

STAND. COM. REP. NO. 2853

Honolulu, Hawaii

MAR 04 2022

RE: S.B. No. 2075
S.D. 1

Honorable Ronald D. Kouchi
President of the Senate
Thirty-First State Legislature
Regular Session of 2022
State of Hawaii

Sir:

Your Committee on Ways and Means, to which was referred S.B. No. 2075 entitled:

"A BILL FOR AN ACT RELATING TO THE HAWAII TOURISM AUTHORITY,"
begs leave to report as follows:

The purpose and intent of this measure is to require the Hawaii Tourism Authority to include performance-based incentives for certain contracts.

Your Committee received written comments in support of this measure from the Hawaii Tourism Authority and Maui Chamber of Commerce.

Your Committee finds that requiring the Hawaii Tourism Authority to include performance-based incentives in its marketing and branding contracts will help to ensure the efficient and effective use of the State's limited resources for marketing Hawaii as a visitor destination.

Your Committee has amended this measure by:

- (1) Changing the effective date to July 1, 2050, to facilitate further discussion on the measure; and
- (2) Making technical nonsubstantive amendments for purposes of clarity, consistency, and style.



As affirmed by the record of votes of the members of your Committee on Ways and Means that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 2075, as amended herein, and recommends that it pass Third Reading in the form attached hereto as S.B. No. 2075, S.D. 1.

Respectfully submitted on
behalf of the members of the
Committee on Ways and Means,


DONOVAN M. DELA CRUZ, Chair



