

Honolulu, Hawaii

APR 20 , 2026

RE: S.C.R. No. 103  
S.D. 1  
H.D. 1

Honorable Nadine K. Nakamura  
Speaker, House of Representatives  
Thirty-Third State Legislature  
Regular Session of 2026  
State of Hawaii

Madame:

Your Committee on Water & Land, to which was referred S.C.R. No. 103, S.D. 1, entitled:

"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,"

begs leave to report as follows:

The purpose of this measure is to urge 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.

Your Committee received testimony in support of this measure from the Hawai'i Tourism Authority and one individual. Your Committee received comments on this measure from the Department of Land and Natural Resources.

Your Committee finds that the State's parks, landmarks, and landscapes represent an important part of the State's identity, history, culture, and economy. Your Committee further finds that place-based branding and storytelling can educate residents and



visitors about the cultural, historical, and environmental significance of communities and public lands, while strengthening stewardship and responsible visitation and building a customer base committed to supporting the sites. Your Committee also finds that the Division of State Parks has been making considerable progress in improving the infrastructure, landscaping, and experience at existing state parks and to ensure park amenities are maintained at a level commensurate to or better than national best practices, innovations, and standards. This measure is an effort to further improve park infrastructure and the visitor experience and to establish official branding and storytelling that appropriately represent the State's communities and public places while potentially generating revenue to support park maintenance, preservation, education, and visitor services.

Your Committee has amended this measure by:

- (1) Specifying that a designee of the Administrator of the Division of State Parks of the Department of Land and Natural Resources may serve as the chairperson of the task force;
- (2) Specifying that a designee of the Administrator of the Business Development and Support Division of the Department of Business, Economic Development, and Tourism may serve on the task force;
- (3) Specifying that the respective designees of the chairpersons of the standing committees of the Senate and the House of Representatives with primary jurisdiction over water and land may serve on the task force; and
- (4) Making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Water & Land that is attached to this report, your Committee concurs with the intent and purpose of S.C.R. No. 103, S.D. 1, as amended herein, and recommends that it be referred to your Committee on Finance in the form attached hereto as S.C.R. No. 103, S.D. 1, H.D. 1.



Respectfully submitted on  
behalf of the members of the  
Committee on Water & Land,

*for*   
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MARK J. HASHEM, Chair



