

S.B. NO. 3087

JAN 28 2026

A BILL FOR AN ACT

RELATING TO FILM PRODUCTION.

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

1 SECTION 1. Section 201B-3, Hawaii Revised Statutes, is
2 amended by amending subsection (a) to read as follows:
3 "(a) Except as otherwise provided by law, the authority
4 may:
5 (1) Sue and be sued;
6 (2) Have a seal and alter the same at its pleasure;
7 (3) Through its president and chief executive officer,
8 make and execute contracts and all other instruments
9 necessary or convenient for the exercise of its powers
10 and functions under this chapter; provided that the
11 authority may enter into contracts and agreements for
12 a period of up to five years, subject to the
13 availability of funds; provided further that the
14 authority may enter into agreements for the use of the
15 convention center facility for a period of up to ten
16 years;
17 (4) Make and alter bylaws for its organization and
18 internal management;

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- 1 (5) Unless otherwise provided in this chapter, adopt rules
- 2 in accordance with chapter 91 with respect to its
- 3 projects, operations, properties, and facilities;
- 4 (6) Through its president and chief executive officer,
- 5 represent the authority in communications with the
- 6 governor and legislature;
- 7 (7) Through its president and chief executive officer,
- 8 provide for the appointment of officers, agents, a
- 9 sports coordinator, and employees, subject to the
- 10 approval of the board, prescribing their duties and
- 11 qualifications, and fixing their salaries, without
- 12 regard to chapters 76 and 78, if funds have been
- 13 appropriated by the legislature and allotted as
- 14 provided by law;
- 15 (8) Through its president and chief executive officer,
- 16 purchase supplies, equipment, or furniture;
- 17 (9) Through its president and chief executive officer,
- 18 allocate the space or spaces that are to be occupied
- 19 by the authority and appropriate staff;
- 20 (10) Through its president and chief executive officer,
- 21 engage the services of qualified persons to implement

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- 1 (17) Work to eliminate or reduce barriers to travel to
- 2 provide a positive and competitive business
- 3 environment, including coordinating with the
- 4 department of transportation on issues affecting
- 5 airlines and air route development;
- 6 (18) Market and promote film production and sports-related
- 7 activities and events;
- 8 (19) Coordinate the development of new products with the
- 9 counties and other persons in the public sector and
- 10 private sector, including the development of sports,
- 11 culture, health and wellness, education, technology,
- 12 agriculture, and nature tourism;
- 13 (20) Establish a public information and educational program
- 14 to inform the public of tourism and tourism-related
- 15 problems;
- 16 (21) Coordinate the development of tourism educational,
- 17 training, and career counseling programs;
- 18 (22) Establish a program to monitor, investigate, and
- 19 respond to complaints about problems resulting
- 20 directly or indirectly from the tourism industry and
- 21 taking appropriate action as necessary;

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- 1 (23) Develop and implement emergency measures to respond to
2 any adverse effects on the tourism industry, pursuant
3 to section 201B-9;
- 4 (24) Set and collect rents, fees, charges, or other
5 payments for the lease, use, occupancy, or disposition
6 of the convention center facility without regard to
7 chapter 91;
- 8 (25) Notwithstanding chapter 171, acquire, lease as lessee
9 or lessor, own, rent, hold, and dispose of the
10 convention center facility in the exercise of its
11 powers and the performance of its duties under this
12 chapter;
- 13 (26) Acquire by purchase, lease, or otherwise, and develop,
14 construct, operate, own, manage, repair, reconstruct,
15 enlarge, or otherwise effectuate, either directly or
16 through developers, a convention center facility;
- 17 (27) Enhance the tourism industry in the State to grow its
18 positive contributions to residents of the State;
19 provided that the authority's initiatives shall follow
20 destination management practices and integrate
21 regenerative tourism; and

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1 (28) Focus on perpetuating the uniqueness of the Hawaiian
2 culture and community and their significance to the
3 quality of the visitor experience by ensuring that:
4 (A) The Hawaiian culture is accurately portrayed by
5 Hawaii's visitor industry;
6 (B) The Hawaiian language is supported and normalized
7 as an official language of the State;
8 (C) Hawaiian cultural practitioners and cultural
9 sites are supported, nurtured, and engaged in
10 sustaining the visitor industry; and
11 (D) A Hawaiian cultural education and training
12 program is provided for the members of the
13 visitor industry workforce who have direct
14 contact with visitors."

SECTION 2. New statutory material is underscored.

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

17

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INTRODUCED BY:

Ann. 11

BY REQUEST

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Report Title:

HTA; Film Production

Description:

Adds the marketing and promotion of film production as a power of the Hawaii Tourism Authority.

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.

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JUSTIFICATION SHEET

DEPARTMENT: Business, Economic Development, and Tourism

TITLE: A BILL FOR AN ACT RELATING TO FILM PRODUCTION.

PURPOSE: To add the marketing and promotion of film production as a power of the Hawaii Tourism Authority.

MEANS: Amend section 201B-3(a), Hawaii Revised Statutes.

JUSTIFICATION: The Hawaii Tourism Authority (HTA) should be statutorily empowered to market and promote film production because film is a powerful driver of tourism and economic growth. Productions filmed in the State have showcased Hawaii's landscapes and culture to global audiences, sparking travel interest and reinforcing the islands' brand as a premier destination. By integrating film promotion into its existing tourism strategy, HTA can leverage its marketing infrastructure, global partnerships, and cultural stewardship to attract high-value productions that align with Hawaii's values and environmental priorities.

Additionally, utilizing HTA's resources and expertise to market and promote film production can proactively guide sustainable tourism by managing the impact of visitor interest in filming locations on local communities.

Impact on the public: This bill would stimulate job creation and economic activity across sectors by drawing film productions to Hawaii.

Impact on the department and other agencies:
None.

GENERAL FUND: None.

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OTHER FUNDS: None.

PPBS PROGRAM
DESIGNATION: BED-113.

OTHER AFFECTED
AGENCIES: None.

EFFECTIVE DATE: Upon approval.