

COUNCIL OF THE COUNTY OF MAUI
**PARKS AND ECONOMIC
DEVELOPMENT COMMITTEE**

January 6, 2006

**Committee
Report No.**

_____ 06-2

Honorable Chair and Members
of the County Council
County of Maui
Wailuku, Maui, Hawaii

Chair and Members:

Your Parks and Economic Development Committee, having met on December 15, 2005, makes reference to County Communication No. 04-294, from the Director of Parks and Recreation, relating to the Hula Bowl college football all-star game.

Your Committee notes that the annual Hula Bowl game originated on Oahu in January 1946 and was moved to Maui in January 1998.

In addition, your Committee notes that the 2005 Hula Bowl was held on Saturday, January 22, 2005 at the Satoki Yamamoto Track and Football Stadium (the Stadium) in Wailuku, and that related festivities were held at various Maui locations during Hula Fest Week from January 15-21, 2005.

Your Committee further notes that the 2005 Hula Bowl was produced and presented by Overtime Sports Pacific (a Texas-based company that owns the Hula Bowl), in partnership with athletes-on-line (a non-profit organization based in Kentucky). A prior License Agreement with Hula Bowl Maui LLC and the County of Maui was terminated prior to the 2005 Hula Bowl.

Your Committee further notes that athletes-on-line was issued a Type IV activity permit to use the Stadium from January 14-23, 2005, in addition to a Type III activity permit to use Keopuolani Park for team practices from January 17-20, 2005, pursuant to Chapter 13.04, Maui County Code.

For the first time at a Hula Bowl game on Maui, the Department of Parks and Recreation agreed to allow beer sales at the Stadium until the end of the game's third quarter.

Your Committee further notes that according to an article dated September 15, 2005, in the *Honolulu Star-Bulletin*, and the Hula Bowl website

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(<http://www.hulabowlhawaii.com/>), the 2006 Hula Bowl is scheduled to be played at Aloha Stadium on Oahu on January 21, 2006.

At its meeting, your Committee met with the Deputy Director of Parks and Recreation and a Deputy Corporation Counsel.

There was no public testimony.

Your Committee noted that the Council no longer had any oversight responsibilities for the Hula Bowl because the game had moved back to Oahu.

Your Committee voted to recommend filing of the communication.

Your Parks and Economic Development Committee **RECOMMENDS** that County Communication No. 04-294 be FILED.

Adoption of this report is respectfully requested.

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