



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

**Written Testimony Presented Before the
House Committee on Higher Education**
April 3, 2008, 2:00 p.m.

by
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SCR 180: OFFERING SUPPORT TO THE UNIVERSITY OF HAWAII IN ITS EFFORTS TO ENHANCE AND DIVERSIFY ITS SOURCES OF REVENUE AND MAXIMIZE USE OF ITS FACILITIES

Chair Chang, Vice Chair Bertram, and Members of the Committee:

The University of Hawai'i at Mānoa supports SCR 180 which asks the Honolulu City Council to consider removing restrictions on the use of the Stan Sheriff Center for commercial activities.

As the resolution points out, the University depends on a variety of resources to fund its programs for students. In an effort to maximize revenue potential, we do rent out a number of our facilities on the Mānoa campus for private events – including facilities at Campus Center and some of our large lecture halls for meetings, screening of movies and presentations of other kinds.

The Sheriff Center is, we believe, an additional campus asset that could bring in additional revenues for the campus if we were allowed to rent it out for commercial activities such as concerts, trade shows and large-venue exhibitors.

The arena, as you know, was the site of the internationally televised Miss Universe pageant in 1998. More recently, the arena, along with Cooke Field and Les Murakami Stadium, were leased to the Toyota Motor Sales USA for their 2007 National Dealer Meeting. Both of these events generated considerable revenue for the University, and we seek more such opportunities for the future.

The arena manager estimates that he has received on average, one request per month for the last five years for events that are currently not allowed.

Thank you for your support of SCR 180.