



FUTURE STADIUM MARKETPLACE

GOALS

Establish a shared vision for the future Marketplace that will exceed the expectations for locals, visitors and vendors.

- Community Gathering Place
- Repeat visits by locals
- Key destination for visitors
- Vendor retention and growth

Local:

Easy parking
Cashless payment
Rest stations
Local music
Deals/loyalty programs
Pre-pay parking-
admission in advance.
Directory

Tourist:

Signage
Directory / Info kiosk
Photo opportunity
Cashless payment
Foreign exchange for
money

**WHAT IS YOUR
PERFECT
MARKETPLACE
EXPERIENCE?**

TOP 5 STRENGTHS

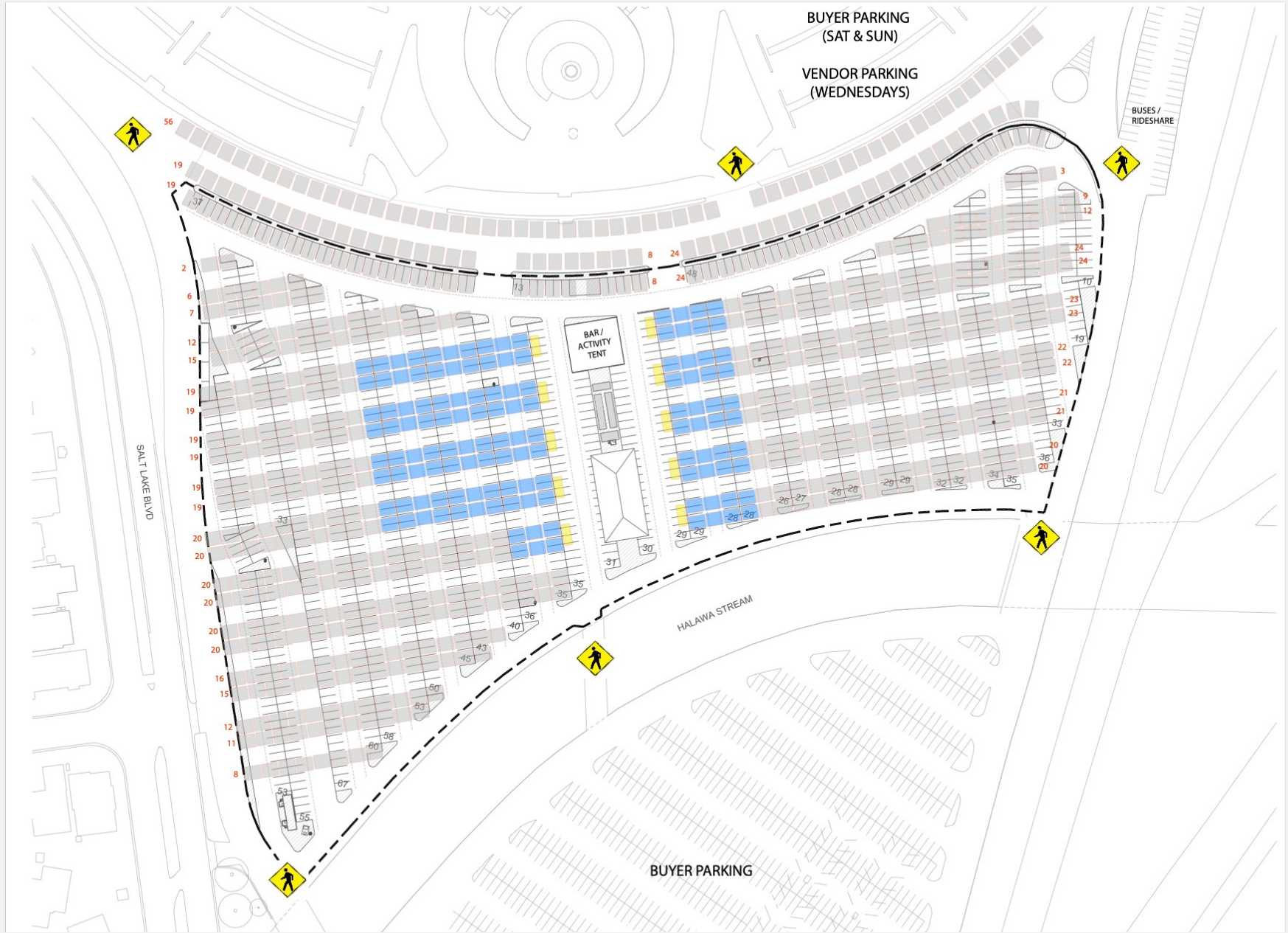
- Central location – proximity to Pearl Harbor
- Long established / tradition (tourist and local destination)
- Supports small business (no big-box stores)
- Variety of vendors
- Easy parking / lots of parking

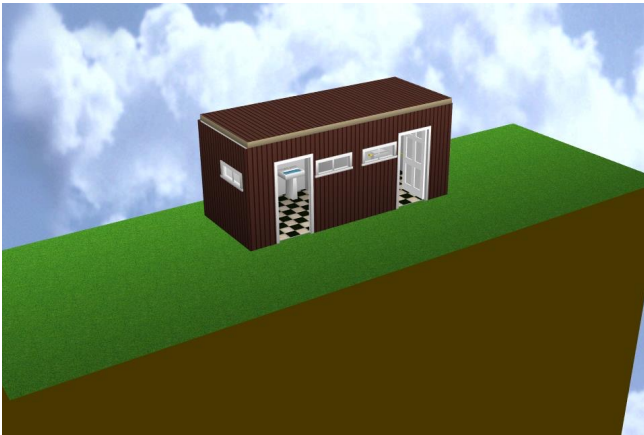
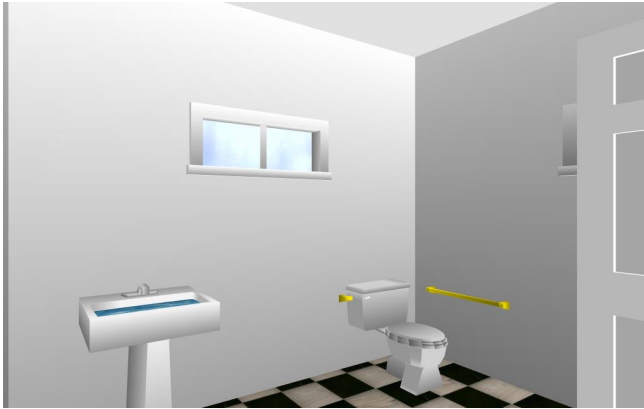
OPPORTUNITIES

New layout - Step 1

- Customer and vendor friendly layout
- Shaded Rest stations
- Community event and activity spaces
- Centralized/covered food court/beer garden
- Signage (directional / promotional)
- Updated restrooms
- Permanent stalls / on-site storage
- Row identifiers (naming of rows)
- Improved Operational Procedures and Communication

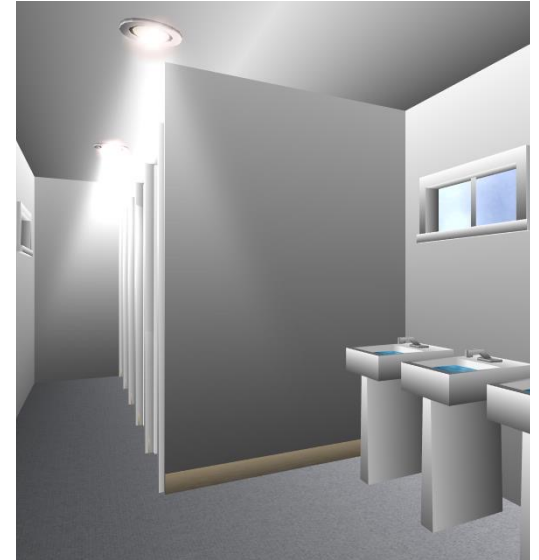
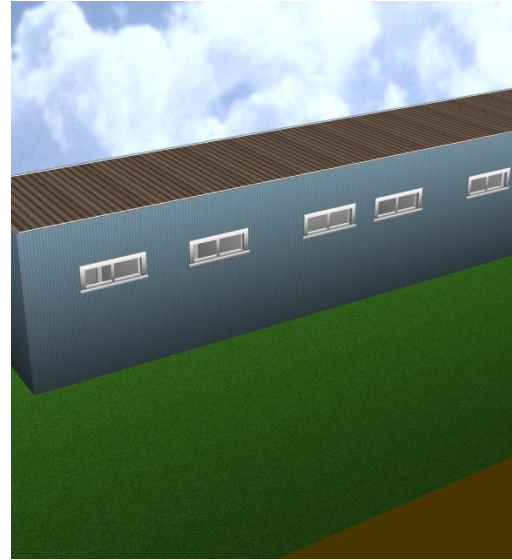
NEW MARKET LAYOUT





NEW TRAILER ADA RESTROOM SAMPLES





**NEW TRAILER WOMEN & MEN
RESTROOM SAMPLES**

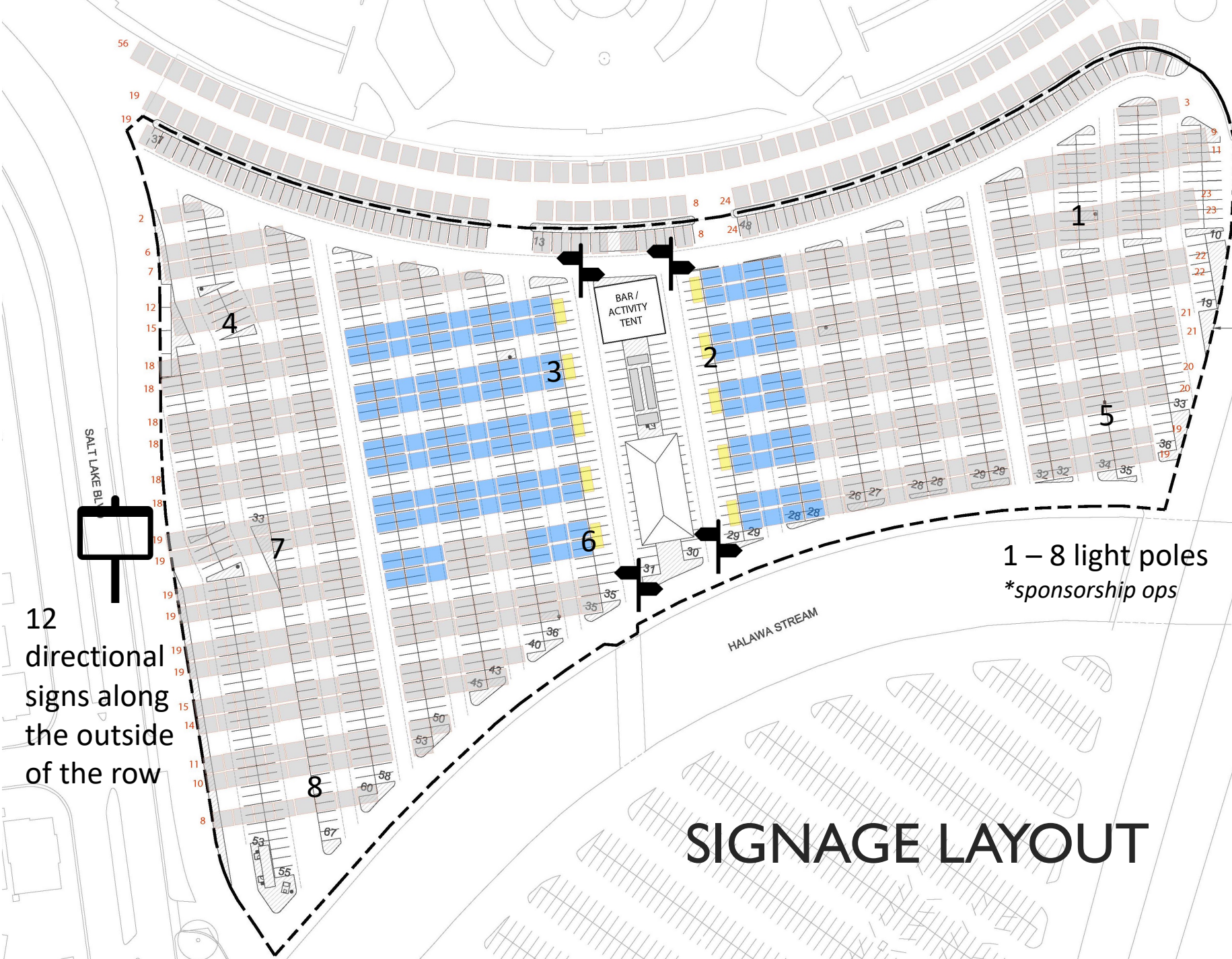


PERMANENT VENDOR BOOTH OPTIONS



PERMANENT
VENDOR BOOTH
OPTIONS





12 directional signs along the outside of the row

LIMITS OF CIVIL AND ARCH ONLY



12 directional signs along the outside of the row

1 – 8 light poles
*sponsorship ops

SIGNAGE LAYOUT



Honu (turtle)
Mo'o (gecko)
Papa'i (crab)
Mano i'a (shark)
Lio kai (sea horse)
'ele'ele (eel)
'ula'ula uliuli (blue tang/Dory)

Nai'a (dolphin)
Moa (chicken)
Manu (bird)
He'e (Octopus or tako)
Kohla (whale)
i'a hoku (star fish)



ROW SIGNAGE
CONCEPTUAL ONLY

NEXT STEPS

- Vendor questionnaire
 - 99 responses to date. We ask various questions to get vendor feedback regarding relocation, layout, storage, lottery procedures as well as other suggestions to improve the overall experience.
 - Currently analyzing the data
 - Additional vendor meetings and focus groups will continue.