



RESOLUTION

URGING THE CITY ADMINISTRATION TO IMMEDIATELY FINALIZE AND DISSEMINATE THE SCHEDULE AND RULES FOR THE NORTH SHORE WINTER SURFING CONTESTS.

WHEREAS, surfing contests on the North Shore of Oahu during the winter months are a popular event for both visitors and residents, and these events have a major economic impact on the North Shore business community and the island of Oahu; and

WHEREAS, the world-wide advertising of these events has a tremendous promotional value for the state's visitor industry, an important factor in encouraging many people to consider Oahu as their winter vacation destination; and

WHEREAS, the majority of the promoters of these surfing events depend on sponsors for their events, but because the schedule for the North Shore surfing contests comes out during the last three months of the year, promoters have complained that they have insufficient time to properly arrange for or secure sponsorships, advertising, television contracts, permits and logistical requirements; and

WHEREAS, the promoters, sponsors and contestants of North Shore surfing contests are frustrated that every year they are notified only at the last minute of the schedule; and

WHEREAS, a more timely preparation and dissemination of the schedule for North Shore winter surfing contests will allow for the proper planning and arrangement of the events; and

WHEREAS, in light of the above, on August 10, 2005, the council adopted Resolution 05-253 which urged the administration to immediately finalize and disseminate the North Shore winter surfing contests schedule for that year and annually prepare and disseminate the schedule for the North Shore winter surfing contests for the upcoming year, no later than the end of March of each year; and

WHEREAS, the director of parks and recreation did not prepare or disseminate the schedule or rules for the 2005 North Shore winter surfing contests within a timely manner, nor were the schedule and rules prepared and disseminated by the end of March 2006 for that year's North Shore winter surfing contests; and

WHEREAS, the council adopted Resolution 06-099, CD1 on April 12, 2006, again calling on the city administration to immediately finalize and disseminate that



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year's schedule and the rules for the winter surfing contests and to annually prepare and disseminate the schedule for such contests; and

WHEREAS, during the discussion of Resolution 06-099, CD1, by the council's parks committee, the director of parks and recreation stated that he anticipated the entire process of adopting new rules for North Shore winter surfing contests would be completed by September or October of 2006 for the 2007 winter surf season; and

WHEREAS, despite the adoption of Resolutions 05-253 and 06-099, CD1, the administration has not prepared and disseminated its North Shore winter surfing contests schedule for 2006, and has not completed the rules for the winter surf contests that the director anticipated completing in September or October of last year; now, therefore,

BE IT RESOLVED by the Council of the City and County of Honolulu that the city administration is urged to immediately finalize and disseminate this year's schedule and the rules for the North Shore winter surfing contests and to prepare and disseminate the schedule annually hereafter by the end of March of each year; and

BE IT FINALLY RESOLVED that copies of this Resolution be transmitted to the mayor, the managing director, and the director of parks and recreation.

INTRODUCED BY:

Danahela Dela Cruz

DATE OF INTRODUCTION:

FEB 12 2007

Honolulu, Hawaii

Councilmembers