

# Time Travelers Gala

A 4TH OF JULY CELEBRATION



JACK TURNER

Subject to Change and Modification

Last Amended Date: 12/8/23



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# PART 1

## EVENT MISSION

THE TIME TRAVELERS GALA 4TH OF JULY CELEBRATION IS HOSTED TO UNITE PHILADELPHIANS OF ALL AGES TO CELEBRATE EVERY DECADE OF HISTORY TOGETHER TO REIGNITE A LOVE FOR HISTORY, ARTS, AND PHILADELPHIA FOR ALL IN AN ENGAGING, LOCAL AND EXCITING EXPERIENCE.

## EVENT GOALS

- PROMOTE INTEREST AND KNOWLEDGE ON PHILADELPHIA'S 247 YEAR HISTORY
- GROW INTEREST IN HISTORICAL ARCHIVES BY DONATING 10% OF ALL TICKET SALES TO RESEARCH FUNDS
- IMMERSIVE GUEST INTO THE HISTORIC SCENERIES OF THE CHOSEN DECADES
- ENCOURAGE EXPLORATION THROUGH LOCAL VENDOR AND VENUE PARTNERSHIPS
- PROVIDE RESIDENTIAL DIVERSITY INCLUSION EDUCATIONAL AND RESEARCH OPPORTUNITIES
- SHOWCASE THE LOCAL AND DIVERSE OPPORTUNITIES PLANNED FOR THE FUTURE OF THE CITY

## EVENT BACKGROUND/DESCRIPTION

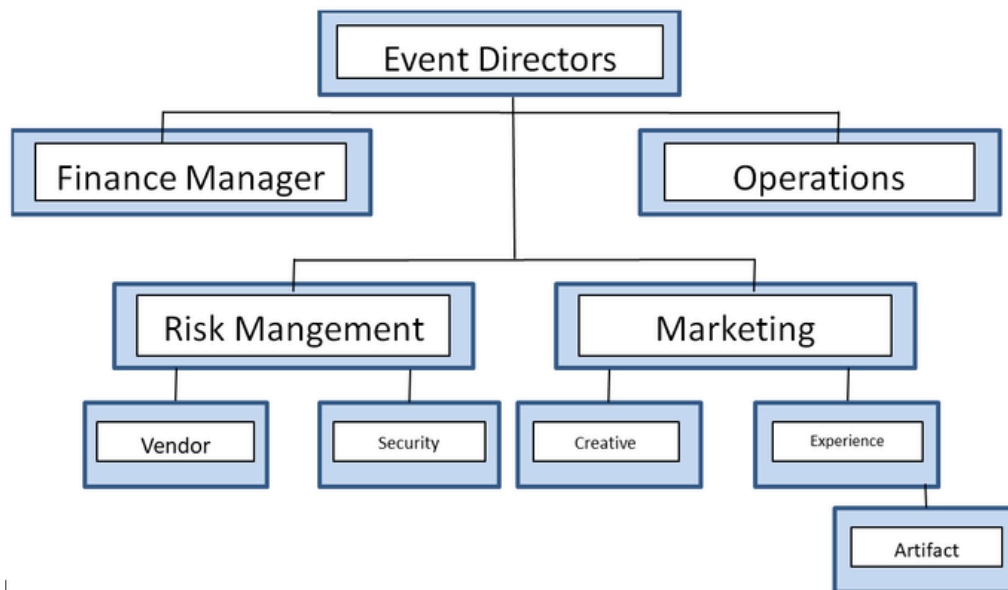
OUR EVENT KICKS OFF WITH ATTENDEES WITNESSING "THE FIRST FOURTH", THE SIGNING OF THE DECLARATION OF INDEPENDENCE AT INDEPENDENCE HALL. THERE WILL BE LIVE ACTORS AND ENTERTAINMENT RECREATING THE EVENT ENGAGING GUESTS. AFTER THE CONSTITUTION IS SIGNED, ATTENDEES HAVE THE OPPORTUNITY TO TRAVEL THROUGH TIME ON VARIOUS FOURTH OF JULY'S THROUGHOUT THE DECADES, EXPLORING NOT ONLY AMERICAN HISTORY BUT SPECIFICALLY, PHILADELPHIA'S HISTORY. WE WILL BE UTILIZING THE OUTDOOR SPACE OF INDEPENDENCE MALL FOR ALL GUEST TO THEN TAKE A PASSPORT AND TRAVEL THROUGH THE VARIETY OF DECADES BEGINNING AT THE TURN OF THE 19TH CENTURY TO NOW. THROUGH THE USE OF TENTS, EACH TENT WILL HIGHLIGHT DIFFERENT LOCAL VENDORS FROM THE CITY OF PHILADELPHIA, EACH ASSIGNED TO A DECADE BASED ON THEIR SPECIFIC PRODUCT AND OUR OVERALL VISION. LOCAL RESTAURANTS SERVING A SIGNATURE DISH AND A VARIETY OF SMALL BITES WILL SHOWCASE PARTICULAR FOOD FROM EACH DECADE. EACH TENT WILL ALSO FEATURE LOCAL ARTIST PERFORMING COVERS OF MUSIC FROM THAT DECADE FOR LIVE ENTERTAINMENT, AND INCLUDE DISPLAYS OF ACHIEVED HISTORY ARTIFACTS. AS THE GUEST TRAVEL THROUGH THE DECADES THEY CAN GET THEIR PERSONALIZED PASSPORTS STAMPED WITH EACH NEW FOOD IDEA SAMPLED OR EXPERIENCE INTERACTED WITH.



OUR THEME WILL SUPPORT LOCAL HISTORICAL ARCHIVES AND RESEARCH CENTERS THROUGHOUT THE EVENT TO GROW AWARENESS ABOUT THE IMPORTANCE OF PERCEIVING OUR PAST AND FUTURE HISTORY. THIS EVENT IS A TICKETED EVENT IN WHICH 10% OF ALL TICKET SALES WILL BE DONATED IN HELPING FUND RESEARCH STUDIES. WE ARE ALSO BRINGING IN LOCAL VENDORS AND RESTAURANTS TO PRESERVE THEIR BUSINESSES INTO PHILADELPHIA'S GROWING CULTURAL HISTORY BY SHOWCASING THEIR PRODUCTS AND SPECIALTY FOOD AND BEVERAGE OFFERINGS.

## PART 2

### ORGANIZATIONAL CHART/JOB DESCRIPTIONS





Position	Name	Contact Info
Event Directors- -Manage overall event operations and plans -Responsible for creating communication between directors	Jack Turner and Emmie Kaplan	Jackturner@timegala.com Emmiekaplan@timegala.com
Operations Director- -Responsible for creating a schedule for load in and load out -Conduct direction for flow of event	Patrick Cosgrove	Patrickcosgrove@timegala.com
Vendor Director- -Create contact list of vendors -Manage permits for vendors	Christian Miers	Christianmiers@timegala.com
Marketing Director- -Create local contracts and promote through social media and news outlets -Ensure physical advertisements are in place around the event space	Robert Kline	Robertkline@timegala.com
Finance Manager - -Create budget for event -Keep account of donation funds	Jessie James	Jessiejames@timegala.com
Risk Management Director- -Work with law enforcement to look over plans and scenarios in Risk Management Plan -Create Risk Management Plan	Sarah Smith	Sarahsmith@timegala.com
Security Manager- -Communicate with Risk Manager to understand RM Plans -Secure a plan with law enforcement -Overview event guest	David Larson	Davidlarson@timegala.com



Artifact Manager - -Manage artifact stations -Create training for staff members to handle artifacts	Mandy Brown	Mandybrown@timegala.com
Creative Manager- -Design signs and merchandise -Communicate with Marketing Director	Eric Johnson	Ericjohnson@timegala.com
Health Risk Director- -Assit with guest/staff health needs and risk -Keep contact with First Aid and security	Ashley Martin	Ashleymartin@timegala.com

## LOCATION/HOURS

OUR EVENT WILL TAKE PLACE ON THURSDAY, JULY 4TH AT INDEPENDENCE HALL AND INDEPENDENCE MALL AND WE WILL HOST THE SPACE 3PM-11PM WITH THE EVENT RUNNING 6PM-10PM

OUR EVENT IS TAKING PLACE AT INDEPENDENCE MALL, WHICH IS ALSO KNOWN AS “AMERICA’S MOST HISTORIC SQUARE MILE”. INDEPENDENCE MALL IS A THREE BLOCK SECTION OF INDEPENDENCE NATIONAL HISTORICAL PARK NORTH OF INDEPENDENCE HALL AND SOUTH OF THE NATIONAL CONSTITUTION CENTER. THE BLOCKS ARE SURROUNDED BY CHESTNUT, RACE, 5TH AND 6TH STREETS AND ARE REGULARLY USED FOR RALLIES, “SPECIAL EVENTS AND PUBLIC PROGRAMMING” ACCORDING TO THE PHILADELPHIA VISITOR CENTER CORPORATION WEBSITE. SINCE IT IS AN OUTDOOR PUBLIC SPACE, IT IS FREE TO ENTER WITH NO OPERATIONAL HOURS.

## SUSTAINABILITY PLAN

OUR SEPARATE “DECADES” WILL BE HOUSED BY TENTS WHICH WE WILL ACQUIRE THROUGH A RENTAL COMPANY, TO BE RETURNED AFTER USE. AS WE ARE SHOWCASING LOCAL VENDORS, WE WILL BE ASKING THEM TO BRING ANY SUPPLIES THEY MAY NEED (IF THEY ARE ABLE) AND TO LET US KNOW OF ANY EXTRA SUPPLIES THEY MAY NEED ASSISTANCE WITH. THIS WAY, NOT ONLY ARE WE SAVING MONEY ON UNNECESSARY SUPPLIES BUT NOT WASTING ANY MATERIALS EITHER. SIMILAR TO THE TENTS, WE PLAN ON RENTING STAGES. THIS PLAN IS TO BE ABLE TO KEEP AN UP CYCLE OBJECTIVE TO BE ABLE TO CONSIDER OUR REUSABLE OPTIONS AND ACCESS WHAT EVENT SUPPLIES WILL BE THE MOST BENEFICIAL AND SUSTAINABLE FOR US, BUT WILL ALSO BE SUSTAINABLE IN REUSE FOR FUTURE EVENTS.

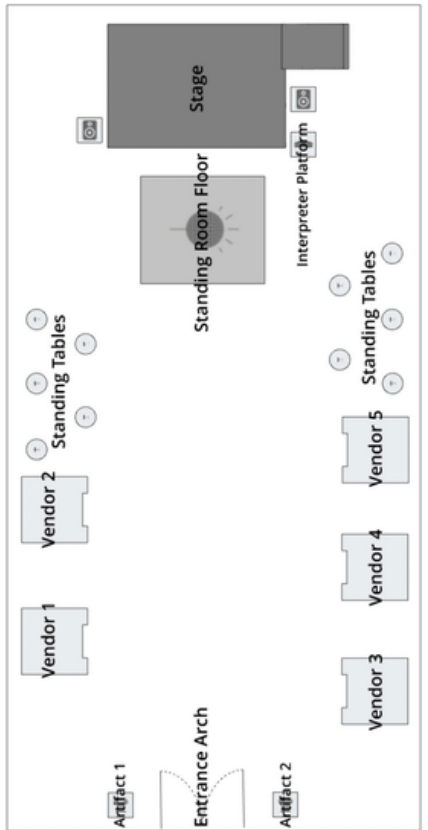
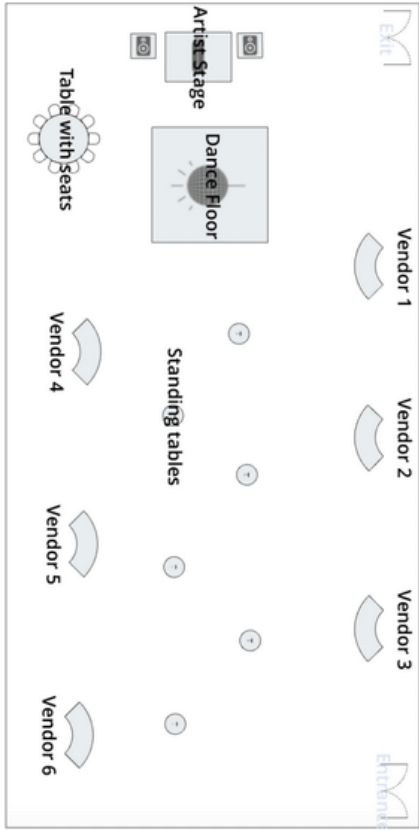
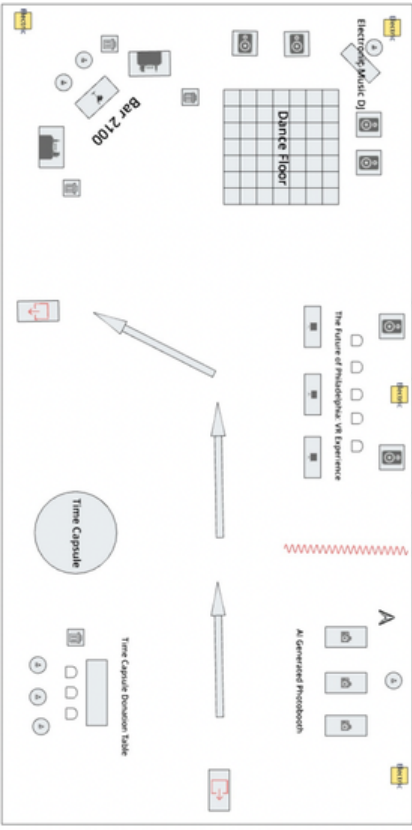


## ACCESS AND INCLUSION PLAN

BY UTILIZING AN OUTDOOR FLAT SPACE, WE ARE ACTIVELY FACILITATING AN ACCESSIBLE EVENT. THE LOCATION IS ALREADY WHEELCHAIR ACCESSIBLE, AND WELCOMES SERVICE ANIMALS. THE EVENT GROUNDS HAVE MANY FLAT SIDEWALKS AND PLATFORMS THAT WILL PROVIDE A CLEAR SURFACE GUEST WITH ANY MOTOR DISABILITIES TO BE ABLE TO SAFELY TRAVEL THROUGHOUT THE EVENT. WE PLAN ON PROVIDING SUITABLE SIGNAGE IN THE SURROUNDING BLOCKS SO IF LOCALS DECIDE TO TAKE PUBLIC TRANSPORTATION THEY CAN FOLLOW AN ACCESSIBLE PATH TO THE EVENT. ON THE SUBJECT OF PUBLIC TRANSPORTATION, EVENT MARKETING WILL ADVERTISE WHICH REGIONAL RAIL AND SUBWAY STOPS ARE CLOSEST TO THE EVENT AND ACCESSIBLE FOR ANYONE WHO CHOOSES TO TRAVEL THIS WAY. FOR ANY TENTS THAT INCLUDE LIVE ENTERTAINMENT, WE PLAN TO HAVE SIGN LANGUAGE INTERPRETERS BY EACH STAGE. EACH STAGE WILL HAVE A RAMP LEADING UP TO IT AS WELL.

## FLOW/LAYOUT/DESIGN

OUR EVENT WILL BEGIN AT INDEPENDENCE HALL AND GUEST WILL ENTER/REGISTER THE GALA AT INDEPENDENCE SQUARE BY ENTERING ON S INDEPENDENCE MALL E AND W. GUEST WILL THEN GO THROUGH INDEPENDENCE HALL AND INTERACT WITH REENACTMENTS OF THE SIGNING OF THE CONSTITUTION. GUEST WILL THEN FLOW OUT TO INDEPENDENCE MALL AND “TRAVEL” THROUGH THE DECADES. THE GRASS PATCH IN FRONT OF THE LIBERTY BELL CENTER WILL BE SPLIT INTO FOUR LOTS, COVERED BY TENTS, AND EACH LOT WILL HOST ONE OF THE THREE DECADES (1800s, 1900s, 2000s-PRESENT). THE FIRST LOT WILL HOST THE 1800s AREA. THIS WILL BE THE FIRST LOT GUEST WILL INTERACT WITH AS IT WILL BE THE FIRST LOT THEY FLOW OUT TO WHEN THEY EXIT INDEPENDENCE HALL. A LONG SIDEWALK FLUSH WITH LIBERTY BELL CENTER WILL ACT AS A PATHWAY TO ENTER AND EXIT ALL FOUR TRAVEL LOTS. EACH INDIVIDUAL LOT WILL A LARGE OVAL TUNNEL THAT WILL TRANSPORT GUEST INTO THE DECADES. ON EITHER SIDE OF THE ENTRANCE ARCH WILL BE AN ARTIFACT PODIUM DISPLAYING AN ARTIFACT FROM THE SPECIFIC DECADE. EACH LOT WILL ALSO HAVE A MEDIUM SIZED STAGE THAT BE WILL BE SET UP ON THE SIDEWALK CLOSEST TO 5TH STREET. REENACTMENTS AND PERFORMERS WILL PERFORM ON THE STAGES PERFORMING DIFFERENT HISTORICAL MOMENTS AND MUSIC FROM THE SPECIFIC DECADES. TWO OR THREE VENDOR TENTS WILL BE SET UP OF EITHER SIDES OF THE STAGES OFF OF THE PATHWAY NEXT TO LIBERTY BELL CENTER. VENDOR TENTS WILL EITHER HOST LOCAL RESTAURANTS OR LOCAL ARTIST CREATING ART AND SERVING DISHES SPECIFIC TO THE DECADES. FIVE COCKTAIL TABLES WILL ALSO BE ON EITHER SIDES OF THE TENTS FOR GUEST TO STAND AND EAT AT. DURING AND AFTER THE EVENT GUEST CAN EXIT ONTO MARKET STREET AFTER TRAVELING THROUGH THE FOURTH LOT (PRESENT DAY TENT) OR EXIT BACK OUT THROUGH INDEPENDENCE HALL.





# PART 3

## EMPLOYEE/VOLUNTEER POLICIES AND PROCEDURES

### **ABSENCE/TARDINESS:**

IF STAFF MEMBERS EXPERIENCE ANY SITUATIONS THAT MAY IMPACT THEIR ABILITY TO ARRIVE ON-SITE ON TIME, THEN THEY SHOULD CONTACT OUR OPERATIONS DIRECTOR, PATRICK COSGROVE, WITH ANY PERSONAL OR MEDICAL EXCUSES. STAFF THAT ARE NOT PRESENT OR WHO ARE TARDY WITHOUT A VALID EXCUSE OR THOSE WHO HAVE NOT CONTACTED OUR OPERATIONS DIRECTOR BEFOREHAND WILL BE TERMINATED FROM THE POSITION. LATENESS BECAUSE OF MEDICAL OR PERSONAL EMERGENCIES WILL BE EXCEPTED.

### **EMPLOYEE ASSISTANCE PROGRAMS:**

EMPLOYEES WILL BE GIVEN ACCESS TO AN ON SIGHT ASSISTANCE MANAGER THEY CAN DISCUSS ANY PERSONAL CONCERNS WITH. WHETHER THAT BE AN ISSUE REGARDING TRANSPORTATION TO WORK, WORKPLACE CONFLICT, FOOD, ETC. THIS MANAGER WILL RESERVE THE RIGHT TO REFER CERTAIN SPECIALISTS FOR EMPLOYEES AT A DISCOUNTED RATE, LIKE FREE COUNSELING SESSIONS SUPPORTED BY A PARTNERSHIPS WITH SPECIALISTS IN PHILADELPHIA.

### **EMPLOYEE PERK PROGRAMS:**

AS OUR STAFF SHOULD BE HIGHLY RECOGNIZABLE DURING THE EVENT, EACH STAFF MEMBER WILL RECEIVE A STAFF T-SHIRT, WHICH THEY SHOULD WEAR DURING THE EVENT. EACH STAFF MEMBER WILL ALSO RECEIVE AN EVENT-EXCLUSIVE REFILLABLE WATER BOTTLE TO AVOID DEHYDRATION AS THE EVENT DAY MIGHT BE HOT. STAFF WILL ALSO RECEIVE ONE FOOD AND ONE DRINK VOUCHER FOR ANY PARTICIPATING VENDOR BOOTH, WHICH THEY MAY ONLY USE DURING THEIR DESIGNATED BREAKS. STAFF WILL ALSO RECEIVE TWO DISCOUNT VOUCHER TICKETS FOR FRIENDS AND FAMILY.

### **ALCOHOL/DRUG:**

PARTAKING IN ANY DRUG OR ALCOHOL USE DURING EMPLOYEE SHIFTS IS HIGHLY PROHIBITED. EMPLOYEES WILL NEED TO BE OFF SITE AND OUT OF UNIFORM IF THEY WISH TO PARTAKE IN ANY DRUG OR ALCOHOL USE. THERE IS A ZERO-TOLERANCE POLICY ON ANY SUBSTANCE USE AND IF EMPLOYEES ARE CAUGHT USING ANY DRUGS OR ALCOHOL THEN THEY WILL BE TERMINATED ON-SITE.

### **SMOKING:**

SMOKING IS NOT PERMITTED ON-SITE DURING SET UP, DURING THE EVENT, OR DURING BREAK DOWN. EMPLOYEES ARE ALLOWED SMOKE BREAKS DURING THEIR DESIGNATED BREAKS, BUT ARE NOT PERMITTED TO SMOKE ON-SITE NEAR THE EVENT.



**POTENTIAL HEALTH ISSUES:**

WITHOUT THE HELP FROM OUR STAFF, WE WOULD NOT BE ABLE TO HOST A SUCCESSFUL EVENT. WE VALUE THE HEALTH AND SAFETY OF OUR STAFF SO IT IS OUR PRIORITY TO PROVIDE HEALTH-BASED RESOURCES FOR OUR STAFF TO ENSURE THEIR SAFETY AND HEALTH DURING THE DURATION OF THE EVENT. IF STAFF MEMBERS HAVE ANY HEALTH OR SAFETY CONCERNS, THEY SHOULD CONTACT OUR HEALTH RISK MANAGER, ASHELY MARTIN, AT ASHELYMARTIN@TIMEGALA.COM. OUR HEALTH AND OPERATIONS TEAM WILL BE ABLE TO ASSIST IN ANY IMMEDIATE HEALTH RELATED POLICIES BULLETED BELOW:

- WORK RELATED INJURY
- WORKPLACE SAFETY
- PHYSICAL HEALTH
- EMOTIONAL HEALTH
- MENTAL HEALTH
- ILLNESS
- SUBSTANCE ABUSE
- DISABILITY ASSISTANCE

**CUSTOMER SERVICE POLICIES, PROCEDURES, RULES & GUIDELINES**

**ALL EMPLOYEES AND VENDORS CONTRACTED BY THE TIME TRAVELERS GALA MUST FOLLOW THE POLICIES AND PROCEDURES LISTED BELOW:**

GUIDELINES:

EMPATHY:

DEMONSTRATE EMPATHY TOWARDS CUSTOMERS BY ACKNOWLEDGING THEIR FEELINGS AND CONCERNS.

CONSISTENCY:

ENSURE CONSISTENCY IN RESPONSES AND INFORMATION PROVIDED TO CUSTOMERS ACROSS ALL COMMUNICATION CHANNELS.

TRANSPARENCY:

BE TRANSPARENT ABOUT PRODUCTS, SERVICES, AND ANY POTENTIAL LIMITATIONS, AVOIDING MISLEADING INFORMATION.

CONTINUOUS IMPROVEMENT:

THE TIME TRAVELER'S GALA PROMOTES A COMMITMENT TO CONTINUOUS IMPROVEMENT BY REGULARLY REVIEWING CUSTOMER SERVICE PROCESSES AND SEEKING OPPORTUNITIES FOR ENHANCEMENT.

POLICIES:

ALL EMPLOYEES MUST MAINTAIN A POSITIVE ATTITUDE TOWARDS CUSTOMERS, DISPLAYING THE VALUES OF THE ORGANIZATION OF



IF AN ATTENDEE IS UPSET, DO YOUR BEST TO DEESCALATE THE SITUATION. IF THE CUSTOMER PROCEEDS TO ESCALATE, EXPRESS TO THE GUEST YOU WILL BE FINDING A MANAGER TO CONTINUE FURTHER ASSISTING WITH THE REST OF THE SITUATION. EMPLOYEE'S MUST TAKE RESPONSIBILITY FOR THEIR OWN GUEST INTERACTIONS, HOWEVER ARE NOT REQUIRED TO CONTINUE WITH A SITUATION IF THEY FEEL THREATENED OR UNCOMFORTABLE.

LASTLY, WE STRESS THE IMPORTANCE OF THE MANTRA "IF YOU SEE SOMETHING, SAY SOMETHING". AS AN OUTDOOR PUBLIC EVENT IN THE MIDDLE OF OLD CITY MONITORING SECURITY MAY APPEAR MORE DIFFICULT THAN OTHER LOCATIONS. WE ASK THAT ANY EMPLOYEE WHO SEES SOMETHING SUSPICIOUS REPORT IT TO THE NEAREST TEAM LEAD OR SECURITY MEMBER CALMLY AND IN A TIMELY MANNER. NO EMPLOYEE IS TO BE SCRUTINIZED OR PUNISHED FOR A FALSE REPORT, AS LONG AS IT WAS REPORTED WITH THE BEST INTENT AND DOES NOT APPEAR TO BE A CLAIM BASED ON ANY KIND OF BIAS TOWARDS THE ACCUSED.

### **ACCOUNTING POLICIES AND PROCEDURES/FINANCE**

ALL ACCOUNT BUDGETS AND EXPENSES FOR THE TIME TRAVELERS GALA WILL BE OVERSEEN BY OUR FINANCE DIRECTOR, JESSE JAMES AND CO-OVERSEEN BY OUR EVENT DIRECTORS, JACK TURNER AND EMMIE KAPLAN. FINAL BUDGETS AND EXPENSES WILL BE APPROVED BY THE THREE DIRECTORS. EMPLOYEES MAY NOT TAKE ANY CASH FROM THE CASH SAFE OR THEY WILL FACE IMMEDIATE TERMINATION.

CUSTOMERS MAY PAY FOR TICKETING EITHER ONLINE THROUGH A WEBSITE, ON SITE WITH CARDS THROUGH AND IPAD SYSTEM, OR WITH CASH. AT THE ENTRANCE OF THE EVENT, STAFF MEMBERS IN CHARGE OF HANDLING CASH WILL BE GIVEN A SAFE TO PASS ON TO EITHER EMMIE KAPLAN OR JACK TURNER AT THE END OF THE EVENT. DONATIONS AND TICKET DONATIONS WILL BE HANDLED BY THE FINANCE DIRECTOR TO THEN CALCULATE AND DISTRIBUTE FUNDS TO PARTICIPATING PARTNERS.

AT THE END OF THE EVENT, ALL CASH REVENUE AND DIGITAL REVENUE COLLECTIONS WILL BE MEASURED SEPARATELY AND THEN ADDED TOGETHER TO UNDERSTAND OUR TOTAL REVENUE FOR THE EVENT. THE BUDGET TEAM, OVERSEEN BY THE EVENT LEADS, WILL BE IN CHARGE OF THIS TASK AND MONITORING ALL INCOME.



# PART 4

## SECURITY/SAFETY/RISK MANAGEMENT PLAN

- ALL EMPLOYEES AND VOLUNTEERS WILL BE GIVEN A STAFF T-SHIRT AND A STAFF CREDENTIAL LANDYARD TO GRANT THEM ACCESS IN AND OUT OF THE EVENT. THIS WILL ALLOW SECURITY TO QUICKLY ALLOW STAFF INTO THE AREA. SINCE THE EVENT IS OUTDOORS, ALL STAFF WILL HAVE ACCESS TO ALL AREAS AS THERE WILL BE NO SEPARATED AREAS.
- AT ARRIVAL, ALL STAFF, VOLUNTEERS AND GUEST WILL WALK THROUGH A METAL DETECTOR AND HAVE THEIR BAGS CHECKED (NO BAGS LARGER THAN 12”X12” WILL BE ALLOWED INTO THE AREA)
- SECURITY WILL BE GIVEN WALKIE-TALKIES TO COMMUNICATE WITH EACH OTHER THROUGHOUT THE EVENT
- SECURITY AND LAW ENFORCEMENT WILL OVERSEE AND TRAVEL THROUGHOUT THE EVENT AND WILL ALSO STAND ON THE OUTSIDE PERIMETERS OF THE EVENT AREA.
- BY ATTENDING THE EVENT, GUEST WILL CONSENT TO ALL SECURITY POLICIES AND PROCEDURES AND EVENT SECURITY AND LAW ENFORCEMENT WILL HAVE THE RIGHT TO CONFISCATE ALL AND IF ANY PROHIBITED ITEMS ARE FOUND:
- WEAPONS (OF ANY KIND), FIREARMS, FIREWORKS AND EXPLOSIVES, OUTSIDE FOOD AND DRINK, LARGE CAMERAS, NOISEMAKERS, OUTSIDE ALCOHOL, PETS, EXCLUDING SERVICE ANIMALS, AND FLAMMABLE LIQUIDS
- GUEST MAY BE REMOVED FROM THE EVENT IF EXCESSIVE FOUL LANGUAGE IS USED, THERE IS EXCESSIVE ALCOHOL CONSUMPTION, AND IF INAPPROPRIATE ACTIONS AND GESTURES ARE MADE TOWARDS STAFF, VOLUNTEERS AND OTHER GUEST.
- CONTACT , SECURITY MANAGER, DAVID LARSON, DAVIDLARSON@TIMEGALA.COM, FOR SECURITY POLICIES AND PROCEDURES

## OPENING/CLOSING PROCEDURES

- AT OPENING, SECURITY AND LAW ENFORCEMENT MUST BE AT THEIR POSITIONS AND SCATTERED IN OUTSIDE AND OUTSIDE AREAS OF THE EVENT. SECURITY WILL ALSO CONDUCT SECURITY AND BAG CHECKS
- AT CLOSING, SECURITY AND LAW ENFORCEMENT MUST STAY IN THEIR POSITIONS AND HELP WITH THE CROWDING AND SWEEPING OF GUEST AT THE END OF THE EVENT UNTIL RELEASED BY SECURITY MANAGER, DAVID LARSON

## SAFE AND SECURE ENVIRONMENT POLICIES

- SECURITY WILL BE IN POSITION ALL AROUND THE EVENT AREA TO ENSURE ALL CORNERS OF THE EVENT ARE ACCOUNTED FOR IN CASE OF IMMEDIATE EMERGENCIES
- SECURITY WILL ALSO FLOAT THROUGHOUT THE EVENT TO MAKE SURE ALL GUESTS ARE SAFE AND ARE FOLLOWING EVENT POLICIES
- SECURITY WILL HELP MANAGE CROWDS BEFORE, DURING AND AFTER THE EVENT SO THERE ARE NOT LARGE CROWD BUILD UPS IN THE AREAS
- A WALKIE TALKER SYSTEM WILL BE USED FOR ALL STAFF AND SECURITY TO COMMUNICATE EMERGENCIES AND NEEDS THROUGHOUT THE EVENT



## EMERGENCY PLAN

WITH A STRONG RELATIONSHIP WITH LOCAL LAW ENFORCEMENT, WE WILL LET OUR SECURITY HANDLE MANAGEABLE AND SMALLER EMERGENCIES BUT WE WILL ASK LAW ENFORCEMENT TO GET INVOLVED IF WE HAVE TROUBLE WITH GUEST, THREATS, FIRES, AND EVACUATIONS. WE WILL ALSO HAVE SAFE MEET-UP SPOTS PLANNED FOR OUR GUESTS AND STAFF AROUND THE EVENT AREA TO GO TO IN CASE OF AN EVACUATION.

## SWOT ANALYSIS

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>-The unique theme of the event should drive ticket sales.</li> <li>-Philadelphia's strong ties to national history makes it a perfect city to host a celebration of history.</li> <li>-This event can foster community involvement, attracting locals and visitors interested in experiencing the historical significance of Philadelphia</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>-Outdoors with potential for extreme weather, heat, and access for the general public.</li> <li>-The 4<sup>th</sup> of July is a very popular day for events in Philadelphia. This may hurt sales</li> <li>-Due to the fact that this is a new event it may be difficult to find sponsors</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>-If this event is successful it could become an annual 4<sup>th</sup> of July tradition.</li> <li>-The time travelers gala could work with local schools in order to inspire students to learn about history</li> <li>-This event could lead to partnerships with local businesses, historical societies and museums in order to further spread the values of the event</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>-Public safety concerns</li> <li>- This is an outdoor event that overlaps directly with public roads and areas</li> <li>-Budget constraints</li> </ul>

## OVERALL PLANNING SCHEDULE

### 12 MONTHS IN ADVANCE:

- DEVELOP A MAIN PROPOSAL PITCH FOR THE EVENT
- DETERMINE A BUDGET PLAN
- DETERMINE VISION, MISSION AND OVERALL GOALS FOR THE EVENT
- RESEARCH VENDORS AND RESTAURANTS
- BEGIN VENDOR OUTREACH
- BEGIN JOB SEARCH FOR FULL-TIME EVENT STAFF
- DEVELOP SUSTAINABILITY DESIGN PLAN

### 9 MONTHS:

- DEVELOPE POLICY AND PROCEDURE GUIDELINES
- CONTACT INDEPENDENCE MALL AND FINALIZE VENUE DETAILS
- BOOK VENUE
- RESEARCH NEEDED PERMITS AND LAW GUIDELINES
- CONTACT AND FINALIZE VENDORS AND RESTAURANTS



- CONFIRM THE FOUR POP-UP TENTS
- CONFIRM STAGE RENTALS
- CONFIRM TABLE AND VENDOR TENT RENTALS
- DESIGN EVENT MARKETING MATERIALS
- LOGOS, WEBSITE, FONTS, SIGNS, POSTERS
- BEGIN OUTREACH FOR LIVE PERFORMERS
- BANDS, ACTORS, MUSICIANS

#### 6 MONTHS:

- BEGIN MARKETING FOR THE EVENT THROUGH SOCIAL MEDIA, VENDORS AND PARTNERS
- LIVE PERFORMERS SELECTED
- DEVELOP LAYOUT DESIGN
- DEVELOP RISK MANAGEMENT/SECURITY POLICIES AND PROCEDURES
- DEVELOP STAFF AND VOLUNTEER POLICIES AND PROCEDURES
- BEGIN OUTREACH TO SPONSORS
- BEGIN OUTREACH TO RESEARCH AND ARTIFACT CENTERS

#### 4 MONTHS:

- BEGIN JOB SEARCH FOR ON-SITE STAFF AND VOLUNTEERS
- BEGIN HUMAN RESOURCE TRAINING FOR FULL-TIME STAFF

#### 3 MONTHS:

- TICKETS FOR THE EVENT GO ON-SALE TO THE PUBLIC
- ORDER STAFF T-SHIRTS AND WATER BOTTLES
- CONTINUE MARKETING EVENT
- FINALIZE SPONSORSHIP DEALS AND DONORS

#### 1 MONTH:

- FINALIZE EVENT LAYOUT MAP
- PREPARE DAY OF EVENT SCHEDULE FOR VENDORS AND STAFF
- CONTACT RENTAL COMPANIES ABOUT EVENT SET-UP AND BREAK-DOWN SCHEDULE AND PROCEDURES

#### WEEK OF EVENT:

- EVENT REGISTRATION SYSTEM WILL CLOSE
- DONATION LINK WILL STILL BE OPEN
- SEND OUT TRAINING DOCUMENT AND VIDEO TO VOLUNTEERS AND STAFF
- RECEIVE EVENT CONFIRMATION AND PAYMENT FROM VENDORS
- SEND EVENT DAY SCHEDULE TO ALL STAFF AND VOLUNTEERS

#### DAY OF EVENT:

- PREPARE FINALIZED LIST OF ATTENDEES
- FINAL SITE TOUR
- CHECK IN ON-SITE STAFF AND VOLUNTEERS
- FINAL STAFF MEETING AND BRIEFING FOR VOLUNTEERS



## OVERALL DAY OF EVENT SCHEDULE/RUNNING ORDER

**2:30-2:45PM**-HEAD EVENT STAFF AND DIRECTORS ARRIVE  
**2:50-3:00PM**-ALL VOLUNTEERS AND STAFF ARRIVE/DISTRIBUTION OF WALKIE TALKIES AND POSITIONS  
**3:00PM**-INDEPENDENCE MALL CLOSES/TENT SET UP BEGINS  
**4:00PM**- STAGES AND TABLES ARRIVE  
**4:45-5:00PM**-VENDORS ARRIVE  
**5:00PM**-FINAL PREPARATIONS/ STAFF BREAKS/ EXCLUSIVE ARTIFACTS ARRIVE  
**5:15PM**- INDEPENDENCE HALL CLOSES/GUEST CHECK IN SET UP  
**5:30-6:00PM**-GUEST CHECK-IN  
**6:00PM**-EVENT BEGINS  
**6:30-9:30PM**-LIVE ENTERTAINMENT PERFORMANCES  
**10PM**-EVENT CONCLUDES  
**10:15**-TEAR-DOWN BEGINS  
**11PM**-VOLUNTEERS AND STAFF ARE RELEASED

## HUMAN RESOURCE TRAINING/CERTIFICATION SCHEDULE

### FULL TIME STAFF TRAINING:

MONTHLY TRAINING SESSIONS WILL BE HELD FOR FULL-TIME STAFF FOUR MONTHS IN ADVANCE ON THE TOPICS OF CUSTOMER SERVICE, RISK MANAGEMENT, FINANCIAL STABILITY, EMERGENCY PROCEDURES AND CONFLICT RESOLUTIONS. OUR MAIN LEADS, JACK TURNER, EMMIE KAPLAN, AND RISK MANAGEMENT DIRECTOR, SARAH SMITH, AND OUR FINANCE MANAGER, JESSE JAMES, WILL LEAD HOUR LONG TRAININGS BOTH IN-PERSON AND VIRTUAL AND TO OBTAIN THE MOST ATTENDANCE FOR OUR TRAININGS. TRAININGS WILL CONSIST OF CASE STUDY AND EXPERIENCE-BASED EXERCISES THAT ALLOW OUR STAFF TO TRULY IMMERSE THEMSELVES IN OUR POLICIES AND PROCEDURES. FULL-TIME STAFF WILL BE REQUIRED TO PARTICIPATE IN 3 OF THE 4 TRAININGS.

### VOLUNTEER AND ON-SITE STAFF TRAINING:

VOLUNTEERS AND ON-SITE STAFF WILL RECEIVE TRAINING ON CUSTOMER SERVICE EXPECTATIONS, EMERGENCY PROCEDURES AND CONFLICT RESOLUTION THROUGH AN ONLINE DOCUMENT VIA EMAIL THROUGH THEIR CONFIRMATION EMAILS. THE DOCUMENT WILL GO IN DEPTH ABOUT POLICIES AND PROCEDURES AND WILL PROVIDE A VARIETY OF CASE STUDY SCENARIOS SIMILAR TO THOSE THAT WERE PROVIDED FOR FULL-TIME STAFF. VOLUNTEERS AND STAFF WILL BE REQUIRED TO LOOK OVER THE DOCUMENT AND ACKNOWLEDGE THEIR UNDERSTANDING AT THE END OF THE DOCUMENT. THEY WILL ALSO BE GIVEN ACCESS TO A SHORT VIDEO LINK THAT WILL SHOW AND EXPLAIN DAY-OF EVENT PROCEDURES AND EXPLAIN SITE MAPS FOR EMERGENCY SCENARIOS. ON THE DAY OF THE EVENT, ALL VOLUNTEERS AND STAFF WILL BE GIVEN A MAIN OVERVIEW OF THE EVENT PROCEDURES BY THE EVENT DIRECTORS AND THEN RELEASED TO THEIR POSITIONS.



# PART 5

## EVALUATION PROCEDURES

FOR OUR QUALITATIVE DATA, WE WILL HAVE TWO FEEDBACK FORMS FOR OUR ATTENDEES TO FILL OUT. WE WILL HAVE A QR CODE MID-EVENT POSTED ON SIGNS AND POSTER FOR GUESTS TO FILL OUT THROUGHOUT THE EVENT FOR GUEST TO GIVE REAL-TIME AND RELEVANT FEEDBACK. THIS WILL GIVE GUEST THE OPPORTUNITY TO GIVE FEEDBACK ON GOOD AND BACK EXPERIENCES THEY ENCOUNTERED DURING THE EVENT. A SECOND SURVEY WILL BE SENT TO ATTENDEES POST-EVENT VIA EMAIL TO BETTER GRASP A BETTER IDEA OF HOW GUEST FELT ABOUT THE AMENITIES PROVIDED DURING THE EVENT. THEY WILL THEN AGAIN HAVE THE OPPORTUNITY TO GIVE REAL FEEDBACK ON THEIR EXPERIENCE AT THE EVENT, TO THEN WE WILL THEN USE TO COMPARE THE DATA AND FEEDBACK GIVEN IN THE TWO FORMS.

FOR OUR QUANTITATIVE DATA, OUR FINANCE DIRECTORS WILL START BY ANALYZING OUR INITIAL TICKET SALES. WE WILL HAVE TO EVALUATE SALES COMPLETED ON SITE VERSUS ONLINE AHEAD OF TIME DURING THIS PHASE AS WELL. OUR FINANCE TEAM WILL FOLLOW UP WITH OUR VENDORS POST EVENT, FOR INFORMATION REGARDING EACH VENDORS INDIVIDUAL SALES AND REVENUES FROM OUR EVENT. THIS WILL HELP US TO UNDERSTAND HOW MUCH THE TYPICAL ATTENDEE SPENT WHILE VISITING. FOR OUR MARKETING EFFORTS, WE WILL MONITOR OUR SOCIAL MEDIA ENGAGEMENT THROUGH TIK TOK, INSTAGRAM REELS, AND MORE. USING OUR INTERNET SOFTWARE, WE WILL CAREFULLY EVALUATE HOW MANY OF THOSE SOCIAL MEDIA USERS AND VIEWERS THEN FOLLOWED THROUGH ON THOSE LINKS TO PURCHASE THEIR TICKETS. UNDERSTANDING THOSE NUMBERS WILL ALSO HELP US TO UNDERSTAND THE IMPACT OUR MARKETING EFFORTS HAD ON ENGAGEMENT AND REVENUE. REGARDING SAFETY DATA, WE WILL HAVE AN IN DEPTH MEETING WITH THE PHILADELPHIA POLICE THAT WERE ON SIGHT AT OUR EVENT TO REVIEW AND EVALUATE OUR SAFETY PROCEDURES AND POLICIES PREDETERMINED FOR THE EVENT AND DISCUSS ANY ISSUES THAT MAY HAVE COME UP DURING FACILITATION OF THE EVENT.

## ADDITIONAL DETAILS/ADDENDUM

PERSONALIZED PASSPORT:

EACH GUEST WILL RECEIVE A PERSONALIZED PASSPORT IN WHICH THEY CAN USE AROUND THE EVENT TO INTERACT WITH VENDORS AND ENTERTAINMENT TO GET STAMPS TO SHOW OFF THEIR TIME TRAVELING INVOLVEMENT WITHIN THE EVENT. THIS WILL ALLOW OUR GUEST TO FULLY IMMERSE THEMSELVES IN THE TIME TRAVELING ATMOSPHERE THAT WE ARE TRYING TO CONVEY.



*Time Travelers Passport*

1700s

1800s

1900s

2000s

*Time Travelers Passport*

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	NAME <b>DAVID</b>	SEX <b>M</b>
	DATE OF BIRTH <b>26 MAY 1976</b>	
	DATE OF ISSUE <b>04 JULY 2024</b>	