

#HelpSaveOurVenues: Let's Keep Making Noise!

Negotiations continue between Congress and the White House on the next COVID-19 package and your members of Congress need to hear from you again to ensure that public venues are included.

IAVM is asking Congress to:

- Expand the existing Paycheck Protection Program and Main Street Lending Programs to include publicly owned venues
- Include the RESTART Act to provide additional grants for small businesses but expand eligibility to include publicly owned venues
- Increase state and local funding under the CARES Act but add flexibility to how funds can be spent to cover public venues expenses
- Include a grant program created by the SAVE OUR STAGES Act, S. 4258 to cover Performing Arts Centers

We know you've reached out to your members of Congress already, but they need to hear from you again to ensure that public venues remain top of mind. There are many competing industries seeking to be covered, and not enough funds to cover every sector so we need to be LOUD!



Call and email your U.S. representatives and senators urging them to support your venues in the next COVID-19 package. You can use [this email template](#) and these lists of [Senate Letter Email Contacts](#) and [House of Representatives Letter Email Contacts](#).

Use Social Media. Continue to engage with your [representatives](#) and [senators](#) on Twitter and Instagram. [IAVM's toolkit](#) includes a list of congressional twitter handles and [sample tweets](#). You can find an image to use in your social media pushes by [clicking here](#).

Try to get a letter to the editor or op-ed placed in your local newspaper. Here is a [sample template](#) you can use.

We can't win this fight without you so please don't delay! Make some noise.

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Musician Christian Serrano plays the cello Wednesday, July 29, 2020, for donors during a Red Cross Blood Drive hosted by the Walton Arts Center in Fayetteville.

Walton Arts Center Expands Bloods Drive with Entertainment

During this extended programming intermission caused by COVID-19, venues around the country and looking for ways to stay relevant and connected to their community. Walton Arts Center has found success by providing a location for blood drives with live entertainment.

The one-day May Red Cross blood drive was so successful that the nonprofit performing arts center expanded to two-days on July 28 and 29.

This most recent drive collected a total of 72 pints of blood, exceeding the goal of 50 set by the Red Cross. That blood has the potential to save 216 hospital patients.

But equally as important, by providing live entertainment for the blood donors, Walton Arts Center was able to hire four acts (five performers in total).

“While we aren’t presenting shows, this is a very tangible way for us to support local musicians, thank the blood donors and help fill a very important need in our community at a time when blood is in such demand,” said Jennifer Ross, director of programming at Walton Arts Center.

This simple blood drive with entertainment resulted in 42 broadcast, print and social mentions. At a time when we don’t have a lot going on in the house, it’s great to be able to do something positive like this for the community and for our local artists. [Visit here for more information.](#)

Overland Park Convention Center Achieves Industry’s Only Outbreak Prevent, Response, and Recover Accreditation for Facilities

The Overland Park Convention Center has announced that it has achieved Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, the gold standard for prepared facilities. Under the guidance of GBAC, a Division of ISSA, the worldwide cleaning industry association, Overland Park Convention Center has implemented the most stringent protocols for cleaning, disinfection and infectious disease prevention in its facility. The convention center is one of first to achieve the accreditation.

As the cleaning industry’s only outbreak prevention, response and recovery accreditation, GBAC STAR™ helps organizations establish protocols and procedures, offers expert-led training and assesses a facility’s readiness for biorisk situations. The program verifies that Overland Park Convention Center implements best practices to prepare for, respond to and recover from outbreaks and pandemics.

“GBAC STAR accreditation empowers facility owners and managers to assure workers, customers and key stakeholders that they have proven systems in place to maintain clean and healthy environments,” said GBAC Executive Director Patricia Olinger. “By taking this important step to pursue GBAC STAR, Overland Park Convention Center has received third-party validation that it follows strict protocols for biorisk situations, thereby demonstrating its preparedness and commitment to operating safely.”

To achieve GBAC STAR™ accreditation, Overland Park Convention Center was required to demonstrate compliance with the program’s 20 core elements, which range from standard operating procedures and risk assessment strategies to personal protective equipment and emergency preparedness and response measures. Learn more about GBAC STAR accreditation at gbac.org.

To learn more about the Overland Park Convention Center’s GBAC Star accreditation and safety protocols, please [visit our website here](#) or call (913) 339-3000.



OPCC proudly displays the GBAC seal on their website

Optimizing Your Venue During This Unprecedented Time

Without question, we're facing a trying time as the world copes with COVID-19 and its fallout. As we all adjust to our new "normal" centered around social distancing, we've seen several venues quickly convert to temporary medical facilities or homeless shelters, and many others are sitting virtually empty. With federal guidelines currently limiting gatherings to 10 people or fewer, venue managers have entered a challenging extended period that few – if any – have ever encountered before.

The worst thing you can do during this time is turn everything off and let it sit. You'll undoubtedly have problems and you'll have to make emergency repairs before re-opening the building. Our experts at Henderson Engineers and Building Solutions are here to help you analyze what needs to be done specific to your venue's circumstances so that when you return to full operation, you'll be prepared. We're with you for the life of your buildings to create safe, spectator-friendly venues that will return to their full potential.

[Visit here](#) for tips shared to help you maintain your venue's essential building systems during this unprecedented time.

UT Arlington's College Park Center to Energize Atmosphere with LED Lighting

Athletes, performers and spectators alike will soon find a transformed arena experience at The University of Texas at Arlington's (UTA) College Park Center, after the installation of a new LED lighting system with cutting edge special effects.

The 7,000 seat center is home venue for the WNBA's Dallas Wings, as well as intercollegiate basketball and volleyball programs and a range of concerts, conferences and other events throughout the year.

When University leaders decided to replace the venue's original lights, they needed a state of the art LED system that would elevate light levels to meet WNBA broadcast standards, while also enhancing the overall entertainment experience.



Interior of College Park Center at the University of Texas at Arlington

"As we began looking at opportunities to invest back into College Park Center, enhanced sports lighting topped the list," CPC executive director Jeff Davis said. "We were looking for a lighting system that would target four main goals: 1) provide a more uniform distribution of light for a better broadcast experience, 2) reduce light spill in the arena to create a more theatrical experience centered on the playing court, 3) provide enhancements to the overall environment and fan experience, and 4) further our efforts in energy conservation and environmental stewardship. Musco's solution checked every box while providing a system that can easily be serviced and maintained for years to come."

The new lighting system is custom-designed by Musco, whose Total Light Control LED technology is featured at some of the biggest stadiums and arenas around the world. The system includes Musco's Show-Light+™ entertainment package with color-changing RGB fixtures.



College Park Center's new LED lighting

The efficiency of the advanced LED light source technology will reduce energy consumption at by 79%, while also improving light levels and uniformity on the court. The system is backed by a long-term warranty covering every part and all labor, eliminating UTA's maintenance costs at the arena through the year 2030.

"From the moment a fan, visitor or athlete enters the arena, our focus is on their experience. The enhancements completed this summer create the same look and feel you have at other top level professional sports arenas, and we are excited to bring that same experience to central Arlington for our home teams and fans. It's definitely a game changer for the CPC," Davis said.

Grand Reopening & Ribbon Cutting Held for Tulsa's Cox Business Convention Center



Grand reveal of the exterior of the new main entrance to Cox Business Convention Center

After a two year Vision Tulsa renovation, Cox Business Convention Center (CBCC) hosted a ribbon cutting ceremony celebrating the grand reopening of the venue's east side with city partners, staff, guests, clients, and leadership in attendance. Speakers at the event included Assistant General Manager, Angie Teel, CMP, Mayor G.T. Bynum, Cox Communications Vice President and Chair of the Tulsa Regional Chamber Board of Directors Roger Ramseyer, the Chair of Tulsa Public

Facilities Authority, and a Tulsa Regional Tourism Executive Board member.

The 2018-2020 renovation complements the existing convention center constructed in 1962, and the renovation of the venue's northwest side as part of Vision 2025. The building's unique architectural design is preserved and even highlighted by the new three story glass atrium and the creation of an official main entrance. A renovated South Plaza and valet / ride share drop-off area have already been completed outside with a public art install still to come), and over 8,000 sq ft of natural light filled space in the Grand Gallery. The former 9,000 seat arena was converted into the Grand Hall, a 41,470 square foot multi-use event space with 36" waving wood ceilings. The project also includes a new security and staff entrance, kitchen, box office, restrooms, sensory room, and escalators.

"We're grateful for all of the city partners and supporters who have brought this idea to life and provided Cox Business Convention Center with a greater connectivity to our downtown neighbors and spaces to better accommodate our clients, guests, and staff," said CBCC Assistant General Manager Angie Teel, CMP. Learn more about the venue at CoxCenterTulsa.com.



Launched 4 years ago by your IAVM Foundation, the 100+ WOMEN of IAVM campaign is committed to generating funds for 5 women, one from each sector, to attend the 2021 VenueConnect conference and 2 women to attend AVSS 2021 (one woman for each year).

The idea is simple – 100+ Women (or Men) each giving \$100 (or any other amount), which means \$10,000+ each year. Commit right now and be the catalyst to change the future of women in our industry!

There is a new generation of female students, young professionals, and future leaders, and this is OUR chance to help these women further develop their career and skill set. [Support your Foundation and industry by making a donation today!](#)



CBCC AGM Angie Teel, CMP with members of the Tulsa Vision Builders team



The newly renovated Grand Gallery as guests enter for the Ribbon Cutting Ceremony

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Allen Event Center Stays Busy with Successful Summer Events

In a summer that has seen virtually every large event canceled, Allen Event Center (AEC) has managed to stay busy hosting several successful small to medium-sized events that adhere to social distancing guidelines.

In June, AEC reopened its doors to host the Hot Tub & Swim Spa Blowout Expo. With proper social distancing and sanitization guidelines in place, the event attracted its largest audience to date at the arena.



At the same time, AEC reopened its Community Ice Rink in progressive stages, allowing coaches, instructors and skaters to return to the ice in a safe and controlled environment. Allen Event Center also hosted Lone Star 92.5's annual Summer Blood Drive with Carter BloodCare. Donors were encouraged to schedule an appointment time online and asked to follow social distancing guidelines while in the arena. The drive was an overwhelming success with 227 pints of blood collected, 52 pints over the goal.

In July, the arena hosted its largest event since the pandemic, the Allen Gun Show. Even with reduced capacity due to state and local guidelines and a mask ordinance in effect, the show shattered its two-day December 2019 attendance figure within hours of the first day. In all, close to 9,000 guests visited the show over two days.

Making all of these successful events possible was the hard work and dedication of Allen Event Center's staff, many of whom took on additional duties and projects. Staff members served in key guest service roles, assisted with ice building and performed various maintenance and cleaning projects during downtimes.

Allen Event Center will host even more events in August. The arena will serve as a drop-off site for Allen Community Outreach's Fill the Bus with School Supplies campaign to benefit Allen students in need. It will also host Rhea Lana's award-winning children's consignment event and a return visit by the Hot Tub & Swim Spa Blowout Expo.



Simmons Bank Arena's #MowMonday

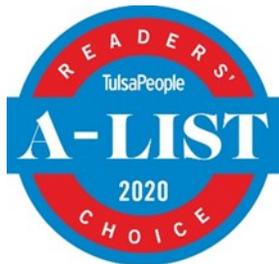
After #COVID19 forced us to furlough 13 of our staff including operations, our full-time administrative staff has stepped up and is participating in [#MowMonday!](#)

Thanks for being such a great team!

[#SavePublicVenuesNow](#)

Employees from left to right: Jared Lillard - Director of Finance, Sandra Stewart - IT Coordinator, Jeremy Flynn - Sales Manager, John Gillis - Director of F&B, John Dippel - Director of Ticketing, Madison Saulsbury - Senior Accountant, Joe DeGeorge - Director of Event Services, Wesley Holmes - AGM, Michael Marion - GM, Shay Matyja - Security Manager, Ronnie Aultman - Operations Manager

Tulsa's Cox Business Convention Center Makes the A-List



CBCC wins a position on Tulsa People's A-List

Cox Business Convention Center (CBCC) in downtown Tulsa has made the A-List yet again with its selection as "Best Event Venue" in Tulsa in the Tulsa People's 2020 Readers' Choice Awards. The win is included in the August issue of the magazine, and complements the venue's "Best Meeting Site in Oklahoma" recognition by ConventionSouth Magazine and "2020 Centers of Excellence" by EXHIBITOR Magazine and ranking the venue as a top 20 convention center in North America.

"We love introducing outsiders to Tulsa, but the citizens of Tulsa are tremendous supporters of our venue and we're proud to host the city's best events," said CBCC AGM Angie Teel, CMP.

"For over seven years Tulsa People readers have selected as the best venue for events and the recognition is a true compliment every year."

Crafting a Better Normal

As we begin to emerge from the pandemic's shadow, plans for reopening public venues and performing arts facilities are uncertain. Restrictions will gradually be lifted, with the primary focus on patron safety. If we want the show to go on, the health and safety of those who work in theatres must also be given high priority. Can all of us involved in venues help create a better place to return to work? Schuler Shook Principal Ted Ohl thinks so, as he writes about the health and safety of those for whom the theatre is the office.

[Check it out here.](#)

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Thank you to this month's newsletter contributors!



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