

## IAVM Holiday Advocacy Media Campaign

IAVM is launching a new advocacy media campaign for ALL of our venue members. An “our favorite things” campaign will highlight the loss of joy these many holiday events bring to our communities, performers and guests alike. Elected officials at both the state and federal level need to understand how important local venues are to the communities they serve.

Earned media, stories reported in local TV news and newspapers, letters to the editor and op-eds, are the most impactful way to get the attention of lawmakers. We challenge every venue to work with your local media, chambers of commerce, local elected officials (mayors, city managers, etc.) and even your guests on this campaign. The social media component is important as well. If we work together, we can successfully highlight the fact that closed venues need federal and state assistance. Congress needs to act now. Sample social media messages for IAVM members:

- This holiday season won't be the same without our annual production of A Christmas Carol. Congress, don't be a Scrooge, help us bring back our holiday tradition in 2021!
- Missing our annual (FUNDRAISER NAME) that brings some much joy – Congress help us bring back our annual events in 2021!
- We're thankful for our guests and live events. We miss both. Congress, please pass COVID relief now so that we can remain afloat during this difficult time and safely re-open when appropriate. #SaveLiveEvents #CongressActNow
- This Thanksgiving we are grateful for all that XXXX (fill in the venue) does for our community even during a pandemic. We need you back, hosting live events again. Congress pass COVID-19 relief for live events and venues. #SaveLiveEvents #CongressActNow
- We are missing live events this holiday season and can't wait until (VENUE NAME) reopens at capacity. In the meantime, they need the help of Congress. Pass COVID-19 relief now. #SaveLiveEvents #CongressActNow

You can find the email contact information and Twitter handles for your [Senators](#) and [Representatives](#) in the [IAVM toolkit](#).

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Arkansas, Colorado, Kansas, New Mexico, Oklahoma, Texas, & Mexico

December 2020



## Safe December Programming at Coppell Arts Center

The [Coppell Arts Center](#) is getting into the holiday spirit and the team here is hard at work creating safe programming for the community to enjoy.

We are taking a deep dive into live streaming. We started with a prerecorded concert from one of our resident arts groups, but now we are streaming prerecorded content and live concerts from the Center. This holiday season, we will feature live concerts from both our resident orchestra and chorale art groups. The Center has also produced a Holiday Artisan Workshop Video Series with tips and tricks for the holidays.

As we are waiting patiently to host more live in-person events at our Center, our Managing Director Alex Hargis, filled the lineup this holiday season with even more virtual shows for our community to enjoy from their homes. Santa's Enchanted Workshop, a children's show, and A Winter Wonderful with We Banjo 3 and other world-class musicians such as Bela Fleck, Skerryvore, and BackWest. Coppell's community has raved about our drive-in series that started this summer, so to end the year with a bang, we have added a special drive-in virtual show featuring the Dallas Symphony Orchestra on December 26<sup>th</sup>.

We are pleased to report our COVID-19 safe in-person experience Digi Land, a digital game room, will now be available at Coppell Arts Center until January 30<sup>th</sup>. This date has been extended by six weeks due to popular demand for the event from the community. We have received much positive feedback about the event as families really appreciate having a space for kids to play while still being COVID-19 friendly. Patrons have a blast taking selfies at the selfie station, playing with the Draw Alive station, dancing in front of the kinetic energy art wall called Quantum Space, and playing the interactive floor games.

The Coppell Arts Center will continue to offer more virtual programming in January and some socially distanced live performances as well. Happy holidays from the Coppell Arts Center and we wish you a wonderful new year! Learn more about us at [CoppellArtsCenter.org](#).

## Walton Arts Center Hosts Two-Day Blood Drive with Live Entertainment

[Walton Arts Center](#) is giving its community the opportunity to give the gift of life this holiday season at its final 2020 blood drive with live entertainment. The two-day drive, Tuesday, Dec. 8, and Wednesday, Dec. 9, was held in Starr Theater.

Entertainment for community blood drives along with Saturday Cinema, other small concerts and performances are part of the Procter & Gamble Ghost Light Programming and made possible in part by supporters of the [Ghost Light Recovery Fund](#).

Walton Arts Center began hosting blood drives in May when the demand for blood rose due to the COVID-19 pandemic. This is the sixth blood drive at a Walton Arts Center venue and the fifth drive with live entertainment. In total, 321 units have been collected through these drives which also allowed Walton Arts Center to support 10 local musicians who performed for the donors.

**BLOOD DRIVE**  
10AM-4PM | DEC. 8 & 9

LOCATED AT  
Walton Arts Center

IN PARTNERSHIP WITH  
American Red Cross

# MONTHLY NEWSLETTER



## The Gift of Giving

It's been an incredibly difficult year for everyone in the live entertainment industry. When Covid-19 struck, it was the first industry to be affected by widespread closures and is likely to be the last to recover. So, this year [Theatre Projects](#) thought they'd do something different for the holiday season—something that will directly benefit some of the people who've been hit hardest.

Instead of sending their usual seasonal greetings cards and desk calendars to friends and colleagues, they're sending gifts to the communities they care about. This includes a monetary donation to a US-based arts organization as well as to a community charity.

But the spirit of fun and collaboration is an integral part of who they are, and they decided they didn't want to do this without some help. So, they've created a lighthearted quiz in three installments. The installments will be emailed to participants on the first three Fridays in December, and the winners can nominate where the prize money goes.

The quiz is open to everyone—all you have to do is participate! More information on the quiz, the donations, and how to participate is available on the [Theatre Projects website](#).

## 84 Year Old Gem Hall of State Shines Again

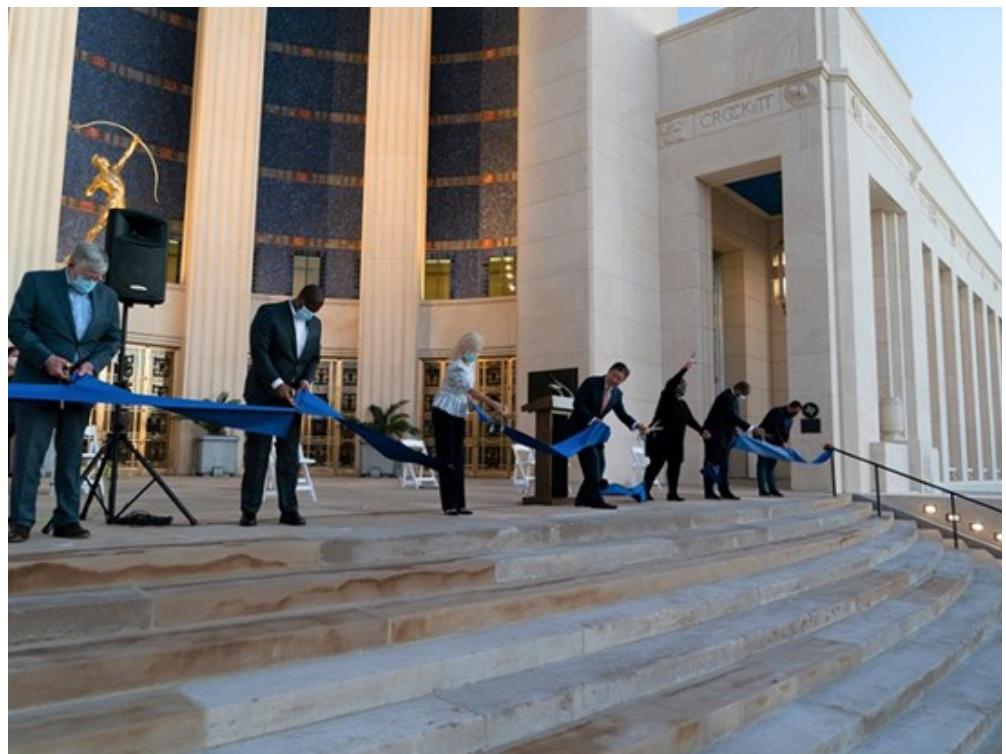
On Tuesday, November 10, 2020, the [Dallas Historical Society](#) hosted a ribbon-cutting to celebrate the recent renovations to the [Hall of State](#), one of Texas's most historic buildings, at the Spectra-managed [Fair Park](#) in Dallas, TX.

Built by the State of Texas for the 1936 Centennial Exposition, the Hall of State has hosted events honoring presidents, royalty, heads of state, and other dignitaries for over eighty years. Located just minutes from downtown Dallas, the Hall of State can be rented for private functions ranging from corporate dinners or meetings to weddings or gala social events. Rental fees support the operations of the Dallas Historical Society and represent their single largest revenue stream. The versatile venue can host cocktails in the impressive Hall of Heroes followed by a sumptuous dinner in the Great Hall, dancing under the stars in clear tents set up on the front lawn, a stockholders meeting in the Margaret and Al Hill Lecture Hall, or a product launch in the Texas Rooms. The possibilities are endless and the event support services offered by their team of experts assure every event to be a fabulous success.

The \$14 million bond project included a full restoration to the exterior, ADA improvements, plumbing, and HVAC upgrades, and interior restoration, including lighting fixtures and gilding the historic doors, as well as other enhancements. The contractor for the City of Dallas, Phoenix One Restoration and Construction, led the effort along with Gensler, Van Enter Studios, and many more.

Speakers at the ribbon-cutting included Dallas Mayor Eric Johnson, Dallas City Council Member Adam Bazaldua, Calvert Collins-Bratton (Dallas Park & Recreation Board President), John Jenkins (Dallas Park & Recreation Director), Willis Winter (Dallas Park & Recreation Director Emeritus), Veletta Forsythe-Lill (Chairman for the Dallas Historical Society), and Karl Chiao (Executive Director for the Dallas Historical Society).

More information on the ribbon cutting and the Dallas Historical Society can be found online [here](#).



## TAMU's APCC Adapts & Launches Podcast

Located on the campus of [Texas A&M University](#), the [Annenberg Presidential Conference Center](#) is an event facility that has had to truly adjust during this pandemic.

While events are on pause, the facility's event spaces have been used to host classes for students throughout the fall semester. Each room is equipped with socially distant seating and sanitation stations to promote a safe learning environment.

In addition to the new classes, staff at the APCC have found a new way to stay busy as well. TJ and Sarah are the hosts of the conference center's new podcast, [Coffee Talk](#). The duo discuss a variety of event related topics currently taking shape during COVID-19. A new episode is posted bi-weekly and you can listen on YouTube, Apple Music, and Spotify.



## Fair Park Drive-In Series Enjoys Successful Fall Season



On Friday, November 20, over 350 cars rolled into [Fair Park](#) in Dallas, TX to see EDM DJ NGHTMRE for the last concert of the 2020 Fair Park Drive-In season. From August through November, Spectra hosted 13 drive-in events and sold more than 3,000 tickets. The October and November dates in the Fair Park Drive-In series featured national touring acts like Rickey Smiley, Mt. Joy, and Subtronics. These events continue to demonstrate how Spectra has shifted its operations at Fair Park to allow for safe public gatherings and entertainment options at the park during the pandemic.

## UT Austin's TPA Seeks to Hire Director of Finance & Administration

UT Austin's [Texas Performing Arts](#) (TPA) is seeking a Director of Finance and Administration to lead financial, business, and HR areas for the organization.

The Director of Finance and Administration is a senior leadership team member whose role ensures organizational fiscal health, maintains a comprehensive understanding of the organization's economics, supports decisions grounded in financial realities, accomplishes TPA's administrative needs within the context of university business practices, and promotes a supportive employee culture in compliance with university HR policies. Overall, the role fulfills strategic connections between mission, money, processes, and people.

For details and application, please visit the [job posting](#).



# MONTHLY NEWSLETTER



## Celebrating the Holidays Safely at Walton Arts Center

Walton Arts Center is home to Holidaze, a vintage holiday pop-up bar in the Bradbury Amphitheater and Rose Garden, Sudduth Garden Room and Joy Pratt Markham Gallery for 40 days throughout the holiday season. This free event supports local hospitality workers and non-profits. Reaction to Holidaze has been extremely positive, not only to the fun and festive décor, but also to safety practices in place. The key to creating a safe, comfortable environment has been expanded social distancing, strict COVID-19 prevention protocols, and a variety of seating and service options. Patrons have the opportunity to make reservations or walk up to the bar for seating, choose to sit inside or outside, and even get a to-go drink and take a walk to the square to view the Lights of the Ozarks.

As part of Procter & Gamble Ghost Light Programming on the Walton Arts Center stage, some of the top jazz artists in Northwest Arkansas will come together for Jazz for the Holidays, presented in partnership with the Northwest Arkansas Jazz Society on Saturday, Dec. 12. "The Northwest Arkansas Jazz Society is a long-time presenting partner with Walton Arts Center, and we're lucky to have their support for jazz in our region," said Jennifer Ross, director of programming. "Robert Ginsburg curated the evening's ensembles of supremely talented locals for a holiday show that's sure to bring joy to the season."

No other style of music sounds more like the holidays than jazz. This show will celebrate the sounds of the season with three unique ensembles: the Claudia Burson Quartet, Holiday on the Beach and Lighthouse Saxophone Quartet.



Walton Arts Center is also hosting two holiday traditions again this year. The Community Creative Center's annual Holiday Gift Market, located in the atrium to allow for social distancing, features one-of-a-kind gifts by local artists to support the Community Creative Center and is open Tuesday through Saturday through Dec. 23. On Dec. 23, Walton Arts Center will also host screenings of *The Polar Express* as part of Procter & Gamble Ghost Light Programming. Patrons can wear their best holiday pajamas and snuggle in to watch the show. Ghost Light Programming is presented by Procter & Gamble and provided in part by supporters of the [Ghost Light Recovery Fund](#).

## El Paso's Annual WinterFest Goes Virtual in 2020

El Paso WinterFest, an annual event in Downtown El Paso that typically features an ice skating rink, holiday events, music, holiday markets, movies and more, is going virtual this year for the safety of the community.

On December 5, WinterFest kicked off with an online celebration via their Facebook page with video programming in the evening.

The festive event included an array of virtual programs created by the City's Quality of Life Departments, the El Paso International Airport, and Destination El Paso. In addition, the Parks and Recreation Department went live with performances from local talent.

A standout event from this year's WinterFest will be A Christmas Carol, a version of the classic tale of Ebenezer Scrooge, streaming online throughout the month and featuring Jefferson Mays, a Tony Award winning actor.

El Paso WinterFest will host events throughout the month of December until January 3, including crafting, cooking, take-home kits from local businesses, music, a virtual mercado and more.

Visit [EPWinterFest.com](#) and @epwinterfest on social media for a full schedule of events throughout the season.



## A Winter Wonderland of Events at Tulsa's Cox Business Convention Center

Cox Business Convention Center (CBCC) in Tulsa, Oklahoma is staying busy this holiday season with events and holiday programming throughout the building, especially in the newly revealed Grand Hall. This renovated space offers over 40,000 square foot of flexible space and has proven to be in high demand as events require more distancing.

Since hosting the Grand Reopening Ribbon Cutting ceremony after the \$55 million renovation in August, the Grand Hall has hosted dance classes, photo and video shoots, and a wedding reception. This week, it is also host to Tulsa Ballet's "The Lost Nutcracker."



The ASM Tulsa team has also created a monthly Dine & Wine series featuring our very own Chef Devin Levine, CEC. The first Dine & Wine was in November and limited to 45 guests. The evening began with complimentary valet and entrance into the venue's new three-story glass atrium, the Grand Gallery, before guests were led to the brand new chef-designed kitchen and seated according to safety and guest preference. The six-course meal was designed by Executive Chef Levine, offered wine pairings from Gamble Family Vineyards, and featured live music from Tulsa Symphony performers. The live music was made possible through Tulsa Film, Music, Art, and Culture's "Play Tulsa Music" initiative helping keep musicians in business throughout the pandemic. The second installment of the ASM Tulsa Dine & Wine took place December 12, with a "Winter Wonderland" theme and live jazz music.



CBCC's culinary team also created a successful Thanksgiving To-Go Dinners event, which helped make holiday dinner look easy in Tulsa, as well as providing food and beverage services for both public and private events, craft services for three back-to-back film productions, and off-site catering, with the most recent catering event having the team prepare lunch for 6,000. What's wild is, this isn't the team's first time creating a meal for over 6,000!

In such a non-traditional year, CBCC is honored to offer some traditional holiday events and wish our fellow IAVM members the best holiday possible.

## North Texas Food Bank Feeds Thousands at Fair Park

On Saturday, November 14, the North Texas Food Bank (NTFB), in conjunction with Spectra and Fair Park First, hosted its fifth and largest mega food distribution event at Fair Park in Dallas, TX. At this event, the NTFB distributed 7,200 turkeys, 600,000 pounds of food, and 500,000 meals to an estimated 25,000 people. A host of local organizations joined the NTFB, Fair Park First, and Spectra to make this event possible, including In The City for Good, MWL Cares, The Big Good, The Gary Patterson Foundation, the Enrico Foundation, the Baptist Ministers Union, and the Dallas Police Department.

In total, since the COVID-19 pandemic began, the NTFB has distributed 1,257,411 pounds of food and 1,047,843 meals to 13,268 households and approximately 55,000 people at Fair Park between the five mega distributions.



# MONTHLY NEWSLETTER



## Curtis Culwell Center Hosts First Socially Distanced Arena Event

In November, [Garland ISD's Curtis Culwell Center](#) had their first successful socially distanced arena event since the beginning of COVID-19.

The CCC hosted a total of four games for the 2020 UIL Volleyball State Championships 1A-4A on November 21. The 4A game was a sellout. Due to the state of Texas and Dallas county social distance guideline of 6', the capacity was limited to 1179 versus 6860. State and county guidelines were carefully enforced throughout the event. Face coverings were required, temperature checks were mandatory, all transactions were cashless, and ticketing was entirely mobile. At the conclusion of each game, the building was cleared and sanitized before doors opened for the next game. The CCC will be hosting the UIL Volleyball State Championships 5A and 6A on December 12.

For more information about the Curtis Culwell Center and our event calendar, visit our [website](#).

## CPC Hosts First Events with New Safety Measures

On November 25, [College Park Center](#) (CPC) at [UT Arlington](#) hosted a basketball doubleheader; UTA Lady Mavs vs TX A&M Commerce and UTA Mavericks vs OK State, with great success. The games were the first ticketed events held in the arena since COVID-19 forced event cancellations in March.

In anticipation of returning events, CPC created an extensive reopening guide for events and, pursuing GBAC STAR™ accreditation, the operations team has taken the time to assess cleaning and sanitation procedures and adapt them. New safety measures for events introduced socially distanced seating with a reduced capacity of 624 for UTA basketball. Face coverings were required, tickets and parking passes for the games were sold only online in advance, app-based ticketing was utilized, and a no bag policy debuted to reduce contact between guests and arena staff on entry. A detailed communication plan was implemented to keep fans informed of the new arena policies before attending events as well as consistent reminders.

"It's great to be able to take this next step in our reopening plan and welcome guests back into the venue," states Jeff Davis, executive director. "Our team has been hard at work over the past many months preparing for this, and the success of these games is attributed to their hard work, passion for the industry, and dedication to the safety of our staff and guests."

The day was a big win for the Lady Mavs and staff as they celebrated a successful return of events to the arena. Venue leadership continues to gather feedback and work to ensure the ongoing safety and success of events.



## Reed Arena “For King & Country” Parking Lot Concert

Texas A&M University’s [Reed Arena](#) welcomed its first parking lot drive in concert to the venue and the surrounding lots on December 4<sup>th</sup>. The concert was presented by KSBJ in conjunction with arena.

There were 361 parking spaces available for sale and spaces sold out about three weeks in advance, along with the other two shows in Houston, with 70% of sales from outside the Bryan - College Station area. Guests were allowed to bring as many guests as there were seatbelts in their car and there were no restrictions on types or vehicles.

Each row of parking had its own letter designation and price level for guests to see upon arrival. Vehicles were directed to park in the first open space in their purchased row and cones blocked off the spaces around them on either side and in the front or back. Fans were allowed to sit in the open space to the left of their car in lawn chairs as long as they stayed with their vehicle’s party and wore face coverings the entire time. Merchandise tents and concessions were made available along a closed off road near the arena, and the arena was open for bathroom use.

The concert as a whole went very smoothly, though there were some setbacks in the parking plan. The arena parking plan was to start parking on one end, not skipping any spaces, until the row was filled to ensure late arrivals would not be parking near the middle and disrupting the show as it was occurring. Many early arriving guests expressed concerns that they got there early to get a prime spot in the middle. The team stuck to the original plan the best as possible, made exceptions where need to maintain customer satisfaction. In the future, the arena will likely start from the middle and go out both ways as cars arrive or park the front of the row first. There wound up being only handful of late arrivals thankfully, so there was not much disruption. Fire pits also caused somewhat of an issue as they were on the Prohibited Items list, but several patrons set these up and lit them as the evening got colder causing staff to ask the guests to ensure they were extinguished for safety reasons.

The vast majority of people stayed in their designated pods to the left of their cars and wore their masks for the show. Egress of traffic was smooth and clear thirty minutes of show end. The For King & Country crew and KSBJ were exceptional to work with and the show was a great success. Reed Arena looks forward to future drive-in concerts at the venue so the community can enjoy live entertainment in a safe and responsible way.



## Wal-Mart Brings Holiday Spirit to Cotton Bowl Stadium

On December 5<sup>th</sup>, Walmart brought its drive-in Holiday Drone Light Show to [Cotton Bowl Stadium](#) at Spectra-managed [Fair Park](#) in Dallas, TX.

More than 900 drones soared high above the stadium, creating holiday-themed images and shapes that could be seen for miles. Over 1,100 cars attended two free shows.

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