

STAND. COM. REP. NO. 2190

Honolulu, Hawaii

FEB 11 2026

RE: S.B. No. 2259
S.D. 1

Honorable Ronald D. Kouchi
President of the Senate
Thirty-Third State Legislature
Regular Session of 2026
State of Hawaii

Sir:

Your Committee on Economic Development and Tourism, to which was referred S.B. No. 2259 entitled:

"A BILL FOR AN ACT RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM,"

begs leave to report as follows:

The purpose and intent of this measure is to:

- (1) Establish the Hawaii Dementia Initiative Business Recognition Program within the Department of Business, Economic Development, and Tourism; and
- (2) Appropriate funds.

Your Committee received testimony in support of this measure from the Alzheimer's Association and two individuals.

Your Committee received comments on this measure from the Department of Business, Economic Development, and Tourism and Executive Office on Aging.

Your Committee finds that approximately 31,200 people in the State are living with Alzheimer's disease, supported by nearly 60,000 unpaid caregivers and these numbers are expected to grow significantly in the coming years. In addition to being a health matter, Alzheimer's disease and other forms of dementia also



intersect with the State's economic and community development priorities. Accessibility, patience, and understanding are critical in business and customer service settings, especially in the tourism and service industries, to account for the rising incidence of Alzheimer's disease and other dementias. Promoting brain health awareness and knowledge of the various effects of dementia in the business community will destigmatize these diseases and develop a workforce better suited to serve and support customers with dementia. The program created by this measure will encourage and recognize businesses that promote dementia awareness, support a dementia-capable workforce, and assist the public, including residents and visitors, to identify businesses and workplaces that are responsive to the needs of persons living with dementia.

Your Committee has amended this measure by:

- (1) Inserting an effective date of July 1, 2050, to encourage further discussion; and
- (2) Making technical, nonsubstantive amendments for the purposes of clarity and consistency.

As affirmed by the record of votes of the members of your Committee on Economic Development and Tourism that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 2259, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 2259, S.D. 1, and be referred to your Committee on Ways and Means.

Respectfully submitted on
behalf of the members of the
Committee on Economic
Development and Tourism,



LYNN DECOITE, Chair



The Senate
Thirty-Third Legislature
State of Hawai'i

Record of Votes
Committee on Economic Development and Tourism
EDT

*Only one measure per Record of Votes