



New golf clubhouse and practice range

Included in the master plan — all within the existing footprint and density caps of WBR established by the state and county — are 900 new time share units, 25 new single family home sites, more than 140 badly needed affordable workforce rental housing units for *kama`āina*, a reimagined 27-hole golf experience, new open space parks and trails facilitating shoreline access, and an enduring endowment for the cultural and educational activities of the Waikoloa Foundation.

The first phase of the project will be the rerouting and rebranding of the WBR golf courses into a 27-hole facility with several new holes and a new, modern clubhouse. The new nine-hole loops will be called the Kings' Nine, Beach Nine, and Lakes Nine.

“We are ‘right-sizing’ our golf facilities,” Head says of the reduction from 36 to 27 holes. “With consumer demand changing, this allows a much more sustainable use of land over the next 15-20 years. We worked with Hilton Grand Vacations on a plan that would protect all of their existing and future development golf course frontage.”

The land where the unused nine holes now exist will be repurposed to accommodate the 900 new time share units and 25 single family home sites.

“Time share has proven to be an extremely resilient sector, and these new units will help feed and sustain the 27-hole facility and keep it viable for generations to come,” Head says. “The units will also help support the existing retail, restaurant, and activities businesses that

make Waikoloa Beach Resort unique.”

Economic impact studies estimate that the development of Kumu Hou will create between 260-520 full-time equivalent development-related and construction jobs each year; approximately 470 full-time equivalent jobs throughout Hawai'i Island and the State at completion; an estimated \$10 million per year in net additional tax revenue to Hawai'i County; and from \$9 million to \$50 million in additional GET and TAT tax revenues to the State of Hawai'i.

Another point of emphasis is that although Waikoloa Land Company has already satisfied its affordable housing requirement for the entire resort, it is committed to providing additional affordable workforce rental housing units on an existing zoned parcel within the confines of the resort as part of the Kumu Hou project.

“This may be the first affordable housing project within a master planned resort community in the State of Hawai'i,” Head says. “Waikoloa Land Company sees the need and wants to provide an opportunity to improve the quality of life for our residents and island families.”

Existing businesses and employers at WBR will also be beneficiary by having nearby affordable workforce housing.



## A FOUNDATION FOR THE FUTURE

But perhaps the most important contribution the Kumu Hou project will make to Hawai'i island will be a sustaining endowment for the Waikoloa Foundation, supported by dedicated funds from sales of the new timeshare units. A total possible contribution of between \$40 million and \$50 million is expected to be funded during the sales period for initial transactions, projected between 2027 to 2042.

The Foundation, which fulfills a commitment made long ago by the resort's original visionary developer, Ron Boeddeker (1938-2010), to support the Hawaiian community, its culture, and the environment, is one of the most important legacies of Waikoloa Beach Resort.

Boeddeker created the Waikoloa Foundation with a mission "to preserve and support the unique cultures and environments native to the Hawaiian Islands."

These longstanding beliefs have taken on greater urgency these days as the state and island rethink tourism's impact and how best to manage such an integral segment of the state's economy. That's why, in 2020, Boeddeker's daughter, Cary Boeddeker, relaunched the Foundation with fresh programmatic priorities.

"We are one of the oldest resort ownership entities in the Hawaiian Islands," she says. "We've been here for more than 40 years now. This is not the norm, as hotel and resort investors are not often here for the long term. By contrast, we've been growing with and supporting the local community for a very long time. I'm so grateful I have this chance to perpetuate the legacy my father began when he started the Foundation back in 1987. Waikoloa — the place and its people — represents a remarkably special *kuleana* that we are proud to carry forward."

As board chair for the Foundation, Boeddeker is supported by a board of directors that now includes Nani Lim Yap, Margo Harumi-Mau Bunnell, Ed Teixeira,

David A. Honma, Kanani Aton, Scott Dodd, Rob Pacheco, and Judith "Judi" Jenet, a group that represents diverse aspects of the island community from culture-based education to conservation and land use issues to ocean expertise to the business community.

Plans are underway to convert the historic Parker Ranch recreation building — located near Anaeho'omalu Bay — into a Waikoloa cultural resource center and Foundation headquarters. With the conversion slated to begin in the near future, the building will be the new home for cultural programming and education, and historic preservation at Waikoloa.

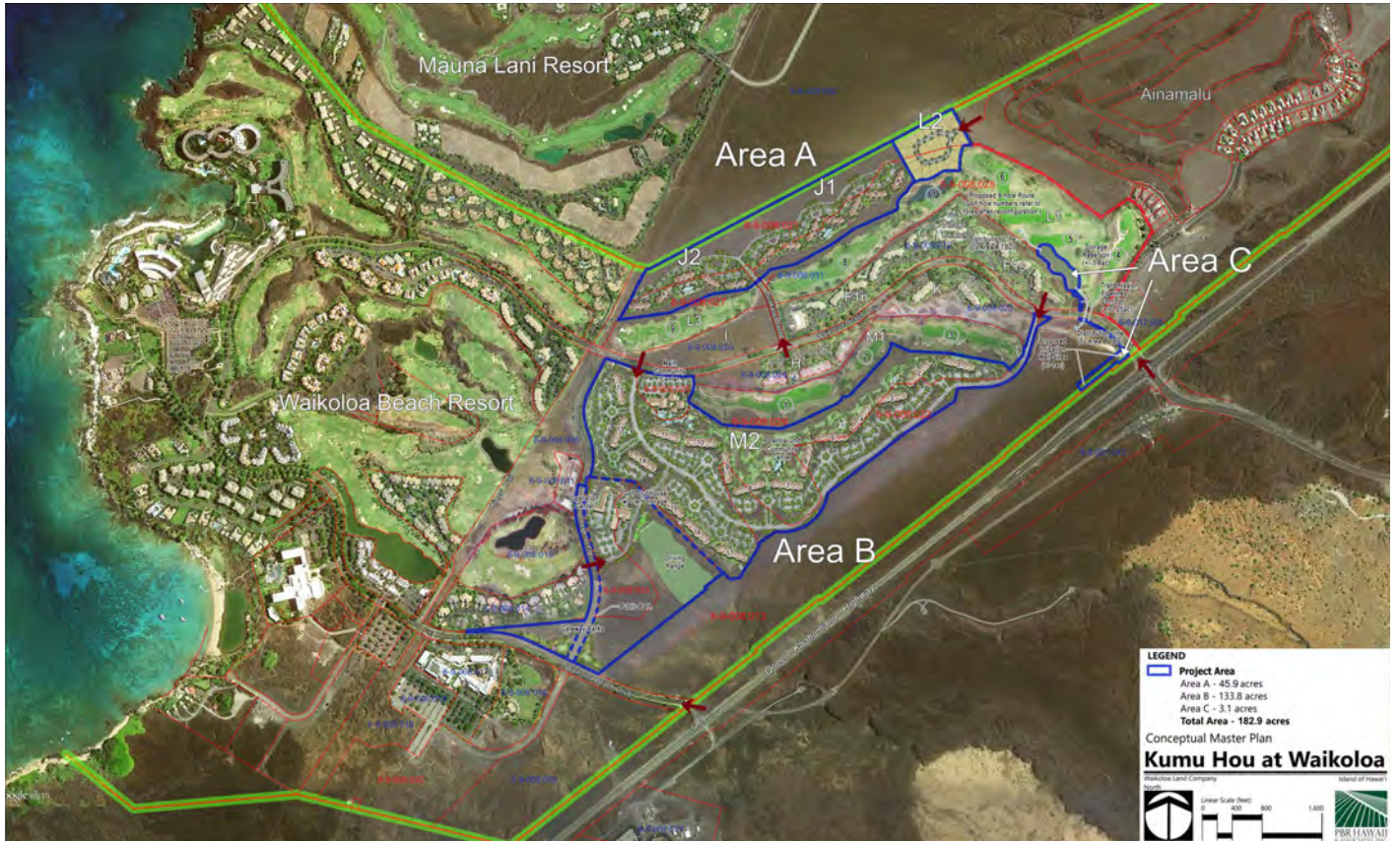
Currently being used as the administration office for Lava Lava Beach Club, Boeddeker says a total redesign of building's use is in the works, and the addition of several educational elements such as teaching and video rooms.

Cultural sites the Foundation will focus on include the resort's prolific petroglyph fields, its unique anchialine ponds, and the portion of the Kings' Trail that runs through the resort, where recent efforts have included new signage.

"Kumu Hou is not just about a single resort evolving to meet the needs of a new consumer," Head concludes, "although it achieves that goal as well. But it is about the broader economic and cultural health and well being of the Hawai'i Island community, and a commitment by Waikoloa Beach Resort to a far more sustainable future in tourism."

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For further information on Kumu Hou, go to [Kumuhouwaikoloa.com](https://www.kumuhouwaikoloa.com)



# Kumuhou

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