

# MEMORANDUM



Date: March 16, 2009

To: All Kaneohe Ranch Tenants

From: Marcia Murakami, Property Manager  
Direct line: 263-8912  
Email: mmurakami@kaneoheranch.com

Re: I Love Kailua Town Party—2009

It's that time again! The 17th annual "I Love Kailua Town Party" will be held on Sunday, April 26, from 11 AM to 4 PM along Kailua Road in the heart of Kailua Town.

The Kailua Town Party is a fundraising effort that benefits the Lani-Kailua Outdoor Circle in their beautification efforts throughout Kailua. The Outdoor Circle contracts with Amy Hammond of Special Events Hawaii to be the coordinator for the event, and Kaneohe Ranch and the Harold K.L. Castle Foundation help provide corporate sponsorship support of the Town Party.

- **Town Party Button Program:** Town Party committee members can provide you with the Town Party \$3 donation buttons to sell at your establishment. This can also help to increase pre-event foot traffic, and you might consider offering a special discount to those wearing the button. You could be included in advertising that would list you as a location at which buttons can be purchased.
- **On-site promotions/activities held on Town Party Day.** Last year there was an estimated 10,000 attendees at the party, so interested business should consider taking advantage of the additional foot traffic that day. We will support our merchants in their efforts should they decide to have a sidewalk sale, have special in-store promotions, demonstrations, a display of products, food for sale outside their establishment, etc.

The properties we will make available for these activities include Kailua Village Shops, Hahani Plaza, Kailua Shopping Center, Kailua Town Center (609 Kailua Road) and the new Straub Building. Should there be Kaneohe Ranch tenants that want to participate but are not located at one of these properties, let me know and we will accommodate you at another property.

- **I Love Hula:** For the second year, the Harold K.L. Castle Foundation, along with First Hawaiian Bank, will also present "*I Love Hula*", a day-long celebration of hula with continuous performances by Windward-based halau. Performances start at 10AM (they start one hour before the official start of the party) and run continuously until 4 PM. So within this six-hour time frame, **nine** halau will be performing throughout the day! The "*I Love Hula*" stage will be in the First Hawaiian Bank parking lot facing Kailua Road.

## ACTION ITEMS

- **Promotional events:** Interested tenants should talk with their neighbors, form a committee, and select a representative to coordinate with me. Kaneohe Ranch will aid in your efforts by re-directing parking that day, making any operational adjustments necessary and include all participants in pre-event and day-of promotions.
- **Advertising:** We'll be running "save the date"-type ads in the **Midweek Islander** publication and **Honolulu Advertiser's Windward People** each week for three weeks before the event (4/1, 4/8 and 4/15). Both publications will publish a special Town Party section with merchant ads on April 22. Contact Judy Sterkel at Midweek (529-4746) and Kortney Kikiloi at Honolulu Advertiser (525-5532) for your space reservation by April 8.
- **I Love Hula questions:** For more information, contact Elizabeth ("Beth") Murph at the Harold K.L. Castle Foundation at 263-7073.
- **Town Party questions:** For button distribution or general Town Party questions, please call event coordinator Amy Hammond of Special Events Hawaii, at 234-0404.



HAROLD K.L. CASTLE  
FOUNDATION



KANEOHE  
RANCH