

MAR 16 2026

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
4

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
10

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
23

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
28

29 WHEREAS, the State's Division of State Parks has been
30 making considerable efforts to improve the infrastructure,
31 landscaping, and experience at existing parks, and to ensure
32 park amenities are maintained at a level commensurate to or



1 better than national best practices, innovations, and standards;
2 and

3
4 WHEREAS, the State has an opportunity to further improve
5 park infrastructure, integration with the natural environment,
6 and visitor experience, and to establish official branding and
7 storytelling that appropriately represents the State's
8 communities and public places while potentially generating
9 revenue to support park maintenance, preservation, education,
10 and visitor services; now, therefore,

11
12 BE IT RESOLVED by the Senate of the Thirty-third
13 Legislature of the State of Hawaii, Regular Session of 2026,
14 that the Division of State Parks of the Department of Land and
15 Natural Resources is urged to convene a task force to improve
16 state parks, and to develop appropriate branding and narratives
17 for parks, landmarks, and other significant places throughout
18 the State; and

19
20 BE IT FURTHER RESOLVED that the task force is requested to
21 consist of the following members:

- 22
- 23 (1) The Administrator of the Division of State Parks of
24 the Department of Land and Natural Resources, who is
25 requested to serve as the Chairperson of the task
26 force;
 - 27
 - 28 (2) The Administrator of the Business Development and
29 Support Division of the Department of Business,
30 Economic Development, and Tourism;
 - 31
 - 32 (3) A representative from the Hawaii Tourism Authority;
 - 33
 - 34 (4) A representative from the University of Hawaii
35 Community Design Center;
 - 36
 - 37 (5) A member with specialized expertise to serve in a
38 cultural advisory capacity;
 - 39
 - 40 (6) The Chairpersons of the Standing Committees of the
41 Senate and the House of Representatives having
42 jurisdiction over water and land; and



1
2 (7) Any other members the Chairperson deems appropriate;
3 and
4

5 BE IT FURTHER RESOLVED that the task force is requested to
6 examine examples of the best infrastructure and park experience
7 and develop plans to ensure park infrastructure, landscapes, and
8 other amenities are improved and maintained at a level
9 commensurate to or better than national best practices,
10 innovations, and standards; and
11

12 BE IT FURTHER RESOLVED that the task force is requested to
13 examine examples of successful branding, interpretive
14 storytelling, and retail strategies used by national parks,
15 cities, and other locations to develop a framework suitable for
16 the State; and
17

18 BE IT FURTHER RESOLVED that the task force is requested to
19 ensure that any art, branding, and narratives developed
20 appropriately and respectfully reflect the cultural heritage,
21 historical significance, environmental character, and community
22 identity of the places represented; and
23

24 BE IT FURTHER RESOLVED that this body affirms its intent
25 for the State to develop and maintain a state parks system that
26 reflects the highest standards of stewardship, quality, visitor
27 experience, and infrastructure so that the State's state parks
28 are recognized as one of the finest state park systems in the
29 United States; and
30

31 BE IT FURTHER RESOLVED that the task force is requested to
32 submit a report of its findings and recommendations, including
33 any proposed legislation, to the Legislature no later than
34 twenty days prior to the convening of the Regular Session of
35 2027; and
36

37 BE IT FURTHER RESOLVED that certified copies of this
38 Resolution be transmitted to the President of the Senate;
39 Speaker of the House of Representatives; Administrator of the
40 Division of State Parks of the Department of Land and Natural
41 Resources; Administrator of the Business Development and Support
42 Division of the Department of Business, Economic Development,



S.R. NO. 97

1 and Tourism; Chief Executive Officer of the Hawaii Tourism
2 Authority; and President of the University of Hawaii System.

3
4
5

OFFERED BY: _____

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