

ACT 211

H.B. NO. 2806

A Bill for an Act Relating to Sustainability.

Be It Enacted by the Legislature of the State of Hawaii:

SECTION 1. During the 2005 Special Session, the legislature adopted Act 8, Special Session Laws of Hawaii 2005, (Act 8), which created the Hawaii 2050 task force (task force) to review the Hawaii state plan and the State’s planning process and required the office of the auditor to prepare the Hawaii 2050 Sustainability Plan.

Once all of the members of the task force were appointed, the task force held several meetings during the fall of 2005. The objectives of these meetings were to:

- (1) Address and meet the requirements of Act 8; and
- (2) Develop and approve a process to create the Hawaii 2050 Sustainability Plan.

Based on these objectives, the task force submitted a report to the legislature outlining the process for creating the plan and making additional recommendations.

In its recommendations, the task force noted that, after reviewing the magnitude of the task of creating the sustainability plan, it needed more time to perform necessary research and community outreach.

The legislature also finds that establishing Hawaii as a marketing brand beyond the tourism industry could prove to be economically beneficial to the state in the long term. However, prior to investing substantial state resources in such an endeavor, the legislature believes that it is prudent to conduct a comprehensive assessment of the feasibility and benefits of establishing “Hawaii” as a brand name.

The purpose of the Act is to appropriate moneys to the office of the auditor to:

- (1) Fund the continued activities of the Hawaii 2050 task force; and
- (2) Conduct a comprehensive assessment of the feasibility and benefits of establishing "Hawaii" as a brand name.

SECTION 2. There is appropriated out of the general revenues of the State of Hawaii the sum of \$650,000 or so much thereof as may be necessary for fiscal year 2006-2007 to provide additional funding for the Hawaii 2050 task force to:

- (1) Conduct valuable policy analyses;
- (2) Gather vital research and data;
- (3) Conduct broad community outreach and solicit input from all sectors; and
- (4) Launch an effective public education and media campaign to educate, engage, and inspire community participation.

The sum appropriated shall be expended by the office of the auditor for the purposes of this Act.

SECTION 3. There is appropriated out of the general revenues of the State of Hawaii the sum of \$50,000 or so much thereof as may be necessary for fiscal year 2006-2007 for the Hawaii 2050 task force to make a comprehensive assessment of the feasibility and benefits of establishing "Hawaii" as a brand name with values that will support diverse products and services other than tourism in the United States and foreign markets.

The sum appropriated shall be expended by the office of the auditor for the purposes of this Act.

SECTION 4. This Act shall take effect on July 1, 2006.

(Approved June 20, 2006.)