

Region 7 Newsletter

MESSAGE FROM JAMIE GALILEO, REGION 7 DIRECTOR

Dear Region 7 members,

The last few months have been nothing short of trying for many of our cities throughout both the region and nation.

I wanted to add to the many thoughts of support and encouragement to our members and community, to those affected, directly and indirectly. Facilities are part of the communities they serve, no more important than during difficult times. The many acts of kindness and support that are going on, mostly unreported and unseen are humbling.

The IAVM has a powerful communication tool in the VenueNet member forum. The forum is a great way to reach out and get information on a number of issues and get direct feedback and support.

Shelley Ellis, General Manager of the Visalia Convention Center has done a great job in creating a region newsletter. It will be posted shortly on VenueNet. Please join me in thanking Shelley for all her support in creating this document. If you have stories, content, testimonials regarding your facility please forward them to Shelley at shelley.ellis@visalia.city.

Many thanks to everyone for your continued support of our association, we as a region and association are here to server one another, please don't hesitate to drop me or one of our board members a note letting us know how we can serve you.

Sincerely,
Jamie Galileo
Director Region 7

UPCOMING EVENTS

2/15/18 to 2/19/08	Academy for Venue Safety & Security
2/20/18	Utah Chapter Meeting
2/20/2018	Severe Weather Preparedness
2/20/18 to 2/22/18	GuestX: Guest Experience & Crowd Management Conference
5/14/18 to 5/17/18	Senior Executive Symposium (SES)
6/2/18-6/8/18	Venue Management School (VMS)
6/2/18-6/8/18	Venue Management School Graduate Institute
7/22/18-7/25/18	IAVM's 93 rd Annual Conference

FIRST TIMERS SPOTLIGHT

Courtney Tetreault, Assistant Production Manager, Neal s. Blaisdell Center, Honolulu, HI recently attended her first IAVM VenueConnect conference. Here is what she had to say about her great experience.

What was your favorite part of attending IAVM VenueConnect in Nashville?

The one thing in particular that I enjoyed was the accessibility of so many of our industry's best and brightest. I made it a point to ask as many questions as possible and not be afraid to talk to the leaders in our industry. Everyone there was extremely approachable and willing to speak to their strengths, weaknesses and most memorable shows.

What was the most beneficial aspect of attending for you?

As a young professional, it can be extremely challenging to know where you fit in in this industry and attending IAVM solidified any doubts I had in my career choices, skills, and education thus far. Being on an island in the middle of the Pacific Ocean you sometimes forget there is a world of people out there who do the same things that you do day in and day out. Attending IAVM reminded me that there are so many people just like me enjoying and struggling in the many ups and downs that this industry can bring.

What is one of your goals for this year?

One of my goals for this year is making our chapter more active with IAVM. I would like to try to involve the few Public Assembly Venues that we have on the island of Oahu and come up with a strategy for including the neighbor islands through modern technology. I also am working on increasing my points to apply to become a CVP within the next year.

Tell us what you enjoy doing on your free time?

During the time that I am not at work I am usually working! However, I do get to enjoy in the occasional hike and/or beach day at least once a week. I am also a season ticket holder at the community theater in my neighborhood.

For those that have not had the opportunity to attend IAVM VenueConnect yet, why would you recommend attending?

Each person will have a different experience and it truly is what you make it. After leaving IAVM I felt that I was part of something larger than me and I truly felt I was at home walking side by side with people I have never met before. There is such an opportunity there that you will never understand if you do not attend. Whatever your needs are at the time, VenueConnect can help you find what you are looking for.

Thank you Courtney!



Courtney Tetreault (center) along with Jeanie Buss (left) and Kim Stone (right)



THE DEL MAR FAIRGROUNDS WAS THE HOST OF A BRAND NEW 3 DAY MUSIC FESTIVAL CALLED KAABOO

On September 18th, 19th and 20th, a curated three-day sound voyage that combined rock-n-roll music and taste making events in a modern wonderland on the warm shores of the pacific took place at the Del Mar Fairgrounds. Guests from all over the country sipped handcrafted cocktails and craft beers, dined in a high end culinary experience called Palate, and enjoyed live performances by a diverse line up of over 100 musical performers. Headliners included No Doubt, the Zac Brown Band and the Killers. Guests were also treated to an Art Fair where they could stroll through a contemporary art exhibit with over 80 regional and national artists displaying their latest installations, paintings, sculptures, photography and jewelry.



LUTHER BURBANK CENTER FOR THE ARTS ANNOUNCES MAJOR FACILITY CHANGES TO BEGIN IN JUNE 2017

Luther Burbank Center for the Arts (LBC) is making major facility changes and improvements through December 2017, as a continuation of the Bridge to the Future project. The plans will increase accessibility and improve the patron experience in the main building of the 43 year-old building, and provide for some additional safety upgrades and major deferred maintenance needs. During the construction period, the 1600-seat Ruth Finley Person Theater, the Carston Cabaret, and the Lytton Rancheria Grand Lobby will be open for all performances.



Since submitting this story fires have devastated the area. Our best wishes to the LBC and the many other venues and its people they serve that have been struck with tragedy and that they each may know that we as an IAVM community are here for them.

On Tuesday, October 10, operations staff from Luther Burbank Center for the Arts was permitted on site to make initial assessments of damage from the fires. The main building which includes the Ruth Finley Person Theatre, the Lytton Rancheria Lobby, the Carston Cabaret and Fireside Room, as well as box office area and conference rooms remain intact. However, we estimate that approximately 30,000 square feet on campus including schools, workshop, pavilion tent, as well as all landscaping and irrigation appear to be damaged. It is still too early to ascertain the full extent of the damage or the impact it will have on operations and programming, but we are grateful that the main building was spared and look forward to opening those doors to our community again.

Our Director of Operations, a long-time veteran of the Center's dedicated staff, is working diligently with all of the significant authorities and municipal professionals to determine the safety of our systems and the structure, to help us establish a realistic timetable for future operations. Until we can ensure that all essential services are restored to Luther Burbank Center for the Arts, the Center will remain closed until further notice.

As previously reported, all performances and events are cancelled through October 15. Refunds will be issued when the Center is operationally capable. We will continue to provide you updates with most current information being available on our website, through our social media channels and via eblasts. Please note that the Center's email server is not working so if you are trying to reach us that way, we apologize for any inconvenience.

Luther Burbank Center for the Arts has been a part of the North Bay community for more than three decades. We are devastated by the destruction in our community and will support our neighbors and their loved ones in any way we can. We hope to open our doors to our community soon.

Please stay safe.

Sincerely,

Rick Nowlin, President & CEO

and Paul A. Wilcock, Board Chair



THREE SMART CITY FACILITIES DOUBLED AS SHELTERS DURING AND AFTER HARVEY HIT TEXAS

Smart City Networks recently played a different kind of role in Houston. Instead of supporting the technology and data needs of trade shows at the convention facilities it served, the company worked overtime to help Hurricane Harvey survivors stay in touch with their loved ones and other resources at several emergency shelters throughout Texas, including the George R. Brown Convention Center and NRG Park in Houston. “Smart City began in Houston more than 30 years ago,” explained Mark Haley, president of Smart City Networks. “It was a top priority for us to keep emergency response teams and those affected connected when it matters the most.”

Smart City Networks facilities are hiring: <https://www.smartcitynetworks.com/about-us/careers/>



SEGERSTROM CENTER FOR THE ARTS CELEBRATES OPENING OF ITS NEW JULIANNE AND GEORGE ARGYROS PLAZA AND COMPLETION OF ITS CENTER FOR DANCE AND INNOVATION

On October 28 the Segerstrom Center celebrated the opening of its new Julianne and George Argyros Plaza and the completion of its Center for Dance and Innovation (CDI). The Argyros Plaza and CDI are transforming the Center’s campus into an important public gathering place where people can connect culturally and celebrate the dynamic diversity of the county’s many wonderful communities. The CDI programs and the more than 30 free performances each year on the plaza will reflect our commitment to complementing great performances with innovative community-focused initiatives that will contribute in every possible way to the vitality of our county.



SAN FRANCISCO PERFORMING ARTS CENTER SET TO EXPAND ITS SOLAR PORTFOLIO

San Francisco Public Utilities Commission has reached an agreement with the San Francisco War Memorial and Performing Arts Center to install, at the PUC's expense, a \$1.5 million rooftop solar panel system on the roof of the War Memorial Opera House. The years-in-the-making project builds on The City's ongoing efforts to expand photovoltaic systems and increase its clean energy portfolio.

The photovoltaic system will comprise 299 solar panels, about 3.5 feet by 5 feet. Rooftop repairs are slated to begin July 18 and continue to Aug. 6 to prepare for the solar installation, which will take place in February and March 2018 when performances and rehearsals are on hiatus.



MESA ARTS CENTER ARTSPACE LOFTS CONSTRUCTION IS UNDERWAY

Construction for Mesa ArtSpace Lofts is underway and set to be completed by May 2018. Due to strong local momentum for the arts as a strategy for downtown development, Artspace has been working with the Mesa community since 2012 to explore the feasibility of an Artspace live/work project. The Mesa Artspace Lofts initiative is a true community collaboration involving Artspace, NEDCO, Mesa's Mayor, City Council and City staff, community leaders, neighbors and local artist residents. The Mesa Artspace Lofts, located at 155 South Hibbert in downtown Mesa, will include up to 50 units of live/work space for artists and their families.

The Mesa Arts Center is hiring: <https://www.governmentjobs.com/careers/mesaz?keywords=mesa%20arts%20center>



NEWS FROM MGM RESORTS INTERNATIONAL

On Monday August 14th, MGM Resorts International hired Mark Herrera from IAVM's Education Department to come train 187 of the MGM Resorts International entertainment employees on the Trained Crowd Manager and Situational Awareness course. "This was a great experience for our staff in preparation before the Mayweather vs McGregor boxing match on 8/26. IAVM did an outstanding job in presenting the material and followed up with individual certificates of completion for each attendee. I highly recommend this type of training provided by IAVM and Mark's team," stated Darren Davis, Vice President of Entertainment.

On September 17th, MGM Resorts International launched a nation-wide marketing campaign for brand recognition. This is the first time in the company's history that it's done advertising like this. The campaign is centered around the concept of "Welcome To The Show" (which is an extension of our internal customer service training mantra We Are the S.H.O.W. - Smile and greet, Hear their story, Own the experience and Wow the guest). On 9/17, MGM ran a commercial during the Emmy Awards and following that up with national placement of commercial spots about our company brand across all mediums throughout the fall. The company presented the SHOW brand in a 2 hour workshop during VenueConnect conducted by our Director of Guest Experience Greg Chase. The video from the campaign will be available to the public after 9/22 on our Facebook and social media sites. We can be followed at #WelcomeToTheShow as well.

MGM Resorts International is hiring: www.mgmresortscareers.com



THE ANAHEIM CONVENTION CENTER COMPLETES ITS \$190 MILLION EXPANSION OF ACC NORTH

Cementing its place as the largest convention center on the West Coast, the Anaheim Convention Center completes its \$190 million expansion of ACC North, a new facility that adds 200,000 square feet of flexible space for exhibit, ballroom or meeting needs. With the completion of ACC North, the Anaheim Convention Center grows to over 1.8 million square feet, officially joining the ranks of the "one-million-square-foot club" list of facilities offering more than one million square feet of exhibit space.



SALT PALACE CONVENTION CENTER, SOUTH CENTER AND SOUTH TOWNE EXPOSITION CENTER ACHIEVE SUSTAINABILITY CERTIFICATIONS CONCURRENTLY WITH THREE PARTNER

In a revolutionary approach to gain international sustainability certification, the Salt Palace Convention Center and the South Towne Expo Center, along with Visit Salt Lake, Utah Food Services and PSAV, applied for and concurrently received APEX/ASTM Level 1 Certification in a collaborative effort spearheaded by the Salt Palace Convention Center. All of the participating entities have been certified by iCompli as meeting rigorous standards for sustainability developed by the Events Industry Council's Accepted Practices Exchange (APEX) in conjunction with ASTM International. The program has already resulted in a Quarter 2 diversion rate of 51%.



Salt Lake County Equestrian Park

Parks Bond Dollars Set to Fuel Improvements at the Park

In November 2016, Salt Lake County residents voted to approve the Parks and Recreation bond, which authorized the county to issue \$90 million in bonds to build new parks, trails, recreational amenities and a recreation center, as well as renovate and improve existing facilities. Five million dollars has been earmarked for improving buildings, grounds and infrastructure at the Equestrian Park. Projects under consideration include construction a restroom/shower facility adjacent to the RV park (funding for the RV parking area with up to 40 stalls featuring water, power and possibly sewer hook-ups was approved in 2017, as part of the capital improvement budget); improved footing for the arenas, storm drain repairs, trailer parking area and new panels for the arenas.



TICKETFORCE IS GROWING, COME JOIN THE #BESTTEAMINTICKETING!

Implementation Hero – Our Implementation Hero must be a software superhero who will be helping us implement our new Enterprise software to our client base across the US and Canada! Our ideal candidate will have a strong track record of successful complex software implementations, as well as have a passion for live events. To apply, please send your resume along with a half-page write up on your most significant implementation accomplishment to katy@ticketforce.com.

<https://www.linkedin.com/jobs/view/434328530/>

Sales Success Agent – Our Sales Success Agent will be someone looking to join one of the most innovative and entrepreneurial companies in our field. They must be a business developer looking to make a splash in the ticketing industry, with the sale and support of our brand-new Enterprise software to venues, festivals, and events alike. To apply, please send your resume along with a half-page write up of your most significant leadership accomplishment in the ticketing and technology space to katy@ticketforce.com.

<https://www.linkedin.com/jobs/view/434327813/>

CONVENTION CENTER GENERATES RECORD BREAKING \$781 MILLION IN ECONOMIC IMPACT FOR THE CITY OF LOS ANGELES

The Los Angeles Convention Center (LACC), professionally managed by AEG Facilities, reported generating a record-breaking economic impact of \$781 million for the City of Los Angeles in fiscal 2016/2017 with \$478 million attributed to convention attendees direct spending. An additional \$26.4 million was generated in tax revenues to the City, with \$18.2 million in hotel transient-occupancy tax contributions to the City's general fund. This is an increase over \$90 million in total economic impact over last fiscal year.

The convention center also set a record in the number of events they hosted, including an increase in citywide conventions, resulting in an increased occupancy rate of [74 percent – industry standard indicates a convention center is considered fully occupied at 70 percent](#). During fiscal year 2016/2017, the LACC hosted 2.2 million visitors across 215 events.



EMERGENCY EVACUATION SITE AT THE DEE EVENTS CENTER

Jody Lake, CFE, Dee Events Center, Weber State University provided the following excerpt from a recent experience he had his staff had. We hope that this detailed recap of their personal experience will help you and your facility for future planning.

After what seemed like a very long season of busy event schedules, the staff and facility at the Dee Events Center was looking forward to a few days of quiet time to catch up and catch our breath after the recent Labor-day holiday. However, that changed very quickly when we received the call that every facility manager hopes they never receive, but wonders if they're ready. Local county emergency managers were requesting our facility be used as an evacuation site for a wildfire that had already consumed neighboring homes and properties and growing fast fueled by relentless high winds.

While every disaster is unique, here are a few lessons learned from our experience. We hope you will dust off your emergency preparedness plans and have a serious discussion with your staffs about your readiness. You never know when you will receive that call.

First and foremost, take care of your staff and each other. When the adrenaline wears off after non-stop hours and days of managing an emergency event, the stress takes a toll. Simple things like making sure to eat regularly, healthy and keep hydrated. Rotate shifts if possible. Watch for signs of less than caring and service attitudes in staff. You aren't good to anyone if your physical and mental needs aren't taken care of. Make sure they are doing the simple things like washing hands regularly. Maintain a large supply of containers of handi-wipes. And make sure they get used. Keep the press away from the evacuated families. They will find their stories and that last thing traumatized people need is a camera in their face. This includes daily briefings. Have separate locations for the families and another for the press. Utilize the services of your PIO's. They are vital in controlling access and controlling the press, but still getting them the information they want and need. Think about portable podiums and sound systems you will need in multiple places in your facilities.

If possible, provide interpreters for non-English speaking individuals and families. You can never have enough Command strips for hanging large maps or informational signs. It's a better solution than tape that will damage your paint and surfaces. Rolling large and small wipe boards are a necessity (plus plenty of non-permanent markers). Cell phone service both for your external evacuees and internal staffs are a life-line. Have the discussion with your IT folks before you are faced with an emergency about your facility limits on wireless access. Can these be relaxed when you do receive that call? Make sure your staffs are equipped with portable cell chargers and that they are always charged and ready. The necessary calls you will constantly make does not allow one to take the time to stop and charge a phone. We recommend designating one point of contact to communicate with your in-house resident or sport team companies, ticket and administrative offices, food service or other contractors. They need to be kept updated as well as evacuees and emergency personnel. If they can't find the information they're looking for or their needs aren't being taken care of, we all know they will find someone on staff to give them answers. Make sure that person is authorized to provide correct information.



EMERGENCY EVACUATION SITE AT THE DEE EVENTS CENTER, CONT'D

Be prepared to receive pets of all kinds. Reach out to your local animal control representatives to transport or house pets you absolutely cannot take into your venue, like horses, rabbits, etc. We were grateful our local animal control folks immediately came to our venue with trailers, cages, food and water to keep dogs, cats and birds outside but close and accessible to their owners.

Our experience mirrored other community disasters where people want to volunteer and help however they can. Have a separate check-in location where those who want to volunteer can register, sign up and also bring donations. Your local Red Cross officials can help with this effort. Most likely, your local community medical first responders and ambulances will initially arrive to assist. Our recommendation is to call in your facility event medical staffs to stay the duration. You know them, they know your policies and procedures, they know your medical supply inventory; outside agencies do not. These agencies will also have other priorities and will leave your facilities when they are needed elsewhere.

It was heartwarming to see individuals bringing canned goods, clothes, children's toys, books, crayons, toothbrushes, shampoo, soap and other daily essential items. What surprised us as well was the amount of food and supplies that were brought to the venue and donated by local companies. Very large shipments of bottled water, trays of cookies, hundreds of boxes of hot pizzas, boxes of bagels, packaged snacks, apples, oranges, bananas, buffet lines of hot meals at lunch and dinner, the list goes on and on. You will need volunteers or staff to receive, help unload and stack these items where they can be used as needed. You'll either need a convenient loading dock, pallet jacks or rolling carts to unload and transport these heavy items.

Lastly, an emergency is NOT the time to get to know your local emergency officials. Your fire marshals, sheriff or police administrations will be in charge of the emergency. You need to stay in charge of your facility. If you have a good working relationship with them and they know who you are, things will go much more smoothly for you, your staff and your facility.



SAN DIEGO CONVENTION CENTER EARNED LEED GOLD CERTIFICATION

Earlier this year, The San Diego Convention Center earned LEED Gold certification. Here are some impressive stats that helped SDCCC earn the Gold certification:

- In 2016, the convention center diverted a record 79 percent of materials or 3,162 tons.
- The convention center replaced their old fluorescent lights with 11,650 energy-efficient LED's in the exhibit hall, meetings rooms and offices.
- 98 percent of all restrooms have been renovated to low-flow water usage, helping reduce indoor water usage by 32 percent
- The facility recycles 100 percent of all cardboard, thanks to two cardboard balers.
- During Comic-Con alone, the convention center recycled 50 tons of cardboard.
- There are no garbage disposals in the convention center kitchens – food scraps are all composted and reused by local gardeners.
- Untouched food that hasn't spoiled gets donated to the San Diego Rescue Mission.
- 91 tons of edible food leftover from events was donated last year by the San Diego Convention Center to help feed 145,000 hungry San Diegans.

THE SAN DIEGO CONVENTION CENTER'S ICONIC SALES PAVILION ROOF IS IN THE PROCESS OF BEING REPLACED

The white Sails roof atop the 90,000 square foot exhibit space makes it among the most unique spaces in the meetings and convention industry. The Sails are part of what has made the San Diego Convention Center one of the most recognizable venues worldwide since 1989. Thanks to a collaborative effort between San Diego Convention Center staff, its Board of Directors as well as City and State officials, funding in the form of a historic \$25.5 million loan was acquired for this project as well as seven other capital improvement projects to enhance the venue. Other projects include, modernization of escalators, updating of fire and life-safety systems, and installation of new cooling towers and replacement of the Sails Pavilion concrete floor.



THE SAN DIEGO CONVENTION CENTER WAS HONORED WITH THE 2017 VENUE EXCELLENCE AWARD

President & CEO Clifford "Rip" Rippetoe, CFE, Executive Vice President & General Manager Karen Totaro, CFE and Senior Vice President & CFO Mark Emch accepted the Venue Excellence Award on Wednesday, August 9, 2017 during an awards ceremony in Nashville. The prestigious Venue Excellence Award is an international recognition of outstanding achievement in the management and operation of public assembly venues.

The San Diego Convention Center is one of five recipients in the world recognized for leadership and innovation in these key areas:

- Operations
- Team-building and Professional Development
- Safety and Security
- Service to the Community



CONGRATULATIONS TO THE 2017 CERTIFIED FACILITIES EXECUTIVES (CFE)!

Mark Burk, Rice-Eccles Stadium & Jon M. Huntsman Center

Justin Durfey, Brigham Young University

Scott Kavanaugh, Brigham young University

Danny Wheeler, Utah Valley Community College

CERTIFIED VENUE PROFESSIONALS (CVP)!

Daniel Hare, TMobile Arena

Ashley Keen, Mesa Arts Center

Angela Vanderwell, Salt Lake County Center for the Arts



CONGRATULATIONS TO THE 30 | UNDER | 30 Class of 2017!

Bahiah Odeh-Eppig, San Diego Convention Center
Marcus Sanchez, Luther Burbank Center for the Arts
Daren Smylie, San Diego Convention Center
Courtney Tetreault, Neal s. Blaisdell Center
Jake Whitcomb, San Francisco Giants



THANK YOU TO OUR OCTOBER NEWSLETTER CONTRIBUTORS!

Casey Blake, Mesa Arts Center
Tarisa Calato, Anaheim Convention Center
Darren Davis, MGM Resorts International
Rita de la Fuente, Visit San Diego/San Diego Convention Center
Tim Dunn, Sergerstrom Center for the Arts
Terry Funk, Smart City
Martha Hendersen, Del Mar Fairgrounds
Jody Lake, Dee Events Center, Weber State University
Gaylis Linville, Salt Palace Convention Center, South Towne Expo Center and the Salt Lake County Equestrian Park
Jennifer Norris, San Francisco Performing Arts Center
Carisa Norton, Los Angeles Convention Center
Julie Richter and Marcus Sanchez, Luther Burbank Center for the Arts
Courtney Tetreault, Neal S. Blaisdell Center
Taylor Trujillo, Ticket Force

**THE NEXT ISSUE WILL GO OUT JANUARY 2018. PLEASE SEND YOUR
INFORMATION TO shelley.ellis@visalia.city.**

THANK YOU!

