
A BILL FOR AN ACT

RELATING TO NATIVE HAWAIIAN BUSINESS MARKETING.

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

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

4 "§10- Native Hawaiian marketing program; marketing
5 label. (a) The office shall administer and oversee a Native
6 Hawaiian marketing program to promote businesses owned by
7 indigenous Native Hawaiians through marketing and technical
8 assistance.

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

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

15 (d) The office shall provide marketing assistance and
16 technical support for native Hawaiian businesses participating
17 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:

A handwritten signature in black ink, appearing to read "Kurt Hol", written over a horizontal line.

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.

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