

STAND. COM. REP. NO. 1859

Honolulu, Hawaii
APR 09 , 2021

RE: S.B. No. 263
S.D. 2
H.D. 2

Honorable Scott K. Saiki
Speaker, House of Representatives
Thirty-First State Legislature
Regular Session of 2021
State of Hawaii

Sir:

Your Committee on Finance, to which was referred S.B. No. 263, S.D. 2, H.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO ECONOMIC DEVELOPMENT,"

begs leave to report as follows:

The purpose of this measure is to:

- (1) Transfer oversight of the Made in Hawaii Program as it relates to manufactured products to the Department of Business, Economic Development, and Tourism;
- (2) Place the Grown in Hawaii Program under the management of the Department of Agriculture;
- (3) Transfer ownership of the "Made in Hawaii with Aloha" trademark from the Department of Agriculture to the Department of Business, Economic Development, and Tourism; and
- (4) Appropriate funds to the Department of Business, Economic Development, and Tourism for the oversight and administration of the Made in Hawaii Program and for the promotion of the "Made in Hawaii with Aloha" brand.



Your Committee received testimony in support of this measure from the Young Democrats of Hawai'i.

Prior to the hearing on this measure, your Committee posted and made available for public review a proposed H.D. 2, which preserves the contents of this measure and additionally inserts language that:

- (1) Requires the creation and publication of a master plan for the marketing and advertising activities of the Department of Agriculture; Department of Business, Economic Development, and Tourism; and Department of Land and Natural Resources; and
- (2) Requires expenditures of monies for marketing and advertising to be done in accordance with the master plan.

Your Committee received comments on the proposed H.D. 2 from the Department of Business, Economic Development, and Tourism.


Your Committee has amended this measure by adopting the proposed H.D. 2 and further amending it by:

- (1) Changing the entity responsible for oversight of the Made in Hawaii Program and the appropriation for the oversight of the program to an unspecified department;
- (2) Changing the entity receiving ownership of the "Made in Hawaii with Aloha" trademark from the Department of Agriculture to an unspecified department; and
- (3) Making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

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. 263, S.D. 2, H.D. 1, as amended herein, and recommends that it pass Third Reading in the form attached hereto as S.B. No. 263, S.D. 2, H.D. 2.



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



SYLVIA LUKE, Chair



