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April 7, 2021

House Committee on Finance

Aloha Chair Luke, Vice-Chair Cullen, and Members of the Committees:

The Young Democrats of Hawai'i (YDHI) **supports SB263 SD2 HD1**, which would transfer ownership of the "Made in Hawaii" program as it relates to manufactured products to the Department of Business, Economic Development, and Tourism. It would also place the "Grown in Hawaii with Aloha" program under the management of the Department of Agriculture, and would transfer ownership of the "Made in Hawaii with Aloha" trademark from the Department of Agriculture to the Department of Business, Economic Development, and Tourism. Finally, it would appropriate funds to the department of business, economic development, and tourism.

YDHI is a caucus under the Democratic Party of Hawai'i. Our mission is to increase the political strength of our members by providing opportunities for civic engagement, political advocacy, and participation in the Democratic Party of Hawai'i.

In 2020, our membership established our top three legislative priorities, voting to advocate for affordable housing, healthcare, and the economy.

We support SB263 SD2 HD1 because it directly addresses our membership's desire for a healthy local economy during this pandemic in the following ways:

- It would empower consumers to support local businesses and ideas by aiding accurate identification of products made in Hawai'i.
- It would expand the definition of local manufactured products to include Hawai'i-sourced goods, services, and intellectual property, thereby promoting new innovative industries in technology, art, manufacturing, and more.
- It would help acknowledge and reward local creativity and talent, promoting local job growth, entrepreneurship, and economic opportunities for all Hawai'i residents, including for young people.

Thank you for the opportunity to testify in support of this bill, and we urge you to pass SB263 SD2 HD1 to create the vibrant economy our membership desires and deserves.

Sincerely,
The Young Democrats of Hawai'i



DAVID Y. IGE
GOVERNOR

MIKE MCCARTNEY
DIRECTOR

CHUNG I. CHANG
DEPUTY DIRECTOR

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

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Statement of
MIKE MCCARTNEY
Director

Department of Business, Economic Development, and Tourism
before the

HOUSE COMMITTEE ON FINANCE

Wednesday, April 7, 2021

1:30 PM

VIA VIDEOCONFERENCE

Conference Room 308

State Capitol

In consideration of
SB 263, SD2, PROPOSED HD2
RELATING TO ECONOMIC DEVELOPMENT.

Chair Luke, Vice Chair Cullen and members of the Committee.

The Department of Business, Economic Development and Tourism offers comments on SB263, SD2, PROPOSED HD2, that transfers oversight of the Made-in-Hawaii program as it relates to non-agricultural products to the Department of Business, Economic Development, and Tourism (DBEDT) from the Department of Agriculture (DOA). The bill also requires the creation of a master plan for the marketing and advertising activities of the Department of Agriculture; Department of Business, Economic Development, and Tourism; and Department of Land and Natural Resources, and requires that all marketing expenditures be done in accordance with the master plan.

DOA has been assigned HRS486-119 for several years, and it may be confusing to the general public to have two departments in charge of the designation. Thus, DOA should remain the regulatory and enforcement department. This includes the tag line "Made in Hawaii with Aloha" which was created and trademarked by DOA. DBEDT will continue to work with DOA to ensure compliance with the statute regarding "Made in Hawaii" products.

The DOA and DBEDT do not have any budget for operations, promotion, or enforcement of the "Made in Hawaii with Aloha." To ensure an operable "Made in Hawaii" promotion program, funding in the amount of \$150,000 would be required in each year of the biennium.

DBEDT is required to develop a master plan of the nature described in bill. This would necessitate a budget of \$200,000. The breadth and depth of the master plan is very comprehensive in scope and covers target commodities or industries, target populations, outcomes, and industry impacts for and of any marketing or advertising campaigns.

Thank you for the opportunity to testify.