

Brookfield
Properties

Prince Kuhio Plaza

Hilo, Hawaii



Prince Kuhio Plaza Overview

Prince Kuhio Plaza is a long standing pillar of the Hilo community and a major economic driver on the Big Island. As the largest indoor shopping center on the Big Island of Hawaii, the property boasts more than 60 dining, retail, entertainment, and service options. Brookfield Properties, the long-term owner of Prince Kuhio Plaza, has consistently invested in maintenance and upgrades of the property, maintained a vibrant array of retailers and service providers and provided important community events and services.

Located along the Mamalahoa Highway in Hilo, the center serves the residents of East Hawaii and is home to many destination retailers including the Big Island's only TJ Maxx, Tractor Supply Store, Hot Topic, American Eagle, Kay Jewelers, Spencer Gifts, Old Navy and Maui Tacos.

Visitors can catch new releases at the only cinema in East Hawaii, enjoy dining options such as Starbucks, KFC, Zippy's, IHOP and Genki Sushi, and shop at retailers including Macy's, Bath & Body Works, Petco, Hawaiian Island Creations and many more.

Additionally, Prince Kuhio Plaza offers a variety of daily needs and service offerings for the Hilo community including US Renal Care (opening 2022), Longs Drugs, HFS Credit Union, First Hawaiian Bank, Kuhio Dental Group, Maika'i Veterinary Clinic, US Armed Forces and the Social Security Administration.

Visitors also can experience seasonal events such as craft fairs, signature community events, entertainment by local artists and musicians, COVID testing/vaccine pop-ups as well as visit the Big Island Hall of Fame, located within the center.

Economic Impact of Prince Kuhio Plaza

Economic Impact

Prince Kuhio Plaza has a significant economic impact on the island of Hawaii:

Annual Property Taxes Paid (2020): \$757,899

- Highest property tax payer on the east side of the Island
- One of the highest property tax payers on entire Island

Annual General Excise Tax Paid (2020): \$5,058,494

- Estimated to be surpassed only by Costco and Walmart

Employment (2019, pre-COVID): 1500 employees

- Including 600 full time and 900 part time
- The largest source of employment on the Big Island- ahead of Four Seasons (1,300), Maua Kea Beach Hotel (1,100), Hilton Waikoloa Village (920) and KTA Super Stores (850)

Estimated Annual Wages Paid (2020): \$34,786,500

- For 1500 employees, based on average local retail wages

Annual Payroll Taxes Paid (2020): \$10,400,000

Contribution to DHHL Income (2020): \$614,147

- Representing over 10% of the General Lease income received on the Big Island

Direct Benefit to DHHL Beneficiaries

In addition to the economic and community impact of Prince Kuhio Plaza, the long-term ground lease provides direct benefits to the DHHL beneficiaries:

Annual payments of \$100K

- Part of our annual lease payments is allocated to...(need to clarify/verify this)

Designated Space and Usage in the mall for beneficiaries:

- Merrie Monarch craft fair
- Preference for Hawaiian-owned businesses

Maka'ala Ingress/Egress Improvements:

- As part of our development plan, Brookfield will commit to work with the municipalities, and commit up to \$150K for improvements, to the Maka'ala street exits in order to improve traffic flow

Recently Completed Major Capital Investments

Prince Kuhio Plaza Improvement Projects

In 2016, Brookfield Properties completed a \$6M aesthetic interior renovation of the mall which included new tile floors, furniture in all common areas, column wraps, and lighting

Before



After



Prince Kuhio Plaza Improvement Projects

In 2016 we also demolished the "Hilo Hattie building" at a cost of \$5M to make way for new retailers such as Verizon Wireless and Genki Sush

Before



After



Prince Kuhio Plaza Improvement Projects

In 2018, another \$7M was expended to re-lease the former Sports Authority premises to TJ Maxx and Petco



Before



After



Prince Kuhio Plaza Improvement Projects

In 2020, another \$3.1M was spent on tenant improvements and landlord work to lease the former Safeway outparcel to Tractor Supply Company.

Before



After



Community Events

Prince Kuhio Plaza Events

Prince Kuhio Plaza is centrally located in the main shopping area in Hilo, making it an ideal location to host community events and entertainment. Additionally, being the only enclosed shopping center on the island further solidifies the property as the best event space due to Hilo's ever changing weather.

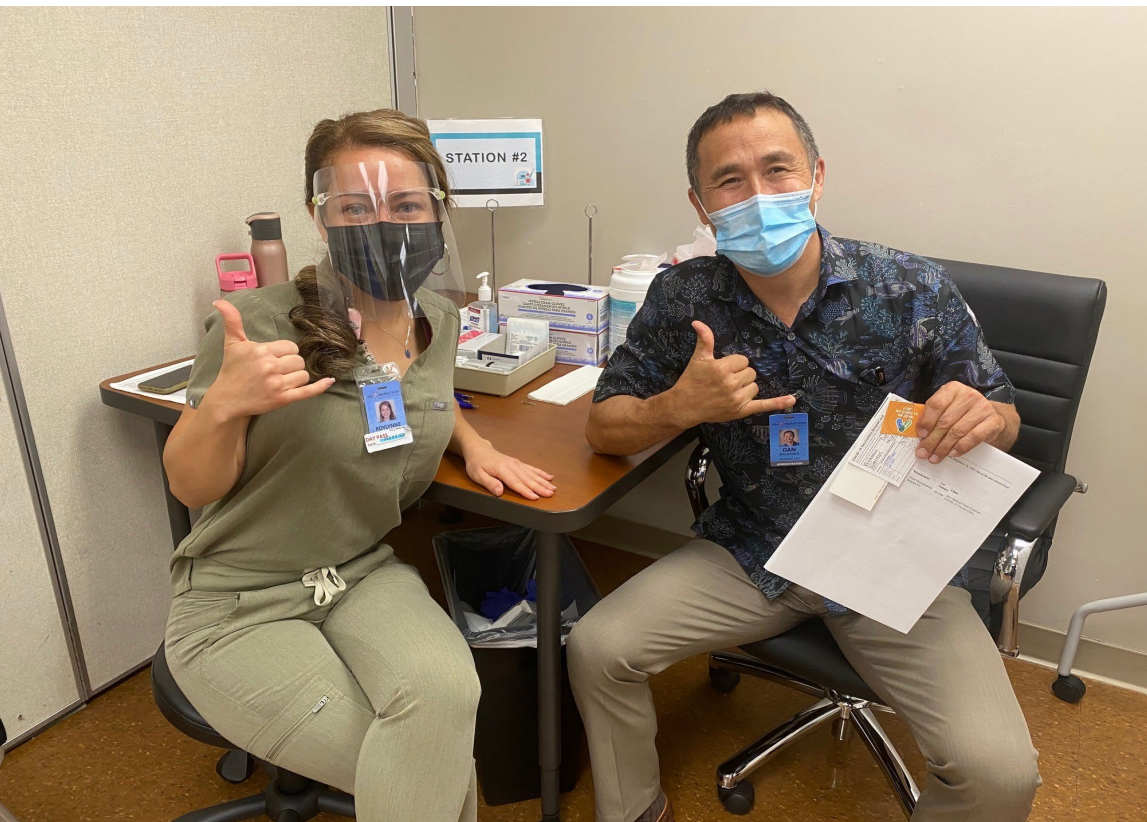
Prince Kuhio Plaza hosts more than 50 events per year, making it a gathering place for the community. The property takes great pride in knowing that it is the premier venue for hosting events and supporting the Hilo community.

Events range from large to small and include the following:

- Monthly performances by both Hilo and Pahoa Kapuna groups
- School performances
- The Armed Forces band that plays annually during Kamehameha week
- Performances by acclaimed local artists such as Ben Kaili, Bruddah Walter, and Komakakino
- Chinese New Year celebrations
- Walk for the Cure event for The Arthritis Foundation
- Merry Monarch and Mother's Day Craft Fairs

Prince Kuhio Plaza COVID-19

Prince Kuhio Plaza was used as a testing site many times throughout the pandemic, and ~1.5K doses of the COVID-19 vaccine were administered on site from May through July



Chinese New Year Celebration

Pre COVID-19, Prince Kuhio Plaza hosted an annual traditional lion dance to ward off evil spirits and bless the tenants with good fortune and blessings for the New Year. About 80% of mall tenants participated and attendance exceeded 1,500



Walk to Cure Arthritis

Due to its prime location in Hilo, Prince Kuhio Plaza hosts a variety of non-profit organization events, including the Arthritis Foundation's Walk for the Cure event



Walk to Cure Arthritis® National Sponsors



Merrie Monarch Craft Fair

One of the biggest annual events in Hilo is the Merrie Monarch Craft Fair. Prince Kuhio Plaza is a favorite host location because it is indoors, air conditioned and has become “the spot” for some of Hawaii’s most unique and iconic vendors including Manaola, Hawaii’s Finest, Missing Polynesia, and Nahe Waihine. With around 45 vendors and crafters from around the state, Merrie Monarch week draws thousands of customers to the mall each day



Mother's Day Craft Fair

This annual three day craft fair host several local vendors selling gift for mothers on their special day. One of the main vendors is Carmela Orchids who also vends during Valentine's Day week



UHH-Daniel K. Inouye College of Pharmacy Health Fair

This annual event drives large numbers of people to see booths run by the students in the College of Pharmacy, various vendors in the health field, as well as informational booths and even free health screenings



Kris Fuchigami's Ukulele Contest

This annual event is sponsored by Kris Fuchigami and several local stores to promote the ukulele and entertain the public



Christmas Events

There are many events for Christmas, and they go from the second week in November all the way to Christmas day. Events include: photos with Santa, pet nights for photos with your pets, COH-RSVP gift wrapping, Junior Achievement of Hawaii Island Trade Show, Laulima Giving Program hosted by KHON2, and a holiday craft fair



Big Island Sports Hall of Fame

The Big Island Sports Hall of Fame leases a wall in the mall's common area for their display. This popular attraction hosts their inductee ceremonies in the mall in front of the wall when new athletes are inducted into the Hall of Fame

