



# BURTON

## **Burton Hub – Performing Arts Center (PAC) Operational Management Plan**

April 23, 2020

### **Pre-event Management:**

- No tailgating is permitted.
- Organized queueing in advance of doors opening will occur indoors in the shared Hub lobby, as supervised by HG security staff. This indoor lobby space is significantly larger than the indoor queue space at Higher Ground's current Williston Road venue, and based on experience the significantly larger indoor lobby area is expected to accommodate guests for most shows. Based on experience, a few shows per year are expected to overflow to the exterior of the building, with security staff supervision. Any outdoor queue will clear as soon as doors open, typically by/before 7 pm.
- Security will coordinate with Cities of Burlington and South Burlington to ensure applicable on-street parking rules are followed.
- Event staff in the lots will direct traffic, ensure orderly parking, direct pedestrians into the Hub lobby, and oversee the arrival of bicyclists and rideshares.
- Prior to large events, Higher Ground will coordinate with BPD and SBPD as needed.
- Contact information for on-duty Higher Ground event management staff will be made available to any interested business and residential neighbors to facilitate contact before, during or after any concert event with questions or concerns.
- Prior to large events (750 patrons or more), Higher Ground will place a partial barrier at the end of Central Avenue that indicates *Dead End No Event Parking* (pending approval and coordination with the City of South Burlington).

### **Event Management:**

- Ingress security screening policies will be followed based on industry standards followed at HG's Williston Road venue and other comparable venues (State Theater in Portland, ME).
- Higher Ground will comply with all applicable Vermont Liquor Control laws and licenses. HG will coordinate with the Vermont Department of Liquor Control (DLC) and local law enforcement regarding enforcement of state laws and regulations, as well as expected use of the facility for DLC agent training (DLC currently uses the HG Williston Road location as a staff training site, due to a strong track record of HG meeting DLC requirements).
- Once admitted, customers will not be allowed to exit and reenter the PAC venue for any reason.
- A minimum of three security guards will monitor the lobby and parking areas during the show.
- Inside the PAC venue, security staff will monitor customer behavior continuously and intervene as necessary following long-established security policies and procedures. Key HG staff have completed ALICE training and certification.

### **Post-event Management:**

The post-event management objectives are to:

- (1) prevent any alcoholic beverages, or cups of any kind (water included) from leaving the licensed premise;
- (2) supervise the crowd to deter any visibly intoxicated individuals from attempting to operate a motor vehicle; and
- (3) ensure all guests exit the site as efficiently, rapidly, and quietly as possible, minimizing any disruption to residential neighbors.

At the conclusion of the show, available 'float' security guards will re-deploy to the primary egress route from the building. The doors to the lobby are opened, lights come on, and all ingress staff along with floats form a two-tiered ring to supervise guests as they exit - one group (lobby staff) inside the PAC lobby, and one group (patio egress staff) covering the shared Hub lobby and outdoor patio. Depending on the size of the crowd, there should be more staff focused on the external perimeter ring outside – see deployment details below. All egress happens through the lobby to ensure that all exiting guests must pass through this heavily supervised area. Here are specific staffing protocols based on the size of the show:

Capacity	Protocol
Up to 750	Lobby staff (3-4 guards - IDer, Ticketing, Pat Down staff) will greet guests as they exit through the lobby, scanning for drinks, handing out fliers (if applicable) and thanking guests for coming to the show. Staff inside the lobby should be scanning for drinks and scanning for visibly intoxicated guests. Any guests that clearly should not drive should be described (via radio) to patio egress staff for deterrence techniques to be applied. Patio egress staff (3-4 guards - Floats, Patio, Parking/Lot Patrol) will form a ring around the parking lot side of the front patio in the fire line, doing a second wave of checks for drinks and intoxicated guests, and supervising any groups of people waiting for taxis or rideshares.
750 to 1,000	Same as above. And add additional floats, security lead(s), and Managers on Duty (MOD). Lobby staff can include the back of house MOD, and patio egress staff can include the front of house MOD, bringing headcounts for each team to 5+ (10-12 total). Second ring staff will place a temporary bollard with a sign at the end of Central Avenue indicating <i>Dead End No Event Parking</i> . This will be taken down once the majority of guests have exited the site.
1,000 +	Same as above. And add additional staff to form a third, wider perimeter ring extending out into the parking lots to ensure complete and thorough coverage. All available floats, plus production staff (with security training/background), and MODs to support - bringing total headcount for large scale event egress to 14-15. Third ring staff will direct/assist with any issues (e.g. excessive intoxication, excessive noise, etc.) in the parking lots as the site is emptied. This staffing would include a dedicated position that would be posted near the parking lot exit in the southwest corner of the 266 QCPR property, to monitor and direct vehicle and pedestrian traffic to exit the area smoothly, including discouraging pedestrians from leaving the venue to go into Red Rocks Park.

**Additional Traffic Flow and Safety Considerations:**

- Bike and pedestrian traffic to and from the site will be encouraged/directed to come/go from the north on Queen City Park Road to avoid use of the one-way bridge.

- Signage will be developed and installed on site to support the egress process. Specific sign wording and locations to be determined based on identifying any issues by venue operators and/or cities of Burlington and South Burlington, pinch points experienced during the egress process, feedback from guests/neighbors, etc. This may include signage to clearly mark drop off/pick up locations for rideshare and taxi services, directly in front of the 266 building.
- Pending discussions with the City of South Burlington, assist in the installation of MUTCD W14-1a or W14-2a signage (Dead End, No Outlet) on Central Ave. if desired/required by South Burlington.