
Site Design and Planning for a New Era of Live Events

ECONOMIC DEVELOPMENT
AND CULTURE

**HELPING
TORONTO
THRIVE AND
GROW**

**Presented by: The City of Toronto
Economic Development & Culture**

**Guests:
BaAM Productions &
FORREC Ltd.**

Recorded September 21, 2020



City Initiatives (as of Sept 1, 2020)

- CultureTO@toronto.ca and DriveinTO@toronto.ca mailboxes to respond to COVID-related reopening queries
- BusinessTO consultation portal is available to consult on business reopening
- Toronto Public Health Guidelines for Indoor & Outdoor Events & Gatherings, Cinemas and Meeting rooms released July 29th (v1) and updated in both August and September to respond to Provincial order updates
- Pre-recorded webinar posted July 29th to supplement TPH Guidelines for events and gatherings
- Toronto Music Sector Office and Toronto Film Office continue to be available for consultation for their sectors

**Pat Tobin, Director
Arts and Culture Services
City of Toronto**

High Level Reminders from Toronto Public Health

- COVID-19 is still spreading within the community.
- Modifying your workspace, procedures and practices to comply with public health guidance.
- Toronto is currently in Stage 3 of reopening.
- Staffed event/gathering at a licensed facility are limited to maximum 50 guests indoors and 100 guests outdoors.
- Private event/gathering at a personal home setting are limited to maximum 10 guests indoors and 25 guests outdoors
- All gathering limits are subject to physical distancing

High Level Reminders from Toronto Public Health

Practise key protective measures:

- Stay home when you are sick.
- Keep a two metre/six foot distance from others not in your social circle.
- Wash your hands often, and avoid touching your face with unwashed hands.
- Cough or sneeze into your elbow.
- Wear a mask or face covering when you are in indoor public spaces, as per the City bylaw, and when you cannot maintain two metre/six foot distance outdoors.
- Clean and disinfect frequently touched objects and surfaces.

Your Responsibilities

The City of Toronto's primary role is guided by Provincial legislation.

The responsibility of reopening is that of the proponent. This includes:

- Understanding Provincial orders and regulations
- Assessing risks associated with reopening venues and event sites
- Actively implementing public health measures and to keep employees, clients, and general public safe

*Knowledge of COVID19 continues to develop so please keep in mind that the information in this presentation is subject to change.

FORREC Global Entertainment Designers

FORREC



IMPERIAL VALLEY THEME PARK, Xi'an, China

FORREC is an entertainment design company.

The Seven S's to a Successful Experience:

1. Story
2. Sequence
3. Showmanship
4. Sightlines
5. Sustenance
6. Surface
7. Seasonality

Story

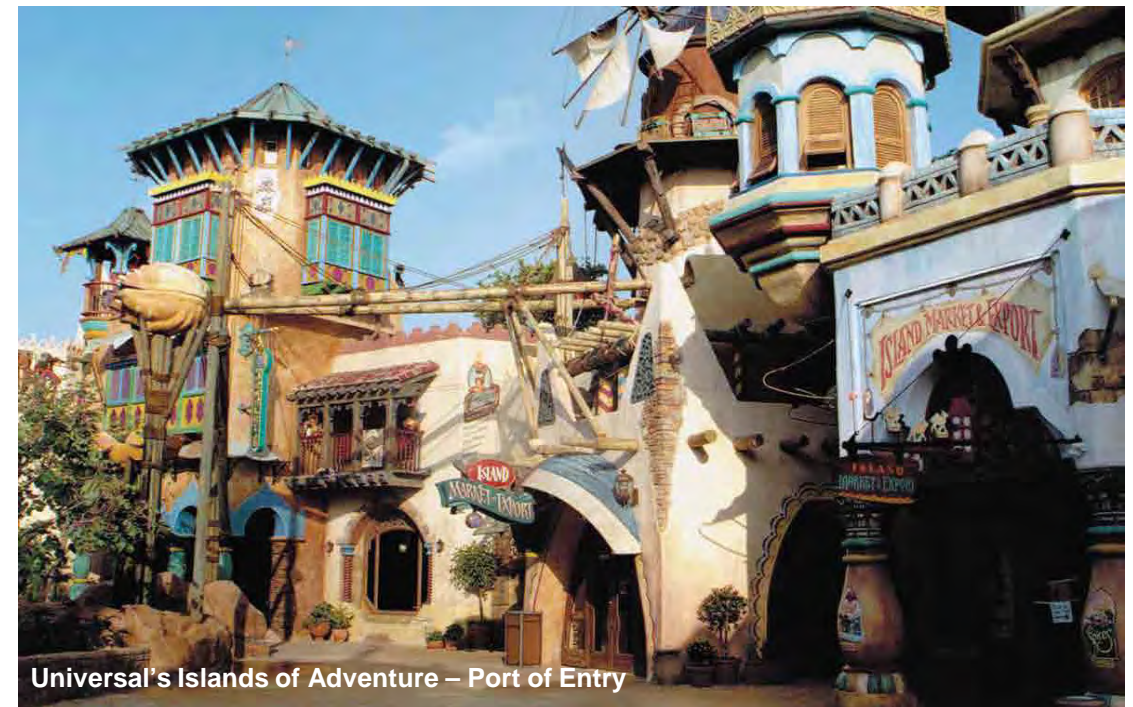
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Design the environment to support your event's story

Sequence

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Transition visitors from their day-to-day world to the world of the event

Showmanship

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Remington Carousel, Markham

Spend money only where it matters

Sightlines

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Immerse guests in the experience

Sustenance

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Remember to always consult Maslow's Hierarchy of Needs

Surface

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Remembrance Day Ceremony at East York Civic Centre



Farmer's Market at East York Civic Centre



Design the surface to support the event

Seasonality

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Heat, sun, rain, wind, snow, cold, day, night, light...

FORREC Ltd.



Scott Torrance
Senior Director, Landscape Architecture
storrance@forrec.com

BaAM Productions

A Creative Experience Company

Specializing in Sports & Entertainment Events

BaAM

A CREATIVE EXPERIENCE COMPANY

GET BACK 2 LIVE: A
PLAYBOOK





pre-event

1. UNDERSTAND your fan mindset & impactful design engagement opportunities



2. EVOLVE best practices



Stacked
"we're back"
communications



Inform



24/7
Hotline



Hybrid
Solution

3. CREATE new ideas

Share video from trusted influencer – coach, broadcast personality.



Employ official public-friendly illustrated 'back to live' rules infographic.

Highlight the fan alert platform and event security mobile solution.

Create a virtual option to explore the venue (make them feel safe).



Communicate the changes to ensure safety. Consider a host.

Amplify those changes – on-screen at the event and socially -- so other fans know it's safe to come back,



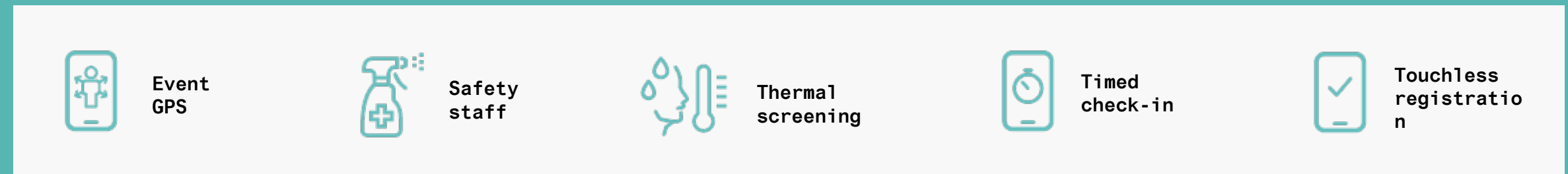
Provide both LIVE and digital experiences, to reach the most fans.

on site: arrival

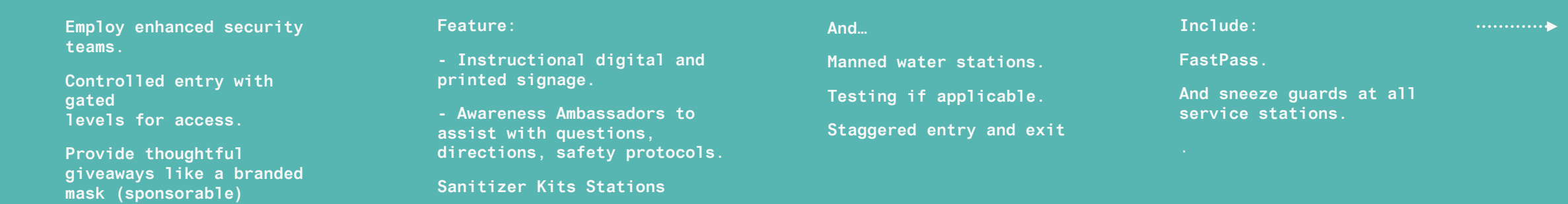
1. UNDERSTAND your fan mindset & impactful design engagement opportunities



2. EVOLVE best practices



3. CREATE new ideas



on site: the experience

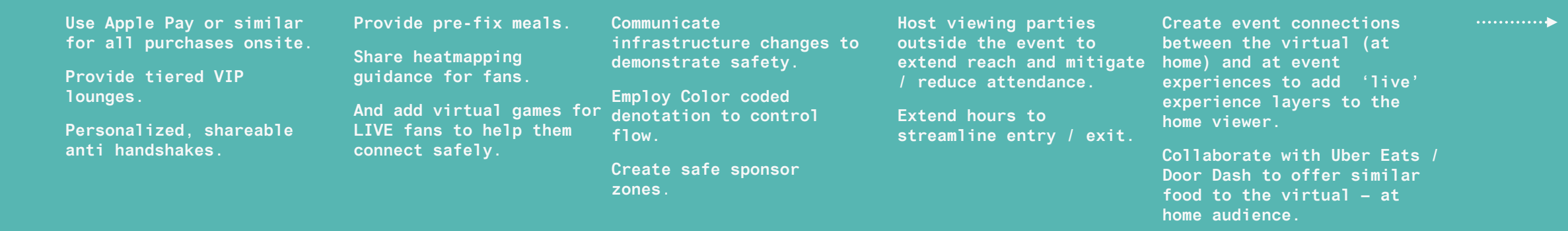
1. UNDERSTAND your fan mindset & impactful design engagement opportunities



2. EVOLVE best practices



3. CREATE new ideas



post-event

1. UNDERSTAND your fan mindset & design impactful engagement opportunities



2. EVOLVE best practices



Social
listening



Proactive
outreach



Measurement



Feedback
loop

3. CREATE new ideas

Consider personal outreach phone call to no less than 10% of your fans:

- Thank them
- and ask them for observations and recommendations.
- Eblast questionnaire with discount on tix for next event for participants

Follow up 30 days post-event with any medical summaries.

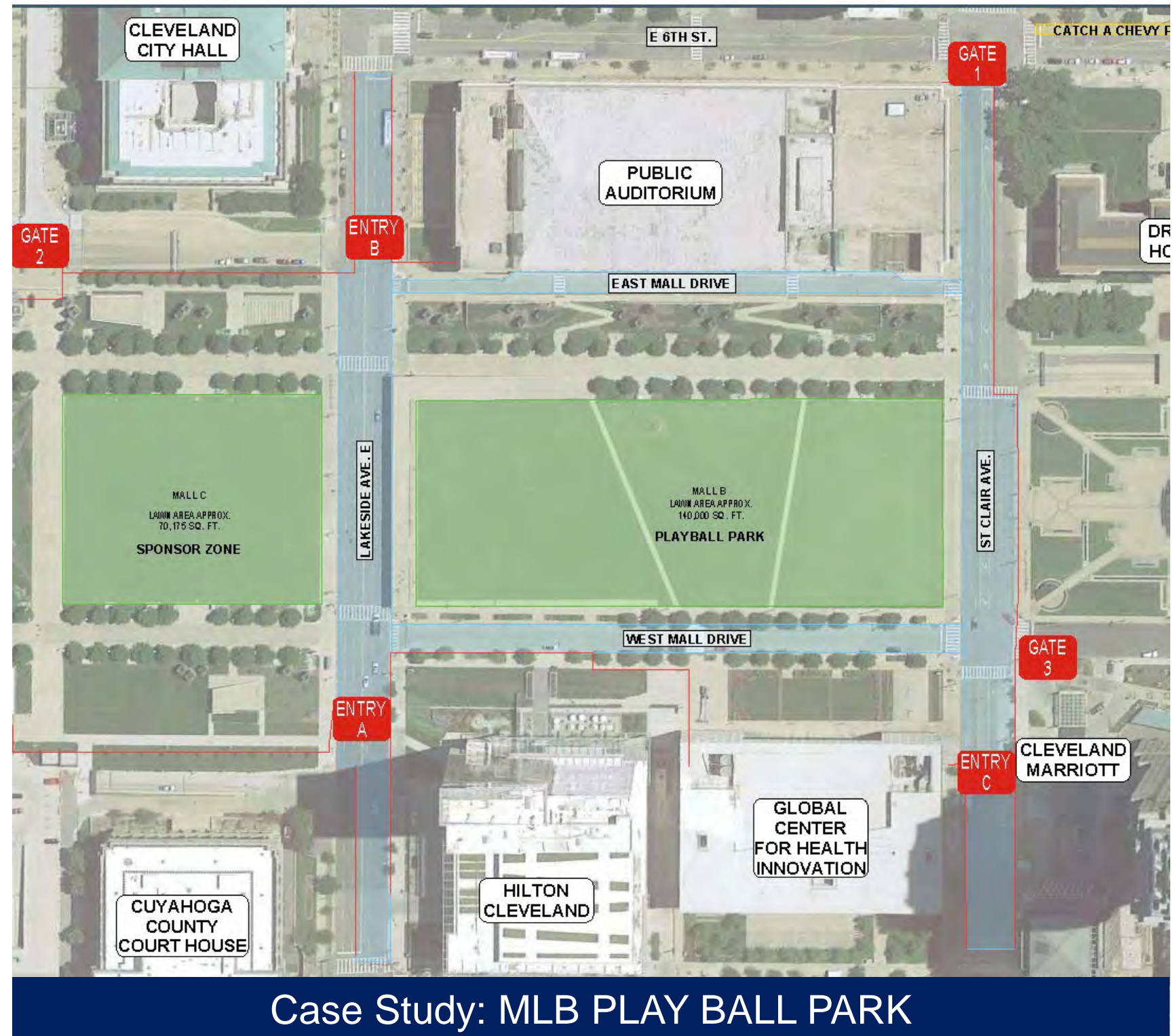
"We're glad you came back with us" video from coach / players.





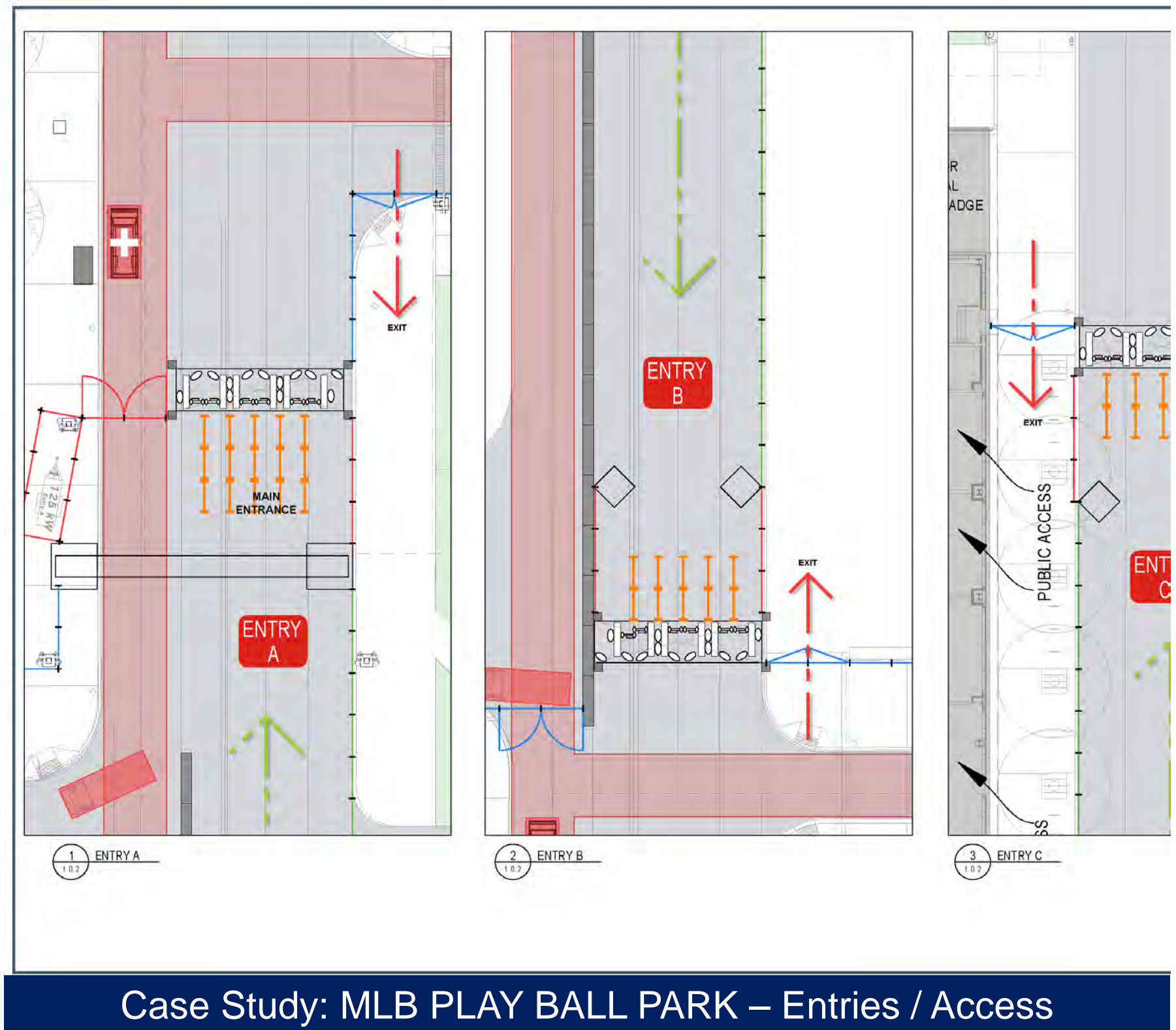
Listen

- Research
- Site visits
- Collaborate
- Interpret / Apply
- Review



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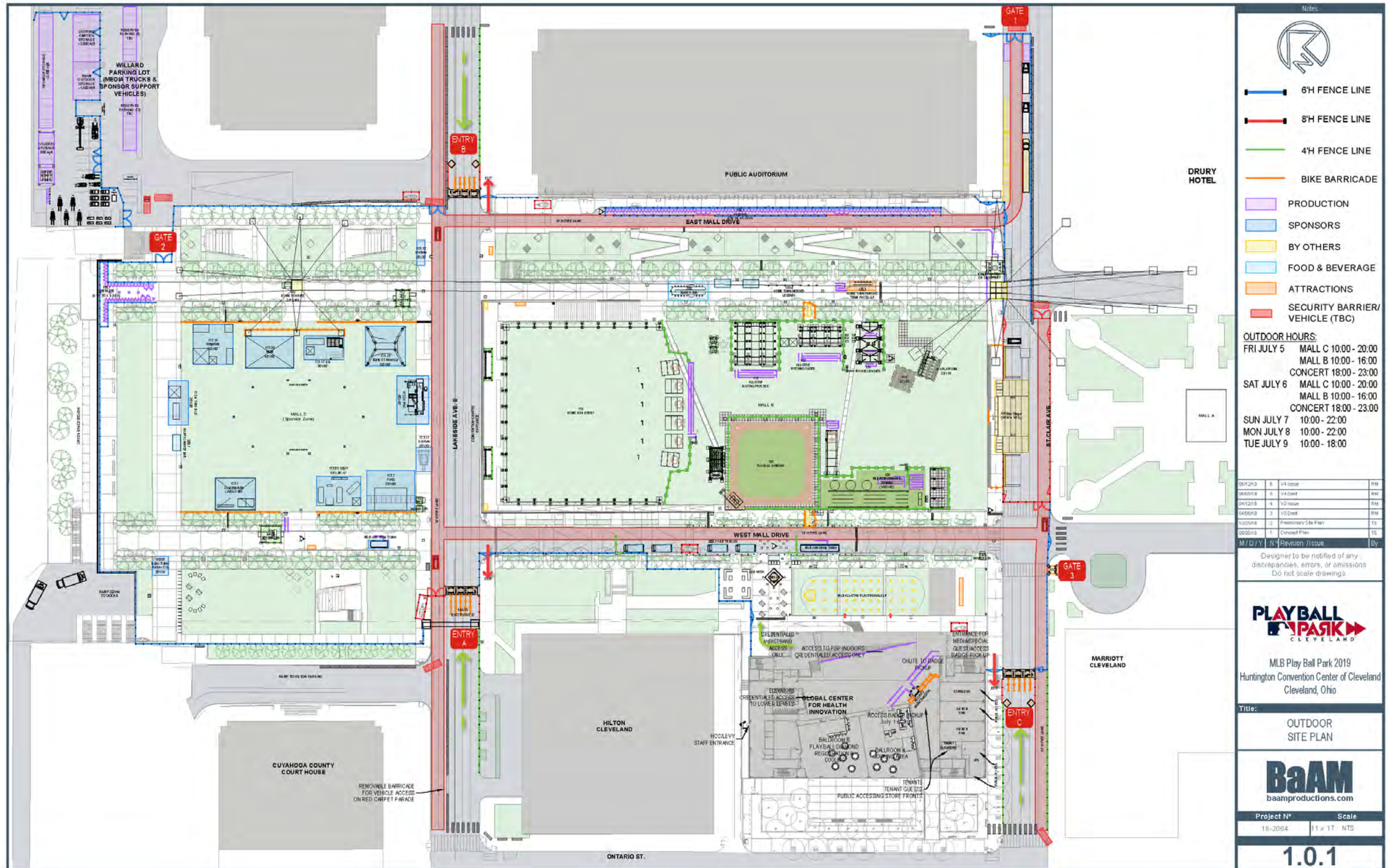
Case Study: MLB PLAY BALL PARK

Create

- Include all necessary elements in early planning stages (queueing, security, social distancing)
- Health & safety considerations

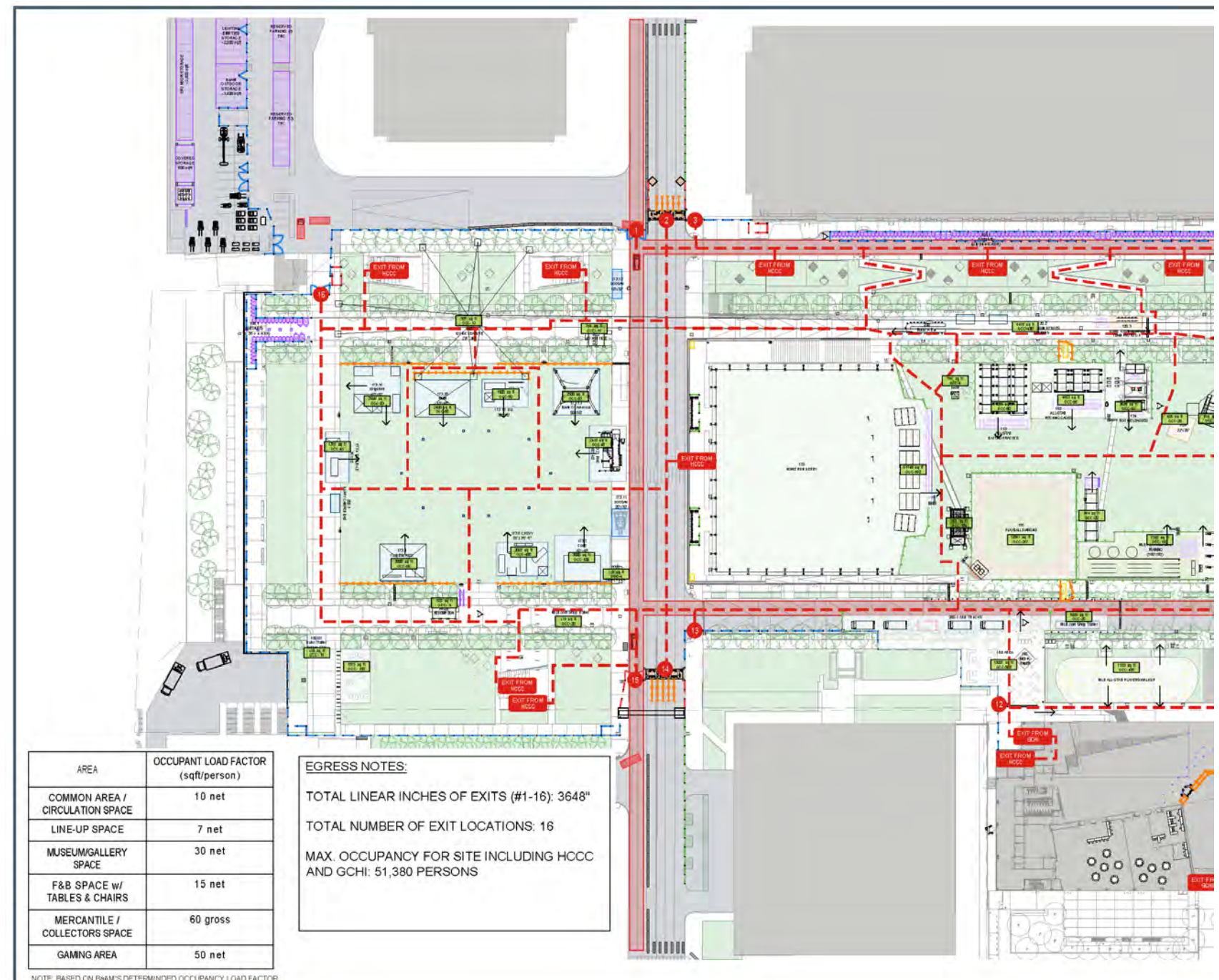


Case Study: MLB PLAY BALL PARK



Live

- Be prepared to change on the fly
- Remember: people want the path of least resistance

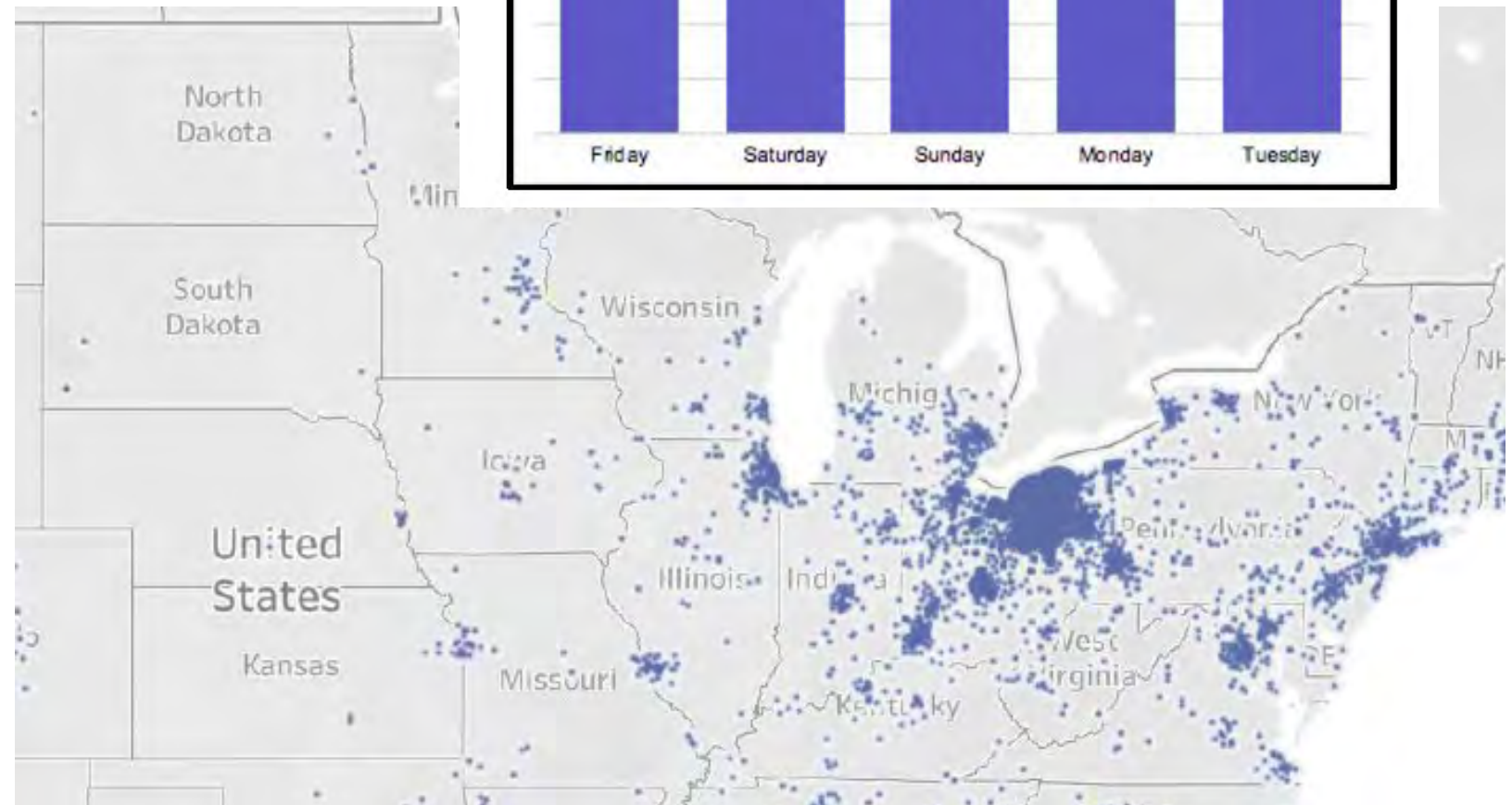
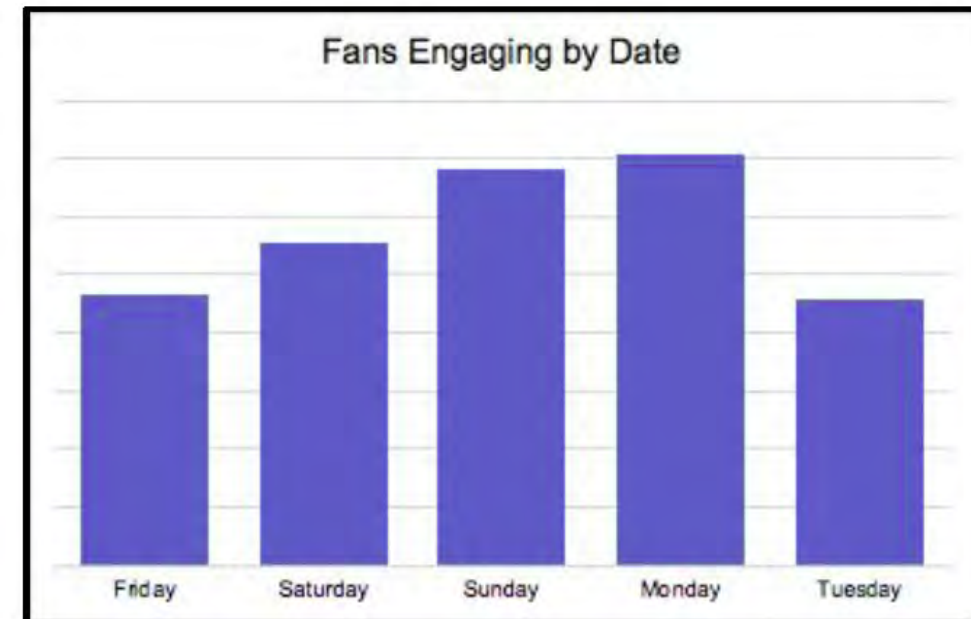


Case Study: MLB PLAY BALL PARK



Learn

- Use data to your advantage
- Reconsider for future events



BaAM Productions



Gary Myers

VP - Strategy & Creative, BaAM Productions

gary@baamproductions.com

THANK YOU!

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Guidance Documents

Provincial Framework for reopening

<https://www.ontario.ca/page/framework-reopening-our-province-stage-3>

Toronto Public Health Guidelines for COVID and Events (PDF)

<https://www.toronto.ca/wp-content/uploads/2020/07/9636-COVID-19-Indoor-Outdoor-Events-Gatherings.pdf>

Toronto Public Health Guidelines for COVID and Events (webinar)

<https://attendee.gotowebinar.com/recording/2314624117637790989>

Industry Support

BusinessTO Support Centre

<https://www.toronto.ca/home/covid-19/covid-19-economic-support-recovery-for-businesses/covid-19-business-sector-resources/business-to-support-centre/>

Provincial government consultation

<https://www.ontario.ca/form/work-government-stage-3-reopening-plan>

Contacting Us

Scott Torrance, FORREC Ltd

Senior Director, Landscape Architecture
storrance@forrec.com

Gary Myers, BaAM Productions

VP - Strategy & Creative, BaAM Productions
gary@baamproductions.com

City of Toronto, Economic Development & Culture

CultureTO Support: CultureTO@toronto.ca

DriveInTO Support: DriveinTO@toronto.ca