



Aloha RCCA Members,

May 21, 2024

Online stats: Last 4 weeks, compared to the same period last year. RCCA's website produced solid increases in website sessions, users and new users. Google Ads clicks were significantly up along with the click-through rate.

- Website sessions: 14,858, **+30%**
- Users: 12,957, **+34%**
- New Users: 12,412, **+28%**
- Google Ads Clicks: 13,338, **+173%**
- Ads Click-through Rate: 3.71%, **+54%**
- Organic Search: 2,492, **-9%**
- Direct Search: 996, **+31%**
- Referral: 108, **+192%**

Social Media Stats: Over the last four weeks, RCCA's social media accounts have achieved:

- IG Followers 2,800
- IG Reach: 702
- Content Interactions: 104
- FB Followers: 52,000
- FB Reach: 2,500
- Content Interactions: 5

Morgan Pond Re-opens: Thanks to a massive effort by the Friends of Kamalani and Kaua'i County, Morgan Pond at Lydgate re-opened last week. Mahalo to Tommy Noyes and volunteers. Mahalo to Kaua'i County Parks and Recreation.

Welcome to Briane Cabacungan – New RCCA Administrative Assistant. RCCA welcomes its new Administrative Assistant, to perform both administrative duties as well as connect with current and potential new members. Briane also works at Premier Kaua'i Vacation Rentals, as the Marketing Director and is completing her Bachelor's Degree in Marketing from Forbes School of Business & Technology. Briane's contact email is brianeec@premierKaua'i.com.

Smith's Up and Running – Taste of Hawaii is On: Among Kaua'i's great signature events; the Taste of Hawaii is on for June 2nd at Smith's Tropical Paradise with ono food from 25+ chefs, 10+ beverage companies and entertainment from 12+ musical groups. All inclusive. Proceeds to go education and other youth programs. Go to <https://tasteofhawaii.net> for more information and tickets.

Opportunities for EV Chargers at Businesses: While Kaua'i County is preparing to establish an EV charger at Bryan Baptist Park, they're also encouraging private businesses to install one too. Hosting an EV charging station has benefits and ultimately brings in more foot traffic. Businesses choose to charge for the service per hour or per KW which can help cover the cost of electricity. There are local, statewide, and federal rebates and incentives available. Business can double up as well as access KIUC and Hawaii Energy rebates. Go here for more information: <https://hawaiienergy.com/for-business/rebates-for-business/electric-vehicle-charging-stations/> and <https://www.kiuc.coop/ev> and <https://www.irs.gov/credits-deductions/alternative-fuel-vehicle-refueling-property-credit>

Upcoming Events: (check out listings at royalcoconutcoast.com/Kaua'i-events or Kaua'ifestivals.com)

- Wailua Bay Creators Fair, May 26th, 8:30 to 1 p.m. at [Hilton Garden Inn Wailua Bay](#)
- Kaua'i Made Product Fair, May 31st, 4 to 7:30 p.m., at [Sheraton Kaua'i Coconut Beach](#)
- First Saturday Art Walk Kapa'a, June 1st, 5-9 p.m., <https://kbaKaua'i.org/>
- Kaua'i Songwriters Music Festival, June 7th and 8th 10 a.m. to 9 p.m. at [Hilton Garden Inn Wailua Bay](#), terry@artsKaua'i.org.
- King Kamehameha Day Parade, June 15th 9 a.m. Lihue, starts at Vidinha Stadium.
- Heiva I Kaua'i, August 3-4, 10 a.m. to 5 p.m. Kapa'a Beach Park, <https://heivaikauai.com/>