

FEB 28 2008

SENATE CONCURRENT RESOLUTION

REQUESTING A STUDY ON THE FEASIBILITY OF ESTABLISHING A DEGREE
PROGRAM FOR SPORTS AND ENTERTAINMENT MANAGEMENT AT THE
UNIVERSITY OF HAWAII.

1 WHEREAS, the entertainment and sports industries comprise a
2 large portion of the United States economy and are fast becoming
3 areas of global prominence; and
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5 WHEREAS, in 2004, the United States sports industry was
6 estimated at \$213 billion, which is more than double the size of
7 the United States automobile industry and seven times the size
8 of the film industry; and
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10 WHEREAS, the sports and entertainment industries in Hawaii
11 combine for an estimated \$500 million and play a vital role in
12 providing jobs, creating positive media exposure, and enhancing
13 the quality of life for the community; and
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15 WHEREAS, Hawaii's unique culture, picturesque setting, and
16 supporting industries combine to establish the State as a
17 premier destination for entertainment and sports productions and
18 events; and
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20 WHEREAS, the need for qualified individuals to support
21 every aspect of these industries, particularly from a business
22 standpoint, is of paramount importance within the State as well
23 as throughout the nation and the world; and
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25 WHEREAS, the State must take an active role in the
26 development and promotion of these multi-million dollar
27 industries as a means of utilizing our natural environment,
28 assets, and resources in establishing a strong economy; and
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30 WHEREAS, the development of a qualified workforce in the
31 fields of sports and entertainment management will help to
32 strengthen and grow Hawaii's sports and entertainment



1 industries, thereby strengthening the State's economy through
2 the promotion and development of productions, events, and other
3 related activities in the State, including establishing Hawaii
4 as a site for international sports and entertainment activities;
5 and
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7 WHEREAS, among others, the University of South Carolina has
8 established a Sports and Entertainment Management Department,
9 which prepares undergraduate and graduate students for positions
10 in the sports and entertainment industry; and
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12 WHEREAS, eighty-seven universities and colleges, such as
13 the University of Tennessee and the University of Michigan,
14 maintain separate programs for Sport Management, while others,
15 such as Missouri State University, have established a separate
16 program for Entertainment Management; and
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18 WHEREAS, the University of Hawaii and the State could
19 greatly benefit from the institution of a degree program for
20 Sports and Entertainment Management within the University of
21 Hawaii; now, therefore,
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23 BE IT RESOLVED by the Senate of the Twenty-fourth
24 Legislature of the State of Hawaii, Regular Session of 2008, the
25 House of Representatives concurring, that the Legislative
26 Reference Bureau is requested to prepare a report on the
27 advisability and feasibility of establishing certificate,
28 undergraduate, and graduate degree programs within the
29 University of Hawaii for the study of Sports and Entertainment
30 Management, including possible changes in organization and
31 staff, applicable funding estimates, organizational impacts,
32 benefits to the University and the State, differences of
33 opinions, potential problems or issues, and any other relevant
34 information; and
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36 BE IT FURTHER RESOLVED that the Legislative Reference
37 Bureau examine the feasibility of incorporating continuing
38 education programs, which may include seminars, workshops, and
39 conferences, for professionals in the entertainment and sports
40 industry, including athletic coaches, event promoters, and parks
41 and recreation administrators, to study best practices in the
42 sports and entertainment industry; and
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