



A L O H A

Kailua Village Business Improvement District

June 2011

Emma's Square Landscaping Repaired

Landscaping in Emma's Square in Historic Kailua Village was significantly damaged by the tsunami that resulted from the March 11 earthquake off the coast of Japan. Kailua Village Business Improvement District provided funding so that KVBD's landscape crew could complete the work needed to restore the Square to conditions that look even better than pre-tsunami.



Post-Tsunami Landscape Damage



Repaired Landscaping

Local Effort Raises Money for Hawaii Disasters

Kailua Village Business Improvement District joins the American Red Cross Hawaii Chapter in applauding a local donation effort that raised \$60,000 to help victims of local disasters.

Big Island Representative Bob Herkes organized a unique effort to raise money for the Hawaii Red Cross. Herkes, who lives in Volcano and represents Puna, Ka'u, and South Kona, organized a "Breakfast with Bob" event in the wake of the March 11 tsunami, which destroyed dozens of homes, businesses and boats throughout Hawaii.

More than 80 people attended the April gathering at the Pacific Club where they heard Big Island residents recount emotional stories of the damage inflicted and the needs facing victims. All proceeds from "Breakfast with Bob" went to the Red Cross.



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Nearly half of the money raised came from AT&T, which employs about 330 people throughout Hawaii.

In the last fiscal year, the Hawaii Red Cross responded to 99 disasters (about once every 3-4 days), providing food, clothing, shelter and caring support to those individuals and families affected by the tragic events. All Red Cross disaster assistance is free and is made possible by donations.

Photo: Coralie Chun Matayoshi, CEO of the Hawaii Red Cross with Representative Bob Herkes (left) and Daniel Youmans, President of the Washington/Hawaii division of AT&T (right). The \$25,000 check from AT&T was part of the "Breakfast with Bob" event that raised money for Hawaii Red Cross.

More Innovative Fundraising

The County's new Double Decker Hele On bus debuted May 20 with an around-the-island-tour. Along the way, County employees coordinated contributions of non-perishable donations for the Hawaii Island Food Basket. The bus traveled from Hilo through Waimea, Kona, Oceanview and returned to Hilo early evening.

"The circle island debut of the new Double Decker Hele On was hugely successful," said County of Hawaii Administrative Specialist Barbara Kossow. "Not only did we raise awareness of the new bus, we were able to donate hundreds of pounds of food to Hawaii Island Food Basket thanks to generous island residents."

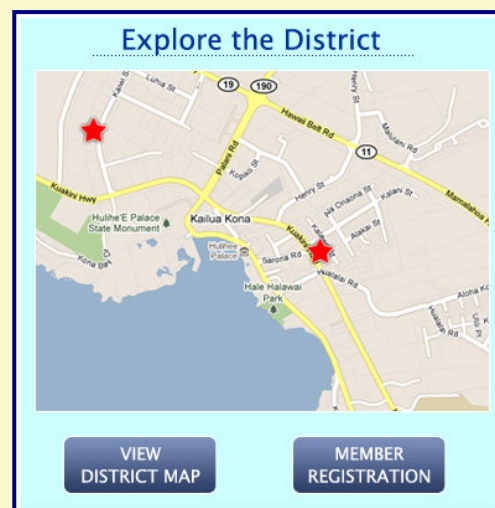
The Importance of Placemaking

"Neighborhoods, cities and regions are awakening to the importance of 'place' in economic development. They are planning for a future that recognizes the critical importance of quality of life to attracting talent, entrepreneurship and encouraging local businesses. Competing for success in a global marketplace means creating places where workers, entrepreneurs, and businesses want to locate, invest and expand. This work has been described as a sense of place or place-based economic development or simply *placemaking*. Economic development and community development are two sides of the same coin. A community without place amenities will have a difficult time attracting and retaining talented workers and entrepreneurs, or being attractive to business," said Rick Snyder, Governor of Michigan in his address to the state legislature.

Interactive Business Map

We continue to build content on our new web site;
www.HistoricKailuaVillage.com.

District businesses are encouraged to click to register so that they will appear on the newest feature, an interactive map. Users will be able to locate the business from the category drop down menu and/or from the interactive map.



Upcoming Events – Save These Dates

Saturday, June 11 – King Kamehameha Day Community Parade (begins at 9am) down Alii Drive.

Sunday, June 12 – Kokua Kailua from 1pm-6pm in Historic Kailua Village. Alii Drive becomes a festive pedestrian-only walkway during this family-fun event. Enjoy an afternoon at Hulihee Palace beginning at 4pm.

Monday, July 4 – Historic Kailua Village Independence Day Celebration with parade at 5:30pm, fireworks at 8:15pm.

September 18-24 – 2nd Annual Kau Kau Kailua Restaurant Week
Waterfront dining, superb three-course dinner menus and special values at quick service restaurants.



All Aboard!

We encourage residents and visitors to utilize the services of the Keauhou Resort Honu Express Trolley when coming in to Historic Kailua Village, particularly on special event days such as Kokua Kailua. Not only is the trolley convenient and inexpensive (just \$1 per rider), but it helps the environment by reducing the number of vehicles on our roadways. Click on Resources on the bottom of the home page at www.HistoricKailuaVillage.com to download the Trolley schedule.



NOTE OUR NEW WEB SITE:

www.HistoricKailuaVillage.com

Twitter: KailuaVillage

