



PERFORMING ARTS READINESS

a community served by ↗Lyrasis



Collaborator:

Tom Claeson – (Program Director | Performing Arts Readiness)

Tom.Claeson@lyrasis.org “There are myriad concerns that event producers need to consider; this experiential and immersive model is the first of its’ kind to use festivals as classrooms to activate an arts-focused approach to resilience. PAR has worked with [Majestic Collaborations](#) to convene a diverse cadre of experts in this surprisingly positive and inspiring roadshow of emergency and disaster preparedness. This is an opportunity for those skilled in mass gatherings to share knowledge, join networks, and prepare to assist their own communities if impacted by emergency, disaster, or long-term changes in climate.

Comments from partners:

“Hosting the Art of Mass Gatherings during our global conference in Kansas City is a significant step towards strengthening our collective commitment to a safer, more prepared, and more responsible industry,” explains Aengus Finnan, former Executive Director of the Folk Alliance International. *“With everyone doing their best to independently survive and thrive, building a consistent and supportive network requires a concentrated forum for knowledge sharing and an exchange of best practices. This timely and thorough gathering is exactly that!”*

“Building capacity, increasing readiness and expanding use of our cultural organizations and networks is important to North Carolina’s future,” says Catherine Swain of the NC Department of Natural and Cultural Resources.

“These training resources will help expand community engagement across the state, and we are excited to work with all the various partners helping to move us forward in this direction.”

“This is an incredibly exciting opportunity to showcase local mavericks leading important change in the event world and learn from nationally recognized experts at the same time” says Elly Iverson, Santa Barbara event producer and liaison for the project.

“Reducing over festivals over years led to the realization that people who set up festivals are skilled at creating temporary cities with all of the necessary infrastructure such as water, waste, power, security, transportation, and structures” explains Matthew Ché Kowal, co-founder of Majestic Collaborations. Co-founder Molly North adds: *“By sharing their knowledge and building skills in these areas, artists and event workers create more inclusive events, expand the safety and resilience of their entire communities, and increase qualifications for a range of job opportunities both in and outside of the arts.”*



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**The Art of Mass Gatherings: Festivals as Classrooms for Emergency Preparedness
2023-25 Host Organization Interest Form**

If you want to host an AOMG symposium in your community and have a well-established event in which it could occur, please complete the following form. Submissions will be reviewed on a rolling basis. Thank you for your interest. Please complete and email a copy of this form to: Tom Clareson Tom.Clareson@lyrasis.org and Matthew Kowal matthew@majesticcollaborations.com

City: _____ State: _____ Zip Code: _____

Event: _____

Contact Person Name (Last, First)	Title
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_____	_____
Web Site	Social Media

_____	_____
Primary phone number Other phone number	Email address

Please attach a brief description (about 2 pages) of your event for the items listed below. If information is publicly available, provision of relevant URLs will be acceptable in place of written descriptions.

- What emergency planning efforts do you currently have in place for your festival/event? Include key features of your event’s life-safety program and plan.
- List of key community partnerships, i.e. city or state agencies, emergency management, creatives, event producers, community groups and leaders in accessibility & sustainability, and programming with these organizations.
- Number of estimated event attendees and their demographics.
- Key features of accessibility and sustainability programs for your event.



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Questions? Feel free to contact Matthew Ché Kowal: (303) 351-2172 or matthew@majesticcollaborations.com. Majestic Collaborations and Performing Arts Readiness staff will schedule a conference call to discuss your organization's interest and the process for hosting once this form is received.

Please visit www.PerformingArtsReadiness.org for more information about the Performing Arts Readiness project and all of the emergency planning and network grants available through the program, or contact PAR@lyrasis.org with any questions.