
A BILL FOR AN ACT

RELATING TO SPORTS.

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

1 SECTION 1. The legislature finds that, according to
2 Statista, the sports market in North America was worth
3 \$71,060,000,000 in 2018 and is expected to reach \$83,100,000,000
4 by 2023. In addition to spectator fees, the sports industry
5 generates revenue in advertising, endorsements, media broadcast
6 rights, and licensing. Hawaii hosts multiple major national and
7 international sporting events each year, including the Honolulu
8 Marathon, Vans Triple Crown of Surfing, Molokai Hoe, Ironman
9 World Championship, Hawaii Bowl, Maui Invitational, and PGA Sony
10 Open.

11 Hawaii also played host to large scale sporting events in
12 the recent past. Notably, Hawaii hosted the highly successful
13 National Football League Pro Bowl, an annual all-star game
14 played at the end of each football season, every year from 1980
15 through 2016, except 2009 and 2015. The event created unique
16 opportunities for Hawaii's youth to interact with professional
17 football players during a week-long series of events. The



1 penultimate event in 2014 contributed more than \$26,000,000 in
2 visitor spending to the State's economy and generated \$2,800,000
3 in state tax revenue.

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

17 Hawaii has also embraced mixed martial arts, a full-contact
18 combat sport that allows the use of both striking and grappling
19 techniques; involves both standing and on-the-ground
20 competition; and blends boxing, wrestling, Brazilian jiu-jitsu,
21 muay Thai, kickboxing, karate, judo, and other styles. Mixed



1 martial arts events have drawn capacity crowds to the Neal S.
2 Blaisdell Arena. The K-1: World Grand Prix Hawaii event at
3 Aloha Stadium in 2005 drew twelve thousand spectators,
4 reportedly the largest crowd to attend a mixed martial arts
5 event in Hawaii at the time. The prestigious Ultimate Fighting
6 Championship organization has never staged a match in Hawaii,
7 but the idea has been floated many times.

8 Numerous other sporting events have also been held in
9 Hawaii including tennis tournaments, sailing championships,
10 National Basketball Association games, minor league baseball,
11 and professional wrestling.

12 The legislature believes that there is significant room for
13 growth in the Hawaii sports industry and that attracting more
14 sporting events to use Hawaii as a venue will increase visitor
15 arrivals and expenditures. In particular, the construction of
16 the new Aloha Stadium facility in Halawa, Oahu, provides a
17 significant opportunity to advance Hawaii's position as a
18 premier sports destination. The facility, which will support a
19 variety of sporting events such as football, soccer, and rugby,
20 will feature a comprehensive mix of modern amenities that will
21 enhance Hawaii's ability to market new and diverse sporting



1 events. The legislature finds that it is essential to develop a
2 multi-agency plan to coordinate the marketing of Hawaii as a
3 sports destination now to ensure that the State will be ready to
4 fully leverage the new Aloha Stadium when the facility's
5 construction is complete.

6 The purpose of this Act is to create the Hawaii sports task
7 force within the department of business, economic development,
8 and tourism to plan and coordinate efforts to secure and
9 maintain Hawaii as a host location for sporting and sports
10 entertainment events, including National Football League events
11 such as the Pro Bowl and preseason games, world-title soccer
12 tournaments, and mixed martial arts Ultimate Fighting
13 Championship tournaments.

14 SECTION 2. (a) There shall be established the Hawaii
15 sports task force within the department of business, economic
16 development, and tourism. The task force shall plan and
17 coordinate efforts to establish and maintain Hawaii as a host
18 site for:

- 19 (1) National Football League events such as the Pro Bowl
20 and preseason games, world-title soccer tournaments,
21 mixed martial arts Ultimate Fighting Championship



1 tournaments, and other international sporting events
2 at Aloha Stadium; and

3 (2) Other sporting and sports entertainment events
4 statewide including golf tournaments, kickboxing
5 events, professional wrestling events, motor-cross
6 races, tennis tournaments, beach volleyball
7 tournaments, sailboat races, marathons, triathlons,
8 and cycling events.

9 The task force shall make recommendations to the
10 legislature on addressing any issue that the task force
11 determines is feasible to address pursuant to this Act.

12 (b) The Hawaii sports task force shall meet quarterly at a
13 place and time to be determined by the chairperson of the task
14 force. The task force shall be dissolved on January 5, 2024.

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

18 (d) The director of business, economic development, and
19 tourism shall be the chairperson of the Hawaii sports task
20 force. The task force shall include the following members or
21 their designees:



- 1 (1) The governor;
- 2 (2) The mayor of the city and county of Honolulu, and
- 3 mayors of the counties of Maui, Kauai, and Hawaii;
- 4 (3) The chairperson of the stadium authority;
- 5 (4) A representative who shall be invited from the Chamber
- 6 of Commerce Hawaii;
- 7 (5) The comptroller;
- 8 (6) The president and chief executive officer of the
- 9 Hawaii tourism authority;
- 10 (7) A representative who shall be invited from the Hawaii
- 11 lodging and tourism association;
- 12 (8) A resident of the county of Kauai, Maui, or Hawaii who
- 13 represents the State's hotel and tourism industry, who
- 14 shall be appointed by the speaker of the house of
- 15 representatives;
- 16 (9) A resident of the county of Kauai, Maui, or Hawaii who
- 17 represents the State's hotel and tourism industry, who
- 18 shall be appointed by the president of the senate;
- 19 (10) One member of the house of representatives appointed
- 20 by the speaker of the house of representatives;



1 (11) One member of the senate appointed by the president of
2 the senate;

3 (12) A representative from the economic development board
4 of each county; and

5 (13) A Hawaiian cultural specialist appointed by the
6 governor.

7 The members of the task force shall serve without
8 compensation, and all necessary expenses, including travel
9 expenses, shall be paid by the agency, organization, or
10 department to which the member belongs. No member shall be made
11 subject to chapter 84, Hawaii Revised Statutes, solely because
12 of that member's participation as a member of the task force.

13 (e) No later than twenty days prior to the convening of
14 the regular session of 2024, the Hawaii sports task force, in
15 conjunction with the department of business, economic
16 development, and tourism, shall submit to the legislature a
17 report of its findings and recommendations, including any
18 proposed legislation, to address the objectives described in
19 subsection (a).

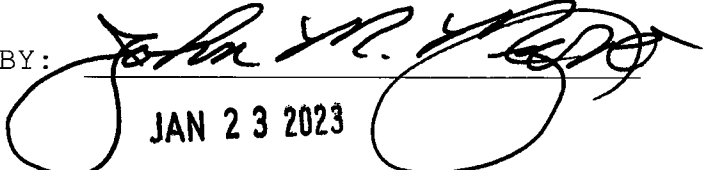


H.B. NO. 917

1 SECTION 3. This Act shall take effect upon its approval.

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INTRODUCED BY:


JAN 23 2023



H.B. NO. 917

Report Title:

DBEDT; Sports; Sporting Events; Task Force

Description:

Establishes the Hawaii Sports Task Force within the Department of Business, Economic Development, and Tourism to plan and coordinate efforts to secure and maintain Hawaii as a host location for major sporting and sports entertainment events at Aloha Stadium and other locations in the State.

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