



# ANNUAL REPORT 2019





## TABLE OF CONTENTS

Message from the owners _____	5
2019 Highlights _____	6
Partnerships _____	7
Memberships _____	8
January 2019 _____	9
February 2019 _____	10
March 2019 _____	11
April 2019 _____	13
May 2019 _____	14
June 2019 _____	15
August 2019 _____	16
September 2019 _____	17
October 2019 _____	18
November 2019 _____	20
December 2019 _____	22
Looking forward _____	23

Our mission statement:  
“ To increase safety and vibrancy  
by building mutually beneficial  
relationships between all  
stakeholders, businesses, public  
safety agencies, and residents.”



## MESSAGE FROM THE OWNERS



On behalf of Safe Night LLC, we are pleased to present the 2019 Annual Report featuring the work and accomplishments of the past year. We want to share our vision to improve safety and vibrancy in nightlife and entertainment areas in communities across the US and the world.

Safe Night has had a productive and successful 2019 by partnering with organizations that share our passion for improving safety through mutually beneficial relationships between all stakeholders. We are pleased to see concepts such as “night mayors” and the multi-component approach being implemented across the world in cities that value their nighttime economy.

In 2020, we hope to continue to spread our concepts of the unified approach in managing all aspects of nightlife by improving the quality of life for all those who work, visit, and live in these areas.

A handwritten signature in black ink that reads "Molly Mastoras, MA, LPC". The signature is written in a cursive, flowing style.

Molly Mastoras, MA, LPC  
Owner

A handwritten signature in black ink that reads "Dimitrios Mastoras". The signature is written in a cursive, flowing style.

Dimitrios Mastoras  
Owner

# 2019 HIGHLIGHTS

## Strategic Highlights

One of our main goals for 2019 was to increase engagement with organizations that share our strategic goals of improving safety and vibrancy. We are proud of the work these organizations have accomplished and are excited to contribute to their mission of improving safety. Partnerships with Best Bar None UK, ABC Consulting, “Ask for Angela”, and TIPS strengthen the quality of our collective work.

## Operating Highlights

Safe Night has produced a high level of work that is to available to public safety agencies, economic development, business improvement districts, and private organizations. In 2019 we unveiled “A Safe Night Out,” our unified approach to managing nightlife and entertainment areas safely. We also introduced our online training platform to increase safety and reduce liability for restaurant staff and security.



## The Future

In 2020, Safe Night will continue to expand by providing our concepts to municipalities, economic development, business improvement districts, public-private partnerships, and private businesses that wish to improve their nighttime economies. By allowing vested stakeholders to have a role in managing nightlife and entertainment, accountability and successes increase for all.



## PARTNERSHIPS

Safe Night has partnered with Best Bar None to bring the voluntary accreditation model to the United States. Best Bar None is an accreditation model, which is aimed primarily at promoting responsible management, and operation of alcohol licensed establishments. It was piloted in Manchester, UK in 2003 and found to improve standards in the evening and nighttime economy, with bars and restaurants now competing to participate. It has since been adopted by 75 towns and cities across the UK and is now being taken up internationally.



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

**#ASKFORANGELA**

Safe Night partnered with ABC Consulting to enhance our clients' businesses. Since 2009, ABC Consulting has been executing strategies for the alcohol industry community. They provide a host of services to meet licensing requirements and reduce liability.

**ABC**   
**CONSULTING**  
*Alcoholic Beverage Industry Experts*



TIPS® (Training for Intervention ProcedureS) is a dynamic, skills-based training program designed to prevent intoxication, drunk driving and underage drinking by enhancing the fundamental "people skills" of servers, sellers and consumers of alcohol.

# MEMBERSHIPS

Safe Night's Molly Mastoras, MA, LPC, was selected as a member of the Washington Regional Alcohol Program (WRAP) Board of Directors. Founded in 1982, the nonprofit [501(c)(3)] WRAP is an award-winning, public-private partnership working to prevent drunk driving and underage drinking in the Washington Metropolitan area. Through public education, innovative health education programs and advocacy, WRAP



is credited with keeping the Washington, DC area's alcohol-

related traffic deaths consistently lower than the national average. WRAP, however, may best be known to area residents via the organization's popular free safe ride service for would-be drunk drivers, SoberRide, know best. - WRAP



We are proud of our membership in the American Society of Evidence Based Policing (ASEBP). Membership with the ASEBP is open to police officers, professional organizations, research institutions, community groups, and any other organization working in or having an interest in making a positive impact in the criminal justice field through using the best available research evidence.





## JANUARY 2019

### Safe Night Active Bystander training and “Ask for Angela”.

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



**#ASKFORANGELA**

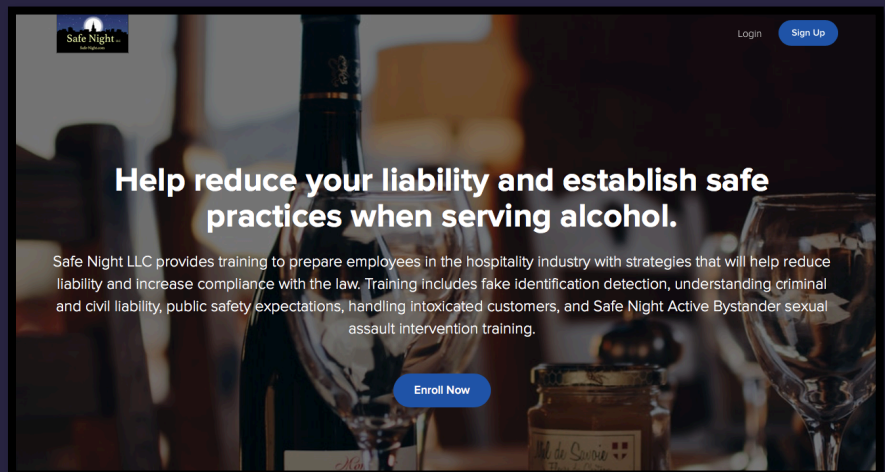
Safe Night supports the "Ask For Angela" campaign created by Hayley Child, Substance Misuse and Sexual Violence & Abuse Strategy Coordinator for Lincolnshire County Council, in Lincolnshire, UK. This patron safety program compliments our Safe Night Active Bystander training and creates a sense of guardianship among restaurant staff.

## FEBRUARY 2019

Safe Night online training platform for restaurant staff and security is launched.

Safe Night provides training to prepare employees in the restaurant, bar, and hospitality industries with strategies that will help reduce liability and increase compliance with the law. Online training includes fake identification detection, understanding criminal and civil liability, public safety

expectations, managing intoxicated customers, in-house documentation, and the Safe Night Active Bystander sexual assault intervention training.



## MARCH 2019

**A Safe Night Out unified approach is introduced to municipalities, economic development, and business improvement districts.**

Safe Night provides municipal staff the tools needed to establish a multi-agency unified strategy and implement the Safe Night Proactive Alliance Approach. A Safe Night Out is available to in a four-day class for or in a one-day overview workshop.

### **Understanding and Evaluating Need for a Nightlife Approach**

Safe Night provides training and strategies needed to reduce alcohol related harm and improve economic viability in nightlife and entertainment areas.

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

Conducting economic and social impact research will support allocation of resources and funding for all involved agencies.

### **Operational Analysis/Identify Stakeholders**

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 Proactive Alliance Approach**

The Proactive Alliance approach is the foundation for establishing trust with business owners and the community. Using methods adapted from counseling psychology concepts, staff will learn how to best facilitate cooperation and teaches enforcement agencies and police to work side by side with stakeholders to reach mutually beneficial outcomes.



### Safe Night Active Bystander

Introducing the Safe Night Active Bystander training to your community can increase safety and awareness of sexual assault and harassment. Communities that make safety a priority are more likely to be economically viable.

### Training and Policies for Restaurant-Bar Staff/Accreditation Program

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. Safe Night can also introduce an accreditation model for restaurants and bars using the Best Bar None scheme.



### Broaden Reach and Effectiveness/Vibrancy and Economic Viability

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 effective ways to get people home safely.

### Validity

A Safe Night Out is supported by research in reducing alcohol related harm. The clearest indication of effectiveness resulted from multi-component programs such as ours. Find more information in: *Reducing Harm in Drinking Environments - Evidence and Practice in Europe* (2010) by Karen Hughes, Lindsay Furness, Lisa Jones and Mark A Bellis - Centre for Public Health - WHO Collaborating Centre for Violence Prevention.

## APRIL 2019

### Visit Loudoun Craft Beverage Industry Forum

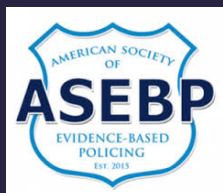
Safe Night's Dimitrios (Jim) Mastoras and Molly Mastoras, LPC participated in Visit Loudoun's Craft Beverage Industry Forum. The brewery and winery owners were introduced to Safe Night's unified approach to managing safety and vibrancy. Safe Night's partner, Kevin Anderson of ABC Consulting, also provided valuable information for owners to help reduce liability. In 2020, Safe Night will be collaborating with ABC Consulting to introduce further strategies to reduce liability and improve economic vibrancy.

*Communities continue to look for ways to manage their nightlife and entertainment areas. This task has fallen on the police alone but should be a collaborative effort that considers the needs of all stakeholders. Police actions such as enforcement only and shutting down businesses are proven to build adversarial relationships and do not improve safety and trust.*



## MAY 2019

### American Society of Evidence-Based Policing Conference in Cincinnati, OH



Safe Night's Dimitrios Mastoras attended the policing conference to expand knowledge of evidence-based policing concepts and application and to further enhance nightlife management strategies using evidence-based strategies and concepts.



### VCPI Community Policing Roundtable

The Virginia Center for Policing Innovation (VCPI) hosted a community policing roundtable featuring programs and initiatives from around the country. Safe Night's Dimitrios Mastoras was invited to speak about how the

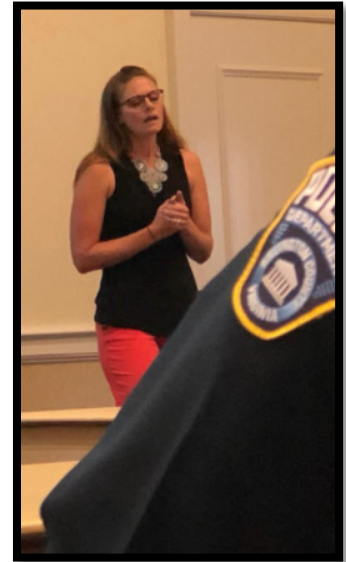
relationship-based approach was used in establishing the Arlington Restaurant Initiative. VCPI uses each of the identified programs to create content for officers across the country to better connect with their communities and solve problems.



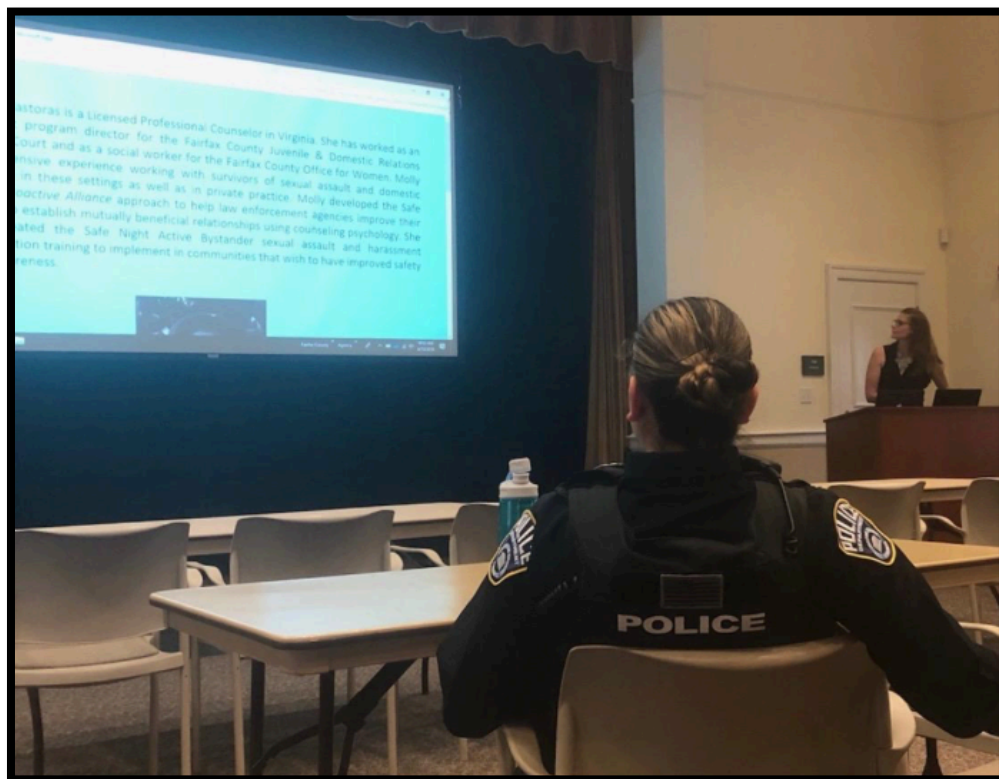
## JUNE 2019

### Washington D.C. Regional Law Enforcement Peer Support Meeting

Washington D.C. Regional Law Enforcement Peer Support invited Safe Night's Molly Mastoras MA, LPC to speak about the importance of maintaining appropriate emotional boundaries when providing peer support. In the context of law enforcement, officers trained in peer support provide empathic listening to their fellow officers in times of distress. Maintaining appropriate emotional boundaries helps prevent burnout and is essential to effective self-care.



Molly provided the regional support team an introduction to navigating complex concepts and issues when dealing with law enforcement agency peer support teams. Molly looks forward to contributing to peer support area even more in the future.



# AUGUST 2019

## IACP 2019 Drugs, Alcohol, and Impaired Driving Conference in Anaheim, CA

Safe Night’s Dimitrios Mastoras was invited to speak at the International Association of Chiefs of Police (IACP) 2019 Drugs, Alcohol, and Impaired Driving Conference to discuss how public-private partnerships can help reduce impaired driving. He discussed his collaboration with the Washington Regional Alcohol Program (WRAP) and Lyft to develop the SoberRide® Vehicle as well as other



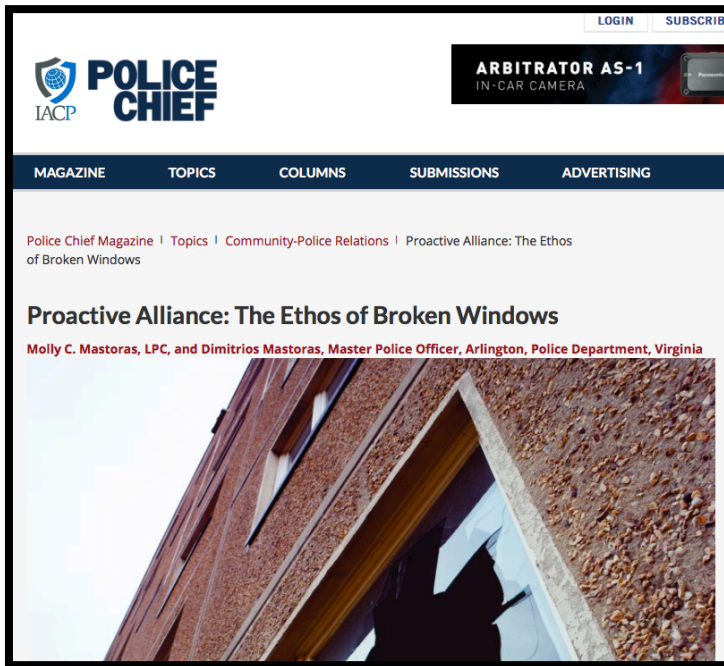
methods to better manage alcohol-related harm including the prevention model and dedicated rideshare loading zones for patrons to access transportation easily.





## SEPTEMBER 2019

### IACP Police Chief Magazine article published, Proactive Alliance: The Ethos of Broken Windows



On September 11, 2019 IACP Police Chief magazine published an article titled *Proactive Alliance: The Ethos of Broken Windows* authored by Safe Night's Molly Mastoras, MA, LPC and Dimitrios Mastoras.

The Proactive Alliance approach integrates policing methods with adapted concepts from counseling psychology. This collaborative approach is a prevention model based on building relationships with the

community in a variety of settings and using the humanity of the individual police officer as his or her most valuable instrument.

*Although forging collaborative relationships has been suggested and encouraged to most police departments and in the context of the "Broken Windows" theory, exactly how to develop and improve existing skills to achieve this goal has been uncertain.*

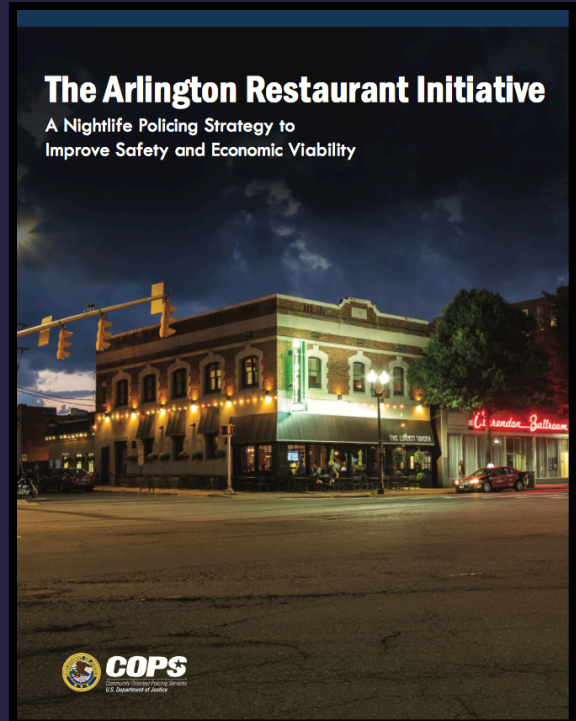
The concept of Proactive Alliance, developed by Molly Mastoras, LPC, is a method of collaboration among police, businesses, and community members fostered by active listening techniques, effective communication, and empathy to develop purposeful and productive relationships.

# OCTOBER 2019

## US Department of Justice COPS Office Toolkit

In October 2019, the US DOJ COPS Office published and released *The Arlington Restaurant Initiative: A Nightlife Strategy to Improve Safety and Economic Viability* authored by Dimitrios Mastoras. The publication was released to help other municipalities implement the relationship-based approach to managing nightlife and improving safety.

Without trust, empathy, and collaboration the stakeholders would not have collaborated or participated in a voluntary accreditation program to raise standards.



Safe Night hopes to expand these successful strategies to other communities across the United States and around the world. Using the innovative relationship-based approach, Proactive Alliance, the Arlington Restaurant Initiative can be implemented in any jurisdiction.

## Foundation for Advancing Alcohol Responsibility (FAAR) - Kevin E. Quinlan Award for Traffic Safety

Safe Night's Dimitrios Mastoras was awarded the Kevin E. Quinlan Award for Excellence in Traffic Safety. The following is a description of the award from the Foundation for Advancing Alcohol Responsibility:



RESPONSIBILITY.ORG

“Responsibility.org recognizes leaders and agents of change who, through their work, have made a significant contribution to the field. The Kevin E. Quinlan Award for Excellence in Traffic Safety is the highest honor Responsibility.org bestows and is reserved for individuals who have demonstrated both commitment and passion for reducing impaired driving and saving lives.”

“Jim Mastoras has served in law enforcement for over twenty-two years and is a Master Police Officer in Arlington County, VA. In addition to his longtime leadership on preventing impaired driving, he developed and implemented the first restaurant accreditation program in the U.S. called the Arlington Restaurant Initiative (ARI) to reduce alcohol-related harm. Using the relationship-based approach, Proactive Alliance, he formed trustful relationships with restaurant owners and managers to improve safety. ARI focuses on effective practices and policies to help restaurants comply with the law and increase economic viability. The strategies he implemented have been recognized by the U.S. Department of Justice and he authored a Department of Justice COPS Office toolkit titled, *The Arlington Restaurant Initiative - A Nightlife Strategy to Improve Safety and Economic Viability*, to be used by departments across the country. The program is receiving exposure throughout the nation and Jim will be traveling to various states to educate other communities on how the ARI model can be replicated.”



# NOVEMBER 2019

## 2019 ASU Center for Problem-Oriented Policing Conference in Santa Cruz, CA



Dimitrios Mastoras presented the Proactive Alliance policing concept for managing nightlife at the 2019 Center for Problem-Oriented Policing conference. His presentation, the Goldstein award submission, and the Proactive Alliance policing approach can be found through the ASU POP Center website.

The mission of the Center for Problem-Oriented Policing is to advance the concept and practice of problem-oriented policing in open and democratic societies. It does so by making readily accessible



information about ways in which police can more effectively address specific crime and disorder problems.

## Responsible Hospitality Institute (RHI) Nightlife Safety Webinar

Dimitrios Mastoras participated in the RHI webinar, A Relationship Approach to Manage Nightlife Security. He discussed the importance of building relationships and trust with stakeholders using the Proactive Alliance approach while improving standards through training and policies.



## Observatory of Public Sector Innovation - Proactive Alliance

In November 2019, the Organization for Economic Cooperation and Development (OECD - OPSI) published a case study titled, *The Arlington Restaurant Initiative* authored by Safe



Observatory of  
Public Sector Innovation

Night's Dimitrios Mastoras. ARI is a voluntary accreditation program that aims to increase safety and economic viability for restaurants and special events in Arlington County, VA.

Using the Proactive Alliance relationship-based approach, the police partnered with county agencies to establish a holistic approach to nightlife management and raise standards of restaurants that serve alcohol. ARI has been successful in reducing alcohol-related violence and building mutually beneficial relationships with stakeholders.

Night's Dimitrios Mastoras. ARI is a voluntary accreditation program that aims to increase safety and economic viability for restaurants and special events in Arlington County, VA.



## DECEMBER 2019

### Washington Regional Alcohol Program (WRAP) Law Enforcement Awards

Safe Night's Molly Mastoras, MA, LPC serves on the Board of Directors for WRAP to contributing to their mission of end impaired driving in the Washington D.C. Metro region.

Each December, WRAP and their sponsors hold the annual law enforcement awards to recognize those officers who have made a significant contribution to making the Washington D.C. area's roads safer.



## LOOKING FORWARD

### 24HourDallas

Safe Night is proud to join the 24HourDallas initiative led by the Greater Dallas Restaurant Association. 24HourDallas encourages nighttime growth, advocates for new policies, protects the quality of nightlife, and mobilizes stakeholders. Safe Night looks forward to contributing to the work of 24HourDallas in 2020.



### Memberships

Safe Night seeks opportunities to expand our concepts beyond the nightlife setting. We believe the Proactive Alliance policing approach can be used as the foundation for many other issues facing residents, business owners, and the police.

### Conferences

Safe Night will participate in industry conferences to broaden our message and promote our ideas. The restaurant, hospitality, and tourism industries as well as economic development and business improvement districts can also successfully implement and benefit from many of our concepts.

### Seminars

In 2020, Safe Night will be hosting our first one-day seminar in partnership with ABC Consulting. This roundtable will include restaurant and bar owners, public safety, hospitality, and economic development to discuss safety, community vibrancy, and economic viability as it relates to nightlife.



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