

STAND. COM. REP. NO.

2182

Honolulu, Hawaii

APR 05 , 2019

RE: S.B. No. 763
S.D. 2
H.D. 1

Honorable Scott K. Saiki
Speaker, House of Representatives
Thirtieth State Legislature
Regular Session of 2019
State of Hawaii

Sir:

Your Committee on Finance, to which was referred S.B. No. 763, S.D. 2, H.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO ADVERTISING AND MARKETING,"

begs leave to report as follows:

The purpose of this measure is to help protect Hawaii businesses by:

- (1) Requiring the Department of Business, Economic Development, and Tourism (DBEDT), in consultation with the Department of Agriculture (DOA), to conduct a study to assess the impact of companies selling products in the United States using place-based marketing without any material ties to the State; and
- (2) Appropriating funds for the study.

DBEDT and DOA submitted comments.

As affirmed by the record of votes of the members of your Committee on Finance that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 763, S.D. 2, H.D. 1, and recommends that it pass Third Reading.

SB763 HD1 HSCR FIN HMS 2019-3752



Respectfully submitted on
behalf of the members of the
Committee on Finance,



SYLVIA LUKE, Chair



