

Grassroots Support Campaign Makena Resort Rezoning

In 2004, in the face of fierce environmental opposition, Makena Resort Corp. engaged TLC PR to design and implement an aggressive grassroots and media campaign designed to rally support for the rezoning of its property as a part of its master plan and long-term build out.

To create a groundswell of support and combat the outright misinformation propagated by opponents, a combination of traditional and non-conventional techniques was employed. Our firm worked closely with the resort to strategically identify individuals and groups to create positive awareness and backing for the rezoning, timing the expressions of support with the start of hearings and at key points throughout the campaign.

We designed and oversaw a public opinion survey of island attitudes toward the rezoning and used the information to shape key messages. The subsequent print ad campaign garnered highly positive feedback from the community who said they had never seen the resort's case stated in such a clear and straightforward fashion.

We supported the resort with op-ed pieces and letters to the media, reinforcing the benefits of the rezoning from the perspective of individuals from many sides of the community.

The company also assisted with drafting, collecting and coordinating written and oral testimony so that County Council Members were able to justify their ultimate vote, by referencing the voices of the island residents they represent.

To leverage labor union efforts, we created collateral, hats and t-shirts with bold "YES, Makena" messages emblazoned on them, forming a sea of support for the TV interview backgrounds.

Result: The result was an overwhelmingly positive decision by the Council in favor of the rezoning.