
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. There is appropriated out of the general
2 revenues of the State of Hawaii the sum of \$ or so
3 much thereof as may be necessary for fiscal year 2025-2026 and
4 the same sum or so much thereof as may be necessary for fiscal
5 year 2026-2027 for the office of Hawaiian affairs to convene a
6 working group to engage with relevant stakeholders about program
7 design, implementation, and long-term viability of a Native
8 Hawaiian marketing program to promote and support the success of
9 businesses owned by Hawaiians through marketing and technical
10 assistance.

11 The sums appropriated shall be expended by the office of
12 Hawaiian affairs for the purposes of this Act.

13 SECTION 2. The office of Hawaiian affairs shall submit a
14 report to the legislature no later than twenty days prior to the
15 regular sessions of 2026 and 2027 on the status of the Native
16 Hawaiian marketing program. The report shall include:



1 (1) Information about the program design, implementation,
2 and long-term viability of the Native Hawaiian
3 marketing program;

4 (2) Any other relevant data; and

5 (3) Any proposed legislation.

6 SECTION 3. This Act shall take effect on July 1, 3000.



Report Title:

OHA; Native Hawaiian Marketing Program; Appropriation

Description:

Appropriates funds for the Office of Hawaiian Affairs to convene a working group regarding program design, implementation, and long-term viability of a Native Hawaiian Marketing Program to promote and support the success of businesses owned by Hawaiians through marketing and technical assistance. Effective 7/1/3000.

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