



# PERFORMING ARTS READINESS

a community served by ✦Lyrasis



## **The Art of Mass Gatherings for Performing Arts *Festivals as Classrooms for Emergency Preparedness* 2023-25 Host Organization Interest Form – Background Information**

The Performing Arts Readiness (PAR) project is looking for two hosts for a day-long symposium around emergency preparedness for festivals and other outdoor events featuring the performing arts, including live music, dance, etc. The symposia would occur before, during, and after your event, using your event as a means to teach up to 50 participants. PAR will provide financial support for the symposia. Additional information is provided below. If demand for symposiums exceeds PAR budget, we will assist any other interested sites in finding local, state, foundation, or other funding for self-funded Art of Mass Gatherings events.

The PAR project, funded by The Mellon Foundation, seeks to improve emergency preparedness among performing arts organizations through advocacy and outreach. The national PAR team works to raise awareness, increase resources, and provide training that addresses the unique needs of the performing arts industry. PAR also is developing tools to assist with planning and advocacy and is providing grants to support emergency response networks and develop institutional preparedness plans. As part of this project, PAR is working with Majestic Collaborations (MC) as an emergency preparedness consultancy to develop a curriculum and coordinate a series of symposia for the performing arts industry. Collaboration between the symposium sponsors and host organization will allow each host to highlight their approach and expertise, and the event curriculum will be dynamic with relevance to individuals, organizations, and businesses interested in the topics below (hosts may select some topics to suit their anticipated audience):

- Life safety, health, and public welfare
- Event waste reduction and management as part of emergency preparedness
- Cultural placekeeping
- Climate change resilience
- Legal concerns and emergency plans
- Mental and physical health first aid
- Crowd management
- Entertainment and emergency systems (waste, water, weather, power, interactive content/innovative audience communications to enhance safety)
- Enhancing accessibility - physical and other
- Transportation and tactical urbanism
- Harm reduction, gender safety, and trauma-informed practices
- Emergency planning for non-traditional venues, and immersive events



# PERFORMING ARTS READINESS

a community served by ✦Lyrasis



Gatherings like festivals, concerts, and other special events are simultaneously powerful and vulnerable. Embracing a whole community approach to safety and preparedness means helping event producers master the art of mass gatherings. The symposia feature indoor panels, presentations, and learning tours through the hosting festival led by recognized experts. PAR and MC staff work directly with local agencies, businesses, and organizations to co-develop a symposium that is intended to be locally relevant while attracting thinkers and doers who may travel in from other locales.

Two performing arts festivals will be selected to host a day-long symposium, free of charge for up to 50 attendees. PAR will provide:

- Symposium registration, set-up, presentation, and clean-up
- Curriculum Framework
- Food and beverages for all attendees
- 4 visiting presenters/experts
- An honorarium for culture bearers for a Native Land Recognition and translation support when needed

## **Expectations from Host:**

- Facility for hosting portions of the symposium indoors that can accommodate 50 seated participants.
- Contribution of two event security staff and one police or sheriff officer (diversity is appreciated) committed to AOMG on the day of the symposium, 8am-5pm
- Participation in phone conferences as needed for planning prior to the event
- Assistance in coordinating with key local partnerships and stakeholders to attend a ½ day planning meeting to occur approximately 6 months prior to the event. We will work collaboratively to generate the symposium's agenda, presenting line-up and ideas for integrating audience, creatives, and community into the AOMG activities



# PERFORMING ARTS READINESS

a community served by ✦Lyrasis



## Collaborator:

**Tom Claeson** – (Program Director | Performing Arts Readiness)

[Tom.Claeson@lyrasis.org](mailto: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.

*"Producing over 120 festivals over 12 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."*



# PERFORMING ARTS READINESS

a community served by ✦ LYRASIS



## 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](mailto:Tom.Clareson@lyrasis.org) and Matthew Kowal [matthew@majesticcollaborations.com](mailto:matthew@majesticcollaborations.com)

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Event: \_\_\_\_\_

\_\_\_\_\_  
Contact Person Name (Last, First) Title

\_\_\_\_\_  
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.



# PERFORMING ARTS READINESS

a community served by ✦ LYRASIS



Questions? Feel free to contact Matthew Ché Kowal: (303) 351-2172 or [matthew@majesticcollaborations.com](mailto: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](http://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](mailto:PAR@lyrasis.org) with any questions.