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GOVERNOR OF HAWAII



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LAND
STATE PARKS

**STATE OF HAWAII
DEPARTMENT OF LAND AND NATURAL RESOURCES**

POST OFFICE BOX 621
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**Testimony of
SUZANNE D. CASE
Chairperson**

**Before the Senate Committee on
ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM**

**Monday, February 3, 2020
2:55 PM**

State Capitol, Conference Room 414

**In consideration of
SENATE BILL 3164
RELATING TO THE STATE SURFING COMMISSION**

Senate Bill 3164 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.



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

DAVID Y. IGE
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Statement of
MIKE MCCARTNEY
Director

Department of Business, Economic Development and Tourism
before the

SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

Monday, February 3, 2020

2:55 PM

State Capitol, Conference Room 414

In consideration of
SB3164
RELATING TO THE STATE SURFING COMMISSION.

Chair Wakai, Vice Chair Taniguchi, and Members of the Committee.

The Department of Business, Economic Development & Tourism (DBEDT) offers comments on SB3164, 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.



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David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

Statement of
CHRIS TATUM

Hawai'i Tourism Authority
before the
SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

Monday, February 3, 2020
2:55 PM
State Capitol, Conference Room #414

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

Chair Wakai, Vice Chair Taniguchi, and members of the Committee on Energy, Economic Development, and Tourism: the Hawai'i Tourism Authority (HTA) **supports** Senate Bill 3164, which establishes the State Surfing Commission.

SB3164 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 the HTA **supports** SB3164. We appreciate this opportunity to provide testimony.

SB-3164

Submitted on: 1/30/2020 3:46:14 PM

Testimony for EET on 2/3/2020 2:55:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Megan Blazak	Individual	Support	No

Comments:



HAWAI'I LODGING & TOURISM
A S S O C I A T I O N

LATE

Testimony of

Mufi Hannemann
President & CEO
Hawaii Lodging & Tourism Association

Committee on Energy, Economic Development, and Tourism
Monday, February 3, 2020

Senate Bill 3164: Relating to The State Surfing Commission

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

The Hawai'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 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 Hawai'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 Hawai'i. The art of surfing is said to date back to ancient Polynesians living in Hawai'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 Hawai'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 Hawai'i Tourism Authority playing a major role in fulfilling its objectives.

LATE

SB-3164

Submitted on: 2/3/2020 7:40:48 AM

Testimony for EET on 2/3/2020 2:55:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jodi Wilmott	Individual	Support	No

Comments:

It is wonderful to see the State of Hawaii looking seriously at the opportunities that the sport of surfing, in the birthplace of surfing, offers. Thank you!

A unified, informed process and appropriate leadership that deeply considers and communicates with the many well-established organizations, businesses and individuals already engaged in so many facets of surfing in Hawaii could be very beneficial.

The history and culture of surfing reflects Hawaii's history and culture and is another fantastic pathway to not only educate and inspire visitors, but more deeply connect and inspire the people of Hawaii. Surfing is and should always be something of great pride to Hawaii and deserves nurturing.

Mahalo.