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Statement of
MIKE MCCARTNEY
Director
Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT

Wednesday, April 13, 2022
10:00 am
State Capitol, Conference Room 312
& Videoconference

in consideration of
SCR 22
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 SCR 22, 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 and again in March 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 April 2022, with a response due in May.

Thank you for this opportunity to testify.

SCR-22
Submitted on: 4/12/2022 4:46:44 PM
Testimony for ECD on 4/13/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Testify
Gerard Silva	Individual	Oppose	Written Testimony Only

Comments:

Our local Companys and our Farmers NEED this!!!