



Office of the Governor of Guam

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APR 29 2003

Felix Perez Camacho  
Governor

Kaleo Scott Moylan  
Lieutenant Governor

Office of the People's Speaker  
Vicente (Ben) C. Pangelinan

APR 30 2003

TIME: 3:09 | 1AM | 1PM  
RECEIVED BY:

The Honorable Vicente C. Pangelinan  
Speaker  
*Mina 'Bente Siete Na Liheslaturan Guåhan*  
Twenty-Seventh Guam Legislature  
155 Hesler Street  
Hagåtña, Guam 96910

Dear Speaker Pangelinan:

Transmitted herewith is Bill No. 28 (COR), "AN ACT TO ESTABLISH THE 'SPORTS TOURISM ACTION GROUP' TO STUDY AND DEVELOP PLANS TO EXPAND AND PROMOTE THE PROMISING NICHE MARKET OF SPORTS TOURISM ON GUAM," which I have signed into law on April 26, 2003 as Public Law 27-12.

I highly commend the author of Bill 28, Senator Lou A. Leon Guerrero, Chairperson on Rules and Health, for recognizing sports tourism as a market niche for Guam and establishing a Sports Tourism Action Group to develop this market. While the intent of the bill is appreciated, much work has already begun. In March, The Guam Visitors Bureau ("GVB") created the Sports Tourism Committee, a subcommittee of the Japan Marketing Committee. Richard Lai currently chairs the Sports Tourism Committee. The Committee is tasked with similar functions and responsibilities. Bill No. 28 to a certain extent overlaps with what GVB has established within the Japan Marketing Committee.

Nonetheless, I am optimistic that our concerted efforts to explore this market niche will bring about positive results.

Sincerely yours,

FELIX P. CAMACHO  
*I Maga 'Lahen Guåhan*  
Governor of Guam

Attachment: copy attached of signed bill

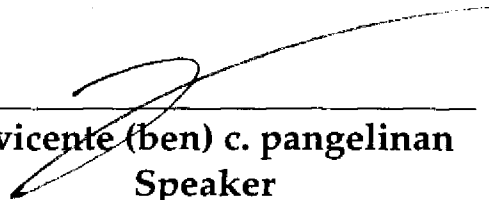
cc: The Honorable Tina Rose Muña-Barnes  
Senator and Legislative Secretary

Document No. 03-02170/1c

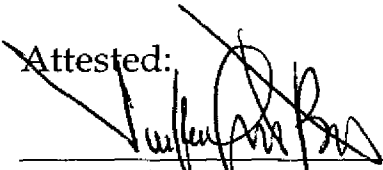
I MINA'BENTE SIETE NA LIHESLATURAN GUÅHAN  
2003 (FIRST) Regular Session

CERTIFICATION OF PASSAGE OF AN ACT TO I MAGA'LAHEN GUÅHAN

This is to certify that Substitute Bill No. 28 (COR), "AN ACT TO ESTABLISH THE 'SPORTS TOURISM ACTION GROUP' TO STUDY AND DEVELOP PLANS TO EXPAND AND PROMOTE THE PROMISING NICHE MARKET OF SPORTS TOURISM ON GUAM," was on the 11<sup>th</sup> day of April, 2003, duly and regularly passed.

  
vicente (ben) c. pangelinan  
Speaker

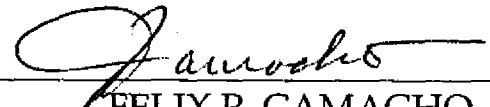
Attested:

  
Tina Rose Muña-Barnes  
Senator and Legislative Secretary

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This Act was received by *I Maga'lahen Guahan* this 15 day of April, 2003, at 5:30 o'clock  
P.M.

  
Assistant Staff Officer  
*Maga'lahi's Office*

APPROVED:

  
FELIX P. CAMACHO  
*I Maga'lahen Guahan*

Date: April 26, 2003

Public Law No. 27-12

**MINA'BENTE SIETE NA LIHESLATURAN GUÅHAN**  
**2003 (FIRST) Regular Session**

**Bill No. 28 (COR)**

As substituted by the Committee on  
Public Safety and Tourism and  
as amended on the Floor.

Introduced by:

L. A. Leon Guerrero

J. M. Quinata

T. R. Muña-Barnes

F. B. Aguon, Jr.

J. M.S. Brown

F. R. Cunliffe

C. Fernandez

Mark Forbes

L. F. Kasperbauer

R. Klitzkie

J. A. Lujan

v. c. pangelinan

R. J. Respicio

Toni D. Sanford

Ray Tenorio

**AN ACT TO ESTABLISH THE "SPORTS TOURISM  
ACTION GROUP" TO STUDY AND DEVELOP  
PLANS TO EXPAND AND PROMOTE THE  
PROMISING NICHE MARKET OF SPORTS  
TOURISM ON GUAM.**

1            **BE IT ENACTED BY THE PEOPLE OF GUAM:**

2            **Section 1. Legislative Findings and Intent.** *I Liheslaturan Guåhan*  
3 finds that during these challenging economic times it is important that our  
4 island make the most of every economic opportunity that may benefit our

1 people. Tourism is and will continue to be the lifeblood of Guam's economy  
2 and it is important that we diversify and expand it into new markets. One  
3 niche market that holds great promise to strengthen and stabilize our tourist  
4 industry is sports tourism. Guam's unique geography, climate, and culture  
5 make it poised to become the "sports paradise" of our Asia-Pacific region.  
6 What Hawaii is to the United States with regards to sports tourism, Guam  
7 should aspire to be for Japan, Korea, and our other Asia-Pacific neighbors.

8 In the past, Guam has benefited from sports tourism events such as the  
9 PIC International 10k, spring training for the Yomiuri Giants, Guam Smokin'  
10 Wheels, warm-weather training for Japanese Soccer Clubs, and much more.  
11 Most prominent perhaps are the thousands of off-island visitors that come  
12 each year to Guam to enjoy our world-class golf facilities and ocean sports. It  
13 is clear that the aggressive promotion of sports tourism can bring many more  
14 visitors to our island while at the same time raising the overall visibility of our  
15 entire tourism product.

16 However, to become a regional leader in sports tourism, our community  
17 must overcome several obstacles, including dilapidated sports facilities,  
18 unreliable utilities and infrastructure, a lack of capital resources, competition  
19 from other sports tourism destinations, the lack of a goal-directed  
20 community-wide plan, and more. By combining the knowledge and energies  
21 of the government, the private sector, and community-based organizations, it  
22 is the opinion of *I Liheslaturan Guåhan* that these challenges can be overcome  
23 and sports tourism can help reinvigorate our ailing tourist industry.

24 It is, therefore, the intent of *I Liheslaturan Guåhan* to establish a Sports  
25 Tourism Action Group to study the viability of increasing sports tourism on

1 Guam through aggressive community-wide efforts led by the Guam Visitor's  
2 Bureau. The Action Group will help prioritize sports tourism as a legitimate  
3 strategy for economic development. It will also serve as a vehicle to help  
4 overcome the obstacles currently hindering this market's growth with the  
5 goal of creating an environment more conducive to the development of sports  
6 tourism on Guam.

7 **Section 2. Sports Tourism Action Group.** There is hereby  
8 established within the Guam Visitors Bureau (GVB) a Sports Tourism Action  
9 Group ("Action Group") which shall study ways to expand and promote  
10 Guam's sports tourism industry. The Action Group shall issue, no later than  
11 one hundred twenty (120) days from its initial meeting, a written report to *I*  
12 *Maga'lahaen Guåhan* and *I Liheslaturan Guåhan* which shall include, but not be  
13 limited to:

- 14 (a) An analysis of the development of sports tourism on Guam over  
15 time, focusing on how future events can benefit from the lessons  
16 learned from past successes and failures;
- 17 (b) An overview of ongoing and currently planned projects related to  
18 sports tourism in both the public and private sectors;
- 19 (c) A mission statement and a set of short and long term goals relating  
20 to the aggressive expansion and promotion of sports tourism on  
21 Guam;
- 22 (d) Concrete plans and recommendations as to how the Guam Visitor's  
23 Bureau, and the government as a whole, can prioritize sports  
24 tourism in order to achieve the Action Group's reported goals and  
25 objectives; and

1 (e) Concrete plans and recommendations as to how the government,  
2 the private sector, and sports organizations can work together to  
3 overcome obstacles and achieve the Action Group's reported goals.

4 The Action Group shall invite government, private sector, and  
5 community entities and individuals to submit reports, testimony, data, and  
6 other information that may help it perform its duties and responsibilities.  
7 Furthermore, the Action Group shall hold at least one public forum to hear  
8 testimony from interested parties and individuals. The Action Group is  
9 encouraged to create committees as needed to address the various obstacles  
10 impeding the development of sports tourism on Guam. In the formulation of  
11 its final written report, the Action Group shall consider all submittals and  
12 testimony.

13 **Section 3. Composition of Sports Tourism Action Group.** The Action  
14 Group shall be composed of twelve (12) members as follows:

- 15 (a) The General Manager of the Guam Visitor's Bureau, or his designee;  
16 (b) A representative of the Governor's office to be appointed by *I*  
17 *Maga'lahaen Guåhan*;  
18 (c) A representative of the majority members and a representative of  
19 the minority members of *I Liheslaturan Guåhan* to be appointed by  
20 the Speaker of *I Liheslaturan Guåhan*;  
21 (d) A representative from the business community to be appointed by *I*  
22 *Maga'lahaen Guåhan*;  
23 (e) The Director of the Department of Parks and Recreation, or his  
24 designee;

- 1 (f) The President of the Japan Guam Travel Association, or his  
2 designee;
- 3 (g) The President of the Guam Hotel and Restaurant Association, or his  
4 designee;
- 5 (h) The President of the Guam National Olympic Committee (GNOC),  
6 or his designee;
- 7 (i) A representative of the community-at-large appointed by the  
8 Mayor's Council of Guam;
- 9 (j) A representative of the Department of Education appointed by the  
10 Guam Education Policy Board; and
- 11 (k) A representative from the Special Olympics.

12 The Chairperson of the Action Group shall be the General Manager of  
13 GVB or his designee. The Vice Chairperson shall be elected by the Action  
14 Group at its first meeting. Action Group meetings shall be open to the public  
15 and the minutes of meetings shall be made available upon request.

16 **Section 4. Term and Vacancy of the Sports Tourism Action Group.**

17 The Action Group shall be formed and meet no later than forty-five (45) days  
18 after the enactment of this Act. The members of the Action Group shall serve  
19 for the duration of its existence. Any vacancy shall be filled in the same  
20 manner as the original appointment or selection, but only for the balance of  
21 the term. The Action Group members shall serve without compensation. The  
22 Action Group shall be terminated upon the acceptance of its report by *I*  
23 *Maga'lahaen Guåhan* and the Speaker of *I Liheslaturan Guåhan*.

24 **Section 5. Support Services.** Government agencies and offices shall  
25 assist the Action Group in the performance of its duties and provide the

1 Action Group with appropriate studies, data, or other information as  
2 requested.

3 **Section 6. Severability.** *If* any provision of this Law or its application to  
4 any person or circumstance is found to be invalid or contrary to law, such  
5 invalidity shall *not* affect other provisions or applications of this Law which  
6 can be given effect without the invalid provisions or application, and to this  
7 end the provisions of this Law are severable.