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NEW ALOHA STADIUM

ENTERTAINMENT DISTRICT

NEWSLETTER

January 2024

Project Update



Following the issuance of the Request for Proposals (RFP) on Dec. 14, prospective offerors and all interested parties were invited to participate in a voluntary Pre-Response Conference which was held virtually on Jan. 10.

The webinar was well attended and provided details about the state's new approach to the procurement process for the new Aloha Stadium and surrounding district, which is intended to result in one or more contract(s) with a single private entity to be engaged as the Master Developer to masterplan and deliver the NASED project.

The response deadline for the qualifications phase is Feb. 14, with the notification of priority-listed offerors in April 2024. The deadline for proposals will be in Summer 2024, with the selection of a preferred offeror targeted for Fall 2024, and final execution of an agreement targeted for Summer 2025.

To access the Pre-Response Conference materials, which include a copy of the presentation and formal RFC responses to the questions asked during the Pre-Response Conference, please visit the NASED Project Data Room. Additionally, the NASED Project Data Room provides access to all RFP documents, addenda and participation in the procurement process.

For instructions on how to register for the NASED Project Data Room and to view the video recording of the RFP Pre-Response Conference click [here](#).

FAQs

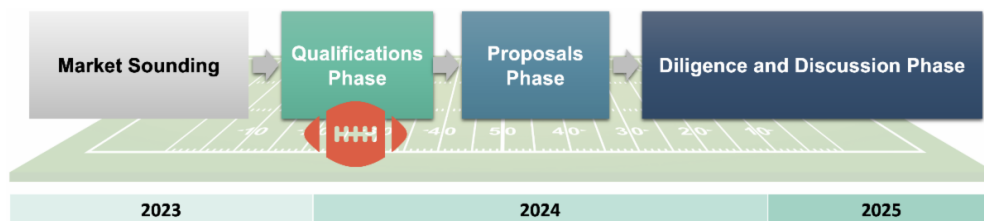
Q: What is the three-stage procurement process?

A: The three-stage procurement process is intended to result in one or more contract(s) with a single private developer entity to be engaged as a master developer to master plan and deliver NASED. The process includes:

The **Qualifications Phase**, open to any prospective offeror, with the objective of concluding this phase with up to three priority-listed offerors.

The **Proposals Phase**, open only to priority-listed offerors, with the objective of concluding this phase with one preferred offeror.

The **Diligence and Discussion Phase**, open only to the preferred offeror, with the objective of concluding this phase with executed contract documentation for the Project.



[More FAQs](#)

In The News

Bills clear way for stadium area development

Mayor Rick Blangiardi recently signed two city measures that will expand transit-oriented development including mixed-use retail, residential and affordable housing sites near the New Aloha Stadium Entertainment District. For the full story, check out the [Honolulu Star-Advertiser's article](#).

What's Going on at Aloha Stadium

Swap Meet & Marketplace Vendor Spotlight



New Year, same great deals! At the Aloha Stadium Swap Meet & Marketplace, you can find discounts on a wide selection of high-quality products from clothing, accessories, Hawaiian souvenirs, and pre-packaged ethnic foods to fine jewelry and vintage antiques. Beautifully handcrafted products and exclusive art pieces are made and sold by the artists themselves. Rediscover what the Swap Meet has to offer as we spotlight one vendor video each month. You can also follow us on Instagram [@alohastadiumhi](#) for more vendor videos.

Recharge and reenergize with this month's featured vendor **Kona Coffee Farms Wholesale**. They carry a wide variety of coffees and teas to get you pumped up! Or if you're working to stay healthy, pick up one of the many dried fruit options. Stop by Kona Coffee Farms Wholesale every Wednesday in Section 4D19 and Saturday in Section 3D9.

Newly added to the Marketplace

Ride.Shop.Dine. HOLO Card Loyalty Discount Program

RIDE.

Using your HOLO card has never been easier to get you more discounts at Hawai'i's largest open-air marketplace!

SHOP.

Show your HOLO card at specially-marked Aloha Stadium Swap Meet & Marketplace vendors for special offers or discounts. For a complete listing visit [this link](#).

DINE.

Stop by our food court in Section 8D featuring a mix of local grinds and specialty foods from some of Hawai'i's favorite restaurants and food trucks!



Swap Meet & Marketplace Hours

Wednesday & Saturday: 8 a.m.-3 p.m.

Sunday: 6:30 a.m.-3 p.m.

Admission Rate

All parking gates are CASH ONLY

\$2.00 general admission for 12 years and older

\$1.00 admission for Kama'āina (Hawai'i residents) and Active Military w/ valid ID

Free admission for 11 years and under

Oahu Auctions

2024 is here and we've been hard at work prepping for another exciting online auction! Starting now, you can bid on a wide range of items including memorabilia, seats, turf, lockers, office equipment, tools, and other unique keepsakes. This auction offers a chance to own a piece of history, so don't miss out on the opportunity. To start your bidding adventure and secure your favorite pieces visit www.oahuauctions.com.



Upcoming Events



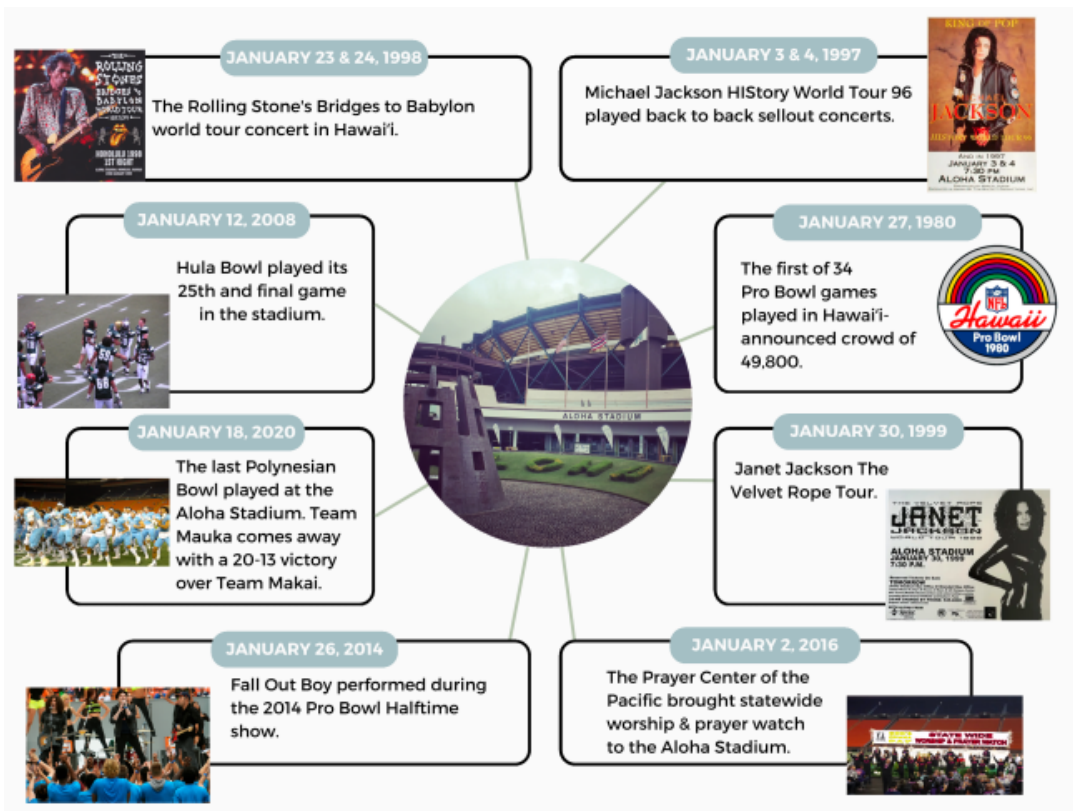
Traditional Lion Dance | Feb. 18

Kung Hei Fat Choy! Join the Aloha Stadium as we celebrate the Year of the Dragon, on Sunday, Feb. 18, starting at 9:00 am. Gee Yung Martial Arts Dragon & Lion Dance Sports Association will start the celebration off at our Food Court (Section 8D) and make their way around the Swap Meet & Marketplace D row. Be sure to have your red envelopes and cameras for photo ops ready, as we ring in the new year with good luck and prosperity.

40th Great Aloha Run | Feb. 19

Join the Great Aloha Run as they celebrate 40 years of supporting the community! Three great ways to register this year: Individual, Lucky 7 Team, and President's Club. Whether you walk, jog, or run in-person (or virtually) with friends and family, you're supporting dozens of Hawai'i's charities. For more event details and to register today, visit <https://grealoharun.com>.

This Month in History



In The Community

Show Aloha Land Brings Holiday Cheer in 2023!

The Lower Hālawā Lot was once again transformed into a holiday city filled with joy and laughter from families across the State. This year's wonderland theme showcased the ever-popular drive-thru light show, Rudolph's Bouncer Land, Xavier Express Train and the enchanting Tunnel of Joy, Vixen's Bubble Zone, Comet's Zipline and the newest activity – the frosty thrill Snow Tubing experience. All proceeds will go to the Show Aloha Challenge Foundation which supports a range of local non-profit organizations. We appreciate the community's support and are looking forward to new adventures with the Show Aloha Challenge team in 2024.



**On behalf of the NASED team,
we wish you a Happy New Year!**

[Visit our Website](#)



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