

STAND. COM. REP. NO.

3677

Honolulu, Hawaii

APR - 4 2022

RE: S.R. No. 16

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.R. No. 16 entitled:

"SENATE 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 comments on this measure from the
Department of Business, Economic Development, and Tourism.

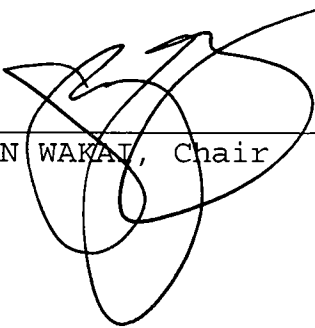
Your Committee finds that Act 2, Special Session Laws of
Hawaii 2021, created the "Hawaii Made" program and appropriated
\$150,000 out of the funds received by the State from the American
Rescue Plan Act of 2021, Public Law 117-2 (Section 9901) to the
Department of Business, Economic Development and 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.R. No. 16 and recommends its adoption.

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



GLENN WAKAI, Chair



