

Stadium Manager's Monthly Report
Regular Session
April 25, 2024

A. ADMINISTRATIVE

1. Monthly Financial Update (attached)
2. Selection of the Special Deputy Attorney General (SDAG) to provide guidance and interpretation to the Stadium Authority on various real property matters.
 - a. Attorney General (AG) approved our request to proceed with evaluating and selecting a SDAG.
 - b. Evaluation Committee met on 4/12/24 to rank interested and qualified attorneys.
 - c. Next Step – Seek AG's approval of selected attorney to proceed with contract negotiation.

B. RECENT EVENTS

1. April 6 - Hawaii Rally Sports Association (LHPL)
2. April 8-12 - Department of Land and Natural Resources (HR)
3. April 14 and 28 - The Famous Idaho Potato Tour Display (Swap Meet)

C. UPCOMING EVENTS

1. May 2 & 3 – American Medical Response Training (Circle Lot)
2. May 4 – Stan Walker Concert, Presented by Big Ben Productions, Upper Halawa Parking Lot, 4:30pm-10:00pm
3. May 10 & 11 - MayJah RayJah Music Festival 2024, Upper Halawa Parking Lot, 4:30pm-10:00pm
4. May 24 – July 7 (Fridays-Sundays) -50th State Fair, Lower Halawa Parking Lot

D. OTHER

1. Upper Halawa Parking Lot - Portable Structures and Site Improvements
 - a. Pre-bid meeting - April 23, 2024
 - b. Bid opening - May 9, 2024

FY 2024 Operating Budget Full Year Projected Amounts

| Actual / Projected Monthly Revenues & Expenditures through FYE 2024 | | | | | | | | | | | | | | | | | | | | Update as of: 04/09/2024 | |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|-------------------|-------------------|--|---|-------------------------------------|-------------------------------|------------------------------|---|------------------------------|---|---|
| Source Code | Recorded 07/2023 | Recorded 08/2023 | Recorded 09/2023 | Recorded 10/2023 | Recorded 11/2023 | Recorded 12/2023 | Recorded 01/2024 | Recorded 02/2024 | Recorded 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 | |
| REVENUES | | 1% | 18% | 8% | 10% | 7% | 8% | 8% | 7% | 7% | 8% | 9% | 9% | 100% | 100% | | | | | | |
| Swap Meet | 836 | 39,913 | 933,437 | 398,193 | 500,216 | 381,834 | 413,383 | 420,452 | 389,584 | 366,773 | 419,101 | 459,524 | 476,040 | 5,198,449 | 5,265,230 | (66,781) | (1.27) | 5,263,216 | (64,766) | (1.23) | Delay in recording July revenues and expenses due to delay in DAGS FAMIS set up for FY2024. |
| Parking | 1320 | 34,864 | 126,653 | 22,645 | 28,057 | 3,608 | 20,103 | 63,775 | 135 | 3,484 | - | 90,160 | 393,484 | 332,036 | 61,448 | 18.51 | 369,930 | 23,554 | 6.37 | FY23 revenue \$309K is close out of F&B-K w/reserve account balance returned to Stad 09/22. | |
| Food and Beverage | 1321 | - | 45,912 | 5,885 | 37,736 | 1,718 | 8,500 | 1,718 | 8,500 | - | - | - | 99,750 | 76,238 | 23,512 | 30.84 | 381,317 | (281,567) | (73.84) | Parking Revenues Projection to Recorded Variance is due to July 28th, 29th Birthday Bash, Aug 26th Megabon & Sept 23th Rebel Souljahz events. | |
| Rent | 1322 | 25,300 | 32,047 | 20,881 | 111,661 | 16,342 | 24,646 | 88,866 | 25,168 | 50,476 | 35,446 | 35,446 | 501,725 | 498,339 | 3,386 | 0.68 | 498,339 | 3,386 | 0.68 | RENTAL REVENUES: | |
| Advertising | 1324 | | | | | | | | | | | | | | | | | | | CDL Trailer - \$2,900/mo. | |
| Interest | 288 | | | | | | - | 20,815 | 19,349 | 42,047 | 7,482 | 6,742 | 6,768 | 103,203 | 73,700 | 29,503 | 40.03 | 77,701 | 25,502 | 32.82 | Cellular - \$8,862/mo. |
| Stadium Tours | 1325 | | | | | | | | | | | | | | | | | | | | Parking Lot - \$30,600/mo. |
| Miscellaneous | Var. | - | 22,204 | 55,983 | 20,199 | (13,691) | 102 | (22) | 1,551 | 35,414 | 13,367 | 6,587 | 2,819 | 144,514 | 59,741 | 84,773 | 141.90 | 74,713 | 69,801 | 93.43 | Misc.\$55.7K Transferred Vacation Credit. |
| Total Revenues: | | 100,077 | 1,160,252 | 503,587 | 697,869 | 388,094 | 458,234 | 595,605 | 435,786 | 506,695 | 475,396 | 508,299 | 611,233 | 6,441,126 | 6,305,284 | 135,842 | 2.15 | 6,665,216 | (224,090) | (3.36) | \$13.7K Vacation Payout transfer. \$489.75 Vacation Credit. |
| EXPENSES | | | | | | | | | | | | | | | | | | | | | |
| Personal Services | 2000 | 78,214 | 332,785 | 284,605 | 229,573 | 296,529 | 228,205 | 261,895 | 249,524 | 241,628 | 225,128 | 232,426 | 236,520 | 2,897,033 | 2,582,241 | 314,792 | 12.19 | 2,522,704 | 374,330 | 14.84 | \$51K Vacation Payout. |
| Other Current Expenses | Var. | 5,685 | 67,254 | 34,675 | 77,371 | 144,294 | 190,763 | 108,509 | 66,626 | 144,957 | 150,000 | 150,000 | 150,000 | 1,290,133 | 1,435,685 | (145,552) | (10.14) | 2,275,100 | (984,966) | (43.29) | 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 | 370,404 | 316,150 | 386,585 | 375,128 | 382,426 | 386,520 | 4,187,167 | 4,017,926 | \$169,241 | 4.21 | 4,797,804 | (610,637) | (12.73) | |
| PROFIT / (LOSS) | | | | | | | | | | | | | | 2,253,960 | 2,287,358 | (33,398) | (1.46) | 1,867,412 | 386,547 | 20.70 | |
| Surplus/Shortfall - Mo. | | 16,178 | 760,213 | 184,307 | 390,926 | (52,729) | 39,265 | 225,200 | 119,636 | 120,109 | 100,268 | 125,873 | 224,713 | 2,253,960 | | | | | | | |
| NET CASH BAL: | | 5,497,760 | 6,257,973 | 6,442,280 | 6,833,206 | 6,780,477 | 6,819,742 | 7,044,942 | 7,164,579 | 7,284,688 | 7,384,956 | 7,510,829 | 7,735,542 | | | | | | | | |

| DATAMART- Acct. Summary | FY 2024 |
|-------------------------------------|---------------|
| FY '24 Cash Before Encumbrances:* | 5,481,583 |
| Less: Encumbrances: | - |
| FY '24 Unencumbered Cash Balance: | 5,481,583 |
| FY '24 Surplus/Shortfall: | 2,253,960 |
| FY '25 Carryover Cash Balance: | 7,735,542 |
| Less: FY '24 Misc. Planned Exp./Adj | (2,000,000) * |
| | 5,735,542 |

Per Act 35 SLH 2023, General Fund G-23-165 B Appropriation Balance of \$49.5M Transferred to the Stadium Development Special Fund as of April 5, 2024.

* 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
3-19-24 to 4-15-24**

| DATE | EVENT/LICENSEE | LOCATION | ATTENDANCE | # OF USHERS | VEHICLES PARKED | # OF PARKING ATTENDANTS | OTHER EVENT(S) HELD ON SAME DATE/TIME | COMMENTS |
|-----------------|--|-----------------------------------|------------|-------------|-----------------|-------------------------|---------------------------------------|---|
| 3/23/24 | Hawaii Rally Sports Association (HRSA) | Lower Halawa Parking Lot | - | - | - | 2 | Swap Meet | Lower speed car control competition. |
| 3/27, 3/28, 4/1 | Eye Productions Inc. | Upper & Lower Halawa Parking Lots | - | - | - | 2 | Swap Meet | Base camp and crew parking for an offsite film shoot. |
| 3/31/24 | Sports Car Club of America (SCCA) | Lower Halawa Parking Lot | - | - | - | 2 | Swap Meet | Defensive driver training. |
| 4/6/24 | Hawaii Rally Sports Association (HRSA) | Lower Halawa Parking Lot | - | - | - | 2 | Swap Meet | Lower speed car control competition. |

May 2024

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

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--|--|--|--|--|--|--|
| Apr 28 | 29 | 30 | May 1 | 2 | 3 | 4 |
| | | | 7:00am MIRA Image Construction LLC Boneyard | | | |
| | | | Nordic PCL, DHO JV & CMC Steel - Bus Lot | | | |
| | | | Halawa View II Parking Lot Rental; Kam Lot | | | |
| | | | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL |
| | | | 8:00am Swap Meet; UHPL | 7:00am American Medical | 7:00am American Medical | 8:00am Swap Meet; UHPL |
| | | | | | | 4:30pm Stan Walker |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| | | | 7:00am MIRA Image Construction LLC Boneyard | | | |
| | | | Nordic PCL, DHO JV & CMC Steel - Bus Lot | | | |
| | | | Halawa View II Parking Lot Rental; Kam Lot | | | |
| 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL |
| 6:30am Swap Meet; UHPL | 6:30pm NASED Community | | 8:00am Swap Meet; UHPL | | 4:30pm Mayjah Rayjah | 8:00am Swap Meet; UHPL |
| | | | | | | 4:30pm Mayjah Rayjah |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| | | | 7:00am MIRA Image Construction LLC Boneyard | | | |
| | | | Nordic PCL, DHO JV & CMC Steel - Bus Lot | | | |
| | | | Halawa View II Parking Lot Rental; Kam Lot | | | |
| 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL |
| 6:30am Swap Meet; UHPL | | | 8:00am Swap Meet; UHPL | | | 8:00am Swap Meet; UHPL |
| | | | | | | |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| | | | 7:00am MIRA Image Construction LLC Boneyard | | | |
| | | | Nordic PCL, DHO JV & CMC Steel - Bus Lot | | | |
| | | | Halawa View II Parking Lot Rental; Kam Lot | | | |
| 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL |
| 6:30am Swap Meet; UHPL | | | 8:00am Swap Meet; UHPL | | 6:00pm 50th State Fair | 8:00am Swap Meet; UHPL |
| | | | | | | 4:00pm 50th State Fair |
| 26 | 27 | 28 | 29 | 30 | 31 | Jun 1 |
| | | | 7:00am MIRA Image Construction LLC Boneyard | | | |
| | | | Nordic PCL, DHO JV & CMC Steel - Bus Lot | | | |
| | | | Halawa View II Parking Lot Rental; Kam Lot | | | |
| 6:00am American Electric & Commercial Plumbing; BL | Holiday - Memorial Day | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | |
| 6:30am Swap Meet; UHPL | 6:00am American Electric & Commercial Plumbing; BL | | 8:00am Swap Meet; UHPL | | 6:00pm 50th State Fair | |
| 12:00pm 50th State Fair | 12:00pm 50th State Fair | | | | | |

June 2024

| June 2024 | | | | | | | July 2024 | | | | | | |
|-----------|----|----|----|----|----|----|-----------|----|----|----|----|----|----|
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| 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 |
|---|---|--|---|---|---|---|
| May 26 | 27 | 28 | 29 | 30 | 31 | Jun 1 7:00am MIRA Image Construction Nordic PCL, DHO JV & CMC Steel 6:00am American Electric & 8:00am Swap Meet; UHPL 4:00pm 50th State Fair |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 7:00am MIRA Image Construction LLC Boneyard | | | | | | |
| Nordic PCL, DHO JV & CMC Steel - Bus Lot | | | | | | |
| 6:00am American Electric & 6:30am Swap Meet; UHPL 12:00pm 50th State Fair | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL 8:00am Swap Meet; UHPL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL 6:00pm 50th State Fair | 6:00am American Electric & 8:00am Swap Meet; UHPL 4:00pm 50th State Fair |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 7:00am MIRA Image Construction LLC Boneyard | | | | | | |
| Nordic PCL, DHO JV & CMC Steel - Bus Lot | | | | | | |
| 6:00am American Electric & 6:30am Swap Meet; UHPL 12:00pm 50th State Fair | 6:00am American Electric & Commercial Plumbing; BL | Holiday - King Kamehameha Day 6:00am American Electric & | 6:00am American Electric & Commercial Plumbing; BL 8:00am Swap Meet; UHPL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL 6:00pm 50th State Fair | 6:00am American Electric & 8:00am Swap Meet; UHPL 4:00pm 50th State Fair |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 7:00am MIRA Image Construction LLC Boneyard | | | | | | |
| Nordic PCL, DHO JV & CMC Steel - Bus Lot | | | | | | |
| 6:00am American Electric & 6:30am Swap Meet; UHPL 12:00pm 50th State Fair | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL 8:00am Swap Meet; UHPL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL 6:00pm 50th State Fair | 6:00am American Electric & 8:00am Swap Meet; UHPL 4:00pm 50th State Fair |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 7:00am MIRA Image Construction LLC Boneyard | | | | | | |
| Nordic PCL, DHO JV & CMC Steel - Bus Lot | | | | | | |
| 6:00am American Electric & 6:30am Swap Meet; UHPL 12:00pm 50th State Fair | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL 8:00am Swap Meet; UHPL | 6:00am American Electric & Commercial Plumbing; BL | 6:00am American Electric & Commercial Plumbing; BL 6:00pm 50th State Fair | 6:00am American Electric & 8:00am Swap Meet; UHPL 4:00pm 50th State Fair |
| 30 | Jul 1 | 2 | 3 | 4 | 5 | 6 |
| 7:00am MIRA Image Construction Nordic PCL, DHO JV & CMC Ste 6:00am American Electric & 6:30am Swap Meet; UHPL 12:00pm 50th State Fair | | | | | | |

July 2024

July 2024

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| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

August 2024

| | | | | | | |
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| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|---|---|---|---|---|--|
| Jun 30 | Jul 1 | 2 | 3 | 4 | 5 | 6 |
| 7:00am MIRA Image Construction LLC Boneyard | | | | | | |
| CMC Steel Fabricators; Bus Lot | | | | | | |
| | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL 8:00am Swap Meet; UHPL | Holiday - Independence Day 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL 6:00pm 50th State Fair | 6:00am American Electric & Commercial Plumbing; BL 8:00am Swap Meet; UHPL 4:00pm 50th State Fair |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 7:00am MIRA Image Construction LLC Boneyard | | | | | | |
| CMC Steel Fabricators; Bus Lot | | | | | | |
| 6:00am American Electric & Commercial Plumbing; BL 6:30am Swap Meet; UHPL 12:00pm 50th State Fair | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL 8:00am Swap Meet; UHPL | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 8:00am Swap Meet; UHPL |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 7:00am MIRA Image Construction LLC Boneyard | | | | | | |
| CMC Steel Fabricators; Bus Lot | | | | | | |
| 6:00am American Electric & Commercial Plumbing; BL 6:30am Swap Meet; UHPL | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL 8:00am Swap Meet; UHPL | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 8:00am Swap Meet; UHPL |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 7:00am MIRA Image Construction LLC Boneyard | | | | | | |
| CMC Steel Fabricators; Bus Lot | | | | | | |
| 6:00am American Electric & Commercial Plumbing; BL 6:30am Swap Meet; UHPL | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL 8:00am Swap Meet; UHPL | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 8:00am Swap Meet; UHPL |
| 28 | 29 | 30 | 31 | Aug 1 | 2 | 3 |
| 7:00am MIRA Image Construction LLC Boneyard | | | | | | |
| CMC Steel Fabricators; Bus Lot | | | | | | |
| 6:00am American Electric & Commercial Plumbing; BL 6:30am Swap Meet; UHPL | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL Construction; Bus Lot | 6:00am American Electric & Commercial Plumbing; BL 6:00am Nordic PCL 8:00am Swap Meet; UHPL | | | |

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

An Agency of the State of Hawaii

Stadium Board Meeting Marketing Update – APRIL 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.

7. Swap Meet & Marketplace Relocation

- Assist with future swap meet operations and market layout.
- Assist with vendor communications on market plans and layout.
- Coordinate new retail opportunities.

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 March 1, 2024, through March 31, 2024.

Assault in Third Degree

On March 10, 2024, a Swap Meet Vendor was assaulted by a unknown Polynesian female. Swap Meet Vendor had yelled at some children, who kept touching items in their Vendor Stall. Unknown female got into an argument with Vendor, then female hit Vendor. Vendor had no visible injuries. Honolulu Police Department (HPD) was called and an HPD Report was filed. Unknown female suspect left the area before Sodexo Live and Allied Universal Security arrived.

Theft

On March 10, 2024, three unknown male juveniles took three items from a Swap Meet Vendor stall. While running away from Vendor stall, unknown juveniles dropped two of three items stolen. Swap Meet Vendor declined to file an HPD Report. Swap Meet Report filed, with descriptions of three unknown juvenile males.

Attempted Theft/Harassment

On March 17, 2024, two unknown juvenile males attempted to steal a box of designer handbags. Juveniles were scared away by Swap Meet Vendor. When Sodexo Live Staff arrived at scene, two unknown males were in the area. Two juvenile males yelled profanity at Sodexo Live Staff and made threatening gestures. Two juvenile males left Stadium property when Sodexo Live Staff tried to approach them. Swap Meet Report was filed, with descriptions of two unknown juvenile males.

Motor Vehicle Collision (MVC)- Minor

On March 16, 2024, Swap Meet Vendor was trying to park their truck, when they hit a truck belonging to a different Swap Meet Vendor. HPD was called and HPD Report was filed.

Swap Meet

Seven Medical Assistance calls were reported. Five calls were Injured Cared For (ICF); three ICFs were Trip & Fall.

1. Swap Meet Vendor was walking towards Restrooms during early morning setup and Tripped and Fell in parking lot Vendor area. Emergency Medical Services (EMS) was called because Stadium Nurse was not On-Duty. Swap Meet Vendor was evaluated and provided medical aid by EMS, then released to return to their Swap Meet Stall.
2. Swap Meet customer tripped over a curb in parking lot. Customer was evaluated and provided medical aid by Stadium Nurse. Customer was released to continue shopping.
3. Swap Meet customer tripped and fell on sidewalk along Salt Lake Boulevard, after getting off The Bus. Stadium Nurse evaluated and provided medical aid to the customer. Stadium Nurse recommended calling EMS, who arrived and provided further evaluation and treatment. EMS decided to transport the customer to the Emergency Room, via EMS ambulance.📍

Swap Meet (continued)

4. Swap Meet customer was hit by a pole used to hold up Vendor's tarp, which had been lifted by strong winds. After being knocked to the ground, the customer was hit a second time by the same pole. Other customers moved the injured customer and Stadium Nurse was brought to scene of incident. Stadium Nurse evaluated and provided medical aid to the customer, who was released to continue shopping with their friends.
5. Swap Meet customer was at Vendor Stall and fell when they stepped backwards. Injured Customer was helped by other unknown customers, who cleaned and bandaged injured customer's abrasions. Injured Customer refused evaluation by Stadium Nurse and declined calling Emergency Medical Services (EMS) when Allied Universal Security (AUS) and Stadium Nurse arrived at scene. Injured Customer continued shopping.

Two Medical Assistance calls were for Sick Cared For (SCF).

1. Allied Universal Security (AUS) noticed a Swap Meet customer in "Closed" Section of North Plaza. When AUS approached customer, customer appeared confused and lost. AUS asked the customer if they needed medical assistance but, customer refused evaluation by Stadium Nurse. Customer signed Swap Meet Report Form, declining medical evaluation. AUS transported customer to their vehicle and customer stated they were okay to drive home.
2. Swap Meet Vendor felt dizzy and complained of a slight headache. Vendor was evaluated by Stadium Nurse, who provided medical aid. After reevaluation by Stadium Nurse, Swap Meet Vendor stated they felt better and wanted to return to their Vendor Stall. Swap Meet Vendor was released by Stadium Nurse.

Conclusion

Prepared and submitted by,



Neal O. Sakamoto, Stadium Security Officer
04-14-2024, 2345hrs



Centerplate

Monthly Report
Stadium Authority Meeting
4/25/2024

ALOHA STADIUM SWAP MEET AND MARKETPLACE
Mar-24

Shopper Attendance:

| March Monthly Attendance | | Days Open | Daily Average | Coupons | Paid Attendance | Average Daily Paid Attendance |
|--------------------------|---------|-----------|---------------|---------|-----------------|-------------------------------|
| 2023 | 100,182 | 13 | 7,706 | 0 | 100,182 | 7,706 |
| 2024 | 104,396 | 14 | 7,457 | 0 | 104,396 | 7,457 |
| Difference | 4,214 | 1 | (249) | 0 | 4,214 | (249) |
| % | 4% | | -3% | | 4% | -3% |

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 |
|-------------------------|-------|-----------|----------------------------|---------------------|-------------------------|---------------------|
| 2023 | 6,789 | 13 | 2,926 | 225 | 3,863 | 297 |
| 2024 | 7,430 | 14 | 3,873 | 277 | 3,557 | 254 |
| Difference | 641 | 1 | 947 | 52 | (306) | (43) |
| % | 9% | | 32% | 23% | -8% | -14% |

Operations Information:

Digital
KHON2.com
Honolulu Star Advertiser
101 Things To Do

Local Broadcast
KHON TV

Local / Visitor Print
Honolulu Star Advertiser
Midweek
Drive Magazine
101 Things To Do
Island Brochure Racking Service

Social Media Platforms
Instagram @alohastadiumswapmeet
Facebook @alohastadiumswapmeet