

**Stadium Manager's Monthly Report**  
**Regular Session**  
**July 31, 2025**

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**A. ADMINISTRATIVE**

1. Transition Activities
  - a. Swap Meet Relocation – MEI Contractors work in the Upper Halawa Lot continues and is projected to be completed in mid-August. Two-month delay is due to completion of change order items MEI Contractors identified while competing the relocation work.
  - b. Planning for the Relocation of Stadium Authority Office continues.
  - c. Auction and removal of equipment through Oahu Auctions continues.
2. Monthly financial update (see attached).

**B. RECENT & FUTURE EVENTS**

1. Aloha Stadium Swap Meet and Marketplace
2. AMR Driver Training – Lower Halawa Lot – July 24-25, 2025
3. Department of Law Enforcement – Fireworks Buy Back Program – July 26, 2025

**C. OTHER RENTALS**

1. Verizon – Space rental - Term ends 10/31/25
2. DHO-Joint Venture – Parking Rental, Bus Lot – Term ends 07/31/25

**FY 2025 Operating Budget Full Year Projected/Actual Amounts**

Projected/Actual Monthly Revenues & Expenditures through FYE 2025																			Update as of: 07/08/2025		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
	Source Code	Recorded 07/2024	Recorded 08/2024	Recorded 09/2024	Recorded 10/2024	Recorded 11/2024	Recorded 12/2024	Recorded 01/2025	Recorded 02/2025	Recorded 03/2025	Recorded 04/2025	Recorded 05/2025	Recorded 06/2025	FY2025 12-Month Recorded	FY2025 12-Month Initial Projection as of July 1, 2024	\$\$ Change From Initial Projection	% Change Projected : Recorded	FY2024 12-Month Actual	FY 2025 Increase/ (Decrease) Over FY 2024	% Change Prior : Current Yr.	COMMENTS
<b>REVENUES</b>		10%	10%	9%	9%	8%	9%	8%	8%	9%	9%	2%	9%	100%	100%						
Swap Meet & Marketplace Fees	836	524,206	505,616	457,921	472,432	399,441	449,659	386,314	420,642	443,487	462,917	111,911	485,252	5,119,798	5,232,000	(112,202)	(2.14)	5,264,950	(145,152)	(2.76)	\$323,451.54 April 2025 Swap Meet Vendor Revenue recorded in June 2025.
Parking Revenue	1320	164,310	2,241	19,602	3,770		40,765		62,136	14,837	-			307,661	150,000	157,661	105.11	467,175	(159,515)	(34.14)	Parking and F&B Revenues are from concerts on 7/12/24, 7/13/24; Megabon on 9/7/2024; concerts on 11/15/24, 11/16/24; and concerts on 2/7/25, and 2/8/25.
Food and Beverage Income	1321	50,118		5,283	23,619		60,234		55,302					194,556	130,000	64,556	49.66	152,476	42,080	27.60	
Rental Revenue	1322	74,982	32,622	139,827	68,902	31,762	95,727	62,835	58,054	59,127	21,435	55,684	57,242	758,199	540,000	218,199	40.41	615,573	142,626	23.17	RENTAL REVENUES:
Interest Income	288		8,754	-		61,746	178,115	281,140	98,771		106,407	198,482	137,964	1,071,380	500,000	571,380	114.28	110,210	961,169	872.12	Cellular - \$8,862/mo. & CDL Trailer - \$2,900/mo.
Miscellaneous	Var.	10,766	8,129	12,185	438	152			10,327	11,363	18,379	3,157	(1,190)	73,707	30,000	43,707	145.69	133,556	(59,849)	(44.81)	Parking Lot - \$47K/mo.
<b>Total Revenues:</b>		<b>824,381</b>	<b>557,362</b>	<b>634,817</b>	<b>569,161</b>	<b>493,101</b>	<b>824,500</b>	<b>730,289</b>	<b>705,233</b>	<b>528,814</b>	<b>609,138</b>	<b>369,234</b>	<b>679,268</b>	<b>7,525,300</b>	<b>6,582,000</b>	<b>943,300</b>	<b>14.33</b>	<b>6,743,940</b>	<b>781,359</b>	<b>11.59</b>	
<b>EXPENSES</b>																					
Personal Services - Payroll	2000	272,386	278,596	249,924	430,492	260,955	262,183	246,190	245,291	426,479	228,873	221,430	230,148	3,352,948	3,550,000	(197,052)	(5.55)	2,976,726	376,222	12.64	Projected Personnel Services Cost includes the FY25 BU Salary Increase, the NASED Development Coordinator salary, and Temporary Hazard Pay of \$250K plus \$43K in fringe benefits.
Other Current Expenses	Var.	142,279	123,552	78,112	193,138	116,947	90,215	344,490	251,654	153,528	124,808	375,926	83,149	2,077,798	1,560,000	517,798	33.19	1,219,980	857,818	70.31	The first installment was paid in October 2024, and the second installment was paid in March 2025.
<b>Total Expenses:</b>		<b>414,665</b>	<b>402,149</b>	<b>328,036</b>	<b>623,630</b>	<b>377,902</b>	<b>352,398</b>	<b>590,680</b>	<b>496,944</b>	<b>580,007</b>	<b>353,681</b>	<b>597,356</b>	<b>313,296</b>	<b>5,430,746</b>	<b>5,110,000</b>	<b>320,746</b>	<b>6.28</b>	<b>4,196,706</b>	<b>1,234,040</b>	<b>29.40</b>	
<b>PROFIT / (LOSS)</b>		<b>409,716</b>	<b>155,214</b>	<b>306,781</b>	<b>(54,469)</b>	<b>115,199</b>	<b>472,102</b>	<b>139,608</b>	<b>208,289</b>	<b>(51,193)</b>	<b>255,457</b>	<b>(228,122)</b>	<b>365,972</b>	<b>2,094,554</b>	<b>1,472,000</b>	<b>622,554</b>	<b>42.29</b>	<b>2,547,234</b>	<b>(452,680)</b>	<b>(17.77)</b>	

<b>NET CASH BAL:</b>	55,224,533	55,379,746	55,686,527	55,632,059	55,747,258	56,219,360	56,358,968	56,567,257	56,516,064	56,771,521	56,543,399	56,909,371
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DATAMART- Acct. Summary	FY 2025
FY '25 Beginning Cash Balance:	54,814,817
FY '25 Surplus/Shortfall:	2,094,554
FY '25 Cash Balance:	56,909,371
*Less: FY '25 Transfer/Adjustment: DAGS/PWD MEI CONTRACT FOR SWAP MEET \$520,000 DAGS/PWD O'MELVENY CONTRACT FOR NASED \$900,000	(1,420,000)
FY '26 Carryover Cash Balance:	55,489,371

# July 2025

July 2025							August 2025						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5				6	7	8	9
6	7	8	9	10	11	12	10	11	12	13	14	15	16
13	14	15	16	17	18	19	17	18	19	20	21	22	23
20	21	22	23	24	25	26	24	25	26	27	28	29	30
27	28	29	30	31			31						

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Jun 29	30	Jul 1	2 8:00am Swap Meet; UHPL	3	4 Holiday - Independence Day	5 8:00am Swap Meet; UHPL
6 6:30am Swap Meet; UHPL	7	8	9 8:00am Swap Meet; UHPL	10	11	12 8:00am Swap Meet; UHPL
13 6:30am Swap Meet; UHPL	14	15	16 8:00am Swap Meet; UHPL	17	18	19 8:00am Swap Meet; UHPL
20 6:30am Swap Meet; UHPL	21	22	23 8:00am Swap Meet; UHPL	24 7:00am AMR Training; LH	25 7:00am AMR Training; LH	26 8:00am Swap Meet; UHPL 9:00am Fireworks Buyback; LH
27 6:30am Swap Meet; UHPL	28	29 8:00am UPW Meeting; HR	30 8:00am Swap Meet; UHPL	31	Aug 1	2

# August 2025

August 2025							September 2025						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2		1	2	3	4	5	6
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
Jul 27	28	29	30	31	Aug 1	2 8:00am Swap Meet; UHPL
3 6:30am Swap Meet; UHPL	4	5	6 8:00am Swap Meet; UHPL	7	8	9 8:00am Swap Meet; UHPL
10 6:30am Swap Meet; UHPL	11	12	13 8:00am Swap Meet; UHPL	14	15 Holiday - Statehood Day	16 8:00am Swap Meet; UHPL
17 6:30am Swap Meet; UHPL	18	19	20 8:00am Swap Meet; UHPL	21	22	23 8:00am Swap Meet; UHPL
24 6:30am Swap Meet; UHPL	25	26	27 8:00am Swap Meet; UHPL	28	29	30 8:00am Swap Meet; UHPL
31 6:30am Swap Meet; UHPL	Sep 1	2	3	4	5	6

# September 2025

September 2025							October 2025						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6				1	2	3	4
7	8	9	10	11	12	13	5	6	7	8	9	10	11
14	15	16	17	18	19	20	12	13	14	15	16	17	18
21	22	23	24	25	26	27	19	20	21	22	23	24	25
28	29	30					26	27	28	29	30	31	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Aug 31	Sep 1 Holiday - Labor Day	2	3 8:00am Swap Meet; UHPL	4	5	6 8:00am Swap Meet; UHPL
7 6:30am Swap Meet; UHPL	8	9	10 8:00am Swap Meet; UHPL	11	12	13 8:00am Swap Meet; UHPL
14 6:30am Swap Meet; UHPL	15	16	17 8:00am Swap Meet; UHPL	18	19	20 8:00am Swap Meet; UHPL
21 6:30am Swap Meet; UHPL	22	23	24 8:00am Swap Meet; UHPL	25	26	27 8:00am Swap Meet; UHPL
28 6:30am Swap Meet; UHPL	29	30	Oct 1	2	3	4

**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

**CHRIS J. SADAYASU**  
INTERIM STADIUM MANAGER

*An Agency of the State of Hawaii*

## **Stadium Board Meeting Marketing Update – JULY 2025**

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 across all media platforms.
- Create monthly media content calendar.
- Provide monthly analytical reports and trends.

### **4. Advertising Coordination**

- Oversee, as needed, events and activities.
- Oversee Swap Meet & Marketplace monthly advertising reports and promotions.

### **5. Swap Meet & Marketplace Coordination**

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

### **6. Swap Meet & Marketplace Relocation**

- Assist with future swap meet operations and market layout.
- Oversee new creative and production plans for the relocation.
- Assist with vendor communications on market plans and layout.

### **7. Miscellaneous**

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

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

- E-Commerce online and Oahu Auctions coordination.

### **9. Facility Inventory**

- Coordinate inventory relocation and documentation of sports museum and misc. items, including stadium files and documentation as they arise.
- Assist State Archives (Stadium event tapes) as needed.
- Oversee archivist assistant for documentation and relocation of Aloha Stadium.

### **10. Creative stadium & event collateral**

- Creative production for stadium marketing as needed.

## MONTHLY SECURITY REPORT TO THE BOARD

The following is a brief summary of security related events and/or incidents which occurred from June 1, 2025 through June 30, 2025. The Swap Meet and Marketplace was open for business thirteen days during this period. The upper/lower halawa lot swap meet relocation and construction project continues. Stadium branches continues interior cleaning, clearing, disposal and relocation of all property on all stadium levels. Vendor Oahu Auction continues with auction efforts of stadium property.

### Argument

Three (3) cases reported, both occurred during the swap meet. Two (2) involved two vendors. One (1) involved two customers. Both were abated upon arrival. Police assistance not required.

### Lost & Found Property

Ten (10) cases reported. All occurred during the Swap Meet and were unclaimed.

### Medical Assist

Five (5) cases reported, all occurred during the swap meet. Two (2) were Injured Cared For cases. Both were minor and refused treatment by the on-duty nurse. Three (3) were Sick Cared For cases due to dehydration, two refused treatment. One (1) declined transport by ambulance to the hospital.

### Miscellaneous

Two (2) cases reported, both occurred during the swap meet. Both involved 911 drop calls from a cellphone user. Swap Meet crew and HPD checked the area and no emergency located.

### Theft

One (1) case reported, occurred during the swap meet. A female customer reported leaving her wallet behind while sitting on the wall at section 14. Upon returning to the location the wallet was missing. HPD contacted and a report was filed.

### Conclusion

Prepared and submitted by,  
Andrew Chang, Assistant Stadium Events Manager  
and Interim Stadium Security Manager  
7/23/25, 9:20 a.m.



**Monthly Report**  
 Stadium Authority Meeting  
 7/31/2025

**ALOHA STADIUM SWAP MEET AND MARKETPLACE**  
 June 2025

Shopper Attendance:

June Monthly Attendance		Days Open	Daily Average	Coupons	Paid Attendance	Average Daily Paid Attendance
2024	127,754	14	9,125	0	127,754	9,125
2025	108,288	13	8,330	0	108,288	8,330
Difference	(19,466)	-1	(795)	0	(19,466)	(795)
%	-15%		-9%	0%	-15%	-9%

Vendor Attendance:

June Total Stall Count		Days Open	D,E, & F Total Stall Count	Daily Average Count	A,B,C Total Stall Count	Daily Average Count
2024	7,542	14	3,924	280	3,618	258
2025	7,337	13	3,738	288	3,599	277
Difference	(205)	-1	(186)	8	(19)	19
%	-3%		-5%	3%	-1%	7%

Operations Information:

Local Broadcast

KHON TV

Local / Visitor Print

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

Social Media Platforms

Instagram @alohastadiumswapmeet  
 Facebook @alohastadiumswapmeet

**July 31, 2025**

**NASED Project Update to Stadium Authority Board of Directors**

**1. Developer Selection Process**

- a. On December 14, 2023, DAGS issued Request For Proposals 12-26-7763 for the NASED Project.
- b. On March 28, 2024, the Priority Listed Offerors were announced and on April 2, 2024, the Project Documents Contracts and Technical Requirements were provided to the Priority Listed Offerors.
- c. On July 31, 2024, Aloha Halawa District Partners, LLC (AHDP) submitted its NASED Project Development Proposal.
- d. On October 31, 2024, AHDP was named the Preferred Offeror and the Diligence and Discussion phase of the procurement started.
- e. On March 31, 2025, AHDP, DAGS and the Stadium Authority executed a Pre-Development Agreement which provides milestones leading to the execution of the NASED Project Contracts.
- f. Execution of the NASED Project Contracts will be completed by Summer 2025.

**2. Communication and Public Engagement**

- NASED Website– Continually updated: <https://nased.hawaii.gov/>  
Please also refer to the Frequently Asked Questions Section at:  
<https://nased.hawaii.gov/quickfactsfaqs/>
- Recently published NASED Community e-newsletters can be found at:  
<https://nased.hawaii.gov/monthly-newsletter/>
- Presentations and Stakeholder/Community Meetings:
  - Pacheco & Hart Show – June 24, 2025
  - Rick Hamada Show – July 8, 2025