



A L O H A

Kailua Village Business Improvement District

January 2011

Retailers Report Sales Strengthening

For many District merchants, it was indeed a good holiday season.

"I made an aggressive forecast for December and didn't have 2009's information to rely on. We're very pleased that we met our goal. We noted that many of the visitors to our store were from area timeshares but not as many as we would have liked to have seen from up the coast. But believe me; we were very happy with the business we got."

Jeanne Kimi, owner, Keoki's Donkey Balls

"It looks like there is a light at the end of the tunnel and it is not a train coming!" shared Gary Perriera of Kona Gifts of Hawaii.

"Target ended the holiday season very strong against our projection. Over the holidays, strong sellers aside from toys of course, were electronics, gift cards and apparel," reported store manager Roger Thomas. "In fact, 2010 was a great year for Target."

"The holiday season in Kailua Village started with an incredible turnout for the Christmas Parade and Kokua Kailua. Our visitor arrivals increased just shortly thereafter," says Marie Aguilar, co-owner of the Eclectic Craftsman. "My business noticed a rise in sales from return visitors and our local community plus an increase from new visitors spending during the holiday."

Inaugural 2011 Kokua Kailua Village Stroll Sunday, January 16

Start off your New Year at Historic Kailua Village's monthly Kokua Kailua Village Stroll. 2011's inaugural stroll takes place on Sunday, January 16 from 1pm until 6pm along scenic oceanfront Alii Drive which becomes a pedestrian-only thoroughfare.

Kokua Kailua is always a fun way to spend an afternoon perusing the wares offered up from local merchants and vendors. Following an afternoon of shopping and strolling, enjoy a variety of food and drink in any one of Kailua Village's tasty eateries.

Restaurant certificate drawings will take place at 2:30, 3:30 and 5:45pm and a free Hawaiian music concert honoring King William Lunalilo and remembering Aunty Iolani Luahine takes place at 4:00pm on the lawn at Hulihee Palace.



February's Kokua Kailua Village Stroll date is scheduled for Sunday, February 20, 2011.

Board of Directors Applications Due

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 the six open board positions are two years and commence at the election held at the annual meeting which will be March 18, 2011. Eligibility for elected board members is limited to members of the District.

Operations of KVBID are overseen by a 17 member board of directors. By Ordinance, four of these positions are appointed (public works, finance department, mayor, District council member) and 13 are elected by the fee simple owners of land and/or lessees of land within the District. Six board seats will stand for election at the upcoming annual meeting.

Four of the six open seats will be filled by fee simple owners and/or lessees of land within the District and the remaining two will be commercial tenants within the District.

Application deadline is Tuesday, January 18, 2011.

Applications are available online at www.KVBID.org.

Big Island TV Creates Ad Package for Kailua Village Merchants

Big Island Television has created a valuable advertising package exclusively for merchants in Historic Kailua Village. While a 20-second commercial normally sells for \$890 per month, this exclusive package is for a two-minute commercial that five merchants would share for \$415 (plus tax) per month per merchant. Each merchant would have a 20-second allocation of time within the professionally produced commercial.

Kailua Village Business Improvement District would sponsor the 10 second open and 10-second close. The commercial would air eight times daily. This exclusive package is available to KVBID merchants only.

If you are interested in promoting your business to residents and visitors through this media opportunity, contact Rachelle Hennings with Big Island Television at 883-2111 or Rachell@BigIslandTV.com.



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County Offices on the Move

County Offices in Kailua and the Office of Aging in Kealahou have begun transitioning to their new location at the West Hawaii Civic Center on Kealahou Parkway near Kealahou High School. More than 75 County employees will be fully relocated by the end of February.

As mentioned in our October 2010 ENews this move will have different impacts on different businesses. For some it could provide opportunities via new services that will be needed in and around the Center. For others, newly vacated County space could mean there is opportunity to expand an existing business.



Publication Rack Update

Kailua Village Business Improvement District appreciates input as we work to improve the reputation and aesthetics of Historic Kailua Village.

We recently installed publication racks along Alii Drive, inspired by the design of an ancient Hawaiian pahu (drum). Transfer of newspapers and magazines from the profusion of single publication stands will occur this month. When that transfer is complete and the single stands are removed, sidewalks will be less cluttered offering full enjoyment to residents and visitors throughout Historic Kailua Village.

Our mahalo to everyone for their patience as this improvement project nears completion.



www.KVBID.org
Twitter: KailuaVillage

