

Honolulu, Hawaii

APR 23 2021

RE: S.B. No. 263
S.D. 2
H.D. 2
C.D. 1

Honorable Ronald D. Kouchi
President of the Senate
Thirty-First State Legislature
Regular Session of 2021
State of Hawaii

Honorable Scott K. Saiki
Speaker, House of Representatives
Thirty-First State Legislature
Regular Session of 2021
State of Hawaii

Sirs:

Your Committee on Conference on the disagreeing vote of the Senate to the amendments proposed by the House of Representatives in S.B. No. 263, S.D. 2, H.D. 2, entitled:

"A BILL FOR AN ACT RELATING TO ECONOMIC DEVELOPMENT,"

having met, and after full and free discussion, has agreed to recommend and does recommend to the respective Houses the final passage of this bill in an amended form.

The purpose of this measure is to:

- (1) Transfer oversight of the "Made in Hawaii" Program as it relates to manufactured products to the Department of Business, Economic Development, and Tourism;
- (2) Place the "Grown in Hawaii" Program under the management of the Department of Agriculture;
- (3) Transfer the ownership of the "Made in Hawaii with Aloha" trademark from the Department of Agriculture to the



Department of Business, Economic Development, and Tourism;
and

- (4) Appropriate funds to the Department of Business, Economic Development, and Tourism for the oversight and administration of the "Made in Hawaii" Program and for the promotion of the "Made in Hawaii with Aloha" brand.

Your Committee on Conference finds that this measure will help to raise the profile of Hawaii-branded products and move the local manufacturing and agriculture industries forward.

Your Committee on Conference has amended this measure by:

- (1) Renaming the "Made in Hawaii with Aloha" Program to the "Hawaii Made" Program;
- (2) Renaming the "Made in Hawaii with Aloha" trademark to the "Hawaii Made" trademark;
- (3) Outlining the Department of Business, Economic Development, and Tourism's oversight and administration responsibilities for the "Hawaii Made" Program;
- (4) Removing the "Grown in Hawaii" Program oversight provision;
- (5) Removing provisions that created a master plan for the marketing and advertising activities of the Department of Business, Economic Development, and Tourism and the Department of Land and Natural Resources;
- (6) Appropriating \$150,000 to the Department of Business, Economic Development, and Tourism out of federal funds for fiscal year 2021-2022, for the oversight and administration of the "Hawaii Made" Program and for the promotion of the "Hawaii Made" trademark;
- (7) Changing the effective date to upon its approval; and
- (8) Making technical, nonsubstantive amendments for the purposes of consistency and clarity.

As affirmed by the record of votes of the managers of your Committee on Conference that is attached to this report, your Committee on Conference is in accord with the intent and purpose of

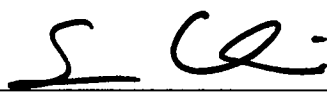


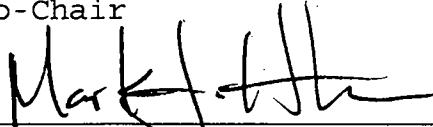
S.B. No. 263, S.D. 2, H.D. 2, as amended herein, and recommends that it pass Final Reading in the form attached hereto as S.B. No. 263, S.D. 2, H.D. 2, C.D. 1.

Respectfully submitted on behalf
of the managers:

ON THE PART OF THE HOUSE

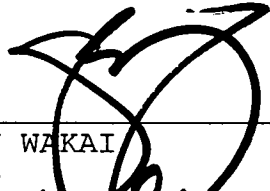
ON THE PART OF THE SENATE

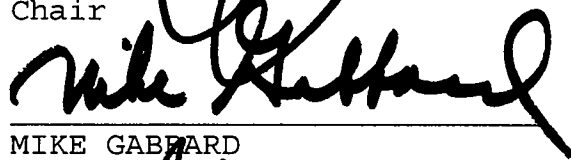

SEAN QUINLAN
Co-Chair

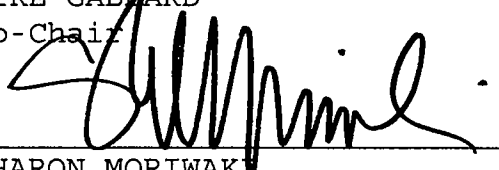

MARK J. HASHEM
Co-Chair


AARON LING JOHANSON
Co-Chair


TY J.K. CULLEN
Co-Chair

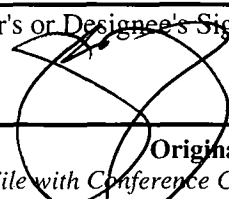
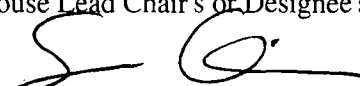

GLENN WAKAI
Chair


MIKE GABEARD
Co-Chair


SHARON MORIWA
Co-Chair



Record of Votes of a Conference Committee

Bill / Concurrent Resolution No.: SB 263, SD 2, HD 2					Date/Time: 4/23/21 11:15 am				
<input checked="" type="checkbox"/> The recommendation of the House and Senate managers is to pass with amendments (CD).									
<input type="checkbox"/> The Committee is reconsidering its previous decision.									
<input type="checkbox"/> The recommendation of the Senate Manager(s) is to AGREE to the House amendments made to the Senate Measure					<input type="checkbox"/> The recommendation of the House Manager(s) is to AGREE to the Senate amendments made to the House Measure.				
Senate Managers	A	WR	N	E	House Managers	A	WR	N	E
WAKAI, Glenn, Chr.	✓	/			QUINLAN, Sean, Co-Chr.	✓	/		
GABBARD, Mike, Co-Chr.	✓	/			HASHEM, Mark J., Co-Chr.	✓	/		
MORIWAKI, Sharon Y., Co-Chr.	✓	/			JOHANSON, Aaron Ling, Co-Chr.	✓	/		
MISALUCHA, Bennette E.	✓	/			CULLEN, Ty J.K., Co-Chr.	✓	/		
FEVELLA, Kurt	✓	/			OKIMOTO, Val	✓	/		
TOTAL	5	0	0	0	TOTAL	5	0	0	0
A = Aye		WR = Aye with Reservations			N = Nay		E = Excused		
Senate Recommendation is:					House Recommendation is:				
<input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted					<input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Senate Lead Chair's or Designee's Signature:					House Lead Chair's or Designee's Signature:				
									
Distribution: Original Yellow Pink Goldenrod									
File with Conference Committee Report House Clerk's Office Senate Clerk's Office Drafting Agency									