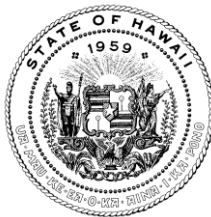


DAVID Y. IGE
GOVERNOR OF HAWAII



STATE OF HAWAII
DEPARTMENT OF LAND AND NATURAL RESOURCES
POST OFFICE BOX 621
HONOLULU, HAWAII 96809

Testimony of
SUZANNE D. CASE
Chairperson

Before the Senate Committee on
WAYS AND MEANS

Thursday, February 20, 2020
10:35 AM
State Capitol, Conference Room 211

In consideration of
SENATE BILL 3164, SENATE DRAFT 1
RELATING TO THE STATE SURFING COMMISSION

Senate Bill 3164, Senate Draft 1 proposes to create the State Commission on Surfing within the Hawaii Tourism Authority of the Department of Business, Economic Development, and Tourism. **The Department of Land and Natural Resources (Department) offers the following comments.**

The Department recognizes the cultural and historical significance of the sport of surfing to the State of Hawaii. The Department is open to working with the commission to promote surfing and educate people throughout the State, as well as the broader national and international audience, about surfing's unique connection to Hawaii since the Department is responsible for regulating both recreational and commercial activities occurring in state waters.

Thank you for the opportunity to comment on this measure.

SUZANNE D. CASE
CHAIRPERSON
BOARD OF LAND AND NATURAL RESOURCES
COMMISSION ON WATER RESOURCE MANAGEMENT

ROBERT K. MASUDA
FIRST DEPUTY

M. KALEO MANUEL
DEPUTY DIRECTOR - WATER

AQUATIC RESOURCES
BOATING AND OCEAN RECREATION
BUREAU OF CONVEYANCES
COMMISSION ON WATER RESOURCE
MANAGEMENT
CONSERVATION AND COASTAL LANDS
CONSERVATION AND RESOURCES ENFORCEMENT
ENGINEERING
FORESTRY AND WILDLIFE
HISTORIC PRESERVATION
KAHOOLAWE ISLAND RESERVE COMMISSION
LAND
STATE PARKS



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

DAVID Y. IGE
GOVERNOR

MIKE MCCARTNEY
DIRECTOR

No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804
Web site: dbedt.hawaii.gov

Telephone: (808) 586-2355
Fax: (808) 586-2377

Statement of
MIKE MCCARTNEY
Director

Department of Business, Economic Development and Tourism
before the

SENATE COMMITTEE ON WAYS AND MEANS

Thursday, February 20, 2020

10:35 AM

State Capitol, Conference Room 211

In consideration of
SB3164, SD1
RELATING TO THE STATE SURFING COMMISSION.

Chair Dela Cruz, Vice Chair Keith-Agaran, and Members of the Committee.

The Department of Business, Economic Development & Tourism (DBEDT) offers comments on SB3164, SD1, which establishes a State Surfing Commission within the Hawaii Tourism Authority.

DBEDT defers to the Hawaii Tourism Authority (HTA) and offers general comments to point out there could be technical, administrative and operational issues associated with this bill. In addition, the policy concept contained in this bill is something that HTA could already do provided it receives approval from its Board of Directors. Furthermore, the HTA is the strategic authority under the law to help find the balance between visitors, community, environment, and industry – from product, brand/destination management, education, marketing, and promotion. Therefore, this bill may not be necessary and may impede accomplishing the desired results.

Thank you for the opportunity to comment.



Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaiiitourismauthority.org

David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

Statement of
CHRIS TATUM

Hawai'i Tourism Authority
before the
SENATE COMMITTEE ON WAYS AND MEANS

Thursday, February 20, 2020
10:35 AM
State Capitol, Conference Room #211

In consideration of
SENATE BILL NO. 3164 SD1
RELATING TO THE STATE SURFING COMMISSION

Chair Dela Cruz, Vice Chair Keith-Agaran, and members of the Committee on Ways and Means: the Hawai'i Tourism Authority (HTA) **supports** Senate Bill 3164 SD1, which establishes the State Surfing Commission.

SB3164 SD1 would help Hawai'i in its efforts to be recognized as the birthplace of surfing. Many visitors travel to Hawai'i for surfing, and it's an important aspect of Hawai'i's rich heritage. Furthermore, it's a sport that is popular among our residents and it is important to our overall brand.

A State Surfing Commission is long overdue, and it's necessary not only to help promote surfing, but also to share with the world about the cultural and historical significance of the sport. This is especially timely since surfing will debut in the upcoming 2020 Summer Olympics in Tokyo.

It is for these reasons that HTA **supports** SB3164 SD1. We appreciate this opportunity to provide testimony.



LATE

February 20, 2020

Senator Donovan Dela Cruz, Chair
Senator Gilbert Keith-Agaran, Vice Chair
Committee on Ways and Means

Conference Room 211
Hawai'i State Capitol Honolulu, HI 96813

RE: Testimony on SB3164 SD1, Relating to the State Surfing Commission

Chair Dela Cruz, Vice Chair Keith-Agaran, and Committee Members:

My name is Melanie Ide and I am the President and CEO of the Bishop Museum, Hawai'i's State Museum of Natural and Cultural History. Bishop Museum is **in support of SB3164 SD1**, which establishes the state commission on surfing in the Hawaii Tourism Authority.

Hawai'i is the birthplace of surfing and it is important for our state to take the lead in sharing its history and significance. Surfing is much more than a sport; it is culture, it is art, it is science, and it is a way of life. Bishop Museum is proud to currently be displaying surfboards, photographs, videos, and other materials that help to tell this important story. As surfing is set to debut as an Olympic sport in 2020, the Commission is an opportunity to ensure that Hawai'i's role in surfing's past and future is known.

Thank you for the opportunity to provide testimony and we urge you to pass SB3164, SD1.

Me ka ha'a ha'a,

A handwritten signature in black ink, appearing to read "Melanie Y. Ide".

Melanie Y. Ide
President & CEO



HAWAII LODGING & TOURISM
ASSOCIATION

LATE

Testimony of

Mufi Hannemann
President & CEO
Hawaii Lodging & Tourism Association

Committee on Ways and Means
February 20, 2020

Senate Bill 3164 Senate Draft 1: Relating to the State Surfing Commission

Chair Dela Cruz and members of the Committee, mahalo for the opportunity to submit testimony on behalf of the Hawaii'i Lodging & Tourism Association, the state's largest private sector visitor industry organization.

The Hawaii'i Lodging & Tourism Association—nearly 700 members strong, representing more than 50,000 hotel rooms and nearly 40,000 lodging workers —supports Senate Bill 3164 Senate Draft 1 which would establish a statewide surfing commission.

This year the Olympic games in Tokyo will include the popular sport of surfing, which was approved by the International Olympic Committee in 2016. Over the years, the sport has garnered international recognition outside of Hawaii'i's shores, from California to Australia and beyond.

To this end, we support a surfing commission which would put a laser-like focus on efficiently promoting the water-sport and educating the general public of its special tie to Hawaii'i. The art of surfing is said to date back to ancient Polynesians living in Hawaii'i and Tahiti, and was made popular by the legendary waterman Duke Kahanamoku.

Duke is often considered the “father of modern surfing” and had expressed his dream to see the sport become an Olympic sport back in the 1912 Olympic Games. In recognition of the legacy he has created for Hawaii'i surfing coupled with the growing number of surfing competitions occurring on a regular basis , we believe that a statewide surfing commission would help perpetuate the importance of this sport to our islands with the Hawaii Tourism Authority playing a major role in fulfilling its objectives.