

ACT 2

S.B. NO. 263

A Bill for an Act Relating to Economic Development.

Be It Enacted by the Legislature of the State of Hawaii:

SECTION 1. Chapter 201, Hawaii Revised Statutes, is amended by adding a new section to be appropriately designated and to read as follows:

“§201- “Hawaii Made” program for manufactured products oversight; “Hawaii Made” trademark. (a) The department of business, economic development, and tourism shall administer and oversee a “Hawaii Made” program

for manufactured products and shall hold ownership of the “Hawaii Made” trademark.

(b) For purposes of this section, the department of business, economic development, and tourism shall:

- (1) Promote consumer demand for “Hawaii Made” products;
- (2) Coordinate manufacturing of “Hawaii Made” products;
- (3) Coordinate and promote distribution channels for “Hawaii Made” products;
- (4) Ensure that appropriate patents and copyrights are acquired for “Hawaii Made” products; and
- (5) Identify new funding opportunities to promote the expansion of “Hawaii Made” products.

(c) No person shall:

- (1) Keep, offer, display or expose for sale, or solicit for the sale of any item, product, souvenir, or other merchandise that:
 - (A) Is labeled “Hawaii Made”; or
 - (B) By any other means, represents the origin of the item as being from any place within the State; or

(2) Use the phrase “Hawaii Made” as an advertising or media tool, for any item that has not been manufactured, assembled, fabricated, or produced within the State and that has not had at least fifty-one per cent of its wholesale value added by manufacture, assembly, fabrication, or production within the State, including Hawaii-sourced goods, services, and intellectual property.”

SECTION 2. There is appropriated out of the funds received by the State of Hawaii from the American Rescue Plan Act of 2021, Public Law 117-2 (Section 9901), the sum of \$150,000 or so much thereof as may be necessary for fiscal year 2021-2022 to be used for the oversight and administration of the “Hawaii Made” program for manufactured products and for the department of business, economic development, and tourism to promote the “Hawaii Made” brand.

The sum appropriated shall be expended by the department of business, economic development, and tourism for the purposes of section 1 of this Act.

SECTION 3. New statutory material is underscored.¹

SECTION 4. This Act shall take effect upon its approval.

(Vetoed by Governor and veto overridden by Legislature on July 6, 2021.)

Note

1. Edited pursuant to HRS §23G-16.5.