

Stadium Manager's Monthly Report
Regular Session
April 27, 2023

A. ADMINISTRATIVE

1. Monthly Financial Update (attached).
2. Hawaii Administrative Rules -Update on proposed changes

B. LEGISLATIVE

1. HB1018 Relating to State Funds
2. HB300 Relating to the State Budget

C. UPCOMING EVENTS/RENTALS

1. Prayer Center of the Pacific – Saturday, May 6, 2023 – Upper Halawa Lot
2. 50th State Fair – May 26, 2023 – July 9, 2023 – Lower Halawa Lot

D. OTHER

1. Decommissioning Activities
 - a. Hawaii Sports Hall of Fame Display - Relocated to Pearlridge Shopping Mall
 - b. Memorabilia is being packed and secured for storage.
 - c. E-Commerce Store <https://shop.ehawaii.gov/st/shopalohastadium>
 - d. Auction - <https://www.oahuauctions.com/>
 - e. Scoreboard transfer to UH
2. Procurements (Invitation for Bid)
 - a. Portable Restrooms for Swap Meet
 1. Solicitation closes - May 3, 2023.
 2. Award date -May 8, 2023.
 - b. Tree Trimming Services – Solicitation will be posted in early May.

FY 2023 Operating Budget Full Year Projected Amounts

Update as of: 04/20/23

| | B | C | D | E | F | G | H | I | J | K | L | M | N | O | O-1 | P | Q | R | |
|----------------------------|-------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-------------------|-------------------|-------------------|---------------------------------|--|------------------------------|---|------------------------------|--|
| | Source Code | ACTUAL 07/2022 | ACTUAL 08/2022 | ACTUAL 09/2022 | ACTUAL 10/2022 | ACTUAL 11/2022 | ACTUAL 12/2022 | ACTUAL 01/2023 | ACTUAL 02/2023 | ACTUAL 03/2023 | Projected 04/2023 | Projected 05/2023 | Projected 06/2023 | FYE 06/30/23 12-Month Projected | \$\$ Change (000's) Fr. Initial Projection | FYE 06/30/22 12-Month Actual | FY 2023 Increase/ (Decrease) Over FY 2022 | % Change Prior : Current Yr. | COMMENTS |
| REVENUES | | 8% | 3% | 16% | 8% | 9% | 8% | 7% | 7% | 8% | 8% | 10% | 10% | 100% | | | | | |
| Swap Meet | 836 | 404,298 | 169,631 | 862,947 | 411,845 | 475,927 | 411,988 | 399,755 | 354,005 | 418,155 | 412,527 | 514,691 | 509,020 | 5,344,789 | 447 | 4,383,724 | 961,065 | 21.92 | Admission Fee Increase: Added \$50K per month to prior year actual for month of April 2023 where admission fee increase is not captured in projected revenue (using actual data). |
| Parking | 1320 | 86,411 | - | - | 1,863 | - | 26,872 | 65,667 | - | 58,399 | - | - | 197,821 | 437,033 | 20 | 374,019 | 63,014 | 16.85 | 02/2023 2-day Concert Parking \$58K <-> Deleted Atea Grad. 1,668 cars @ \$9/car = \$15,009 <-> 50th SF-05 & 06/2023 (14 dates) = 21,980/cars TOTAL Cars = 21,980 x \$9/car = \$197.8K \$309K is close out of F&B-K w/reserve account balance returned to Stad. |
| Food and Beverage | 1321 | - | - | 309,079 | - | - | 3,979 | 3,634 | - | 64,625 | - | - | - | 381,317 | 352 | 30,091 | 351,226 | 1,167.21 | |
| Rent | 1322 | 3,214 | 22,914 | 33,814 | 11,064 | 114,739 | 24,469 | 50,169 | 27,219 | 122,744 | 24,069 | 33,214 | 22,564 | 490,193 | 259 | 255,842 | 234,351 | 91.60 | RENT: VZW Sm.Cell Sys. (\$57.7k); T-Mob (\$36k) ATT-0 |
| Advertising | 1324 | - | - | - | - | - | - | - | - | - | - | - | - | - | -37 | 37,292 | (37,292) | (100.00) | Kiewit Trailer Rent (\$2,750/mo.) 07/2022 - 06/2023, |
| Interest | 288 | - | - | - | - | 2,245 | - | - | 9,460 | 18,603 | 1,030 | - | 2,684 | 34,022 | 21 | 12,617 | 21,405 | 169.66 | 03/23-Halawa View \$7k-mo. |
| Stadium Tours | 1325 | - | - | - | - | - | - | - | - | - | - | - | - | - | 0 | - | 0 | 0.00 | 04/23 Rent: DOE=\$48K, Eye=\$8K, Habilitat=\$13K, |
| Miscellaneous | Var. | 270 | 2,384 | 2,229 | (8) | 23,592 | 13 | - | 2,163 | 6,587 | 32,037 | 3,139 | 2,792 | 75,198 | 25 | 92,051 | (16,853) | (18.31) | Mira=\$27.7K, Misc=\$25K |
| Total Revenues: | | 494,193 | 194,929 | 1,208,069 | 424,764 | 616,503 | 467,321 | 519,225 | 392,847 | 689,112 | 469,663 | 551,044 | 734,881 | 6,762,552 | 1,087 | 5,185,636 | 1,576,916 | 30.41 | |
| EXPENSES | | | | | | | | | | | | | | | | | | | |
| Personal Services | 2000 | - | 377,877 | 236,204 | 197,804 | 218,508 | 218,943 | 223,563 | 181,776 | 213,717 | 188,412 | 188,412 | 188,412 | 2,433,628 | 474 | 1,832,617 | | | NOTE: HRA IV - 89-day appointment start date 4/4/23. |
| PTI Support Services | | | | | | | | | | | | | | - | | | | | Req. 4th list - Leg unfunded in Act 88/SLH2021. Priority |
| Labor Adj Incl./Fringe | | | | | | | | | | | | | | - | | | | | filling to address hiring of PTI & new positions. |
| G.O. Bond 4.00 - Positions | | | | | | | | | | | | | | - | | | | | *Admin. Svcs. Officer - Filled 01/19/23. |
| 2-Day Furlough (10%) | | | | | | | | | | | | | | - | | | | | *Clerk Typist - (Exempt) Recruiting. |
| Supplies | 3000 | | | | | | | | | | | | | | | | | | |
| Utilities | 5000 | | | | | | | | | | | | | | | | | | |
| Repairs and Maint. | 5800 | | | | | | | | | | | | | | | | | | |
| Services on a Fee Basis | 7100 | | | | | | | | | | | | | | | | | | 09/2022 - Insurance premium \$60k |
| Central Serv. Assess | 7200 | | | | | | | | | | | | | | | | | | |
| Miscellaneous - Prior Yr | | | | | | | | | | | | | | | | | | | |
| Miscellaneous - Current | | | 205,276 | 98,987 | 715,830 | 140,405 | 87,338 | 146,518 | 81,456 | 136,307 | 100,000 | 100,000 | 100,000 | 1,912,117 | 752 | 645,104 | | | 10/22 - \$558K is SF Assessment for FY 2020/2021. |
| Total Expenses: | | - | 583,153 | 335,191 | 913,634 | 358,913 | 306,281 | 370,081 | 263,232 | 350,024 | 288,412 | 288,412 | 288,412 | 4,345,745 | 1,226 | 2,477,721 | 1,868,024 | 75.39 | Act 146/SLH 2021 excepts assessmnt of SF, Eff 7/01/21 |
| PROFIT / (LOSS) | | | | | | | | | | | | | | 2,416,807 | | 2,707,915 | (291,108) | (10.75) | |
| Surplus/Shortfall - Mo. | | 494,193 | (388,224) | 872,878 | (488,870) | 257,590 | 161,040 | 149,144 | 129,615 | 339,088 | 181,251 | 262,632 | 446,469 | 2,416,807 | | | | | NOTE: FY' 22 Salary Exp is less than FY'23 due to ARPA |
| NET CASH BAL: | | 4,108,363 | 3,720,139 | 4,593,017 | 4,104,147 | 4,361,737 | 4,522,777 | 4,671,921 | 4,801,536 | 5,140,625 | 5,321,876 | 5,584,508 | 6,030,977 | | | | | | |

DATAMART- Acct. Summary

| | FY 2023 |
|-------------------------------------|-------------|
| FY '23 Cash Before Encumbrances:* | 3,614,170 |
| Less: Encumbrances: | - |
| FY '23 Unencumbered Cash Balance: | 3,614,170 |
| FY '23 Surplus/Shortfall: | 2,416,807 |
| FY '24 Carryover Cash Balance: | 6,030,977 |
| Less: FY '23 Misc. Planned Exp./Adj | 1,700,000 * |
| | 4,330,977 |

| | |
|------------------|--|
| 1,700,000 | Swap Meet transition plan projected expense. |
| G-23-165 450,000 | Act 248/22 Gen fund allotment release (approved). |
| G-23-165 50,000 | General fund (restricted) - Gov.Approved (4/13/23) |
| 2,200,000 | Estimated Project Cost (subject to bid). |

Monthly Summary of Events Report
Events Branch
3-18-23 to 4-17-23

| DATE | EVENT/LICENSEE | LOCATION | ATTENDANCE | # OF USHERS | VEHICLES PARKED | # OF PARKING ATTENDANTS | OTHER EVENT(S) HELD ON SAME DATE/TIME | COMMENTS |
|---------|--|--------------------------|------------|-------------|-----------------|-------------------------|---------------------------------------|--|
| 3/19/23 | Sports Car Club of America (SCCA) | Lower Halawa Parking Lot | - | - | - | 2 | Swap Meet | Defensive driver training. |
| 3/25/23 | Department of Education (DOE) | Lower Halawa Parking Lot | 296 | - | - | - | Swap Meet | Operation Driver Excellence and Traffic Safety Fair. |
| 4/1/23 | Hawaii Rally Sports Association (HRSA) | Lower Halawa Parking Lot | - | - | - | 2 | Swap Meet | Low speed car control competition. |
| 4/2/23 | Sports Car Club of America (SCCA) | Lower Halawa Parking Lot | - | - | - | 2 | Swap Meet | Defensive driver training. |

April 2023

| April 2023 | | | | | | | May 2023 | | | | | | |
|------------|----|----|----|----|----|----|----------|----|----|----|----|----|----|
| Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa |
| | | | | | | 1 | | 1 | 2 | 3 | 4 | 5 | 6 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | 28 | 29 | 30 | 31 | | | |
| 30 | | | | | | | | | | | | | |

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--|---------------------------------|---------------------------------|---|--|---|---|
| Mar 26 | 27 | 28 | 29 | 30 | 31 | Apr 1 Halawa View II Parking Lot Rental (Kam Lot) 6:00am HRSA (LHPL) 8:00am Swap Meet (UHPL) |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Halawa View II Parking Lot Rental (Kam Lot) | | | | | | |
| 6:00am SCCA (LHPL) 6:30am Swap Meet (UHPL) | | | 8:00am Swap Meet 9:00am Payday 9:30am Staff Meeting | | Holiday - Good Friday | 8:00am Swap Meet (UHPL) |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Halawa View II Parking Lot Rental (Kam Lot) | | | | | | |
| 6:30am Swap Meet (UHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) 8:00am Swap Meet | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 8:00am Swap Meet (UHPL) |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| Halawa View II Parking Lot Rental (Kam Lot) | | | | | | |
| 6:30am Swap Meet (UHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) 8:00am Swap Meet | 7:00am Carnival (set-up) (LHPL) 7:00am AMR (Bus Lot) 9:00am Payday | 7:00am Carnival (set-up) (LHPL) 7:00am AMR (Bus Lot) | 8:00am Swap Meet (UHPL) |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| Halawa View II Parking Lot Rental (Kam Lot) | | | | | | |
| 6:30am Swap Meet (UHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) 8:00am Swap Meet | 7:00am Carnival (set-up) (LHPL) 8:30am Board Meeting | 7:00am Carnival (set-up) (LHPL) | 8:00am Swap Meet (UHPL) |
| 30 Halawa View II Parking Lot Rental (Kam Lot) 6:30am Swap Meet (UHPL) | May 1 | 2 | 3 | 4 | 5 | 6 |

May 2023

| May 2023 | | | | | | | June 2023 | | | | | | |
|----------|----|----|----|----|----|----|-----------|----|----|----|----|----|----|
| Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 28 | 29 | 30 | 31 | | | | 25 | 26 | 27 | 28 | 29 | 30 | |

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|---------------------------------|---------------------------------|---------------------------------|--------------------------------------|---------------------------------|--|
| Apr 30 | May 1 | 2 | 3 | 4 | 5 | 6 |
| Halawa View II Parking Lot Rental (Kam Lot) | | | | | | |
| | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 8:00am Swap Meet (UHPL) |
| | | | 8:00am Swap Meet | | 9:00am Payday | 3:00pm Prayer Center of the Pacific (LHPL) |
| | | | 9:30am Staff Meeting | | | |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| Halawa View II Parking Lot Rental (Kam Lot) | | | | | | |
| 6:30am Swap Meet (UHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 8:00am Swap Meet (UHPL) |
| | | | 8:00am Swap Meet (UHPL) | | | |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| Halawa View II Parking Lot Rental (Kam Lot) | | | | | | |
| 6:30am Swap Meet (UHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 8:00am Swap Meet (UHPL) |
| | | | 8:00am Swap Meet (UHPL) | 6:00pm Aiea HS Graduation (LHPL) | 9:00am Payday | |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| Halawa View II Parking Lot Rental (Kam Lot) | | | | | | |
| 6:30am Swap Meet (UHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 7:00am Carnival (set-up) (LHPL) | 6:00pm 50th State Fair (LHPL) | 8:00am Swap Meet (UHPL) |
| | | | 8:00am Swap Meet (UHPL) | 8:30am Board Meeting (Admin Conf Rm) | | 4:00pm 50th State Fair (LHPL) |
| 28 | 29 | 30 | 31 | Jun 1 | 2 | 3 |
| Halawa View II Parking Lot Rental (Kam Lot) | | | | | | |
| 6:30am Swap Meet (UHPL) | Holiday - Memorial Day | | 8:00am Swap Meet (UHPL) | | | |
| 12:00pm 50th State Fair (LHPL) | 12:00pm 50th State Fair (LHPL) | | | | | |

June 2023

| June 2023 | | | | | | | July 2023 | | | | | | |
|-----------|----|----|----|----|----|----|-----------|----|----|----|----|----|----|
| Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 25 | 26 | 27 | 28 | 29 | 30 | | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| | | | | | | | 30 | 31 | | | | | |

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|-------------------------------|---------------|---|--------------------------------------|-------------------------------|--|
| May 28 | 29 | 30 | 31 | Jun 1 | 2 | 3 |
| Halawa View II Parking Lot Rental (Kam Lot) | | | | | | |
| | | | | | 6:00pm 50th State Fair (LHPL) | 8:00am Swap Meet (UHPL) 4:00pm 50th State Fair (LHPL) |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Halawa View II Parking Lot Rental (Kam Lot) | | | | | | |
| 6:30am Swap Meet (UHPL) 12:00pm 50th State Fair (LHPL) | 9:00am Payday | | 8:00am Swap Meet (UHPL) 9:30am Staff Meeting (ASO set-up) (Conf) | 6:00pm 50th State Fair (LHPL) | 6:00pm 50th State Fair (LHPL) | 8:00am Swap Meet (UHPL) 4:00pm 50th State Fair (LHPL) |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| Halawa View II Parking Lot Rental (Kam Lot) | | | | | | |
| 6:30am Swap Meet (UHPL) 12:00pm 50th State Fair (LHPL) | Holiday - King Kamehameha Day | | 8:00am Swap Meet (UHPL) | | 6:00pm 50th State Fair (LHPL) | 8:00am Swap Meet (UHPL) 4:00pm 50th State Fair (LHPL) |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| Halawa View II Parking Lot Rental (Kam Lot) | | | | | | |
| 6:30am Swap Meet (UHPL) 12:00pm 50th State Fair (LHPL) | | 9:00am Payday | 8:00am Swap Meet (UHPL) | 6:00pm 50th State Fair (LHPL) | 6:00pm 50th State Fair (LHPL) | 8:00am Swap Meet (UHPL) 4:00pm 50th State Fair (LHPL) |
| 25 | 26 | 27 | 28 | 29 | 30 | Jul 1 |
| Halawa View II Parking Lot Rental (Kam Lot) | | | | | | |
| 6:30am Swap Meet (UHPL) 12:00pm 50th State Fair (LHPL) | | | 8:00am Swap Meet (UHPL) | 8:30am Board Meeting (Admin Conf Rm) | 6:00pm 50th State Fair (LHPL) | To Mar 31, 24 → |

JOSH GREEN, M.D.
Governor

CHRIS J. SADAYASU
Director, DBEDT

BRENNON MORIOKA
Vice Chairman, Stadium Authority

RYAN G. ANDREWS
Stadium Manager

RUSSELL UCHIDA
Deputy Stadium Manager



An Agency of the State of Hawaii

Stadium Board Meeting Marketing Update – APRIL 2023

Marketing and communication efforts will continue to ensure the Aloha Stadium is properly up to date on activities and developments as we move towards a new facility. In addition, we continue to focus on the following items as we continue to host and promote events with the current Stadium:

1. Communications/Marketing/Advertising Coordination

- Stadium event related media coordination as needed.
- Communication coordination with all Hawaii media platforms as they arise.
- Assist clients/sponsors with marketing and communication needs upon request.

2. Update and maintain website

- Continue to maintain and update the website with current events and information on a daily base.
- Continue to update backend site improvement issues online.

3. Social media and ongoing public relations efforts

- Continue to monitor and update daily.

4. New Event Support

- Work in collaboration with the Events team to expand, create and coordinate new programs and activities.

5. Advertising Coordination

- Oversee, as needed, events and activities.
- Oversee and expand sponsorship opportunities and online platforms utilizing new programs as they arise.

6. Swap Meet & Marketplace Coordination

- Continue to review and update swap meet marketing and operational needs
- Coordinate and assist with expanding activities and programs within the swap meet & marketplace including all specialty events within the marketplace.
- Assist with marketing/PR, social media efforts and coordination.

7. New Rail Marketing Opportunities and Communication

- Coordinate and assist DTS with onsite events, activities, advertising, media communication.

8. Miscellaneous

- Assist with PR campaigns, media, neighborhood board meetings, advertising, and operational coordination for new stadium (NASED) as needed.

9. Auction and Online E-commerce

- E-Commerce online coordination.
- Oahu Auctions – online auction coordination.

10. Facility Inventory

- Coordinate inventory relocation and documentation of sports museum items and video board tapes.

11. Creative stadium & event collateral

- Creative production for stadium marketing as needed.

MONTHLY SECURITY REPORT TO THE BOARD

Brief summary of security related incidents which occurred March 1, 2023, through March 31, 2023.

Motor Vehicle Collision (MVC)

On March 4, 2023, at approximately 3:00 p.m., Swap Meet Vendor backed their vehicle and struck another Swap Meet Vendor. Vendor who was hit claimed no injuries and refused medical aid. Vendor also refused to make an Honolulu Police Department (HPD) Report.

On March 18, 2023, at approximately 11:12 p.m., Vehicle 1 scrapped Vehicle 2 on Circle Road, Outer Lane. No injuries observed or reported. Vehicle 1 apologized to Vehicle 2 for scrapping Vehicle 2 vehicle. Both parties exchanged insurance information. An HPD Report for filed.

Swap Meet

Three Medical Assistance Calls were reported; two cases were Injured Cared For (ICF). In one case, injured person tripped and fell in grass area between Swap Meet Vendor Stalls. Injured person did not see fencing that had been left in grass by a Swap Meet Vendor. Injured person was evaluated and treated by Stadium Nurse and Emergency Medical Services (EMS), then transported via ambulance to Emergency Room. In second case, injured person slipped and fell while running on sidewalk bridge. Injured person was evaluated and treated by Stadium Nurse, then released to family member.

One case was Sick Cared For (SCF); Swap Meet Vendor was found unconscious in Restroom stall by their friend. Persons feeling sick was evaluated and treated by Stadium Nurse and EMS, then transported via ambulance to Emergency Room. ☹

Conclusion

Prepared and submitted by,



Neal O. Sakamoto, Stadium Security Officer
4-14-2023, 1345hrs



Monthly Report
 Stadium Authority Meeting
 4/27/2023

ALOHA STADIUM SWAP MEET AND MARKETPLACE
 Mar-23

Shopper Attendance:

| March Monthly Attendance | | Days Open | Daily Average | Coupons | Paid Attendance | Average Daily Paid Attendance |
|--------------------------|----------|-----------|---------------|---------|-----------------|-------------------------------|
| 2022 | 100,182 | 13 | 7,706 | 0 | 100,182 | 7,706 |
| 2023 | 86,934 | 13 | 6,687 | 0 | 86,934 | 6,687 |
| Difference | (13,248) | 0 | (1,019) | 0 | (13,248) | (1,019) |
| % | -13% | | -13% | #DIV/0! | -13% | -13% |

Vendor Attendance:

| March Total Stall Count | | Days Open | D,E, & F Total Stall Count | Daily Average Count | A,B,C Total Stall Count | Daily Average Count |
|-------------------------|-------|-----------|----------------------------|---------------------|-------------------------|---------------------|
| 2022 | 6,789 | 13 | 2,926 | 225 | 3,863 | 297 |
| 2023 | 7,430 | 13 | 3,900 | 300 | 3,530 | 272 |
| Difference | 641 | 0 | 974 | 75 | (333) | (26) |
| % | 9% | | 33% | 33% | -9% | -9% |

Operations Information:

Initial drop after Aloha Stadium's farewell event. Numbers slowly increased through out month.

Advertising

- KHON2 - Television Commercial
- Hagadone Digital Advertising - Vendor Campaign
- Honolulu Star Advertiser - Local Print Ad
- MidWeek - Local Print Ad
- USA Today - Local Print Ad
- Island Brochures - Waikiki, Airport, Westside Hotel Distribution