



# Newsletter

Colorado New Mexico Oklahoma Arkansas Texas Kansas Mexico

June 2020

## Walton Arts Center Gives Back to Donors During Red Cross Blood Drive



With no shows in the house until this fall, [Walton Arts Center](#) is putting the nonprofit performing arts center's Walker Atrium to use on Wednesday, May 27 by hosting a Red Cross community blood drive from 10 am until 3 pm, complete with entertainment for donors.

"It's a small way to give back to these blood donors," said Jennifer Ross, director of programming at Walton Arts Center. "But it's also a way to support some of our local musicians who have been struggling since live performance opportunities have been put on hold for the last few months."



Performers were positioned in the Pace Balcony Lobby, and blood donations were taken in Walker Atrium in accordance with social distancing guidelines. The entertainment schedule for the blood drive included:

10 - 10:30 am	Best of VoiceJam Screening
10:30 - Noon	Ben Harris
Noon - 1 pm	heARTs to homes Screening - Virtual Trail Mix and Artosphere episodes
1 - 2:30 pm	Smokey & the Mirror
2:30 - 3 pm	Best of Artosphere Festival Orchestra Screening

While this was a relatively simple thing to do, it was very popular with the staff, the artists, blood donors, the Red Cross and the news media. The one-day blood drive resulted in the collection of 37 units, well above the 25 unit goal, which will save 11 lives. It also produced news stories that ran multiple times on two local television stations and one in Little Rock, and photos in the local newspaper.

## Simpson Promoted to Director of Operations for Walmart AMP



Stephanie Simpson has been promoted to director of operations for the [Walmart AMP](#).

In her expanded role, Simpson will be responsible for operational set up and execution of events, managing more than 200 front of house personnel, developing policies and procedures for the venue and customer service and safety of staff and patrons. Simpson has been part of the AMP team for more than 11 years, most recently serving as director of front of house and client services.

## Berry Center of Northwest Houston Opened its Doors for the First Time Post COVID-19 on June 1-6 for Cy-Fair Independent School District Graduations



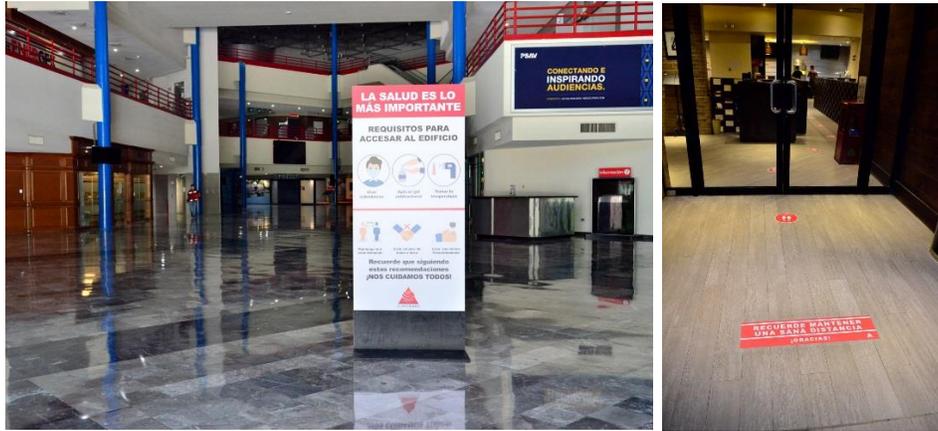
After months of being closed, on May 5, the governor of Texas announced that outdoor graduations would be allowed. Berry Center was presented with the challenge to host Cy-Fair Independent School District's 12 graduations (2 graduations a day) while insuring 6' of social distance between students and guests when at all possible. It took 4 weeks with all hands on deck to brainstorm and implement the transformation the Cy-Fair FCU Football Stadium into a beautiful outdoor graduation site.

Captured in the photo above, the stadium bleachers were taped off to signify each group of four spaced 6' apart and seated at every other row. By allotting only 4 reserved tickets per student we were able to maintain a safe capacity while allowing every student to have the opportunity for loved ones attend graduation. Walkways were filled with "Stand Here" stickers, sanitizing stations, and flagging to help mitigate community transmission of COVID-19. Attached is the video sent to students and guests to advise them in advance of our social distancing and health protocols. Go to: <https://www.facebook.com/cyfairisd/videos/708444503247694>

After each graduation, the entire Berry Center Staff worked to reset for the next graduation. Seating, radios, ticket scanners, restrooms, and water stations were all sanitized after each ceremony to prepare a disinfected canvas for the next school.

For months, CFISD was unsure on whether their seniors were going to have the privilege of walking across the stage to receive their diploma. The Berry Center staff was honored to be presented with this challenge that allowed the 8,700 seniors to have this experience and watch the sun set over their high school career.

## CINTERMEX SAYS THEY ARE READY TO OPEN!



CINTERMEX International Convention and Exhibition Center (Monterrey, Mexico) is ready to welcome the events once the authorities give the *green light*.

We have been maintaining partially open to bring service to the companies that have their offices in the building (parking, security, cleaning, and food through our Food truck). We also continue with maintenance, cleaning, and sanitation, as well as conditioning the facilities for the new normal.

A “Pandemic Response Committee COVID-19” was established with the objective of guaranteeing compliance with all the sanitary security measures in our venue determined by the health authorities.

The operational staff is in training of the new guidelines for safety, hygiene, sanitation of equipment, etc. The office staff is in training of the protocols from home (via videoconference).



On June 3<sup>rd</sup> we finished the 4<sup>th</sup> webinar organized by CINTERMEX to provide solutions to our stakeholders:

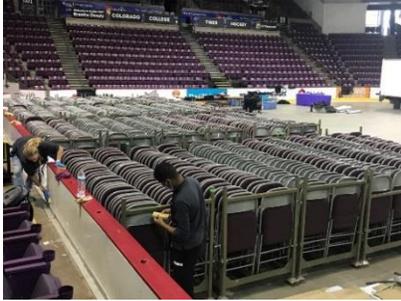
- Build your Digital Marketing strategy
- Hybrid events
- How to flatten the emotional curve in the face of the crisis?
- Virtual events 101

Similarly, through our social media and Newsletters, we share relevant information about the venue, the city, events, and preventive measures for COVID-19.

CINTERMEX maintains its conviction that the meeting tourism industry is a fundamental part of the reactivation of the economy, we are ready to give mobility to it.

## The Broadmoor World Arena and Pikes Peak Center Getting Ready for the New Normal.

“Getting ready for the new normal...” everyone is saying it, but what does it mean? At our venues in Colorado Springs – The Broadmoor World Arena and Pikes Peak Center for the Performing Arts – it means redoubling our efforts toward our mission and finding new ways to bring world-class entertainment and community support to our region.



We’re thoroughly sanitizing the building and making repairs, as well as painting, organizing storage spaces, and redecorating offices. We’re using this time to take care of those “To-Do” lists that have been building for a while.



Equally as important, if not more so, we’re also reaching out to our patrons during this time to engage them in various ways. On May 20 at 8:20 p.m. (20:20 military time) we “shined a light” on our marquees to congratulate the 2020 graduates who would have normally graced our halls and arena on their graduation days.



We’re communicating with our social media followers, inviting them to post videos on our pages to show us their talent when we can’t bring the talent to them in a traditional fashion.

We’re producing a yoga and craft beer event on the grassy lawn of our amphitheater, and welcoming everyone for a few drive-in movie nights. When we worked with the local courthouse to hold jury selection for an upcoming trial in our venue, “normal” definitely took on a new meaning.

This time has allowed us to stretch our imaginations and look far beyond the typical realm for new ways to generate business and entertain fans. We’ve discovered innovative uses for some of our assets that, surprisingly, might even find their way into our “normal” repertoire in the future.

B.B.F.N! Bye-bye for now!



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**Thank you newsletter contributors this month!**

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Jasmine Shannon – Berry Center

Jennifer Wilson - Walton Arts Center/Walmart AMP

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