

STAND. COM. REP. NO. 3676

Honolulu, Hawaii

APR - 4 2022

RE: S.C.R. No. 22

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

Sir:

Your Committee on Energy, Economic Development, and Tourism,  
to which was referred S.C.R. No. 22 entitled:

"SENATE CONCURRENT RESOLUTION REQUESTING THE DEPARTMENT OF  
BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM TO CONDUCT A  
STUDY ON THE "MADE IN HAWAII" AND "HAWAII MADE" BRANDS AND  
PREPARE A PLAN TO ENCOURAGE AND ENFORCE THE USE OF THOSE  
BRANDS,"

begs leave to report as follows:

The purpose and intent of this measure is to request the  
Department of Business, Economic Development, and Tourism to  
conduct a study on the "Made in Hawaii" and "Hawaii Made" brands  
and prepare a plan to encourage and enforce the use of those  
brands.

Your Committee received testimony in support of this measure  
from one individual. Your Committee received comments on this  
measure from the Department of Business, Economic Development, and  
Tourism.

Your Committee finds that Act 2, Special Session Laws of  
Hawaii 2021, created the "Hawaii Made" program and appropriated  
\$150,000 out of the funds received by the State from the American  
Rescue Plan Act of 2021, Public Law 117-2 (Section 9901) to the  
Department of Business, Economic Development and Tourism (DBEDT)  
to promote the "Hawaii Made" brand. According to testimony  
received by your Committee, because the request for proposal (RFP)



for services to conduct a study and to develop the "Hawaii Made" brand that DBEDT issued in January 2022 did not yield any response, a revised RFP was issued in March 2022, with a response due date in April. During the hearing, DBEDT confirmed that should there be no responses to the revised RFP, it may have to issue a third RFP with a revised scope of work that does not include the development of the "Hawaii Made" brand and, instead, work with the Hawaii Tourism Authority, who will be issuing an RFP for destination brand marketing and management services, to develop the "Hawaii Made" brand.

As affirmed by the record of votes of the members of your Committee on Energy, Economic Development, and Tourism that is attached to this report, your Committee concurs with the intent and purpose of S.C.R. No. 22 and recommends its adoption.

Respectfully submitted on  
behalf of the members of the  
Committee on Energy, Economic  
Development, and Tourism,

  
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GLENN WAKAI, Chair



