

STAND. COM. REP. NO.

3549

Honolulu, Hawaii

APR 08 2026

RE: S.R. No. 97
S.D. 1

Honorable Ronald D. Kouchi
President of the Senate
Thirty-Third State Legislature
Regular Session of 2026
State of Hawaii

Sir:

Your Committee on Water, Land, Culture and the Arts, to which was referred S.R. No. 97 entitled:

"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,"

begs leave to report as follows:

The purpose and intent of this measure is to urge the Division of State Parks of the Department of Land and Natural Resources (Division) 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 did not receive any testimony on this measure.

Your Committee finds that efforts by the Division to improve the infrastructure and experience of state parks could use inspiration from numerous federal and other states' agencies, including the National Park Service, NASA, and California State Parks, which have successfully monetized their distinctive identities and branding to raise revenue in support of each of their respective missions. The National Park Service in particular could serve as a model for the Division on how to



provide consistent theming, interpretive storytelling, and corresponding infrastructure and artwork that reflect the natural, historical, and cultural significance of each location. This measure will catalyze innovative and place-based enhancements to state parks for the educational, physical, and cultural wellbeing of park visitors.

Your Committee has amended this measure by:

- (1) Inserting findings specifying that the development of a recognizable brand allows organizations, whether public or private, to bolster revenue growth through a loyal customer base who, in turn, advocate for the brand's success and attract further customers and that place-based branding and storytelling can build a customer base committed to patronizing the organization; and
- (2) Specifying that the Task Force is requested to examine examples of branded revenue generation, used by national parks, cities, and other locations to develop a framework suitable for the State.

As affirmed by the record of votes of the members of your Committee on Water, Land, Culture and the Arts that is attached to this report, your Committee concurs with the intent and purpose of S.R. No. 97, as amended herein, and recommends its adoption in the form attached hereto as S.R. No. 97, S.D. 1.

Respectfully submitted on
behalf of the members of the
Committee on Water, Land,
Culture and the Arts,

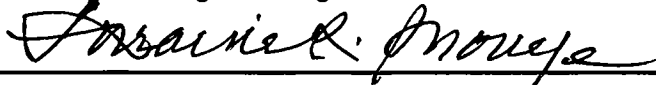


CHRIS LEE, Chair



The Senate
 Thirty-Third Legislature
 State of Hawai'i

Record of Votes
Committee on Water, Land, Culture and the Arts
WLA

Bill / Resolution No.:* SR 97	Committee Referral: WLA	Date: 3/30/2026		
<input type="checkbox"/> The Committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is: <input type="checkbox"/> Pass, unamended 2312 <input checked="" type="checkbox"/> Pass, with amendments 2311 <input type="checkbox"/> Hold 2310 <input type="checkbox"/> Recommit 2313				
Members	Aye	Aye (WR)	Nay	Excused
LEE, Chris (C)	✓			
INOUYE, Lorraine R. (VC)	✓			
CHANG, Stanley				✓
LAMOSAO, Rachele	✓			
DECORTE, Samantha	✓			
TOTAL	4			1
Recommendation: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Chair's or Designee's Signature: 				
Distribution: Original Yellow Pink File with Committee Report Committee Drafting Agency				

*Only one measure per Record of Votes