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Exhibit B

Aloha Stadium Authority
Board Update: Marketing, Communications & Community Engagement
Reporting Period: Recent Activities

Swap Meet & Marketplace – Marketing Updates

The Aloha Stadium Swap Meet & Marketplace continues to see strong performance through a marketing approach centered on vendor-driven storytelling and collaborative content. Campaign performance shows consistent traffic driven by a mix of organic social and partner collaborations. A key strategy has been amplifying vendor voices through reposting partnership with active swap meet vendor accounts as well as the co-created content with The Bald Thrifter, which have expanded reach and introduced the marketplace to new audiences.

This month also wrapped up the Hawai'i Foodbank Food Drive as a community initiative encouraging visitors to support local hunger relief efforts while shopping. A 4-day campaign invited attendees to donate \$1 at entry gates. Month long contributions were also available via a QR code through our website or through our KHON2 commercial spot. Donations collected will be combined with the overall DBEDT campaign.

NASED Communications – Social Media Performance

Instagram (comparison for the last 30 days as of 4/27)

- 11.3K followers (6.5% increase)
- 901,703 views (90.4% non followers)
- Accounts reached: 248,286
- 58,401 interactions (76% non followers)
- Highest post reach April 16 – 310k

Facebook

- 19,455 followers as of 4/27 (1% increase)
- In the last 60 days (Feb 26-Apr 26) – 4834 new followers (30.9% increase)
- How people find our content – 90% are reels
- 889.% increase in interactions over the previous 60 days
- followers vs non follower 55.9% vs 44.1%

Al Oha Digital Expansion – YouTube Launch

The launch of the *Al Oha* YouTube channel represents a key expansion of the project’s digital platform. The channel is designed to house longer-form storytelling, educational content and updates tied to the NASED - DOE vision.

Initial rollout content includes introductory videos and soon to be launched character-driven storytelling and foundational messaging aligned with community engagement and education. The platform will serve as a central hub for longer narrative content that can’t be captured through short-form social media.

Media & Community Highlights

Media coverage remains strong – two biggest dates April 16 and April 23, with continued interest in demolition milestones, redevelopment progress. Coordinated outreach has ensured consistent messaging and accurate reporting across outlets.

On the community front, engagement continues to expand through partnerships with local schools, nonprofits, and statewide initiatives. Notably, the team is actively meeting with Department of Education principals to introduce and refine a comprehensive NASED curriculum package. This initiative is focused on providing educators with structured lesson plans and resources aligned with the project timeline, with the goal of integrating real-world learning opportunities into classrooms statewide.

Additional outreach efforts—including supply drives that included donations to Hokulani elementary, Aliiolani Elementary, Palolo Elementary, Nanakuli Elementary and Aiea Elementary, continuing to reinforce the Stadium Authority’s role as a committed and engaged community partner throughout the island.