



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**

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Statement of
MIKE MCCARTNEY
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Department of Business, Economic Development, and Tourism
before the

HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT

Wednesday, March 30, 2022

10:00 am

State Capitol, Conference Room 312
& Videoconference

in consideration of

HCR 84/HR 75

**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.**

Chair Quinlan, Vice-Chair Holt and members of the Committee.

The Department of Business, Economic Development and Tourism (DBEDT) offers the following comments on HCR 84/HR 75, which is 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.

During last year's legislative session, \$150,000 was appropriated from ARPA funds to promote the "Hawaii Made" brand. A Request for Proposal was issued in January 2022, requesting services to conduct a study and to develop the brand. The RFP, however, did not yield any response. A revised Request for Proposal was again issued in March 2022, with a response due date in April.

Thank you for this opportunity to testify.