
A BILL FOR AN ACT

RELATING TO TOURISM.

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

1 SECTION 1. Chapter 201B, Hawaii Revised Statutes, is
2 amended by adding a new section to be appropriately designated
3 and to read as follows:

4 "§201B- Marketing budget; local campaigns. The
5 authority shall set aside ten per cent of its annual marketing
6 budget to conduct marketing campaigns locally that may include
7 but need not be limited to:

- 8 (1) Responses to ongoing resident satisfaction surveys;
9 (2) Market position statements for local awareness of
10 message;
11 (3) Authority internet website hub containing information
12 on employment opportunities; and
13 (4) Local programs to develop an image acceptable to
14 marketers and local residents."

15 SECTION 2. Section 201B-3, Hawaii Revised Statutes, is
16 amended by amending subsection (a) to read as follows:

17 "(a) Except as otherwise limited by this chapter, the
18 authority may:



- 1 (1) Sue and be sued;
- 2 (2) Have a seal and alter the same at pleasure;
- 3 (3) Make and execute contracts and all other instruments
4 necessary or convenient for the exercise of its powers
5 and functions under this chapter; provided that the
6 authority may enter into contracts and agreements for
7 a period of up to five years, subject to the
8 availability of funds; and provided further that the
9 authority may enter into agreements for the use of the
10 convention center facility for a period of up to ten
11 years;
- 12 (4) Make and alter bylaws for its organization and
13 internal management;
- 14 (5) Unless otherwise provided in this chapter, adopt rules
15 in accordance with chapter 91 with respect to its
16 projects, operations, properties, and facilities;
- 17 (6) Through its executive director represent the authority
18 in communications with the governor and with the
19 legislature;
- 20 (7) Through its executive director, provide for the
21 appointment of officers, agents, and employees,
22 subject to the approval of the board, prescribing



- 1 their duties and qualifications, and fixing their
2 salaries, without regard to chapters 76 and 78 if
3 there is no anticipated revenue shortfall in the
4 tourism special fund and funds have been appropriated
5 by the legislature and allotted as provided by law;
- 6 (8) Through its executive director purchase supplies,
7 equipment, or furniture;
- 8 (9) Through its executive director allocate the space or
9 spaces [~~which~~] that are to be occupied by the
10 authority and appropriate staff;
- 11 (10) Engage the services of qualified persons to implement
12 the State's tourism marketing plan or portions thereof
13 as determined by the authority;
- 14 (11) Engage the services of consultants on a contractual
15 basis for rendering professional and technical
16 assistance and advice;
- 17 (12) Procure insurance against any loss in connection with
18 its property and other assets and operations in such
19 amounts and from such insurers as it deems desirable;
- 20 (13) Contract for or accept revenues, compensation,
21 proceeds, and gifts or grants in any form from any
22 public agency or any other source, including any



1 revenues or proceeds arising from the operation or use
2 of the convention center;

3 (14) Develop, coordinate, and implement state policies and
4 directions for tourism and related activities taking
5 into account the economic, social, and physical
6 impacts of tourism on the State and its natural
7 resources infrastructure; provided that the authority
8 shall support the efforts of other state and county
9 departments or agencies to manage, improve, and
10 protect Hawaii's natural environment and areas
11 frequented by visitors;

12 (15) Have a permanent, strong focus on marketing and
13 promotion;

14 (16) Conduct market development-related research as
15 necessary;

16 (17) Coordinate all agencies and advise the private sector
17 in the development of tourism-related activities and
18 resources;

19 (18) Work to eliminate or reduce barriers to travel in
20 order to provide a positive and competitive business
21 environment, including coordinating with the



- 1 department of transportation on issues affecting
2 airlines and air route development;
- 3 (19) Market and promote sports-related activities and
4 events;
- 5 (20) Coordinate the development of new products with the
6 counties and other public sectors and private sectors,
7 including the development of sports, culture, health
8 and wellness, education, technology, agriculture, and
9 nature tourism;
- 10 (21) Establish a public information and educational program
11 to inform the public of tourism and tourism-related
12 problems;
- 13 (22) Encourage the development of tourism educational,
14 training, and career counseling programs;
- 15 (23) Establish a program to monitor, investigate, and
16 respond to complaints about problems resulting
17 directly or indirectly from the tourism industry and
18 taking appropriate action as necessary;
- 19 (24) Set and collect rents, fees, charges, or other
20 payments for the lease, use, occupancy, or disposition
21 of the convention center facility without regard to
22 chapter 91;



1 (25) Notwithstanding the provisions of chapter 171,
 2 acquire, lease as lessee or lessor, own, rent, hold,
 3 and dispose of the convention center facility in the
 4 exercise of its powers and the performance of its
 5 duties under this chapter; [~~and~~]

6 (26) Acquire by purchase, lease, or otherwise, and develop,
 7 construct, operate, own, manage, repair, reconstruct,
 8 enlarge, or otherwise effectuate, either directly or
 9 through developers, a convention center facility[~~-~~];
 10 and

11 (27) Promote the authority's interest and positions and
 12 projects within the State."

13 SECTION 3. Section 201B-7, Hawaii Revised Statutes, is
 14 amended by amending subsection (a) to read as follows:

15 "(a) The authority may enter into contracts and agreements
 16 that include the following:

- 17 (1) Tourism promotion, marketing, and development;
- 18 (2) Market development-related research;
- 19 (3) Product and workforce development and diversification
 20 issues focused on visitors;
- 21 (4) Promotion, development, and coordination of sports-
 22 related activities and events;



1 (5) Promotion of Hawaii, through a coordinated statewide
2 effort, as a place to do business, including high
3 technology business, and as a business destination;

4 (6) Reduction of barriers to travel;

5 [+] (7) [+] Marketing, management, use, operation, or maintenance
6 of the convention center facility, including the
7 purchase or sale of goods or services, logo items,
8 concessions, sponsorships, and license agreements, or
9 any use of the convention center facility as a
10 commercial enterprise; provided that effective January
11 1, 2003, and thereafter the contract for management of
12 the convention center facility shall include marketing
13 for all uses of the facility; and

14 [+] (8) [+] Any and all other activities necessary to carry out
15 the intent of this chapter;

16 provided that for any contract or agreement valued at \$25,000
17 and over, the authority shall provide notice to the speaker of
18 the house of representatives and the president of the senate on
19 the same day that such notification is given to the governor."

20 SECTION 4. Statutory material to be repealed is bracketed
21 and stricken. New statutory material is underscored.



1 SECTION 5. This Act shall take effect upon its approval.

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INTRODUCED BY:

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Report Title:

Hawaii Tourism Authority; Marketing

Description:

Requires Hawaii tourism authority to set aside 10% of its annual marketing budget for local campaigns. Adds to powers of authority. Adds workforce development to subjects for which the authority may contract.

