



ALOHA

Kailua Village Business Improvement District

January 2012

Rave Reviews Continue

In August 2011 we brought you news that Hawaii Island had been voted Hawaii's Top Hawaiian Island by readers of Travel + Leisure. We also shared that Kailua-Kona was ranked #6 in TripAdvisor's Top 25 Best U.S. Destinations. And now Lonely Planet ranked Hawaii Island number eight in its Top 10 U.S. Travel Destinations for 2012, the *only* Hawaiian Island in the top 10.

Kailua Village Business Improvement District joined with the Kona-Kohala Chamber of Commerce and Kohala Coast Resort Association to install banners to showcase accolades to visitors arriving at Kona International Airport.

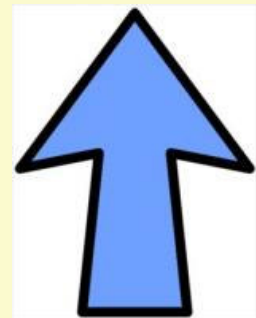


On each full color two-sided welcome banner an aloha message is combined with an image of Ahuena Heiau, snorkelers in our crystal clear waters, tiki at Puuhonua o Honaunau and Pololu Valley. Each banner reads: "Aloha and Welcome to Kona, Hawaii, the Big Island – Voted Best Hawaiian Island." The logo for Travel + Leisure World's Best Awards 2011 is also showcased.

Businesses can also use these award designations in their own marketing materials. After all, we've earned the bragging rights.

Local Market Makes Strides

According to the Market Report for West Hawaii issued by Bishop Street Commercial, Kona's retail market continues to improve with retail vacancy rates dropping. Pier 1 Imports has leased approximately 12,000 square feet at the Kona Coast Shopping Center and Kailani Surf Company has leased the former Fujimama's Restaurant at Kona Plaza. Construction activity is underway at Kona Commons fronting Target where McDonalds will occupy one of the free-standing pads and Bank of Hawaii and AT&T the other.



Kokua Kailua – Sunday, January 15

Start off your New Year at Historic Kailua Village's monthly Kokua Kailua.

2012's inaugural Kokua Kailua takes place on Sunday, January 15 along scenic oceanfront Alii Drive which becomes a pedestrian-only thoroughfare from 1pm until 6pm.

Kokua Kailua is an opportunity to spend a family-friendly afternoon perusing the shops and restaurants in Historic Kailua Village in addition to the many vendors that participate in the monthly event. Then enjoy an afternoon at Hulihee Palace on the lawn beginning at 4:00pm.



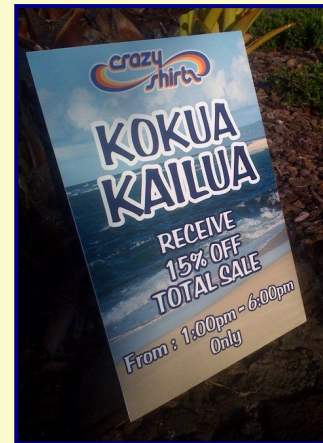
February's Kokua Kailua is scheduled for Sunday, February 19, 2012.

Kokua Kailua – **always** an ideal time to shop, dine and buy local!

Village Merchants Get Creative

There are creative ways to market your business *and* capitalize on the large influx of people during Kokua Kailua without manning a booth.

Take a tip from Crazy Shirts and then consider what your own business might be able to do.



KVBID Board of Director Applications Due Now

Members of the Kailua Village Business Improvement District (KVBID) interested in serving on the volunteer board of directors are invited to run for election. Terms for board positions are two years and commence at the election held at the annual meeting which will be held in March. Eligibility for elected board members is limited to members of the District.

Application deadline is Monday, January 16, 2012. Applications are available online at www.historickailuavillage.com.

Gateway Landscape Improvements Continue in Historic Kailua Village

Landscape improvements have been completed to the mauka corner of Alii Drive and Walua Road. This southern boundary gateway to Historic Kailua Village is now also home to a new Bus Stop location. KVBID removed the safety hazard of uneven and jagged asphalt, added irrigation, removed a dead tree, trimmed existing shrubs, and then added spider lilies and grass edging.

To further the process of continual improvement, KVBID's Placemaking Committee is working with HPD and the County Traffic Division to adjust freight loading times on Alii Drive to add more on street parking throughout the day.



Work Underway at Alii Drive and Walua Road



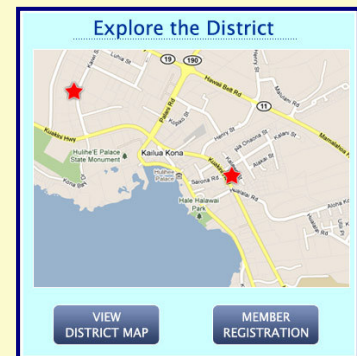
Work Completed

Help www.HistoricKailuaVillage.com Become Go-To Information Portal

District businesses – add your listing to the interactive map.

Event planners – add your District event to the event calendar.

As businesses and events are registered, KVBID's web site will become the go-to site for residents and visitors seeking information about Historic Kailua Village.



www.HistoricKailuaVillage.com

Twitter: [KailuaVillage](https://twitter.com/KailuaVillage)

