
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 Forbes, the sports market in North America was worth
3 \$60,500,000,000 in 2014 and is expected to reach \$73,500,000,000
4 by 2019. In addition to spectator fees, the sports industry
5 generates revenue in advertising, endorsements, media broadcast
6 rights, and licensing. Hawaii hosts at least ten major national
7 and international sporting events each year, including the
8 Honolulu Marathon, Vans Triple Crown of Surfing, Molokai Hoe,
9 XTERRA World Championship, Ironman World Championship, Maui Jim
10 Maui Invitational, and the PGA Sony Open.

11 From 1979 to 2008, Hawaii hosted the highly-successful
12 annual all-star game currently played before the Super Bowl
13 known as the National Football League Pro Bowl. Hawaii's streak
14 of hosting thirty consecutive Pro Bowls at Aloha Stadium was
15 broken in 2009 when the game moved to Miami, Florida, but the
16 Pro Bowl returned to Hawaii in 2010. However, Hawaii lost the
17 Pro Bowl for a second time in 2015 when the game moved to



1 Phoenix, Arizona, and then again in 2016 when the game moved to
2 Orlando, Florida, as part of a multi-year contract.

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

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



1 Center Arena. A Rumble on the Rock card featuring Hilo's BJ
2 Penn against Rodrigo Gracie in 2004 drew a standing-room-only
3 crowd of more than eight thousand. The prestigious Ultimate
4 Fighting Championship organization has never staged a match in
5 Hawaii, but the idea has been floated many times.

6 Numerous sporting events have also been held in Hawaii
7 including golf tournaments, tennis tournaments, sailing
8 championships, the IRONMAN world championship triathlon,
9 Honolulu marathon, National Basketball Association games, minor
10 league baseball, and professional wrestling.

11 The legislature believes that there is significant room for
12 growth in the Hawaii sports industry and that attracting more
13 sporting events to use Hawaii as a venue will increase visitor
14 arrivals and expenditures.

15 The purpose of this Act is to create the Hawaii sports task
16 force within the department of business, economic development,
17 and tourism to plan and coordinate efforts to bring the Pro Bowl
18 back to Hawaii and to establish Hawaii as a host site for a
19 National Football League preseason game, world-title soccer
20 tournaments at Aloha Stadium, and mixed martial arts Ultimate



1 Fighting Championship tournaments at Aloha Stadium, as well as
2 other sporting and sports entertainment events.

3 SECTION 2. (a) There shall be established within the
4 department of business, economic development, and tourism, the
5 Hawaii sports task force. The task force shall plan and
6 coordinate efforts to:

- 7 (1) Reestablish Hawaii as the host site for the National
8 Football League's annual Pro Bowl;
- 9 (2) Establish Hawaii as a host site for a National
10 Football League preseason game, world-title soccer
11 tournaments, mixed martial arts Ultimate Fighting
12 Championship tournaments, and other international
13 sporting events at Aloha Stadium; and
- 14 (3) Establish and maintain Hawaii as a host site for other
15 sporting and sports entertainment events statewide
16 including but not limited to golf tournaments,
17 kickboxing events, professional wrestling events,
18 motor-cross races, tennis tournaments, beach
19 volleyball tournaments, sailboat races, marathons,
20 triathlons, and cycling events.



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1 The task force shall make recommendations to the
2 legislature on addressing any issue the task force determines is
3 feasible to address pursuant to this Act.

4 (b) The Hawaii sports task force shall meet quarterly at a
5 place and time to be determined by the chair of the task force.
6 The task force shall be dissolved on January 5, 2018.

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

10 (d) The director of business, economic development, and
11 tourism shall be the chair of the Hawaii sports task force. The
12 task force shall include the following members or their
13 designees:

- 14 (1) The governor;
- 15 (2) The mayor of the city and county of Honolulu, and
16 mayors of the counties of Maui, Kauai, and Hawaii;
- 17 (3) The chair of the stadium authority;
- 18 (4) The manager of Aloha Stadium;
- 19 (5) The comptroller;
- 20 (6) The president and chief executive officer of the
21 Hawaii tourism authority;



- 1 (7) The president and chief executive officer of the
- 2 Hawaii lodging and tourism association;
- 3 (8) An individual representing the hotel and tourism
- 4 industry in Hawaii, appointed by the speaker of the
- 5 house of representatives;
- 6 (9) An individual representing the hotel and tourism
- 7 industry in Hawaii, appointed by the president of the
- 8 senate;
- 9 (10) One member of the house of representatives appointed
- 10 by the speaker of the house of representatives;
- 11 (11) One member of the senate appointed by the president of
- 12 the senate;
- 13 (12) A representative from the economic development board
- 14 of each county; and
- 15 (13) A Hawaiian cultural specialist.

16 The members of the task force shall serve without
17 compensation, and all necessary expenses, including travel
18 expenses, shall be paid by the agency, organization, or
19 department to which the member belongs. No member shall be made
20 subject to chapter 84, Hawaii Revised Statutes, solely because
21 of that member's participation as a member of the task force.



1 (e) The Hawaii sports task force, in conjunction with the
2 department of business, economic development, and tourism, shall
3 submit a report with findings and recommendations, including
4 proposed legislation, if any, to:

5 (1) Reestablish Hawaii as the host site for the National
6 Football League's annual Pro Bowl;

7 (2) Establish Hawaii as a host site for a National
8 Football League preseason game, world-title soccer
9 tournaments, mixed martial arts Ultimate Fighting
10 Championship tournaments, and other international
11 sporting events at Aloha Stadium; and

12 (3) Establish and maintain Hawaii as a host site for other
13 sporting and sports entertainment events statewide
14 including but not limited to golf tournaments,
15 kickboxing events, professional wrestling events,
16 motor-cross races, tennis tournaments, beach
17 volleyball tournaments, sailboat races, marathons,
18 triathlons, and cycling events,

19 to the legislature no later than twenty days prior to the
20 convening of the regular session of 2018.



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

2

INTRODUCED BY:

A large, stylized handwritten signature in black ink, appearing to read "John M. ...".

JAN 19 2017



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Report Title:

Hawaii Sports Task Force

Description:

Establishes the Hawaii Sports Task Force to plan and coordinate efforts to reestablish the Pro Bowl in Hawaii, to secure Hawaii as a host site for a National Football League preseason game, world-title soccer tournaments, mixed martial arts Ultimate Fighting Championship tournaments and other international sporting events at Aloha Stadium, and to secure and maintain Hawaii as a host site for other sporting and sports entertainment events statewide.

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