

COVID-19 **TASK FORCE**
WEBINAR SERIES



Best Practices for Festivals, Fairs & Events Dealing with the COVID World

Presented by:

Joe Vera, CFEE, City of McAllen

Yajaira Flores, CVE, City of McAllen Convention Center

Carina Jimenez, CFEE, McAllen Parks & Recreation

Jessica Bybee-Dziedzic, Saffire

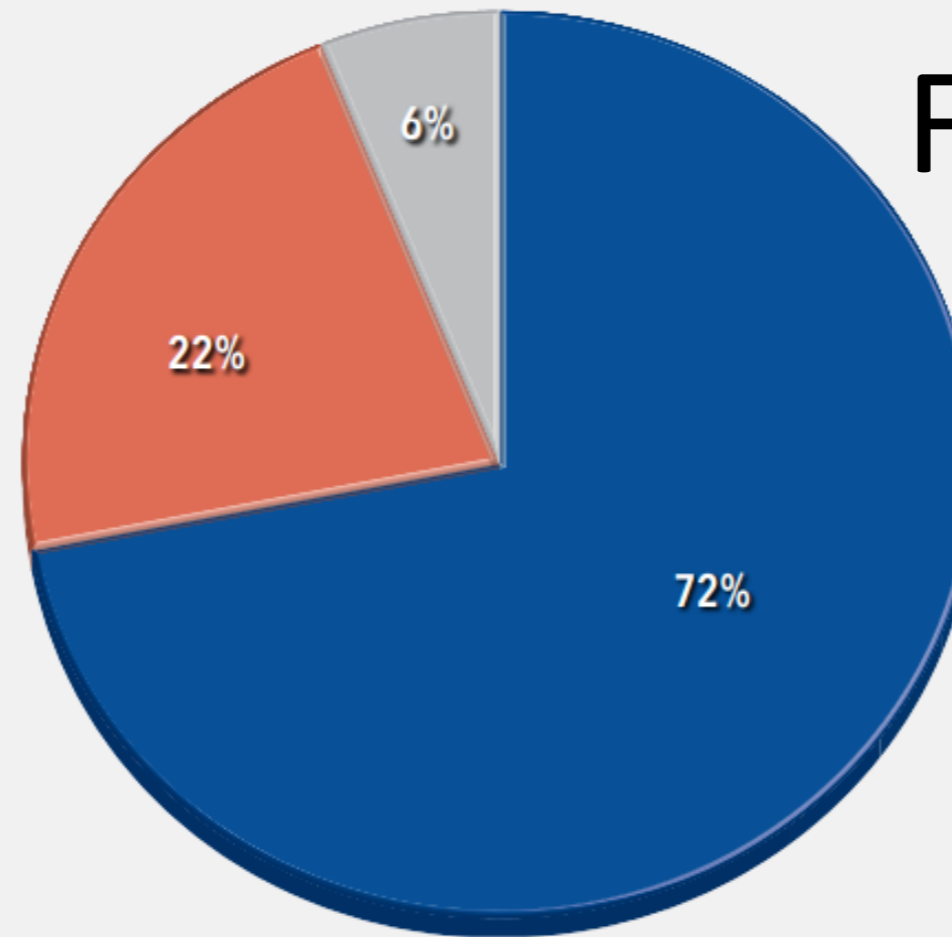
ENIGMA RESEARCH CORPORATION ACKNOWLEDGES THE FOLLOWING PARTNERS
FOR THEIR CONTRIBUTIONS TO THE DESIGN AND DISTRIBUTION
OF THE 2020 RETURN TO LIVE EVENTS SURVEY



MISSING LIVE EVENTS AND LIKELIHOOD TO RETURN

EXTENT HAVE MISSED ATTENDING LIVE EVENTS DURING PANDEMIC

- Missed very much
- Missed somewhat
- Did not miss



Free Festivals

Extent have missed attending live events during pandemic	EVENT ATTENDEE TYPE									
	Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
Missed very much	78%	74%	80%	78%	91%	72%	78%	72%	76%	74%
Missed somewhat	19%	20%	15%	18%	7%	22%	18%	22%	19%	20%
Did not miss	3%	6%	5%	4%	2%	6%	4%	6%	5%	6%

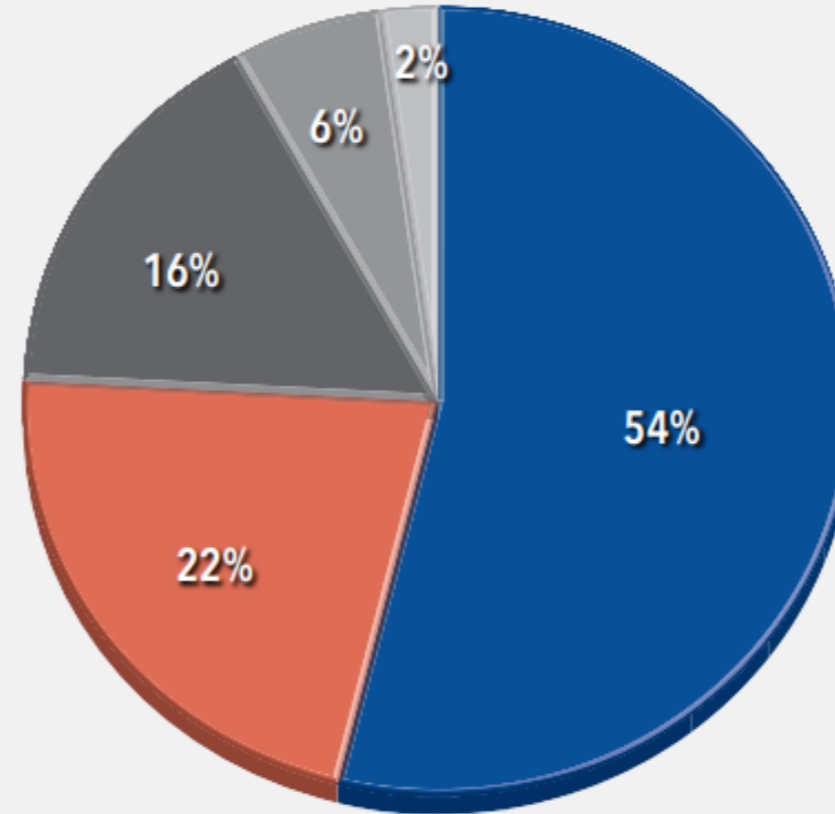
Extent have missed attending live events during pandemic	COUNTRY		USA REGION				AGE			LIVING SITUATION			
	USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
Missed very much	73%	66%	71%	80%	72%	72%	78%	74%	67%	77%	74%	71%	68%
Missed somewhat	21%	25%	22%	15%	24%	24%	17%	21%	26%	19%	20%	23%	26%
Did not miss	6%	8%	7%	5%	4%	4%	5%	5%	7%	4%	6%	6%	6%

MISSING LIVE EVENTS AND LIKELIHOOD TO RETURN

LIKELIHOOD TO RETURN TO EVENTS ONCE LARGE GATHERINGS RESUME

Free Festivals

- Extremely likely
- Very likely
- Somewhat likely
- Not very likely
- Not at all likely



Likelihood to return to events once large gatherings resume	EVENT ATTENDEE TYPE									
	Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
Extremely likely	58%	53%	57%	53%	63%	55%	57%	58%	57%	54%
Very likely	20%	17%	16%	21%	23%	22%	21%	20%	20%	19%
Somewhat likely	15%	19%	17%	16%	10%	16%	14%	15%	16%	17%
Not very likely	5%	8%	6%	7%	2%	6%	6%	5%	5%	7%
Not at all likely	2%	3%	4%	3%	2%	2%	2%	2%	2%	3%

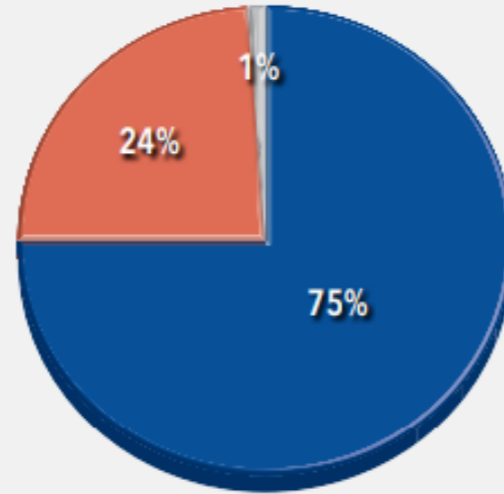
Likelihood to return to events once large gatherings resume	COUNTRY		USA REGION				AGE			LIVING SITUATION			
	USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
Extremely likely	56%	50%	51%	55%	58%	54%	62%	53%	50%	58%	53%	52%	55%
Very likely	21%	28%	23%	21%	18%	22%	19%	20%	26%	23%	22%	19%	22%
Somewhat likely	15%	18%	17%	14%	14%	16%	14%	17%	16%	14%	18%	17%	14%
Not very likely	6%	4%	6%	8%	7%	5%	4%	7%	6%	4%	5%	9%	7%
Not at all likely	2%	0%	3%	2%	3%	3%	1%	3%	2%	1%	2%	3%	2%

FACTORS WHICH WOULD CHANGE LIKELIHOOD TO ATTEND EVENTS

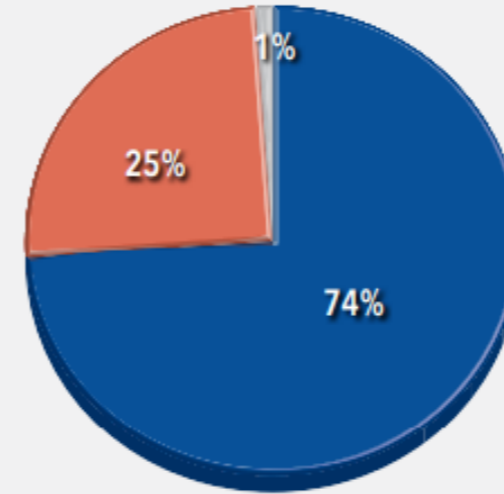
EVENT SAFETY PRECAUTIONS AND CHANGE IN LIKELIHOOD TO ATTEND EVENTS

More likely to attend ■ No difference ■ Less likely to attend ■

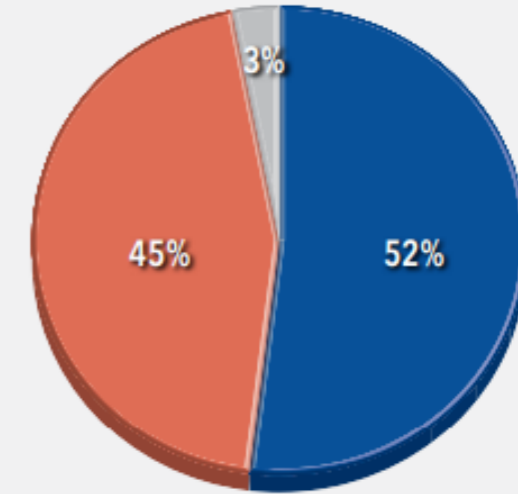
HAND-WASHING OR SANITIZER STATIONS THROUGHOUT



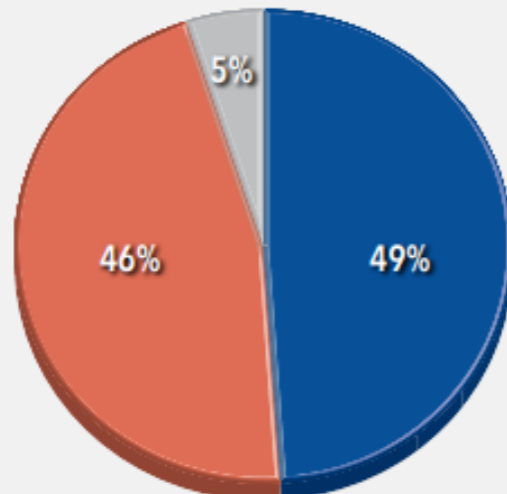
EXTREME SANITATION AND CLEANING AT VENUES (INCLUDING RESTROOMS)



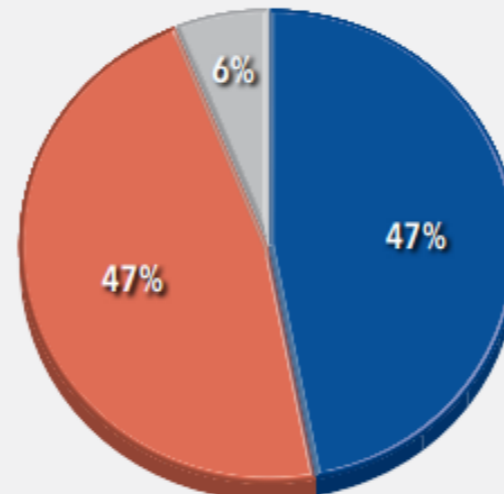
FOOD WORKERS REQUIRED TO WEAR MASKS



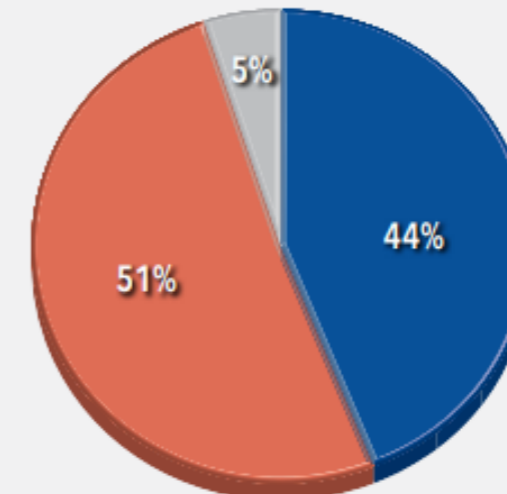
CONTACTLESS PAYMENTS FOR ADMISSION, FOOD, AND MERCHANDISE



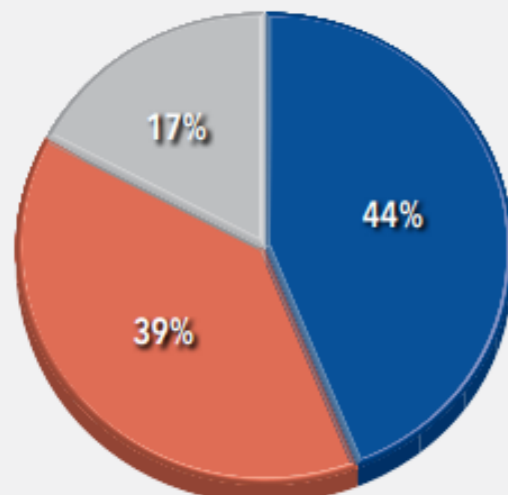
CONTACTLESS SECURITY SCREENING AT ENTRANCES



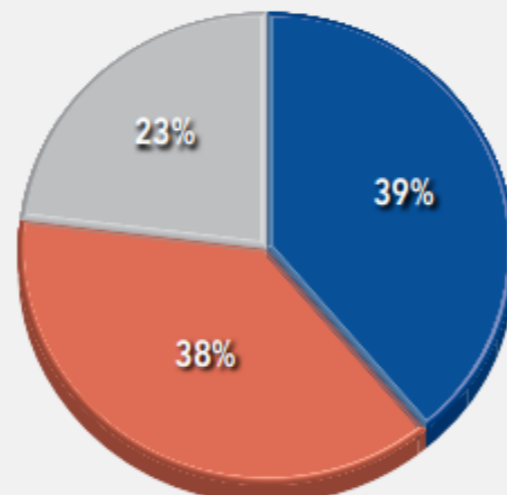
ALL EVENT WORKERS REQUIRED TO WEAR MASKS



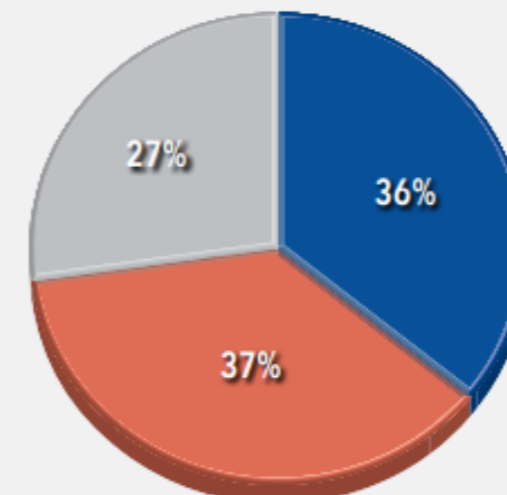
ENFORCEMENT OF SOCIAL DISTANCING AT ENTRY AND PURCHASE POINTS



ENFORCEMENT OF SOCIAL DISTANCING BETWEEN ATTENDEES



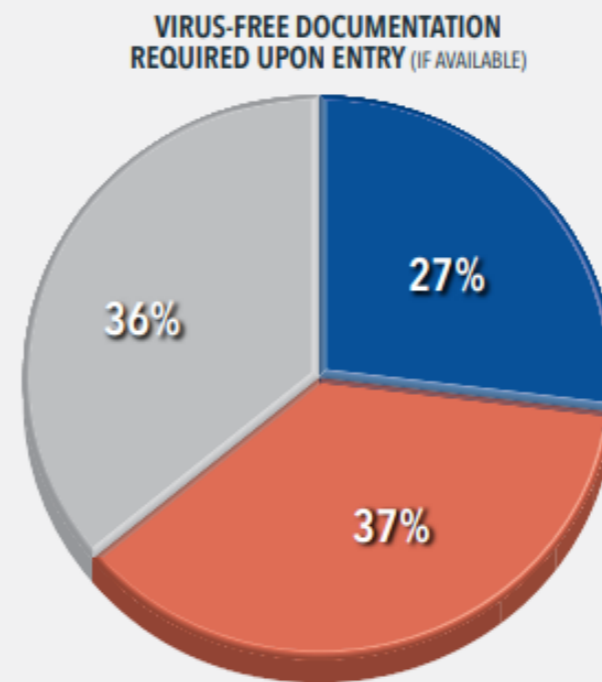
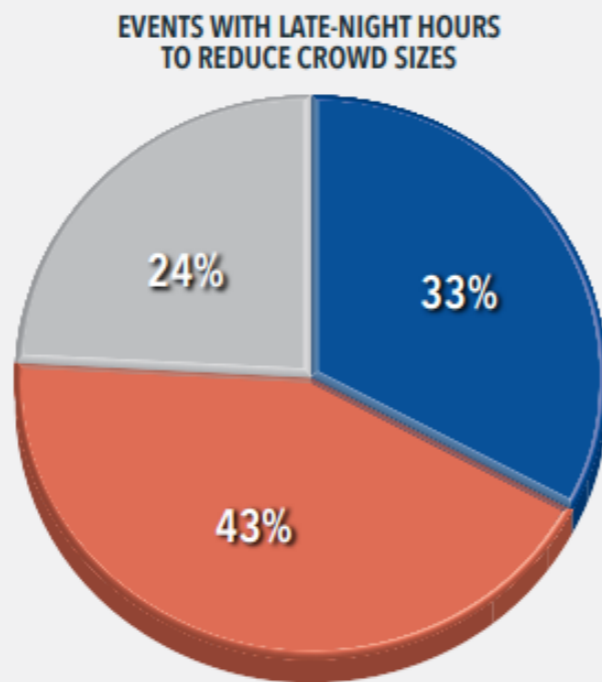
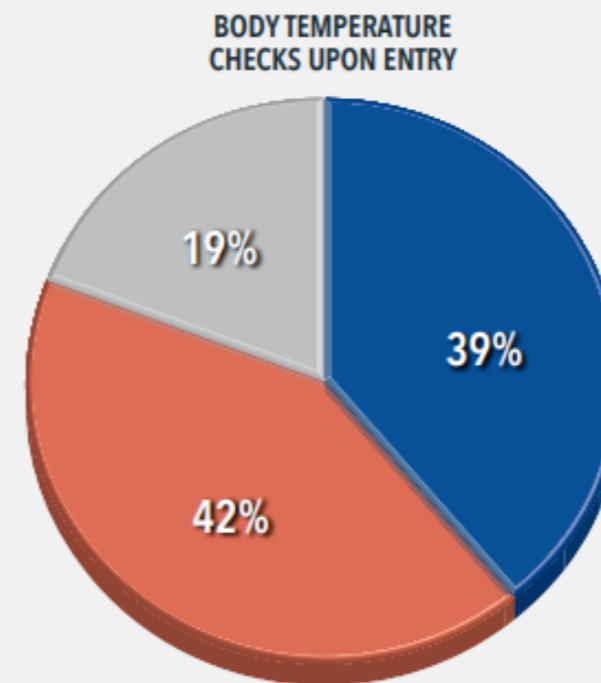
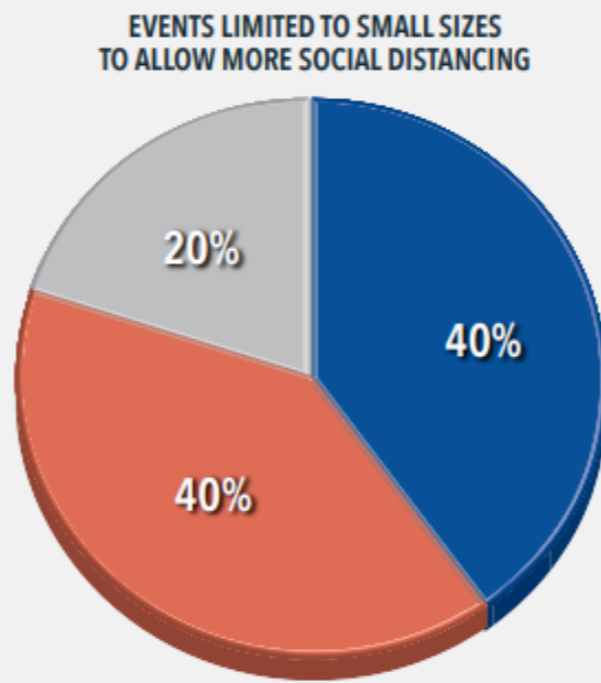
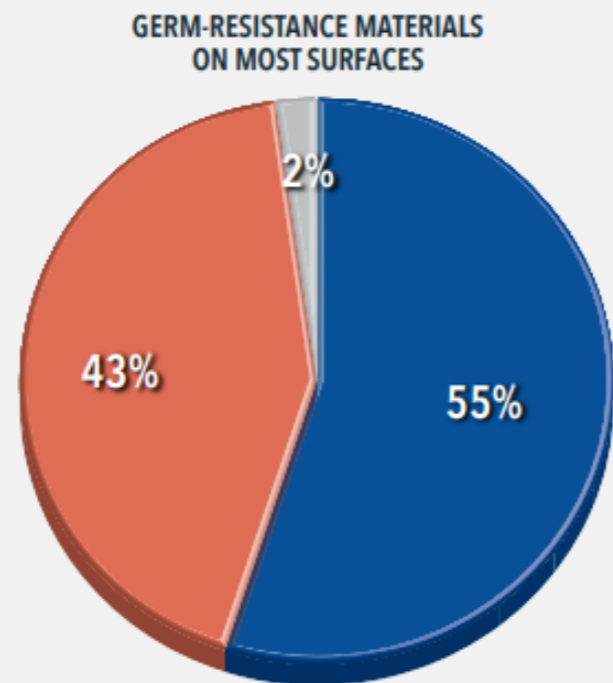
ALL ATTENDEES REQUIRED TO WEAR MASKS



FACTORS WHICH WOULD CHANGE LIKELIHOOD TO ATTEND EVENTS

MORE EXTENSIVE SAFETY IMPLEMENTATIONS AND CHANGE IN LIKELIHOOD TO ATTEND EVENTS

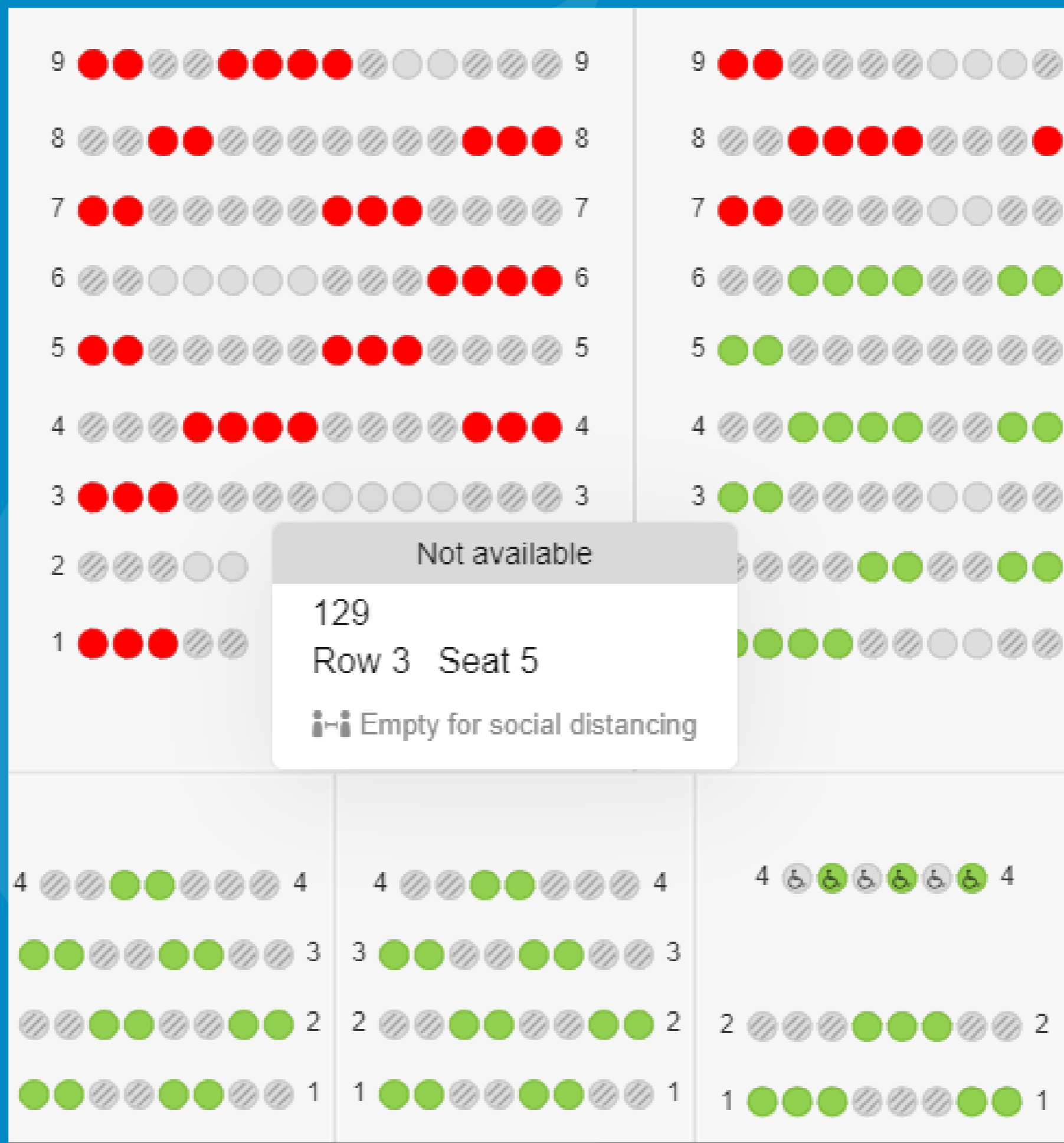
More likely to attend ■ No difference ■ Less likely to attend ■



Technology in a Post-Covid World

Online Ticketing

- Encourage or require purchasing tickets in advance
- Timed-entry suggestions
- Clearly stated mask requirements, distancing information, safety & cleaning procedures, and risk policy
- Clearly stated refund and exchange policies





Drive-In Events

- Encourage or require pre-purchase online
- Easy mobile printing while staying in your car



TEMPERATURE

HEAT MAP





Disinfecting Booths





CONTACTLESS
BOX OFFICE

blast  **pass**

CONTACTLESS
PAYMENT
SYSTEM





ADDING CREDITS FROM YOUR PHONE





KIOSKS





Capacity Tracking

Counting attendee exits so you can have an accurate count for the number of people on your grounds or in your facility at any given time



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THANK YOU!
Best Practices for Festivals, Fairs & Events
Dealing with the COVID World