



WARD VILLAGE®

2020-21 Hawai'i ESG Annual Report





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Introduction

Guided by The Howard Hughes Corporation's vision to create the mixed-use, urban centers of tomorrow, Ward Village is committed to innovative placemaking, design excellence, and sustainability — now, and far into the future.

Letter From Our President

Ward Village represents the next generation of sustainable land-use planning on O‘ahu, and we are eager to continue delivering smart growth to Honolulu.



At Ward Village, we have worked long and hard to follow in the footsteps of Victoria Ward who embraced the Hawaiian tradition of nurturing and restoring the land. Ward envisioned her vast estate as a natural gathering place where community members could connect with each other and celebrate the culture and beauty of O‘ahu. From the beginning, Ward Village’s identity has been defined by conscious living that embraces sustainability, prioritizes quality, and creates open spaces such as new parks connected to the public beachfront.

Today, wellness, sustainability, and health remain our guiding principles, ensuring we deliver thoughtfully designed developments for the benefit of those

who visit and call Ward Village home. We believe in the importance of smart growth for Honolulu and Ward Village is committed to sustainable land-use planning on O‘ahu.

Reflecting on this past year, I am proud of the outstanding efforts the Ward Village team has made to advance our ESG goals and help the community thrive. Looking forward, our ESG strategies will continue to help ensure the long-term, sustainable success of Ward Village and our company as a whole.

Doug Johnstone

President, Hawai‘i
The Howard Hughes Corporation



COVID-19 Strategies

As the COVID-19 pandemic swept around the world, the Ward Village team worked diligently to orchestrate a cohesive response and protect all those who live, work, and play in our community.



We initiated a swift shutdown of our offices, events, and appointments, and maintained ongoing communications across media channels with our residents, tenants, retailers, and business partners. Personal protective equipment and signage were also utilized throughout Ward Village to encourage safety protocols in alignment with CDC recommendations.

Our sales team invested heavily into digital infrastructure, allowing us to quickly re-engage the market in mid-2020. We pivoted to virtual appointments and set up processes for the sales team to digitally tour the sales galleries. From March 2020 to

May 2021, digital presentations were required before in-person showings to limit traffic with each appointment limited to 45 minutes.

Our operations team implemented heightened cleaning, disinfection, and safety protocols throughout Ward Village, in addition to providing hand sanitizer at each entrance and retail space, as well as on each floor of the office building. For enhanced air quality, we installed 13 MERV filters in 2020, upgraded the HVAC system using bi-polar ionization, and reduced the capacity of our offices.

To promote social distancing, Ward Village reduced seating capacities and increased following SOH tier-level mandates, introduced "mask required" signage in common areas, and established several distancing measures, including one sales appointment per time slot from March to May 2020 and four appointments per time slot from May 2020 onward. From March 2020 to December 2020, valet staff was required to check guests' temperature upon entrance, with a ThermoScanner later installed in January 2021.

Ward Village became a proud member of the Hawai'i COVID Collaborative in October 2020, a community-led hui

working on behalf of friends, neighbors, and families to deliver COVID-19-related information. Through COVID Pau, a project of the COVID Collaborative, community members were empowered to make everyday choices that protected their health and the health of their neighbors.

In June and September 2020, Ward Village teamed up with HHCares, the Food & Wine Festival, Our Kaka'ako, Ham Produce, and the USDA to donate 750 produce boxes at 35 pounds each to impacted merchant employees of Ward Village, Our Kaka'ako, and community members within the urban core. The Kaka'ako Farmers Market was also expanded to include contactless drive-thru pick-up every Saturday during Summer 2020 with support from HHCares volunteers, all of whom wore masks and gloves. Lastly, Ward Village donated \$25,000 to the Hawai'i Food Bank, and HHCares volunteers helped distribute food boxes amongst rural areas of O'ahu in collaboration with the construction and landowner communities.

Our strategic efforts and the extraordinary dedication of our team members have helped Ward Village navigate the pandemic, and we are incredibly proud of the entire O'ahu community for coming together to support one another during such uncertain times.



Our Story



Victoria Ward. Courtesy of Frank Hustace III



The 7 Ward daughters in front of Old Plantation. Courtesy of Victoria Ward Ltd.

This vibrant community is built upon the forward-thinking vision of Victoria Ward and her family who were stewards of this land for over a century.

Embracing Mālama 'Āina, the Hawaiian tradition of restoring and cultivating the land, Victoria Ward envisioned her vast 100-acre estate as a natural sanctuary where the community could celebrate the culture and the beauty of her beloved homeland island of O'ahu. Over generations, the area became the flourishing gathering place between Waikīkī and Downtown Honolulu known as Ward Village: a community dedicated to nurturing the sustainable

development of its land and honoring its distinct history.

Since 2010, our Hawai'i-based team has been dedicated to preserving Victoria Ward's legacy while moving forward on the master plan. By about one block per year, we are transforming 60 acres of Honolulu's oceanfront land into a design-forward neighborhood for all. While we are building distinct residential condominiums using the world's leading

architects, which include market homes and reserved housing for Hawai'i residents, Ward Village also offers a variety of community enhancements, including compelling retail, nearly 4,000 free public parking stalls, public art displays, 116,000 square feet of services, over 150,000 square feet of parks, and more.

As we make these improvements, we are focused on sustainability via smart growth, greener buildings, and modern infrastructure. Through this residential and commercial development, we are proudly supporting local job and business creation.

Ward Village at a Glance

60
ACRES

1M
SQ FT RETAIL

2,697
CONDOMINIUM
HOMES COMPLETED
OR UNDER
CONSTRUCTION

The Howard Hughes Corporation (NYSE: HHC) is a market-leading developer with a hallmark visionary approach to building the mixed-use urban town centers and large-scale communities of tomorrow, including Ward Village.

The 60-acre master planned community is located in the heart of Honolulu between downtown and Waikiki in the Kaka'ako district. Honoring the distinct history of its land, Ward Village is at the forefront of sustainable community development, integrating significant architecture, local culture, and public space.

At full build-out, Ward Village will introduce approximately one million square feet of unique retail experiences

and more than 4,500 homes to the community that was recently named "Master-Planned Community of the Year" by the National Association of Home Builders and "Best Planned Community in the United States" in 2017 by Architectural Digest.

Ward Village has 2,697 out of 3,046 condominium homes either completed or under construction, with 91% either closed or under contract. Despite the challenges presented by the COVID-19 pandemic in 2020, our ability to adapt to changing circumstances and respond to the evolving needs of the market and our community allowed us to continually create value for our stakeholders and drive long-term successful growth for Ward Village.



The Howard Hughes Corporation Sustainability

By prioritizing sustainability and monitoring our performance, The Howard Hughes Corporation is making measurable progress toward our goal of building resilient communities that will deliver outstanding experiences and thrive for generations to come.

A Sustainable Approach for the Future

Our portfolio-wide ESG program, HHSustainability, represents the formalized policies, targets, programs, reporting, and long-term goals designed to enhance our Environmental-, Social-, and Governance- (ESG) related performance throughout our business. To systematically improve the performance of our portfolio, we roll out comprehensive sustainability policies and programs into our developments and across our building operations on an ongoing basis. Our strategic efficiency projects during design and ongoing management help to reduce our environmental impact while lowering operating expenses. This results in increased resilience of our buildings and communities, as well as a competitive business advantage.



Environmental

We are committed at the core of our operations to reducing our portfolio's environmental footprint and to embedding sustainability at its full value into our overall strategy.



Social

We are dedicated to fostering thriving and diverse neighborhoods, employees, and vendors through authentic initiatives and purposeful policies.



Governance

We hold ourselves to the highest standards across our organization, honoring our commitments while challenging our thinking to stay ahead of the curve.

Core Values

Operational Excellence

Implementing sustainability measures throughout our operations in order to lower our carbon footprint, reduce our expenses, and increase the effectiveness of our portfolio management.

Community-Focused Philanthropy

Supporting our neighborhoods through charitable giving, partnerships, and volunteerism — efforts that are all central to our corporate responsibility strategy.

A Safe, Healthy, and Diverse Workplace

Attracting and retaining the best talent by providing a stable and balanced work environment that keeps employees and other stakeholders feeling secure, healthy, and engaged.

Sustainable Returns

Integrating ESG principles into our investment strategy to deliver sustained and high-quality value.

Ethical Leadership

Holding ourselves to the highest standards of transparency and ethics to ensure we remain accountable to our shareholders, employees, and customers.

Sustainability Goals

Transform the Footprint of Our Properties

We aim to reduce our environmental impact as we build and invest in communities and properties that reflect our commitment to sustainability.

Build Thriving Neighborhoods

We strive to support the local culture of our communities, honor their history, and responsibly integrate ourselves into their social fabric.

Foster Diversity Across Our Business

We are committed to strong diversity standards that will have a positive impact across everything we do, from employment and vendor relationships to community involvement and charitable giving.

Pursue Resilient Returns on Investments

We create value by increasing the efficiency and resilience of our properties.

Lead Collaboratively and Transparently

We remain accountable as we share our continuous ESG progress with our stakeholders in a collaborative way.

ESG Events



Q3 2020

JULY

Ward Village continued at-home fitness classes via WV Fitness, each streamed on their Instagram Live.

750 produce boxes were donated to impacted merchant employees of Ward Village, Our Kaka'ako, and community members focused on the urban core.

To honor essential workers and various holidays, Ward Village lit up the IBM building in colors significant to each cause.

Ward Village donated \$25,000 worth of critical supplies to the Honolulu Department of Parks and Recreation Summer Fun program.

SEPTEMBER

Ward Village contributed \$50,000 to the well-being of more than 3,500 medical workers serving Queen's Medical Center patients.

Q4 2020

OCTOBER

Ward Village participated in an annual Energy, Water, and Waste Awareness campaign.

To keep the community informed on COVID-19, Ward Village became a member of the Hawai'i COVID Collaborative.

NOVEMBER

Ward Village donated \$25,000 to the Hawai'i Foodbank while HHCares volunteers helped distribute food boxes in rural areas of O'ahu.

Ward Village donated \$30,000 to build a new fence at KCAA's Muriel Preschool, located in the Kaka'ako neighborhood.

DECEMBER



In lieu of gifts, Ward Village donated \$25,000 to Aloha United Way's ALICE Fund to help tackle the issues that cause financial instability.

Q1 2021

FEBRUARY



Ward Village hosted a pop-up bookstore, Village Books & Music by Friends of the Library of Hawai'i, with sales benefiting Hawai'i's 51 public libraries.

Ward Village partnered with CorePower Yoga to offer complimentary, in-person yoga classes weekly at Victoria Ward Park.

A portion of sales from developmental milestones was donated to non-profit Aloha Harvest, the state's largest food rescue and redistribution organization.

Ward Village partnered with the Hawai'i Community Foundation to gift \$10,000 to Waikiki Health and the Hawai'i Health and Harm Reduction Center upon the sale of the Waiea and Anaha penthouses.

MARCH

In partnership with the city, Ward Village added a lighted crosswalk to Kamake'e Avenue to help vehicles see when crossing.

Q2 2021

APRIL

In partnership with Paradise Monarchs and Sharing the Butterfly Experience, Ward Village created a butterfly garden at Victoria Ward Park with experts who spoke about conservation efforts and raising butterflies responsibly.

Ward Village celebrated a "Restore Our Earth" event for Earth Day and turned off the lights on the IBM Building and featured local photography on social channels.

MAY

Ward Village contributed to Trees for Honolulu's Future to help achieve 35% tree canopy coverage in Honolulu by 2035.

Ward Village hosted bike clinics with lessons on bike maintenance, repair, and safety in honor of National Bike Month.

Ward Village partnered with HomeAid Hawai'i, a 501(c)(3) non-profit that provides outreach and aid to combat homelessness, with the first homes completed in May.

JUNE

In celebration of Founder's Day, Ward Village hosted an interactive and educational event with Foster Botanical Gardens, Department of Urban Forestry, Trees for Honolulu's Future and Bloom. Participants were invited to Victoria Ward Park, named after the steward of this land, Victoria Ward, to learn about the past, present, and future of the community.





SOUTH
SHORE
— W —
MARKET

eden in love

SOUTH
SHORE
MARKET

THE
BIG
BROCK
LAMB
CORN
FISH
FLETT
HOL
KEA
LA
M



Environmental Performance

As we continue to build Ward Village, we have a clear vision for the long term and a deep sense of responsibility for our environmental performance with efficiency and quality prioritized every step of the way.

Environmental Strategy



Environmental Management System

To determine our sustainability strategy and manage our performance over time, The Howard Hughes Corporation uses an Environmental Management System (EMS) that helps us to articulate our processes and protocols for implementing programs, applying policies, and augmenting our data management tools. It also provides us with a strong framework for measuring, reporting, and benchmarking our progress against our peers. We adjust our ESG strategic plan annually to ensure continuous improvements to the HHSustainability program.

HHC ensures our EMS complies with the ISO 14001 standard for environmental management systems, which is based on the iterative Plan-Do-Check-Act cycle.

1 Plan

- + HHC adopted policies guiding our teams on best practices.
- + HHC set 10-year performance targets, which are reviewed as industry standards evolve.
- + HHC created an ESG team that meets regularly to develop an annual plan for achieving our targets.
- + HHC learns about ESG best practices and new opportunities via industry events and participation in sustainability working groups.

2 Do

- + HHC completed a materiality assessment to determine our most material ESG issues.
- + HHC pursues green building certifications, including LEED, ENERGY STAR, and BOMA 360.
- + HHC has robust emergency procedures in place in case of extreme weather and other emergencies.

3 Check

- + HHC educates stakeholders through newsletters, awareness campaigns, social media, and webinars.
- + HHC's ESG team meets regularly to ensure the implementation of initiatives.
- + HHC benchmarks the environmental performance of assets and tracks progress using data management platforms.
- + HHC conducts property-level assessments and occupant surveys across our operating assets.

4 Act

- + HHC makes improvements based on performance analysis against our environmental targets.
- + HHC updates the larger community and the company's Board, leadership, and employees on our progress.
- + HHC reports on our performance annually to organizations such as GRESB and S&P Global.



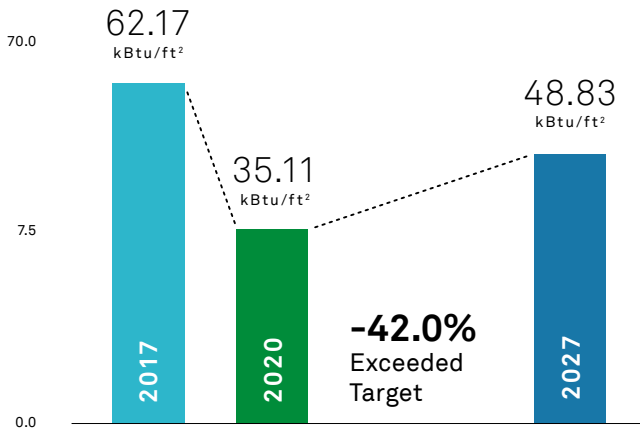
The Howard Hughes Corporation Targets & Performance

2027 Targets & Goals from a 2017 Baseline

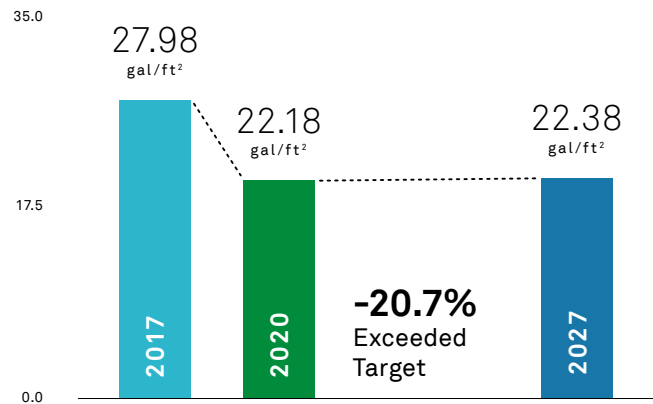
Our environmental performance targets include commitments to reduce energy, water, waste, and carbon emissions, along with improving indoor environmental quality and achieving green building certifications.



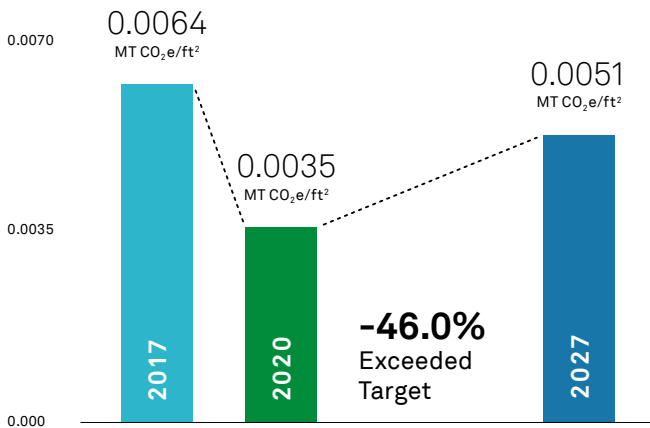
Energy



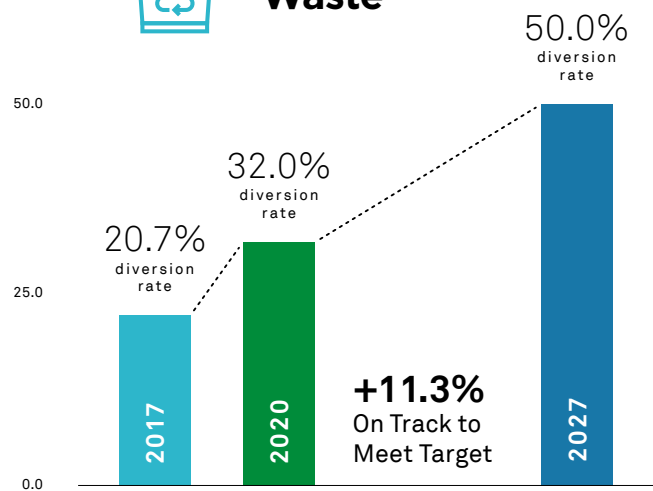
Water



Carbon Emissions



Waste



Environmental Education & Outreach



Earth Day

April 22nd marked the 51st anniversary of Earth Day, a worldwide movement to celebrate the beauty of our earth and inspire action to preserve our environment. This year's Earth Day theme was Restore Our Earth, which focused on natural processes, emerging green technologies, and innovative thinking that can help restore the world's ecosystems. At Ward Village, we recognized Earth Day by turning off the lights on the iconic IBM Building and featuring Hawai'i landscape images by local photographers on social media.



Trees for Honolulu's Future

Ward Village donated \$10,000 to Trees for Honolulu's Future for the Victoria Place groundbreaking, contributing to the work underway with the organization's goal for Honolulu to achieve 35% tree canopy coverage by 2035. This donation reinforces Ward Village's commitment to strengthening the community's connection to nature.

Certified Property

We prioritize pursuing LEED to the greatest extent possible across Ward Village.

Ward Village has earned various LEED certifications, providing a framework for healthy, efficient, carbon- and cost-saving green buildings. LEED certification is a globally recognized


symbol of sustainability achievement and leadership, resulting in high operational performance and better health outcomes for building occupants.

6 LEED CERTIFICATIONS

Region	Property Type	Certification Type	Level	Awarded
Ward Village	Ward Village	Neighborhood Development (ND)	Platinum	2013
Ward Village	Ae'o	Building Design and Construction (BD+C)	Silver	2019
Ward Village	Anaha	Building Design and Construction (BD+C)	Silver	2018
Ward Village	Waiea	Building Design and Construction (BD+C)	Silver	2018
Ward Village	Ke Kilohana	Building Design and Construction (BD+C)	Certified	2019
Ward Village	Ward Village Shops	Core and Shell (CS)	Certified	2014







Stakeholder & Social Engagement

We value engagement with our stakeholders — including residents, tenants, employees, and all community members — as an essential component of Ward Village's sustainability program.



Community Philanthropy

Ward Village supports forward-thinking initiatives that honor Hawai'i's rich history. Through philanthropic giving, volunteerism, and cultural engagement, our team is committed to making an active difference in shaping Honolulu into a great 21st century city. To date, we have contributed more than \$3.7 million to organizations that focus on community, culture, education, and the environment.

Hawai'i Community Foundation

Ward Village restructured its giving program by partnering with the Hawai'i Community Foundation — the leading philanthropic institution in the state — to support critical community priorities, including Waikīkī Health, Hawai'i Health and Harm Reduction Center, and the Aloha United Way ALICE (Asset Limited, Income Constrained, Employed) Fund.



In addition, Ward Village has pledged gifts aligned with future development milestones, including \$30,000 at the groundbreaking of each residential project, and when each new project reaches its highest point (topping off). For every new home sold within the Ward Village master planned community, the developer will contribute \$500 out of sales proceeds, and homeowners will have the option to make a matching gift.

Aloha Harvest

Our team is proud to support the inspiring non-profit Aloha Harvest — the state's largest food rescue and redistribution organization — by pledging a portion of sales from our developmental milestones. For more than 20 years, the team at Aloha Harvest has been feeding those in need by picking up and delivering excess donated food that would otherwise end up in landfills.

Trees for Honolulu's Future

We believe urban forests are crucial for preserving and enhancing our quality of life, which is why Ward Village is pleased to contribute to Trees for Honolulu's Future. This inspiring organization's goal is for Honolulu to achieve a 35% tree canopy coverage by 2035. Ward Village is thrilled to be part of this initiative, which reinforces our commitment to strengthening the community's connection to nature.

Waikīkī Health

Through our partnership with Hawai'i Community Foundation, Ward Village pledged \$10,000 out of its sales proceeds for the Waiea and Anaha

penthouses to Waikīkī Health, an admirable local nonprofit. Its mission is to provide quality medical and social services to everyone, regardless of ability to pay, including our community's most vulnerable populations such as the uninsured, low or no income earners, and those experiencing homelessness. In 2016, we helped fund the organization's optometry department, and this donation will go towards an essential piece of equipment for in-house glaucoma management allowing their team to provide another level of care.

Hawai'i Health and Harm Reduction Center

Ward Village is committed to donating a portion of developmental sales proceeds to Hawai'i Health and Harm Reduction Center, a nonprofit committed to strengthening our community. This organization focuses efforts on those disproportionately affected by social determinants such as people living with and/or affected by HIV or hepatitis, substance users, as well as the LGBTQ and Native Hawaiian communities—to name just a few. Through prevention, education and clinical programs, they're reducing harm, promoting health, creating wellness, and fighting stigma in Hawai'i and across the Pacific.

Queen's Medical Center Caregiver Sanctuaries

Along with Pacific Resource Partnership and AlohaCare, Ward Village partnered with Caregiver Sanctuaries to help

provide frontline healthcare workers from Queen's Medical Center with serene indoor and outdoor spaces to recharge and reset. The team was honored to contribute \$50,000 to the well-being of the more than 3,500 medical workers serving Queen's Medical Center patients. This was just a small token of gratitude to thank them for working tirelessly to ensure our community is healthy and safe.

HomeAid Hawai'i, Kauhale Village

We are passionate about building homes here in Ward Village for the community, but we're also passionate about giving back to those less fortunate. That's why we've partnered with HomeAid Hawai'i, a 501(c)(3) non-profit that provides outreach and aid to combat homelessness. In 2015, Ward Village Foundation provided the start-up grant for the organization, with additional private funds raised by founding board members. Today, HomeAid is currently working on developing a "Kauhale" tiny homes project to provide shelter and foster a sense of community to formerly houseless people in Kalaeloa, with the first homes completed in May 2021.

Honolulu Department of Parks and Recreation's Summer Fun Program

In celebration of the construction milestone of topping off 'A'ali'i, Ward Village donated \$25,000 worth of critical supplies to the Honolulu Department of Parks and Recreation Summer Fun



program. Items included personal protective equipment such as face shields and disposable masks, as well as recreational items like basketballs and art supplies for this program that provides free activities to youth over the summer break. This donation follows our company's tradition of marking the raising of a building's final structural beam with a 'topping out and giving back' celebration.

Aloha United Way ALICE Fund

To show our gratitude to the community during the 2020 holiday season, we donated \$25,000 in lieu of gifts to Aloha United Way's ALICE Fund, an organization that helps tackle the issues that cause financial instability for Hawai'i's ALICE (Asset Limited, Income Constrained, Employed) population.

KCAA Preschools of Hawai'i

The youth are our future, which is why Ward Village is proud to have donated \$30,000 to build a new fence at KCAA's Muriel Preschool, located in our Kaka'ako neighborhood. This accredited early education program provides support for local families and the community as a whole.

Friends of the Library of Hawai'i, Village Books & Music Pop-Up

At Ward Village, we believe public libraries help build healthy communities. In February 2021, we were thrilled to host the pop-up bookstore, Village Books & Music by Friends of the Library of Hawai'i. The expansive space featured an extensive collection of books, CDs, DVDs, vinyl music, art and collectibles. All sales from residents and patrons of this Ward Village location benefit Hawai'i's 51 public libraries, furthering the investment in learners throughout our state.



The Hawai'i Community Foundation Fresh Water Initiative

As an anchoring funder of The Hawai'i Community Foundation's Fresh Water Initiative, Ward Village continued in its third year of dedicated funding of \$50,000 for the fresh water security of Hawai'i. Led by The Hawai'i Community Foundation's Fresh Water Advisory Council, Ward Village supported research, community outreach and engagement, and the policy work of the Fresh Water Advisory Council to proactively approach water supply issues and implement a robust plan to protect Hawai'i's freshwater resources.

Community Health & Well-Being

At Ward Village, we are dedicated to improving the quality of life of our people and community by creating healthy spaces to live, work, relax, and socialize. Our many wellness initiatives are designed to help community members create their ideal lifestyles while also supporting connectivity, a vital component of today's thriving environments.



WV Fitness at Home

From March to September 2020, Ward Village launched at-home fitness classes to temporarily replace the popular Yoga in the Park and Fitness in the Park classes originally held at Victoria Ward Park. WV Fitness featured twice weekly bootcamp and yoga classes streamed on Ward Village's Instagram Live. In addition to the regular class, WV Fitness also offered themed classes including keiki bootcamp and meditation.

Bootcamp x BEAT

On June 27, 2020, Ward Village partnered with the American Heart Association BEAT Week for a special edition of WV Fitness at home with a bootcamp class held virtually on Ward Village's Instagram Live.

Yoga in the Park

From February 2021 to the present, Ward Village has partnered with CorePower Yoga to offer complimentary, in-person yoga classes at Victoria Ward Park on Sundays. Classes are socially distanced and follow state and city guidelines on public gatherings and outdoor fitness activities.





Community Cultural Outreach

Ward Village is committed to creating and nurturing an authentic social fabric throughout the community. We believe that arts and culture are essential aspects of the community's wellness, identity, and ability to thrive. The comprehensive nature of our programs and initiatives reflects our ethos of strengthening the cultural life of our communities.

#AtHomewithWV

With shutdowns in effect due to the COVID-19 pandemic and many planned events canceled, Ward Village went virtual with #AtHomewithWV from May to September 2020. We launched various classes geared towards keiki and adults to help continue community engagement while everyone was at home, and provide people with activities to pass the time. Classes and activities were streamed on Instagram TV, including a weekly keiki crafts class in collaboration with Art Explorium, #PauHanawithWV featuring cocktail recipes from Ward Village restaurants, #LearnSomethingwithWV featuring life hacks and crafts in partnership with retailers, and fun food recipes from Ward Village retailers and restaurants.

Victoria Ward Park Events

As COVID-19 restrictions lessened and outdoor, socially distanced activities were allowed, Ward Village launched activations at Victoria Ward Park to engage the neighborhood and greater Honolulu community outdoors. Activities and events included a Farmers Market Photo Booth, kite flying lessons from Master Kite Flier Robert

Loera, a butterfly conservation event with Paradise Monarchs and Sharing the Butterfly Experience, a National Pet Day celebration at Ward Village, bike clinics for National Bike Month, and an Emerging Music Artist Series in partnership with Haku Collective to feature up-and-coming Hawai'i artists in the park every Saturday afternoon.

Neighborhood Events and Promotions

Ward Village has put on a number of neighborhood events and promotions, beginning with local artist Kim Seilbeck who painted a mural that depicts our local community. Additionally, we have hosted a variety of holidays at Ward Village, including numerous Christmas events, Aloha Fridays, Lunar New Year, the Mom-Made Market featuring mom-owned businesses, and a flower pop-up shop at South Shore Market for Mother's Day.

Retail

As a welcome back after the first major COVID-19 shutdown, Ward Village gave shoppers a complimentary tote bag with Kim Seilbeck's Aloha mural image and a Ward Village wellness kit. We also

launched curbside pick-up dedicated stalls within South Shore Market, Ward Center, and Anaha Shops to help customers easily park for takeout and pick up from Ward Village retailers.

Social Engagements

The popular Surf Cam on wardvillage.com received an equipment update in early 2021, offering viewers a crisp view of the South Shore waves on the website. For International Women's Day, Ward Village featured the amazing women-owned businesses at Ward Village. In partnership with the city, Ward Village added a lit crosswalk to help vehicles see when pedestrians cross Kamake'e Avenue, resulting in great positive feedback from the neighborhood. Lastly, to celebrate Earth Day, we turned off the lights at the iconic IBM building and featured gorgeous Hawai'i landscape images by local photographers on social media.

IBM Lights

Throughout 2020, the IBM buildings lights gave Ward Village a way to honor and celebrate essential workers during the pandemic, such as teachers and government workers, as well as

recognize national and state holidays, including King Kamehameha Day, Independence Day, Labor Day, Pride Month, Breast Cancer Awareness Month, Halloween, Christmas, New Years, Lunar New Year, Valentine's Day, St. Patrick's Day, and Earth Day.

Virtual Events

While the pandemic required various traditional community events to be reimagined for a virtual audience, 2020 encouraged us to explore new and creative ways to unite our community with messages of encouragement and strength. For instance, Ward Village innovated with a dynamic online series of #AtHomewithWV classes on Instagram TV.

Wellness Events

Ward Village launched at-home fitness classes to replace the popular Yoga in the Park and Fitness in the Park classes originally held at Victoria Ward Park, with classes streamed via Instagram Live on social channels. Ward Village also partnered with the American Heart Association BEAT Week for a special edition of Ward Village Fitness at home.





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