

JAN 23 2008

SENATE CONCURRENT RESOLUTION

ENCOURAGING THE HAWAII TOURISM AUTHORITY, DEPARTMENT OF
BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM TO REDIRECT
FINANCIAL AND OTHER RESOURCES FROM TOURISM MARKETING TO THE
MAINTENANCE AND PRESERVATION OF HAWAII'S BEACHES.

1 WHEREAS, pollution continues to increase in Hawaii, and
2 neglecting beach maintenance and preservation creates a public
3 hazard and makes Hawaii less attractive to tourism; and
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5 WHEREAS, recreation and park personnel lack sufficient
6 resources for extensive beach sustainability and maintenance
7 projects, and most beach clean-ups are dependent upon the
8 efforts of nonprofit organizations, community service groups,
9 and volunteer workers; and
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11 WHEREAS, Hawaii's beaches are a main attraction for many of
12 the tourists who visit Hawaii, and the success of the marketing
13 efforts of the tourist industry is directly linked to the
14 condition of our beaches; and
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16 WHEREAS, the Hawaii Tourism Authority was appropriated
17 \$69.2 million in fiscal year 2006, \$70.7 million in fiscal year
18 2007, and \$87 million, at this time, for fiscal years 2008 and
19 2009; and
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21 WHEREAS, out of these appropriations, a substantial amount
22 is spent on marketing, including \$50.1 million in fiscal years
23 2006 and 2007, and \$50.7 million, at this time, for fiscal years
24 2008 and 2009; now, therefore,
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26 BE IT RESOLVED by the Senate of the Twenty-fourth
27 Legislature of the State of Hawaii, Regular Session of 2008, the
28 House of Representatives concurring, that the Hawaii Tourism
29 Authority, Department of Business, Economic Development, and
30 Tourism is encouraged to redirect financial and other resources



S.C.R. NO. 6

1 from marketing to the maintenance and preservation of Hawaii's
2 beaches; and

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4 BE IT FURTHER RESOLVED that certified copies of this
5 Concurrent Resolution be transmitted to the Chairperson of the
6 Board of Land and Natural Resources, to the Mayor and the
7 Chairperson of the Council of each county, the President of the
8 Hawaii Tourism Authority, and the Director of the Department of
9 Business, Economic Development, and Tourism.

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OFFERED BY: Maizanne Chuen Alalana
Mike Galt

