Fracture Lab



Exhibit Launch

Melanie Becker, Sage Eleby-Henderson, Roi Endo, Rachael Ennis, Morgan Weir

Subject to Change and Modification

Last Amended Date: 4/25/2025

Table of Contents

Part One	
Event/Company Mission	
Event Goals	
Background/Event Description	
Part Two	7
Organizational Chart/Job Descriptions	
Location/Hours	
Sustainability Plan	
Part Three	11
Access and Inclusion Plan	
Flow/Layout	
Design	
Part Four	17
Employee/Volunteer Policies and Procedures	
Customer Service Policies, Procedures, Rules, and Guidelines	
Accounting Policies and Procedures/Finance	
5	
Part Five	22
Security/Safety/Risk Management Plan	22
Overall Planning Schedule	25
Overall Day of Event Schedule/Running Order	
Human Resource Training/Certification Schedule	
•	
Part Six	31
Evaluation Procedures	31
Additional Details/Addendum	35

Part One

Event Mission

Our mission is to merge tradition with innovation, transforming art into a living, responsive entity that evolves in real-time. By blending AI, emotion, and human interaction, the Fracture Lab Museum creates immersive, hyper-personalized experiences that adapt to visitor presence and biometric inputs. We strive to bridge traditional and digital art, reimagining historical masterpieces and contemporary works through cutting-edge technology. This event redefines the future of art spaces and collections, offering a platform where collectors, museums, and the public can preview, interact with, and help shape art before its acquisition.

Company Mission

- Transform Art into a Living Entity: Art should respond to human presence, shifting and evolving dynamically.
- Merge AI, Emotion, and Interaction: Our exhibits adapt to biometric, movement, and emotional inputs, creating hyper-personalized experiences.
- Traditional & Digital Art: We reimagine historical masterpieces, contemporary works, and new media creations through cutting-edge technology.
- Revolutionize Art Auctions & Museums: We create experiences where collectors, museums, and the public can preview, interact with, and even shape art before its acquisition.

Event Goals

Showcase Al-Driven Art Innovation

- o Achieve at least 85% positive feedback from visitor surveys on Al-generated art.
- Implement AI models that respond to at least three real-time data inputs (e.g., weather, news, visitor behavior) during the event.

Engage & Immerse the Audience

- Ensure at least 75% of attendees interact with Al-driven installations.
- Track visitor engagement levels through biometric or movement data throughout the weekend.

• Highlight Local Artistic Collaboration

- Feature work from at least seven Philadelphia-based artists and three Al developers.
- Host at least two live panels or workshops featuring local artists and Al specialists.

Position Fracture Lab Studios as a Leader in Interactive Art

- Secure media coverage in at least five local or national outlets before or during the weekend.
- Reach 10,000+ social media impressions during and immediately after the event.

Drive Community & Institutional Engagement

Partner with at least three local museums, universities, or cultural organizations.

 Secure at least two major sponsors, such as VisitPhilly or an arts-focused foundation.

Maximize Attendance & Measure Impact

- Attract 1,000–1,500 attendees over the weekend.
- Collect and analyze visitor feedback within one week post-event.
- Track social media engagement and post-event discussions to gauge interest for future exhibitions.

https://chatgpt.com/c/67a3d701-dc64-800b-ab2a-31933deafd67

Location

https://en.wikipedia.org/wiki/Franklin_Square_station https://www.thefranklinsquarestation.com Celebrating the reopening of the Franklin Square Station

Concept & Inspiration

The core concept of the Fracture Lab Museum's interactive AI art experience is to create an environment where no two visits are alike. Inspired by the ever-changing nature of life itself, this event leverages cutting-edge artificial intelligence to generate dynamic artwork influenced by real-time external factors. The integration of data-driven creativity challenges traditional notions of authorship, artistic intent, and viewer engagement.

The experience is deeply rooted in several artistic and technological movements, including:

- **Generative Art & Algorithmic Creativity:** All algorithms analyze and synthesize data, producing artworks that shift and evolve in unpredictable ways.
- Environmental & Social Reflection: The exhibition responds to local environmental conditions (rain, sunlight, temperature) and breaking news, making each piece a commentary on the world at that moment.
- Participatory & Interactive Art: Visitors play an active role in shaping the artwork through movement, engagement, and emotional reactions tracked via sensors and other technologies.

Technology & Execution

The event is powered by a sophisticated AI system that pulls real-time data from multiple sources and translates it into artistic visuals. Key technological elements include:

- Machine Learning & Generative Algorithms: All models trained in various artistic styles reinterpret incoming data into evolving digital paintings, sculptures, and projections.
- Data Integration: Live feeds of Philadelphia's weather, local news updates, and visitor behavior influence the colors, textures, and compositions of the artworks.
- Interactive Interfaces: Sensors detect motion, eye tracking, and even emotional responses, allowing visitors to directly impact the transformations of the displayed pieces.

• Immersive Multimedia Installation: The exhibition incorporates digital screens, holograms, projection mapping, and even augmented reality elements to enhance the experience.

Visitor Experience

Upon entering the exhibition space, visitors will be enveloped in a constantly shifting digital landscape where artwork morphs before their eyes. Key aspects of the experience include:

- Weather-Responsive Visuals: On a rainy day, Al-generated paintings may feature darker hues and fluid textures, while a bright, sunny afternoon might produce vibrant, energetic imagery.
- **News-Inspired Abstracts:** Current events dynamically influence the themes and shapes of digital art, reflecting the pulse of Philadelphia's sociopolitical climate.
- **Personalized Engagement:** Visitors' movements, gestures, and reactions will subtly alter the displayed artworks, making everyone's journey unique.

Artistic & Philosophical Implications

This event raises critical discussions about the role of AI in the creative process. It challenges the traditional idea of a static masterpiece, instead presenting art as a fluid, living entity. By merging machine intelligence with human emotion and environmental stimuli, Fracture Lab Museum seeks to explore:

- The evolving definition of authorship in the age of Al.
- How technology can enhance, rather than replace, human creativity.
- The potential of data-driven art to reflect and comment on contemporary society in real time.

https://chatgpt.com/share/67a3da9d-0520-8005-a363-78c8a3712aac https://chatgpt.com/c/67a3d619-0d34-8001-abec-2a8628cc2da3

Event Description

Fracture Lab Museum presents a groundbreaking, interactive art experience where Algenerated artworks shift and evolve daily, inspired by Philadelphia's real-time weather, news, and visitor behavior. This event is designed to push the boundaries of traditional and digital art, merging artificial intelligence, data, and human emotion to create a constantly evolving visual narrative. Imagine stepping into an exhibit that reacts to the city itself, mirroring Philadelphia's dynamic environment and culture. Each day, visitors will witness new works of art generated by AI, reflecting everything from sunny skies to breaking news and the emotional energy of those in attendance. The fusion of local artists, AI experts, and cutting-edge technology ensures a unique, immersive experience that transforms how we engage with art.

Key Elements

 Real-Time Art Transformation: Art shifts based on data inputs, including weather conditions, trending local news, and visitor movement within the space.

- Emotional Interaction: Biometric and emotional sensors respond to visitor presence, creating hyper-personalized visuals that react to collective moods and energy.
- Collaboration with Local Artists: Philadelphia's creative community plays a crucial role by collaborating with AI to design evolving works that incorporate both traditional and digital art forms.

Collaborators

- Local Artists: Infuse their unique style and creativity into Al-generated works.
- Al Experts: Develop adaptive algorithms and responsive systems that transform art in real-time.
- Sponsor: VisitPhilly
- PATCO: Work with PATCO and city of Philadelphia to celebrate the reopening of the station

Why Philadelphia?

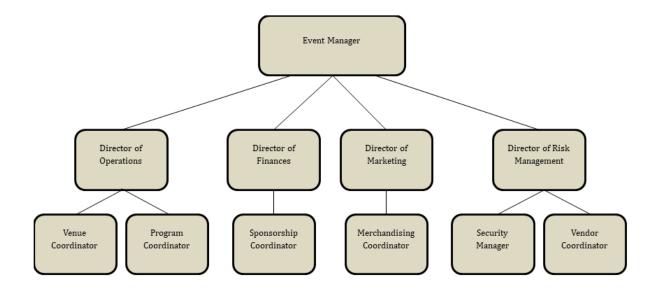
Philadelphia's rich history, vibrant arts scene, and rapidly growing tech community make it the perfect backdrop for this event. This experience will draw both locals and visitors, providing a new way to explore the city's ever-changing pulse through art.

Takeaway

The Fracture Lab Museum isn't just an art exhibit. It's a living, evolving world where technology, human energy, and urban space converge. Every visitor shapes it. Every step alters it. The city itself breathes through it.

https://chatgpt.com/c/67a13b59-fbec-8001-b0aa-bd9af25630be

Part Two



Job Descriptions

- Event Manager: Oversees all aspects of the art exhibit launch, ensuring smooth coordination between teams, adherence to deadlines, and successful event execution.
 They are responsible for high-level decision-making, budgeting, and ensuring the event aligns with the vision and goals.
- Director of Operations: Manages the logistical aspects of the event, ensuring the venue setup, scheduling, and overall operations run smoothly. They work closely with coordinators to handle any on-site challenges and ensure a seamless experience for attendees.
- Director of Finances: Manages the event budget, overseeing all financial planning, expenditures, and revenue sources. They ensure funds are allocated efficiently and work with sponsorship coordinators to secure funding.
- Director of Marketing: Develops and executes marketing strategies to promote the event through social media, advertising, and press coverage. They oversee branding efforts and ensure maximum audience engagement before and during the event.
- Director of Risk Management: Ensures the safety and security of the event by identifying
 potential risks and implementing mitigation strategies. They oversee compliance with
 health, safety, and legal regulations.
- Venue Coordinator: Secures the venue, arranges necessary permits, and ensures that
 the space is prepared to accommodate artwork displays and guest traffic. They
 coordinate with vendors and staff to handle lighting, layout, and accessibility concerns.
- Program Coordinator: Develops the event itinerary, coordinating artist presentations, interactive sessions, and performances to enhance the exhibit experience. They work to ensure a well-structured timeline and smooth transitions between different segments of the event.

- Sponsorship Coordinator: Identifies and secures sponsorships and partnerships to financially support the art exhibit. They negotiate contracts and maintain relationships with sponsors to maximize exposure and funding.
- Merchandising Coordinator: Handles the production and sales of event-related merchandise such as catalogs, prints, and branded souvenirs. They coordinate with artists and vendors to create appealing products that enhance the event's visibility and profitability.
- Security Manager: Manages security personnel, ensuring the protection of artwork, attendees, and VIP guests. They develop and implement safety protocols to handle crowd control, emergencies, and asset protection.
- Vendor Coordinator: Coordinates with food, beverage, and service vendors to ensure smooth operations during the event. They handle contracts, set up logistics, and vendor compliance to enhance the guest experience.

Contact Chart

Position	Name	Contact Information	
Event Manager	Sage Eleby-Henderson	sage.elebyhenderson@gmail.com	
		(215) 223-4962	
Director of Operations	Melanie Becker	melanie.becker@gmail.com	
		(215) 365-2254	
Director of Finance	Roi Endo	roi.endo@gmail.com	
		(267) 534-4704	
Director of Marketing	Morgan Weir	morgan.weir@gmail.com	
		(215) 878-3941	
Director of Risk	Rachael Ennis	rachael.ennis@gmail.com	
Management		(267) 142-2066	
enue Coordinator Kaitlyn Murphy <u>kaitlyn.murphy@gmail.com</u>		kaitlyn.murphy@gmail.com	
		(215) 093-2974	
Program Coordinator	Autumn Hannon	autumn.hannon@gmail.com	
		(267) 256-3479	
Sponsorship	Jacob Carey	jacob.carey@gmail.com	
Coordinator		(267) 587-3022	
Merchandising	Noelle Harris	noelle.harris@gmail.com	
Coordinator		(267) 241-8336	
Security Manager	Kevin Watson	kevin.watson@gmail.com	
		(215) 306-4258	
Vendor Coordinator	Jasmine Moore	iasmine.moore@gmail.com	
		(215) 538-2926	

Location/Hours

Location: (Franklin Station) Partner with PATCO to celebrate their relaunch

Philadelphia is a city of history and reinvention, from its colonial past to its modern underground arts scene. By utilizing an abandoned underground space, this installation brings a futuristic vision to a forgotten layer of the city, blending history with innovation. Since this is an art installation, we aim to be as open and accessible as possible. The Grand Opening will take place on Friday October 3rd, 2025, from 10:00 AM to 5:45 PM.

Exhibit Hours:

- Monday: Closed (common for museums)
- Tuesday Thursday: 10:00 AM 3:00 PM
- Friday: 10:00 AM 5:45 PM (extended evening hours for events)
- Saturday Sunday: 10:00 AM 5:00 PM

Sustainability Plan

Go Fully Digital

- Use QR codes for tickets, schedules, and information. Provide a mobile app for real-time updates instead of printed schedules
- Provide an app for maps and event details. Implement AR or QR-coded art guides rather than printed brochures
- Implement digital tickets to eliminate paper waste. Use e-tickets with NFC or RFID technology to streamline check-ins and reduce printed materials.

Reduce Paper Usage

- Avoid printed materials by sharing everything digitally. Use interactive screens for event details instead of printed signage.
- Encourage attendees to use their devices for event programs.

Minimize Food Waste

- Partner with vendors to donate leftovers. Partner with food rescue organizations (e.g., Philabundance in Philadelphia) to distribute excess food.
- Serve locally grown, seasonal, and organic food options.
- Provide compost bins for food scraps. Require food vendors to use compostable packaging and utensils

Encourage Sustainable Transportation

- Share public transport maps with attendees. Encourage walking-friendly routes by providing maps of local attractions within walking distance.
- Promote carpooling options.
- Offer incentives for using public transportation.
- Partner with bike-sharing programs (e.g., Indego Bike Share) and offer discounts for attendees.

Accessible Waste Management

• Place obvious trash cans and recycling bins with correct colors and clear signage.

Promote Recycling and Composting

- Ensure recycling bins are clearly labeled with visuals and instructions.
- Include composting stations for biodegradable materials.
- Recruit volunteers to assist with sorting waste.

Avoid Single-Use Plastics

- Replace plastic water bottles with a water bottle refill station.
- Sell reusable water bottles as merchandise.

Use Existing Infrastructure

- Avoid building new structures by utilizing existing venues.
- Project onto existing walls instead of constructing new ones.

Partner with Sustainability Organizations

- Work with local groups focused on eco-friendly initiatives.
- Work with local environmental groups to offset event emissions.
- Highlight their work at the event.

Feature Local Entertainment

- Hire local artists and entertainers to minimize the need for flights. Showcase
 Philadelphia-based digital artists who align with the event's sustainability vision.
- Support the local economy while reducing carbon footprints.

Part Three

Access and Inclusion Plan

Physical Accessibility

PATCO is fully ADA compliant, providing elevators, extended concourses, modified ramps and stairways, and accessible fare gates to ensure a comfortable and convenient experience for individuals with disabilities, as well as those using wheelchairs, strollers, or bicycles. The new FREEDOM fare collection system includes wide, ADA-compliant fare gates at all PATCO stations.

This event at the new PATCO Franklin Square Station will ensure clear and accessible signage for all visitors. We will provide large, high-contrast text, Braille labels, and directional arrows to guide attendees to key areas such as elevators, ramps, and viewing spaces. By making our signage visible, easy to understand, and positioned at accessible heights, we will create an inclusive experience for everyone.

Sensory & Neurodivergent Accessibility

- Sensory-friendly room
 - Located on the first floor
 - Fidget toys and stress-relief items
 - Noise-cancelling headphones offered
 - o Calm, neutral colors
 - Comfortable seating (bean bags, cushioned chairs, floor mats)
 - Soundproofing with acoustic panels
- Service animals
 - A person with a disability may bring an individually trained service animal of any kind on PATCO at any time
 - Companion animals, pets, and therapy, comfort, mental health, or emotional support animals are not classed as service animals on public transit (consistent with US Department of Transportation ADA regulations)
- Multiple engagement modes
- Text-based, audio, and tactile versions of exhibit content (see below)
- Trigger warnings clearly indicated for potential sensory overload on the lower level

Visual & Hearing Accessibility

- Audio Descriptions
- Braille & Tactile Elements
- Sign Language Interpreters
- Captioned & Transcribed Content

Economic Accessibility

- Sliding Scale & Pay-What-You-Can Tickets
- Community Partnership Discounts
- Flexible Payment Options
- Remote Access Options

Cultural & Linguistic Inclusion

- Multilingual translations, signage, and digital content
 - Provide clear in-person and virtual signage for individuals with various backgrounds and accessibility needs as well as digital media information on virtual map and app
- Diverse art representation
- Ensure employees and artists are cultural sensitivity trained
- All-gender & family-friendly restrooms
 - Install restrooms outside walkway entrance area

Employee & Staff Inclusivity

- Inclusive Hiring
 - Making sure diverse artists are represented
 - Sensitivity and accessibility training
 - Ensuring artists and employees are trained on sensitivity and accessibility information
- Fair wage
 - Philadelphia's Fair Workweek Law mandates that employers provide predictable work schedules and fair compensation practices. Key provisions include:
 - Advance Notice of Schedules: Employers must provide employees with their work schedules at least 14 days in advance.
 - Good Faith Estimates: Employees should receive an initial estimate of their work hours upon hiring.
 - Compensation for Schedule Changes: If employers make last-minute changes to schedules, they are required to provide additional compensation to affected employees.
 - Weekly Earnings: For a standard 40-hour workweek, this translates to approximately \$600 to \$800 per week.
 - Negotiation and agreement with police/security payments
 - Flat fee for each artists' digital installations- negotiated and agreed upon before installation

Flow/Layout

Platform Length: 2 tracks, 400 feet long and 30 feet wide, accommodating standard PATCO train lengths.

Entrance: Located at 7th & Race Streets, providing easy access to Franklin Square Park and surrounding attractions.

Repurposed Space Utilization

- Former Track Area: With train operations shut down, safety barriers will be installed to prevent unauthorized access to the tracks, potentially repurposing the space for additional standing room, pathways, or exhibit-related installations.
- Event Zones: The platform will be divided into functional zones:
 - Main Exhibit Area Center of the platform for immersive displays
 - Standing & Viewing Areas Designated sections to manage crowd density
 - Emergency & Staff-Only Zones Clear paths for security and operational personnel

Crowd Management & Capacity Adjustments

- **Dense Standing Room** (Like a crowded train station)
 - o 5 sq. ft per person
 - o Capacity: ~2,000–2,400 people
- Moderate Standing Room (More comfortable movement)
 - o 10 sq. ft per person
 - o Capacity: ~1,000–1,200 people

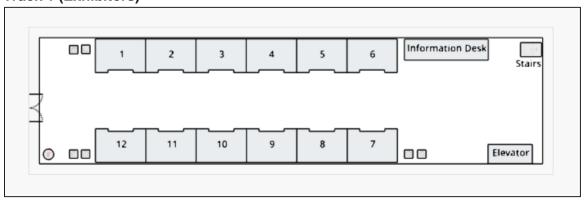
Flow Adjustments Due to Train Shutdown

- Entry & Exit Flow Control: Since trains won't be arriving or departing, structured crowd movement will be necessary to prevent congestion at the platform entrance.
- Alternative Transportation Planning: Visitors will rely on nearby transit options, rideshares, and pedestrian access to reach the event. Wayfinding signage and event staff will direct attendees.
- Emergency Exits & Safety Compliance:
 - Security and event staff will monitor entry points and crowd density to ensure a safe environment.
 - o ADA-accessible ramps and routes will be clearly marked and maintained.

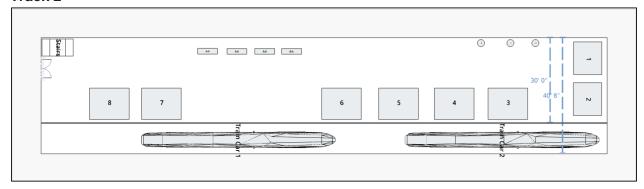
Design

To ensure the safety of our customers, we will have guard rails installed, with a floor to ceiling barricade on Track 1 as the platform would be long and narrow. On Track 2, there will be new PATCO train cars docked with doors open to be used as a seating/viewing area. Behind the booths there will be guard rails installed with openings in the gaps as shown in the diagram.

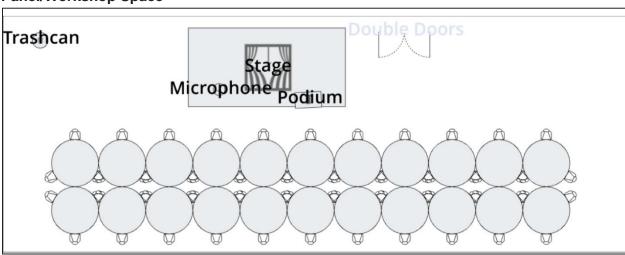
Track 1 (Exhibitors)



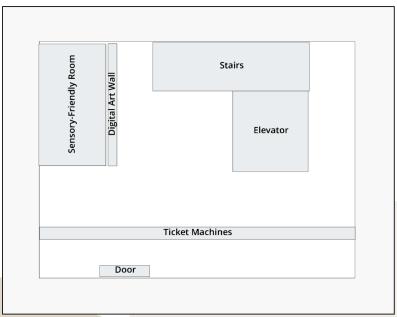
Track 2



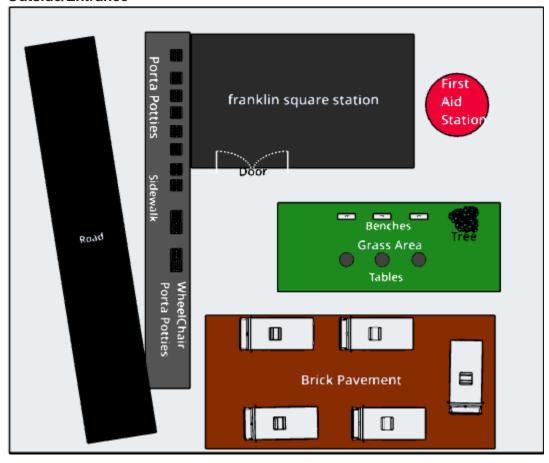
Panel/Workshop Space



Floor 1

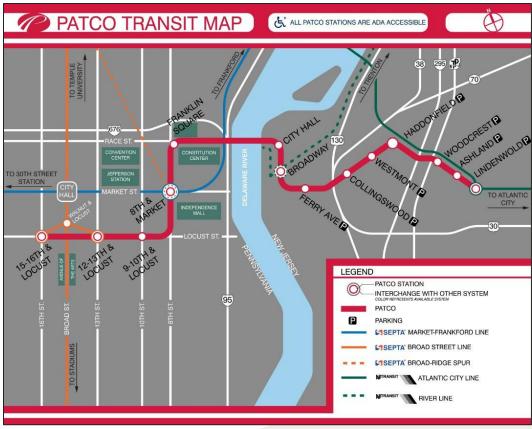


Outside/Entrance









https://www.ridepatco.org/projects/franklin-square-station.html

Part Four

Employee/Volunteer Policies and Procedures

- Absence/Tardiness: Employees and volunteers must notify their supervisor at least two
 hours in advance if they are unable to report to work or will be late. Chronic tardiness or
 unexcused absences may result in disciplinary action, including reassignment or
 dismissal. For emergencies, contact the designated emergency number immediately.
- Employee Assistance Programs: Employees experiencing personal difficulties that impact work performance are encouraged to seek support through our confidential EAP services.
- **Employee Perk Programs:** Complimentary museum admission for employees and immediate family members.
- Alcohol/Drugs: Fracture Lab Museum maintains a strict zero-tolerance policy regarding alcohol and drug use during work hours. Any employee or volunteer found under the influence while on duty will face immediate disciplinary action. Employees prescribed medication that may affect performance should notify their supervisor.
- **Smoking:** Smoking and vaping are strictly prohibited inside the museum and within 50 feet of any entrance.
- Technological Malfunctions: Employees must report any technological issues (e.g., Al
 exhibit malfunctions, system errors, security breaches) to IT support immediately. Do not
 attempt unauthorized repairs or modifications to museum technology. Training sessions
 will be conducted on handling system errors and Al-related issues prior to the event.
- Potential Health Issues: Employees experiencing illness must notify their supervisor
 and avoid coming to work if symptoms could be contagious. First aid kits are available
 on-site, and trained personnel are present to handle minor medical incidents.
 Emergency procedures for medical crises, including AED locations and response
 protocols, are posted in designated areas.
- **Dress Code:** Employees should wear museum-provided attire or professional casual clothing that aligns with the museum's aesthetic.
- **Visitor Engagement:** All employees and volunteers must maintain a professional, welcoming demeanor at all times.
- Conflict Resolution: Any workplace conflicts should be reported to a supervisor.
- Security: Employees must wear their ID badges at all times and report any suspicious activity to security personnel.
- Acknowledgment: All employees and volunteers must sign an acknowledgment form stating that they have read, understood, and agree to abide by these policies.

Customer Service Policies, Procedures, Rules & Guidelines

Introduction: This outlines the policies, procedures, rules and guidelines for the Fracture Lab Exhibit Launch. These provisions ensure a safe, engaging and inclusive experience for all attendees, artists, and staff.

General Policies

- The exhibition is open to all ages
- Entry is by ticketed admission, with options for timed entry to manage crowd flow.
- Al-generated artwork and interactive installations are protected under copyright and intellectual property laws.
- The exhibition space is a historical structure; preservation and respect for the environment are required.
- Security personnel and staff will be present to ensure safety and compliance with exhibition rules.

Visitor Rules

- No touching or tampering with installations unless explicitly stated as interactive.
- Photography is allowed in designated areas only; flash photography is prohibited
- Large bags, backpacks, and tripods must be checked at the entrance.
- Visitors must follow all posted signage and staff instructions.
- Any form of vandalism, including graffiti or damage to installations, will result in immediate removal and potential legal action.
- The use of AI tools within the exhibition must comply with ethical guidelines and must not disrupt the experience of others.

Artist and Exhibitor Guidelines

- All Al-generated artwork must be original or appropriately licensed.
- Exhibitors must ensure their installations are safe, stable, and accessible.
- Installations requiring visitor interaction should have clear instructions and safety measures.
- Artists must comply with ethical AI practices, avoiding discriminatory, offensive, or harmful content.
- Any installation requiring connectivity (Wi-Fi, sensors, etc.) must be pre-approved by technical staff.

Accessibility & Inclusion

- The venue will provide wheelchair-accessible pathways and seating areas.
- Audio and visual aids will be available for visitors with sensory impairments.
- Sign language interpreters and guided tours can be arranged upon request.
- Al-generated exhibits should consider diverse representation and avoid biased content.

Safety & Emergency Procedures

- Fire exits and emergency routes will be clearly marked and must remain unobstructed.
- In case of an emergency, visitors should follow staff instructions and proceed to designated safe zones.
- First aid stations and trained medical personnel will be available on-site.
- Electrical and mechanical components of installations must meet safety regulations and undergo inspection.

Ethical Use of Al

- Al-generated content should be transparent regarding its creation process.
- Al interactions should not collect or store visitor data without explicit consent.
- No Al-generated deepfakes, misinformation, or manipulated media that could cause harm are permitted.
- Artists and developers must disclose Al's role in generating art pieces.

Venue & Structural Integrity

- No modifications to the abandoned train station structure are allowed without prior approval.
- Installations must not compromise the stability of the building.
- Temporary structures must be constructed with safety in mind and inspected before use.

Technical Support & Maintenance

- A dedicated technical team will be available to address any Al-related malfunctions.
- Artists must report technical issues immediately to prevent disruptions.
- Power sources, cables, and electronic components should be securely installed to prevent hazards.

Code of Conduct

- All attendees, artists, and staff must treat one another with respect.
- Harassment, discrimination, or offensive behavior will not be tolerated.
- Any violations of the exhibition rules may result in removal from the venue without a refund.

Closing Statement: These policies, procedures, and guidelines are designed to create a safe, inspiring, and innovative environment. By attending or participating in the exhibition, individuals agree to comply with all rules and procedures outlined in this document.

Accounting Policies and Procedures/Finance

Purpose: The purpose of these accounting policies and procedures is to establish a framework for financial management, ensuring transparency, accountability, and consistency in financial practices for the Fracture Lab Exhibit Launch.

Roles & Responsibilities

- Director of Finance: Oversees all financial operations and ensures adherence to this document/records transactions, maintains ledgers, and prepare financial statements
- Event Manager: Approves budget and major expenses
- Team Leads: Submit budget proposals and track department spending

Budgeting

A comprehensive budget must be created before any expenditure.

Budgets should include:

- Venue rental
- Artist/technologist stipends
- Technology and equipment
- Marketing & PR
- Insurance & permits
- Contingency fund (5–10%)

Budget Review Process

- Reviewed bi-weekly by the finance manager and project director.
- Adjustments must be documented with justification and approved.

Income Management

All income sources must be recorded and tracked, including:

- Ticket sales (online & at the door)
- Sponsorships & grants
- Merchandise sales
- Donations

Procedures:

- Use a dedicated business bank account.
- Issue receipts for all transactions.
- Use event ticketing platforms (e.g., Eventbrite, Square) that offer tracking.

Expense Management

- All expenses require documentation (receipts, invoices).
- Use a digital expense tracker (e.g., QuickBooks, Excel, Wave).
- Pre-approved expenses only.
- Reimbursements must be submitted within 10 business days with valid receipts.

Approval Tiers:

- Under \$250 Team Lead approval
- \$250–\$1000 Director of Finance approval
- Over \$1000 Event Manager and Director of Finance approval

Payment Procedures

- Payments are made via direct deposit, debit card, or electronic transfer.
- No cash payments unless pre-approved.
- All vendor payments must be supported by a signed contract and invoice.

Financial Reporting

- Monthly financial reports prepared by the finance manager.
- Final report generated within 30 days after the exhibition ends.

Reports include:

- Budget vs. Actual
- Profit & Loss Statement

- Cash Flow Statement
- · Sponsorship/Grant Reporting

Internal Controls

- Two-signature policy on all transactions above \$500.
- No commingling of personal and project funds.
- Backups of all records maintained digitally (Google Drive, Dropbox, etc.).
- Regular audits (internal or third-party) for transparency.

Tax & Legal Compliance

- Ensure compliance with federal, state, and local tax regulations.
- File for sales tax licenses if selling merchandise.
- Issue 1099s to any independent contractor paid over \$600.
- Retain financial records for a minimum of 5 years.

Policy Review & Updates

- This document will be reviewed every 6 months or after each major project.
- Updates must be approved by the Director of Finance and Event Manager.

Part Five

Security/Safety/Risk Management Plan

SWOT Analysis

Strengths:

- Collaboration with experienced private security firm familiar with nontraditional venues
- Comprehensive staff training on emergency response, conflict de-escalation, and accessibility
- Pre-event risk assessments and compliance with city safety standards
- Surveillance and security personnel present throughout all event phases

Weaknesses:

- Venue is unconventional, which may pose structural or logistical challenges
- High reliance on technology (sensors, AI) which may malfunction and cause security confusion

Opportunities:

- Set a precedent for safety innovation in nontraditional venues
- Build strong partnerships with local emergency services and city departments
- To strengthen brand reputation through proactive and inclusive security practices
- Use surveillance and visitor flow data to inform future exhibit designs in evaluations

Threats:

- Emergency scenarios such as power outages, medical incidents, or overcrowding
- Potential for theft, vandalism, or digital breaches (e.g., Al tech misuse)
- Miscommunication or access breaches in crowded, dimly lit areas/dead-zones
- Unpredictable public behavior due to emotionally and sensory interactive exhibits

Secure Area Access

Identification & Access Methods:

- All authorized individuals will be issued color-coded ID badges or RFID wristbands with unique access levels depending on their role (e.g., setup-only, artist, tech team, security).
- Entry into restricted areas will require either scanning ID badges at designated checkpoints or verification by a zone captain.
- A daily digital log will track who accessed which areas and when, monitored by the security firm.

Access Control Policies:

Badges must be visible at all times and scanned at designated checkpoints.

- Unauthorized personnel or visitors will not be allowed beyond public zones. If escort access is needed (e.g., for media tours or VIP guests), they must be accompanied by an authorized staff member and pre-approved by the Operations Director.
- Security guards and designated "Zone Captains" will be stationed at critical locations to monitor traffic and prevent breaches.
- High-risk areas like the AI data control hub and projection servers will be under 24/7 surveillance, with access restricted to technical staff only.

Physical Security Measures:

- Barriers and guard rails will block off restricted spaces, especially near platform edges or sensitive tech areas.
- Doors to storage and tech rooms will be locked and only accessible to approved staff.
- Security cameras will monitor key areas 24/7, and footage will be reviewed regularly.
- Motion-activated lights will keep secure zones visible and help with camera coverage.
- Equipment will be tamper-proof and safely mounted so the public can't access internal systems.
- Emergency exits in secure areas will have alarms to prevent unauthorized use.
- Clear signs will show where public access ends and secure areas begin, using bold text and symbols.

Opening/Closing Protocols

Opening Procedures:

- Authorized Personnel Only: Only pre-approved staff with verified credentials (ID badges or PIN access) may open the facility.
- Dual-Verification: At least two authorized individuals must be present during the opening to reduce the risk of forced entry or internal misconduct.
- Perimeter Inspection: Upon arrival, staff must conduct a visual inspection of entry points, windows, and external cameras for signs of tampering or unauthorized access.
- Alarm Disarm Protocol: One person disarms the alarm system using a secure access code, while the second person stays alert as backup.
- Interior Sweep: A quick walkthrough is conducted to ensure no unauthorized individuals are present inside. Security footage from the previous night may also be reviewed.
- System Check: Confirm that all surveillance cameras, emergency exits, and communication devices are operational.
- Opening Log: Staff must log their arrival time and initial inspection results into a digital or physical record.

Closing Procedures:

 Final Walkthrough: Designated closing staff conduct a thorough sweep of the facility, ensuring all customers or non-staff have exited, and no doors/windows are left unsecured.

- Secure Sensitive Areas: Storage rooms, cash drawers, and any restricted areas are locked, and any physical keys returned to secure storage.
- System Backup: If applicable, systems like point-of-sale and surveillance are backed up or logged out for the night.
- Alarm System Armed: The last person out sets the alarm system using secure authentication. They must wait for confirmation that the system is armed before leaving the premises.
- Exterior Check: As staff exit, they inspect the outside area to ensure no suspicious activity is taking place nearby.
- Closing Log: All procedures, including time of departure and any irregularities, are recorded in the logbook or security system.

Key Safety Responsibilities & Oversight

Site Preparation & Risk Assessment: Prior to the exhibit, a full structural and environmental inspection will be conducted in collaboration with Philadelphia's Department of Public Property and local engineers. Hazards such as loose debris, moisture, uneven flooring, and lighting deficiencies will be addressed through temporary flooring, scaffolding, ventilation systems, and safe, marked pathways.

Inclusive & Safe Space Standards: Fracture Lab is also responsible for maintaining a harassment-free, accessible, and inclusive environment. Clear policies will be communicated to all attendees regarding respectful behavior, and a designated safety and inclusion officer will be available on-site during the event.

Access Control & Staff Training: All staff and volunteers will be trained in emergency protocol, conflict de-escalation, and visitor accessibility support. Key roles such as zone captains will monitor specific exhibit sections, ensuring smooth visitor flow and incident response. Signage will clearly mark pathways, restricted areas, and safety equipment locations.

Security Oversight: Security will be led by a licensed private security firm with experience in underground and nontraditional venues. This firm will be supported by on-site VisitPhilly liaisons, trained Fracture Lab event staff, and a direct communication line to Philadelphia Police Department's 6th District, which covers the area.

Specific security responsibilities include:

- Monitoring all entrances and exits
- Managing bag checks and metal detectors at entry points
- Providing 24/7 surveillance through cameras and roaming guards during install, exhibition, and breakdown phases
- Addressing emergencies or incidents immediately
- Enforcing capacity limits based on fire and safety codes

Emergency Plans: A comprehensive Emergency Response Plan (ERP) will be developed in collaboration with the Philadelphia Fire Department, EMS, and local emergency services. This plan will include:

- Evacuation Routes: Clearly marked exits and illuminated signage will guide guests safely out of the venue.
- On-Site Medical Support: A first aid station will be staffed with trained EMTs, and emergency kits will be placed in accessible locations.
- Communication Systems: Staff will carry secure messaging devices to coordinate responses swiftly in real-time.
- Fire Safety: Fire extinguishers and smoke detectors will be installed throughout the space, and all vendors will comply with fire codes.
- Staff Training: All personnel, including volunteers, will be trained in emergency procedures such as fire evacuation, crowd control, and basic first aid.
- Accessible Response Plans: Special evacuation plans will be developed for guests with disabilities or limited mobility.

Overall Planning Schedule

6-8 Months Before Event:

- Concept/Goals: Lock in event date and venue (Franklin Station). Finalize event narrative, mission, and KPIs.
- Partnerships: Host kickoff with all creative and technical teams. Begin outreach and secure commitments from 7+ local artists, 3+ Al developers, 3+ cultural organizations/museums/universities, and major sponsors.
- Technology/Creative Development: Design AI system framework to respond to weather, local news, visitor behavior, and visitor emotions. Artists begin initial concept development with AI teams. Start sourcing technology like sensors, displays, AR gear, and projection systems.
- Media/Branding Setup: Develop branding, teaser content, and press kit. Launch soft teaser campaign through social media and a newsletter. Submit for grants or public arts funding.

3-5 Months Before Event:

- Installation/Experience Design: Finalize installation designs (AR, projection mapping, emotional sensors). Begin building full-scale prototypes and test-run responsiveness. Confirm visitor experience layout (zones, signage, flow).
- Workshops/Panels: Lock in topics, schedule, and panelists/speakers. Begin scheduling technical dry runs for these sessions.
- Marketing: Launch paid promotional campaigns (artist features, behind-the-scenes).
 Pitch event to press/blogs/influencers for early media coverage. Collaborate with local institutions on cross-promotions.

 Production: Confirm equipment orders and shipping timelines. Begin creation of printed/digital event materials. Schedule internal creative review to test real-time AI art generation with live data inputs.

2 Months Before Event:

 Public Previews: Host media preview or virtual walkthrough. Collaborate with local museums/universities for cross-promotions. Confirm press attendance and interviews.
 Begin dry runs of panels/workshops. Final run of visitor data testing (emotion sensors, motion tracking). Post behind-the-scenes footage of art creation and AI integration. Push event across local Philadelphia event calendars and influencers.

1 Month Before Event:

Final Checks/Promotional Activation: Run full dress rehearsal in venue (with all
installations and tech). Double-check equipment, backups, and visitor flow logic. Confirm
staffing/volunteer plan (tech support, greeters, security). Final press push with exclusive
previews and interview opportunities. Launch full event trailer. Execute social media
push. Prepare digital and physical signage, programs, and visitor guides. Conduct 3week staff certification training.

2 Weeks Before Event:

 Precision Execution: Final walkthrough of entire site with all departments. Technology systems load tested one last time. Print final event materials (badges, maps, workshop schedules). Schedule and promote real-time streaming options (if available). Brief all partners/sponsors on their visibility points.

1 Week Before Event:

 On-Site Preparation: Begin on-site installation and staging. Final technology integrations complete (data streams, emotion sensors, AR/VR setup). All signage, lighting, and staging equipment tested and ready. Practice transitions between panels, workshops, and performances. Final confirmations with press, influencers, and community organizations.

Overall Day of Event Schedule/Running Order

Pre-Opening Operations (Staff Only) 7:00 AM – 10:00 AM		
7:00 AM – 7:15 AM	Security unlocks venue, perimeter and emergency exit check.	
	Lighting and surveillance systems activated.	
7:15 AM – 7:45 AM	Technology systems check (AI, AR/VR, sensors).	
	Audio/visual projection and real-time data feeds tested.	
7:45 AM – 8:15 AM	Safety walkthrough by Risk Management.	
	Floor markers, signage, and barriers double-checked.	
8:15 AM – 8:45 AM	Staff and volunteer check-in (ID distribution, RFID bands issued).	
	Assignments confirmed with team leads.	

8:45 AM – 9:15 AM	Greeters, tech support, and accessibility teams deployed to positions.	
	Merchandise booth stocked and active.	
	Sensory room finalized.	
9:15 AM – 9:45 AM	Full dry run of ticket scanning and entry process.	
	Live content previewed for QA review.	
9:45 AM – 10:00 AM	Final site readiness check.	
	All public areas locked into "ready" status.	

Public Event Launch & First Flow 10:00 AM – 12:00 PM			
10:00 AM – 10:15 AM	Doors open, first visitors enter.		
	Entry timed-ticket scanning begins.		
10:15 AM – 10:30 AM	Initial crowd flow directed through main exhibit zone.		
	Ambient projections react to weather, live metrics activate.		
10:30 AM – 10:45 AM	First feedback tablets and motion data collected.		
	Audio guides and accessibility services begin support.		
10:45 AM – 11:00 AM	Greeters rotate; crowd control checkpoint reassessed.		
	Sensory space support confirmed operational.		
11:00 AM – 11:15 AM	Merch traffic recorded; Noelle Harris checks inventory levels.		
	First round of visitor questions collected for midday report.		
11:15 AM – 11:30 AM	Technical check-in with exhibit leads: no Al lag or display delay.		
	Guest Services ensures restroom and accessibility signs visible.		
11:30 AM – 11:45 AM	Staff debrief (2 leads): initial capacity, engagement, and tech notes		
	logged.		
11:45 AM – 12:00 PM	Transition prep begins for the first midday panel session.		

Midday Programming & Rotations 12:00 PM – 3:00 PM		
12:00 PM – 12:45 PM	Panel: The Future of AI in Art (Moderator: Morgan Weir, ASL	
	interpreter + live caption stream, Track 2 Workshop Zone).	
12:45 PM – 1:00 PM	Intermission: crowd reset, panel teardown.	
	Exhibit staff swap shifts.	
1:00 PM – 1:15 PM	Live Al Art Demo: audience-generated input.	
	Visual content shifts with motion/emotion data.	
1:15 PM – 1:30 PM	Staff rove for feedback collection and accessibility check-ins.	
1:30 PM – 2:00 PM	Workshop: Ethics of Generative Art (Discussion on bias and	
	representation in AI, Visitors participate via interactive display).	
2:00 PM – 2:15 PM	Guest Q&A and open floor engagement.	
2:15 PM – 2:45 PM	Rest periods for volunteers; hand sanitizer, refill stations restocked.	
	Venue Coordinator checks emergency route access.	
2:45 PM – 3:00 PM	Social media livestream segment with artist walk-through.	

Afternoon Flow & Live Installations 3:00 PM – 5:00 PM			
3:00 PM – 3:15 PM	Real-time News-to-Art Demo begins.		

	Projection zone highlights dynamic breaking content.	
3:15 PM – 3:30 PM	Public interaction: visitors submit headline suggestions.	
	Data team monitors visual feedback performance.	
3:30 PM – 3:45 PM	Merchandise rush hour support team deployed.	
3:45 PM – 4:00 PM	Calm zone check-in: accessibility guides monitor flow.	
4:00 PM – 4:15 PM	Live Soundscape & Ambient Light Performance begins.	
4:15 PM – 4:30 PM	Tech team monitors everything again.	
4:30 PM – 4:45 PM	Floor captains conduct end-of-day readiness scan.	
4:45 PM – 5:00 PM	Final entry group admitted.	
	QR codes for feedback survey promoted at exit.	

Closing Phase 5:00 PM - 7:30 PM		
5:00 PM - 5:30 PM	Final guided walkthrough for VIPs, press, and sponsors.	
	Final merchandise transactions.	
5:30 PM – 5:45 PM	Public exit complete.	
	Exhibit zones powered down in sequence.	
5:45 PM – 6:00 PM	All guest-facing operations close.	
	Event Manager begins initial team debrief.	
6:00 PM – 6:30 PM	Inventory and equipment secured.	
	Security sweep and lockup begins.	
6:30 PM – 7:30 PM	Staff debrief.	
	Operations review.	
	Incident reports logged.	
	Site returned to neutral state.	

Human Resource Training/Certification Schedule

Training Duration: 3 Weeks Prior to Launch

Target Audience: Event staff, volunteers, curators, security, and guest services

Week 1: Foundations & Compliance

Goal: Prepare staff with essential HR policies, compliance, and legal knowledge

Monday: HR Orientation

• Policies, workplace expectations, confidentiality, and conduct

• Duration: 2 hours

• Certification: Attendance Certificate

Tuesday: Diversity, Equity and Inclusion (DEI)

• Cultural sensitivity, representation in Al art, respectful interaction

Duration: 3 hours

Certification: DEI Awareness Certificate

Wednesday: Sexual Harassment Prevention

- Recognize, prevent, and report inappropriate behavior
- Duration: 3 hours
- Certification: State-Required Certificate

Thursday: Workplace Safety & Emergency Procedures

- Emergency exits, first aid, fire drills, active shooter prep
- Duration: 2 hours
- Certification: Safety Certified

Friday: Accessibility & ADA Compliance

- Serving patrons with disabilities; tech tools for accessibility
- Duration: 2 hours
- Certification: ADA Compliance Badge

Week 2: Exhibit & Tech-Specific Training

Goal: Equip staff with knowledge about Al art, exhibit operations, and audience interaction

Monday: Al & Al Art: Intro for Staff

- Understand the basics of AI generated art, ethics, FAQ's
- Durations: 2 hours
- Certification: Internal Knowledge Badge

Tuesday: Interactive Tech Training

- How to use/install VR/AR stations, digital kiosks, projections
- Duration: 3 hours
- Certification: Tech Handling Certificate

Wednesday: Art Handling & Preservation

- Proper care for digital/hybrid installations
- Duration: 2 hours
- Certification: Art Handling Certification

Thursday: Customer Experience Excellence

- Managing high-traffic interactions, accessibility, VIP protocols
- Duration: 2 hours
- Certification: Guest Services Pro Badge

Friday: Scenario-Based Roleplays

- Problem-solving with Al glitches, upset guests, etc.
- Duration: 2 hours
- Certification: Participation Certificate

Week 3: Final Certification & Rehearsals III

Goal: Consolidate knowledge, assign roles, run practice scenarios

Monday: Cybersecurity Basics

- Protecting digital art assets, secure login, phishing awareness
- Duration: 2 hours
- Certification: Cybersecure Staff Badge

Tuesday: Conflict Resolution & De-escalation

- Managing tense guests/staff interactions professionally
- Duration: 2 hours
- Certification: De-escalation Certified

Wednesday: Dry Run #1 (Full Exhibit Walkthrough)

- Simulated exhibit experience from entry to exit
- Duration: 3 hours
- Certification: Required Participation

Thursday: Dry Run #2 (Emergency Scenario Simulations)

- Fire drill, power outage, tech crash, crowd panic
- Duration: 2 hours
- Certification: Simulation Completion Badge

Friday: Final Review & Certification Ceremony

- Q&A, badge distribution, refreshments
- Duration: 2 hours
- Certification: All Certifications Delivered

Additional Notes: All sessions include pre- and post- tests for certification. Attendance is mandatory for all full-time staff and strongly encouraged for volunteers. A virtual make-up module will be available for up to 2 missed sections.

Part Six

Qualitative Evaluation

1. Digital Feedback Surveys (Post-Visit)

- Method: QR codes displayed at exit points will link visitors to digital feedback surveys.
- **Content:** Questions will cover visitor satisfaction, emotional engagement, usability of interactive installations, and accessibility experience.
- **Timing:** Promoted during exit flow (5:00 PM 5:45 PM on launch day).
- **Incentive:** Option to enter a prize drawing (free merchandise or ticket to future event).

2. On-Site Feedback Tablets

- Placement: Throughout the main exhibit zone and near sensory/calming areas.
- Data Collected: Real-time reactions to installations, preferences between art types, visitor mood impressions.

3. In-Person Interviews

- Who: Conducted by trained volunteers or marketing team members.
- Where: In quieter zones (such as outside by the food trucks).
- Focus: Qualitative insight into visitor engagement, emotional response, and critiques of content and design.

4. Artist & Panelist Debrief Interviews

- **Timing:** Conducted within one week post-event.
- Format: Recorded Zoom calls or written reflections.
- Focus: Creative reception, public engagement with their work, suggestions for future events.

5. Staff & Volunteer Feedback Forms

- Format: Digital, completed post-shift or during closing phase (6:30 PM 7:30 PM).
- **Focus Areas:** Operational effectiveness, tech function, visitor interaction issues, safety or accessibility observations.

6. Community Partner Reflections

- Who: Local museums, universities, and cultural organizations involved.
- Format: Open-response feedback collected via email or scheduled check-ins.
- Purpose: Assess value and impact of collaboration, opportunity for long-term partnerships.

7. Observational Notes

- Collected By: Zone Captains and accessibility support staff.
- **Use:** Document guest interaction behaviors, crowd movement issues, accessibility challenges.

Survey Examples

Visitor Feedback Survey – Fracture Lab Exhibit Launch

Platform: Google Forms Audience: General visitors
Timing: Promoted at exit (5:00–5:45 PM) and via post-event email
Section 1: Overall Experience
1. How would you rate your overall experience today?
□ Excellent □ Good □ Fair □ Poor □ Very Poor
2. What words would you use to describe the exhibit?
Short answer
Section 2: Interaction & Technology
3. Which features did you interact with? (Select all that apply)
☐ Weather-reactive visuals
☐ Biometric or motion-based installations
□ News-responsive art projections
☐ Augmented reality (AR) stations
☐ Interactive panels or workshops
□ Calm/Sensory room
□ Other:
4. How easy was it to understand and use the interactive features?
□ Very easy □ Somewhat easy □ Neutral
□ Somewhat difficult □ Very difficult
5. Did you encounter any technical problems?
□ No □ Yes (please describe):
Section 3: Inclusion & Accessibility
6. Did you use any accessibility or inclusion services today? (Select all that apply)
□ Calm room □ Captioned content □ Braille/tactile elements
☐ Sign language interpretation ☐ Sliding-scale ticketing
□ Translated signage or audio □ None
7. How inclusive and welcoming did the event feel?
□ Very inclusive □ Somewhat inclusive □ Neutral □ Not very inclusive
□ Please explain:
Section 4: Emotional & Artistic Impact
8. Did the exhibit emotionally engage or move you?
☐ Yes ☐ Somewhat ☐ No

9. Did it change how you think about art, Al, or creativity? ☐ Yes ☐ No ☐ Not sure ☐ If yes, how? 10. Would you attend a future Fracture Lab event?
□ Absolutely □ Maybe □ Unlikely 11. Any additional comments or suggestions? Open text
Staff & Volunteer Feedback Survey – Fracture Lab Exhibit Launch
Platform: Google Forms Audience: Event-day staff, volunteers, technical leads Timing: Completed post-event (6:30–7:30 PM or via follow-up email)
Section 1: Role & Logistics 1. What was your primary role today? Greeter Tech Support Accessibility Assistant Artist/Exhibitor Zone Captain Risk/Security Other: 2. What shift(s) did you work? Morning (7:00 AM-12:00 PM) Midday (12:00 PM-3:00 PM) Afternoon/Closing (3:00 PM-7:30 PM) Full Day
Section 2: Operational Evaluation 3. How clearly were your responsibilities communicated? Very clear Somewhat clear Neutral Confusing Very unclear 4. Did you feel prepared and trained for your role? Yes Somewhat No 5. Were there any major challenges or issues during your shift?
□ No □ Yes (please explain): Section 3: Safety & Support
6. Were safety protocols (emergency exits, crowd control, health procedures) effectively implemented?
 ☐ Yes ☐ Somewhat ☐ No ☐ Not sure 7. Did you feel safe and supported by your team leads and the operations team?
☐ Yes ☐ No ☐ Sometimes (please elaborate):

Section 4: Recommendations

8. What worked really well today?

Short answer

9. What could be improved for next time?

Short answer

10. Would you work with Fracture Lab again for future events?

☐ Definitely ☐ Maybe ☐ No

Quantitative Evaluation

Fracture Lab Exhibit Launch - Quantitative Evaluation Report

Category	Metric	Target / Benchmark	Data Source
Attendance	Total attendees	1,000-1,500	Ticket scans, registration logs
Attendance	Peak hourly attendance	150-250 per hour	Check-in data, entry counters
Attendance	% of RSVPs who attend	≥ 85%	RSVP lists vs. check-ins
Attendance	Average visitor dwell time	30-45 minutes	Sensor data, Wi-Fi tracking
Revenue	Total ticket revenue	Based on ticket price x attendance	Ticketing platform reports
Revenue	Merchandise / art sales	Meet or exceed projections	POS system, sales logs
Revenue	% of total budget covered by spo	≥ 40%	Budget & sponsor reports
Social Media & Digital Reach	Posts using #FractureLabPHL	500+ tagged posts	Platform tracking tools (e.g. Meta
Social Media & Digital Reach	Total impressions	10,000+	Social analytics (IG, TikTok, X)
Social Media & Digital Reach	Engagement rate	≥ 5%	Platform insights
Social Media & Digital Reach	Follower growth during campaign	+300-500	Pre/post follower count
Experience & Interaction	% of attendees engaging with Al	≥ 85%	Al sensor data, interaction logs
Experience & Interaction	# of personalized artworks gener	1,000+	Fracture Lab Al logs
Experience & Interaction	Average satisfaction score	≥ 4.5/5	Exit surveys
Safety & Accessibility	# of incidents reported	0-2 minor, 0 major	Security incident logs
Safety & Accessibility	Security staff to attendee ratio	1:75	Staffing plans, entry numbers
Safety & Accessibility	% of ADA accessible exhibits	100%	Venue walkthrough / accessibility
Local Impact	# of local artists/vendors feature	10-15	Artist/vendor contracts
Local Impact	% of budget spent locally	≥ 50%	Expense reports

Marketing Materials



FRACTURE LAB'S EXHIBIT LAUNCH



Friday, October 3, 2025 Franklin Square Station

Experience an interactive exhibit where Al-generated art evolves daily based on Philadelphia's real-time weather, news, and visitor energy—biending technology, data, and emotion into a living visual story.

Contact: info@fracturelab.com www.fracturelab.com

Vendor Contracts

Fracture Labs Exhibit Launch Exhibit Vendor Agreement

This Vendor Agreement is made and entered into as of April 24, 2025, by and between:

Event Organizer

Name: Fracture Lab Studios

Address: North 7th Street &, Race St, Philadelphia, PA

Phone: 215 – 223 - 4962

Email: sage.elebyhenderson@gmail.com

Vendor

Name: Julissa Gibbs

Business Name: The Seat Story

Address: 744 Gregory Lane Louisville, KY 40223

Phone: 502 – 545 -- 0852

Email: julissargibbs@yahoo.com

Collectively referred to as "the parties."

Event Details

Event Name: Fracture Lab Exhibit Launch
Event Date(s): Friday October 3, 2025

• Event Location: Franklin Station PATCO North 7th Street &, Race St, Philadelphia, PA

Setup Time: 6:00 am

Event Time: 10:00 am to 5:45 pmTakedown Deadline: 10:00pm

Scope of Services

Vendor agrees to provide the following services or goods for the Event:	
□ Al Art Display	
□ Interactive Technology	

□ Catering/Food Services□ Merchandise/Art Sales

☐ Security

☐ Audio/Visual Equipment

☐ Other: **Tables and Chairs**

Detailed Description of Services/Goods: The rental company will provide high-quality tables and chairs to accommodate artist booths, guest seating, and lounge areas throughout the exhibit space. All furniture will be delivered, set up, and removed according to the event schedule. The setup will ensure a clean, cohesive aesthetic that complements the modern, tech-forward theme of the Al Art Exhibit

Compensation

• Vendor Fee: \$500

• Payment Terms: Balance upon Event Day

• Payment Method: Check

Licensing and Insurance

Vendor shall obtain and maintain all necessary permits, licenses, and insurance policies required for participation in the Event

Promotion and Branding

Vendor grants permission to use their business name, logo, and product images for promotional purposes related to the Event

Code of Conduct

Vendor agrees to conduct business in a professional and respectful manner and to comply with all rules and regulations set by the venue and the Organizer

Cancellations and Refunds

- Vendor Cancellation: Must be submitted in writing at least 10 days before the Event.
- Organizer Cancellation: Organizer reserves the right to cancel the Event due to unforeseen circumstances, with a full refund issued to the Vendor

Indemnification

Vendor agrees to indemnify and hold harmless the Organizer from any claims, damages, losses, or injuries arising from Vendor's participation in the Event.

Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the State of Pennsylvania

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

Event Organizer Signature:	
Name: Sage Eleby-Henderson	
Date: April 24, 2025	
Vendor Signature:	
Name: Julissa Gibbs	
Date: April 24, 2025	

Fracture Labs Exhibit Launch Exhibit Vendor Agreement

This Vendor Agreement is made and entered into as of April 24, 2025, by and between:

Event Organizer

Name: Fracture Lab Studios

Address: North 7th Street &, Race St, Philadelphia, PA

Phone: 215 – 223 - 4962

Email: sage.elebyhenderson@gmail.com

Vendor:

Name: Rudy Jones

Business Name: Pixel Vision

Address: 4852 Patterson Fork Road Chicago, IL 60606

Phone: 312 – 575 -- 5205 Email: @yahoo.com

Collectively referred to as "the parties."

Event Details

Event Name: Fracture Lab Exhibit LaunchEvent Date(s): Friday October 3, 2025

• Event Location: Franklin Station Patco North 7th Street &, Race St, Philadelphia, PA

• Setup Time: 7:00 am

Event Time: 10:00 am to 5:45 pmTakedown Deadline: 10:00pm

Scope of Services

Vendor agrees to provide the following services or goods for the Event:

☐ Al Art Display

☐ Interactive Technology

☐ Catering/Food Services

☐ Merchandise/Art Sales

□ Security

☐ Audio/Visual Equipment

Detailed Description of Services/Goods: The Audio/Visual company will provide comprehensive AV support for the event, including setup, operation, and takedown of projection equipment, sound systems, microphones, lighting, and interactive display technology. They will ensure seamless integration of multimedia components to enhance the overall attendee experience and provide on-site technical support throughout the duration of the event

Compensation

Vendor Fee: \$600

Payment Terms: Balance due by event day

Payment Method: Check

Licensing and Insurance

Vendor shall obtain and maintain all necessary permits, licenses, and insurance policies required for participation in the Event.

Promotion and Branding

Vendor grants permission to use their business name, logo, and product images for promotional purposes related to the Event

Code of Conduct

Vendor agrees to conduct business in a professional and respectful manner and to comply with all rules and regulations set by the venue and the Organizer.

Cancellations and Refunds

- Vendor Cancellation: Must be submitted in writing at least 10 days before the Event.
- **Organizer Cancellation:** Organizer reserves the right to cancel the Event due to unforeseen circumstances, with a full refund issued to the Vendor

Indemnification

Vendor agrees to indemnify and hold harmless the Organizer from any claims, damages, losses, or injuries arising from Vendor's participation in the Event

Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the State of Pennsylvania **IN WITNESS WHEREOF**, the parties have executed this Agreement as of the date first written above.

Event Organizer Signature:	
Name: Sage Eleby-Henderson	
Date: April 24, 2025	
Vendor Signature:	
Name: Rudy Jones	
Date April 24, 2025	

Fracture Labs Exhibit Launch Booth Setup Agreement

This Booth Setup Agreement ("Agreement") is made as of April 24, 2025, by and between:

Event Organizer:

Name: Fracture Lab Studios

Address: North 7th Street &, Race St, Philadelphia, PA

Phone: 215 – 223 - 4962

Email: sage.elebyhenderson@gmail.com

Booth Setup Vendor:

Name: [Vendor Representative]

Company Name: [Vendor Company Name]

Address: [Vendor Address]
Phone: [Vendor Phone Number]
Email: [Vendor Email Address]
Together referred to as the "Parties.

Event Details

• Event Name: Fracture Lab Exhibit Launch

• Event Date(s): Friday October 3, 2025

Event Location: Franklin Station PATCO North 7th Street &, Race St, Philadelphia, PA

• Setup Window: Friday October 3, 2025 at 7:00 am

Takedown Deadline: Friday October3, 2025 at 10:00pm

• Booth Locations: Assigned Areas

Scope of Work

Vendor agrees to provide booth construction, installation, and/or furnishing services including but not limited to:

- Delivery and setup of booth structures (walls, partitions, platforms)
- Installation of lighting, screens, display fixtures
- Placement of tables, chairs, signage, and branding materials
- Coordination with artists and exhibitors for customization
- Removal and clean-up of booth materials after the event

Vendor must ensure all work complies with venue safety regulations and fire codes.

Design and Approval

- Booth designs must be submitted by: August 31, 2025
- Final approval will be given by Organizer no later than: September 7, 2025
- No major changes may be made after approval without written consent from Organizer

Compensation

• Total Fee: \$200

• Deposit Due: \$150 by September 20, 2025

• Remaining Balance Due: October 3, 2025

• Payment Method: Check

Equipment and Materials

Vendor is responsible for providing all tools, equipment, and materials necessary for booth setup and takedown unless otherwise agreed upon in writing

Liability and Insurance

Vendor must carry liability insurance and will be held responsible for any damage to the venue, exhibit property, or equipment due to negligence. Proof of insurance must be submitted by: September 15, 2025

Cancellations and Force Majeure

- Vendor cancellation requires 15 days' notice. Deposits are [refundable/non-refundable].
- In the event of cancellation by Organizer due to weather, public safety, or force majeure, fees may be refunded in full or in part at Organizer's discretion

Governing Law

This Agreement shall be governed by the laws of the State of Pennsylvania **IN WITNESS WHEREOF**, the Parties have executed this Agreement as of the date written above.

Event Organizer Signature:	
Name: Sage Eleby-Henderson	
Date: April 24, 2025	
Booth Setup Vendor Signature: _	
Name:	
Date: April 24, 2025	