



Ongoing Sustainability Efforts

Denver Arts & Venues

Maximizing Our Efforts to Minimize Our Footprint

Three-Stream Waste System and Sorting

Patron and Partner Accountability and Messaging

Venue Purchasing, Operational Efficiencies and Capital Improvements

With millions of visitors annually, we understand the potential impact of our waste on the environment. Arts & Venues implements many strategies to minimize our footprint.



A&V Highlights

Red Rocks

- Early adoption of recycling program with assistance from Cindy Boscoe, Charlotte Pitt and \$40k EPA grant
- 85.8% diversion rate in August 2021 during height of the season
- Many new tours inquiring about ways to minimize their footprint at the venue
- Smartwater switching to aluminum in 2022

Arts Complex

- Buell façade replaced in 2021 with energy efficient glass
- Final pre-pandemic diversion rate was at 73.6% in March 2020

McNichols

- Final pre-pandemic diversion rate was at 84.3% in March 2020

Five Points Jazz Festival

- 2019 46.5% diversion rate with landfill being the only bins not completely full
- 2020 goal for no beverages to be in plastics and increased waste diversion

Coliseum

- Sorting again after pause during pandemic when converted to shelter



Waste Diversion Efforts

Waste Diversion Efforts at Venues

All venues have a three-stream system integrated in both front and back-of-house areas with signage to promote proper sorting.

- 69% of all waste in 2019 (1.4 million pounds) redirected away from the landfill



Waste Diversion Process

- All waste stations include landfill, recycle, compost options, with the correct bags for each bin and appropriate signage
- Bins are brought to a designated sorting area on-site at each venue
- Waste is hand-sorted by contracted staff daily to prevent contamination and to maximize the amount headed to compost and recycling
- Waste Hauler provides commercial composting, mixed stream recycling, and landfill options and hauls separated waste appropriately
- Waste Hauler reports monthly diversion rates for each venue to agency

Waste Reports

- Official Waste and Recycling Partner GFL provides regular diversion reports for each venue and large events like 5PJF
- Reports shows
 - Monthly Collection Report – diversion rate, trash vs. recycling, historical reference
 - Diversion Comparison vs. other customers
 - Monthly Environmental Impact
 - Tips on increasing recycling efforts

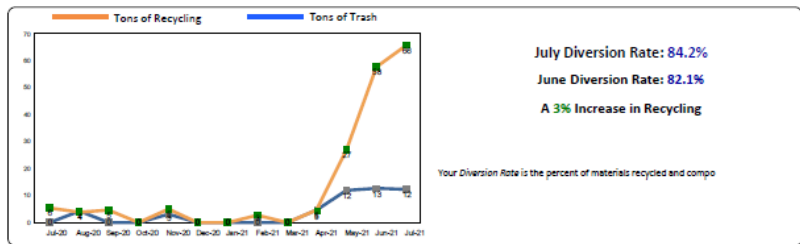
Customer Name: Red Rocks Amphitheater
 Account: 001383971
 Service Period: July 2021

Automated Sustainability Report TM

Altogether Recycling Collected: 95,380 lbs
 Trash Collected: 24,820 lbs
 Compostable Materials Collected: 36,620 lbs
 Total Materials Collected: 156,820 lbs



Monthly Collection Report



Diversion Rate Comparison

How You Are Doing

Average GFL Environmental Customer: The average diversion rate for all GFL Environmental Customers

Green GFL Environmental Customer: The average diversion rate of the top 10% of GFL Environmental customers

Customer Ranking*

When compared to other **Commercial** customers your rank this month is **404** out of **12,626**. Last month's rank was **415**.

When compared to other **Commercial** customers your rank this month is **169** out of **7,810**. Last month's rank was **173**.

*Your Customer Rank compares your diversion rate to other GFL Environmental customers with similar business types

Your Environmental Impact This Month

You conserved **6,572** gallons of oil

You saved **658** trees

You avoided **134,240** lbs carbon equivalent of GHG emissions

You saved enough electricity to power the average US home for **11,619** days

You helped keep **11** truck loads of trash out of the landfill

You saved **216,990** gallons of water

This Month's Tip for Increasing Recycling

Do you know that K-Cup Pods are now recyclable? Please follow the "How To Recycle" instructions on the box. Please note: The box must contain the "How To Recycle" label in order for them to be recycled, some older K-Cup Pods might still be unrecyclable





Patron & Partner Accountability

Patron Accountability & Messaging

- Waste station signage FOH and BOH
- Sustainability videos and messaging on our websites, patron emails, intermission slides, social platforms, etc.
- Transportation messaging to encourage carpooling and alternative public transportation
- Staff/Volunteers publicly visible at 5PJF to assist patrons in disposing of waste properly
- Patrons permitted to bring empty, reusable water bottles for use at filling stations



Partnerships and Sponsorships



- RFPs include question about sustainability efforts
- Prioritize partners making active sustainability efforts
 - Beverage Partners – Move to mostly canned, trying to reduce plastics
 - Ball aluminum cups rollout at Red Rocks and Coliseum (wine & cocktail cups summer '22)
 - Eco-Products – all compostable serveware and cups at venues and events
- Sponsor activations reward behavior - King Soopers gave reusable bags to people disposing of waste correctly
- Efforts for “climate positive” carbon-reduced shows by Band/Tour request with green marketplace for sponsors
- Sustainable Event Guide – Back of House partners & Presenters encouraged to minimize waste, utilize sustainable materials and practices and recycle properly





Venue Improvements & Efficiencies

Venue Purchasing

- Food & Beverage materials purchased for venues must be 95% compostable or recyclable
- Venue teams committed to reducing overall waste produced and responsible purchasing
 - Limiting compostable straws and lids, upon request only
 - Use partners that prioritize sustainable packaging
 - 5PJF mandates all vendors (food and goods) must use compostable serveware, created portal to easily purchase materials from Eco-Products
- Sustainable materials are prioritized whenever possible for event signage and office or back-of house supplies



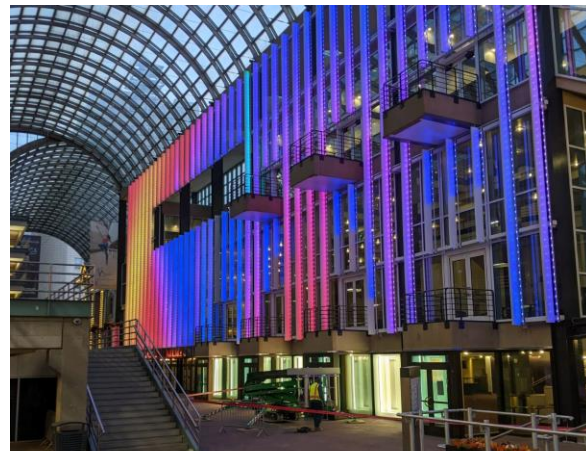
Operational Efficiencies

- All custodial work is completed with Green Seal Certified products, unless it interferes with CDC guidelines or requirements from DDPHE
- Venue teams committed to conserving water and energy consumption with lighting and equipment upgrades
 - Replacing bathroom fixtures with touchless low-flow models to reduce water consumption
 - Adding bottle filling stations
 - Converting to LED lighting
- Carbon emissions and energy use tracked at each venue via EnergyStar to guide future goal-setting, policy changes, building updates, etc.
- Accommodations for Electric vehicle parking



Capital Improvements

- Sustainability efforts built into Capital improvement project planning with a goal of creating energy efficiencies, reducing water, waste, etc.
 - Buell façade replaced with energy efficient glass to minimize HVAC use, energy costs and greenhouse gas emissions
 - Upper North lot and road paved to reduce airborne dust
 - Red Rocks depot built with green roof and well insulated
 - Energy efficient LED lighting replacement project for all our venues
 - Bathroom fixtures in Coliseum and Red Rocks replaced with low-flow models to reduce water consumption





Learnings & Opportunities for Growth

Learnings & Opportunities for Growth

- It's an investment, but one we must make – hand sorting takes considerable investment in staffing, time, resources, etc.
- We can do better - Goal of getting to 100% diversion and find more ways to reduce overall amount of waste
- We can remind patrons more often – Better and more frequent messaging at all touchpoints, we can't control what people bring in, but we can encourage them to make better choices during our events
- Accuracy of Diversion reports – periodic audits by our staff to ensure accuracy of diversion rates and see how we can improve sorting efforts for less contamination



Q&A