



**KAILUA VILLAGE BUSINESS IMPROVEMENT DISTRICT**

**FIVE-YEAR STRATEGIC PLAN**

**2018 - 2022**

**OCTOBER 2018**



## 1. INTRODUCTION

This document sets forth an updated five-year Strategic Plan for the Kailua Village Business Improvement District (KVBID). The functions of the Strategic Plan include:

- Provide framework for high-level decisions involving the core fundamentals and operations of KVBID.
- Provide a basis for more detailed implementation and funding planning.
- Explain the need and purpose of KVBID in order to inform, educate and promote the District.
- Encourage ongoing review and assessment of the KVBID to stimulate change and improvement for the District.

The Strategic Plan is a dynamic document that will be periodically reviewed and maintained to provide ongoing direction for the KVBID. The Strategic Plan will be updated by the KVBID Strategic Planning Committee, with input from stakeholders. Comments on the Strategic Plan can be submitted to the Committee via e-mail at [kailuavillage@gmail.com](mailto:kailuavillage@gmail.com).

## 1. PURPOSE AND BACKGROUND

### **Mission:**

*Our mission is to make Historic Kailua Village a model sustainable community that is a better place to invest, work, live and play.*

**Vision:** *To work cooperatively to improve and maintain the physical appearance and aesthetics of public rights of way, open spaces, and parks, by increasing cleanliness and security, so to attract long term sustainable business and community activity in Historic Kailua Village.*

Prior to the inception of the Kailua Village Business Improvement District (KVBID) in 2007, the physical appearance and general ambience in and around Historic Kailua Village had noticeably deteriorated. So much so that visitors and residents avoided coming to town as it was perceived as dirty and crime ridden. Not only did the decline have a negative impact on businesses, the quality of life was diminished for those who live here. The appreciation for the historical and cultural significance of the area was weakened as well.

KVBID is a collaborative effort between business, government and area residents to develop and implement creative solutions to improve the cleanliness, attractiveness, community and economic vibrancy of Historic Kailua Village. District taxpayers are assessed according to property tax valuations and these assessments return directly to KVBID to fund programs and improvements within Historic Kailua Village.

KVBID is committed to promoting Historic Kailua Village as a model sustainable community. KVBID's vision of sustainability for Historic Kailua Village includes:

- **Economic Sustainability:** Support local businesses and promote Historic Kailua Village as a place to invest, work, live and play.
- **Environmental Sustainability:** Support the use of renewable resources and the protection of our environment.
- **Social Sustainability:** Promote programs and services to care for the people that live and work in Historic Kailua Village in a balanced manner.

## 2. ACHIEVEMENTS AND SUCCESSES

- KVBID was established by County Ordinance 07 171 on December 11, 2007. The boundaries of the District and assessment zones are shown on Figure 1. The District received its first funding in February 2008.
- KVBID launched 'clean and safe' initiatives in Historic Kailua Village, including: security patrols on bicycles and roving vehicular patrols; janitorial services including daily sweep crews to clean public sidewalks, planters and streets; and landscape installation and maintenance along Kuakini Highway, Palani Road, Henry Street and sections of Alii Drive.
- KVBID works with County Department of Public Works to identify and correct clean and safe deficiencies e.g. street light outages, degradation of roadway surfaces, sidewalk hazards, etc.
- With partial grant assistance from the County of Hawaii, KVBID installed new trash receptacles District-wide.
- KVBID supported a grant valued at \$200,000 for the Hawaii Police Department from the Hawaii Tourism Authority that funded the installation of security cameras at known hot spots throughout the village.
- KVBID developed landscape guidelines and defined a suggested landscape palette of cohesive landscape materials for public spaces within the District.
- KVBID developed a landscape master plan incorporating hardscape concepts for the District.
- KVBID developed the District's brand position as Historic Kailua Village that combines the rich history, culture and traditions with spectacular nature, remarkable recreational opportunities and a legendary peaceful experience.
- Core brand messaging and a visual logo were embedded in all communication materials, environmental design, signage concepts, street furniture and landscapes.
- KVBID funded a study examining current parking practices and inventory to initiate short-term parking solutions in the village. KVBID has endorsed its initiative to self-manage and maintain public parking lots with revenues supporting District parking improvements. KVBID is working with Hawaii County to advance the initiative.
- KVBID supported the fast-tracking of an emergency overnight homeless shelter in the District. The overnight facility is now operational.

- KVBID planned and designed new park concepts for Kailua Playground to upgrade surroundings and expand park use. Concepts were presented to County Department of Parks and Recreation and improvements await funding.
- KVBID recognized the need to enhance Kuakini Highway, between Palani Road and Makala Street, to improve roadway standards as a village gateway.
- KVBID sponsors and supports the Kona Trolley that reduces vehicular traffic and improves circulation, brings visitors in to the District, promotes convenience and improves quality of life.
- KVBID created, manages and produces Kokua Kailua, a monthly marketplace event designed to encourage visitors and residents into the village. Estimated monthly event attendance: 4,000 – 5,000 people.
- KVBID designs, purchases and annually installs holiday décor as part of its Kailua Kalikimaka initiative to encourage buying local.
- KVBID designs, purchases and installs street banners to brand the District and support iconic events held in Historic Kailua Village.
- KVBID designed, created and installed distinctively branded interpretive signs that share the history, culture and ocean assets of the District.
- KVBID created, updates and maintains its [HistoricKailuaVillage.com](http://HistoricKailuaVillage.com) website that attracts over 1,600 unique visitors monthly.
- KVBID drafted a County Ordinance for control and management of publication racks in public spaces that was eventually approved.
- KVBID designed and installed branded publication racks on Alii Drive to house magazines and newspapers. Spaces are assigned via lottery every two years.
- KVBID successfully undertook the challenge of sponsoring and establishing Alii Drive as Royal Footsteps Along the Kona Coast, a Hawaii Scenic Byway (2010-2011).
- Historic Kailua Village earned several awards/rankings that celebrated KVBID progress:
  - Ranked #6 Best U.S. Destination by TripAdvisor
  - Ranked #10 U.S. Destination on the Rise by TripAdvisor

- Voted Top Hawaiian Island by Travel + Leisure
  - Ranked as a Top 10 U.S. Travel Destination by Lonely Planet
  - Named to Top 20 Small Towns to Visit in America by Smithsonian
  - Second on RewardExpert's list of Best American Foodie Towns in Pacific West
  - Ranked #1 winter travel destination by US News & World Report
- KVBID launched its smartphone app Kona Royal Footsteps – an interpretive experience that shares the stories of seven centuries of royal history in seven miles and maps all points of interest.
  - KVBID supported the designation of West Hawaii as a Blue Zones Project.
  - KVBID continues to create and produce an evolving calendar of special events. Special events have included Tuesday Trots 5k, Hawaiian Sunset Saturdays, Kau Kau Kailua, Kailua Village Marketplace, Kailua Kanikapila, May Day Brunch on the Bay, Fourth of July Concert, Historic Kailua Village Luau and Kalikimaka Boat Parade.

#### **KVBID RECOGNITION AWARDS**

Pualu Awards 2008, Kona-Kohala Chamber of Commerce  
Business Innovation Award

Koa Anvil Award of Excellence 2010, Public Relations Society of America – Hawaii Chapter  
Events & Observances: Kokua Kailua

Pualu Awards 2010, Kona-Kohala Chamber of Commerce  
Visitor Industry Marketing Award: Kokua Kailua

Pualu Awards 2011, Kona-Kohala Chamber of Commerce  
Culture & Heritage Award

Historic Preservation Commendation 2011, Historic Hawaii Foundation  
Royal Footsteps Along the Kona Coast Hawaii Scenic Byway

Environment Preservation Award 2011, Hawaii Chapter of the American Planning Association  
Royal Footsteps Along the Kona Coast Corridor Management Plan







#### 4. BOARD COMMITTEES & STRATEGIC OBJECTIVES

Strategic initiatives represent the overarching goals to be implemented to fulfill the vision and mission of KVBID. Strategic initiatives are categorized and assigned to Board committees to facilitate implementation of the initiatives.

##### **Board Committees**

##### **Finance Committee**

***Mission:** The KVBID Finance Committee is dedicated to enhancing the quality of life in Historic Kailua Village with fiscally responsible management and oversight of KVBID resources. Finance Committee initiatives include:*

- Provide overall fiscal management and oversight for KVBID.
- Annual preparation, submission and approval of District budget.
- Review and establish District rate of assessment annually.
- Certify District's TMK assessment list annually.
- Function as the KVBID audit committee.
- Provide the treasury function for KVBID.
- Identify sources and eligibility for grants.

##### **Governance Committee**

***Mission:** The KVBID Governance Committee is dedicated to oversight of KVBID and its Board of Directors. Governance Committee initiatives include:*

- Oversee the nomination and election of board members.
- Oversee and maintain 501(c)(3) status.
- Develop and promote efficient, effective and best management practices.
- Provide notice to members and stakeholders for KVBID meetings.
- Annually review Board Code of Conduct, policies and compliance.
- Annually review Bylaws.
- Conduct annual Election of Officers.
- Preside over Annual Meeting.
- Resolve conflicts of interest.

##### **Marketing & Special Events Committee**

***Mission:** The KVBID Marketing & Special Events Committee oversees brand management and is dedicated to marketing the District and supporting events that promote the District. Marketing & Special Events Committee initiatives include:*

- Oversee Historic Kailua Village brand management.
- Create special events that further the brand.
- Strategically manage KVBID special events including Kokua Kailua, Kailua Kalikimaka and Hawaiian Sunset Saturdays..
- Develop branded KVBID merchandise.
- Develop KVBID marketing campaigns.
- Conduct stakeholder and economic impact surveys.
- Oversee communication tools: enews, advertising, public relations.
- Review website analytics and maintain HistoricKailuaVillage.com as the KVBID website.

### **Placemaking Committee**

***Mission:** The Placemaking Committee is dedicated to creating unique, inviting public spaces that are comfortable and create a friendly social climate that defines the character of Historic Kailua Village. Placemaking Committee initiatives include:*

- Define and develop places within the District that enhance the quality of life for residents and visitors.
- Develop interpretive and wayfinding signage for the District.
- Develop and promote landscape guidelines and design standards for the District.
- Develop and promote architectural guidelines and design standards for the District.
- Develop and promote lighting design standards for the District.
- Map out public spaces, and identify priorities for maintenance and improvements.
- Identify and map historic sites in the Village and develop interpretation materials.
- Develop branded environmental design e.g. publication racks, seating, crosswalks, gateways.
- Subcommittee: Alii Drive Standards

### **Program Services Committee**

***Mission:** The KVBID Program Services Committee is dedicated to enhancing the quality of life in Kailua Village by working with KVBID janitorial and security Ambassadors, and state and county agencies to improve and maintain the safety, cleanliness, and aesthetic appearance of public rights-of-way, open space and parks, and common areas within Historic Kailua Village. Program Services Committee initiatives include:*

- Improve and maintain District cleanliness.
- Increase and maintain District safety.
- Improve and maintain the aesthetic appearance of KVBID.
- Encourage local businesses to upgrade storefronts and signage.
- Annually review service contract performance.
- Oversee Request for Proposal (RFP) process for service contract awards.

### **Public Private Partnership Committee**

***Mission:** The Public Private Partnership Committee is dedicated to enhancing our District by creating and building positive relationships between public and private for the good of the community; to be a sustainable catalyst that fosters proactive solutions. Public Private Partnership Committee initiatives include:*

- Partner with governmental agencies to facilitate services currently provided by those agencies.
- Encourage greater parking availability and facilities management, improve traffic circulation and increase public transportation options.
- Promote and support a pedestrian- and bike-friendly community.
- Facilitate in the improvement of public spaces including roadways and sidewalks.
- Support initiatives to improve conditions for the homeless.
- Monitor and interface with governmental agencies on issues related to the District.

**Strategic Planning Committee**

*Mission: The KVBID Strategic Planning Committee is committed to providing support and direction to KVBID stakeholders to facilitate the vision and mission of the KVBID. Strategic Planning Committee initiatives include:*

- Update and maintain the Strategic Plan.
- Develop benchmarks to track the effectiveness of the KVBID.
- Obtain feedback from stakeholders.
- Identify strategic partners and alliances and establish partnerships with KVBID.
- Develop and introduce legislation to promote the vision and mission of the KVBID.
- Represent the District and monitor issues and initiatives related to the Kona Community Development Plan.
- Subcommittee: Scenic Byway

## **5. FINANCING THE DISTRICT**

To raise and sustain revenue, District taxpayers will be assessed annually and the assessment will be paid in two equal payments in February and August. The Assessment rate for Zone 1 taxpayers is \$1.75 per \$1,000 of assessed value, and 58 cents per \$1,000 in Zone 2. Residents with active homeowner exemptions on file with the County will be assessed a cap rate of \$100 annually or the actual assessment whichever is less. All residential condominium apartments within the District will be assessed at the Zone 2 rate.

Grant funding is actively pursued to provide supplemental funding for the District.

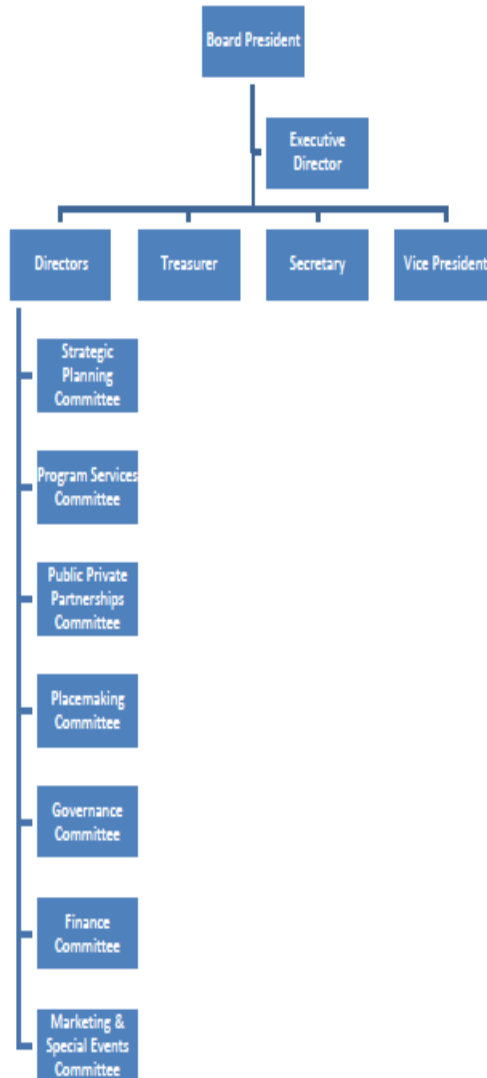
Budget allocations are determined by the KVBID Board of Directors. Uses of Funds include: Public Space Management & Security; Streetscape Cleaning and Maintenance; Placemaking and Strategic Improvements; Outreach, Marketing and Special Events; Grant Projects; and Operating Support/Administration/Professional Fees.

## **6. ORGANIZATIONAL STRUCTURE**

KVBID operations are overseen by its seventeen (17) member board of directors, which consists of fifteen (15) voting directors and two (2) non-voting directors. Four of the seventeen board members shall be appointed: 1.) The Director of Public Works or the Director's designated representative, who shall be a non-voting member; 2.) The Director of Finance or the Director's designated representative, who shall be a non-voting member; 3.) The Mayor or the Mayor's designee, who shall be a voting member; and 4.) The Council Member of the District within which the majority of the land area within which the District is located or the Council Member's designated representative who shall be a voting member. With the exception of the four (4) appointed board seats, the remaining thirteen (13) directors shall be elected by the landowners and/or lessees of land.

KVBID committees provide for a collaborative planning effort among board members, district taxpayers, and the public. Committees develop and implement the strategic initiatives for the District.

**Figure 2 - KVBID Organizational Chart**



## **KVBID Board of Directors FY 2018-19**

Michael Bell, Body Glove Cruises

Jane Clement

Richard Chinen, KTA Super Stores

Taylor Easley, Easley & Associates

Vincent Fong, ABC Stores

Anthony Gant

Kehau Gomes, Liliuokalani Trust

Calvin Higa, KBXtreme LLC

Jack Hutchings, Kona Alii condominium owner

Perry Kealoha, Kamehameha Schools

Barbara Kossow, representative for Mayor Harry Kim

Josh Porter, Lex Brodies Tires

Jay Rubenstein, Royal Kona Resort

Laura Waldo, CPA

Mason Yoshiyama, First Hawaiian Bank

### **Ex Officio**

County Director of Public Works

County Director of Finance



## 7. Five-Year Strategic Initiatives and Funding Plans

Certain tactical initiatives and programs provided by KVBID have been deemed ongoing Core Services and, as such, are not included as strategic initiatives. Core Services are generally funded by KVBID assessments and include:

1. Enhance day-to-day cleanliness, appearance, and security of Historic Kailua Village.
2. Collaborate with County to manage/improve roadway maintenance, pavement markings, traffic signs, graffiti, and security cameras.
3. Increase activities for residents and visitors within Historic Kailua Village.
4. Advocate “housing first” opportunities for chronic homelessness.
5. Promote the Royal Kona Footsteps Scenic Byway.
6. Encourage and expand ridership on County bus and private trolley systems within Historic Kailua Village. Continue to evaluate effectiveness of KVBID support.
7. Research grant programs that may bring benefit to Historic Kailua Village.
8. Increase cultural activities and opportunities. Share the historical context of the area with visitors, residents, merchants and businesses within Historic Kailua Village

### I. Ambassadors

*Create an attractive and welcoming environment within Historic Kailua Village.*

#### Short Term Objectives

1. Evaluate equipment needs to improve efficiency and performance of janitorial, landscape and security crews. Phase in supplemental equipment purchases.  
Funding Source: KVBID budget
2. Determine need for surveillance camera improvements throughout Historic Kailua Village.
  - a. Add additional cameras as necessary to the current system in place throughout the village.
  - b. Work with the Hawaii Police Department to fund camera system additions and related IT and training.
 Funding Source: Grant/County CIP

#### Long Term Objectives

1. Coordinate pedestrian and landscaping improvements to provide linkages from parking lots and other public spaces throughout Historic Kailua Village
  - a. Define all potential public spaces and parking areas in the District that would benefit from landscape improvements.
  - b. Establish easements from landowners to the KVBID as necessary for landscaping.
  - c. Solicit bids for landscape improvements with the concurrence of county and/or state agencies.
 Funding Source: KVBID budget/CIP
2. Draft and introduce Ordinance language to allow sidewalk dining, address sidewalk encroachments, address disorderly conduct and discourage panhandling.
  - a. Research similar ordinances in small towns/villages for successful language.
  - b. Draft Ordinance language and submit to County Council for review.

Funding Source: KVBID budget

### **Champions**

Program Services Committee  
Public Private Partnership Committee  
Strategic Planning Committee

## **II. Public Realm**

*Work to improve the public realm in order to create a clean, high-quality and unified look and feel within Historic Kailua Village.*

### **Short Term Objectives**

1. Assist in the creation of a County park at Oneo Bay.
  - a. Review the opportunity/obstacles to create a County park at Oneo Bay.
  - b. Determine a schematic plan for a County park at Oneo Bay.
  - c. Advocate for the creation of a County park at Oneo Bay.

Funding Source(s): Plan: KVBID budget; Implementation: CIP/grants
2. Create a gathering place around a “renewed” public open space (Hale Halawai/Emma’s Square).
  - a. Review opportunities /obstacles to create a gathering place within Historic Kailua Village.
  - b. Determine a schematic plan for a “renewed” public open space.
  - c. Advocate for the creation of a gathering place within Historic Kailua Village.

Funding Source(s): Plan: KVBID budget/grants; Implementation: CIP/grants
3. Further initiative to improve Kuakini Highway from Palani Road to Kaiwi Street with bicyclist and pedestrian safety as a priority.
  - a. Advocate for improvements related to bicyclist and pedestrian safety along Kuakini Highway.
  - b. Work with the County and adjacent landowners to determine additional improvements to improve the safety of bicyclists and pedestrians in the area.

Funding Source(s): CIP

### **Long Term Objectives**

1. Seek funding for Kuakini Highway improvements (Palani Road to Kaiwi Street).
  - a. Work with the County and adjacent landowners to design additional improvements along Kuakini Highway.
  - b. Implement the construction of improvements along Kuakini Highway.

Funding Source(s): CIP/Landowners/grants
2. Identify Kailua Pier beautification opportunities.
  - a. Determine beautification opportunities at Kailua Pier.
  - b. Establish a list of prioritized projects to beautify Kailua Pier.

Funding Source(s): KVBID budget/DLNR budget
3. Create an “urban trail” along the oceanfront from Bubba Gumps to Kona Inn and onto Kailua Pier.
  - a. Determine a route for the “urban trail” along the oceanfront.
  - b. Work with the County and landowners to determine a schematic plan toward the creation of the “urban trail.”
  - c. Seek funding to design and build the “urban trail.”
  - d. Construction the “urban trail” along the oceanfront.

Funding Source(s): CIP/Landowners/grants

Champions

KVBID Public Private Partnership Committee

KVBID Placemaking Committee

KVBID Strategic Planning Committee

### III. Economic Development

*Emphasize economic development as one of the core work programs.*

Short Term Objectives

1. Implement phased KVBID Parking Plan within Historic Kailua Village.
  - a. Establish pilot project at County Parking Lot, Likana Lane, and Sarona Road.
  - b. Expand parking management responsibilities.

Funding Source(s): Self-funding; net returns to District/County
2. Advocate improvements to the temporary parking lot on KS lands and future Oneo Lane extension aligned with Oneo Bay/Alii Drive circulation.
  - a. Seek improvements to the temporary lot on KS lands.
  - b. Seek improvements to the future Oneo Lane extension and permanent parking lot.

Funding Source(s): No funding required

Long Term Objectives

1. Expand phased parking management.
  - a. Facilitate the construction of and management of the future Oneo Lane parking lot.
  - b. Coordinate landscape improvements and linkages.

Funding Source(s): Self-funding
2. Research incentives including potential for tax abatements.
  - a. Perform a cost/benefit study to include not only fiscal and economic effects, but social ones as well.
  - b. Periodic evaluation of all tax incentive programs.
  - c. Strategic planning to assure that incentives promote the benefits to Historic Kailua Village.

Funding Source(s): KVBID budget

Champions

KVBID Strategic Planning Committee

KVBID Placemaking Committee

KVBID Public Private Partnership Committee

### A. Business Attraction

*Partner with property owners and public agencies to create an environment that supports local businesses.*

Short Term Objectives

1. Discuss with property owners beautification and maintenance opportunities.

- a. Determine what parcels are in need of upgrades to buildings and landscaping.
  - b. Facilitate meeting with property owners/managers to discuss opportunities.
- Funding Source(s): No funding required

#### Long Term Objectives

2. Research guidelines from other destinations regarding Alii Drive redevelopment.
    - a. Contact other destinations that have created guidelines that are in place in their community.
    - b. Determine from the guidelines what can be mirrored along Alii Drive.
- Funding Source(s): No funding required.

#### **Champions**

KVBID Placemaking Committee  
KVBID Strategic Planning Committee

## **B. Transportation and Planning**

*Work to create a multi-modal transportation system within Historic Kailua Village.*

#### Short Term Objectives

1. Continue discussion with the County Planning Department in the implementation of the Kona Community Development Plan (KCDP).
    - a. Request updates from the County on timeline of the KCDP.
- Funding Source(s): No funding required

#### Long Term Objectives

1. Expand shuttle service within Historic Kailua Village
    - a. Based on the ridership evaluation.
- Funding Source(s): KVBID budget

#### **Champions**

KVBID Placemaking Committee  
KVBID Public Private Partnership Committee  
KVBID Strategic Planning Committee

## **IV. Branding & Public Relations**

*Focus on marketing, branding and promoting Historic Kailua Village.*

#### Short Term Objectives

1. Fabricate and install branded parking, bus and wayfinding signs.
    - a. Advocate for utilizing the branded signs that have already been designed by KVBID.
    - b. Work with State/County to purchase and install signs within the village gateways.
- Funding Source(s): CIP
2. Design directional maps and signage for Historic Kailua Village.
    - a. Utilize KVBID branded signs that have already been designed by KVBID.
- Funding Source(s): CIP
3. Design and install branded gateway monuments.
    - a. Research what design criteria for monument sign allowable on highway median.
    - b. Fund design work for monument.

- c. Advocate importance of designating the Historic Kailua Village gateways for the benefits to the economy of the district.
- Funding Source(s): CIP
- 4. Design and install branded Historic Kailua Village street signs.
    - a. Advocate for utilizing the branded signs that have already been designed by KVBID.
    - b. Work with State/County to purchase and install signs within the village gateways.
- Funding Source(s): CIP
- 5. Design and install branded patterned crosswalks within Historic Kailua Village.
    - a. Advocate for utilizing the branded signs that have already been designed by KVBID.
    - b. Work with State/County to purchase and install signs within the village gateways.
- Funding Source(s): CIP

### Long Term Objectives

- 1. Distinguish Historic Kailua Village as a “destination” like no other
    - a. Collaborate with IHVB, HVCB, HTA, Resorts, Hotels, and other businesses within the travel industry to promote Historic Kailua Village.
- Funding Source(s): KVBID budget/partnerships
- 2. Establish Historic Kailua Village Logo items (poster, shirts, souvenirs, etc.) for sale on the website and in stores along Alii Drive.
    - a. Research manufacturers for inventory costs.
- Funding Source(s): Investigate licensing opportunities
- 3. Seek to create a museum within Historic Kailua Village.
    - a. Research museum theme , location opportunities and partnership potential.
- Funding Source(s): Corporate sponsorships

### **Champions**

KVBID Placemaking Committee  
KVBID Marketing & Special Events Committee

## **A. Electronic Marketing**

*Create access to electronic marketing.*

### Short Term Objectives

- 1. Monitor activity on the website and in social media.
    - a. Review website activity reports and social media presence.
    - b. Provide direction as to any necessary adjustments, as needed.
- Funding Source(s): Ongoing; no funding required

### Long Term Objectives

- 1. Constantly refresh the website.
    - a. Evaluate website content and its value added features to the mission.
    - b. Determine redesign criteria, as needed.
    - c. Execute update to refresh the website, as needed.
- Funding Source(s): Ongoing; KVBID budget
- 2. Update the Royal Kona Footsteps APP.

- a. Determine need for updates to information, inclusion of new data, and enhancement features and execute as needed.

Funding Source(s): KVBID budget/grant

### **Champions**

KVBID Marketing & Special Events Committee  
KVBID Strategic Planning Committee

## **B. Print, Media, & Video Promotion**

*Collaborate with local businesses to produce marketing information related to print, media and video promotion for Historic Kailua Village.*

### Short Term Objectives

1. Create a marketing brochure for residents and visitors of Historic Kailua Village.
  - a. Solicit proposals from marketing firms to assist in the creation of a brochure.
  - b. Design and publish a brochure on Historic Kailua Village.

Funding Source(s): Advertising driven
2. Collaborate with the Kona-Kohala Chamber of Commerce.
  - a. Nurture ongoing relationship with the Kona-Kohala Chamber of Commerce.
  - b. Seek opportunities to collaborate on events, advertising, and/or issues affecting the District.

Funding Source(s): No funding required
3. Attract more visitors to the area by working with the Island of Hawaii Visitors Bureau (IHVB) and Hawaii Tourism Authority (HTA).
  - a. Foster promotional opportunities.
  - b. Seek opportunities to collaborate toward attracting more visitors to the area.

Funding Source(s): KVBID marketing funding needed

### **Champions**

KVBID Marketing & Special Events Committee

## **C. Presentations, Trade Shows and Conferences**

*Develop a marketing plan to attract new businesses to Historic Kailua Village.*

### Short Term Objectives

1. Establish an educational program for schools and visitors for Historic Kailua Village.
  - a. Encourage a curriculum for educating schools students and visitors on Historic Kailua Village.
  - b. Share the education program during presentations, trade shows and conference within Historic Kailua Village.

Funding Source(s): Grant
2. Prepare feasibility analysis of developing a welcome/visitor's center along Alii Drive.
  - a. Establish a list of possible sites for a welcome/visitor's center along Alii Drive.
  - b. Perform due diligence on these sites.
  - c. Prepare a development feasibility analysis for each site.
  - d. Evaluate the development feasibility for each site and provide a recommendation as to implementation.

Funding Source(s): Grant

3. Invite local schools to become involved in Historic Kailua Village.
  - a. Establish a school outreach program.
  - b. Encourage schools and organizations to participate in activities and projects within Historic Kailua Village.

Funding Source(s): No funding required

#### Long Term Objectives

1. Implement a merchant educational program for Historic Kailua Village.
  - a. Establish a curriculum and outreach to educate local merchants on business practices, incentive programs, marketing, landscape improvements, building maintenance, etc.

Funding Source(s): Grant/KVBID budget/partners

#### **Champions**

KVBID Marketing & Special Events Committee

KVBID Strategic Planning Committee

## **V. Community Events**

*Produce special event in order to build and foster a sense of community between the visitor and residents.*

#### Short Term Objectives

1. Support other organizations implementing events within Historic Kailua Village.
  - a. Monitor events within Historic Kailua Village.
  - b. Determine support infrastructure required to assist organizations in putting on successful events.
  - c. Establish a plan to provide support to organizations for their events.

Funding Source(s): KVBID budget

2. Research themed events related to culture, wellness, fitness events, etc.
  - a. Determine a list of possible themed events within Historic Kailua Village.
  - b. Determine possible partners to implement these events.

Funding Source(s): No funding required

#### Long Term Objectives

1. Establish a community events venue for public gatherings.
  - a. Establish venue criteria to locate possible locations.
  - b. Research possible community events venue locations
  - c. Evaluate and determine appropriate venues for public gatherings.

Funding Source(s): CIP

#### **Champions**

KVBID Marketing & Special Events Committee

KVBID Public Private Partnership Committee

## **A. Annual Events**

*Continue annual events in Historic Kailua Village.*

#### Short Term Objectives

1. Continue Kokua Kailua events monthly
  - a. Evaluate performance and economic impact of Kokua Kailua events on an annual basis.

- b. Determine necessary enhancements to the events, as needed.
  - c. Implement enhancements, as needed.
- Funding Source(s): Self-funding

2. Continue Kailua Kalikimaka annually
    - a. Evaluate performance of Kailua Kalikimaka events on an annual basis.
    - b. Determine necessary enhancements to the events, as needed.
    - c. Implement enhancements, as needed.
- Funding Source(s): KVBID budget

#### Long Term Objectives

1. Support other organizations implementing events within Historic Kailua Village.
    - a. Monitor events within Historic Kailua Village.
    - b. Determine support infrastructure required to assist organizations in putting on successful events.
- Funding Source(s): No funding required

#### **Champions**

KVBID Marketing & Special Events Committee

## **B. New Events**

*Develop new events to attract more activity to Historic Kailua Village.*

#### Short Term Objectives

1. Determine a list of new events that would encourage active lifestyles.
    - a. Research active lifestyle events at other locations for possible application.
    - b. Determine a list for possible “new” events.
    - c. Seek partners and sponsors to create at least one new event a year.
- Funding Source(s): No funding required
2. Create special events within the District on selected day(s) each month (e.g. First Friday).
    - a. Research special events at other locations for possible application.
    - b. Determine a list for possible “special” events within District.
    - c. Seek partners and sponsors to create at least one new “special” event a year.
- Funding Source(s): KVBID budget/grants

#### Long Term Objectives

1. Attract residents to Historic Kailua Village
    - a. Research what will draw residents to visit and participate more in events within Historic Kailua Village.
    - b. Seek to implement events, features and/or improvements to attract more residents to shop, dine, walk and ride through Historic Kailua Village.
- Funding Source(s): TBD

#### **Champions**

KVBID Marketing & Special Events Committee

## **VI. Parks and Open Space**



*Create unique opportunities to build community, identity and assets within Historic Kailua Village that attracts residents, businesses and visitors.*

### **Short Term Objectives**

1. Identify possible areas to create parks and open space within Historic Kailua Village.
  - a. Assemble information related to the County's Kailua Master Plan and Kona Community Development Plan, property ownership map, and existing parks and open spaces.
  - b. Observe informal gathering places within Historic Kailua Village.Funding Source(s): Grants
  
2. Determine possible programs of parks and open space within Historic Kailua Village.
  - a. Review attractions/events within Historic Kailua Village that will draw residents, businesses and visitors to the area.
  - b. Seek landowners and businesses support in providing additional resources and services to the area.Funding Source(s): Grants, Sponsorships & Donations

### **Long Term Objectives**

1. Partner with the County of Hawaii to transform Hale Halawai.
  - a. Share vision for the Hale Halawai site with the County of Hawaii.
  - b. Establish a proposal to redevelop Hale Halawai.
  - c. Present redevelopment proposal to the County of Hawaii.
  - d. Discuss how to implement design and construction of the proposed project.Funding Source(s): County CIP & Grants
  
2. Partner with adjacent landowners to create unique green spaces within Historic Kailua Village.
  - a. Identify possible landowners and share the vision of the KVBID to create unique green spaces within Historic Kailua Village.
  - b. Seek landowner involvement in creating a vibrant Historic Kailua Village.
  - c. Determine possible projects to implement new and unique green or open spaces throughout the Historic Kailua Village.Funding Source(s): County CIP & Grants
  
3. Advocate for major improvements to Kailua Playground.
  - a. Develop conceptual plans for Kailua Playground improvements.
  - b. Establish a development plan and budget for the design and construction of the project.
  - c. Secure funding for the construction of the project's improvements.Funding Source(s): County CIP & Grants

### **Champions**

KVBID Strategic Planning Committee  
KVBID Public Private Partnership Committee