

STAND. COM. REP. NO.

1024

Honolulu, Hawaii

MAR 19 , 2021

RE: S.B. No. 263
S.D. 2

Honorable Scott K. Saiki
Speaker, House of Representatives
Thirty-First State Legislature
Regular Session of 2021
State of Hawaii

Sir:

Your Committees on Economic Development and Agriculture, to which was referred S.B. No. 263, S.D. 2, entitled:

"A BILL FOR AN ACT RELATING TO ECONOMIC DEVELOPMENT,"

beg leave to report as follows:

The purpose of this measure is to:

- (1) Transfer oversight of the Made in Hawaii Program as it relates to manufactured products to the Department of Business, Economic Development, and Tourism;
- (2) Place the Grown in Hawaii with Aloha Program under the management of the Department of Agriculture;
- (3) Transfer ownership of the "Made in Hawaii with Aloha" trademark from the Department of Agriculture to the Department of Business, Economic Development, and Tourism; and
- (4) Appropriate funds to the Department of Business, Economic Development, and Tourism to promote the "Made in Hawaii with Aloha" brand.

Your Committees received testimony in support of this measure from the Hawaii Technology Development Corporation, Chamber of

2021-2523 SB263 SD2 HSCR HMSO

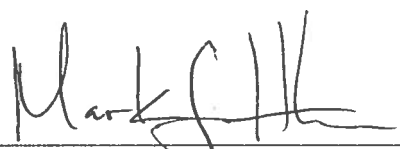


Commerce Hawaii, Hawaiian Craft Brewers Guild, and Young Democrats of Hawai'i. Your Committees received comments on this measure from the Department of Business, Economic Development, and Tourism; and Department of Agriculture.

Your Committees find that protecting the integrity and authenticity of Hawaii-branded products is an integral part of the State's economic development strategy. This measure ensures that Hawaii's local manufactured and agricultural products can continue to be effectively marketed and promoted across the world.

As affirmed by the records of votes of the members of your Committees on Economic Development and Agriculture that are attached to this report, your Committees are in accord with the intent and purpose of S.B. No. 263, S.D. 2, and recommend that it pass Second Reading and be referred to your Committee on Consumer Protection & Commerce.

Respectfully submitted on behalf of the members of the Committees on Economic Development and Agriculture,



MARK J. HASHEM, Chair



SEAN QUINLAN, Chair

