



# Kirra Downing

Principal – Communications

Kirra Downing serves as the VP of Communications for DTL. She leads our strategic communications services with over 10 years of professional experience in navigating complex public relations strategies in Hawai'i. She has coordinated community engagement and planned events for various industries in Hawai'i that include commercial real estate, agriculture, conservation, and culinary. Kirra also has years of experience in managing the marketing initiatives and public relations for various clients.

While previously at Kamehameha Schools, Kirra first served as Public Relations Specialist in the Community Relations and Communications Department and was the liaison for their endowment. In promoting activities on the school's agricultural and conservation lands, Kirra launched the Mahi'ai Match-Up agricultural business plan contest and coordinated the event sponsorship of the Hawai'i Food and Wine Festival. Most recently, Kirra supported the marketing strategy and planning for Kamehameha Schools' 15-year Our Kaka'ako Master Plan. As the Marketing Specialist of the commercial real estate development team, Kirra was responsible for the public relations, branding, promotions, community outreach and event coordination of events such as Eat the Street and Honolulu Night Market. She also worked alongside the leasing team to support the tenants at SALT and attract new ones.

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education

University of San Diego  
BA Communications, 2005

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affiliations

Montessori Community School  
Board Member & Secretary  
February 2021 - Present

Make Music Hawaii  
Founding Member  
2020 - Present

RiseHI  
Board Member, 2017-Present

Re-use Hawai'i  
Board Member & Secretary  
2017-Present

Reach the Runway  
Board Member, 2016 - Present

Kalihi Pālama Hawaiian Civic Club  
Member, 2016-Present

Reach the Runway  
Board Member, 2016 - Present

Hawai'i Food & Wine Festival  
Board Member, 2010 - 2012

Save Our Surf  
Member, 2006 - Present

DTL Foundation  
President, Director  
2023-Present

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awards

Pacific Business News:  
2023 Women Who Mean Business  
2022 40 Under 40

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selected projects

Amemiya for Mayor

NextEra Energy

City & County of Honolulu  
Kapālama Canal Revitalization

Office of Hawaiian Affairs  
Kaka'ako Makai

Hawai'i State Hospital

Lilia Waikiki

Kūkaniloko Master Plan

Park Kālia Waikiki

Kamehameha Schools Hawai'i  
'Ōiwi Edge Summit

RiseHI

Kamehameha Schools  
Annual Report 2017, 2018, 2019, 2020

SALT @ Our Kaka'ako

Turtle Bay Resort

Honolulu Rail Transit Project

Young Brothers

State of Hawai'i Dept. of Health:  
Vax to School

Ward Villages