

Josh Green, M.D.
Governor

Sylvia Luke
Lt. Governor

James Kunane Tokioka
DBEDT Director

Dane K. Wicker
DBEDT Deputy Director

Walter Thoemmes
Stadium Authority Chair

Michael R. Yadao
Interim Stadium Manager



Stadium Authority Marketing & Communications Report May 2026 Board Meeting

Overview

As the Stadium Authority continues to support the transition into the next phase of the New Aloha Stadium Entertainment District (NASED), marketing and communications efforts remain focused on three key priorities: sustaining strong public engagement with the Aloha Stadium Swap Meet & Marketplace, providing consistent project updates to the community, and developing outreach opportunities that connect the public to the future of the stadium district.

Recent communications have highlighted project progress, community partnerships, vendor and shopper activity, and new opportunities to engage residents, students, visitors, and stakeholders as redevelopment advances.

Aloha Stadium Swap Meet & Marketplace

The Aloha Stadium Swap Meet & Marketplace continues to experience strong demand and high attendance as we head into the summer season. Marketing efforts for the Aloha Stadium Swap Meet & Marketplace continue to focus on both local and visitor audiences through 2 new targeted media campaigns.

HNN Campaign

During the summer months the Hawai'i News Now campaign is designed as a post-arrival digital campaign targeting visitors once they are already on O'ahu. The goal is to convert visitor interest into action by encouraging them to include the Swap Meet & Marketplace in their travel plans through targeted geo-fencing at key locations around the island.

Spectrum Multiscreen Campaign

The Spectrum Multiscreen campaign supports broader awareness through cable television, hotel cable, streaming television, along with a "Support Local" package. The campaign targets both local residents and visitors, including thrifters, shoppers, tourists, and streaming audiences.

The campaign includes:

- O'ahu cable zone placement targeting locals and thrifters
- Hotel cable placement targeting visitors
- Streaming TV targeting local and visitor audiences
- A "Support Local" package with 400 spots across Spectrum networks

The total estimated campaign reach is approximately 1.39 million impressions, supporting continued visibility for the Swap Meet & Marketplace during the summer season.

Social Media and E-Newsletter Highlights

Digital communications continue to support public awareness of Stadium Authority activities, Swap Meet updates, and NASED project milestones.

Recent social media efforts have focused on:

- Swap Meet & Marketplace activity
- Community donation efforts
- NASED progress updates
- Stadium dismantling milestones
- University of Hawai'i athletics updates
- Community engagement opportunities

<p>Instagram:</p> <ul style="list-style-type: none">• Followers 11,592 5.6% / non followers up 88%• Views 931.3k 73.7%• Account reached 249.8K 30.2%• Interactions 60K 152.6 %• highest post total April 16th 360.2K	<p>Facebook:</p> <ul style="list-style-type: none">• Followers 19,471• Views: even (52% followers/48% non followers)• Reels continue to show strong source of content
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The April e-newsletter

7,827 subscribers

58% open rate, reflecting continued public interest in stadium updates and project communications.

Gained 160 new subscribers, with only 13(1%) unsubscribes during the reporting period.

Newsletter content has recently focused on:

- Overall NASED project progress and key milestones
- Launch of the live construction camera, providing the public with a real-time view of site activity
- University of Hawai'i athletics updates, including transition planning and future opportunities
- DBEDT updates related to statewide economic development and infrastructure coordination
- Ongoing construction highlights and anticipated timelines, as information becomes available

The next newsletter is scheduled for release on May 28, 2026, with continued emphasis on NASED progress, community outreach, and upcoming project milestones.

Stadium and NASED Communications

May's largest NASED communications storyline continues to be the visible dismantling of the existing Aloha Stadium structure. Following the major "tripping" demolition milestones in April, the public has begun to see significant changes to the stadium site.

The Stadium Authority will also continue to provide community outreach through neighborhood board presentations, stakeholder briefings, newsletter updates, and public-facing communications. June communications are expected to focus on the next tripping event and continued dismantling progress.

Community Engagement and Upcoming Events

The next major community initiative will be the painting of the construction boards surrounding the NASED project site. This effort is being developed in partnership with the State Foundation on Culture and the Arts and with the opportunity for community members to participate in the painting process.

The initiative is intended to create a meaningful visual connection between the project site and the community during redevelopment. It will also provide an opportunity for residents, artists, students, and community members to contribute to the evolving identity of the district.

Al Oha from Hālawā

<p>Instagram:</p> <ul style="list-style-type: none">• Followers 401 5.6% / non followers up 85%• Views 36k 79%• Interactions followers 60% / non followers 40%• highest post total April 23rd 3.2K <p><i>Note: for YouTube too early to have accurate stats as we continue to build out this platform.</i></p>	<p>Facebook:</p> <ul style="list-style-type: none">• Follows stable – working on ways to boost this medium• Views: 93% non followers• Reels continue to show strong source of content
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The Stadium Authority is also continuing to develop the Al Oha from Hālawā educational concept, a proposed Department of Education high school elective inspired by the NASED project.

For the upcoming elementary and middle school year, we are proposing a flexible curriculum framework using YouTube-style video modules to help students understand the phases of a major public redevelopment project.

Designed for high school students, the program would support career readiness and workforce development by helping students understand how major projects move from concept to planning, site work, construction, sustainability, operations, and long-term community impact. The course would culminate in a semester capstone project where student teams design their own sports, entertainment, or community district concept inspired by NASED. Capstone projects may include a site layout, build-out timeline, sustainability features, career roles, workforce needs, community benefits, and a final presentation.

Al Oha's goal is to position NASED as a living classroom and helps students see themselves as part of Hawai'i's future workforce.