

STAND. COM. REP. NO. 2697

Honolulu, Hawaii

FEB 23 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 Ways and Means, to which was referred S.B. No. 2259, S.D. 1, 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 establish the Hawaii Dementia Initiative Business Recognition Program within the Department of Business, Economic Development, and Tourism.

More specifically, the purpose of this measure is to allow the State's businesses to better serve customers and to develop a dementia-capable workforce by:

- (1) Promoting brain health awareness in the business community; and
- (2) Providing knowledge on the harmful effects of dementia, including Alzheimer's disease.

Your Committee received written comments in support of this measure from the Alzheimer's Association-Hawaii and three individuals.

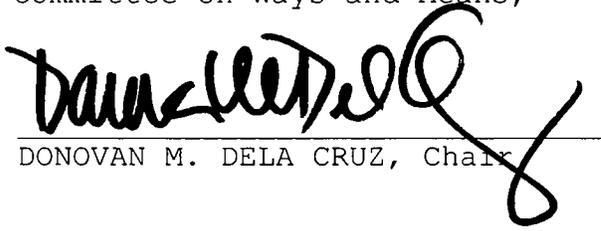


Your Committee received written comments on this measure from the Department of Business, Economic Development, and Tourism and Executive Office on Aging.

Your Committee finds that dementia, including Alzheimer's disease, is detrimental to residents and affects the State's businesses, economic growth, and the tourism industry. Your Committee further finds that establishing a dementia-friendly business environment would significantly enhance the quality of life for persons living with dementia and their caregivers. Accordingly, your Committee finds that this measure will help support these efforts by demonstrating a connection between dementia and the economy and formally recognizing that dementia is not just a health issue, but also an economic and community development priority.

As affirmed by the record of votes of the members of your Committee on Ways and Means that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 2259, S.D. 1, and recommends that it pass Third Reading.

Respectfully submitted on behalf of the members of the Committee on Ways and Means,


DONOVAN M. DELA CRUZ, Chair

