# Start the Summer Fest

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# PART ONE

## Mission Statement:

At Start the Summer Fest, our mission is to provide young adults aged 16-25 from the Philadelphia, Jersey, New York, and Maryland/DC area with an unforgettable summer kickoff experience. We aim to create a vibrant and inclusive atmosphere where attendees can immerse themselves in a variety of entertainment, music, and activities. Through carefully curated highlights and engaging performances, we strive to ignite a sense of adventure, connection, and inspiration in our audience. Our mission is to ensure that Start the Summer Fest becomes the go-to event on the east coast for young adults looking to kick off the summer season in style and create lasting memories.

## Event Goals

- Our event goal is gathering thousands of young adults down on the sandy Wildwood beaches to enjoy a weekend long party of music, dancing, boardwalk food and rides, capturing childlike feeling and energy to the start of summer and warm beachy weather. We hope that this is the kind of event attendees leave and tell all their friends about. We hope to connect the worlds of artists and listeners and provide an unforgettable experience for all attendees alike no matter what their ticket package is. Our goal is to profit from the event.  We hope to build meaningful business relationships through sponsors and partnerships to keep our festival returning year after year and becoming a Wildwood bucket list event for locals and travelers. We hope to draw audiences from all around the east coast, not limited to the New Jersey Philadelphia area, but gain travelers from D.C., Maryland, Delaware, New York, and other surrounding areas.

- In the aspect of social corporate responsibility, we want to make the attendees aware of what we can do to help our depleted ocean life, keep the beaches clean, and stop polluting and littering the ocean. We would like to take a percentage of profit to donate toward wildlife preservation, specifically sea life. As an incentive to attendees to keep our shores clean through the duration of the festival, we will allow attendees to sign up as a bag collector, if they collect a full trash bag of trash throughout the day and turn it in they can win prizes like a T-shirt, water bottle, or free drink and food voucher at any food stand. We want to encourage sustainability and a clean environment as our event takes place within a natural ecosystem that we must strive to preserve and protect.

## Background/Event Description

Step right up, ladies and gentlemen, for the most sensational start to the summer you've ever witnessed! Prepare yourself for a three-day extravaganza like no other - the Start of the Summer Fest! This unforgettable event will be taking place on the breathtaking beaches and vibrant boardwalk of Wildwood, New Jersey, where music, magic, and memories collide.

Picture this: the sun shining down on the glistening waves as the rhythmic beats of rock and hip hop fill the air. From the moment you step foot onto the sandy shores, you'll be transported into a world where music reigns supreme and good vibes are in abundance. The Start of the Summer Fest is not just any ordinary music festival - it's an immersive experience that will leave you spellbound.

Get ready to have your senses dazzled as the night sky comes alive with mesmerizing firework shows that illuminate the beach in a kaleidoscope of colors. Feel the excitement build as the explosions synchronize perfectly with the pulsating music, creating a symphony of sight and sound that will leave you breathless.

But the Start of the Summer Fest is more than just a music lover's paradise. It is a playground for the young and the young at heart. Imagine strolling along the boardwalk, the ocean breeze gently caressing your face, as you explore the array of amusement rides that await. From exhilarating roller coasters to classic Ferris wheels, there is something for everyone to enjoy. Indulge your inner child and create memories that will last a lifetime.

For those seeking a moment of serenity amidst the excitement, the Start of the Summer Fest offers guided yoga sessions on the beach. Feel your worries melt away as you connect with your inner Zen and find peace in the soothing rhythm of the waves. Let the sun kiss your skin as you stretch, breathe, and rejuvenate your body and mind.

No festival experience would be complete without a chance to take home a piece of the magic. Explore the merchandise tents, where you will find an array of unique and stylish souvenirs to commemorate your time at the Start of the Summer Fest. From trendy apparel to eye-catching accessories, you will find the perfect memento to capture the spirit of this extraordinary event.

And let us not forget about the culinary delights that await you on the boardwalk. Sample a cornucopia of boardwalk-style food vendors, offering everything from juicy burgers to mouthwatering funnel cakes. Indulge in the flavors of summer as you savor each delectable bite, taking your taste buds on a journey they will not soon forget.

The Start of the Summer Fest is specifically designed for young adults aged 16 to 25 hailing from Maryland, DC, Philadelphia, and the New York area - the true tastemakers and trendsetters of our time. This whimsical and playful event is tailor-made for those seeking an escape from the ordinary, a chance to let loose and embrace the carefree spirit of summer.

So mark your calendars, gather your crew, and get ready to embark on an adventure like no other. The Start of the Summer Fest awaits, ready to immerse you in a world of music, magic, and memories. Let the waves carry you away and the music ignite your soul as you kick off the summer in style. Do not just dream of this unforgettable experience - live it at the Start of the Summer Fest!

## PART TWO

**Organizational Chart/Job Descriptions**

## Location/ Hours

Wildwood Beach and Boardwalk

### Day 1: Load-In:

- 8:00 am: Vendors and suppliers arrive at the festival site for load-in.
- 9:00 am: Stage crew begins setting up the main stage, including sound equipment, lighting, and backline.
- 10:00 am: Production team sets up festival signage, fencing, and security checkpoints.
- 12:00 pm: Food vendors and beverage stations start setting up their booths.
- 2:00 pm: Merchandise vendors start setting up their stalls.
- 4:00 pm: Final checks and adjustments are made to all festival areas.

### Day 2: Festival Day 1:

- 8:00 am: Vendors and suppliers arrive for day 2 load-in (if necessary).
- 9:00 am: Stage crew prepares for the day's performances.
- 10:00 am: Food vendors, beverage stations, and merchandise stalls open.
- 12:00 pm: First performances of the day begin on select stages.
- 1:00 pm: Additional activities and performances throughout festival grounds all day.
- 8:00 pm: Final performances before the headliner begins on the main stage.
- 9:00 pm: Headliners perform on the main stage.
- 11:00 pm: Last performances of the day conclude.

### Day 3: Festival Day 2:

- 8:00 am: Vendors and suppliers arrive for day 3 load-in (if necessary).
- 9:00 am: Stage crew makes final adjustments for the day's performances.
- 10:00 am: Food vendors, beverage stations, and merchandise stalls open.
- 10:30 am - 11:30 am: Yoga session for attendees.
- 12:00 pm: Performances begin on select stages.
- 1:00 pm: Additional performances and interactive experiences continue throughout the festival grounds throughout the day.
- 8:00 pm: Final performances before the headliner begins on the main stage.
- 9:00 pm: Headliners perform on the main stage (fireworks show).
- 11:00 pm: Festival day 2 concludes.

### Day 4: Festival Day 3:

- 8:00 am: Vendors and suppliers arrive for day 4 load-in (if necessary).
- 9:00 am: Stage crew prepares for the day's performances.
- 10:00 am: Food vendors, beverage stations, and merchandise stalls open.
- 10:30 am - 11:30 am: Yoga session for attendees.
- 12:00 pm: First performances of the day begin on select stages.
- 1:00 pm: Additional performances and activities throughout the day
- 8:00 pm: Final performances before the headliner begins on the main stage.
- 9:00 pm: Headliners perform on the main stage.
- 11:00 pm: Last performances of the day and festival conclude.

### Day 5: Load-Out:

- 12:00 am: All attendees have left the festival grounds.
- 1:00 am: Load-out process begins for vendors and suppliers.
- 2:00 am: Stage crew starts dismantling equipment and sets.
- 4:00 am: Production team begins removing festival signage, fencing, and security infrastructure.
- 6:00 am: Clean-up crew starts clearing the site of any remaining debris.
- 10:00 am: Final checks are made to ensure the site is left clean and tidy.

## Sustainability Plan

- Objective: Aquatic Wildlife and Habitat Preservation
- Waste Management: a. Implement a comprehensive waste management system, including separate bins for recycling, composting, and general waste. b. Educate festival attendees about the importance of proper waste disposal and provide clear signage throughout the venue. c. Encourage the use of reusable cups provided by the sponsor and provide hydration stations for refills. d. Partner with local waste management organizations to ensure proper waste handling and disposal. e. As an incentive to attendees to keep our shores clean through the duration of the festival, we will allow attendees to sign up as a bag collector, if they collect a full trash bag of trash throughout the day and turn it in they can win prizes like a T-shirt, water bottle, or free drink and food voucher at any food stand.
- Energy Conservation: a. Use energy-efficient lighting and sound equipment throughout the festival. b. Explore options for utilizing renewable energy sources, such as solar panels or wind turbines, to power stages and other festival infrastructure. c. Encourage vendors to use energy-efficient appliances and equipment. d. Implement a system to monitor and optimize energy usage during the festival.
- Water Conservation: a. Install water-efficient fixtures in restrooms and encourage attendees to use water responsibly. b. Offer water stations for attendees to refill reusable bottles and discourage the use of single-use plastic bottles. c. Educate festivalgoers about the importance of water conservation and provide tips for reducing water waste in their daily lives.
- Transportation: a. Promote the use of public transportation, carpooling, and biking to reduce carbon emissions from individual vehicles. b. Provide designated bike parking areas and encourage attendees to use eco-friendly transportation options. c. Partner with local transportation services to offer shuttle services to and from the festival, reducing the number of cars on the road. D. charge additional fees for festival parking passes which will further encourage festival goers to car pull or find other means of transportation.

- Sustainable Sourcing: a. Encourage vendors to use locally sourced, organic, seasonal and sustainably produced food and beverage options. b. Implement a zero-waste policy for vendors, encouraging the use of biodegradable or compostable packaging materials. c. Prioritize partnerships with vendors who share the festival's commitment to sustainability and responsible sourcing practices.
- Environmental Education and Awareness: a. Put up educational signage focused on aquatic wildlife and habitat preservation. b. Search for feedback from local environmental organizations to participate and provide information on local ecosystems and wildlife conservation in accordance with our event. c. Engage festivalgoers through interactive displays with an American summer aquatic beach theme (matching our festival theme) that highlight the importance of protecting aquatic habitats and beaches.
- Community Involvement: a. Collaborate with local environmental groups and organizations to organize beach cleanups before and after the festival. b. Donate a portion of the festival's proceeds to support local aquatic wildlife preservation initiatives. c. Offer volunteer opportunities for attendees to actively participate in conservation efforts during the festival (Trash collector). D. invite environmental and sustainability professionals to have a tent offering information and educating attendees on how they can get involved within their own communities past the festival's duration.
- Monitoring and Evaluation: a. Regularly assess the festival's sustainability practices and make necessary adjustments for continuous improvement. b. Collect feedback from attendees, vendors, and staff to gauge the effectiveness of the sustainability initiatives and identify areas for improvement. c. Share the festival's sustainability achievements and lessons learned with the wider community to inspire and encourage similar initiatives.

Remember, the success of this sustainability plan relies on collaboration, education, and community engagement. By implementing these practices, the festival can contribute to the preservation of aquatic wildlife and habitats while providing an unforgettable experience for attendees.

**Access and Inclusion Plan**

Vision Statement: Our festival is committed to creating an inclusive and accessible environment that celebrates diversity and provides equal opportunities for all attendees.

**Goals and Objectives**

- Physical Accessibility: a. Ensure that all festival areas, including stages, vendor areas, and restrooms, are accessible to individuals with disabilities b. Provide designated accessible parking spaces close to festival entrances for those with disabilities. c. Install temporary ramps and pathways to ensure smooth access to the beach and boardwalk for those with wheelchairs or some level of walking assistance. D. have a space at every stage for disabled individuals to watch the show, this area will have mats down to stabilize the sand making it easier to walk/get around on.
- Communication and Information: a. Provide clear and concise information about accessibility features, services, and accommodation on the festival website and promotional materials. b. Offer accessible formats for festival schedules, maps, and event information, such as large print, Braille, text to speech, and digital formats.
- Inclusive Programming: a. Include a diverse lineup of artists and performers representing various genres, cultures, and abilities. b. Ensure that sign language interpreters are available for main stage performances. c. Provide sensory-neutral zones areas for individuals with sensory sensitivities to go to for a safe space to separate from the festival chaos.
- Staff Training and Awareness: a. Train festival staff and volunteers on disability awareness, including appropriate communication and assistance techniques. b. Educate staff on the festival's accessibility features and how to address specific accessibility needs.
- Accessibility Services: a. Offer accessible seating areas near stages with mats on the sand for individuals with mobility impairments. b. Provide accessible restroom facilities equipped with proper grab bars and sufficient space for wheelchair users. c. Offer assistive listening devices for individuals with hearing impairments, and ear plugs for those with hearing sensitivities.
- Emergency Preparedness: a. Develop and communicate an emergency evacuation plan that considers the needs of individuals with disabilities. b. Train staff and volunteers on emergency procedures specific to individuals with disabilities.
- Feedback and Continuous Improvement: a. Establish a feedback mechanism, such as a dedicated email address or online form, to gather input from attendees regarding accessibility and inclusion. B. Regularly review and evaluate the plan's effectiveness, comparing it to other festivals' plans, making necessary adjustments based on feedback and emerging best practices.

**Roles and Responsibilities**

- Festival organizers: Develop, implement, and monitor the Access and Inclusion Plan.
- Staff and volunteers: Receive training and actively contribute to creating an inclusive festival experience.
- Accessibility Coordinator: Oversee the plan's implementation, address concerns, and coordinate accessibility services.

**Timeline**

- Six months prior to the festival: Develop and finalize the Access and Inclusion Plan.
- Three months prior to the festival: Begin implementing accessibility modifications and updating communication materials.
- During the festival: Continuously monitor accessibility services and address any issues promptly.
- Post-festival: Review feedback and make improvements for future events.

**Monitoring and Evaluation**

- Conduct regular accessibility audits and assessments during the planning and implementation stages.
- Collect feedback from attendees through surveys, focus groups, and direct communication channels.
- Use the feedback to identify areas for improvement and make necessary adjustments to the plan.

**Stakeholder Engagement**

- Engage individuals with disabilities, disability organizations, and local accessibility advocacy groups in the planning and evaluation process.
- Seek input from festival attendees, vendors, and performers to ensure their perspectives are considered.

**Resources and Budget**

- Allocate a budget specifically for accessibility modifications, services, and training.
- Seek partnerships with local disability organizations and sponsors to enhance accessibility initiatives.

By implementing this Access and Inclusion Plan, the festival aims to create a welcoming and inclusive environment that allows all attendees to enjoy the music, connect with others, and celebrate Memorial Day weekend in Wildwood, New Jersey.

## Flow/Layout/Design

We created 2 stages using social tables. Both stages will be duplicated making 2 smaller stages and 2 large stages.

**Entry and exit**

- Clearly marked signage at the entrance and exit points to manage the flow of attendees throughout the festival. RFID technology will be in attendee's wristbands for quick check-ins and to monitor attendee count. There will be 2 entry points: one for VIP section and one for General Admission for the event more.

**Festival layout**

- Stages: arrange stages in various angles to prevent sound interference. Keep stages close to each other to manage crowd between performances
- Vendor and food areas: Diverse food options to cater attendee's diet preferences. Clear signage and guides on the map to allow for easy access and avoid congestion.
- Amenity locations: restrooms and first aid tents in accessible areas that are spread out across the festival grounds.

**Design layout**

- Signage: Ensure signs are large and readable from a distance to communicate information effectively.
- Lighting: stages will be equipped with dynamic LED lights and LED panels for both background lighting and dynamic effects. And spotlights for focusing attention on performers. Lights will serve not only for functionality but also to enhance the overall festival experience.

**Crowd management**

- Barriers: strategically places barriers to control crowds and prevent access to restricted areas. Designed with festival branding and sponsors.
- Staff/security: A team visible spread throughout festival grounds equipped with communication devices. Security checkpoints at entrances, exits, and sensitive areas to manage access and perform necessary inspections.

**Accessibility**

- Accessible paths: Designate wide and clearly marked paths that are accessible for wheelchairs. Ensure routes between stages are free of obstructions
- Viewing areas: Designate viewing areas for attendees with disabilities near the front of each stage alongside VIP. Ensure these areas are connected to the accessible paths. Distribute staff in these areas with volunteers trained to assist attendees for additional support.

**Health and Safety**

- Emergency routes: Map out multiple emergency exit routes from all major areas, such as stages, food courts, and restrooms. Clear signage and lit emergency routes for quick and safe evacuations. Regularly review emergency protocols with staff and volunteers

**Visuals**

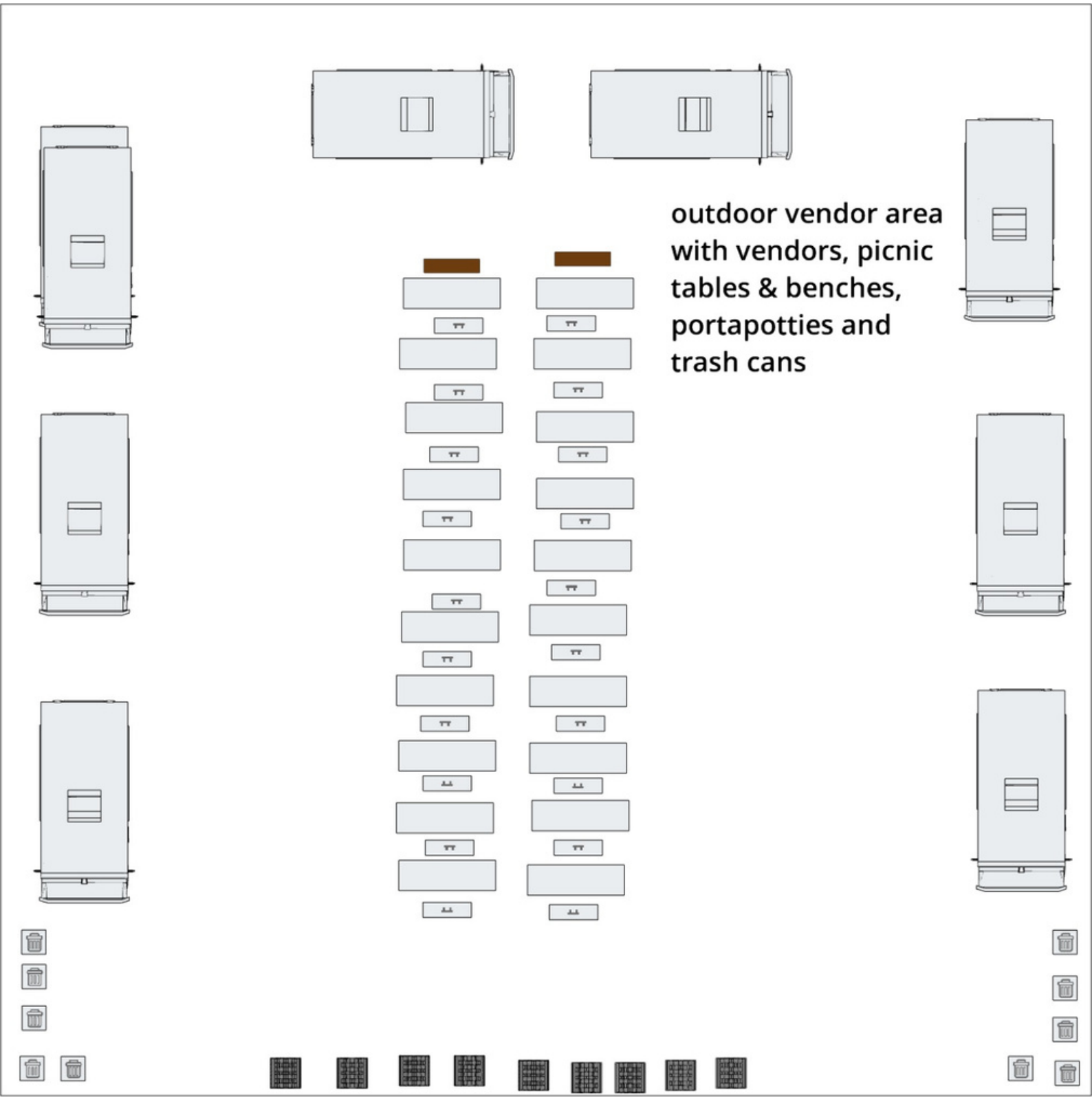
- Festival map: Create a detailed, user-friendly map indicating the location of stages, amenities, entry/exit points, and accessible routes, incorporating symbols and color-coding for easy use.
- Virtual tour: Develop an online virtual tour of the festival layout, allowing attendees to navigate the space digitally to plan their visit and familiarize themselves with the festival’s areas.

**Post-Event Strategy**

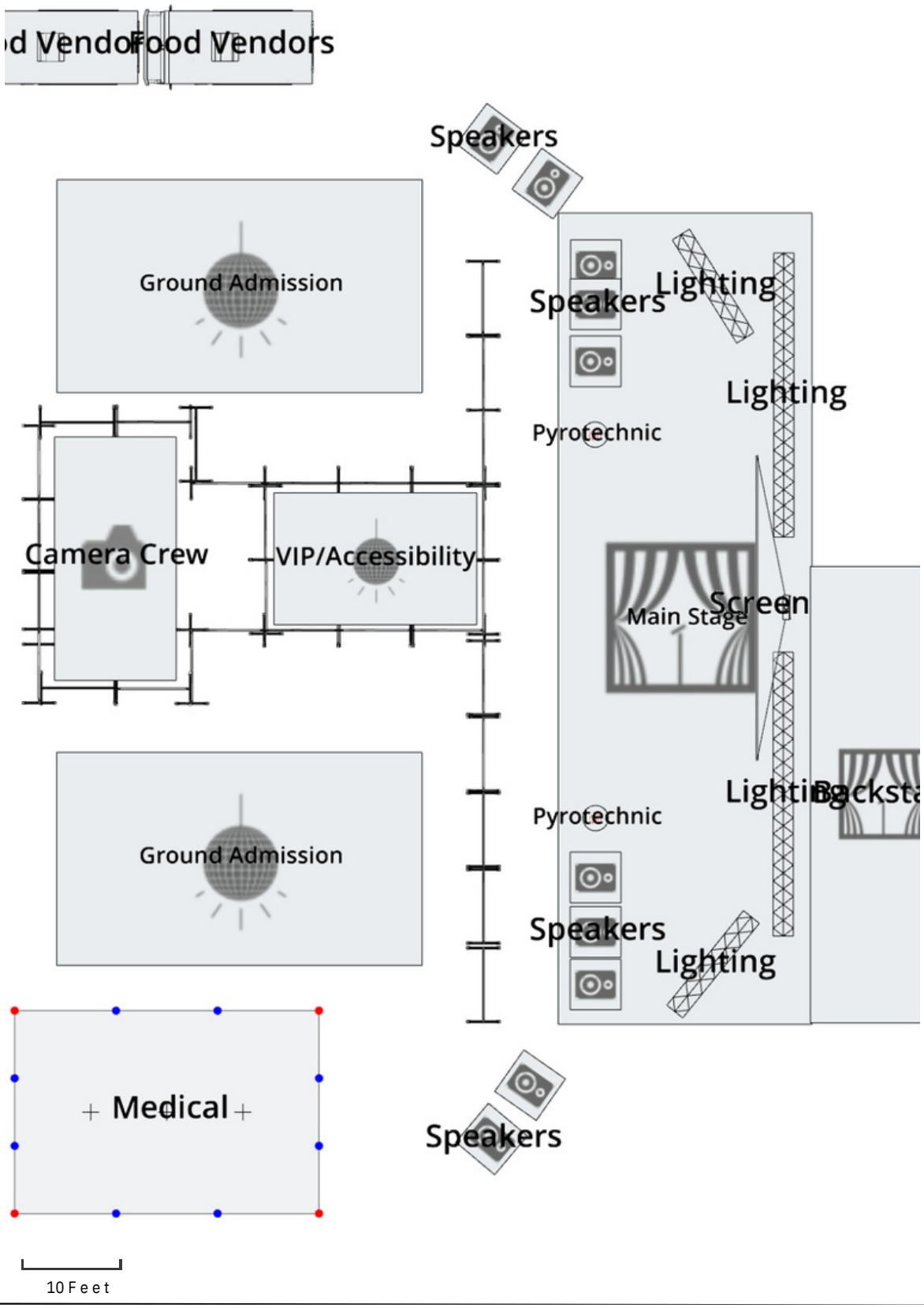
- Clean up: Deploy eco-friendly waste management teams for recycling and trash collecting. Leave the venue cleaner than it was before the festival.

**Social Media**

- Live Festival Updates: schedule live streams of performances for fans experiencing the event from home. Engage with attendees online by sharing their tagged posts and stories.
- Lost and Found: Utilize social media to notify attendees of found items and claim procedures post-event.




vendor area for Start the Summer Fest - May 12, 2024 at 4:46 PM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Food Vendors
Speakers
Ground Admission
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Camera Crew
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Main Stage
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Ground Admission
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Medical
Speakers
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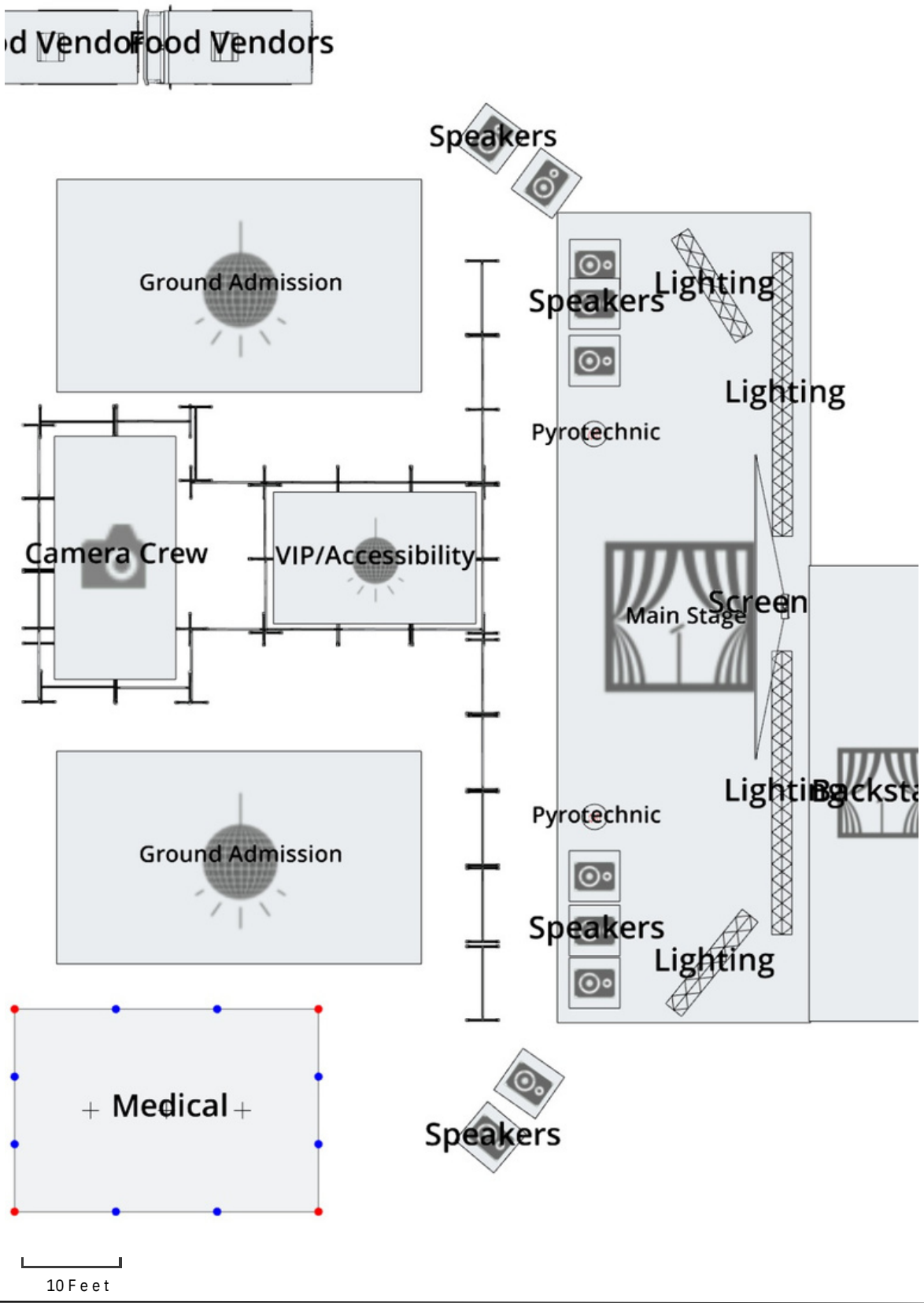
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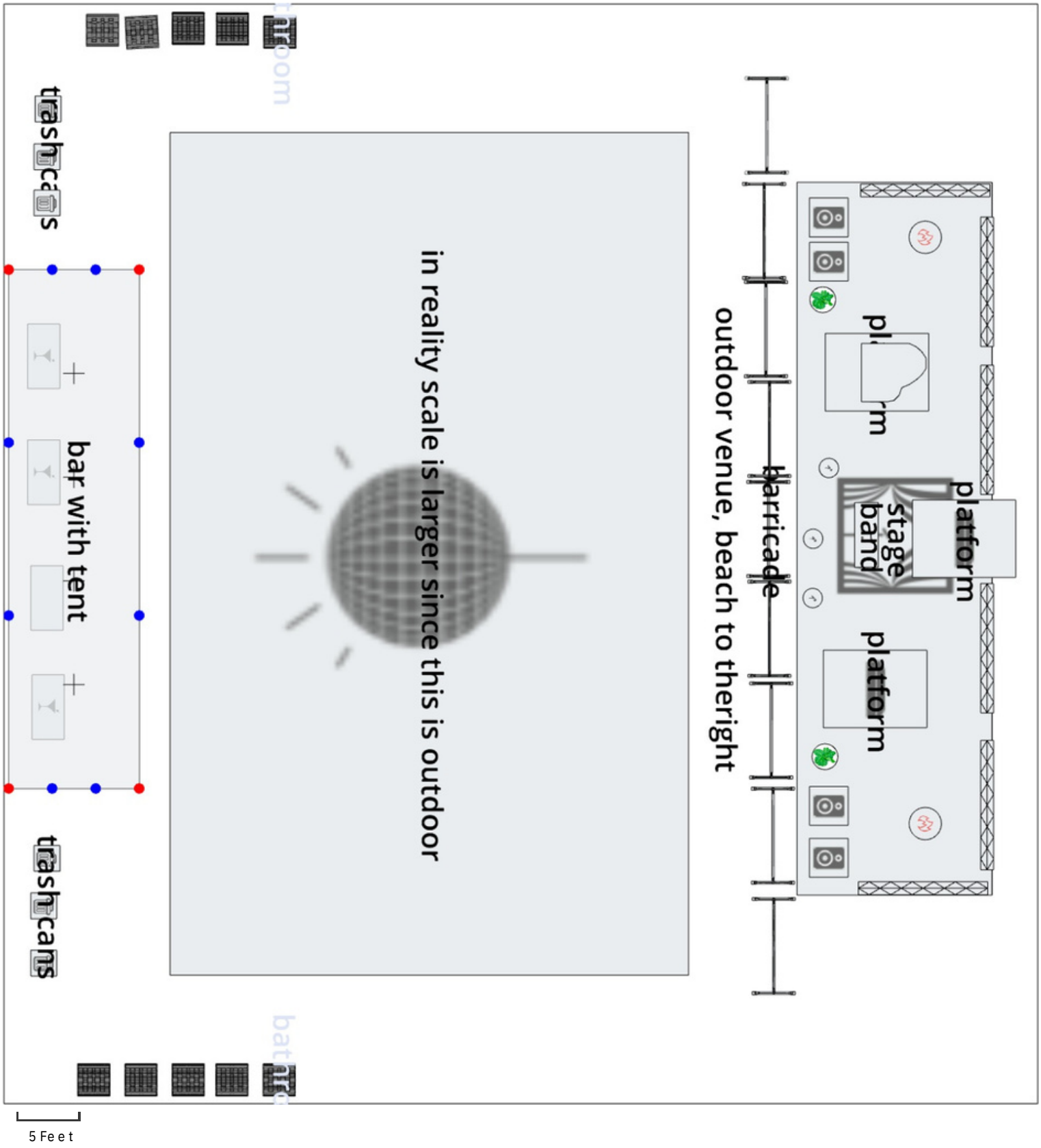
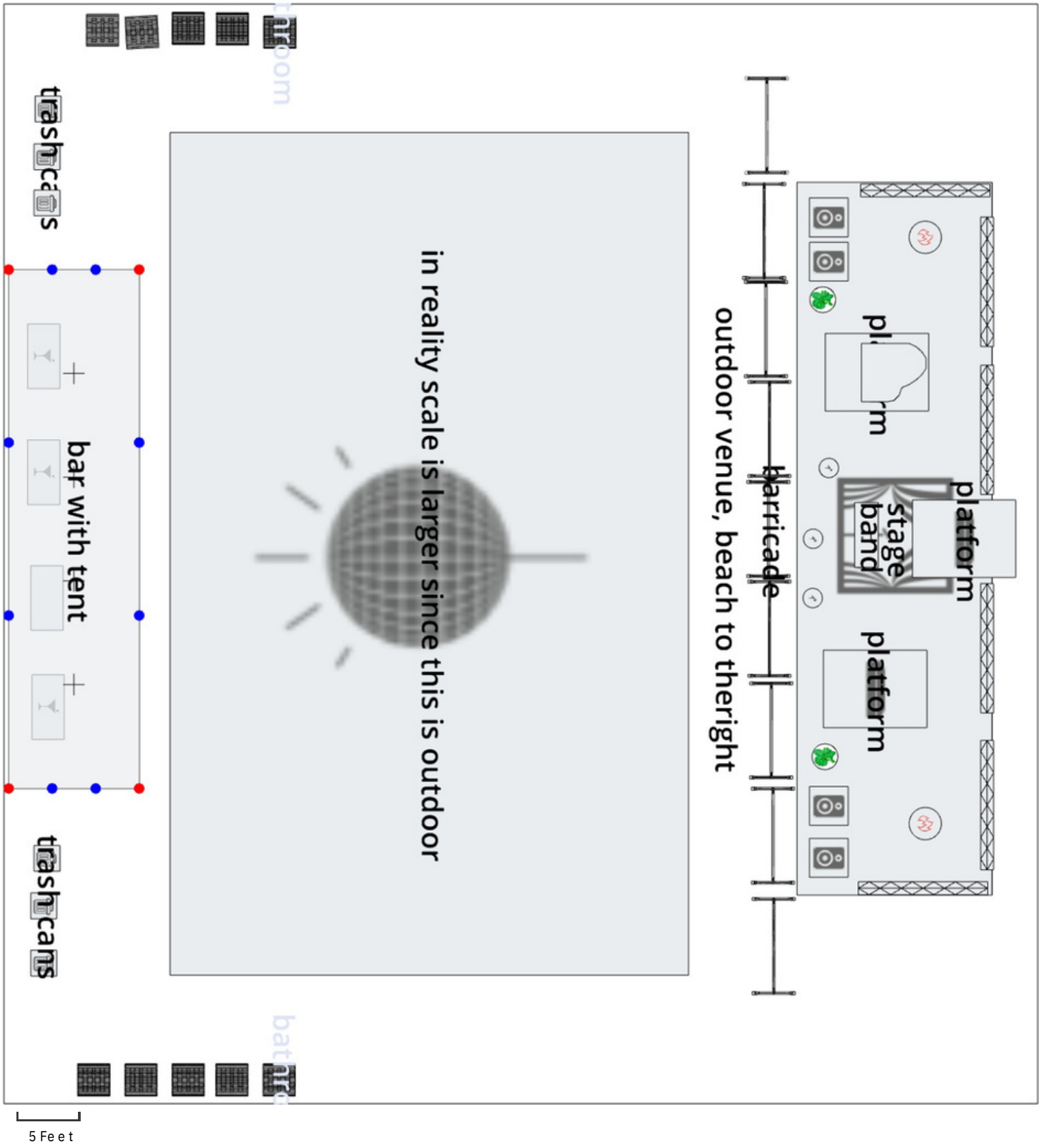

trashcans
bar with tent
trashcans
in reality scale is larger since this is outdoor
outdoor venue, beach to theright
platform
stage
band
barricade
platform
5 Feet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# Part Three

## Employee/Volunteer Policies and Procedures

Policy: Addressing Potential Employee Issues for Festival Staff

- Absence/Tardiness: a. Festival staff members are expected to report to work on time and adhere to the designated work schedule. B. Any absences or tardiness should be communicated to the festival coordinator or supervisor promptly. c. Excessive absenteeism or tardiness may result in disciplinary action, including written warnings, reduction in future festival work, or termination.
- Employee Assistance Programs: a. The festival may provide Employee Assistance Programs (EAPs) to support festival staff in dealing with personal or work-related issues that may affect their well-being or performance. b. Festival staff members are encouraged to seek assistance through the EAPs, which may include counseling services, stress management resources, or other support mechanisms. c. Confidentiality will be maintained throughout the process, and festival staff members will not face any negative consequences for utilizing these services.
- Employee Perk Programs: a. The festival may offer various employee perk programs to enhance festival staff satisfaction and engagement. b. These programs may include meal vouchers, discounted tickets, access to exclusive events, or other benefits designed to recognize and reward festival staff members. c. Festival staff members are encouraged to take advantage of these programs and provide feedback or suggestions for improvement.
- Alcohol/Drug: a. The festival maintains a strict policy regarding alcohol and drug use during working hours or while on festival premises. b. Festival staff members are prohibited from consuming or being under the influence of alcohol or illegal drugs during their shifts. c. Violations of this policy may result in immediate termination and may also be subject to legal consequences.
- Smoking: a. The festival may have designated smoking areas for festival staff members. b. Smoking is only allowed in these designated areas during designated break times. c. Smoking outside of the designated areas or during working hours is strictly prohibited.
- Potential Health Issues: a. Festival staff members are encouraged to prioritize their health and well-being. b. In the event of health issues that may affect an employee's ability to perform their job duties, festival staff members should inform their supervisor or the festival coordinator. c. Reasonable accommodation will be considered based on the employee's medical condition, in compliance with applicable laws and regulations.

- Others as Needed: a. The festival acknowledges that there may be additional employee issues that require attention and resolution. b. Any other employee issues not explicitly mentioned in this policy will be handled on a case-by-case basis, with consideration given to the best interests of the festival staff and the festival's operations.

## Customer Service Policies, Procedures, Rules & Guidelines

- Safety: Prioritize the safety and well-being of attendees, staff, and performers. This includes monitoring weather conditions, ensuring proper crowd control, and providing medical assistance if needed.
- Accessibility: Ensure that all areas of the festival are accessible to attendees with disabilities, including designated parking, seating, and restroom facilities.
- Hygiene and Sanitation: Maintain clean and sanitary facilities, including restrooms, food service areas, and water stations, to ensure attendee comfort and health.
- Communication: Provide clear and timely communication regarding event schedules, lineup changes, and any emergencies through multiple channels such as social media, mobile apps, and on-site signage.
- Hospitality: Create a welcoming atmosphere by training staff to greet attendees warmly, aid when needed, and address concerns promptly.
- Sustainability: Implement policies to minimize the festival's environmental impact, such as reducing single-use plastics, promoting recycling, and encouraging eco-friendly transportation options.
- Fair Treatment: Ensure fair treatment of all attendees regardless of race, gender, sexual orientation, religion, or nationality. Zero tolerance for discrimination, harassment, or violence.

**Procedures**

- Entry and Security: Implement thorough security checks at entry points, including bag searches and metal detectors. Provide clear guidelines on prohibited items.
- Lost and Found: Establish a designated area for lost and found items and ensure staff are trained to assist attendees in locating lost belongings throughout and at the end of the festival.
- Medical Assistance: Set up first-aid stations and properly mark where they are located. Instruct employees in basic first aid and CPR. In case of an emergency, coordinate with local medical services.

**Contingency Plan for Extreme Weather Conditions at Outdoor Music Festival**

1. Heatwaves: a. Monitor weather forecasts: Regularly check weather updates to stay informed about heatwave warnings. b. Provide shaded areas: Set up multiple shaded areas throughout the festival grounds to allow attendees to take breaks from the sun. c. Water stations: Install water stations with easy access points to ensure attendees stay hydrated. d. Cooling stations: Set up misting fans or cooling stations to help attendees cool down. e. Educate attendees: Prior to the festival, share information on heatwave safety measures, such as wearing lightweight clothing, using sunscreen, and taking breaks in shaded areas.
2. Thunderstorms: a. Monitor weather forecasts: Continuously monitor weather updates to be aware of any thunderstorm warnings. b. Emergency communication: Establish a clear communication system to inform attendees about approaching thunderstorms and guide them to designated safe areas. c. Evacuation plan: Identify safe indoor areas or structures where attendees can take shelter in case of severe thunderstorms. d. Lightning detection system: Consider installing a lightning detection system to receive real-time alerts and take necessary precautions. e. Temporary shelter: Arrange for temporary shelters like large tents or covered areas where attendees can wait out the storm.
3. Hurricanes: a. Monitor weather forecasts: Stay informed about hurricane warnings by closely monitoring weather updates. b. Evacuation plan: Work with local authorities to establish an evacuation plan in case a hurricane is predicted. c. Communication strategy: Develop a comprehensive communication plan to provide timely updates and instructions to attendees, staff, and vendors. d. Secure structures and equipment: Ensure that all stages, tents, and other festival infrastructure are properly secured to withstand high winds. e. Emergency supplies: Stock up on essential emergency supplies such as first aid kits, portable generators, and non-perishable food items.
4. General Safety Measures: a. Professional weather monitoring: Consider hiring professional meteorologists to provide real-time weather updates and advice. b. Emergency medical services: Make sure there are medical personnel on-site to handle any weather-related injuries or health concerns. c. Staff training: Train your staff on how to respond to extreme weather conditions and ensure they know the location of emergency resources. d. public address system: Install a public address system throughout the festival grounds to relay important announcements and instructions to attendees. e. Regular updates: Continuously communicate with attendees through social media, festival app, or other channels to share important weather-related updates.

Remember, it is crucial to work closely with local authorities, emergency services, and weather experts to ensure the safety of all attendees during extreme weather conditions at the outdoor music festival.

**Complaint Resolution Plan**

- Customer Service Desk: a. Designate a customer service desk at a central location within the festival grounds. b. Ensure that the desk is staffed with trained customer service representatives who can effectively handle complaints and concerns. c. Clearly display signage indicating the location of the customer service desk.
- Hotline: a. Establish a dedicated hotline number for attendees to report issues or concerns. b. Prominently display the hotline number on festival materials, including the website, app, and signage. c. Ensure that the hotline is staffed by trained personnel who can handle complaints and aid.
- Complaint Documentation: a. Develop a protocol for documenting all complaints received through the customer service desk or hotline. b. Create a standardized complaint form that includes fields for the attendee's name, contact information, nature of the complaint, and any supporting evidence or documentation. c. Implement a system for securely storing and organizing complaint documentation for easy access and reference.
- Timely Response: a. Establish a time for acknowledging and responding to complaints. b. Train customer service representatives to handle complaints promptly and efficiently, ensuring that all complaints receive a timely response. c. Communicate the expected response time to attendees, either through signage or by informing them when they report a complaint.
- Investigation and Resolution: a. Assign designated personnel to investigate and address each complaint. b. Conduct thorough investigations to gather all relevant information and evidence related to the complaint. c. Provide clear guidelines and training for staff on how to resolve diverse types of complaints. d. Take appropriate action to resolve legitimate complaints in a fair and timely manner. e. Keep the complainant informed of the progress and outcome of their complaint.
- Continuous Improvement: a. Regularly review and analyze the types of complaints received and identify any patterns or recurring issues. b. Use this feedback to make necessary improvements to prevent similar complaints from arising in the future. c. Conduct post-event evaluations and gather feedback from attendees to identify areas for improvement in the complaint resolution process.

By implementing these measures, you can ensure that complaints and concerns from attendees are addressed promptly and efficiently, leading to a better overall experience for attendees.

**Crowd Management Plan**

- Designated Entrances and Exits: a. Clearly mark and designate specific entrances and exits for attendees to enter and exit the festival grounds. B. Ensure that entrances and exits are easily accessible and well lit. c. Clearly communicate the locations of entrances and exits through signage and festival materials.
- Flow Monitoring: a. Implement a system to monitor crowd flow and density at various areas of the festival grounds. b. Use technology such as surveillance cameras or crowd monitoring software to track crowd movement and identify potential congestion points. c. Assign trained staff members to monitor crowd flow and intervene when necessary.
- Intervention in Congestion or Safety Hazards: a. Train staff members in crowd management techniques and protocols for addressing congested areas or safety hazards. b. Establish clear communication channels between staff members to quickly report and address any issues. c. Implement a system of communication devices, such as radios or walkie-talkies, to facilitate quick response and coordination among staff.
- Emergency Evacuation Plan: a. Develop a comprehensive emergency evacuation plan in case of severe weather conditions or other emergencies. b. Clearly communicate the evacuation plan to all staff members and attendees. c. Identify evacuation routes and assembly areas outside of the festival grounds, ensuring they are well-marked and easily accessible. d. Assign specific staff members to guide and assist attendees during the evacuation process.
- Areas for Relaxation and Shade: a. Identify and designate specific areas within the festival grounds that provide shade and relaxation for attendees. b. Set up shaded tents, canopies, or other structures for attendees to rest and seek shelter from extreme heat or rain. c. Ensure that these areas are equipped with seating, water stations, and information on heatstroke prevention or other relevant safety measures.
- Communication and Education: a. Clearly communicate crowd management protocols and safety measures to all staff members through training sessions or workshops. b. Use festival materials, such as the website, app, and signage, to share information with attendees about crowd management procedures and safety precautions. c. Regularly remind attendees to be mindful of their surroundings and follow instructions from staff members regarding crowd flow and safety.

By implementing these crowd management strategies, you can ensure the safety and comfort of attendees, effectively manage crowd flow, and respond promptly to any congestion or safety hazards that arise during the festival.

**Emergency Response Plan:**

1. Assess Potential Risks: a. Conduct a thorough assessment of the festival grounds to identify potential risks and hazards, such as fire-prone areas, unstable structures, or areas prone to flooding. b. Consult with local authorities, emergency management agencies, and weather services to gather information on potential severe weather conditions or other emergencies specific to the festival location.
2. Establish Emergency Communication: a. Designate a centralized communication hub where staff members can gather and coordinate emergency response efforts. b. Ensure that the communication hub is equipped with reliable communication devices, such as radios or cell phones, to facilitate communication between staff members and emergency personnel. c. Develop a communication protocol for disseminating emergency information to staff members and attendees, including methods of communication and designated spokespersons.
3. Evacuation Procedures: a. Identify primary and secondary evacuation routes from different areas of the festival grounds. b. Clearly mark and communicate evacuation routes through signage and festival materials. c. Train staff members on evacuation procedures, including how to guide attendees towards designated assembly points. d. Establish assembly points outside of the festival grounds that are easily identifiable and can accommodate all attendees.
4. Emergency Services Coordination: a. Establish relationships and communication channels with local emergency services, such as fire departments, medical services, and law enforcement. b. Share festival site maps and emergency response plans with emergency services to facilitate their understanding of the festival layout and access points. c. Coordinate with emergency services to conduct drills or tabletop exercises to practice emergency response scenarios.
5. Medical Assistance: a. Ensure that there is a well-equipped medical tent or area on-site staffed with qualified medical personnel. b. Communicate the location of medical facilities and services to staff members and attendees. c. Develop a protocol for responding to medical emergencies and providing first aid, including communication with emergency medical services if necessary.
6. Weather Monitoring and Alerts: a. Implement a weather monitoring system to stay informed about potentially severe weather conditions. b. Establish protocols for receiving weather updates and alerts from reliable sources, such as weather services or local authorities. c. Communicate weather updates to staff members and attendees through multiple channels, such as public address systems, festival app notifications, or signage.
7. Training and Education: a. Provide comprehensive training to staff members on emergency response procedures, including evacuation protocols, first aid, and communication techniques. b. Conduct regular drills or tabletop exercises to test the effectiveness of the emergency response plan and identify areas for improvement. c. Educate attendees about emergency procedures and safety measures through festival materials, social media, or on-site announcements.

**Safety Guidelines for Firework Show at Music Festival**

1. Hire Professional Firework Operators: a. Ensure that the firework show is conducted by trained and licensed professionals who have experience in handling fireworks and pyrotechnics. b. Verify that the operators are knowledgeable about local laws and regulations regarding firework displays.
2. Obtain Necessary Permits and Approvals: a. Obtain all necessary permits and approvals from local authorities before conducting the firework show. b. Comply with all regulations and guidelines set forth by the local fire department and other relevant authorities.
3. Designate a Safety Zone: a. Establish a safety zone for the firework display that is a safe distance away from the audience and any flammable structures. b. Clearly mark and secure the safety zone to prevent unauthorized access.
4. Conduct a Site Safety Assessment: a. Assess the site where the firework display will take place to identify any potential hazards or obstacles. b. Ensure that there are no flammable materials, overhead power lines, or other structures that could pose a risk during the firework show.
5. Communicate Safety Instructions to Staff and Attendees: a. Provide clear safety instructions to all staff members involved in the firework show, including operators, technicians, and support staff. b. Communicate safety guidelines to attendees before the firework show through festival materials, on-site announcements, or social media platforms. c. Emphasize the importance of staying within designated areas and following the instructions of staff members.
6. Implement Fire Prevention Measures: a. Have fire extinguishers and other fire suppression equipment readily available at the firework site. b. Assign trained personnel to monitor for any signs of fire or potential fire hazards throughout the firework show. c. Ensure that there is a designated emergency response plan in place in case of a fire or other emergencies.
7. Consider Environmental Impact: a. Select fireworks that have minimal environmental impact, such as those with reduced smoke or noise levels. b. Properly dispose of fireworks debris and waste, adhering to local regulations and environmental guidelines.
8. Weather Monitoring: a. Continuously monitor weather conditions leading up to and during the firework show. b. Postpone or cancel the firework display if severe weather conditions, such as high winds or lightning, pose a safety risk.
9. Post-Show Cleanup and Inspection: a. Conduct a thorough inspection of the firework site after the show to ensure that there are no smoldering remains or potential fire hazards. b. Properly dispose of any remaining fireworks debris and waste in accordance with local regulations.

**Rules & Guidelines**

1. Alcohol and Drug Policies: Communicate clearly the festival's alcohol and drug guidelines, including age restrictions and specific places for usage. A valid ID or driver's license are required for alcohol purchases.
2. Beach Etiquette: Provide guidelines for protecting the beach environment, such as correct waste disposal and be respectful to local beach regulations. Recycling, compost and trash will be marked.
3. Sun Safety: Encourage attendees to protect themselves from the sun by providing sunscreen stations, shade structures, and reminders to stay hydrated. Re-inform attendees of the emergency contact information for heat-related illnesses.
4. Pet Policy: Communicate rules regarding pets at the festival, including leash requirements, pet-friendly areas, and waste disposal guidelines. Locations of pre relief areas will be marked on the map. Only emotional support animals are permitted.
5. Security screening: bags will be checked, and ALL attendees must enter through the metal detector. Banned items include noisemakers, fireworks, drones, laser pointers, drugs, outside food or beverages, weapons of any kind.

**Handling Customer Issues**

1. Customer Service Desk: Set up a special customer service station or booth where guests may ask for help and report problems.
2. Trained Staff: Make sure employees receive problem-solving training and can successfully resolve customer complaints.
3. Language Assistance: the festival attracts attendees from diverse linguistic backgrounds, so offering language assistance services such as translation booths or multilingual staff to help non-English-speaking attendees with their inquiries or concerns.
4. Designated Complaint Resolution Team: Assign a dedicated team or department tasked with addressing and resolving customer complaints and issues throughout the festival.
5. Documentation: Maintain detailed records of customer complaints and resolutions to identify recurring issues and areas for improvement.
6. Follow-Up: Follow up with customers after their issue has been resolved to ensure their satisfaction and gather feedback for future improvement.

## Accounting Policies and Procedures/Finance

Expense Management: Expenses must be submitted with corresponding receipts or proof of expenditure. The Finance Manager reviews, categorizes, and approves them following the budget lines.

Income Management: Income, from ticket sales to sponsor contributions, is tracked and recorded in real-time with financial software. A system for safely handling cash transactions is established.

Spending Approval: The Finance Manager has the authority to approve spending up to a certain limit. Expenditures exceeding this limit require approval from the Festival Manager.

Budget Oversight: The Finance Manager, Tatum Wallace, oversees the budget with periodic reviews with the Festival Manager and department heads to ensure financial health and adherence to the budget.

# Part Four

## Security/Safety/Risk Management Plan

**SWOT Analysis**

**Strengths:**

- Unique location for a festival which will attract attendees
- Strong marketing making the event attractive to those thinking to buy tickets
- Popular line up of artists attracting attendees
- Fully trained and experienced festival staff and securit
- Accessible for all diverse kinds of potential needs
- Aesthetic layout and design along with the natural scenery
- Free hydration stations to ensure health and safety for attendees
- Sustainable high-quality vendors
- Better chances of ideal weather, since the event will be held over MDW on the beach, we can guess we will have better chances of the weather being exactly right, not too hot, not too cold, and past season of lots of expected rain.

**Weaknesses:**

- Dependence on weather conditions, which can impact attendance and overall experience
- Ticket prices are expensive
- Potential security and crowd management challenges during peak attendance times.
- Reliance on a specific target market, potentially limiting the festival's appeal to a broader audience.
- Inconsistent communication and updates during the festival, leading to confusion among attendees.
- Reliance on outsourced vendors

**Opportunities:**

- Opportunities for big sponsors to get involved with our event, creating a mutually beneficial relationship.
- Opportunity to have this be a reoccurring event year over year and become a staple for MDW on the wildwood beaches making it a bucket list activity for those in the region.
- Create VIP Packages for more revenue
- Collaboration with local artists for design, decor, and merchandise
- Integration of technology, such as mobile apps and cashless payment systems, to enhance the overall festival experience.
- Sustainability to promote vendors to offer locally sourced, organic, seasonal, and sustainably produced food and beverages. Create a zero-waste policy for vendors, encouraging the use of biodegradable or recyclable packaging materials. Prioritize collaborations with vendors who support the festival's commitment to sustainability.

**Threats:**

- Competition with other music festivals in the region
- Economic downturn or recession, impacting disposable income and reducing attendance rates.
- Extreme weather conditions or natural disaster
- Regulatory challenges and permits required for hosting large-scale events.
- Negative publicity or incidents during previous festivals, leading to a decline in reputation and attendance.
- Unpredictable artist cancellations or scheduling conflicts impacting the festival's lineup and overall appeal.
- Health and safety concerns, including potential accidents or illnesses during the festival.
- Changing consumer preferences and trends affect the festival's relevance and attractiveness.
- Risk of unpredictable weather conditions.

Ensuring the safety and security of attendees, staff, and performers is our first concern and vital for the success of our music festival.

To control access, only authorized personnel will be granted access to secure areas like backstage, control rooms, and restricted zones. Each staff member will receive lanyards containing their credentials, indicating the specific sections of the event they are authorized to access. It is mandatory for employees to always wear these credentials around their necks for easy identification by guests. Security personnel will have unrestricted access to all areas of the event.

Security will be covering areas like perimeter security, such as physical barriers to prevent unwanted entrance. Build strong fencing and barricades along the festival grounds' perimeter. Assign certain points of controlled entry and exit that are monitored by security guards to keep an eye on those entering and leaving. To identify and prevent intruders, place motion sensors and surveillance cameras around the perimeter. Security personnel should patrol the perimeter regularly to spot weak points and quickly address any potential breaches.

Crowd management: To avoid overcrowding we will set maximum limitations on the number of people that can occupy certain sections of the festival grounds.
To facilitate efficient entry, we will provide organized entry procedures, such as multiple entry lanes. To assist guests, we will display visible signs indicating prohibited areas, emergency exits, and directions. We also will assign trained employees to control the flow of people, deal with areas of congestion, and keep people from entering places that are not authorized.

To ensure the safety of everyone in an emergency we will train staff and security personnel in CPR, first aid, and basic life support techniques. Also, coordinate with local fire departments and emergency services to establish protocols for firefighting and rescue operations. And develop an emergency lockdown procedure to quicky secure access points to exit alarms and panic buttons to alert security personnel and initiate lockdown protocols when necessary.
Before the event, we will provide all employees and security personnel with comprehensive security briefings and training sessions.

Establish procedures for metal detectors, pat-down searches, and bag checks at access points to find and stop forbidden objects from entering the festival grounds. Opening and Closing Policies: The festival grounds will have staffed entry checkpoints, controlled access points, and specific opening and closing times.

Staff and security professionals will be instructed, security checks and will be part of opening procedures. Clearing the venue, doing last-minute security checks, and making sure everyone has left the property safely are all part of the closing processes.

To ensure a safe and secure environment we will collaborate with local authorities and emergency services to address any potential security threats or concerns. As well as installing surveillance cameras in key areas of the venue to deter criminal activity and provide evidence in the event of incidents.

Emergencies will be handled by developing a community emergency response team composed of trained volunteers to assist with first aid, crowd management, and evacuation procedures. As well as establishing communication protocols via walkie talkies for alerting staff, attendees, and emergency services in the event of an emergency.

Our Operations Manager, Jalen Keo, will take charge of overseeing emergency and security matters to ensure the safety of all festival attendees. Serving as the primary point of contact, Jalen will address any security or safety concerns throughout the event. Additionally, he will collaborate with local law enforcement and fire departments to formulate and refine the safety emergency plan.

## Overall Planning Schedule

Our team started planning the event nine months in advance by creating a schedule to have a successful event.

### 9 months before the event

- Start planning the event and the process. Established the idea of the place where the festival is going to take place which will be held in Wildwood Beach and Boardwalk in New Jersey. The target market of the festival are young adults aged 18-25 from Philadelphia, Jersey, New York, and Maryland/DC.
- The dates and how many stages the festival will have. The festival will take place on Memorial Day weekend, and it is 3 days long and there will be 4 stages. The main stage is called “Seaside Soudwaves.” There are 2 small stages, one is called “Sun & Sound” and the other is called “Groovy Beach Gratto.” And the fourth one is a large stage called “Beats and Beachball.”
- Determine mission, vision and goals
- Event description
- Design event logo
- Research vendors, suppliers and sponsors
- Determine a sustainable plan

6 months before the event

- Develop organizational plan and Job Description for each member.
- Develop and access and inclusion plan
- Develop a flow/ layout design
- Select and book artists for the festival
- Design festival poster
- Develop a budgeting plan with the Finance Manager
- Develop employee/ volunteer policies and procedures
- Develop customer service policies, procedures and rules guidelines
- Begin marketing campaigns
- Start looking for staff and volunteers
- Monthly meeting with managers, directors and coordinators

3 months before the event

- Develop a Safety Riks management plan
- Tickets for the festival go on sale
- Continue promotional marketing
- Staff training begins
- End sonship deals
- Monthly meeting with managers, directors and coordinators canva

1 month before the event:

- Tickets for the festival go on sale
- Continue promotional marketing
- Monthly meeting with managers, directors and coordinators
- Assign specific roles and responsibilities for each volunteer and staff member
- Ask rental businesses about the schedule and procedures for setting up and taking down an event.

Week of the event:

- Provide the event schedule to all volunteers and staff.
- Registration for the event will be closed.
- Receive confirmation and payment from vendors and suppliers

**Overall Day of Event Schedule/Running Order**

- BOOK 3.XLSX (SCHEDULE FOR SHOW TIMES)

Saturday and Sunday yoga sessions from 10:30-11:30 AM

Festival Lineup Poster

| Seaside Soundwaves Stage (main stage on the beac | Sun and Sound (smaller stage) | Beats and Beachball Stage (large) | Groovy Beach Gratto Stage (smaller stage) |
|---|---|---|---|
| 12PM-12:45PM Cuco | | | 12PM-12:45PM FIDLAR |
| 1PM-1:45PM Wet Leg | | 1PM-1:45 PM The Frights | |
| 2PM-2:45PM The Dandy Warhols | | | 2PM-2:45PM Danny brown |
| 3PM-4PM Mom Jeans | | 3PM-4PM The bleachers | |
| 4PM-5PM GoldLink | | | 4PM-5PM Phantogram |
| 5PM-6PM YEAT | 5PM-6PM Kool and the Gang | 5PM-6PM Cage The Elephant | |
| 7PM-8PM The Gorillaz | | | 6PM-7PM The Strokes |
| 8PM-9:15 PM Playboi Carti | | 7PM-8PM Limp Bizkit | |
| 9:30:00 PM- 11 pm Tyler the Creator | | 8PM-9:15PM Steve Lacy | |

firework show during headliner

Friday Schedule

| Seaside Soundwaves Stage (main stage on the | Sun & Sound Stage (smaller stage) | Beats & Beachball Stage (large) | Groovy Beach Gratto Stage (smaller stage) |
|---|---|---|---|
| 12PM-12:45PM Sunny Day Real Estate | | | 12PM-12:45PM Built to Spill |
| 1PM-1:45PM Parcels | | 1PM-1:45PM Innerwave | |
| 2PM-2:45PM Dinosaur Jr. | | | 2PM-2:45PM Bright Eyes |
| 3PM-4PM Killer Mike | | 3PM-4PM The Yeah Yeah Yeahs | |
| 4PM-5PM The Pixies | | | 4PM-5PM BrockHampton |
| 5PM-6PM All American Rejects | 5PM-6PM Chance the rapper 6PM-7PM Greta Van Fleet | 5PM-6PM Lil Yachty | 6PM-7PM Cypress hill |
| 7PM-8PM Dominic Fike | | 7PM-8PM Don Toliver | |
| 8PM-9:15PM Meg Thee Stallion | | 8PM-9:15PM Paramore | |
| 9:30-11PM Red Hot Chili Peppers | | | |

firework show during headliner

saturday schedule

| Seaside Sondwaves Stange (Main stage on thSun & Sound Stage (smaller stage) | Beats & Beachball Stage (large) | Groovy Beach Gratto Stage (smaller stage) |
|---|---|---|
| 12PM-12:45PM The Front Bottoms | | 12PM-12:45 PM Digable Planets |
| 1PM-1:45PM Turnstile | 1PM-1:45PM The Pharcyde | |
| 2PM-2:45PM Peanut Butter Wolf | | 2PM-2:45PM Toro Y Moi |
| 3PM-4PM Joey Valence & Brae | 3PM-4PM Ginuwine | |
| 4PM-5PM Denzel Curry | | 4PM-5PM TV on the Radio |
| 5PM-6PM Thundercat | 5PM-6PM Joey Bada$$ | |
| 6PM-7PM Queens of the Stone Age | | 6PM-7PM Key Glock |
| 7PM-8PM No Doubt | 7PM-8PM Blink-182 | |
| 8PM-9:15PM The Offspring | | 8PM-9:15PM Ms. Lauryn Hill |
| 9:30-11PM SZA | | |
| firework show during headliner Sunday schedule | | |

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## Human Resource Training/Certification Schedule

**Ensuring Appropriate Training**

- Pre-Employment Training: Provide comprehensive training to new hires before their official start date to ensure they are well-prepared for their roles.
- Onboarding Process: Implement a structured onboarding process that includes orientation sessions, introduction to policies and procedures, and training on essential job functions.
- Training Documentation: Maintain accurate records of training sessions attended by each staff member, including dates, topics covered, and any certifications obtained.
- Ongoing Training Opportunities: Continuously assess the training needs of staff members and provide ongoing opportunities for skill development and knowledge enhancement.
- Feedback and Communication Channels: Establish open lines of communication to encourage staff members to provide feedback on their training experiences, suggest additional training needs, or seek clarification on any training-related matters.
- Regular Assessments: Conduct periodic assessments or tests to evaluate staff members' understanding and retention of training material.

**Monthly**

- Monthly Safety Meetings: Conduct monthly safety meetings to address any safety concerns, review incident reports, and provide updates on safety protocols.
- Skills Enhancement Workshops: Organize workshops or seminars to help staff members develop additional skills or knowledge relevant to their roles, such as event planning, stage management, or technical skills.
- Certification Programs: Identify relevant certification programs or courses for staff members to pursue, such as first aid certification, food handling certification, or specific technical certifications.
- Performance Evaluations: Conduct regular performance evaluations to assess staff members' performance, provide constructive feedback, and identify areas for improvement or additional training.
- job-Specific Training: Conduct job-specific training sessions to ensure that staff members are equipped with the necessary skills and knowledge to perform their roles effectively and safely.
- Emergency Response Training: Conduct regular emergency response training sessions to ensure that staff members are prepared to handle various emergency situations, including medical emergencies, evacuations, and severe weather events.
- Customer Service Training: Provide customer service training via online learning modules to enhance staff members' ability to interact with attendees, handle inquiries, and resolve complaints.

**Daily Schedule**

- Morning Check-in: Start each day with a brief check-in session to communicate important updates, reminders, and any changes to the schedule.
- Emergency Response Training: Conduct regular emergency response training sessions to ensure that staff members are prepared to handle various emergency situations, including medical emergencies, evacuations, and severe weather events.
- Safety Training: Provide comprehensive safety training covering topics such as crowd management, first aid, fire safety, and hazardous materials handling.
- Policy and Procedure Review: Regularly review and reinforce festival policies and procedures, such as code of conduct, alcohol and drug policies, and harassment prevention guidelines.
- Cross-Training Opportunities: Offer cross-training opportunities to staff members, allowing them to gain exposure to different roles and responsibilities within the festival, enhancing their versatility and overall understanding of operations.

# PART FIVE

## Evaluation Procedures

Quantitative Evaluation

- Attendance Numbers: Measure the number of attendees at the event compared to the projected or desired attendance. This can provide a quantitative measure of the event's success in terms of attracting a desired audience.
- Revenue Generation: Assess the event's financial performance by comparing the actual revenue generated to the projected or desired revenue. This includes ticket sales, sponsorships, merchandise sales, and any other revenue streams.
- Cost Analysis: Evaluate the event's expenses and compare them to the projected or budgeted costs. This analysis can help determine if the event was managed efficiently and within the allocated budget.
- Survey Data: Conduct post-event surveys to collect quantitative data on attendee satisfaction. Use rating scales or Likert-type questions to measure satisfaction levels with various aspects of the event, such as organization, venue, entertainment, food, and overall experience.
- Social Media Metrics: Monitor social media platforms to track engagement metrics such as the number of likes, shares, comments, and mentions related to the event. These metrics can provide insight into the event's reach and impact.

Qualitative Evaluation

- Participant Feedback: Collect qualitative feedback through open-ended survey questions or through focus groups and interviews. Ask participants about their overall experience, specific highlights, areas for improvement, and suggestions for future events.
- Media Coverage: Assess media coverage of the event, including reviews, articles, and interviews. Analyze the tone and content of media coverage to gauge the event's perceived success and public reception.
- Stakeholder Feedback: Gather feedback from key stakeholders such as sponsors, vendors, and performers. Their perspective can provide insights into their level of satisfaction, the value they gained from the event, and their willingness to participate in future events.
- Observations and Event Logs: Collect observations and feedback from event staff, volunteers, and organizers. Their firsthand experiences can provide valuable insights into the event's success, including operational efficiency, crowd management, and overall execution.
- Survey guests on-site at the festival for their thoughts on the event and how it can be improved and what they like about it.

**Additional Details/Addendum:**

Staff and Volunteers will be provided with event t-shirts so people can recognize them easily

We will be selling Merch like tote bags