
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
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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 the National Aeronautics and Space
22 Administration, which sells more branded merchandise than nearly
23 any other public entity; and
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25 WHEREAS, the development of a recognizable brand allows
26 organizations, whether public or private, to bolster revenue
27 growth through a loyal customer base who, in turn, advocate for
28 the brand's success and attract further customers; and



1
2 WHEREAS, place-based branding and storytelling can educate
3 residents and visitors about the cultural, historical, and
4 environmental significance of communities and public lands,
5 while strengthening stewardship and responsible visitation and
6 building a customer base committed to patronizing the
7 organization; and
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9 WHEREAS, the State's Division of State Parks has been
10 making considerable efforts to improve the infrastructure,
11 landscaping, and experience at existing parks, and to ensure
12 park amenities are maintained at a level commensurate to or
13 better than national best practices, innovations, and standards;
14 and
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16 WHEREAS, the State has an opportunity to further improve
17 park infrastructure, integration with the natural environment,
18 and visitor experience, and to establish official branding and
19 storytelling that appropriately represents the State's
20 communities and public places while potentially generating
21 revenue to support park maintenance, preservation, education,
22 and visitor services; now, therefore,
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24 BE IT RESOLVED by the Senate of the Thirty-third
25 Legislature of the State of Hawaii, Regular Session of 2026, the
26 House of Representatives concurring, that the Division of State
27 Parks of the Department of Land and Natural Resources is urged
28 to convene a task force to improve state parks and develop
29 appropriate branding and narratives for parks, landmarks, and
30 other significant places throughout the State; and
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32 BE IT FURTHER RESOLVED that the task force is requested to
33 consist of the following members:
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- 35 (1) The Administrator of the Division of State Parks of
36 the Department of Land and Natural Resources, or the
37 Administrator's designee, who is requested to serve as
38 the chairperson of the task force;
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40 (2) The Administrator of the Business Development and
41 Support Division of the Department of Business,



- 1 Economic Development, and Tourism, or the
- 2 Administrator's designee;
- 3
- 4 (3) A representative from the Hawaii Tourism Authority;
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- 6 (4) A representative from the University of Hawaii
- 7 Community Design Center;
- 8
- 9 (5) A member with specialized expertise to serve in a
- 10 cultural advisory capacity;
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- 12 (6) The chairpersons of the standing committees of the
- 13 Senate and the House of Representatives having primary
- 14 jurisdiction over water and land, or the respective
- 15 chairpersons' designees; and
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- 17 (7) Any other members the chairperson deems appropriate;
- 18 and
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20 BE IT FURTHER RESOLVED that the task force is requested to

21 examine examples of the best infrastructure and park experiences

22 and develop plans to ensure park infrastructure, landscapes, and

23 other amenities are improved and maintained at a level

24 commensurate to or better than national best practices,

25 innovations, and standards; and

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27 BE IT FURTHER RESOLVED that the task force is requested to

28 examine examples of successful branding, branded revenue

29 generation, interpretive storytelling, and retail strategies

30 used by national parks, cities, and other locations to develop a

31 framework suitable for the State; and

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33 BE IT FURTHER RESOLVED that the task force is requested to

34 ensure that any art, branding, and narratives developed

35 appropriately and respectfully reflect the cultural heritage,

36 historical significance, environmental character, and community

37 identity of the places represented; and

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39 BE IT FURTHER RESOLVED that this body affirms its intent

40 for the State to develop and maintain a state parks system that

41 reflects the highest standards of stewardship, quality, visitor

42 experience, and infrastructure so that Hawaii's state parks are



1 recognized as one of the finest state park systems in the United
2 States; and

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4 BE IT FURTHER RESOLVED that the task force is requested to
5 submit a report of its findings and recommendations, including
6 any proposed legislation, to the Legislature no later than
7 twenty days prior to the convening of the Regular Session of
8 2027; and

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10 BE IT FURTHER RESOLVED that certified copies of this
11 Concurrent Resolution be transmitted to the Administrator of the
12 Division of State Parks of the Department of Land and Natural
13 Resources; Administrator of the Business Development and Support
14 Division of the Department of Business, Economic Development,
15 and Tourism; Chief Executive Officer of the Hawaii Tourism
16 Authority; and President of the University of Hawaii System.

