

# A Safe Night Out

Strategic Planning for Nightlife &  
Entertainment Areas



## Introduction

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Safe Night LLC provides state and local governments the training and strategies they need to reduce alcohol related harm and improve economic viability in nightlife and entertainment areas. Safe Night also provides restaurant owners and staff with a variety of training that supports unified strategic planning.



### MPO Dimitrios (Jim) Mastoras

Master Police Officer Jim Mastoras has served for over twenty years and is currently the Restaurant Liaison Officer for a Northern Virginia jurisdiction. He developed and implemented strategies to reduce alcohol related harm while establishing trustful relationships with restaurant owners. The strategies were adapted from the Best Bar None model in the United Kingdom. The program focuses on best practices and law compliance for restaurants to increase safety and economic viability. Jim is also a certified TIPS trainer.



### Molly Mastoras, MA, LPC

Molly Mastoras is a Licensed Professional Counselor in Virginia. She has worked as an assistant program director for the Fairfax County Juvenile & Domestic Relations District Court and as a social worker for the Fairfax County Office for Women. Molly has extensive experience working with survivors of sexual assault and domestic violence in these settings as well as in private practice. Molly developed the Safe Night Active Bystander training and the Relationship-Based Approach.



Data collection and operational analysis direct evidence based strategies aimed at reducing alcohol related harm.

### **Collect Data and Identify Issues Through Analysis of Nightlife Areas**

Safe Night LLC will identify data to collect and evaluate issues in nightlife and entertainment areas. Conducting economic and social impact research will support allocation of resources and funding for all involved agencies. Evaluation of calls for service by public safety agencies is only a small part of data collection.

### **Conduct Operational Analysis and Evaluate Resources**

Operational analysis of municipal resources allows for a unified strategic plan that will benefit businesses, agencies, and the community. An approach that is scalable is vital to getting a plan into action. The strategic plan relies on assessment of budget and workforce capabilities.

Municipalities across the country struggle with how to manage, distribute resources, and keep nightlife areas safe. Developing a strategy that involves all municipal agencies is the most effective way to manage emerging and established nightlife or entertainment areas.



Identify stakeholders and establish mutually beneficial relationships.

## Identify Stakeholders and Establish Mutually Beneficial Relationships

Relationships and collaboration are the keys to improving nightlife safety. Include all individuals and agencies that have a vested interest in establishing a safe and economically viable entertainment area. Safe Night LLC will provide the tools and techniques that are vital to establishing long lasting mutually beneficial relationships.

Stakeholders who are necessary for success include:

- Restaurant/Bar Owners
- Restaurant/Bar Staff
- Restaurant/Bar Security
- Business owners (Supporting venues)
- Municipal Leadership
- Police/Fire/EMS
- Department of Alcohol Beverage Control
- Prosecutor's Office
- Department of Public Health
- Code Enforcement
- Department of Transportation
- Department of Parks & Recreation
- Department of Social Services
- Economic Development Office
- Community Civic Associations
- Business Improvement Districts



**Train and empower  
government employees  
to be problem solvers.**

## **Establish a Multi-Agency Task Force and a Unified Strategy**

Once data is collected and resources evaluated, a formal strategy is established and implemented. To ensure they are meeting the collaborative mission, agencies will develop a system to share information and provide training.

Prioritizing cross training of skills and creating a culture of collaboration will empower employees to solve problems. Once trained, municipal staff will be able to solve issues rather than “pass the buck” to other agencies.

Public safety and health agencies collaborate to create standards and effective practices for nightlife establishments.



Mutually beneficial relationships between stakeholders are vital for long-term success.

### **Relationship-Based Approach**

The Relationship-Based Approach is the foundation of establishing trust with business owners and the community. Using methods adapted from Motivational Interviewing, an evidence-based practice, officers will learn how to facilitate cooperation rather than demanding it. All municipal agency employees can be trained to adopt this method for success.

The focus of the Relationship-Based Approach is through mutually beneficial relationships to effect long-term change and success. Traditional enforcement is reserved for operators that do not act in good faith and are unwilling to change. Municipal employees are taught consistent enforcement measures and how to apply the law in a fair and equitable manner.

The Relationship-Based Approach demonstrates how to achieve sustainable solutions through voluntary compliance. This is contrary to traditional enforcement alone, which generates distrust without addressing the cause of the issue.

## Safe Night Active Bystander

We provide municipal staff the strategies they need to implement the Safe Night Active Bystander sexual assault and harassment training within their jurisdiction. Communities that make safety a priority are more likely to thrive and be economically viable. Empowering the community and restaurant staff to intervene before incidents occur helps keep nightlife areas safe.

### “Ask For Angela”

Safe Night LLC supports the "Ask For Angela" campaign created by Hayley Child, Substance Misuse and Sexual Violence & Abuse Strategy Coordinator for Lincolnshire County Council, in Lincolnshire, UK.

*“The ‘Ask for Angela’ posters are part of our wider #NoMore campaign which aims to promote a culture change in relation to sexual violence and abuse, and empower victims to make a decision on whether to report incidents.”*

*-Hayley Child*

# #ASKFORANGELA



Safe Night Active Bystander training can help reduce incidents of sexual assault.

## Develop Training and Policies for Restaurant and Bar Staff

Empower restaurant staff to comply with the law and adopt effective practices by providing training, policies, and expectations. The benefits of staff participating in training will be measured in a reduction of alcohol related harm, reduced liability for staff, and a safe environment for patrons.

### Training for restaurant/bar staff:

- Guardianship model
- Fake identification detection
- ABC laws
- Responsible alcohol service
- Criminal and civil liability
- Incident reporting
- Safe Night Active Bystander training
- Security
- Public safety expectations
- Crowd management
- Occupancy

### Standards and policies:

- Best Bar None accreditation model
- Standards developed by public safety agencies
- Employee policies



**Formalized employee policies and training can help reduce liability.**



**Businesses, residents, and government collaborate to have positive social and economic impacts.**

## **Collaborate to Reach Mutually Beneficial Outcomes**

Adopting a unified strategy can reduce the draw on municipal resources, reduce budget demands, and positively impact other ancillary systems. Over regulation and enforcement can have negative impacts on building relationships and developing trust. Allow the community and businesses to contribute when developing policies that affect them most. Businesses operate safely and maintain compliance with the law when they have training, policies, and guidance.

Through collaboration, all vested stakeholders can achieve what is most important to them: businesses increase economic viability and lessen staff turnover, community members live in a safer neighborhood with a higher quality of life, and the municipality has the tools to reduce alcohol related harm without draining resources.

When all stakeholders invest equally, their needs can be met with meaningful and tangible results.

## **Build Upon Relationships to Broaden Reach and Effectiveness**

Public-private partnerships can improve safety, efficiency, and quality of life. For example, coordinated efforts such as establishing loading zones for ride-share vehicles and taxis and using dedicated shuttles are ways to get people home safely.

Public awareness programs and non-profit organizations also provide information and assistance. Public safety, local businesses, and the community work together to raise and awareness about safety and responsibility in regard to alcohol.

Building upon a solid foundation of relationships and trust allows for more innovative ways to improve the functionality of nightlife and entertainment areas.



Special events and festivals can be economic drivers.



### **Vibrancy and Economic Viability**

Arts, culture, music, and special events create vibrancy. Nightlife and entertainment stimulate the local economy and help many communities overcome budget short falls. Increased employment, sales tax revenue, and tourism may allow municipalities to increase budgets and services.

## Conclusion

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A holistic approach is necessary to the success and investment by all stakeholders in a nightlife area. Implementing a unified strategy will demonstrate to businesses and the community a commitment to making nightlife and entertainment areas safe.

Safe Night LLC is committed to giving local governments the resources, education, and guidance necessary to institute an economically viable approach. Safe Night LLC provides specific, applicable guidance to effectively adopt and practice the Safe Night Relationship-Based Approach.

Contact Safe Night LLC today to schedule a consultation to improve your municipality's nightlife or entertainment area.

**Safe-Night.com**

(571) 306-1092

## Reference Guides

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Many guides available are meant to give municipalities a broad overview of planning and implementation of strategy. These include:

- Responsible Hospitality Institute (RHI)  
**Planning, Managing and Policing Hospitality Zones 2006**
- NYC Hospitality Alliance/NYPD  
**Best Practices for Nightlife Establishments 2018**
- Washington, D.C. Metropolitan Police Department  
**Best Practices for Nightlife Establishments**
- San Francisco Entertainment Commission  
**Safety and Security Best Practices for Nightlife Establishments**
- Seattle Nightlife Initiative  
**Nightlife Establishment Handbook**
- City of London, UK  
**Safer Nightlife Guide**
- National Counter Terrorism Security Office (NaCTSO)  
**Counter Terrorism Protective Security Advice for Bars, Pubs, and Nightclubs**

While these guides are useful and impart perspective into common strategies used in the U.S. and in Europe, they do not provide the specialized techniques and analysis Safe Night LLC will provides to municipalities.