
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.

1 WHEREAS, cities and communities define their brands and
2 capitalize on monetizing their brands all around the country;
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5 WHEREAS, the National Park Service brands national parks
6 with consistent theming and unique art that reflects each
7 community and location, enabling them to establish a narrative,
8 empower local artists, and sell merchandise to raise revenue for
9 each location; and
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11 WHEREAS, private companies are taking advantage of Hawaii
12 and selling merchandise for profit, which does not always
13 reflect the places, people, and culture that they are branding
14 and merchandising; and
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16 WHEREAS, the State should develop its own branding for key
17 parks and areas to preserve the character, values, perception,
18 and culture that best reflects these places, and can raise
19 revenue to support them; now, therefore,
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21 BE IT RESOLVED by the Senate of the Thirty-second
22 Legislature of the State of Hawaii, Regular Session of 2024, the
23 House of Representatives concurring, that the State Foundation
24 on Culture and the Arts is urged to convene a task force to
25 develop art, branding, and narratives for an appropriate
26 selection of Hawaii's unique communities, landmarks, parks, and
27 other similar areas; and
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29 BE IT FURTHER RESOLVED that the task force is requested to
30 consist of the following members:



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- (1) The Executive Director of the State Foundation on Culture and the Arts, who is requested to serve as chairperson of the task force;
- (2) Administrator of the Department of Land and Natural Resources' Division of State Parks, or their designee;
- (3) Administrator of the Department of Business, Economic Development, and Tourism's Business Development and Support Division;
- (4) A representative of the University of Hawaii Community Design Center;
- (5) A member with specialized expertise to act in a cultural advisory capacity; and
- (6) Any other member as may be appropriate, to be invited by the chairperson; and

BE IT FURTHER RESOLVED that the task force is requested to examine the best examples of branding and retail strategies at national parks and cities as may be appropriate to develop a plan suitable for Hawaii; and

BE IT FURTHER RESOLVED that the task force is requested to submit a report and any findings and recommendations, including proposed legislation, to the Legislature no later than twenty days prior to the convening of the Regular Session of 2025; and

BE IT FURTHER RESOLVED that certified copies of this Concurrent Resolution be transmitted to the Executive Director of the State Foundation on Culture and the Arts; Administrator of the Department of Land and Natural Resources' Division of State Parks; Administrator of the Business and Development and Support Division of the Department of Business, Economic Development, and Tourism; and President of the University of Hawaii System.

