

**Stadium Manager's Monthly Report**  
**Regular Session**  
**February 29, 2024**

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**A. ADMINISTRATIVE**

1. Monthly Financial Update (attached)
2. Extension of "bulk" parking rental agreements for Halawa View Apartments and DHO Joint Venture through December 2024.
3. Auction Update

**B. RECENT EVENTS**

1. 40<sup>th</sup> Annual Great Aloha Run

**C. UPCOMING EVENTS**

1. March 2 – Car Show / Concert, Upper Halawa Lot
2. May 10-11 – Ray Ho Jr. Mayjah Rayjah Concert Event, Upper Halawa Lot
3. June 3 – December 20 - DLNR State Conservation Enforcement Officer Academy, Hospitality Room
4. July 19-20 – Ray Ho Jr. Birthday Bash Concert Event, Upper Halawa Lot

**D. OTHER**

1. Swap Meet
  - a. Trips/Slips/Falls
  - b. Quarterly Vendor Meeting on March 6, 2024
    1. Annual Review of fees
    2. Upper Halawa Parking Lot Site Improvement Schedule
    3. New Swap Meet Layout
    4. New opportunity with Retail Units

**FY 2024 Operating Budget Full Year Projected Amounts**

Actual / Projected Monthly Revenues & Expenditures through FYE 2024																				Update as of: 02/07/2024	
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
	Source Code	Recorded 07/2023	Recorded 08/2023	Recorded 09/2023	Recorded 10/2023	Recorded 11/2023	Recorded 12/2023	Recorded 01/2024	Projected 02/2024	Projected 03/2024	Projected 04/2024	Projected 05/2024	Projected 06/2024	FYE 06/30/24 12-Month Recorded & Projected	FYE 06/30/24 12-Month Initial Projection as of July 1, 2023	\$\$ Change From Initial Projection	% Change Projected : Recorded	FYE 06/30/23 12-Month Actual	FY 2024 Increase/ (Decrease) Over FY 2023	% Change Prior : Current Yr.	COMMENTS
<b>REVENUES</b>		1%	18%	8%	10%	7%	8%	8%	8%	8%	8%	9%	9%	100%	100%						
Swap Meet	836	39,913	933,437	398,193	500,216	381,834	413,383	420,452	402,488	418,155	419,101	459,524	476,040	5,262,736	5,265,230	(2,494)	(0.05)	5,263,216	(480)	(0.01)	Delay in recording July revenues and expenses due to delay in DAGS FAMIS set up for FY2024. Actual Swap Meet for 11/23 is \$404,725. Difference of \$49,705 is added to 12/23 projected revenue.
Parking	1320	34,864	126,653	22,645	28,057	3,608	20,103	63,775	18,628	9,856	-	90,160	418,349	332,036	86,313	26.00	369,930	48,419	13.09	FY23 revenue \$309K is close out of F&B-K w/reserve account balance returned to Stad 09/22. Parking Revenues Projection to Recorded Variance is due to July 28th, 29th Birthday Bash, Aug 26th Megabon & Sept 23th Rebel Souljahz events.	
Food and Beverage	1321	-	45,912	5,885	37,736	1,718	20,103	63,775	18,628	9,856	-	90,160	418,349	332,036	86,313	26.00	369,930	48,419	13.09		
Rent	1322	25,300	32,047	20,881	111,661	16,342	24,646	88,866	35,446	35,446	35,446	35,446	35,446	496,973	498,339	(1,366)	(0.27)	498,339	(1,366)	(0.27)	
Advertising	1324																				
Interest	288						-	20,815	9,460	12,603	6,482	11,742	13,168	74,270	73,700	570	0.77	77,701	(3,431)	(4.42)	RENTAL REVENUES: CDL Trailer - \$2,900/mo. Cellular - \$8,746/mo. Parking Lot - \$23,800/mo. Misc.\$55.7K Transferred Vacation Credit.
Stadium Tours	1325																				
Miscellaneous	Var.	-	22,204	55,983	20,199	(13,691)	102	(22)			13,367	6,587	2,819	107,550	59,741	47,809	80.03	74,713	32,836	43.95	
Total Revenues:		100,077	1,160,252	503,587	697,869	388,094	458,234	595,605	466,022	476,060	474,396	513,299	617,633	6,451,128	6,305,284	145,844	2.31	6,665,216	(214,088)	(3.21)	\$13.7K Vacation Payout transfer.
<b>EXPENSES</b>																					
Personal Services	2000	78,214	332,785	284,605	229,573	296,529	228,205	119,715	190,756	213,717	225,128	232,426	236,520	2,668,174	2,582,241	85,933	3.33	2,522,704	145,470	5.77	\$51K Vacation Payout.
Other Current Expenses	Var.	5,685	67,254	34,675	77,371	144,294	190,763	108,509	150,000	150,000	150,000	150,000	150,000	1,378,551	1,435,685	(57,134)	(3.98)	2,275,100	(896,549)	(39.41)	Decrease is due to one time expenses in FY23 including Special Fund Assessment expense.
Total Expenses:		83,899	400,039	319,280	306,943	440,823	418,968	228,224	340,756	363,717	375,128	382,426	386,520	4,046,724	4,017,926	\$28,798	0.72	4,797,804	(751,079)	(15.65)	
<b>PROFIT / (LOSS)</b>														2,404,404	2,287,358	117,046	5.12	1,867,412	536,991	28.76	
<b>Surplus/Shortfall - Mo.</b>		16,178	760,213	184,307	390,926	(52,729)	39,265	367,381	125,266	112,343	99,268	130,873	231,113	2,404,404							
<b>NET CASH BAL:</b>		5,497,760	6,257,973	6,442,280	6,833,206	6,780,477	6,819,742	7,187,123	7,312,389	7,424,732	7,524,000	7,654,873	7,885,986								

DATAMART- Acct. Summary		FY 2024
Total Surplus as of January 31, 2024	1,705,540	
FY '24 Cash Before Encumbrances:*		5,481,583
Less: Encumbrances:		-
FY '24 Unencumbered Cash Balance:		5,481,583
FY '24 Surplus/Shortfall:		2,404,404
FY '25 Carryover Cash Balance:		7,885,986
Less: FY '24 Misc. Planned Exp./Adj		(2,000,000) *
		5,885,986

\* 2,000,000 Swap Meet transition plan projected expense.  
 500,000 Act 248/22 Gen fund allotment G-23-165-B  
2,500,000 **Estimated Project Cost (subject to bid).**

**Monthly Summary of Events Report  
Events Branch  
1-17-24 to 2-16-24**

DATE	EVENT/LICENSEE	LOCATION	ATTENDANCE	# OF USHERS	VEHICLES PARKED	# OF PARKING ATTENDANTS	OTHER EVENT(S) HELD ON SAME DATE/TIME	COMMENTS
1/25 & 1/26	American Medical Response (AMR)	Upper Halawa Parking Lot	-	-	-	-	-	Ambulance driver training.
2/4 & 2/11	Sports Car Club of America (SCCA)	Lower Halawa Parking Lot	-	-	-	2	Swap Meet	Defensive driver training.

# February 2024

February 2024							March 2024						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3					1	2	
4	5	6	7	8	9	10	3	4	5	6	7	8	9
11	12	13	14	15	16	17	10	11	12	13	14	15	16
18	19	20	21	22	23	24	17	18	19	20	21	22	23
25	26	27	28	29			24	25	26	27	28	29	30
							31						

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Jan 28	29	30	31	Feb 1	2	3
Halawa View II Parking Lot Rental (Kam Lot)						
7:00am MIRA Image Construction LLC Boneyard						
				7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	
4	5	6	7	8	9	10
Halawa View II Parking Lot Rental (Kam Lot)						
7:00am MIRA Image Construction LLC Boneyard						
6:00am SCCA (LHPL)	9:00am Payday 7:00am Nordic PCL Construction	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	
11	12	13	14	15	16	17
Halawa View II Parking Lot Rental (Kam Lot)						
7:00am MIRA Image Construction LLC Boneyard						
6:00am SCCA (LHPL)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	
18	19	20	21	22	23	24
Halawa View II Parking Lot Rental (Kam Lot)						
7:00am MIRA Image Construction LLC Boneyard						
	7:00am Great Aloha Run Holiday - Presidents' 7:00am Nordic PCL	9:00am Payday 7:00am Nordic PCL Construction	7:00am Nordic PCL Construction (parking) (Bus Lot)	4:30am Girl Scouts of HI UHPL Makai Side 7:00am Nordic PCL	7:00am Nordic PCL Construction (parking) (Bus Lot)	
25	26	27	28	29	Mar 1	2
Halawa View II Parking Lot Rental (Kam Lot)						
7:00am MIRA Image Construction LLC Boneyard						
6:00am SCCA (LHPL)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)		



# March 2024

March 2024							April 2024						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2							
3	4	5	6	7	8	9	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28	29	30				
31													

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Feb 25	26	27	28	29	Mar 1	2
					Halawa View II Parking Lot Rental (Kam Lot)	
					7:00am MIRA Image Construction LLC Boneyard	
					7:00am Nordic PCL Construction	
3	4	5	6	7	8	9
					Halawa View II Parking Lot Rental (Kam Lot)	
					7:00am MIRA Image Construction LLC Boneyard	
	7:00am Nordic PCL Construction	9:00am Payday 7:00am Nordic PCL	7:00am Nordic PCL Construction	7:00am Nordic PCL Construction	7:00am Nordic PCL Construction	
10	11	12	13	14	15	16
					Halawa View II Parking Lot Rental (Kam Lot)	
					7:00am MIRA Image Construction LLC Boneyard	
6:00am SCCA (LHPL)	7:00am Nordic PCL Construction	7:00am Nordic PCL Construction	7:00am Nordic PCL Construction	7:00am Nordic PCL Construction	7:00am Nordic PCL Construction	
17	18	19	20	21	22	23
					Halawa View II Parking Lot Rental (Kam Lot)	
					7:00am MIRA Image Construction LLC Boneyard	
	7:00am Nordic PCL Construction	7:00am Nordic PCL Construction	9:00am Payday 7:00am Nordic PCL	7:00am Nordic PCL Construction	7:00am Nordic PCL Construction	
24	25	26	27	28	29	30
					Halawa View II Parking Lot Rental (Kam Lot)	
					7:00am MIRA Image Construction LLC Boneyard	
	7:00am Nordic PCL Construction	Holiday - Prince Kuhio 7:00am Nordic PCL	7:00am Nordic PCL Construction	7:00am Nordic PCL Construction	Holiday - Good Friday 7:00am Nordic PCL	
31	Apr 1	2	3	4	5	6
Halawa View II Parking Lot R						
7:00am MIRA Image Construct						
6:00am SCCA (LHPL)						

# April 2024

April 2024							May 2024						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6	5	6	7	8	9	10	11
7	8	9	10	11	12	13	12	13	14	15	16	17	18
14	15	16	17	18	19	20	19	20	21	22	23	24	25
21	22	23	24	25	26	27	26	27	28	29	30	31	
28	29	30											

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Mar 31	Apr 1	2	3	4	5	6
	7:00am MIRA Image Construction LLC Boneyard					
	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	9:00am Payday 7:00am Nordic PCL Construction (parking) (Bus Lot)	
7	8	9	10	11	12	13
	7:00am MIRA Image Construction LLC Boneyard					
	7:00am Nordic PCL Construction (parking) (Bus Lot) 7:30am DLNR Hospitality Room	7:00am Nordic PCL Construction (parking) (Bus Lot) 7:30am DLNR Hospitality Room	7:00am Nordic PCL Construction (parking) (Bus Lot) 7:30am DLNR Hospitality Room	7:00am Nordic PCL Construction (parking) (Bus Lot) 7:30am DLNR Hospitality Room	7:00am Nordic PCL Construction (parking) (Bus Lot) 7:30am DLNR Hospitality Room	
14	15	16	17	18	19	20
	7:00am MIRA Image Construction LLC Boneyard					
	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	9:00am Payday 7:00am Nordic PCL Construction (parking) (Bus Lot)	
21	22	23	24	25	26	27
	7:00am MIRA Image Construction LLC Boneyard					
	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)	
28	29	30	May 1	2	3	4
	7:00am MIRA Image Construction LLC Boneyard					
	7:00am Nordic PCL Construction (parking) (Bus Lot)	7:00am Nordic PCL Construction (parking) (Bus Lot)				



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

**SYLVIA LUKE**  
LT. GOVERNOR

**JAMES KUNANE TOKIOKA**  
DBEDT DIRECTOR

**DANE K. WICKER**  
DBEDT DEPUTY DIRECTOR



**BRENNON T. MORIOKA**  
CHAIR, STADIUM AUTHORITY

**RYAN G. ANDREWS**  
STADIUM MANAGER

**CHRIS J. SADAYASU**  
STADIUM DEPUTY MANAGER

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## **Stadium Board Meeting Marketing Update – FEBRUARY 2024**

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 with new content.
- Create monthly media content calendar.

### **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.
- Oversee Swap Meet & Marketplace monthly advertising reports and promotions.

### **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.
- Assist with future swap meet operations and market layout.

### **7. Rail Marketing Opportunities and Communication**

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

### **8. Miscellaneous**

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

### **9. Auction and Online E-commerce**

- E-Commerce online and Oahu Auctions coordination.

### **10. Facility Inventory**

- Coordinate inventory relocation and documentation of sports museum items as they arise.
- Assist State Archives (Stadium event tapes) as needed. Coordinate ongoing media/volunteer opportunities.

### **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 January 1, 2024, through January 31, 2024

### Motor Vehicle Collision (MVC) Hit & Run

On January 28, 2024, at approximately 11:40 a.m., Swap Meet Customer returned to their vehicle and saw that front bumper had been pulled off front end of vehicle. There was no note indicating what had happened or who hit vehicle. Honolulu Police Department (HPD) was called and HPD Report was filed.

### Swap Meet

Nine Medical Assistance calls were reported. Four calls were Injured Cared For (ICF). One case, elderly customer fell and Emergency Medical Services (EMS) was called. EMS evaluated & treated individual, who was transported to Emergency Room by EMS. One case, elderly customer had a trip & fall on sidewalk along Salt Lake Boulevard. Stadium Nurse responded and evaluated & treated individual. Individual declined further medical treatment and was released to shop at Swap Meet. One case, elderly individual felt ill & fell. EMS was called and EMS evaluated & treated individual. Injured person declined further medical treatment and was released to their family. One case, Centerplate employee injured their head. Stadium Nurse evaluated & treated individual, who was released to return to work. Centerplate Supervisor was advised of injured Employee.

Five calls were Sick Cared For (SCF). One case, individual was not feeling well and was evaluated and treated by Stadium Nurse. Nurse called EMS, who responded and evaluated & treated individual not feeling well. EMS transported individual to Emergency Room. One case, individual was not feeling well after eating at Stadium. Individual was evaluated & treated by Stadium Nurse. Individual declined further medical treatment. Individual was released to family, who were advised to contact Stadium Nurse, if individual experienced any more medical issues. One case, individual was not feeling well and was evaluated & treated by Stadium Nurse. Individual was released to their family, who was advised to follow-up at Urgent Care, to get clearance for individual to fly home. One case, individual felt ill and Honolulu Fire Department (HFD) and EMS responded. Individual was evaluated & treated by EMS, who transported individual to Emergency Room. One case, Centerplate employee fell and was evaluated & treated by Stadium Nurse. Individual was released to return to work.🌀

### Conclusion

Prepared and submitted by,



Neal O. Sakamoto, Stadium Security Officer  
02-17-2024, 1355hrs





# Centerplate

## Monthly Report Stadium Authority Meeting 2/29/2024

### ALOHA STADIUM SWAP MEET AND MARKETPLACE Jan-24

#### Shopper Attendance:

January Monthly Attendance		Days Open	Daily Average	Coupons	Paid Attendance	Average Daily Paid Attendance
2023	79,762	12	6,647	0	79,762	6,647
2024	77,646	13	5,973	0	77,646	5,973
Difference	(2,116)	1	(674)	0	(2,116)	(674)
%	-3%		-10%	#DIV/0!	-3%	-10%

#### Vendor Attendance:

January Total Stall Count		Days Open	D,E, & F Total Stall Count	Daily Average Count	A,B,C Total Stall Count	Daily Average Count
2023	6,716	12	3,562	297	3,154	263
2024	7,135	13	3,782	291	3,353	258
Difference	419	1	220	(6)	199	(5)
%	6%		6%	-2%	6%	-2%

#### Operations Information:

##### Operations Information

##### Local Broadcast

##### Local / Visitor Print

Honolulu Star Advertiser & USA Today  
 Midweek (Main & Voice Pubs)  
 Drive Magazine  
 101 Things To Do  
 Island Brochure Racking Service

##### Social Media Platforms

Instagram @alohastadiumswapmeet  
 Facebook @alohastadiumswapmeet