water Polo team, which has been nationally ranked in the top 10 from day one. I have been a resident of Hawaii for the past 19 years and I have worked with college students, as a lecturer and with student-athletes as an assistant coach and as the Director of Student-Athlete Development, my current position.

I fully support intercollegiate athletics for every positive developmental opportunity it provides. I am living proof of how athletics can impact and improve a life through education. Growing up in the school district portrayed in the movie Coach Carter may be the easiest way to explain, that higher education was not always a goal in my life. My father was a high school dropout who did not value education. He valued hard work and instilled a tenacious work ethic in me. My Peruvian mother spoke English as a second language and even though she knew nothing of the American education system, she always was encouraging me to "get my educacion (education)". Through high school sports, the coaches who served as mentors and the structure of a team environment, provided me with the opportunity to learn about college and then go to college.

Without sports, I can confidently say, I would have not gone to college. Through my collegiate experience, I built the academic confidence to excel in and out of the classroom. I continued my education beyond my undergraduate degrees, serving as a research assistant for the John Burns School of Medicine while completing a master of science in Kinesiology. I am currently completing my doctorate degree in Educational Leadership and Management, with an emphasis on Human Resource Development. Without the opportunity to play sports in high school and in college, I would not be where I am today, an active member of our local community who volunteers regularly to help others.

I have seen the challenges and personally experienced the difficulties faced by limitations of the department budget. Becoming resourceful with what we are given to serve our student-athletes, would be an understatement. As a coach, I used car rental coupons on the majority of our road trips just to save money out of our budget. Like many other staff members and coaches, we are very aware of every dollar spent and are as creative as possible to stretch the value of our budgets.

Even with our creative and resourceful ways, there are things that are completely out of our control, specifically travel expenses. For Hawaii to continue to excel at the level they are currently at, or to even do better, we need your help with the passage of SB 83 SD1 to assist in offsetting travel expenses and subsidies costs. When our current student-athletes learn of what its costs to travel and how we must pay other institutions to fly to Hawaii to compete against our teams, they are always bewildered and believe it is unfair.

The benefits athletics has for our young adults are immeasurable. I can recount story after story of how athletics has impacted our student-athletes, far beyond the playing fields, in a similar manner that it has impacted my life. From our local students, inter-island students, mainland students and international students, athletics has a positive impact on their lives. One the best things I get to do regularly is take our student-athletes into the community to do community service. Each month I provide learning tours, "Rainbows for a Day", for local elementary schools. When a young child goes up to a UH student-athlete, they do not care about what sport they play, they are enamored with the fact they are looking up to their hero. These children are inspired to go to college one day and be just like their heroes. Our student-athletes understand their role and know their time is limited as a Rainbow Warrior and Rainbow Wahine. When they connect with children, the moment is priceless for both the child and the student-athlete.

This month, the student-athletes have been taking part of the Big West Charity Coin Drive. The funds they raise will benefit the Hawaii Pacific Chapter of the American Cancer Society (ACS) through the UH Relay for Life event held annually in April. Eleven years ago, the UH Student-Athlete Advisory Committee, decided to organize the first ever UH Relay for Life as their main community service project. The event was completely run by UH student-athletes and athletic department staff and coaches. UH Relay for Life has now evolved into a major campus event run by the Colleges Against Cancer Student group, which I have advised for the past 8 years. Over one million dollars has been raised through UH Relay for Life. An event started by our student-athletes has made a lasting impact for our local family and friends who benefit from services provided by ACS, like the Hope House, that provides lodging for outer island residents in town for treatment. Our student-athletes are excelling at every level possible while learning and giving back to their community.

The support of the state is needed to continue to provide the athletic and development opportunities for current and future generations of student-athletes to excel on and off the fields and to make a difference in each of their lives. SB 83 SD1 provides funds to UH in recognition of the higher travel expenses and subsidies costs faced by the school compared to our peers. SB 83 SD1 will help us to compete more equally and effectively with the leading institutions of higher education who do not have the travel costs that we have.

I support the funding in SB 83 SD1 for the University of Hawaii at Manoa. Respectfully, I request that you approve SB 83 SD1. Thank you for your time and commitment to our UH student-athletes.

Hanapepe Economic Alliance

LATE

March 15, 2016

House of Representative
Committee on Tourism
Attn: Representative Tom Brower, Chair

RE: SB83/SD1

HEA is a non-profit business alliance established following the devastation on Kaua'i from Hurricane Iniki. Our mission is economic revitalization, historic preservation and beautification. Our members are made up of small businesses and local manufacturers.

In 1997 HEA began "Friday Art Night" with HTA's CPEP funding. "Friday Art Night" is now a self-supporting event that has continued every Friday Night for the past 19 years. The event attracts both tourists and residents to Hanapepe each week and provides a large economic boost to local small businesses. This event would not have been possible without HTA support and funding.

HEA has been successful in securing CPEP funding for the annual Kaua'i Orchid & Art Festival has been held each spring for the past 9 years. Because of HTA funding, we were able to expand to hold the inaugural Kaua'i Chocolate & Coffee Festival in the fall in collaboration with Special Events Hawaii and with sponsorship from HTDC and Dow AgriScience. Both events attract hundreds of local residents and visitors. In fact, we were stunned by the attendance at the Kaua'i Chocolate & Coffee Festival in October 2015.

All of these events have been made possible by support from the Hawaiian Tourism Authority and the County of Kaua'i through the CPEP process. Without such support, we would be unable to put them on. These events provide opportunities for local businesses, vendors, manufacturers, and growers by bringing visitors to our town and creating exposure and visibility for what they do. In addition, all these events are important to the visibility and viability of the west side of Kaua'i and provide important community building opportunities while being attractive to island visitors.

Sincerely,

Judith Page, HEA President & Little Fish Coffee

Helen Locano, HEA Vice President & Hanapepe Cafe
Joanna Carolan, HEA Treasurer & Banana Patch Studio
Kim Headley, HEA Secretary & Island Art Gallery

P.O. Box 934
Hanapepe, HI 96716 (808) 335-5944 FAX: 335-3830



LATE

Testimony of

Mufi Hannemann
President & CEO
Hawai'i Lodging & Tourism Association

Committee on
Tourism

Senate Bill 83 SD1: Relating to Appropriations

Dear Chair Brower, Vice Chair Ohno, and members of the Committee on Tourism:

Thank you for the opportunity to offer comments regarding Senate Bill 83 SD1, which would make an appropriation from the tourism special fund for fiscal year 2016-2017 for travel expenses and subsidies incurred by the intercollegiate athletics program of the University of Hawaii..

On behalf of the Hawai'i Lodging and Tourism Association, we are stout supporters of sports tourism, our University of Hawai'i Athletic program and its scholar-athletes. However with respect to this bill, if the Legislature is to fund these objectives from our tourism special fund it could be problematic for the state to accomplish its tourism marketing objectives. We, therefore, petition the Legislature to identify other funding sources to accomplish this task.

Mahalo for the opportunity to opine on this matter.

The Twenty-Eighth Legislature
Regular Session of 2016

LATE

HOUSE OF REPRESENTATIVES
Committee on Tourism
Rep. Tom Brower, Chair
Rep. Takashi Ohno, Vice Chair
State Capitol, Conference Room 312
Wednesday, March 16, 2016; 10:00 a.m.

**STATEMENT OF THE ILWU LOCAL 142 ON S.B. 83, SD1
RELATING TO APPROPRIATIONS**

The ILWU Local 142 **supports the intent** of S.B. 83, SD1, which makes an appropriation from the Tourism Special Fund for fiscal year 2016-2017 for travel expenses and subsidies incurred by the intercollegiate athletics program of the University of Hawaii, requires the Governor to determine whether funding for the travel expense and subsidies should continue beyond fiscal year 2016-2017, and, if such funding should continue, requires the Governor to take appropriate action to implement the determination.

However, the ILWU Local 142 recommends that such an appropriation should be made out of the General Fund and strongly opposes taking the money from the Tourism Special Fund.

For Hawaii residents, UH athletics is comparable to professional sports for residents of other states. We in Hawaii have no other Division I program to support, and a major aspect of the University's participation in athletics is travel. Our teams have to travel to compete; other teams must also travel to provide competition for our teams.

When other college teams come to Hawaii, very often they bring with them an entourage of fans. This promotes Hawaii tourism for those who visit but also for the good will that is generated by their visit and brought back to their hometowns.

Some will counter that athletics should take a back seat to academics, that any funding should go toward academic endeavors, but UH sports have their share of fans—those who may criticize the teams' performance but would be loath to see them gone for good. UH athletics is an integral part of the University experience, and travel for UH teams is essential.

Although we support funding for the UH athletics travel requirements, we request that the funding for UH athletic travel be appropriated out the budget process rather than the Tourism Special Fund. Tourism is Hawaii's largest industry and must continue to be promoted and supported. Funding taken away from the Tourism Special Fund will only hurt the Tourism Authority's ability to promote Hawaii as a visitor destination, since the shortfall in the Tourism Special Fund will have to be made up from budgeted marketing funds to meet other worthy funding commitments from the Tourism Special Fund.

The ILWU supports funding for the UH athletic program travel expenses but urges that a source of funding other than the Tourism Special Fund be considered. Thank you for allowing us to offer our views and concerns.

From: Kacy Johnson <kacyj@hawaii.edu>
Sent: Tuesday, March 15, 2016 11:33 PM
To: TOUtestimony
Subject: Testimony in Support SB 83 SD1 / Hearing 3-16-2016 at 10:00am

Testimony Presented To
House Committee on Tourism

March 16, 2016

by

Kacy Johnson



SB 83 SD1 – RELATING TO APPROPRIATIONS

Chair Brower, Vice Chair Ohno, and members of the committee:

My name is Kacy Johnson and I am a student-athlete at the University of Hawaii at Manoa (UH) on the Men's Swimming and Diving team. I am submitting this testimony as an individual, not as part of UH, in support of the funding provided to the athletics department at UH in SB 83 SD1 to offset travel expenses and subsidies costs.

I have been attending UH since Fall of 2012. As a student-athlete I directly benefit from the athletics department and programs. I am very grateful for the opportunity to go to school and play sports at the highest collegiate level while representing UH and the people of the State of Hawaii.

My teammates and I appreciate the ability to travel and compete against the best schools in the country. We understand the extra costs the department has in covering these opportunities for us to travel. We appreciate these opportunities and know that support is needed to continue to cover the travel costs associated with our ability to compete at the highest levels.

No other school in the nation travels as much as us for any competition. Most of our opponents must be paid travel subsidies or guarantees for them to come to UH and play us. We know that life is not fair and having the extra expenses to cover travel costs to compete at home and away are part of being a Rainbow Warrior and Rainbow Wahine.

Attending UH Manoa was a decision I made for myself. I was given the opportunity to attend larger and more prestigious institutions, but chose to stay home in order to help develop our local community. Student-athletes have such a large impact on people and their surroundings; we try our best to become ambassadors of Aloha. When we travel we are a reflection of the state and our university, it is critical that we are financially capable to compete both away and at home. Many of us are not on scholarship, yet choose to compete and train to represent both the university and state. I wanted to impact the environment around me and grow the vision of Hawaii in the eyes of others.

SB 83 SD1 provides funds to UH in recognition of the higher travel expenses and subsidies costs faced by the school compared to our peers. SB 83 SD1 will help us to compete more equally and effectively with our peers who do not have the travel costs that we have.

I support the funding in SB 83 SD1 for the University of Hawaii at Manoa.

Respectfully, I request that you approve SB 83 SD1. Thank you for your time and for the consideration of this testimony.

TOUtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, March 16, 2016 7:26 AM
To: TOUtestimony
Cc: katc31999@gmail.com
Subject: *Submitted testimony for SB2987 on Mar 16, 2016 10:00AM*

Categories: Green Category



SB2987

Submitted on: 3/16/2016

Testimony for TOU on Mar 16, 2016 10:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Katarina Culina	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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TOUtestimony

From: info@kskauai.com
Sent: Tuesday, March 15, 2016 10:49 PM
To: TOUtestimony
Cc: kauaiwedpro@gmail.com; dalerosenfeld@gmail.com;
mike@kauaiislandweddings.com; cjonesthom@mac.com;
vows@rainbowweddings.com; mike@kskauai.com
Subject: March 16, 2016 - 10AM Bill#: SB83



Aloha,

This is Michael Dandurand, President of the Kauai Wedding Professionals Association. I speak for myself as well as our 65 small businesses involved in the wedding industry on Kauai that we strongly oppose using funds earmarked for marketing tourism in Hawaii for any other purpose. Sponsoring UH Athletics is not wise in so many ways. Sports teams in the past have routinely shown disappointing returns. It's a risky investment at best. Please look at the return on investment before making such an important decision. 3 million dollars is quite a bit to gamble with, especially when it's not your money.

Mahalo,

Michael Dandurand - KWPA

TOUtestimony

From: Miranda Lin <Miranda.Lin@Hilton.com>
Sent: Wednesday, March 16, 2016 1:13 AM
To: TOUtestimony
Subject: Bill #: SB83 - March 16 at 10AM



To whom it may concern,

I am writing to OPPOSE Bill #SB83. We (Hawaii) has made this mistake before and by the time we realize it's a mistake it takes several years to come back. Every initiative we do today affects one to two years down the road.

This bill is reckless and endangers the livelihood of the people Hawaii.

Each day there is another competitive destination promoting themselves in competition with Hawaii. While we showed good travel numbers in 2015, it is imperative to keep at minimum what we have spent in the past.

Please kill this bill immediately!

Mahalo,

Miranda Lin | Guest Service Agent – Front Office

HILTON HAWAIIAN VILLAGE WAIKIKI BEACH RESORT

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PA'I
FOUNDATION

Committee on Tourism
Wednesday, March 16, 2016
10 am, Conference Rm 312

LATE

Re: Strong Opposition to SB83, SD1

Aloha Chair Bower, Vice Chair Ohno and Members of the Committee on Tourism,

I am Vicky Holt Takamine, the kumu hula (master teacher of Hawaiian dance) of Pua Ali'i 'Ilima, owner of Holt Takamine Productions and the Executive Director of PA'I Foundation. I strongly oppose SB 83, SD1 which will steal three million dollars of Hawai'i Tourism Authority dollars from culture and arts to fund UH Sports travel. PA'I Foundation as well as other arts and culture organizations, has, for years benefited from funding from Hawaii Tourism, providing quality programming for both residents and tourists

I love UH Sports and have supported and attended numerous events. I'm excited and proud that our UH Basketball teams both Men and Women have made it to the big dance. I'll be watching on both Friday and Saturday and cheering them on. The State Legislature and the University of Hawai'i need to look for other opportunities to capitalize on the successes of their programs to raise the necessary funds to support UH sports. At a time when Hawai'i is competing for tourists with other major destinations that offer quality cultural festivals and events, I am appalled that the State Legislature is considering stealing money from the one major supporter of culture and arts in Hawai'i, Hawaii Tourism Authority to support UH Sports Travel.

Finally, the Hawai'i Tourism Authority receives its funding from the Hotel Industry. Tourists come to Hawai'i not to watch UH sports, they come to experience all that Hawai'i has to offer, the diversity of culture and arts and especially Native Hawaiian Hospitality. Every major campaign to attract tourists to Hawai'i features a hula dancer, Hawaiian cultural practice or views of our beautiful beaches, not UH Sports. Again, I strongly oppose SB 83, SD 1. Find another source of funding for to support our UH sports.

Vicky Holt Takamine

Vicky Holt Takamine
PO Box 17483, Honolulu, HI 96817
Email: vtakamine@gmail.com

TOUtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, March 15, 2016 6:30 PM
To: TOUtestimony
Cc: trinidadwilliams@yahoo.com
Subject: Submitted testimony for SB2987 on Mar 16, 2016 10:00AM



Categories: Green Category

SB2987

Submitted on: 3/15/2016

Testimony for TOU on Mar 16, 2016 10:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Trinidad A. Williams	Individual	Comments Only	No

Comments: I visit my son regularly on Maui; I usually stay on Oahu with family to visit the beach parks of my childhood. It is a convenience provided by the county I greatly appreciate a clean restroom, see a lifeguard present, walk the seashore without having to sidestep all kinds of beach paraphernalia. Please do not take that funding away from the people who see to our safety. Its worse on Maui, there do not seem to have enough personnel on the beach. The restrooms and trash bins are an eyesore. This is county I've been told or is this the State's responsibility?

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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