

A night-time photograph of the Denver skyline, featuring numerous illuminated skyscrapers and buildings. The sky is dark, and the city lights create a vibrant, glowing effect. The text 'DENVER FESTIVAL' is overlaid in large, white, bold letters, with a red horizontal line underlining 'DENVER'.

# DENVER FESTIVAL

presented by

**Superfly**

# WHO WE ARE



**RICK FARMAN**  
**CO-FOUNDER**

As co-founder of Superfly, Rick plays a leading role in business development, identifying key opportunities to grow and expand the company, its capabilities and strategic partnerships. Rick also oversees and manages company operations and communications. Additionally, Rick is responsible for overseeing the event operations team for all of Superfly, including Bonnaroo, Outside Lands, and all client activations.



**STEVE FEENER**  
**PRESIDENT, EXPERIENCES**

Steve Feener manages and oversees all planning and production for all of Superfly's events and festivals. Steve has over thirty years of experience in event planning and venue management, most notably as the operations director for all events promoted by Bill Graham Presents. As a veteran event production planner, Steve has also designed multiple event venues in the US, as well as managing major stadium events for bands such as the Grateful Dead.



**JENNIFER JUSTICE**  
**PRESIDENT, CORPORATE DEVELOPMENT**

Jennifer Justice, President of Corporate Development at Superfly, is responsible for driving, evaluating, and executing new business development initiatives, including partnerships and acquisitions. A position first of its kind at Superfly, Jennifer is heavily involved in the evaluation and execution of organic growth initiatives.



**DAVID EHRlich**  
**EXECUTIVE PRODUCER**

David Ehrlich has been working in Denver sports, arts and entertainment for over twenty years. From overseeing the operations of Kroenke Sports Enterprises to forming and acting as Executive Director of the Denver Theatre District to advising the Arts & Venues division of the city of Denver, David has been active in all facets of Denver community based programming. Additionally, David has been an active member of Denver's non-profit community serving on multiple boards including the Denver Zoo, National Jewish Health, Project PAVE, AMP the Cause and the Gold Crown Foundation.

WHAT WE DO



# OUTSIDE LANDS

The crown jewel of San Francisco & nestled in the heart of Golden Gate Park, Outside Lands unites 70 local restaurants, 50 Bay Area wineries & 15 craft breweries with the biggest bands in the world.

# THE FORMAT



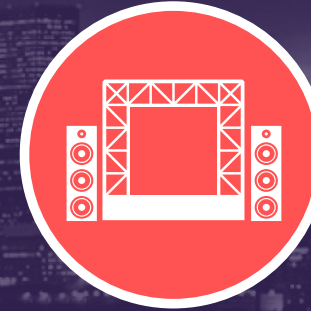
## OUTDOORS

Open-air festival venue



## WEEKEND-LONG

Three or four-day festival



## MULTIPLE STAGES

Distinctively themed performance stages



## LARGE-SCALE

30-60K capacity



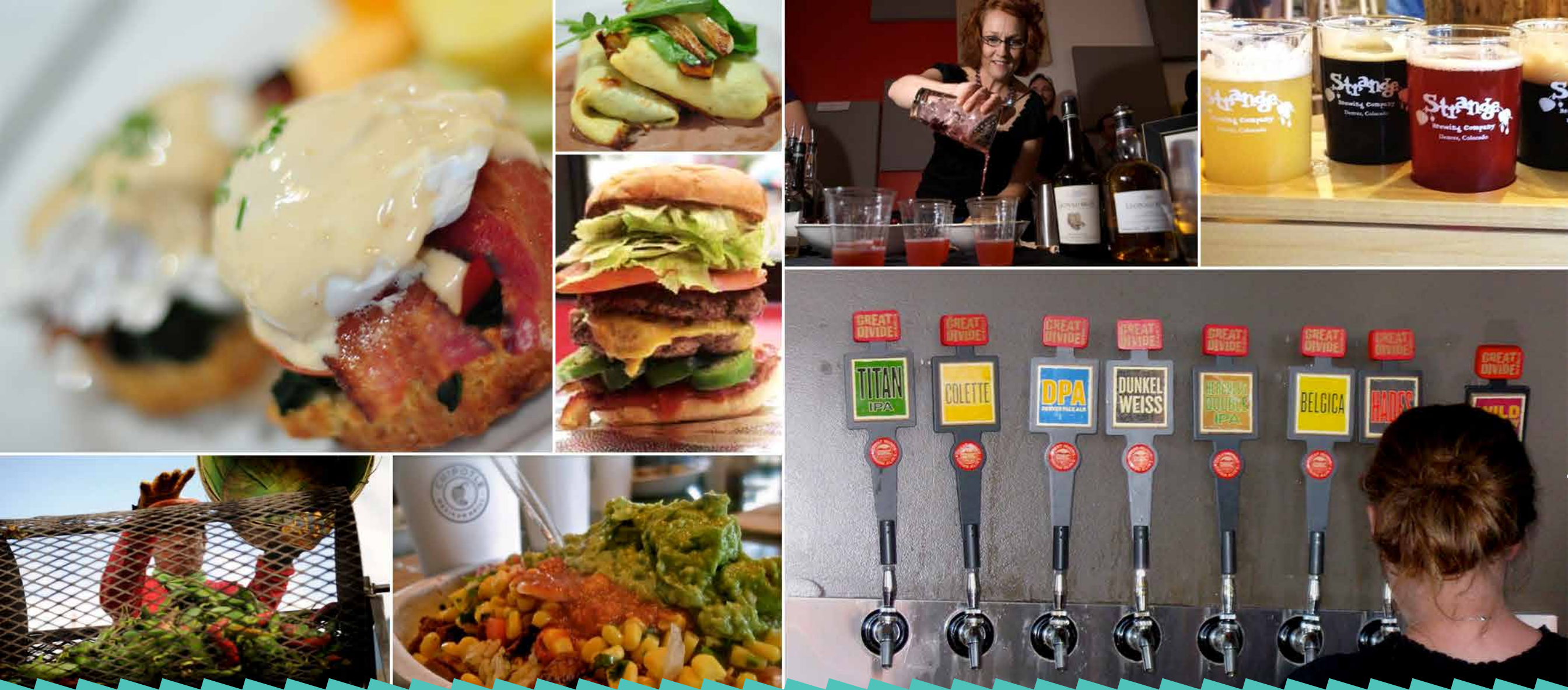
## TICKETED

Multiple price levels including GA, VIP and V-VIP



## TIME OF YEAR

Targeting the months between April and September



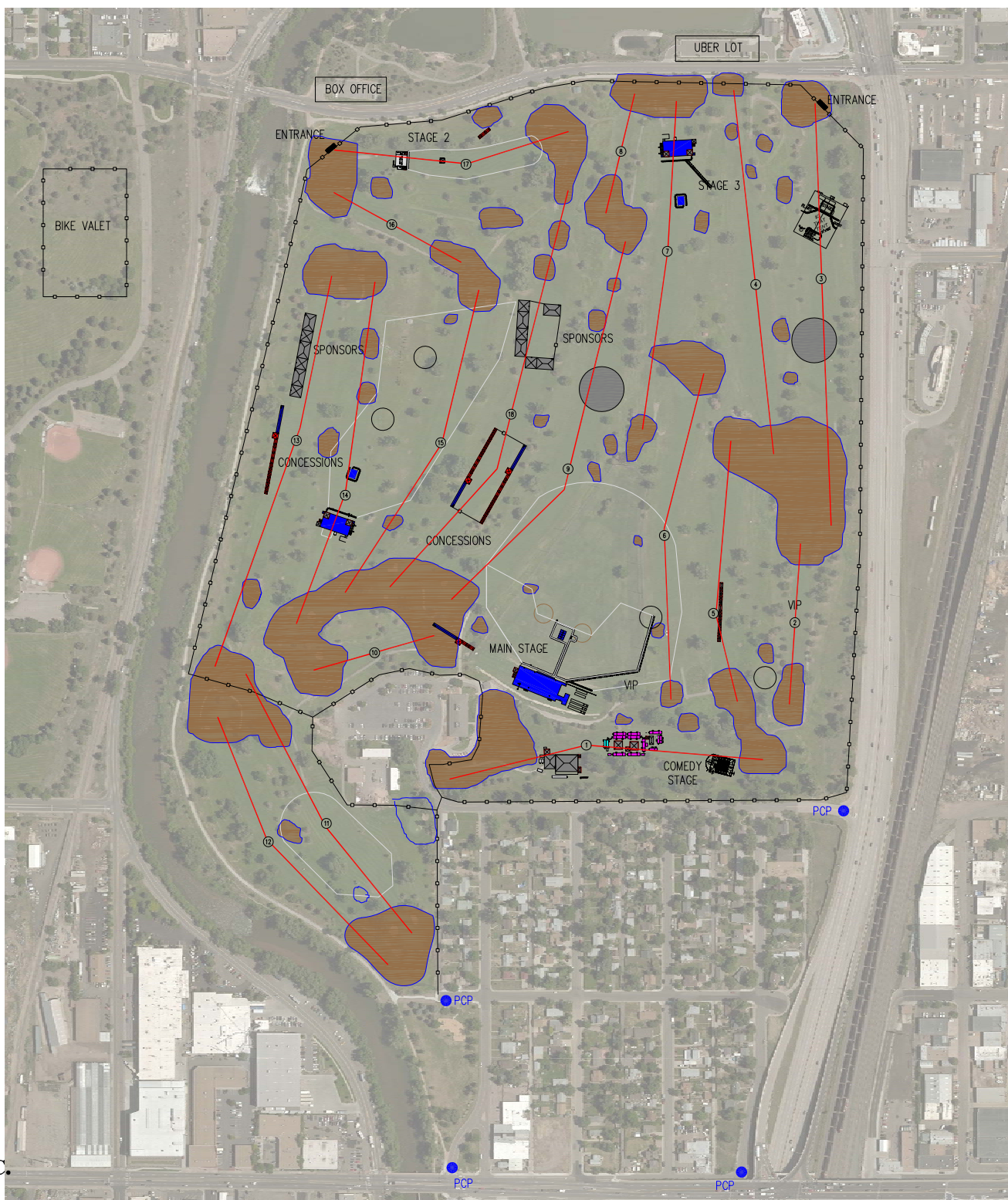
# FOOD & DRINK

A pretense-free smorgasbord with Denver's audacious chefs, plus Denver's best microbreweries, wineries and distilleries.



# OUTDOORS & ART + TECH

The greatest platform to showcase the vibrant arts & tech scene, weaving the Colorado lifestyle into the fabric of the festival.



# WHAT WE HAVE DONE SO FAR



## PUBLIC MEETINGS

In conjunction with the City we have had over four months of public meetings - including 11 separate presentations.



## ADDRESSED CONCERNS

Visit Denver administered a survey of over 1,500 individuals that showed at least 50% of every sector (four separate groups surveyed) stated that their concerns were reasonably addressed.



## LOCAL BUSINESSES

Held multiple meetings with local businesses and residents and drafted the initial site plan based upon their feedback.



## ACCOUNTABILITY

With the City, created a music festival commitment guideline document that was made public for accountability





**THANK YOU**

**Superfly**

# COMMUNITY OUTREACH & INVOLVEMENT

## STEP ONE: SET UP COMMUNITY HOTLINE PHONE NUMBER

**PURPOSE:** Residential and Commercial Neighbors can call this phone number if they have any issues or complaints involving the festival's impact during its load in/out and during event days.

**PROCESS:** We will hire a team dedicated to answering the calls on the Community Hotline number who will communicate with the necessary groups to resolve any issues.

**THE COMMUNITY HOTLINE** will take call traffic away from 911, since we can work directly with police & medical if anyone in the surrounding neighborhood needs assistance while we are on site.

The Community Hotline will be able to resolve the following issues:

### NEIGHBORHOOD ISSUES:

- We will work with the police and a tow truck company to remove unauthorized parkers.
- For all other issues, see the following bullet-points.

### NOISE:

- We will send out a sound crew with a decibel level monitor to ensure we are complying with sound limit requirements set by the city.
- We will work with production staff and attempt to adjust or change the speakers in order to help with sound levels.

### TRASH:

- We will send our trash/recycling crew (Clean Vibes) out to the affected neighborhood area to clean up any trash that is left by festival attendees.
- At the end of the event each day, we will send the clean-up crew through the surrounding neighborhood to clean up around the exterior of Overland Park, including an agreed upon radius around the various businesses & homes in the area.
- Clean Vibes will also provide trash/recycling services in the interior of Overland Park during the event.

## STEP TWO: SET UP MEETINGS WITH LOCAL BUSINESSES AND NEIGHBORS IN THE COMMUNITY

We will present the Community Hotline phone number to these groups, explain what it can be used for and how it will work, as well as let the community know we are here to help.

# SUSTAINABILITY PLAN

As previously mentioned, we will work with Clean Vibes to keep the festival clean & sustainable.

**CLEAN VIBES** is a company formed and dedicated to responsible on-site waste management of outdoor festivals and events. They have been in the business for over 15 years. Their mission is to actively encourage and promote recycling, composting and proper waste disposal. Their goal is to divert waste from landfills by increasing the amount of material that is recycled and composted, thereby greatly reducing the ecological footprint of outdoor festivals and events.

- Clean Vibes has provided trash/recycling services for us at Bonnaroo & Outside Lands since the inception of these events.
- Clean Vibes achieved a 91% diversion rate at Outside Lands 2016 (diverted 91% of all waste from the landfill)



# SECURITY PLAN

## WE WILL...

- coordinate with DPD on the event ingress & egress and overall safety.
- develop a security plan with security guard positions on a map.
- ensure that all of these positions are staffed by licensed security guards and managed by top-of-the-line professional security companies.
- work with the Police Dept and the Fire Dept to ensure that the crowd flow is safe and that we have all the proper entrances & exits.
- implement an appropriate search policy at the entrances, likely involving a bag check and a full pat-down search of everyone entering the facility.
- have video surveillance set up around the event site and will create a central Video Command post.
- A representative from each security company, the medical team, the fire department and the police department will be present in the Command Post to monitor the video.
- We will implement a Dispatch system with 3 dispatch radio channels (Festival, Security & Medical) where staff can call in any incidents and request assistance.
- Every Dispatch call and incident is logged and tracked.
- We can provide the Dispatch call log to the city after the event to show how all incidents were resolved.

## MEDICAL

- We will hire one of the reputable festival medical companies that we frequently work with (RockMed, NES).
- Our medical vendor will provide appropriate medical services and coverage based on the amount of attendees at the event.

# TRANSPORTATION PLAN

## WILL...

- hire a traffic engineer to develop a traffic plan around the site.
- work with RTD to explore including public transportation in the event ticket.
- create an ingress/egress plan focused on Uber, Lyft, bikes and mass transit.
- create a Bike Valet where people can safely park their bikes during the event.
- create a specific Uber/Lyft pick-up point on the site in order to manage ride-share traffic and requests.
- determine if we need to add shuttle busses that can transport attendees from a specified downtown destination to the event.