
A BILL FOR AN ACT

RELATING TO HAWAII BEACH DAY.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that beaches are among
2 the most treasured natural and cultural resources in the State.
3 From their scenic beauty to their ecological importance,
4 Hawaii's beaches play a vital role in the lives of residents and
5 visitors. However, these iconic coastal areas face numerous
6 challenges, including erosion, pollution, and overuse.

7 The legislature further finds that an annual day of
8 celebration and observance would raise awareness about
9 environmental stewardship, encourage responsible beach use, and
10 highlight the ecological and cultural significance of Hawaii's
11 coastal areas. Therefore, the purpose of this Act is to
12 establish an annual Hawaii Beach Day to celebrate, promote, and
13 protect Hawaii's beaches.

14 SECTION 2. Chapter 8, Hawaii Revised Statutes, is amended
15 by adding a new section to be appropriately designated and to
16 read as follows:



1 "§8- Hawaii Beach Day. (a) August 30 of each year
2 shall be known and designated as "Hawaii Beach Day". This day
3 is not and shall not be construed to be a state holiday.

4 (b) Hawaii Beach Day shall serve the following purposes:

- 5 (1) Promote public awareness about the importance of
6 preserving and protecting Hawaii's beaches;
7 (2) Celebrate the cultural and recreational value of
8 beaches to Hawaii's residents and visitors;
9 (3) Encourage participation in beach cleanups and
10 environmental conservation initiatives; and
11 (4) Highlight sustainable tourism practices to minimize
12 the environmental impact of beach use."

13 SECTION 3. Chapter 201B, Hawaii Revised Statutes, is
14 amended by adding a new section to be appropriately designated
15 and to read as follows:

16 "§201B- Hawaii Beach Day. (a) The authority, in
17 collaboration with the department of land and natural resources,
18 shall organize and support events and activities to celebrate
19 and observe Hawaii Beach Day, established by section 8- ,
20 including:

- 21 (1) Statewide beach cleanups and restoration projects;



1 (2) Educational campaigns about marine conservation and
2 beach stewardship;

3 (3) Cultural demonstrations and workshops about the
4 historical and cultural significance of beaches in
5 Native Hawaiian traditions; and

6 (4) Public art or educational exhibits that highlight the
7 beauty and importance of Hawaii's beaches.

8 (b) The authority shall encourage schools, community
9 organizations, and local businesses to participate in the
10 celebration and observation of Hawaii Beach Day by conducting
11 events, workshops, and campaigns that align with the goals of
12 Hawaii Beach Day.

13 (c) No later than twenty days before the convening of each
14 regular session, the authority shall submit an annual report to
15 the legislature detailing, at a minimum:

16 (1) The events and activities conducted to promote Hawaii
17 Beach Day;

18 (2) The funds expended by the authority regarding Hawaii
19 Beach Day and the outcomes of those expenditures; and

20 (3) Recommendations for improving future celebrations and
21 observances of Hawaii Beach Day."



1 SECTION 4. There is appropriated out of the general
2 revenues of the State of Hawaii the sum of \$ or so
3 much thereof as may be necessary for fiscal year 2025-2026 and
4 the same sum or so much thereof as may be necessary for fiscal
5 year 2026-2027 for the Hawaii tourism authority, in
6 collaboration with the department of land and natural resources,
7 to organize and support events and activities to celebrate and
8 observe Hawaii Beach Day, established by section 8- , Hawaii
9 Revised Statutes, including:

- 10 (1) Conducting marketing and public-awareness campaigns;
11 (2) Obtaining equipment and supplies for beach cleanups
12 and conservation efforts; and
13 (3) Making grants to community organizations for events
14 related to Hawaii Beach Day.

15 The sums appropriated shall be expended by the Hawaii
16 tourism authority for the purposes of this Act.

17 SECTION 5. New statutory material is underscored.

18 SECTION 6. This Act shall take effect upon its approval;
19 provided that section 4 of this Act shall take effect on July 1,
20 2025.

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H.B. NO. 1332

INTRODUCED BY:

Aylenflo

JAN 23 2025



H.B. NO. 1332

Report Title:

Hawaii Beach Day; Establishment; Hawaii Tourism Authority; DLNR; Appropriation

Description:

Establishes Hawaii Beach Day. Requires the Hawaii Tourism Authority, in collaboration with the Department of Land and Natural Resources, to organize and support events and activities to celebrate and observe Hawaii Beach Day. Appropriates funds.

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.

