



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**

DAVID Y. IGE
GOVERNOR

MIKE MCCARTNEY
DIRECTOR

CHUNG I. CHANG
DEPUTY DIRECTOR

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Statement of
MIKE MCCARTNEY
Director
Department of Business, Economic Development, and Tourism
before the
SENATE COMMITTEES ON WAYS AND MEANS

Tuesday, February 22, 2022
10:00 AM
State Capitol, Conference Room #211

In consideration of
SB2077, SD1
RELATING TO THE HAWAII TOURISM AUTHORITY.

Chair Dela Cruz, Vice Chair Keith-Agaran, and members of the Committee. The Department of Business, Economic Development and Tourism (DBEDT) offers comments on SB2077, SD1.

DBEDT supports adding the Director of Business, Economic Development, and Tourism to the Hawaii Tourism Authority board of directors. However, the preference is to be added as a voting member of the board.

DBEDT defers to the Hawaii Tourism Authority on the other portions of the bill regarding the responsibilities of the board and operational matters that fall into their purview.

Thank you for the opportunity to testify.



HAWAII

STATE FOUNDATION on
CULTURE and the ARTS

No. 1 Capitol District Building
250 South Hotel Street
Second Floor
Honolulu, HI 96813

Governor
David Y. Ige

Comptroller
Curt T. Otaguro

Chairperson
Lloyd I. Unebasami

Commissioners
Susan Browne
Nalani Brun
Jane Clement
Kālewa Correa
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**TESTIMONY OF
THE STATE FOUNDATION ON CULTURE AND THE ARTS
TO THE SENATE COMMITTEE ON WAYS AND MEANS
February 22, 2022 Conference Room 211 & Videoconference at 10:00AM
S.B. 2077 SD1
RELATING TO THE HAWAII TOURISM AUTHORITY**

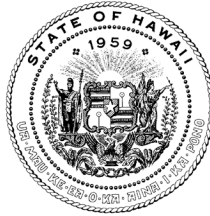
Chair Dela Cruz and members of the Committee, I am Jonathan Johnson, Executive Director of the State Foundation on Culture and the Arts (SFCA), and we are grateful for the opportunity to testify with COMMENTS on S.B. 2077 SD1.

The State Foundation on Culture and the Arts supports it's Executive Director participating as a "nonvoting ex-officio member" of the Hawaii Tourism Authority Board of Directors as presented in S.B. 2077 SD1. Incorporating the perspective of the State Arts Agency is an important component to understanding the impact of culture and arts on the State's economy and the visitor industry.

The State Foundation on Culture and the Arts welcomes the opportunity to lend our expertise to support the visitor industry through the arts, culture, and humanities in Hawai'i. When our visitor industry and cultural arts sectors work together, we invest in Hawaii's economic stability and vibrant community.

Thank you for the opportunity to submit testimony on this matter.

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 Committees on
WAYS AND MEANS**

**Tuesday, February 22, 2022
10:00 AM**

State Capitol Conference Room 211, Via Videoconference

**In consideration of
SENATE BILL 2077, SENATE DRAFT 1
RELATING TO THE HAWAII TOURISM AUTHORITY**

Senate Bill 2077, Senate Draft 1 proposes to: 1) Add the Director of Business, Economic Development, and Tourism; Director of Transportation; Chairperson of the Board of Land and Natural Resources; Director of Agriculture; and the Executive Director of the State Foundation on Culture and the Arts as nonvoting ex officio members of the Hawaii Tourism Authority (HTA) Board of Directors; 2) Clarify the authority and responsibility of the HTA Board of Directors; 3) Rename the Tourism Marketing Plan to the Tourism Branding Plan; 4) Require any state or county agency to render services upon request of the HTA, and 5) Repeal the HTA Advisory Board. **The Department of Land and Natural Resources (Department) offers the following comments.**

In 2019 Hawaii out of state visitors topped ten million. In 2020 the pandemic impacted Hawaii and the tourism industry temporarily ceased – an unprecedented experience for Hawaii residents. This has prompted a re-examination of Hawaii tourism, particularly the role of HTA and the need for marketing. HTA pivoted in its mission to transition towards engaging in visitor management, creating the “destination management action plans” due to the considerable interest among Hawaii’s residents and government to re-evaluate how Hawaii attracts and manages the tourism industry and ancillary impacts.

The Department defers to HTA in the implications of this measure and the intent for enhanced collaboration in managing tourism by having the directors of other state departments be included on the Board of HTA in an ex officio capacity.

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



Hawai'i Convention Center
1801 Kalākāua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii-tourism-authority.org

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

Statement of
JOHN DE FRIES

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

February 22, 2022
10:00 a.m.
State Capitol
via videoconference

In consideration of
SENATE BILL NO. 2077 SD1
RELATING TO THE HAWAII TOURISM AUTHORITY

Aloha Chair Dela Cruz, Vice Chair Keith-Agaran, and members of the Committee on Ways and Means.

The Hawai'i Tourism Authority appreciates the opportunity to testify in **support** of SB2077 SD1, which adds the Director of Business, Economic Development, and Tourism; Director of Transportation; Chairperson of the Board of Land and Natural Resources; Director of Agriculture; and the Executive Director of the State Foundation on Culture and the Arts as nonvoting ex officio members of the Hawaii Tourism Authority board of directors. The proposed measure also clarifies the authority and responsibility of the Hawaii Tourism Authority Board of Directors, renames the Tourism Marketing Plan to the Tourism Branding Plan, and requires any state or county agency to render services upon request of the Hawaii Tourism Authority. In addition, because the members of the advisory board, found in HRS §201B-13, would now be ex officio non-voting board members, that section of the statute would no longer be required and should be repealed. Further, through the HTA's President and CEO, the proposed measure allows for the appointment of an officer of meetings, conventions and incentives.

We believe that the updating of HRS §201B, as reflected in this proposed measure, better aligns the HTA with our focus on destination management by acknowledging the strategic plan and the destination management action plans as part of the statutory responsibilities of the HTA and enables the HTA to more effectively partner with other state and county agencies to resolve issues and effectuate change.

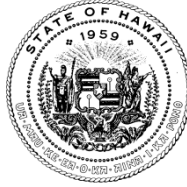
February 22, 2021

Page 2

We also recommend the establishment and appropriation of an additional full-time equivalent position to address the appointment of an officer of meetings, conventions and incentives as specified under this proposed measure.

We appreciate this opportunity to **support** SB2077 SD1. Mahalo.

DAVID Y. IGE
GOVERNOR



TESTIMONY BY:

JADE T. BUTAY
DIRECTOR

Deputy Directors
ROSS M. HIGASHI
EDUARDO P. MANGLALLAN
PATRICK H. MCCAIN
EDWIN H. SNIFFEN

STATE OF HAWAII
DEPARTMENT OF TRANSPORTATION
869 PUNCHBOWL STREET
HONOLULU, HAWAII 96813-5097

February 22, 2022
10:00 AM
State Capitol, Teleconference

S.B. 2077
RELATING TO THE HAWAII TOURISM AUTHORITY.

Senate Committee on Ways and Means

The Department of Transportation **supports** this bill which adds the Director of Business, Economic Development, and Tourism; Director of Transportation; Chairperson of the Board of Land and Natural Resources; Director of Agriculture; and the Executive Director of the State Foundation on Culture and the Arts as ex officio nonvoting members of the Hawaii Tourism Authority board of directors. Clarifies the authority and responsibility of the Hawaii Tourism Authority Board of Directors. Renames the Tourism Marketing Plan to the Tourism Branding Plan. Repeals the Hawaii Tourism Authority Advisory Board.

The DOT has a deep interest in the prosperity of tourism. Tourism is fundamental to our economy and to DOT. Enplanement and wharfage fees and other fees related to tourism, is a major source of income for DOT. We look forward to working closely with the authority on sustainability and overcoming the challenges of the global pandemic.

Thank you for the opportunity to provide testimony.

LATE



MAUI
CHAMBER OF COMMERCE
VOICE OF BUSINESS

**HEARING BEFORE THE SENATE COMMITTEE ON
WAYS AND MEANS
HAWAII STATE CAPITOL, SENATE CONFERENCE ROOM 211
TUESDAY, FEBRUARY 22, 2022 AT 10:00 A.M.**

To The Honorable Senator Donovan M. Dela Cruz, Chair
The Honorable Senator Gilbert S.C. Keith-Agaran, Vice Chair
Members of the committee on Ways and Means

SUPPORT SB2077 SD1 RELATING TO HAWAII TOURISM AUTHORITY

The Maui Chamber of Commerce **supports SB2077 SD1**, which adds the Director of Business, Economic Development, and Tourism; Director of Transportation; Chairperson of the Board of Land and Natural Resources; Director of Agriculture; and the Executive Director of the State Foundation on Culture and the Arts as nonvoting ex officio members of the Hawaii Tourism Authority (HTA) board of directors. The proposed measure also clarifies the authority and responsibility of the HTA Board of Directors, renames the Tourism Marketing Plan to the Tourism Branding Plan, and requires any state or county agency to render services upon request of the Hawaii Tourism Authority.

Recently, HTA pivoted in its mission to transition towards engaging in visitor management, creating the "destination management action plans" (DMAP) due to the considerable interest among Hawaii's residents and government to re-evaluate how Hawaii attracts and manages the tourism industry and ancillary impacts. The Chamber appreciates that the DMAPs are included in this legislation.

For these reasons we support SB2077 SD1.

Sincerely,

Pamela Tumpap
President

To advance and promote a healthy economic environment for business, advocating for a responsive government and quality education, while preserving Maui's unique community characteristics.