

Wai'anae Mall 40th Anniversary & Wai'anae Coast Hall of Fame

Wai'anae Mall is a 170,300-square-foot retail center located 32 miles west of downtown Honolulu. The mall serves as the primary neighborhood shopping center on the Wai'anae Coast, a relatively rural area that is home to 35,000 residents. In January 2013, the mall was purchased by A&B Properties, Inc. (A&B), the retail subsidiary of prominent Hawai'i land company Alexander & Baldwin, Inc. Shortly thereafter, A&B launched significant improvements to upgrade the physical property and create aesthetic and capability enhancements. TLC PR was engaged in spring 2013, based on our proposal to view the mall as a vital community gathering place and to enliven it with events, entertainment and community partnerships, in addition to increasing visibility through traditional and social media.



ALEXANDER & BALDWIN, INC.

We approached the project with the understanding that in order to support the merchant and service-related tenants, the mall needed to be transformed entirely to become a community destination, attracting people, creating community, and thus, stimulating frequency and quality of visits and expenditures.

Our research began by conducting a SWOT analysis with mall management, including an overview of the mall's strengths, weaknesses, opportunities and threats. In addition, we conducted a tenant survey to ascertain the level of support for entertainment and promotional events. We also determined their level of experience with social media. A physical assessment was conducted, examining the site for entertainment and event possibilities, including equipment, staging, lighting, power, security, manpower and potential event locations.

While researching the history of Wai'anae Mall, we discovered that the mall was coming upon its 40th anniversary. We therefore included a signature event in the proposed outreach plan: The Wai'anae Coast Hall of Fame. This event would recognize the 40 community leaders who had significantly contributed to the Wai'anae Coast and, in many cases, to the entire state of Hawai'i. Never before had these important and influential residents of Wai'anae been honored.

The Wai'anae Coast Hall of Fame became the cornerstone event for the community relations outreach program.

Wai'anae Coast Hall of Fame
Mākuā Makaha Wai'anae Lualualei Nānākuli

In celebration of Wai'anae Mall's 40th Anniversary, *FORTY* respected members of the community, past and present, will be inducted into the inaugural **Wai'anae Coast Hall of Fame** for his or her contributions to the culture and history of our exceptional community.

Date: Sunday, February 21, 2015
Time: 10 a.m. to 12 p.m.
Place: Wai'anae Mall

Master of Ceremonies
Kimo Kaohano

A presentation by:
Nānākuli and Wai'anae
JROTC Color Guard

Performances by:
The Royal Hawaiian Band with Bandmaster Clarke Bright
and USAF Band of the Pacific-Hawaii PAPANA Jazz Ensemble

EVENT IS FREE & OPEN TO THE PUBLIC

For more information call 696-2690 or visit us on **WAI'ANAE MALL**

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We began by carefully choosing a small committee of residents with unimpeachable credentials and respect who would nominate the candidates and then make the final selection of 40 individuals. Eligible candidates crossed a variety of disciplines and industries, comprising four categories: arts and culture, community service and education, athletics, and business. These categories were further sorted by considering individuals from the past as well as contemporary figures. The Wai'anae Coast has produced a number of distinguished, if not legendary names, and the initial list of candidates totaled over 120. Through a series of meetings with the community committee, the final 40 were selected. They included musicians, healers, cultural practitioners, businessmen, paniolo (cowboys), surfers, and community leaders.

Once the honorees were chosen, TLC PR coordinated the creation of the Hall of Fame gallery and the celebration event. A vacant tenant space was selected to house beautiful black-and-white portraits of the winners with interpretive

signage explaining the contributions of each of the individuals. In many cases, we conducted extensive research to locate biographical information and photos. We partnered with the Wai'anae High School student multi-media program, Seariders Productions, to create the gallery that housed the photos of the winners as well as a large, permanent plaque contributed by A&B.

The names of the winners were kept a closely held secret until the announcements were made at a widely publicized event in February 2015. TLC PR scripted, designed and produced the program, coordinated entertainment and décor, and managed the staging and pacing. Over 300 people descended on the mall, where we had arranged for the Royal Hawaiian Band to perform, a noted Native Hawaiian emcee and a grand opening with the Wai'anae High School ROTC and the Nānākuli High School color guards.

A prominent A&B executive spoke at the event, and the A&B logo was on each plaque, banner and the podium, positioning the company as the underwriter of the event. Our initial goal of 250 attendees was exceeded by 50, with some attendees flying in from Hawai'i's neighbor islands.

The event, as A&B Properties, Inc. Senior Vice President David Haverly said, was “beyond my wildest dreams,” with hundreds of participants staying well after the formal program. The emotional crowd, comprising friends and families of the honorees, shared smiles, hugs and tears.

