

MAR 16 2026

SENATE CONCURRENT 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
16

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, place-based branding and storytelling can educate
25 residents and visitors about the cultural, historical, and
26 environmental significance of communities and public lands while
27 strengthening stewardship and responsible visitation; and
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29 WHEREAS, the State's Division of State Parks has been
30 making considerable efforts to improve the infrastructure,



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

27 BE IT FURTHER RESOLVED that this body affirms its intent
28 for the State to develop and maintain a state parks system that
29 reflects the highest standards of stewardship, quality, visitor
30 experience, and infrastructure so that the State's state parks
31 are recognized as one of the finest state park systems in the
32 United States; and
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34 BE IT FURTHER RESOLVED that the task force is requested to
35 submit a report of its findings and recommendations, including
36 any proposed legislation, to the Legislature no later than
37 twenty days prior to the convening of the Regular Session of
38 2027; and
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40 BE IT FURTHER RESOLVED that certified copies of this
41 Concurrent Resolution be transmitted to the President of the
42 Senate; Speaker of the House of Representatives; Administrator



1 of the Division of State Parks of the Department of Land and
2 Natural Resources; Administrator of the Business Development and
3 Support Division of the Department of Business, Economic
4 Development, and Tourism; Chief Executive Officer of the Hawaii
5 Tourism Authority; and President of the University of Hawaii
6 System.

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OFFERED BY:

A handwritten signature in black ink, appearing to be 'C. L. L.', written over a horizontal line.