

STAND. COM. REP. NO.

1509

Honolulu, Hawaii

MAR 25, 2021

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

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

Sir:

Your Committee on Consumer Protection & Commerce, to which
was referred S.B. No. 263, S.D. 2, entitled:

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

begs leave to report as follows:

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 with Aloha Program under the management of the Department of Agriculture;
- (3) Transfer 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 to promote the "Made in Hawaii with Aloha" brand.



Your Committee received testimony in support of this measure from the Hawaii Technology Development Corporation and Chamber of Commerce Hawaii. Your Committee received comments on this measure from the Department of Business, Economic Development, and Tourism; and Department of Agriculture.

Your Committee finds that clear identifiers for products that are made in Hawaii protect the integrity and value of authentic Hawaii branded products from products made elsewhere. This measure ensures that Hawaii's local manufactured and agricultural products can continue to be effectively marketed, identified, and promoted across the world.

Your Committee notes that the estimated appropriation amount necessary for the oversight and administration of the Made in Hawaii Program for fiscal years 2021-2022 and 2022-2023 is \$150,000 for each fiscal year.

Your Committee has amended this measure by:

- (1) Inserting a blank appropriation amount to the Department of Business, Economic Development, and Tourism for the oversight and administration of the "Made in Hawaii" Program; and
- (2) Making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Consumer Protection & Commerce that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 263, S.D. 2, as amended herein, and recommends that it be referred to your Committee on Finance in the form attached hereto as S.B. No. 263, S.D. 2, H.D. 1.



1509

Respectfully submitted on
behalf of the members of the
Committee on Consumer
Protection & Commerce,



AARON LING JOHANSON, Chair



HSCR1509

Bill/Resolution No.: SB 263 SD2		Committee Referral: ECD/AGR, CPC, FIN		Date: 3/24/21	
<input type="checkbox"/> The committee is reconsidering its previous decision on the measure.					
The recommendation is to: <input type="checkbox"/> Pass, unamended (as is) <input checked="" type="checkbox"/> Pass, with amendments (HD) <input type="checkbox"/> Hold <input type="checkbox"/> Pass short form bill with HD to recommit for future public hearing (recommit)					
CPC Members		Ayes	Ayes (WR)	Nays	Excused
1. JOHANSON, Aaron Ling (C)		✓			
2. KITAGAWA, Lisa (VC)		✓			
3. AQUINO, Henry J.C.		✓			
4. HAR, Sharon E.		✓			
5. HASHEM, Mark J.		✓			
6. KONG, Sam Satoru		✓			
7. MIZUNO, John M.		✓			
8. MORIKAWA, Dee		✓			
9. ONISHI, Richard H.K.		✓			
10. TARNAS, David A.		✓			
11. MATSUMOTO, Lauren		✓			
TOTAL (11)		11	0	0	0
The recommendation is: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted If joint referral, _____ did not support recommendation. committee acronym(s)					
Vice Chair's or designee's signature: <u><i>Lisa Kitagawa</i></u>					
Distribution: Original (White) – Committee Duplicate (Yellow) – Chief Clerk's Office Duplicate (Pink) – HMSO					