
HOUSE CONCURRENT RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO NEGOTIATE A CONTRACT
EXTENSION WITH THE NATIONAL FOOTBALL LEAGUE TO KEEP THE PRO
BOWL IN HONOLULU.

1 WHEREAS, the National Football League, which receives an
2 annual subsidy of \$4,500,000 from the Hawaii Tourism Authority
3 to hold the annual all-star Pro Bowl in Honolulu, has indicated
4 that it may relocate the game to another city after the existing
5 contract expires with the 2009 game; and

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7 WHEREAS, over the course of the nearly three decades during
8 which Honolulu has hosted the Pro Bowl, enthusiastic athletes
9 and fans have revived and revitalized a contest in danger of
10 becoming a moribund post-season game absent many of the all-
11 stars and attended by dwindling crowds; and

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13 WHEREAS, since 1980, the Pro Bowl game has been an annual
14 sellout in the fifty thousand-seat Aloha Stadium; and

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16 WHEREAS, the Pro Bowl has brought as many as twenty-five
17 thousand visitors from across the Pacific Ocean and hundreds of
18 millions of dollars in revenue to our islands each year, and it
19 has also provided an opportunity to showcase Hawaii's natural
20 beauty to a wide television audience, many of whom watch from
21 cold winter climates; and

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23 WHEREAS, the Pro Bowl has become a major economic asset to
24 the National Football League and to the State, and the National
25 Football League is also firmly ensconced as an important partner
26 in supporting many worthy charitable organizations in the
27 islands; and

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29 WHEREAS, keeping this unique sporting event in Hawaii for
30 years to come should be a major priority of the Hawaii Tourism
31 Authority; now, therefore,



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BE IT RESOLVED by the House of Representatives of the Twenty-fourth Legislature of the State of Hawaii, Regular Session of 2008, the Senate concurring, that the Hawaii Tourism Authority is requested to make every effort to extend the National Football League's contract to hold the annual Pro Bowl in our State; and

BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is requested to report to the Legislature on the status and details of its negotiations no later than twenty days prior to the convening of the Regular Session of 2009; and

BE IT FURTHER RESOLVED that certified copies of this Concurrent Resolution be transmitted to the Governor and the Executive Director of the Hawaii Tourism Authority.

OFFERED BY:  _____

MAR 11 2008

