

# Kailua Village Business Improvement District

Annual Report  
FY July 1, 2020 –  
June 30, 2021

*Mission: Make Historic Kailua Village a model sustainable community that is a better place to invest, work, live and play.*



# KVBID Governance

**Board Members  
Represent**

District Landowners,  
Commercial Tenants,  
Residents &  
Government officials

# KVBID Board

Jay Rubenstein, **President**

Josh Porter, **Vice President**

Nancy Sakamoto, **Secretary**

Jacqueline Awa

Bobby Command

Anthony Gand

Calvin Higa

Perry Kealoha

Hobbs Lowson

Councilwoman Rebecca  
Villegas

Ex-officio:

Ikaika Rodenhurst Dept.  
of Public Works

Hamana Ventura, County  
Finance

# KVBID New Board Members

- Amanda Kale, ABC Stores
- Randy Kurohara, Creative Arts
- Mana Purdy, Lili`uokalani Trust
- Nancy Sakamoto, Kona Commons
- Toby Taniguchi, Hanama Place



## KVBID Outgoing Board Members

- Barbara Kossow
- Laura Waldo
- Mason Yoshiyama
- David Yamamoto

**Mahalo for your service!**

# KVBID Governance

## Standing Committees

Governance – Jay Rubenstein, Chair

Marketing & Special Events – Mattson Davis,  
Chair

Placemaking – Nancy Sakamoto, Chair

Program Services – Michael Bell, Chair

Public Private Partnerships – Riley Smith, Chair

Strategic Planning – Josh Porter, Chair

Finance Committee – Barbara Kossow, Chair



**COVID-19 Pandemic**

**Impacts the District**

# COVID-19 Pandemic Impacts the District

- **2019 Hawaii Visitor Profile**
  - \$2.33 billion in spending
  - welcomed over 1.7 million visitors
  - Over 35,000 visitors daily
  - 68 cruise ships brought additional 140,000 visitors



# COVID-19 Pandemic Impacts the District

- **2020 Hawaii Visitor Profile**
  - 144,000 visitors in January
  - 131,000 visitors in February
  - 69,000 visitors in March

# COVID-19 Pandemic

## Impacts the District

- **2020 Snapshot**

- 438 in April ; 784 in May ; 1,620 in June ;  
2,367 in July ; 2,460 in August ...
- By December visitor numbers rose to 43,199
- In 2020, West Hawaii welcomed 431,000  
visitors ; however only 87,000 arrived  
between April and December

# COVID-19 Pandemic Impacts the District



Restaurants closed, some permanently.



# COVID-19 Pandemic Impacts the District



# COVID-19 Pandemic Impacts the District



# COVID-19 Pandemic

## Heartbeat returning to District



# COVID-19 Pandemic

## Heartbeat returning to District



# Renovations, Refreshes and Reopens





# Renovations, Refreshes and Reopens



# Renovations, Refreshes and Reopens



# COVID-19 Pandemic



# District Optimism and Fortitude



# District Optimism and Fortitude



# New Businesses in the District



# New Businesses in the District



# Mahalo!





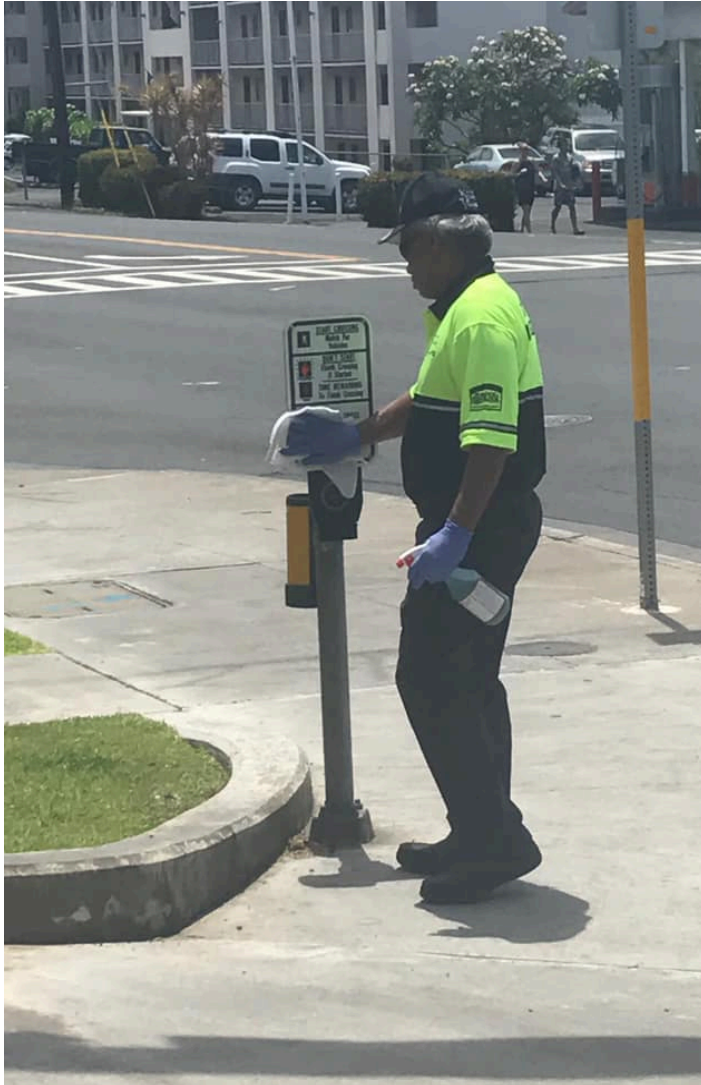


# KVBID Program Services Committee

# Program Services Never Stopped – Cleaning, Landscape & Security Ambassadors



# Program Services – Cleaning, Landscape & Security Ambassadors



# Ambassadors – By the Numbers

- Removed 53,482 pounds of trash
- 38,083 pounds of green waste
- Spent 895 hours mowing
- Removed 1,548 instances of graffiti, posters and stickers

# Improving public spaces





# Homeless Issues

# Taking Action

- 2,417 cases of homeless bedding in the Village
- Returned 508 shopping carts to various markets
- Requested police assistance 84 times
- Identified over 550 panhandling instances
- 763 open container warnings

# Advocacy for Homeless Solutions



## HOMELESS ISSUES

Homelessness is a broad category assigned to people we see on the streets. Mental illness is pervasive in the street population. Personal care doesn't come easy for those dealing with mental illness. Drug and alcohol addiction can be crippling and there aren't a lot of resources for those who are living in addiction. Most shelters don't accept those who are high or intoxicated. Life is expensive too. The cost of having a place to live has outpaced what many earn. It's important to remember that it's not illegal to be homeless and the public right of way belongs to all of us.

### What can you do?

Show compassion but don't give money to panhandlers. Give them food. Give them a drink but giving them money often will go to deepening an already deep addiction. Instead give your donations to agencies that help the homeless in our community.

### See Something Say Something

If someone is creating a nuisance in a public area make the call. If you're concerned about someone's health and safety make the call. Calls for police assistance are the statistical factor used to determine levels of police staffing required in communities. Reporting crimes helps our police department provide adequate staffing. Make the call. If it's an emergency call 911, otherwise use the police non emergency line at 808-935-3311 for all other calls.

Call your elected officials and tell them that you care and that you'd like to see expanded funding for programs that help the most vulnerable in our community and to better fund mental health, drug and alcohol treatment programs. Getting people help is one of the first steps to a healthy community.

### Private Property Rights

Contact your security contractor, property manager or property owner to find out what your private property rights are and how to trespass those you deem who should not be on your property.



## HOMELESS ISSUES

### What the Kailua Village Business Improvement District is Doing to Help

**Safety** is one of the Kailua Village Business Improvement District's major focus areas. The Kailua Village Business Improvement District works with Block by Block, a national firm providing expertise in safety, cleaning and landscape services.

You may have noticed an increased presence of KVBID's Security Ambassadors in their new uniforms in the Village. The Security Ambassadors are walking and on bikes during the daytime hours starting at 7 am and in a roving vehicular patrol until 11 pm at night. The Security Ambassadors are trained on panhandling and loitering protocols and best practices. They have also gone through 4 hours of Mental Health Awareness Training. They do daily homeless counts, identify hot spots and areas of need and collaborate with the Hawaii County Police Department (HPD).

We've altered the physical environment in some places by trimming up trees and doing xeriscape landscaping to make certain areas less hospitable for criminal activity. We're also exploring how to enhance lighting in certain areas as well. In 2019, KVBID's Security Ambassadors returned 524 shopping carts and removed over 2,561 poster, stickers and graffiti in the Village. They issued 430 open container warnings and assisted visitors and locals 2,407 times.

Unfortunately the Kailua Village Business Improvement District cannot solve the homeless issue in our community. It takes the leadership and resources of government, the cooperation of many providers and the community at large. The Kailua Village Business Improvement District is doing its part and is working collaboratively with others to find both short and long-term solutions. We are working with HPD, DLNR, social service providers and our county council representative to help improve the district.

Let's continue to work together to help solve our community's homeless issue.





# Mahalo

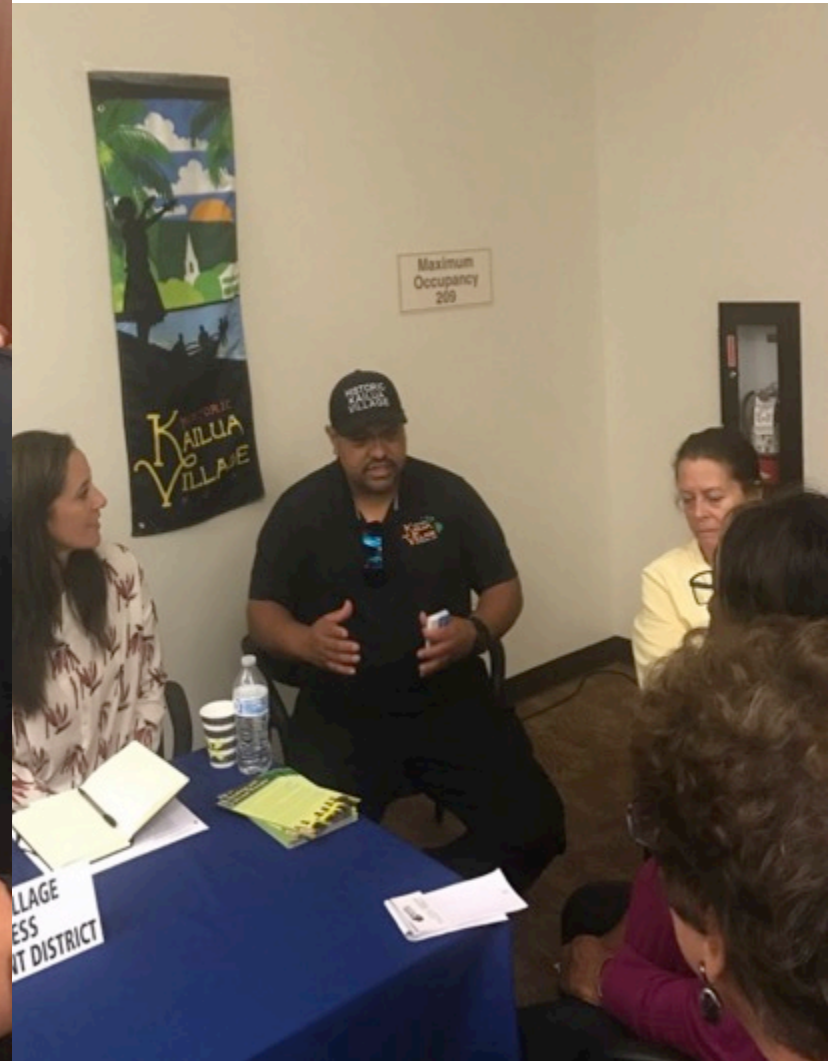
## Hawaii County Police Department



# Hawaii County Partnerships



# Advocacy for Homeless Solutions





# Placemaking Committee

# Public Spaces

## *KVBID Maintains Community Vision & Vibrancy*



# Public Spaces

## *KVBID Maintains Community Vision & Vibrancy*



KVBID worked with local artist Cindy Foster to brand the fence surrounding the sewage lift station near Kailua Pier.



A collaborative effort between KVBID and the County of Hawaii to brighten up a dark spot in Historic Kailua Village.

# Public Spaces

## *KVBID Maintains Community Vision & Vibrancy*

Creating Experiences in public spaces



Selfie Spots around Historic Kailua Village creates fun memories for everyone .  
Don't forget to hashtag #historickailuavillage

# Public Spaces

## Creating Experiences in public spaces

New historical signage fronting Hale Halawai tells of King Kamehameha the Great's exploits in Historic Kailua Village. This one ties to the seven other interpretive signs around Hawaii Island.

Mahalo County of Hawaii!





# Public Space Messaging

## Show Aloha



SOCIAL DISTANCE



WASH HANDS OFTEN



WEAR A MASK



# KVBID Finance Committee

Kailua Village Business Improvement District, Inc

Profit & Loss

July 2020 through June 2021

Jul '20 - Jun 21

<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>Assessments</b>	851,107.95
<b>Interest Income</b>	177.36
<b>Other Income</b>	
<b>Kau Kau Kailua</b>	297.77
<b>Grants</b>	
<b>HTA CEP Grant</b>	5,371.71
<b>CPEP Grant</b>	27,000.00
<b>Grants - Other</b>	2,500.00
<b>Total Grants</b>	<u>34,871.71</u>
<b>Kokua Kailua</b>	220.00
<b>Total Other Income</b>	<u>35,389.48</u>
<b>Total Income</b>	<u>886,674.79</u>
<b>Gross Profit</b>	886,674.79
<b>Expense</b>	
<b>Homeless Outreach</b>	31,413.60
<b>Events</b>	
<b>Hawaiian Sunset Saturday</b>	6,160.23
<b>Fireworks</b>	3,000.00
<b>Kau Kau Kailua</b>	14,096.46
<b>Banners &amp; Holiday Decor</b>	4,321.23
<b>Kailua Kalikimaka</b>	7,681.00
<b>Kokua Kailua</b>	
<b>Merchant Fees - CyberSource</b>	734.90
<b>Merchant Service Fees - Authnet</b>	215.75
<b>Kokua Kailua - Other</b>	6,401.64
<b>Total Kokua Kailua</b>	<u>7,352.29</u>
<b>Events - Other</b>	5,000.00
<b>Total Events</b>	<u>47,611.21</u>
<b>Insurance Expense</b>	
<b>General Liability Insurance</b>	775.00
<b>Professional Liability</b>	1,298.00
<b>Total Insurance Expense</b>	<u>2,073.00</u>
<b>Office Supplies &amp; Services</b>	
<b>Supplies</b>	1,157.16
<b>Annual Meeting Expense</b>	244.70
<b>Business Licenses and Permits</b>	17.00
<b>Computer and Internet Expenses</b>	313.91
<b>Office Equipment</b>	2,019.39
<b>Postage and Delivery</b>	541.99
<b>Printing and Reproduction</b>	1,809.96
<b>Storage</b>	15,855.21
<b>Total Office Supplies &amp; Services</b>	<u>21,959.32</u>

11:15 AM  
09/13/21  
Accrual Basis

Kailua Village Business Improvement District, Inc

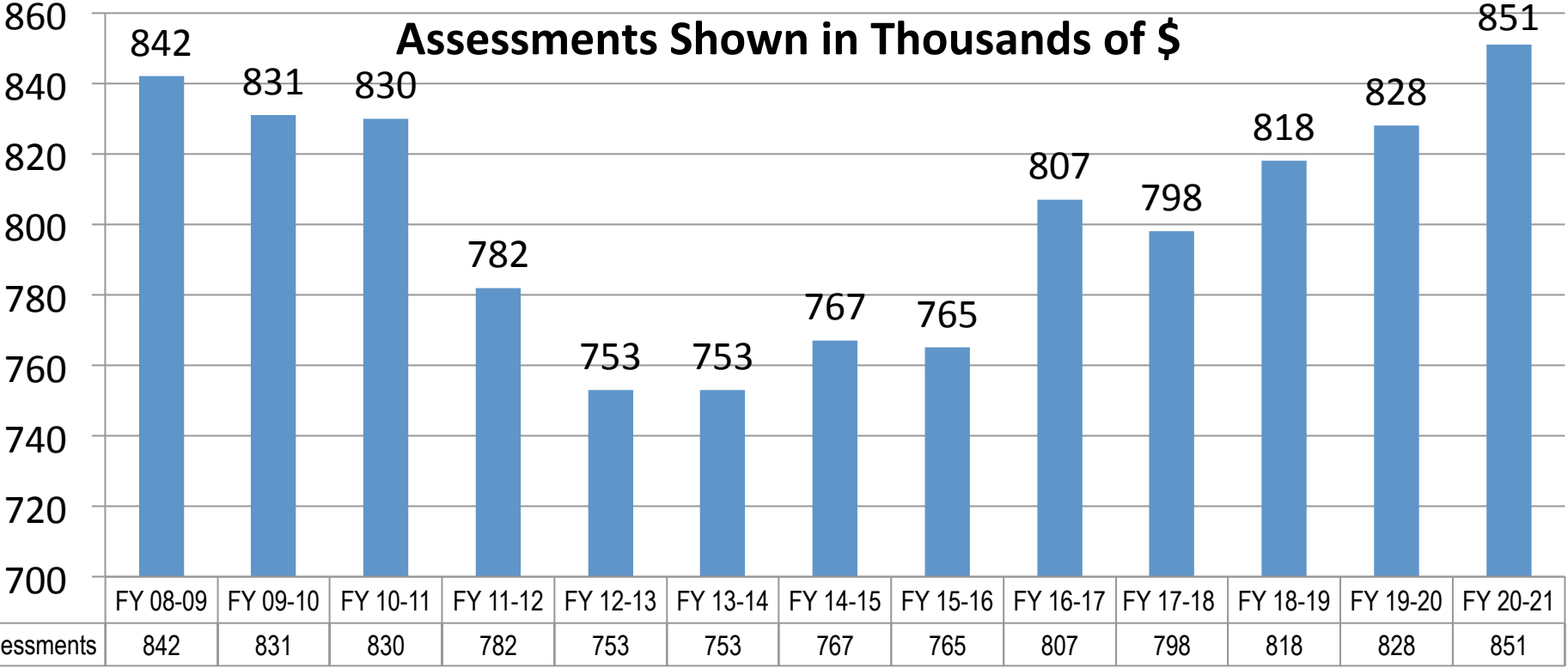
**Profit & Loss**

July 2020 through June 2021

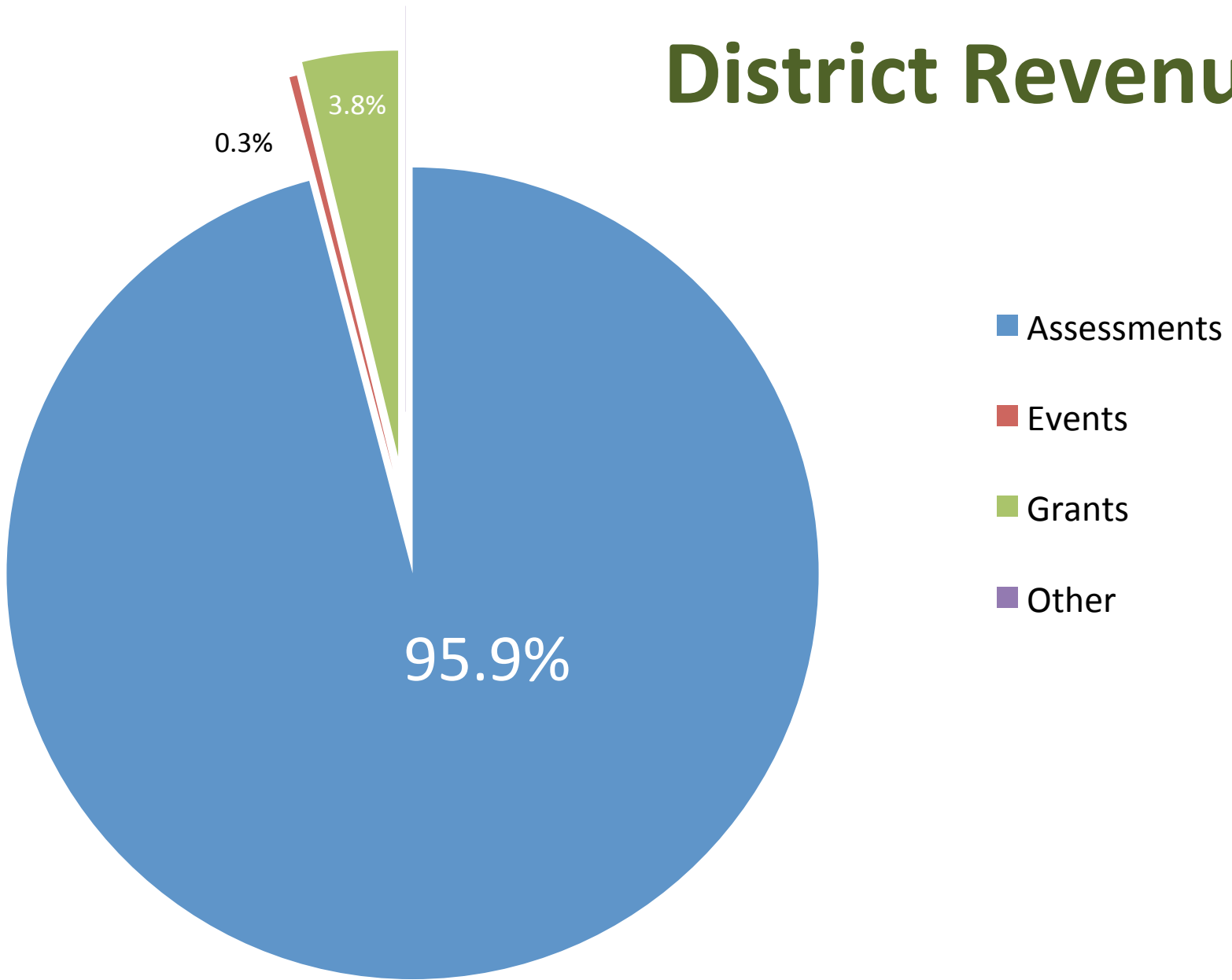
**Jul '20 - Jun 21**

<b>Outreach</b>	
Dues	1,261.39
Newspaper	6,465.24
Website	526.38
<b>Total Outreach</b>	<b>8,253.01</b>
<b>Placemaking Improvements</b>	
Scenic Byway	5,000.00
Gateways	36,031.50
Publication Racks	4,148.84
Torchliting	1,624.92
Trash Receptacles	4,688.85
Placemaking Improvements - Other	300.00
<b>Total Placemaking Improvements</b>	<b>51,794.11</b>
<b>Professional Fees</b>	
Accounting	4,944.82
Grantwriting	1,000.00
Management	82,671.88
Professional Fees - Other	12.00
<b>Total Professional Fees</b>	<b>88,628.70</b>
<b>Streetscape Clean, Maint &amp; Sec</b>	
Ambassadors	637,726.84
Landscape Maint	17,477.52
Streetscape Clean, Maint & Sec - Other	347.77
<b>Total Streetscape Clean, Maint &amp; Sec</b>	<b>655,552.13</b>
<b>Total Expense</b>	<b>907,285.08</b>
<b>Net Ordinary Income</b>	<b>-20,610.29</b>
<b>Net Income</b>	<b>-20,610.29</b>

# KVBID Funding



# District Revenues



# Ambassadors & Community Building Events



# Core District Services





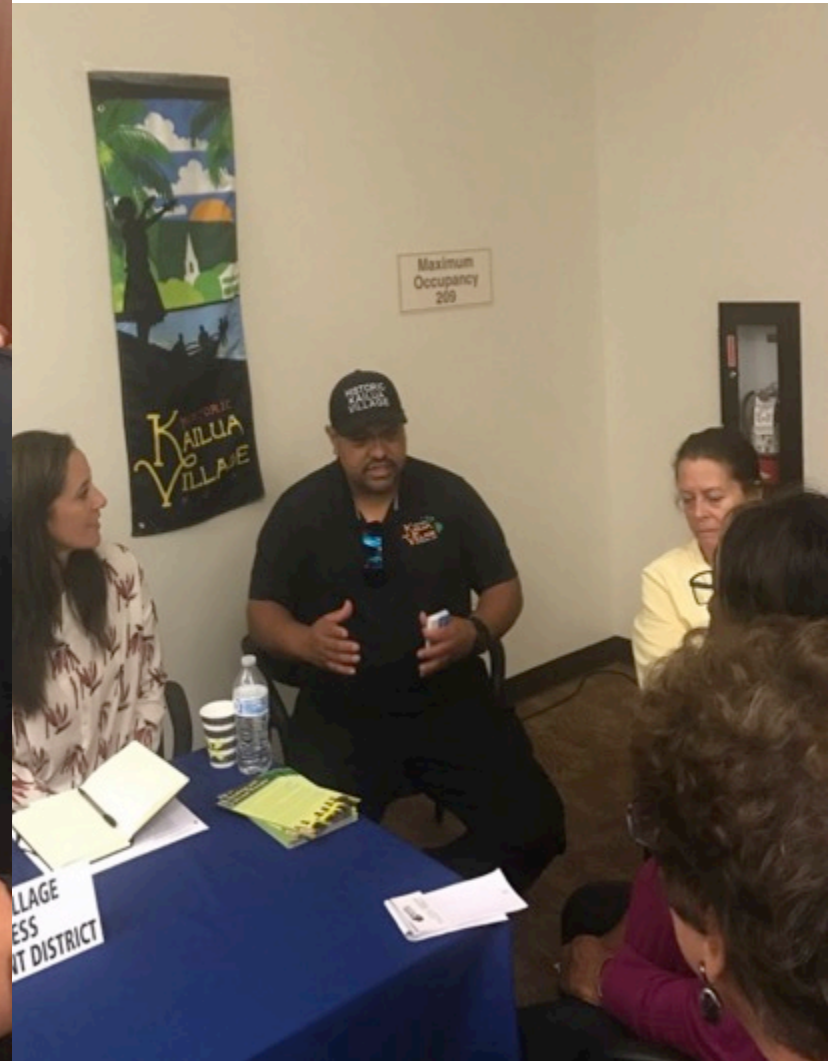
# Core District Services





**KVBID  
Public  
Private  
Partnerships  
Committee**

# Advocacy for Homeless Solutions





# Village Gateway



**Gateways:** Location 2 – Intersection of Queen Kaahumanu Hwy. and Palani Rd.



# Infrastructure



Mahalo County of Hawaii!

# Public Space • It Takes a Village



# Working for the Village





# Hawaiian Sunset Saturdays



# Monthly Kokua Kailua





# Get Involved Stay In Touch

[HistoricKailuaVillage.com](http://HistoricKailuaVillage.com)