

**Stadium Manager's Monthly Report**  
**Regular Session**  
**May 25, 2023**

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**A. ADMINISTRATIVE**

1. Monthly Financial Update (attached).
2. Hawaii Administrative Rules -Progress update.

**B. UPCOMING EVENTS/RENTALS**

1. 50<sup>th</sup> State Fair – May 26, 2023 – July 9, 2023 – Lower Halawa Lot
2. Birthday Bash Concert (TMR Events)– July 28-29, 2023 – Upper Halawa Lot
3. Swap Meet Specialty Events
  - a. Alzheimer Association Fundraiser July 8, 2023.

**C. PERSONNEL**

1. New Intern (Haylee Fujimoto) started on May 15, 2023. 89-day hire through the Department of Labor. Project focus will be social media analytics.
2. Recruitment for Human Resource Assistant IV: Interviews are in progress.

**D. OTHER**

1. Request to Attorney General for Outside Legal Counsel Related to Land Management.
2. Honolulu Authority for Rapid Transportation / Department of Transportation Services
  - a. Status of Use and Occupancy Agreement / License Agreement
  - b. Interface with Rail Opening
    1. Stadium will give away a limited-edition reusable shopping bag to attendees who arrive by rail on Saturday, July 1 and Sunday, July 2, 2023.
3. Transfer of Scoreboard to UH – Initial work to begin June 5, 2023.
4. Transferred approximately 250 boxes of past event videotapes (1980 – 2019) to the Hawaii State Archives. They will start digitalizing videos next month for free public access.
5. Procurements (Invitations for Bid)
  - a. Portable Restrooms for Swap Meet – awarded on May 3, 2023.
  - b. Tree Trimming Services – Solicitation will close on May 25, 2023.

**FY 2023 Operating Budget Full Year Projected Amounts**

Update as of: 05/15/2023

	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	ACTUAL 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
<b>REVENUES</b>		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	419,101	514,691	509,020	5,351,363	454	4,383,724	967,639	22.07	Admission Fee Increase: Added \$50K per month to prior year actual for 2 months (03/23 - 04/23) 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 Aiea 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	17,331	13,331	22,564	463,572	232	255,842	207,730	81.19	
Advertising	1324													-	-37	37,292	(37,292)	(100.00)	RENT:
Interest	288					2,245	-	-	9,460	18,603	6,482	11,070	2,684	50,543	38	12,617	37,927	300.61	Kiewit Trailer Rent (\$2,750/mo.) 07/2022 - 06/2023, T-Mobile Rent (\$3,214/mo.) 4/2023 - 3/2024
Stadium Tours	1325													-	0	-	0	0.00	Verizon Rent (5,255/mo)
Miscellaneous	Var.	270	2,384	2,229	(8)	23,592	13		2,163	6,587	34,567	96	2,792	74,685	24	92,051	(17,366)	(18.87)	Misc. \$29K Auction sales+\$2.6K e-commerce sales
Total Revenues:		494,193	194,929	1,208,069	424,764	616,503	467,321	519,225	392,847	689,112	477,481	539,188	734,881	6,758,513	1,083	5,185,636	1,572,877	30.33	
<b>EXPENSES</b>																			
Personal Services	2000	-	377,877	236,204	197,804	218,508	218,943	223,563	181,776	213,717	206,270	188,412	188,412	2,451,486	492	1,832,617			NOTE: HRA IV - 89-day appointment start date 4/4/23. Req. 4th list - Leg unfunded in Act 88/SLH2021. Priority filling to address hiring of PTI & new positions. *Admin. Svcs. Officer - Filled 01/19/23. *Clerk Typist - (Exempt) Recruiting.
PTI Support Services														-					
Labor Adj incl./Fringe														-					
G.O. Bond 4.00 - Positions														-					
2-Day Furlough (10%)														-					
Supplies	3000													-					
Utilities	5000													-					
Repairs and Maint.	5800													-					
Services on a Fee Basis	7100													-					
Central Serv. Assess	7200													-					09/2022 - Insurance premium \$60k
Miscellaneous - Prior Yr														-					
Miscellaneous - Current			205,276	98,987	715,830	140,405	87,338	146,518	81,456	136,307	110,804	100,000	100,000	1,922,921	763	645,104			10/22 - \$558K is SF Assessment for FY 2020/2021. Act 146/SLH 2021 excepts assessmnt of SF, Eff 7/01/21
Total Expenses:		-	583,153	335,191	913,634	358,913	306,281	370,081	263,232	350,024	317,074	288,412	288,412	4,374,407	1,255	2,477,721	1,896,687	76.55	
<b>PROFIT / (LOSS)</b>														2,384,106		2,707,915	(323,809)	(11.96)	
Surplus/Shortfall - Mo.		494,193	(388,224)	872,878	(488,870)	257,590	161,040	149,144	129,615	339,088	160,407	250,776	446,469	2,384,106					NOTE: FY '22 Salary Exp is less than FY'23 due to ARPA
<b>NET CASH BAL:</b>		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	5,301,031	5,551,807	5,998,276						

**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:	2,384,106	
FY '24 Carryover Cash Balance:	5,998,276	
Less: FY '23 Misc. Planned Exp./Adj	1,700,000 *	1,700,000 Swap Meet transition plan projected expense.
Less: FY '23 Misc. Planned Exp./Adj	333,555 *	500,000 Act 248/22 Gen fund allotment G-23-165-B
	<b>3,964,721</b>	<b>2,200,000 Estimated Project Cost (subject to bid).</b>
		183,555 Shipping Container Restrooms
		150,000 Tree Trimming and Removal Services
		* 333,555 Estimated June 2023 Contracts Encumbrance

**Monthly Summary of Events Report  
Events Branch  
4-18-23 to 5-15-23**

DATE	EVENT/LICENSEE	LOCATION	ATTENDANCE	# OF USHERS	VEHICLES PARKED	# OF PARKING ATTENDANTS	OTHER EVENT(S) HELD ON SAME DATE/TIME	COMMENTS
4/20/23 & 4/21/23	American Medical Response (AMR)	Bus Lot	-	-	-	-	-	Ambulance driver training.
5/6/23	The Prayer Center of the Pacific	Upper Halawa Parking Lot	-	-	68	3	Swap Meet	Statewide prayer watch.

# May 2023

May 2023							June 2023						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
7	1	2	3	4	5	6	4	5	6	7	1	2	3
14	8	9	10	11	12	13	11	12	13	14	15	16	17
21	15	16	17	18	19	20	18	19	20	21	22	23	24
28	22	23	24	25	26	27	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	2:00pm Stephen - mtg (Admin Conf Rm)	9:00am Payday	3:30pm Prayer Center of the Pacific (UHPL)
			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
				1	2	3							1
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 (UHPL)	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)	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)
12:00pm 50th State Fair (LHPL)			9:30am Staff Meeting (ASO set-up) (Conf)			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)	Holiday - King Kamehameha Day		8:00am Swap Meet (UHPL)		6:00pm 50th State Fair (LHPL)	8:00am Swap Meet (UHPL)
12:00pm 50th State Fair (LHPL)						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)		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)
12:00pm 50th State Fair (LHPL)						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)			8:00am Swap Meet (UHPL)	8:30am Board Meeting (Admin Conf Rm)	6:00pm 50th State Fair (LHPL)	To Mar 31, 24 →
12:00pm 50th State Fair (LHPL)						

# July 2023

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

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Jun 25	26	27	28	29	30	Jul 1 Halawa View II Parking Lot Rental (Kam Lot) 8:00am Swap Meet (UHPL) 4:00pm 50th State Fair
2	3	4	5	6	7	8
Halawa View II Parking Lot Rental (Kam Lot)						
6:30am Swap Meet (UHPL) 12:00pm 50th State Fair	12:00pm 50th State Fair (LHPL)	Holiday - Independence Day	8:00am Swap Meet 9:00am Payday 9:30am Staff Meeting		6:00pm 50th State Fair (LHPL)	8:00am Swap Meet (UHPL) 4:00pm 50th State Fair
9	10	11	12	13	14	15
Halawa View II Parking Lot Rental (Kam Lot)						
6:30am Swap Meet (UHPL) 12:00pm 50th State Fair	7:00am Carnival (break-down) (LHPL)	7:00am Carnival (break-down) (LHPL)	7:00am Carnival (break-down) (LHPL) 8:00am Swap Meet	7:00am Carnival (break-down) (LHPL)	7:00am Carnival (break-down) (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 (break-down) (LHPL)	7:00am Carnival (break-down) (LHPL)	7:00am Carnival (break-down) (LHPL) 8:00am Swap Meet	7:00am Carnival (break-down) (LHPL) 9:00am Payday	7:00am Carnival (break-down) (LHPL)	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 (break-down) (LHPL)	7:00am Carnival (break-down) (LHPL)	7:00am Carnival (break-down) (LHPL) 8:00am Swap Meet	7:00am Carnival (break-down) (LHPL) 8:30am Board Meeting	7:00am Carnival (break-down) (LHPL)	8:00am Swap Meet (UHPL)
30	31	Aug 1	2	3	4	5
Halawa View II Parking Lot Rental (Kam Lot)						
6:30am Swap Meet (UHPL)	7:00am Carnival (break-down) (LHPL)					

**JOSH GREEN, M.D.**  
GOVERNOR

**JAMES KUNANE TOKIOKA**  
DIRECTOR, DBEDT



**BRENNON MORIOKA**  
CHAIRMAN, STADIUM AUTHORITY

**RYAN G. ANDREWS**  
STADIUM MANAGER

**RUSSELL UCHIDA**  
DEPUTY STADIUM MANAGER

## **Stadium Board Meeting Marketing Update – MAY 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

Summary of security related incidents which occurred April 1, 2023, through April 30, 2023.

### Harassment

On April 2, 2023, at approximately 10:30 a.m., Swap Meet Vendor was upset with a customer who was asking questions & trying items for a long time, then stated they would return later to purchase. Vendor was grumbling and hit customer with an open hand twice. Honolulu Police Department (HPD) was called and HPD Report was made. Centerplate Security issued a Written Citation to Vendor.

### Swap Meet

Four Medical Assistance Calls were reported; one case was Injured Cared For (ICF). Injured person lost their footing while shopping and fell. Stadium Maintenance worker transported injured person in golf cart to North First Aid Station. Injured person was evaluated and treated by Stadium Nurse, then released to family member.

Three cases were Sick Cared For (SCF). In one case, shopper was unsteady while walking and bystanders called Security. Stadium Nurse responded and evaluated and treated person feeling sick until Emergency Medical Services (EMS) arrived. After discussion with Nurse and EMS, patient was transported by EMS Ambulance to Emergency Room. In one case, shopper vomited, then collapsed, after eating. Shopper had a viral illness in days prior to this incident. Stadium Nurse responded and evaluated and treated person feeling sick until EMS arrived. After evaluation by EMS and Nurse, person feeling sick was transported by EMS ambulance to Emergency Room. In one case, shopper was feeling "dizzy," bystanders caught shopper and laid shopper on ground. Person feeling sick was evaluated and treated by Stadium Nurse and EMS, then transported via EMS ambulance to Emergency Room.

### Conclusion

Prepared and submitted by,



Neal O. Sakamoto, Stadium Security Officer  
5-12-2023, 1500hrs





**Monthly Report**  
 Stadium Authority Meeting  
 5/25/2023

**ALOHA STADIUM SWAP MEET AND MARKETPLACE**  
 April 2023

Shopper Attendance:

April Monthly Attendance		Days Open	Daily Average	Coupons	Paid Attendance	Average Daily Paid Attendance
2022	101,494	13	7,807	0	101,494	7,807
2023	96,062	14	6,862	0	96,062	6,862
Difference	(5,432)	1	(946)	0	(5,432)	(946)
%	-5%		-12%	#DIV/0!	-5%	-12%

Vendor Attendance:

April Total Stall Sales		Days Open	D,E, & F Total Stalls	Daily Average Stalls	A,B,C Total Stalls	Daily Average Stalls
2022	6,917	13	2,969	228	3,948	304
2023	7,628	14	3,971	284	3,657	261
Difference	711	1	1,002	55	(291)	(42)
%	10%		34%	24%	-7%	-14%

Operations Information:

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