



# “Keeping Your Event Safe”

*Rocky Mountain Association of Fairs  
Rapid City, South Dakota*

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# *Instructor Introduction*

- Directory of Security, State Fair of Texas 2019-present
- Dallas Police Officer 1982-2017 (35 years) attaining the rank of Deputy Chief
- Background includes Special Event planning, SWAT/Homeland Security, Officer Involved Shooting investigations, Public Integrity probes, transparency implementation, strategic training initiatives and extensive media experience
- BA in Criminal Justice, University of Texas at San Antonio
- FBI National Academy 2012



# *Presentation Expectations*

Attendees will be exposed to:

- Safety and Security Planning Strategies
- Trending Safety and Security Issues
- Best Practices in Fair Security



# *Core Values and Mission*

Competent security planning and implementation begins with solid organizational culture.

**TEXANTUDE**

**ENTHUSIACALLY CUSTOMER FOCUSED**

**EXEMPLARY TEAM SPIRIT**

**AFFECTION FOR THE FAIR & OUR MISSION**

**STEWARDSHIP OF THE TRADITION**



# Emergency Planning 101

## Emergency Planning:

- Creates roadmaps that provide guidance and structure to an organization's response to minimize or eliminate potential harm to people or property.
- Assigns responsibility to workgroups or individuals for carrying out specific actions in response to an incident.
- Establishes an organizational structure or Incident Command (Unified Command) that enables Fairs to lead and manage response to the emergency.

\*adapted from IAFE Emergency Planning 101 course by Matt Brushkotter, Indiana State Fair and Matt LaSchuma, South Carolina State Fair



# Planning for **YOUR** Fair

## Form a collaborative planning team.

- Envision what safety and security looks like for **your** fair.
- Safety and security is your responsibility.
  - ❑ Law enforcement is your partner, not your lead.
- Conduct a Security Assessment to analyze risks and vulnerabilities.
  - ❑ Understand the situation.
- Craft your operational priorities and identify roles/responsibilities.
- Engage Law Enforcement/external partners and establish mutually agreed goals/objectives.



# *Develop Policies and Procedures*

Develop emergency procedures specific to your event/venue (courses of action) from an All Hazards perspective incorporating functional actions.

- Include a purpose statement to set the tone and align with expected outcomes
- Identify resources
- Identify information and intelligence needs
- Build a foundation for competence



# Develop Policies and Procedures (continued)

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# Command and Coordination

- Operations Command (Unified) – “decision making authority”
- Pre-identify responsibilities to workgroups or individuals for specific actions (Know your Role – “one sheet”)
- Coordination is what enables Fair leadership to manage the response to an incident

## Incident:

- Public Safety Response
- Operational (within each area)
- Medical
- Utility Disruption
- Storm/Weather
- Park Closure
- Game Related
- Protest or Unplanned Gathering

## State Fair Command

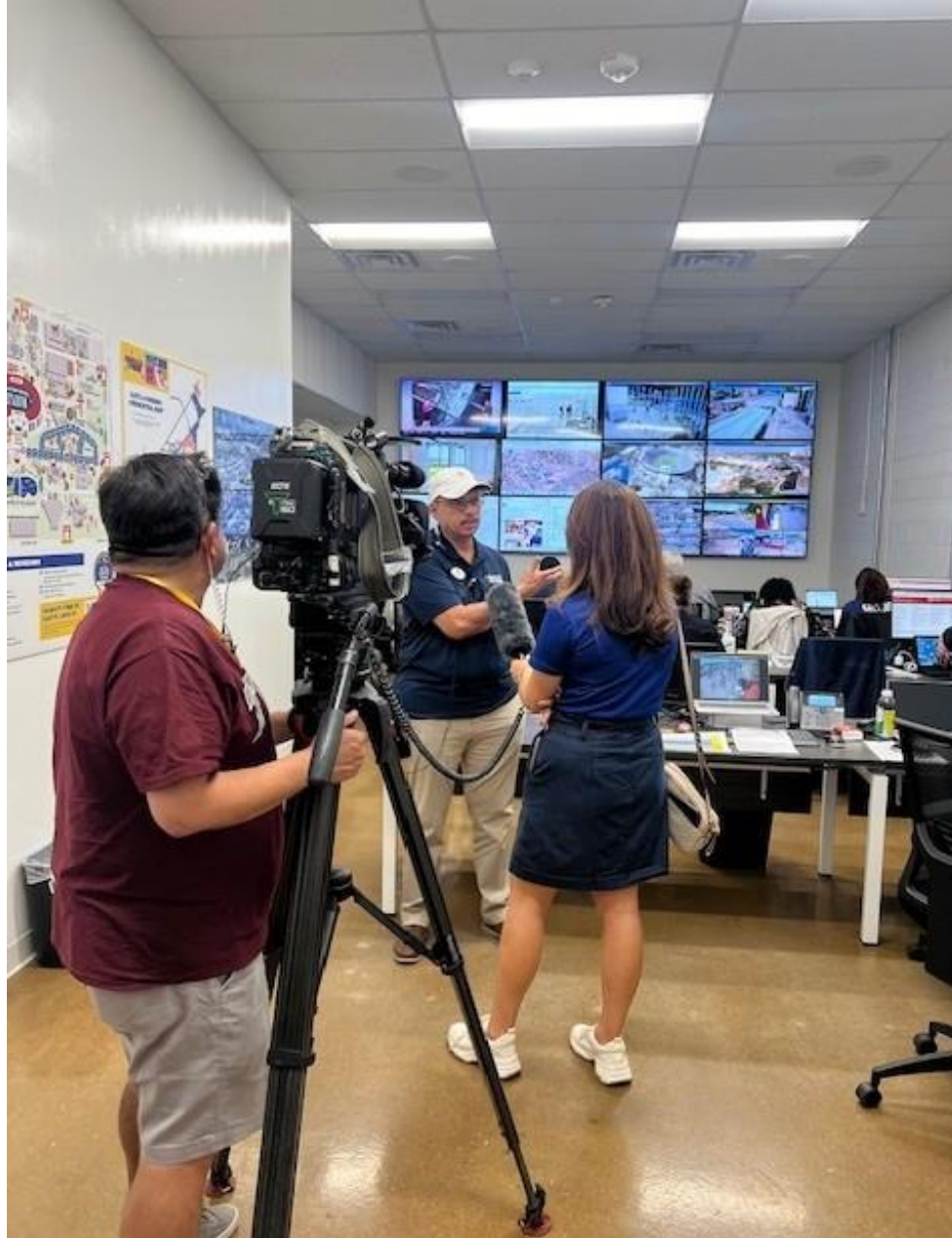
- All incidents reported here
- Next steps are discussed and agreed upon
- Phone Extension – 8888
- Communicator App

## Continuity of Operations

- Messaging
  - Internal
  - External
- Maintain Operations
- Isolated Fair Closure
- Full Fair Closure



# State Fair Command



*Know your Role – “one sheeter”*



**INCIDENT RESPONSE  
KNOW YOUR ROLE**

Name: \_\_\_\_\_

**WEATHER**


**MEDICAL**


**OPERATIONAL**


**ALL HAZARDS**




# Standard Response Protocol “Sidekick”



## HOLD

You are faced with an incident. The best thing for you to do is to **HOLD** and **ASSESS** the situation. Remain calm and think through next steps.



## SECURE

Isolate the incident & take steps to **SECURE** the area to mitigate escalation. You may need to lead your party to a particular location. When doing so, move deliberately but use caution so you are not a danger to your party or those around you.



## REPORT

**REPORT** the incident to the State Fair Command Center promptly, when possible, with complete and detailed information. Maintain awareness. Update as appropriate. Remain on standby - the Command Center may have questions or need clarification.

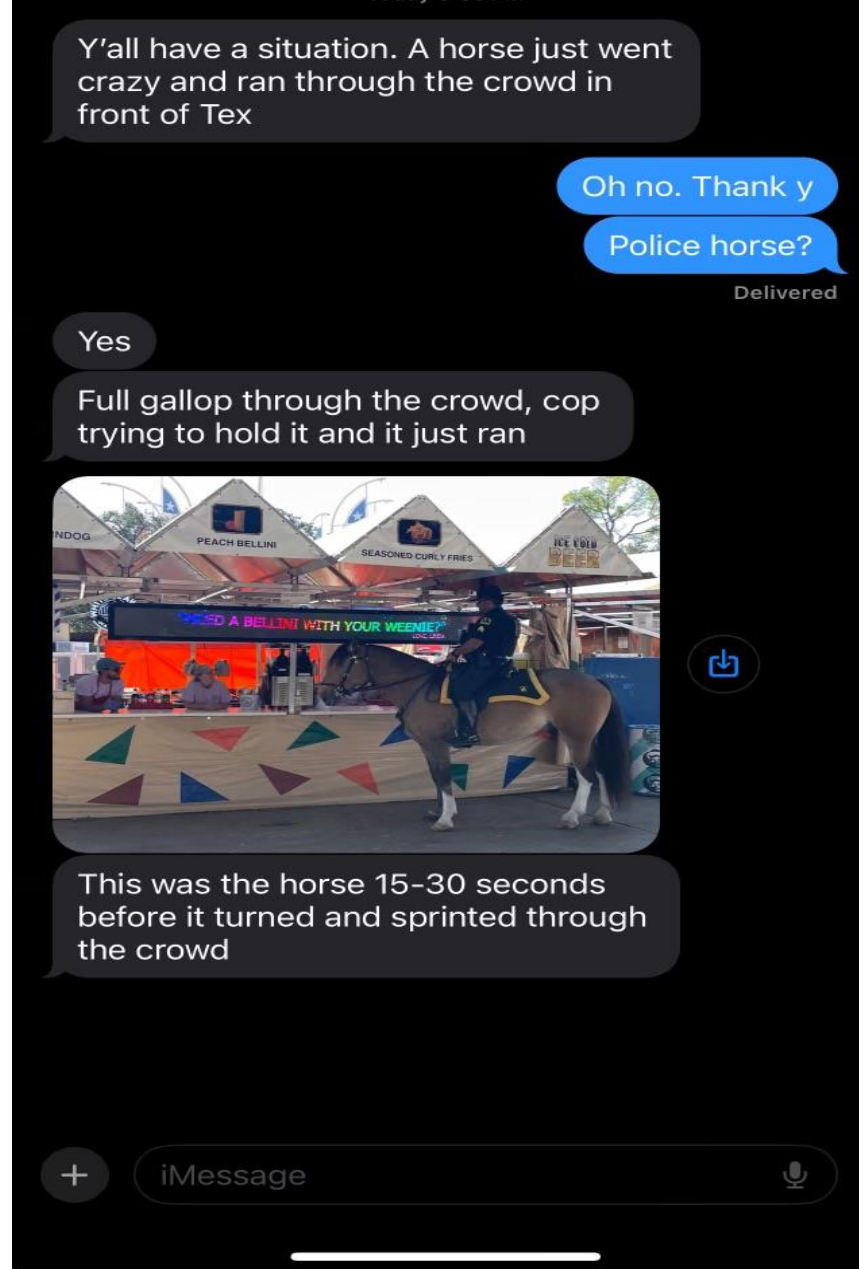


## CARE

Take **PROTECTIVE** actions from whatever danger or hazard may be present. This could mean shelter, evacuation, or moving to a predetermined location.

**STATE FAIR COMMAND CENTER**  
**(214) 421-8888**

# 2024 Mounted Police Incident



# *Event Action Plan*

A document that outlines tasks and is a guide for all components associated with an event to identify and mitigate any potential risks.

- Specific objectives, resources and strategies
  - Risks, threats, vulnerabilities
  - Timelines
  - Situational/Operational Awareness
  - Command and Control
  - Crowd Management, etc.



# *Train and Exercise Annually*

- Prepare and Train. Message your plan internally and with external partners. Share deep within your organization to everyone you expect to have a role.
- Share with your Fair vendors, exhibitors, concessionaires, operators and other stakeholders as applicable
- Train, review, refine, follow-up and reiterate
- Tabletop, exercise, revise and maintain
- Conduct After-actions (training and real incidents)
  - Develops mitigative actions and invites collaboration





# Training Content

- Incident Command System (Incident Management Team)
- Fair Aware
  - “Situational Awareness”, ability to perceive, comprehend, anticipate, and respond
  - It is being fully aware of your surroundings, understanding the context, and anticipating potential risks or challenges.
  - In simpler terms, it means being present and mindful of what is happening around you.
- De-Escalation
- Suspicious Behaviors & Objects
- Crowd Management
- Emergency Response (Tabletop)
- First Aid & Tourniquet – Bleeding Control
- Weather
  - Include forecasting Heat Stress days





# Critical Assessment

## Critical Assessment:

- After-Actions
- Risk Assessments
- Red Team Assessments
- Special Event Assessment Rating (SEAR)
  - Most Fairs are Level 5
  - Super Bowl is a Level 1, Indianapolis 500 and Kentucky Derby are Level 2
- Preparing for AI



# *Physical Security*

## Physical Security:

- Access Control
  - Fencing, Scrim, Vehicular Incursion, Detection Systems, Key Control, Signage
- Backup Power
- Video Surveillance
- Credentialing
- Crime Prevention Through Environmental Design
  - Landscaping, Illumination, Building Envelope, Parking/Delivery Standoff



# Physical Security



# Physical Security





# Physical Security



# *Robust Intelligence Gathering and Active Monitoring*

## Intelligence Gathering:

- Vigorous engagement with local and Federal partners
  - Collect information to threats, potential vulnerabilities
  - Vetting keywords

## Active Monitoring:

- Operations Command Center
- Social Media, Marketing, Call Center
- Cameras
- Situational
- Drones



# Communication

## Communication:

- Media Crisis Communications
- Social Media, WhatsApp
- Webinar
  - Fair Partners/Stakeholders
- ALERTUS, Midway Audio
- Signage
- Guest Code of Conduct
- Community Partners
- Pre-Fair Security Press Conference



# Guest Code of Conduct

- Fairgoers will receive dutiful, caring, and professional handling from Tex Team members ready and willing to address their needs and concerns.
- Fairgoers will enjoy a Fair-friendly environment that is mutually respectful to all participants.
- Fairgoers should remain “Fair Aware” reporting anything that doesn’t look right to the nearest Tex Team member or Police Officer.
- Fairgoers will **NOT** engage in troublesome running and disorderly, unruly, offensive, obscene, or illegal behavior that may endanger others.
- Fairgoers will safely operate motorized scooters, golfcarts, or disability vehicles and in compliance with agreed rules.
- Fairgoers will be properly attired, including shoes, and in a manner that does **NOT** elicit a disruptive or unsettling response.
- Fairgoers will **NOT** wear masks or coverings in a manner that obscures their face unless for medical reasons.
- Fairgoers will obey hours of operation, leaving promptly at close of business and will always follow instructions from Tex Team members.
- Fairgoers will undergo mandatory weapon and prohibited item screening prior to entrance onto the grounds.
- Fairgoers will **NOT** stage any form of public event or protest, solicit, or distribute information of any kind without prior written approval.
- Fairgoers age 17 and under must be accompanied by a parent, guardian, or chaperone (21+) beginning at 5pm each day with no more than six minors in any given party.





# *Current Preventive Strategies*

- Prohibited Items
- Access Control and Screening
- Minor Attendance Policies
- Crowd Management
- De-Escalation
- Elevated Security/Police Posts
- Community “engagement/ecouragers”
- Leveraged Security/Police assets by varied modes
  - Standing posts, walking, vehicular, UAV (drone), Mounted, bicycle
- Promote Fair Friendly
  - Guest Code of Conduct
  - Pre-Fair Security Press Conference



# *Trending Safety and Security Issues*

- Perimeter Violence
  - Central Florida Fair shooting
  - Houston Stock Show and Rodeo shooting
- “Acting Crowds”
  - Engaged in civil disobedience, pockets of aggression, potential for violence (“Wilding” or “runs”)
- Protests/Demonstrations
  - PETA “Hell on Wheels” trucks
- Social Media Influencers
- Cybersecurity
  - Data, QR codes, cc Transactions, Marketing
- Closing Weekend



# Importance of De-Escalation Skills



# *Behavioral Crisis: A Definition*

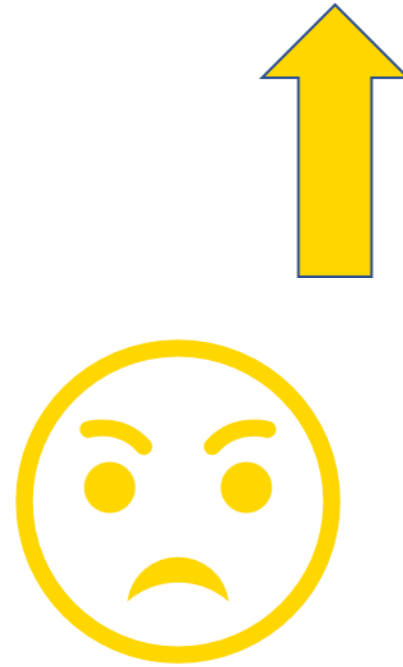
An episode of mental and/or emotional distress that is creating instability or danger and is considered disruptive by the community, friends, family, or the person him/herself

\*Adapted from the Seattle Police Department



# Emotions versus Rational Thinking

*\*adapted from  
Integrating  
Communication,  
Assessment, and  
Tactics (Police  
Executive Research  
Forum)*



When emotions are high

rational thinking is low



# *What can contribute to a crisis?*

*\*adapted from  
Integrating  
Communication,  
Assessment, and  
Tactics (Police  
Executive Research  
Forum)*



Contributing factors can overlap/co-exist, cause or worsen other factors and be difficult to disentangle and treat, especially when more than one are present.

- Mental Health symptoms
- Substance misuse/abuse
- Physical/External Condition
- Situational Stressors

# *Five Universal Truths of Human Interaction*

*\*adapted from  
Integrating  
Communication,  
Assessment, and  
Tactics (Police  
Executive Research  
Forum)*



1. People feel the need to be respected
2. People would rather be asked than be told
3. People have a desire to know why
4. People prefer to have options over threats
5. People want to have a second chance

# *How a Crisis Typically Occurs*

Precipitating events, a person's perception of the event, and normal methods of coping fail resulting in:

- Breakdown in control
- Inability to respond appropriately
- Feeling overwhelmed

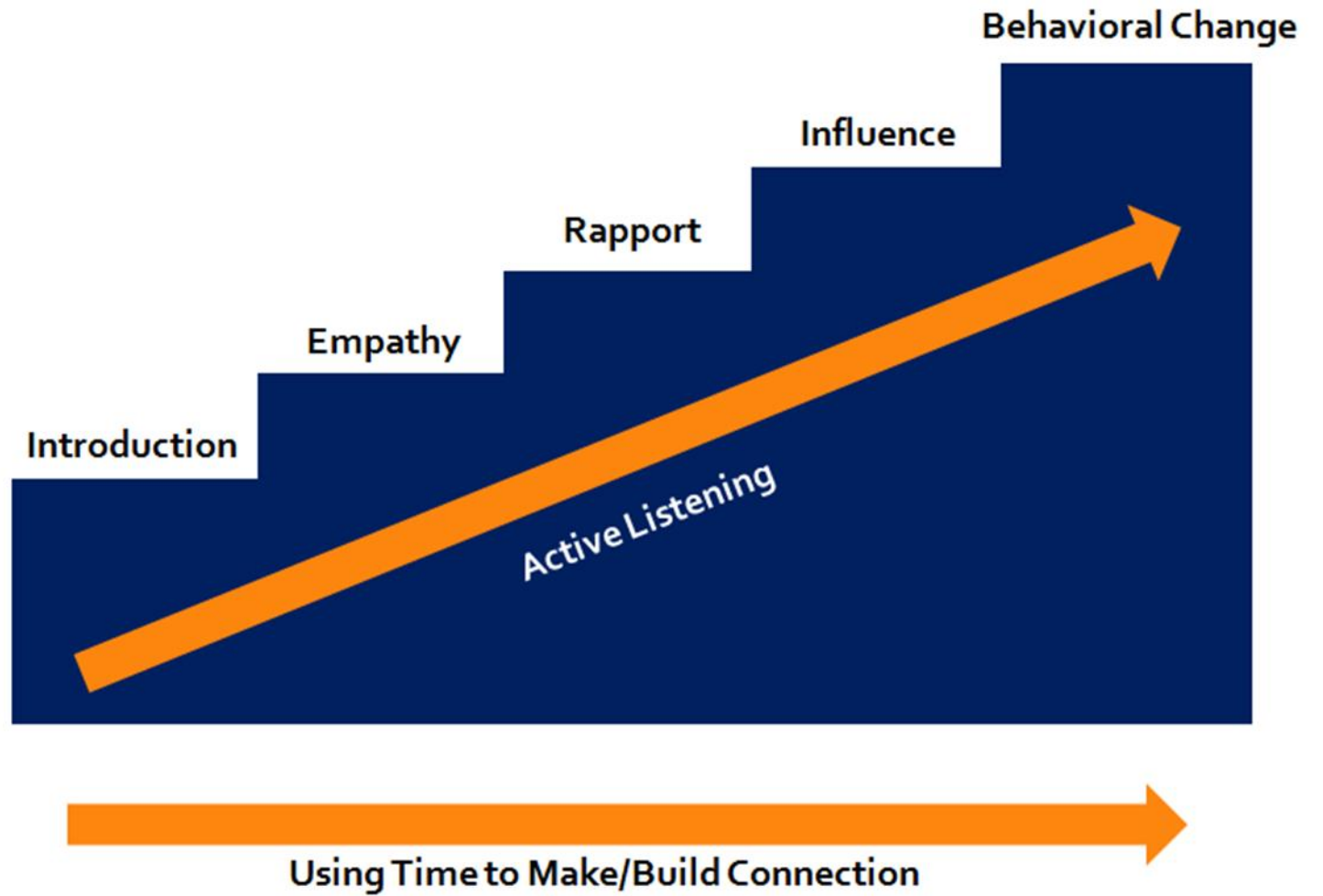
\*Adapted from Police Training Institute - University of Illinois





# Behavioral Change Staircase

*\*Adapted from the FBI Behavioral Stairway Model*



# “Keeping Your Event Safe” Questions

# Questions

