

STAND. COM. REP. NO.

3510

Honolulu, Hawaii

APR 03 2024

RE: S.C.R. No. 148  
S.D. 1

Honorable Ronald D. Kouchi  
President of the Senate  
Thirty-Second State Legislature  
Regular Session of 2024  
State of Hawaii

Sir:

Your Committee on Transportation and Culture and the Arts, to which was referred S.C.R. No. 148 entitled:

"SENATE CONCURRENT RESOLUTION URGING THE STATE FOUNDATION ON CULTURE AND THE ARTS TO CONVENE A TASK FORCE TO DEVELOP ART, BRANDING, AND NARRATIVES FOR AN APPROPRIATE SELECTION OF HAWAII'S UNIQUE COMMUNITIES, LANDMARKS, PARKS, AND OTHER SIMILAR AREAS,"

begs leave to report as follows:

The purpose and intent of this measure is to urge the State Foundation on Culture and the Arts to convene a task force to develop art, branding, and narratives for an appropriate selection of Hawaii's unique communities, landmarks, parks, and other similar areas.

Your Committee received testimony in support of this measure from the State Foundation on Culture and the Arts.

Your Committee received comments on this measure from the Department of Business, Economic Development, and Tourism and University of Hawai'i System.

Your Committee finds that the National Park Service has branded national parks with consistent theming and unique art that reflects each community and location, enabling them to establish a narrative, empower local artists, and sell merchandise to raise



revenue for each location. Your Committee further finds that private companies are taking advantage of Hawaii and selling merchandise for profit, which does not always reflect the places, people, and culture that they are branding and merchandising. Your Committee concludes that the State should develop its own branding for key parks and areas throughout the State to preserve the character, values, perception, and culture that best reflects these places.

Your Committee has amended this measure by:

- (1) Adding a member to the task force with specialized expertise to act in a cultural advisory capacity; and
- (2) Making a technical, nonsubstantive amendment for the purposes of clarity and consistency.

As affirmed by the record of votes of the members of your Committee on Transportation and Culture and the Arts that is attached to this report, your Committee concurs with the intent and purpose of S.C.R. No. 148, as amended herein, and recommends its adoption in the form attached hereto as S.C.R. No. 148, S.D. 1.

Respectfully submitted on  
behalf of the members of the  
Committee on Transportation and  
Culture and the Arts,



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CHRIS LEE, Chair



The Senate  
 Thirty-Second Legislature  
 State of Hawai'i

**Record of Votes**  
**Committee on Transportation and Culture and the Arts**  
**TCA**

Bill / Resolution No.:* <b>SCR 148</b>	Committee Referral: <b>TCA</b>	Date: <b>3/28/24</b>		
<input type="checkbox"/> The Committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is: <input type="checkbox"/> Pass, unamended 2312 <input checked="" type="checkbox"/> Pass, with amendments 2311 <input type="checkbox"/> Hold 2310 <input type="checkbox"/> Recommit 2313				
Members	Aye	Aye (WR)	Nay	Excused
LEE, Chris (C)	✓			
INOUYE, Lorraine R. (VC)				✓
ELEFANTE, Brandon J.C.	✓			
KANUHA, Dru Mamo	✓			
AWA, Brenton				✓
<b>TOTAL</b>	<b>3</b>			<b>2</b>
Recommendation: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Chair's or Designee's Signature:				
Distribution:                     Original     Yellow     Pink     Goldenrod File with Committee Report     Clerk's Office     Drafting Agency     Committee File Copy				

**\*Only one measure per Record of Votes**