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# A BILL FOR AN ACT

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RELATING TO NATIVE HAWAIIAN BUSINESS MARKETING.

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

SECTION 1. Chapter 10, Hawaii Revised Statutes, is amended  
by adding a new section to be appropriately designated and to  
read as follows:

"§10- Native Hawaiian marketing program; marketing  
label. (a) The office shall administer and oversee a Native  
Hawaiian marketing program to promote businesses owned by  
indigenous Native Hawaiians through marketing and technical  
assistance.

(b) The office shall establish qualifications for  
participation in the Native Hawaiian marketing program.

(c) The office shall design and publish a marketing label  
that may be used by native Hawaiian businesses who qualify to  
participate in the native Hawaiian marketing program pursuant to  
subsection (b).

(d) The office shall provide marketing assistance and  
technical support for native Hawaiian businesses participating  
in the native Hawaiian marketing program to help the businesses



1 grow and scale, including through the establishment of a  
2 directory on the office's official website of all participating  
3 native Hawaiian businesses.

4 (e) No person shall keep, offer, display or expose for  
5 sale, or solicit for the sale of, any item, service, product,  
6 souvenir, or other merchandise that:

7 (1) Is labeled using the marketing label published  
8 pursuant to subsection (b); or

9 (2) By any other means, represents the origin of the item  
10 as a service of or being produced by a native  
11 Hawaiian,

12 if it has not been manufactured, assembled, fabricated, or  
13 produced by, or is not a service of, a Native Hawaiian business  
14 participating in the Native Hawaiian marketing program pursuant  
15 to this section.

16 (f) The office shall develop rules pursuant to chapter 91  
17 to administer the Native Hawaiian marketing program."

18 SECTION 2. The office of Hawaiian affairs shall submit a  
19 report to the legislature no later than twenty days prior to the  
20 regular sessions of 2026 and 2027 on the status of the Native



1 Hawaiian marketing program established pursuant to this Act.

2 The report shall include:

3 (1) The final design of the marketing label used to  
4 promote Native Hawaiian businesses as part of the  
5 program and what qualifications are required to  
6 participate in the program and use the label;

7 (2) Outcomes of how the marketing label is being used and  
8 how many businesses are using the marketing label;

9 (3) Any other relevant data; and

10 (4) Any proposed legislation.

11 SECTION 3. There is appropriated out of the general  
12 revenues of the State of Hawaii the sum of \$350,000 or so much  
13 thereof as may be necessary for fiscal year 2025-2026 and the  
14 same sum or so much thereof as may be necessary for fiscal year  
15 2026-2027 for the Native Hawaiian marketing program established  
16 pursuant to this Act.

17 The sums appropriated shall be expended by the office of  
18 Hawaiian affairs for the purposes of this Act.

19 SECTION 4. New statutory material is underscored.

20 SECTION 5. This Act shall take effect on July 1, 2025.



H.B. NO. 603

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INTRODUCED BY:

*Krist Hol*

JAN 17 2025



# H.B. NO. 603

**Report Title:**

Office of Hawaiian Affairs; Native Hawaiian Marketing Program;  
Indigenous Businesses; Appropriation

**Description:**

Requires the Office of Hawaiian Affairs to administer and oversee a Native Hawaiian Marketing Program to promote businesses owned by Native Hawaiians through marketing and technical assistance.

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

