

The Outdoor Circle



A Legacy of Planting for the Future
1912-2019

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The Outdoor Circle ~ Who Are We?

The Outdoor Circle, founded in 1912, is a statewide environmental non-profit working throughout the Hawaiïan Islands to protect and enhance Hawaiï's unique natural beauty.

- Our enduring mission is to “**Keep Hawaiï Clean, Green and Beautiful**”.
- Our staunch efforts have kept Hawaiï **free of billboards**, vehicle and aerial advertising.
- We **support planting projects** that improve the quality of life in Hawaiï's communities.
- We **foster outreach and environmental stewardship programs**.
- We **advocate for responsible land use policies** that protect our environment.
- We operate as a **network of Branches** throughout the Islands constituting a broad membership base of state-wide community volunteers.

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Who Benefits From the Work of The Outdoor Circle?

All of Hawai`i has been the **beneficiary** of our organization's untiring commitment to preserving Hawai`i's scenic beauty.

- **Local communities** state-wide enjoy neighborhoods and business districts enhanced by our beautification and tree planting efforts, and free of billboards and unsightly outdoor advertising.
- **Our real estate industry and developers** are dependent on clients who are drawn to Hawai`i and these communities, for their beautiful parks, green spaces, and tree-lined streets.
- **Our hotel and visitor industry** relies on Hawai`i's natural beauty to attract guests to choose Hawai`i as their vacation destination.
- **Private businesses and organizations** rely on our expertise and manpower.
- **Municipal and State entities** have valued our contribution in preserving and enhancing our public green spaces.

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The Outdoor Circle Legacy ~ Planting Projects and Nature Parks

- **Honolulu Trees:** Outdoor Circle volunteers planted the beautiful trees along Kalakaua Avenue, Ala Moana and Vineyard Boulevards, Round Top Drive, the Ala Wai, and A'ala park in the early to mid 1900's; their vision has left a legacy for future generations to enjoy.
- **Statewide Planting Programs:** We actively implement and maintain beautification projects in public spaces throughout the state, including Kailua and Kaneohe, Oahu (since 1948), Kona, Hawai`i (since 1948), Kauai Island (since 1974), Haleiwa, Oahu (since 1987), Waimea, Hawai`i (since 1989), East Honolulu (since 1997), and Waikoloa Village, Hawai`i (since 1999).
- **Statewide Parks and Gardens:** We established nature parks, forest preserves and botanical gardens throughout the islands, including *Waikoloa Dry Forest Preserve* (2009), *Waimea Nature Center* (1999), *Kona Sadie Seymour Botanical Garden* (1985), *Hawai`i Nature Center in Makiki* (1981), and *Diamond Head State Monument* (1978). We planted over 150 trees at Magic Island and Ala Moana Beach Park (2000-2001).

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The Outdoor Circle Legacy ~ Preservation and Restoration

- The landmark **preservation** of *Kawainui Marsh* as a bird sanctuary and historical Hawai`ian cultural and archeological site for all of Hawai`i to embrace and enjoy (1950 to present).
- The **restoration** of Hurricane `Iniki damaged Kauai through the *Ho`oma`oma`o Project* to replant indigenous species (1992).
- The **preservation** of *Waimea Valley* as an historical and cultural site, in partnership with Office of Hawai`ian Affairs and The Audubon Society (2006).
- The **preservation** of one of the last remaining historic Waikiki *Helemoa Coconut Grove*, planted in the 15th Century by Chief Kukuihewa (2008)

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The Outdoor Circle Legacy ~ Community Advocacy

- Landmark legislation to remove billboards from the Territory of Hawai`i (1927), enactment of first sign ordinance by the City and County of Honolulu (1957), and statewide legislation to ban vehicular and aerial advertising (2004, 2006).
- Establishment of a *State Exceptional Tree Act* (1975) to preserve rare and magnificent historical tree specimens for future generations to enjoy.
- Instrumental in crafting the *Urban Reforestation Master Plan* for the City and County of Honolulu (2005).
- Committed to *The National Complete Streets Project* to beautify our urban settings and make them more enjoyable for work, leisure, and living (2010).
- Key role in the establishment of the *Hawai`i State Environmental Court* (2014).

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The Outdoor Circle Organization ~ A Member-based State-wide Network

The organization is run by an all-volunteer **Board of Directors** and an **Executive Director**, with eleven **Branches** across the state, from Kauai to Hawaii Island.

- **Our Board and Advisors:** An experienced team of Urban Planners, Landscape Architects, Arborists, Legal Consultants, Financial Consultants, Educators, Horticulturalists, green industry representatives, and native species experts.
- **Our Executive Director:** A qualified individual with extensive background in non-profit management and advocacy, and Certified Association Executive (CAE) credentials.
- **Our network of Branches:** Eleven chapters throughout the Islands constituting a broad membership base of state-wide community leaders and volunteers providing the manpower and impetus to deliver our projects to our communities.