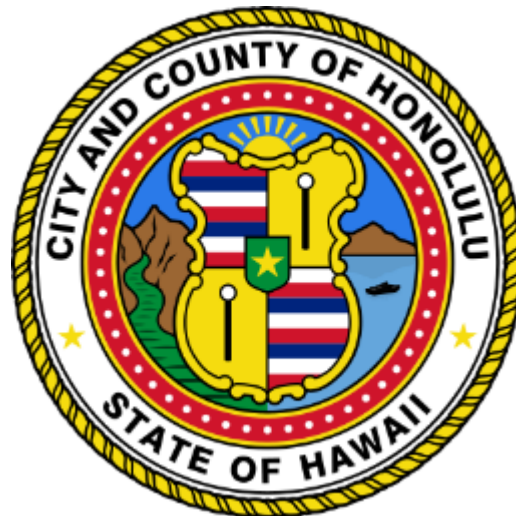


DEPARTMENT OF ENTERPRISE SERVICES

MAYOR/MANAGING DIRECTOR

Priorities/Progress/Plans



PRIORITIES

- **MAINTENANCE** - prioritize behind the scenes and visuals (appeals to guests) at Golf Courses, Zoo, and Auditoriums working with Purchasing, Design/Construction, Facility Maintenance
- **REOPEN** Auditoriums/Venues/Concessions – as Federal, State, City guidelines allow
- **ZOO ACCREDITATION** – AZA Maintain Association of Zoos and Aquariums Accreditation status, improve visitor experience and conservation education delivery.
- **P3's** – interests from many in this via our **parks, venues, and vacant lands**. Understand and cooperation to figure out how CAN – via mechanisms and process.
- **SALES/ MARKETING** – work with wholesalers, promoters, industry companies, concessionaires, city departments and outside 3rd party resellers to promote and or re-open all venues as above pandemic progresses and facilities' conditions improve. **TIMING**
- **Blaisdell Revitalize \$43.6 million Capital Management** - Roofs/doors interior/exterior, Dressing rooms & Bathrooms, Security & access control, Lighting campus wide, HVAC Towers system-wide, Food service facilities, Fuel storage for emergency, Parking garage and paving, Solar 1 MW 3rd party PPA, Electrical system revamps HECO into campus & distribution, Sound, stage, and lighting, Safety railings and balconies, Back of house renovations and upgrades, Grid structure and curtains, Partitions and separation walls.

DIVISIONS' UPDATE

ZOO

- **Positive trends** 268,000 past 11 months, yet 36,000 per month past 3 months (progress)
- **(AZA) Accreditation** midterm passed, October revisit staffing, 2022 summer inspection– monthly review with Mayor/MD
- **Clean up and freshening** Short term murals, garbage cans, bathrooms.
- **Explore** Magilla Productions potential pilot TV program NAT Geo, Disney Plus pitch
- **Value packaging opportunities** Increase revenue through ticket packaging in summer and fall

GOLF

- **Positive trends** On track to financially finish ahead of last year \$ \$7.6 vs. \$8.7 million
- **Clean up refurbish** - working with Design Construction and Facility Maintenance
- **Restarting** Tourneys since March \$ Standby, and walk ups rollout
- **Modernize** Golf reservations system redo (include online live date early June) FORE UP - PUR & COR
- **TOP GOLF** \$\$ Ala Wai follow ups included Mark Roling, course design timing, shift, RFP, DPP, Army Corp Eng.

Auditoriums

- **100% occupied** at Blaisdell \$ - 130K+ vaccinations - Mesquite Productions TV Series
- **Reimburse** FED grants through state for vaccinations \$ \$80k/mo. \$500k \$ Robert Yu at State
- **Shuttered Venue Operators Grant** – (SBA) long shot \$3 million submitted and will follow with MD \$
- **Waikiki Shell** ONGOING SYMPHONY and multi night per week use exploration opportunity \$

Concessions 30+ contracts

- **Revenue** off 63% at closed or reduced attendance locations
- **Re-launch**, re-open, perform to standards, Improve quality & financial returns via procurement process
- **Reinvigorate** Beaches, Koko head, Hanauma, Waikiki Pavilions

PPP

Ala Wai - TOP GOLF, **Ala Wai Clubhouse** – HI Jr. Golf Association, **Waikiki Shell** – Ongoing Show, **Blaisdell** – Solar, Aquarium, **Zoo** – Carousel, **Hanauma** - long term plan strategy, **Haiku Stairs**

DES REVENUE & ATTENDANCE BY DIVISION

Zoo

	Actual	Actual	Estimated	Estimated
	FY19	FY20	FY21	FY22
Revenue	\$6.59M	\$4.62M	\$2.60M	\$2.59M
Attendance	565,049	387,103	290,000	360,000

Golf

	FY19	FY20	FY21	FY22
Revenue	\$9.20M	\$7.69M	\$8.66M	\$9.10M
Rounds	368,335	312,404	320,000	364,000

Auditoriums

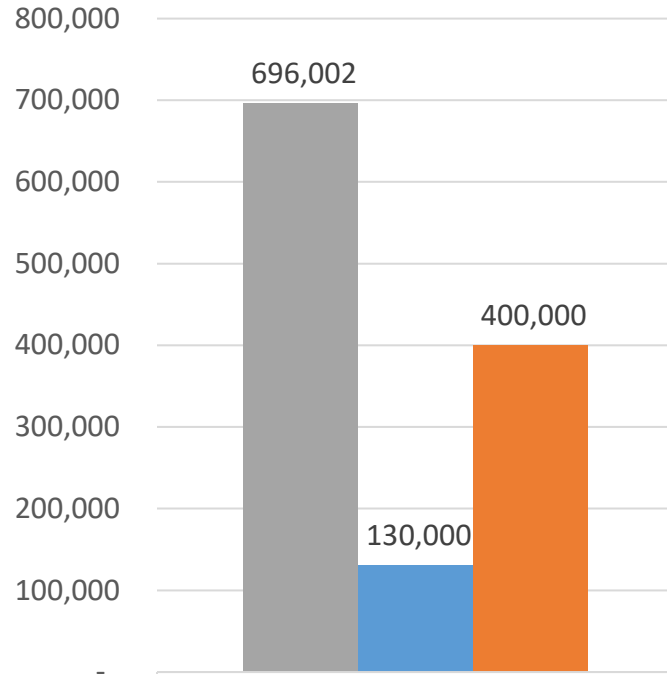
	FY19	FY20	FY21	FY22
Revenue	\$6.39M	\$5.59M	\$2.01M	\$4.70M
Attendance	696,002	551,199	251,000	400,000

Concessions

	FY19	FY20	FY21	FY22
Revenue	\$2.33M	\$1.89M	\$714K	\$1.24M

DES VISITOR ATTENDANCE

Auditoriums

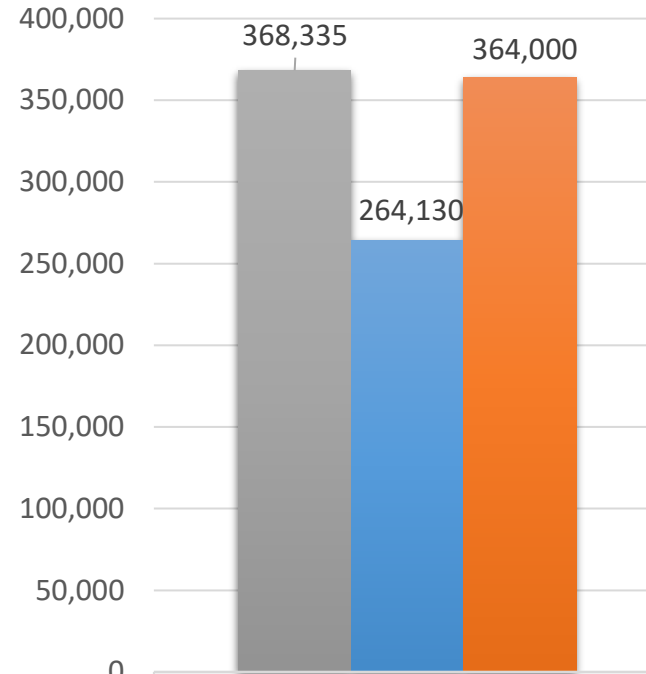


Attendance

Actual FY19	696,002
YTD FY21	130,000
Estimated FY22	400,000

- YTD through April
- Closed to events since March 2020
- 130,000 vaccinations

Golf

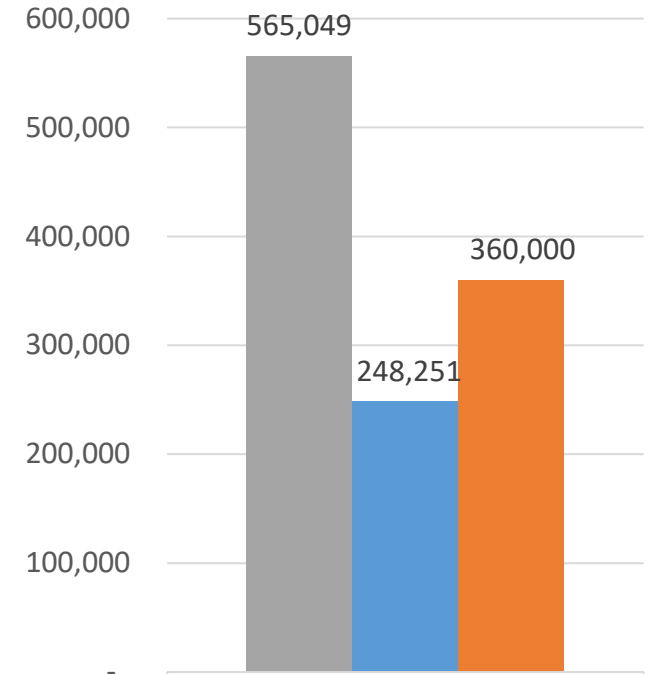


Rounds of Golf Played

Actual FY19	368,335
YTD FY21	264,130
Estimated FY22	364,000

- YTD through April
- March 30,925
- April 34,137

Zoo



Attendance

Actual FY19	565,049
YTD FY21	248,251
Estimated FY22	360,000

- YTD through April
- March 43,526
- April 38,017

DES REVENUE

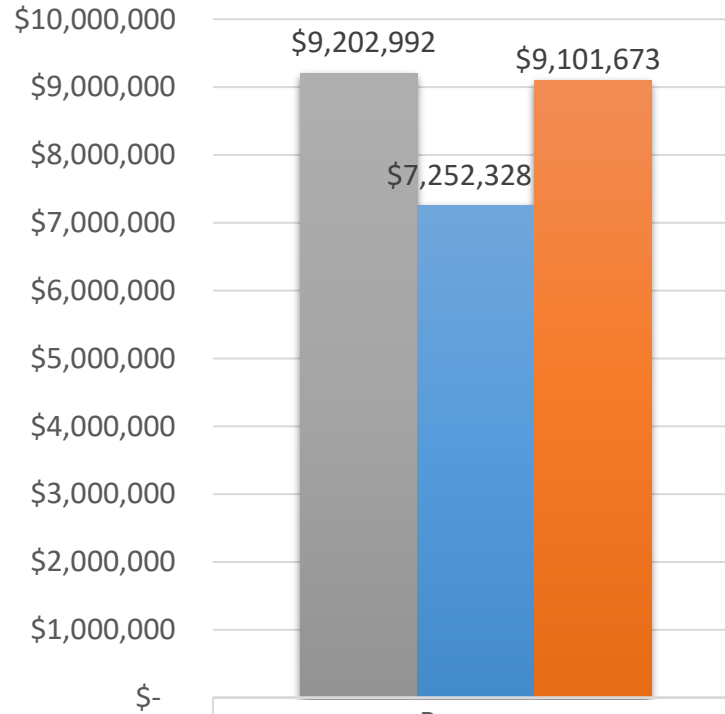
Auditoriums/Concessions



■ Actual FY19	\$8,728,298
■ YTD FY21	\$1,866,661
■ Estimated FY22	\$5,953,232

- YTD through May 27th
- \$500K State vaccination reimbursement
- \$3M Shuttered Venue Operators Grant
- March \$168,516
- April \$219,097

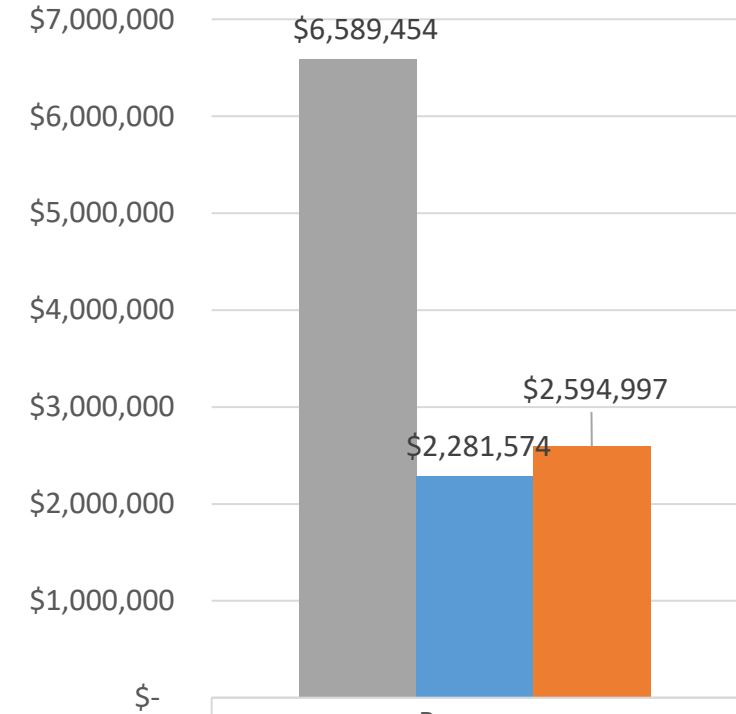
Golf



■ Actual FY19	\$9,202,992
■ YTD FY21	\$7,252,328
■ Estimated FY22	\$9,101,673

- YTD through May 27th
- March \$806,555
- April \$907,834

Zoo



■ Actual FY19	\$6,589,454
■ YTD FY21	\$2,281,574
■ Estimated FY22	\$2,594,997

- YTD through May 27th
- March \$274,955
- April \$392,679

FY21 OPERATIONS & CIP BUDGET

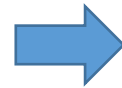
YTD Operating Balance as of 5/27/2021

	ADMIN	AUD	GOLF	ZOO
Total Allocated* \$24.5 (\$19 spent)	\$866,456	\$6,158,453	\$10,268,822	\$7,238,801
YTD Balance \$5.5	\$33,877	\$2,428,801	\$1,853,876	\$1,190,926

* Includes 10% restriction

Appropriated (FY21) CIP

NEAL S. BLAISDELL	\$46,100,000
GOLF COURSES	\$1,570,000
HONOLULU ZOO	\$4,980,000
TOTAL	\$52,650,000

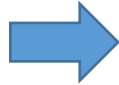


PROJECT TITLE	TOTAL
Blaisdell Center Revitalize \$2.3 (D) \$1.55 (C) → \$5.1 (D) \$3.6 (C)	\$43,600,000
Enterprise Facilities Improvements deferred maintenance Arena & Ex Hall, TRUSS, Kitchen	\$2,500,000
Golf Course Improvements West Loch drainage, Ewa bathrooms,	\$1,570,000
Honolulu Zoo – Bird facility, Hoof stock barn	\$2,120,000
Honolulu Zoo – Hawaii Island Exhibit Indigenous and endemic species	\$1,500,000
Honolulu Zoo Improvements USDA and AZA accreditation, food beverage space	\$1,160,000
Honolulu Zoo Pries Building Renovation Old front entrance, in construction - balance in 2022	\$200,000
TOTAL	\$52,650,000

FY22 CIP BUDGET

Requested (FY22) CIP

Golf Courses	\$4,615,000
Waikiki Shell	\$100,000
HONOLULU ZOO	\$6,000,000
TOTAL	\$10,715,000



PROJECT TITLE	TOTAL
Ala Wai Golf Course Clubhouse Roof Reconstruction	\$2,800,000
Golf Course Improvements AW Vehicular and pedestrian bridges SHPD, WL restrooms, pump station Ewa V. lighting improvements	\$1,815,000
Enterprise Facilities – Waikiki Shell Roof	\$100,000
Honolulu Zoo – Bird Facility & Pries building continue	\$2,000,000
Honolulu Zoo – Hawaii Island Exhibit – design phase	\$200,000
Honolulu Zoo Improvements Chimp exhibit, Maint. Shop, Giraffe holding pen	\$800,000
Honolulu Zoo Water System Upgrade design phase completed, construction FY22	\$3,000,000

STAFFING

Total DES = 296 positions - Vacancies: 50 or 17%

Division	Vacant Positions
Administration	2 of 13
Building Services	9 of 42
Customer Services	6 of 18
Golf	20 of 137
Zoo	13 of 86

Submitted requests to fill positions for FY21/22:

- Concessions Contract Specialist FY22
- Personal Service Contracts for Blaisdell/Shell (Ushers & Technicians)
- 1 Golf Administrator
- 1 Golf Superintendent
- 2 Zoo Animal Keeper I
- PSC Security Attendant