

**COVID-19** TASK FORCE  
WEBINAR SERIES



# IS THIS THE “NEW NORM?”

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# Deciding when to re-open

- Latest Governor's orders – effective June 3

*As much as we are all eager to get back to work, the decision when and how to reopen must be driven by a realistic assessment of one's ability to resume operations safely.*

*A government directive legally allowing you to reopen does not mean you can do so safely. (ESA Reopening Guideline)*

# Factors we are up against:

- Public perception/attitude – are we as a society ready to attend mass gatherings?
- Limited financial resources/capabilities to provide a safe environment
- COVID cases – hotspots in Texas – case numbers are changing daily and counties are impacted differently
- “COVID Fatigue” – relaxed safety measures by the public. What happened to “We’re all in this together?”
- Mixed messaging from government and health agencies
- Misinformation – social media
- What are reasonable and responsible steps an event planner should take to ensure patron safety?

# Resources to guide event planners in the re-opening process:

- Texas Department of State Health Services – Checklist for Outdoor Events (as of June 3)
- Centers For Disease Control – Considerations for Events and Gatherings
- TFEA website
- IFEA website – COVID-19 Reopening Guides
  - Event Safety Alliance - ESA Reopening Guide
  - State of West Virginia Guidance for Fairs, Festivals, Amusement Parks and Rides
- TFEA membership base
  - Examples of safety plans
- Local municipalities
  - Health Department/Medical profession
  - Fire Department
  - Police Department

# What to consider in your event re-opening plan

- Limited capacity – time to reimagine your event?
- Reduced site footprint/operations to allow for social distancing as well as reduced hours to mitigate length of exposure
  - Walking patterns
  - Make it clear with your vendors as to who's cleaning what
  - Who's managing occupancy loads/line queuing?
- Scale back activities and operations due to lack of volunteers
  - Start including your staff in all areas of planning in anticipation of sick leave
- Reduced budgets
- Entertainment/programming/rental options may be fewer or harder to obtain
  - Demand for events may be high in late 2020
- Your event demographics may dictate your decisions
- Designate an Infection Mitigation Coordinator if possible
  - Event Safety Alliance Re-opening Guide provides a good job description
- Preparing your site for cleaning both before and during your event
- What if a confirmed case?
  - Response Plan – Event Safety Alliance

Put an Event Safety plan in place...but be realistic

# Limit/adjust food and beverage operations?

- Dining tables and wait lines – 6’
  - Eliminate dining tables and chairs altogether?
- Concession layout – more distance needed between booths and more line space due to stanchions now needed
- Self service of food, condiments and utensils should be prohibited
- Workers – PPE
- Front line plexiglass shields
- Employee screening
- Serving containers
- Touchless payment options
- Publish in advance the steps your concessionaires are taking to conduct safe and appropriate operations
- If you’re allowing coolers to be brought in encourage attendees to bring their own trash bag
- Production/availability...draft beer for example. Can’t take anything for granted anymore as far as availability and quantity
- Feeding your staff/entertainers
- Consult your health department for guidance/new requirements

# Limit/eliminate person-to-person activities?

- Inventory analysis of all your activities – you may be surprised how much person-to-person contact and “High Touch” areas take place at your event
- Kids crafts/Kid zone/Face painters/strolling characters/dancing
- Admission lines – adequate spacing and “touchless” options
- Interactive sponsor/marketing displays
- Entertainers – microphones, backstage area, handrails, doorknobs
- Stage viewing areas limited or adjusted?
  - “Singing by attendees other than performers should be discouraged to limit the possibility of transmission of Covid 19” *Governor’s Office – State of West Virginia*
- Santa Claus visits in 2020? Need to start thinking six – 12 months down the road

# How are you going to enforce social distancing, if at all?

- Who handles complaints, and what steps will the event take to address those complaints?
- Don't wait until the event starts, have a plan in place for handling complaints
- Emergency evacuation – social distancing becomes a secondary concern
- Poll question – If, during the course of your event, it was evident attendees were not following posted rules on social distancing, would you cease operations either temporarily or permanently?



# Education and expectation of vendors/event staff/volunteers

- Health & Hygiene – best practices
- What steps are your vendors taking to sanitize their rentals/operations prior to/during your event?
- What best practices will your vendors put in place at your event?
  - Amusement rides/games
  - Concessions
  - Marketplace vendors – limit shoppers in their tents, for example?
    - Touchless payment.
    - Larger footprint of Marketplace area
- PPE- will it be required of your vendors/staff/volunteers?
- PPE for staff and volunteers - who provides?
- Volunteers – Kentucky Derby Festival – 2020 PNC Tour de Lou COVID 19 Event Plan
  - Available on IFEA Covid webpage

# Sanitizing and Preparing Your Event Site – before and during

- Increased sanitizer stations/hand washing stations
  - 3,000 attendees = 10 “quad” hand sanitizer dispensers - *United Site Services*
- Disinfectant Clean Team – periodic cleaning of shared surfaces/equipment
  - Adequate staffing levels or hire professionals?
- Extra measures to consider:
  - Temperature monitor at entrances
  - Distribution of masks at entrances
- 6’ spacing indicators – tape, temporary paint, stanchions, barricades, event staff, parking spaces
  - (helps to reduce potential attendee confrontation)
- Pre-determined “social circles”
- Patron expectations?
  - Visibility of your cleaning staff and cleaning practices

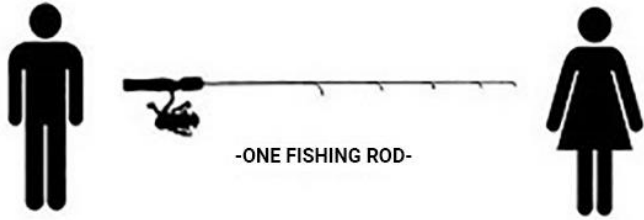


# Messaging/Signage – “We’re all in this together”

- Change expectations
- What to explain - new health procedures and expectations (positive, practical, proportionate)
  - *It’s a two-way “Expectation Street”*
- Where to message – *everywhere*
  - *Don’t wait until attendees have arrived at the gates before they see their first COVID message*
  - *Instruct them to self-screen prior to arriving- Governor’s check-list*
- How to message – think visual, verbal and written
  - ADA
  - Kids
- Examples:





## 6 Feet of Social Distance

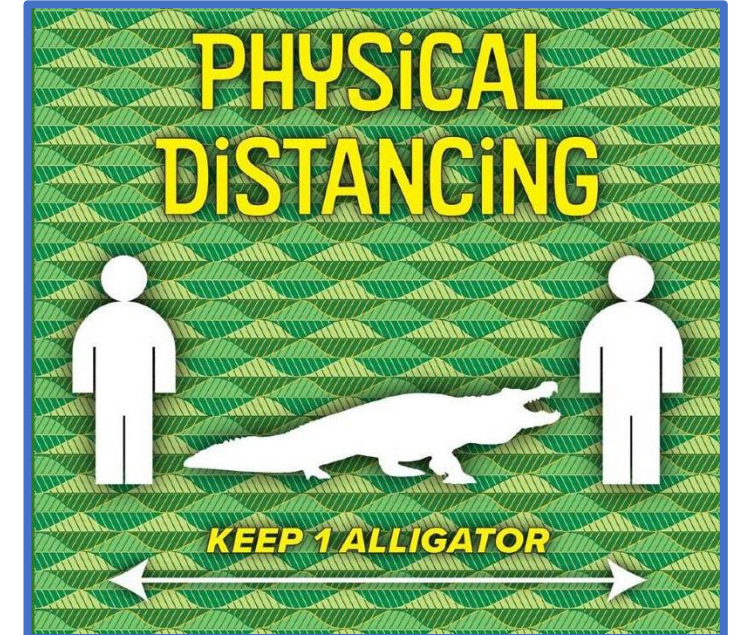


# Welcome!

We care deeply about the safety of our attendees, participants and staff members, therefore while attending this event please be mindful of the following:

- **Masks Are Recommended For This Event**
- **Be Symptom Aware**  
If you feel ill, have a fever, and/or cough, please do not attend this event.
- **Maintain Distance**  
As you enjoy this event please maintain a distance of 6ft from others.
- **Practice Good Hygiene**  
Wash your hands often with soap and water for at least 20 seconds. When necessary, use hand sanitizer as an alternative.

FARMERS BRANCH





## Example of website “Covid” page for Denton Drive Live event:

We care deeply about the safety of our attendees, participants and staff members, therefore before and while attending this event please be mindful of the following:

- Masks are recommended for this event.
- Be Symptom Aware - If you feel ill, have a fever or cough, please do not attend this event.
- Maintain Distance - As you enjoy this event please maintain a distance of 6ft from others.
- Practice Good Hygiene- Wash your hands often with soap and water for at least 20 seconds.
- When necessary, use the hand sanitizer stations that have been provided.

### Here are steps we are taking to provide a safer environment:

- Portable restrooms will be placed 6ft apart
- “Social circles” drawn out in the meadow to provide safe seating options
- Special “clean team” disinfecting portable restrooms during the event
- Additional hand sanitizer units provided at the portable restroom locations
  - Staff will be wearing masks and have their temperatures taken that day
  - In addition, our concessionaire has taken extra steps and measures with regards to employee training and PPE usage, proper food preparation and serving containers, safe booth operations and layout, employee health screening and encouraging contactless payment

The City of Farmers Branch has taken enhanced health and safety measures for Event attendees and the Event Staff. While attending the Event you are expected to follow all posted instructions.

An inherent risk of exposure to COVID-19 exists in any public place where people gather. COVID-19 is an extremely contagious disease that can lead to severe illness and possibly death. According to the CDC, older adults (65 years of age and older) and persons with underlying medical conditions might be at higher risk for severe illness from COVID-19.

By attending this Event you voluntarily assume all risks related to exposure to COVID-19

# Legal disclaimer - Should your event have one?



## FARMERS BRANCH

*Special Events*

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Please help keep each other safe and healthy.

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