



Waikiki Wiki Wiki Wire

Construction on Permanent Sewer Line to Begin

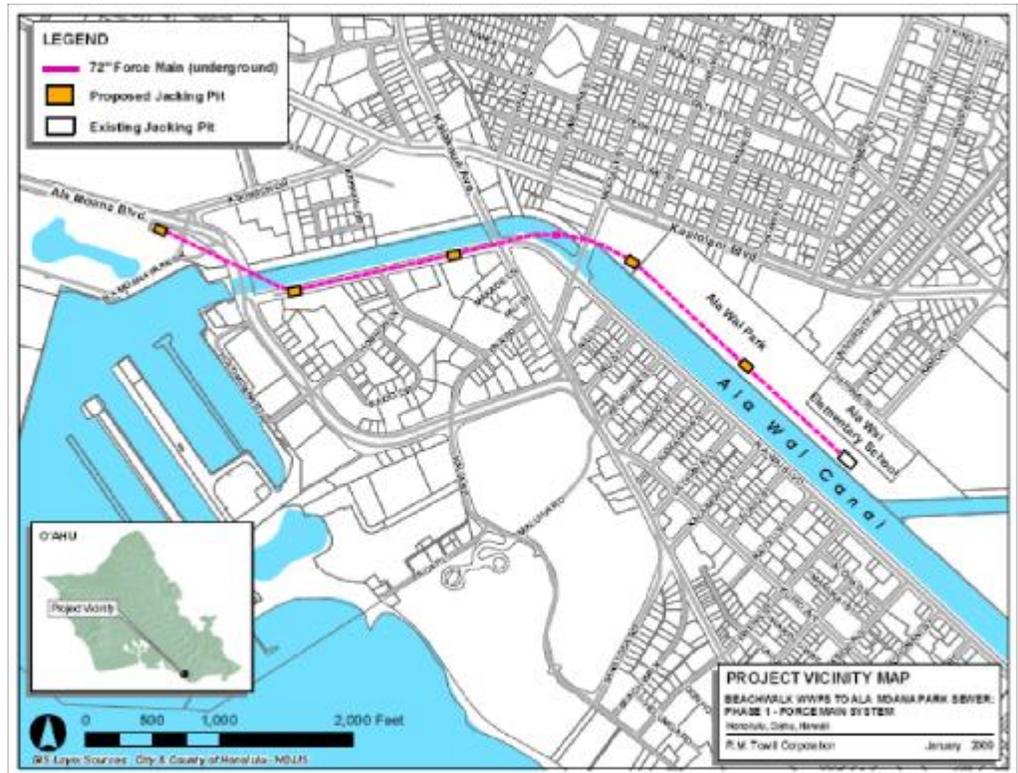
The City & County of Honolulu—Department of Design and Construction will install a 72-inch sewer force main from the Beachwalk Wastewater Pump Station to a connection point at the Diamond Head end of Ala Moana Beach Park. The project extends from the Ala Wai Elementary School to the Diamond Head (east) entrance of Ala Moana Beach Park (see Project Location Map).

This new 72-inch force main will be a permanent line and will replace the 42-inch temporary force main. The temporary 42-inch force main is the plastic (black pipe) running adjacent to the Ala Wai Canal, then enters the Ala Wai Canal, and exits the Canal at mauka side of the Ala Wai Yacht Club at the Diamond Head end of Ala Moana Beach Park. There is also an older existing 42-inch reinforced concrete pipe that will remain in service during and after construction. When this project is completed there will be two parallel pipelines, providing full backup in case one pipeline becomes disabled.

Project construction is anticipated to begin in the Fall of 2009 and continue until late 2012.

METHODOLOGY

The project will employ micro-tunneling technology to install the new force main. Micro-tunneling is an underground method of constructing a pipeline that involves installing a pipe by jacking it into place from a jacking pit using hydraulic jacks.



continued

Inside this issue:

Jimmy Buffett's at The Beachcomber Now Open	2-3
2009 Pro Bowl Results Show Increase in Spending	4

Waikiki Beach Walk Sunday Showcase + Nā Mele No Nā Pua Kama'āina Concert Series	5
Waikiki Hula Show Schedule	6

... and MORE

Continued ...

A total of six pits will be excavated to allow for installation of the force main. One of the pits already is in place, located makai of the Ala Wai Elementary School.



TIME OF ACTIVITY

Construction activities are normally allowed from 7:00 a.m. to 6:00 p.m., Monday through Friday and 9:00 a.m. to 6 p.m. on Saturdays. The use of certain demolition and construction equipment (such as pile drivers, hydraulic hammers, jackhammers, etc.) is limited to 9:00 a.m. to 5:30 p.m., Monday through Friday.

Project-related work will occur primarily during daylight hours on weekdays, with work extending into the “variance hours” when 24-hour operations (such as sump pumping) is required and during emergencies when micro-tunneling operations must continue into the variance periods.

The time of activity covered by this Community Noise Variance Application is:

- Monday through Friday, 6 p.m. to 7 a.m.
- 6 p.m. Friday, to 9 a.m. Saturday
- 6 p.m. Saturday, to 7 a.m. Monday
- Holidays, 24 hours

POTENTIAL IMPACTS AND PROPOSED MITIGATION

Mitigation measures will be implemented to ensure there are minimal adverse environmental effects. Potential impacts include traffic disruption and inconvenience to motorists and pedestrians, and noise.

Continued from page 3



Enjoying the ‘fun’ bar.



Very “cool” wave booth seating

There is also a retail store located on the street level of the hotel in the heart of the shopping district of Kalakaua Avenue, and offers a wide variety of unique merchandise ranging from Frozen Concoction Makers to Jimmy Buffett CDs, apparel and original souvenirs.

Jimmy Buffett's at The Beachcomber Now Open!

A Match Made In Paradise - Jimmy Buffett's newest destination introduces a "lei'd back" lifestyle to O'ahu

On February 2nd, singer/songwriter/author Jimmy Buffett launched his latest dining and entertainment destination and first-ever venture in Hawai'i - Jimmy Buffett's at The Beachcomber - in Waikīkī. Doors opened to the general public at 11AM, following the symbolic ceremonial untying of the maile lei and featuring speeches by local community leaders and project principals.

Bringing his legendary state-of-mind to the 50th state, Jimmy Buffett's latest offering features island-inspired colors, traditional outriggers (a tribute to Hawai'i's surf culture) and a stage for live music where up-and-coming talents perform nightly when the relaxing sounds of Buffett's music isn't filling the air. Using cutting-edge technologies, images of majestic mountains, crashing waves, and beautiful outdoor sunsets dramatically bring the outdoors inside - an effect rivaled only by the bona-fide beauty of Waikīkī Beach.

As the highlight of the recently completed \$21 million renovation at the OHANA Waikiki Beachcomber, Jimmy Buffett's at The Beachcomber celebrates both the adventurous lifestyle of Buffett and the captivating natural wonders of Hawai'i. The 21,000 sq. foot restaurant seats approximately 500 guests and welcomes local residents and travelers alike to carve out their own extraordinary island adventure in any of several distinct areas. Guests can sip Margaritas, Mai Tais or signature Boat Drinks on the open-air Lanai, the "Hot Spot Bar," a dramatic homage to the molten lava formation of the Hawaiian Islands; or sit back in one of the Ocean Wave booths inspired by the towering waves found on O'ahu's North Shore. Each unique spot is a great place to relax and dine from a menu of regional cuisine, fresh seafood, steaks, burgers and chef's specialties in the space where the renowned Don Ho Theater used to reside.



"From the first time I rode a wave at Canoes on Waikīkī I began to figure out how I could get back to Hawai'i on a more regular basis to that One Particular Harbour," said Jimmy Buffett. "I'm not the first nor will I be the last traveler to do so, but now with the partnership of the great folks at Outrigger Hotels, I have realized my dream... I have had a long love affair with Hawai'i and her people. Mark Twain called these "the loveliest fleet of islands anchored in any ocean" and I couldn't agree more. I have written many stories and songs inspired by my time in Hawai'i and can't wait to see what the future holds in the land that is so far but yet so near. Mahalo."

In a time when the country has seen unemployment numbers rise, Jimmy Buffett's at The Beachcomber has created over 300 full-time jobs by hiring locals for everything from bartenders, wait staff and kitchen staff, to sound and lighting engineers. The restaurant has also hired an array of local musicians including Taimane, the Kailua Bay Buddies and The Piranha Brothers to name a few. Live entertainment is complimentary and takes place daily 6:30pm to 9:30pm on the pool deck and then moves onto the main stage in the restaurant from 9:30pm-1:30am.

About Jimmy Buffett's at The Beachcomber

Jimmy Buffett's at The Beachcomber is located on the upper lobby level of the OHANA Waikiki Beachcomber Hotel. Hours of operation are 7am-1:30am. Breakfast is available on the lanai daily from 7—10:30 am. Lunch and dinner is served inside the restaurant from 11am- midnight and a poolside menu is offered until 7pm daily. For more information about Jimmy Buffett's at The Beachcomber surf over to www.jbabc.com.

See page 2 for more photos

2009 Pro Bowl Results Show Increase in Visitor Spending and Tax Collection Despite Decline in Visitors To Hawai'i for Game

The Hawai'i Tourism Authority (HTA), the state agency for tourism, has released results of a visitor research survey on the 2009 NFL Pro Bowl held at the Aloha Stadium on February 8. The following is a summary of the findings reported by Market Trends Pacific Research:

This year, there was an increase in visitor spending and tax collection over 2008. Visitors who came specifically to Hawai'i to attend the Pro Bowl account for \$28.6 million (\$28.07 million in 2008) in visitor spending and generated \$2.9 million (\$2.5 million in 2008) in state taxes.

The average length of stay for visitors to the Pro Bowl was 9.08 days, up from 8.51 days in 2008.

Eight-five (85) percent of visitors at the Pro Bowl made the decision to attend the game prior to arrival to Hawai'i. Despite a decline from 88 percent in 2008, the results continue to indicate that for a large majority of fans, the Pro Bowl continues to be a planned vacation activity.

There were 49,958 spectators (49,621 in 2008) at the 2009 Pro Bowl game, of which 24,230 (24,761 in 2008) were visitors. Of the 24,230 visitors, 18,487 (19,834 in 2008) came specifically to Hawai'i to attend the NFL Pro Bowl, down 6.8 percent from 2008.

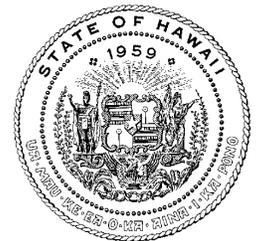
Thirty (30) percent of visitors planned a trip to a Neighbor Island while in Hawai'i, down from 35 percent in 2008. Of those who planned a visit to a Neighbor Island:

- Sixty-three (63) percent planned to visit Maui
- Thirty-two (32) percent planned to visit Hawai'i Island
- Twenty-one (21) percent planned to visit Kaua'i
- Four (4) percent planned to visit Moloka'i
- One (1) percent planned to visit Lāna'i

Fifty-four (54) percent of visitors indicated that they had a household income greater than \$75,000, up from 53 percent in 2008.

The Nielsen national rating for the Pro Bowl was 5.4 in 2009 which represents a decrease from 6.3 in 2008.

"The Pro Bowl has been a part of our community for 30 years and we would like to see that relationship continue for years to come," added Unebasami.



HIS BIZ Waikīkī - (Pastor Mark Morimoto)

We invite you to join us to gather and pray for Waikīkī!
Our next meeting will be on Wednesday, February 25th at noon at the Waikiki Trade Center
7th floor conference room.

Waikiki Beach Walk Sunday Showcase

*Jeff Apaka orchestrates Waikiki Beach Walk's Sunday Showcase
as host and emcee*

Outrigger Enterprises Group's Na Mele No Na Pua Kamaaina Concert and Sunday Showcase music series continues with another great line-up of island entertainment.

SUNDAY SHOWCASE

This free weekly program takes place every Sunday afternoon (weather permitting) from 5 p.m. to 6 p.m. on the Plaza Stage at Waikiki Beach Walk.

February 22 - Taimane Gardner (Ukulele Virtuoso)

Taimane has often been described as a musical child prodigy. She developed her extraordinary skills by performing on the streets of Waikiki to help raise money for the poor. Many people have described Taimane as the "Female Carlos Santana". Taimane calls it "playing with aloha". Through her performances, Taimane had created her own unique style and technique with an uncanny ability to blend classic contemporary songs with classical music. Perhaps her best quality is her on-stage presence. She commands the attention of the crowd as she gracefully and with tremendous energy moves to every corner of the stage. Her magnetic charisma captivates the audience till the end of each of her performance.



NA MELE NO NA PUA KAMAAINA CONCERT SERIES

This bi-monthly concert series is held at the Embassy Suites-Waikiki Beach Walk, Grand Lanai, from 4 p.m. to 5:30 p.m. every other month. (Performance time varies depending on artist.)

February 22 - Na Mele No Na Pua Kamaaina Concert presents Jake Shimabukuro

Renowned for lightning-fast fingers and revolutionary playing techniques, Jake views the ukulele as an "untapped source of music with unlimited potential". His virtuosity defies label or category. Playing jazz, blues, funk, classical, bluegrass, folk, flamenco, and rock, Jake's mission is to show everyone that the ukulele is capable of so much more than only the traditional Hawaiian music many associate it with. From a modest beginning performing at a local Honolulu cafe, Jake has gone on to play renowned venues such as the House of Blues and The Knitting Factory (Los Angeles); The Birchmere (Alexandria, VA); Tipitina's (New Orleans); Joe's Pub, Highline Ballroom, and B.B. King's Nightclub (NYC); The Bumbershoot Festival (Seattle); The Fuji Rock Festival (Japan); The Music Is Good Medicine Tour covering thirty-two shows (Japan), and many others. Occasional tours with Jimmy Buffett have broadened Jake's experience, regularly exposing his virtuosity and amazing stage presence to crowds of up to 50,000. Speaking of large audiences, Jake has also performed on national television shows such as NBC's The Late Show with Conan O'Brien (twice) and Last Call With Carson Daly, as well as featured on NPR's Morning Edition, Public Radio International's The World, and The Bob Edwards Show on XM Satellite Radio.



Valet parking for up to four hours is available for \$6.00 at the Embassy Suites-Waikiki Beach Walk (201 Beachwalk) and the Wyndham Vacation Ownership-Waikiki Beach Walk (227 Lewers Street), with any same-day purchase from any Waikiki Beach Walk merchant.

Waikīkī Hula Show at the Kūhiō Beach Hula Mound

Authentic Hawaiian music and hula shows by Hawai'i's finest hula *halau hula* (dance troupes) and Hawaiian performers. Opens with traditional blowing of conch shell.

Tues-Thurs-Sat, weather-permitting. 6:30-7:30 p.m. (6:00-7:00 p.m.-Jan) at the Kūhiō Beach Hula Mound, near Duke Kahanamoku statue, beachside at Uluniu & Kalākaua Ave. in Waikīkī.

FREE and open to the public. Outdoors, casual, seating on the grass; beach chairs, mats, etc. okay. Cameras welcome. Presented by the City & County of Honolulu, the Hawai'i Tourism Authority and Waikīkī Improvement Association.

For information, call Marnie Weeks, Producer, Kūhiō Beach Hula Shows, 843-8002.



Week-nights

Every Tuesday – Ainsley Halemanu and Hula Halau Ka Liko O Ka Palai

Every Thursday – Joan "Aunty Pudgie" Young and Puamelia

Weekends

Saturday, Feb 21 – Kapi'olani Ha'o and Halau Ke Kia'i A O Hula

Saturday, Feb 28 – Momi Cruz-Losano and Halau Hula Namakahonuakapiliwale



Waikīkī Improvement Association

2255 Kuhio Avenue, Suite 760
Honolulu, HI 96815

Phone: 808-923-1094
Fax: 808-923-2622

If you would like to share news with other members of WIA, please send your info to mail@waikikiimprovement.com or fax to 923-2622.

Check out our website at:

www.waikikiimprovement.com