
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 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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1 WHEREAS, place-based branding and storytelling can educate
2 residents and visitors about the cultural, historical, and
3 environmental significance of communities and public lands,
4 while strengthening stewardship and responsible visitation and
5 building a customer base committed to patronizing the
6 organization; and

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8 WHEREAS, the State's Division of State Parks has been
9 making considerable efforts to improve the infrastructure,
10 landscaping, and experience at existing parks, and to ensure
11 park amenities are maintained at a level commensurate to or
12 better than national best practices, innovations, and standards;
13 and

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15 WHEREAS, the State has an opportunity to further improve
16 park infrastructure, integration with the natural environment,
17 and visitor experience, and to establish official branding and
18 storytelling that appropriately represents the State's
19 communities and public places while potentially generating
20 revenue to support park maintenance, preservation, education,
21 and visitor services; now, therefore,

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23 BE IT RESOLVED by the Senate of the Thirty-third
24 Legislature of the State of Hawaii, Regular Session of 2026, the
25 House of Representatives concurring, that the Division of State
26 Parks of the Department of Land and Natural Resources is urged
27 to convene a task force to improve state parks, and to develop
28 appropriate branding and narratives for parks, landmarks, and
29 other significant places throughout the State; and

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31 BE IT FURTHER RESOLVED that the task force is requested to
32 consist of the following members:

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34 (1) The Administrator of the Division of State Parks of
35 the Department of Land and Natural Resources, who is
36 requested to serve as the Chairperson of the task
37 force;
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39 (2) The Administrator of the Business Development and
40 Support Division of the Department of Business,
41 Economic Development, and Tourism;
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1 (3) A representative from the Hawaii Tourism Authority;

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3 (4) A representative from the University of Hawaii
4 Community Design Center;

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6 (5) A member with specialized expertise to serve in a
7 cultural advisory capacity;

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9 (6) The Chairpersons of the Standing Committees of the
10 Senate and the House of Representatives having
11 jurisdiction over water and land; and

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13 (7) Any other members the Chairperson deems appropriate;
14 and

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16 BE IT FURTHER RESOLVED that the task force is requested to
17 examine examples of the best infrastructure and park experience
18 and develop plans to ensure park infrastructure, landscapes, and
19 other amenities are improved and maintained at a level
20 commensurate to or better than national best practices,
21 innovations, and standards; and

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

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

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

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

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

