

# Managing Special Events

Making events safer!

# Overview

- This session was designed with understanding that special events policies will vary from community to community. It is important that participants check with their local communities to determine the requirements for hosting events. From a student safety perspective, it may be a good idea to have an event registration system in place to help guide students. This provides the opportunity to help the students have a safe and legal event.

# Overview

- You will learn:
  - Community challenges when dealing with both planned and spontaneous events
  - The event planning process and who should be involved
  - Key issues that need to be addressed including the role of alcohol at the event
  - What the college can do to help out

# What's your communities image of special events?



# Potential Issues

- Problems which may occur in conjunction with an event that furnishes or allows for the consumption of alcohol:
  - Intoxication and over consumption
  - Fights
  - Vandalism
  - Underage Drinking
  - Violence
  - Traffic Crashes
  - Riots

# Focus

- For participants, staff and community members:
  - Create a safe environment
  - Protect from property damage, injury or other forms of harm
  - Minimize the negative impact on nearby residences and property

# Challenges

- Two basic types of events:
  - Sanctioned & Authorized / Permitted:
    - Pre-planned
    - Hosts and sponsors identified
    - Polices and procedures are followed
  - Unsanctioned /Impromptu:
    - While the event is planned, local authorities are not included in the planning
    - Event organizers are not readily identified and may be difficult to hold accountable
    - No consideration for safety or community

# Challenges

- Off shoot events:
  - Private parties
  - Typical problems
    - Resources focused elsewhere
    - Illegal activities common (drugs, underage drinking, loud and disorderly parties)



# Challenges

- Resources :
  - Not just enforcement, but all types
  - Stakeholder investment
  - Planning for the unthinkable
- Unsanctioned events:
  - Blast events
  - Events that grow beyond the ability to manage
  - Accountability for those who are responsible



# Planning and Permitting

- Planning process should include those that will be involved with or affected by the event.
- Identified responsible party(s)
  - Who will hold the liability for this event?
  - Who are the primary points of contact?
  - Who will be in charge during the event?
  - Who makes the decision to terminate the event?
  - Is the property owner aware and granted permission for the event?

# Planning and Permitting

- Know your community's requirements
  - Public property
  - Private Property
  - University – registered student organizations
- Types of permits that may be needed
  - Event / Noise
  - Keg / Alcohol
  - Tent / temporary structures
  - Food Service
  - Fireworks
  - Public gathering

# Event committee

- Create an events committee/coalition or taskforce committed to safety & security.
- 4 C's:
  - Committed membership
  - Community Ownership
  - Consistent and accurate communication
  - Create expectations and awareness of acceptable behavior for the event
- Public Safety sub-committee

# Pre-Event Evaluation

## **Benefits**

- Economic boost for local business community
- Positive name recognition
- Large corporate sponsor remains local
- Funds raised benefit local charities

## **Risks**

- Economic loss related to added security, traffic and safety measures
- Increased risk to public health and safety
- Negative name recognition

*The committee should make recommendations on the event and steps the hosts should take to assist in maintaining neighborhood relations.*

# Pre-Event Evaluation

- Know what the event is all about and what the host's expectations are.
- Outside acts / promoters
  - Do your homework – research the acts and their history
    - If track history is questionable check with past locations where the event, act or promoter has been.
  - Meet with promoters to determine roles and responsibilities...remember their motivation may be much different than the host or community

# Location, location, location

- Location can be everything!
  - Outdoor Events:
    - Street Closing / Traffic Control Plans
    - Multijurisdictional assistance
    - Additional crowd control needs
    - Community notification
    - Media notification
  - Indoor events:
    - Fire code issues
    - Evacuation planning
    - Limited traffic issues



*Remember...just because they want it there doesn't mean they get to have it there.*

# Cost factors

- Community requirements for who pays and what gets paid for vary widely
  - Insurance – typically required for events on public property
  - City services – police, fire, EMS, public works, parking. With the current state of the economy it is likely that events will be charged for these services.
  - Private services – security, waste collection and porta potties are typically at the expense of the hosts
    - May have requirements for certification (security or medical services)

# Event Plan

- An operation plan for most events should be completed
  - Provides layout of the event
  - Outlines what to do in the event of emergencies
  - Addresses safety concerns and security procedures
    - Freshman members of a fraternity don't make good security
    - Kolusis (University of Illinois)
    - Guest lists and occupancy control

# What can go wrong?

- <http://www.youtube.com/watch?feature=endscreen&NR=1&v=aImhtXiR2LE>

# Alcohol Controls – Public Events

- Clearly mark area and limit access by those of legal age:
  - May require the use of fences or other barriers
  - Colored wrist bands may assist in identifying eligible entry or alcohol purchase
  - Consider placement near restroom facilities and away from “child friendly” areas
- Prohibit alcohol in parking areas:
  - Some communities may have varying degrees of restrictions from no kegs to no alcohol beverages of any kind

# Alcohol Controls – Public Events

- Prohibit participants from carrying in their own alcoholic beverages:
  - May be expanded to include no coolers, no food, no beverages of any kind
  - Weather conditions may have an impact on these restrictions
- Prohibit removal of alcohol from premises before, during or after event
- Limit hours for serving or furnishing alcohol:
  - Stop serving 1 to 1.5 hours before the event is scheduled to conclude
  - Begin serving only after event has begun

# Alcohol Controls – All Events

- Alcohol can only be obtained with a valid identification:
  - Photo Identification with a physical description
    - Government issued
    - Current
    - Not tampered with
- Use event staff and volunteers to create an enforcement presence:
  - Train servers on sales to intoxicated patrons and underage sales.
    - How to check ID's, fakes and under 21 formats
    - Handling and intervention with drunk patrons
  - Have clothing identify security & enforcement staff

# Alcohol Controls – All Events

- Prohibit self service of alcohol beverages
- Limit the types of alcohol beverages available:
  - Beer, Wine, Spirits
  - Mixed Drinks or Pre-mixed
  - On-tap or containers?
- Limit the size of beverages (12 ounces)
- Limit the number of drinks purchased / obtained by an individual per line visit
  - Distinguish alcohol from non-alcoholic beverages (colored cups)

# Alcohol Controls – All Events

- Limit promotions such as oversized drinks, double shots, pitchers and volume discounts
  - limiting advertising
  - no drinking contests
- Alcohol should not be the focal point of the event or the reason people come to the event
- Alcohol should be served to only those of legal age to

# Other key considerations

- No one strategy in isolation will address all issues
- Consider local residents and their needs
- Clearly define a code of conduct for attendees and post at every point of sale, entrance/exit, restroom, etc.
- Control traffic inside and outside of the event
- Anticipate and Prevent incidents
  - Trained staff, including volunteers, is the key to successful events

# College Role

- Educate
  - Provide information on responsibilities that party hosts may have.
  - Code of Conduct
- Guide
  - Give direction to people hosting (Kolusis)
  - Set reasonable policies for student groups to follow to help ensure events are safe for all
  - Be aware of the community requirements and help event planners stay compliant with local laws

# College Role

- Enforce
  - Make sure that university policies are being followed
  - Encourage compliance with local laws
- Communicate
  - Share information with local authorities about upcoming events that may impact non-university residents or the public way.
- Participate
  - Become part of the planning and approval process.
  - Town-Gown relations can only be improved when we all work together.

# Presenter

- Sgt. Scott A. Friedlein (ret.)  
CP ARMS consulting  
[safriedlein@gmail.com](mailto:safriedlein@gmail.com)  
217-649-8390