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## SENATE RESOLUTION

URGING THE DIVISION OF STATE PARKS OF THE DEPARTMENT OF LAND AND  
NATURAL RESOURCES TO CONVENE A TASK FORCE TO IMPROVE STATE  
PARKS, AND TO DEVELOP APPROPRIATE BRANDING AND NARRATIVES  
FOR PARKS, LANDMARKS, AND OTHER SIGNIFICANT PLACES  
THROUGHOUT THE STATE.

1           WHEREAS, the State's parks, landmarks, and landscapes  
2 represent an important part of the State's identity, history,  
3 culture, and economy; and  
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5           WHEREAS, national parks in the United States and other  
6 nations are often recognized for providing the highest quality  
7 experience for their visitors and local residents, including  
8 providing appropriate and well-maintained infrastructure that  
9 blends into the surrounding environment; and  
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11           WHEREAS, the National Park Service has successfully  
12 established a recognizable identity for national parks through  
13 consistent theming, interpretive storytelling, and artwork that  
14 reflects the natural, historical, and cultural significance of  
15 each location; and  
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17           WHEREAS, other federal and state agencies have also  
18 developed impressive branding that has been monetized to raise  
19 revenue in support of their mission, such as California State  
20 Parks, which sells branded and themed merchandise in numerous  
21 locations, and NASA, which sells more branded merchandise than  
22 nearly any other public entity; and  
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24           WHEREAS, the development of a recognizable brand allows  
25 organizations, whether public or private, to bolster revenue  
26 growth through a loyal customer base who, in turn, advocate for  
27 the brand's success and attract further customers; and  
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29           WHEREAS, place-based branding and storytelling can educate  
30 residents and visitors about the cultural, historical, and  
31 environmental significance of communities and public lands,



1 while strengthening stewardship and responsible visitation and  
2 building a customer base committed to patronizing the  
3 organization; and  
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5 WHEREAS, the State's Division of State Parks has been  
6 making considerable efforts to improve the infrastructure,  
7 landscaping, and experience at existing parks, and to ensure  
8 park amenities are maintained at a level commensurate to or  
9 better than national best practices, innovations, and standards;  
10 and  
11

12 WHEREAS, the State has an opportunity to further improve  
13 park infrastructure, integration with the natural environment,  
14 and visitor experience, and to establish official branding and  
15 storytelling that appropriately represents the State's  
16 communities and public places while potentially generating  
17 revenue to support park maintenance, preservation, education,  
18 and visitor services; now, therefore,  
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20 BE IT RESOLVED by the Senate of the Thirty-third  
21 Legislature of the State of Hawaii, Regular Session of 2026,  
22 that the Division of State Parks of the Department of Land and  
23 Natural Resources is urged to convene a task force to improve  
24 state parks, and to develop appropriate branding and narratives  
25 for parks, landmarks, and other significant places throughout  
26 the State; and  
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28 BE IT FURTHER RESOLVED that the task force is requested to  
29 consist of the following members:  
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- 31 (1) The Administrator of the Division of State Parks of  
32 the Department of Land and Natural Resources, who is  
33 requested to serve as the Chairperson of the task  
34 force;  
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- 36 (2) The Administrator of the Business Development and  
37 Support Division of the Department of Business,  
38 Economic Development, and Tourism;  
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- 40 (3) A representative from the Hawaii Tourism Authority;  
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- 1 (4) A representative from the University of Hawaii
- 2 Community Design Center;
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- 4 (5) A member with specialized expertise to serve in a
- 5 cultural advisory capacity;
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- 7 (6) The Chairpersons of the Standing Committees of the
- 8 Senate and the House of Representatives having
- 9 jurisdiction over water and land; and
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- 11 (7) Any other members the Chairperson deems appropriate;
- 12 and
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14 BE IT FURTHER RESOLVED that the task force is requested to  
 15 examine examples of the best infrastructure and park experience  
 16 and develop plans to ensure park infrastructure, landscapes, and  
 17 other amenities are improved and maintained at a level  
 18 commensurate to or better than national best practices,  
 19 innovations, and standards; and

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21 BE IT FURTHER RESOLVED that the task force is requested to  
 22 examine examples of successful branding, branded revenue  
 23 generation, interpretive storytelling, and retail strategies  
 24 used by national parks, cities, and other locations to develop a  
 25 framework suitable for the State; and

26

27 BE IT FURTHER RESOLVED that the task force is requested to  
 28 ensure that any art, branding, and narratives developed  
 29 appropriately and respectfully reflect the cultural heritage,  
 30 historical significance, environmental character, and community  
 31 identity of the places represented; and

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33 BE IT FURTHER RESOLVED that this body affirms its intent  
 34 for the State to develop and maintain a state parks system that  
 35 reflects the highest standards of stewardship, quality, visitor  
 36 experience, and infrastructure so that the State's state parks  
 37 are recognized as one of the finest state park systems in the  
 38 United States; and

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40 BE IT FURTHER RESOLVED that the task force is requested to  
 41 submit a report of its findings and recommendations, including  
 42 any proposed legislation, to the Legislature no later than



1 twenty days prior to the convening of the Regular Session of  
2 2027; and

3  
4 BE IT FURTHER RESOLVED that certified copies of this  
5 Resolution be transmitted to the President of the Senate;  
6 Speaker of the House of Representatives; Administrator of the  
7 Division of State Parks of the Department of Land and Natural  
8 Resources; Administrator of the Business Development and Support  
9 Division of the Department of Business, Economic Development,  
10 and Tourism; Chief Executive Officer of the Hawaii Tourism  
11 Authority; and President of the University of Hawaii System.

