
HOUSE RESOLUTION

URGING THE NATIONAL FOOTBALL LEAGUE TO CONTINUE ITS RELATIONSHIP
WITH THE STATE OF HAWAII THROUGH ITS ANNUAL PRO BOWL GAME
AT ALOHA STADIUM.

1 WHEREAS, although Hawaii has hosted the National Football
2 League's (NFL) annual all-star game, known as the Pro Bowl,
3 continuously since 1980, the current contract between the NFL
4 and the State of Hawaii for the Pro Bowl ends after next year's
5 game, the 30th at Aloha Stadium; and
6

7 WHEREAS, NFL Commissioner Roger Goodell has indicated that
8 while he wants to keep the NFL's relationship with the State of
9 Hawaii strong, there is no guarantee the Pro Bowl, an annual
10 tradition, will maintain its long history with Hawaii and
11 continue to be played at Aloha Stadium; and
12

13 WHEREAS, while the NFL receives an annual subsidy of \$4.5
14 million from the Hawaii Tourism Authority to host the Pro Bowl
15 at Aloha Stadium, other tourism-oriented cities such as Orlando
16 and San Diego have inquired into giving the NFL greater
17 subsidies to hold the Pro Bowl in their venue; and
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19 WHEREAS, Commissioner Goodell has indicated that he is not
20 comfortable with maintaining the status quo with regard to the
21 Pro Bowl and believes that the NFL can do things better and with
22 a different twist, even anticipating rotating the game among a
23 host of different cities, with Hawaii remaining an integral part
24 of such a plan; and
25

26 WHEREAS, while the NFL enjoys benefits from holding its Pro
27 Bowl in Hawaii, Hawaii has also benefited from the Pro Bowl,
28 which has grown into a significant economic asset and
29 partnership for the state and the local community, significantly
30 affecting Hawaii's tourism market in February, with
31 approximately 20,808 tourists visiting Hawaii to attend the Pro
32 Bowl annually, resulting in direct spending of over \$28.08
33 million, and \$2.72 million in state taxes; and



1 WHEREAS, there is widespread support of the Pro Bowl in
2 Hawaii, not only from its residents, including Hawaii's military
3 personnel, but also from the thousands of visitors who escape
4 from the frigid mainland winter to attend the Pro Bowl in
5 Hawaii's warm, tropical weather; and
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7 WHEREAS, numerous NFL fans, which include both residents
8 and visitors alike, have shown their support for the Pro Bowl,
9 by among other things, attending and supporting numerous
10 charitable events held by the NFL throughout Pro Bowl Week, and
11 filling Aloha Stadium with sold-out crowds every Pro Bowl Sunday
12 for the past 29 years; and
13

14 WHEREAS, the NFL all-stars attending the Pro Bowl each year
15 have had a positive impact on local charities and social
16 services which benefited from player appearances, and the NFL's
17 numerous community outreach programs (i.e., the NFL and the
18 local Boys and Girls Club leaders broke ground in Nanakuli for a
19 Hawaii NFL Youth Education Town, an after-school facility) and,
20 a few years ago, the NFL provided a matching fund of up to
21 \$200,000, under its NFL Grassroots Program, to refurbish
22 Roosevelt High School's stadium; and
23

24 WHEREAS, a straw poll of NFL players and their families
25 conducted by the Honolulu Star-Bulletin revealed that the
26 players and their families enjoy their Pro Bowl experience in
27 Hawaii and would like the Pro Bowl to stay right here in the
28 islands; and
29

30 WHEREAS, that same poll found that NFL players and their
31 families do not have an intense interest in packing up the
32 'carnival' and going to another town or time zone, exhibiting
33 the NFL players' commitment to keeping the Pro Bowl in Hawaii, a
34 fact noted by Tampa Bay Buccaneers quarterback Jeff Garcia who
35 stated, "Coming to Hawaii is something to play for. Players
36 like to come here because it's like a reward; to get away and
37 experience something new"; and
38

39 WHEREAS, the NFL Players Association also took a survey of
40 NFL players that showed that 80 percent of the players want to
41 keep the Pro Bowl in Hawaii, with quarterback Derek Anderson of
42 the Cleveland Browns stating in that survey, "I love Hawaii. I
43 don't know if I'd want to be in Detroit this time of year to
44 play in the game"; and



1 WHEREAS, the NFL Pro Bowl is the only successful
 2 professional game in the State of Hawaii which has been warmly
 3 welcomed and embraced by the people of Hawaii, NFL all-star
 4 players, tourists throughout the world, and military personnel,
 5 and the Twenty-fourth Legislature of the State of Hawaii wishes
 6 to express its heartfelt Aloha, appreciation, and support of
 7 this event; now, therefore,

8
 9 BE IT RESOLVED by the House of Representatives of the
 10 Twenty-fourth Legislature of the State of Hawaii, Regular
 11 Session of 2008, that the Legislature of the State of Hawaii
 12 supports the NFL's Pro Bowl game and urges the NFL to continue
 13 to hold its annual all-star event at Hawaii's Aloha Stadium; and
 14

15 BE IT FURTHER RESOLVED that certified copies of this
 16 Resolution be transmitted to the Commissioner of the National
 17 Football League, National Football League Players Association,
 18 Governor of the State of Hawaii, Mayor of the City and County of
 19 Honolulu, Director of the Hawaii Tourism Authority and the Aloha
 20 Stadium Authority.
 21
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