

Honolulu, Hawaii

February 18, 2016

RE: H.B. No. 2550

H.D. 1

Honorable Joseph M. Souki
Speaker, House of Representatives
Twenty-Eighth State Legislature
Regular Session of 2016
State of Hawaii

Sir:

Your Committee on Economic Development & Business, to which was referred H.B. No. 2550 entitled:

"A BILL FOR AN ACT RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM,"

begs leave to report as follows:

The purpose of this measure is to continue to diversify Hawaii's economy and promote Hawaii's manufacturing industry. Specifically, this measure appropriates funds to the Department of Business, Economic Development, and Tourism for promotion, regulation, and administration of the Made in Hawaii brand program.

The Department of Agriculture, Chamber of Commerce Hawaii, High Technology Development Corporation, and Hawaii Farm Bureau testified in support of this measure. The Department of Business, Economic Development and Tourism testified in support of the intent of this bill.

Food products, books, gifts, apparel and jewelry, arts and crafts, produce, and many more home-grown products are currently manufactured in the state and sold in Hawaii and abroad. Your Committee finds that the "Made in Hawaii" brand is associated with a premium, high-quality product that provides Hawaii manufacturers with an asset to compete in the global market. As such, it is critical that the management and promotion of the "Made in Hawaii" brand is appropriately funded to protect the integrity and the



value of authentic Hawaii branded products both locally and abroad.

Your Committee has amended this measure by changing:

- (1) The appropriation from \$150,000 to an unspecified amount; and
- (2) Its effective date to February 19, 2022, to facilitate further discussion.

Should the Committee on Finance deliberate this measure further, your Committee on Economic Development and Business respectfully requests that it consider appropriating \$150,000 for the promotion, regulation, and administration of the Made in Hawaii brand program.

As affirmed by the record of votes of the members of your Committee on Economic Development & Business that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 2550, as amended herein, and recommends that it pass Second Reading in the form attached hereto as H.B. No. 2550, H.D. 1, and be referred to your Committee on Finance.

Respectfully submitted on
behalf of the members of the
Committee on Economic
Development & Business,



DEREK S.K. KAWAKAMI, Chair



State of Hawaii
House of Representatives
The Twenty-eighth Legislature

HSCR 401-16

Record of Votes of the Committee on Economic Development & Business

Bill/Resolution No.: HB 2550	Committee Referral: EDB, FIN	Date: 9 Feb 16		
<input type="checkbox"/> The committee is reconsidering its previous decision on the measure.				
The recommendation is to: <input type="checkbox"/> Pass, unamended (as is) <input checked="" type="checkbox"/> Pass, with amendments (HD) <input type="checkbox"/> Hold <input type="checkbox"/> Pass short form bill with HD to recommit for future public hearing (recommit)				
EDB Members	Ayes	Ayes (WR)	Nays	Excused
1. KAWAKAMI, Derek S.K. (C)	✓			
2. KONG, Sam Satoru (VC)	✓			
3. BROWER, Tom	✓			
4. CACHOLA, Romy M.	✓			
5. CHOY, Isaac W.	✓			
6. DECOITE, Lynn	✓			
7. ITO, Ken				✓
8. OHNO, Takashi	✓			
9. ONISHI, Richard H.K.	✓			
10. TOKIOKA, James Kunane	✓			
11. TSUJI, Clift	✓			
12. WOODSON, Justin H.	✓			
13. MATSUMOTO, Lauren Kealohilani	✓			
14. WARD, Gene	✓			
TOTAL (14)	13			1
The recommendation is: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted If joint referral, _____ did not support recommendation. <div style="text-align: center; font-size: 10pt;">committee acronym(s)</div>				
Vice Chair's or designee's signature: <u><i>Samuel S. Kong</i></u>				
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