

Making the Tough Decisions

Webinar will begin at 2:00 PM EDT,
please participate in the poll now.



Join us on
Wednesday,
September 2nd at
2:00 PM EDT for our
next
webinar. Register
now!

<https://www.gatewayticketing.com/community/>

Asking Questions

The screenshot displays the Cisco WebEx Event Center interface. The main window title is "Cisco WebEx Event Center". The menu bar includes "File", "Edit", "View", "Communicate", "Participant", "Event", and "Help". The "Event Info" tab is active, showing details for the host (Conference Manager) and audio connection instructions. On the right, a "Participants (7)" panel lists "Panelists: 1" (Conference Manager) and "Attendees: 1 (1 displayed)" (Joe Bloggs). A "Q&A" button is highlighted in the top right. Below it, a "Q&A" panel is open, showing a dropdown menu for "Ask:" set to "All Panelists". A text input field contains instructions: "Select a panelist in the Ask menu and then type your question here. There is a 256-character limit." A "Send" button is visible next to the input field. The interface also shows a "Connected" status at the bottom right.

1. Q&A button in the top right corner.

2. Ask: All Panelists dropdown menu.

3. Text input field for asking a question.

4. Send button next to the input field.

Webinar Agenda

- 90 Minutes in length
- Community discussion and presentation of best practices
- Question and answers from the community
- Press & Public Viewing

Webinar Wednesdays

Bi-weekly gathering of attraction industry experts to discuss the current challenges and position our attractions for success.



www.gatewayticketing.com/community



The desktop view of the Gateway Ticketing Systems community page has a blue header with the Gateway logo, navigation links (SOLUTIONS, SERVICES, SUPPORT, STRATEGY, MARKETS, BLOG / COMMUNITY, LET'S GET STARTED), and a search icon. The main content area features a large, colorful aerial photograph of a park with the word 'COMMUNITY' painted on the ground. Below the photo is a dark blue navigation bar with links: BLOG, COMPANY NEWS, CASE STUDIES, VIDEO TUTORIALS, WEBINARS, and EVENTS. The page is divided into two columns. The left column is titled 'CATEGORY: WEBINARS' and features a featured article with a thumbnail image of the Oakland Zoo sign, the title 'GALAXY DEMO FOR ZOOS & AQUARIUMS ON THURSDAY, AUGUST 27', the update date 'Updated: July 30, 2020', a short description, and a 'READ MORE' link. The right column is titled 'NEWSLETTER SIGN UP' and contains an email input field, a first name input field, and a large QR code. At the bottom, there are two small thumbnail images: one showing people's legs and another showing a sign that says 'WHAT HAPPENS NEXT?'.

Moderator

Matthew Hoenstine

mhoenstine@gatewayticketing.com

Destinations Principal

Gateway
TICKETING SYSTEMS®

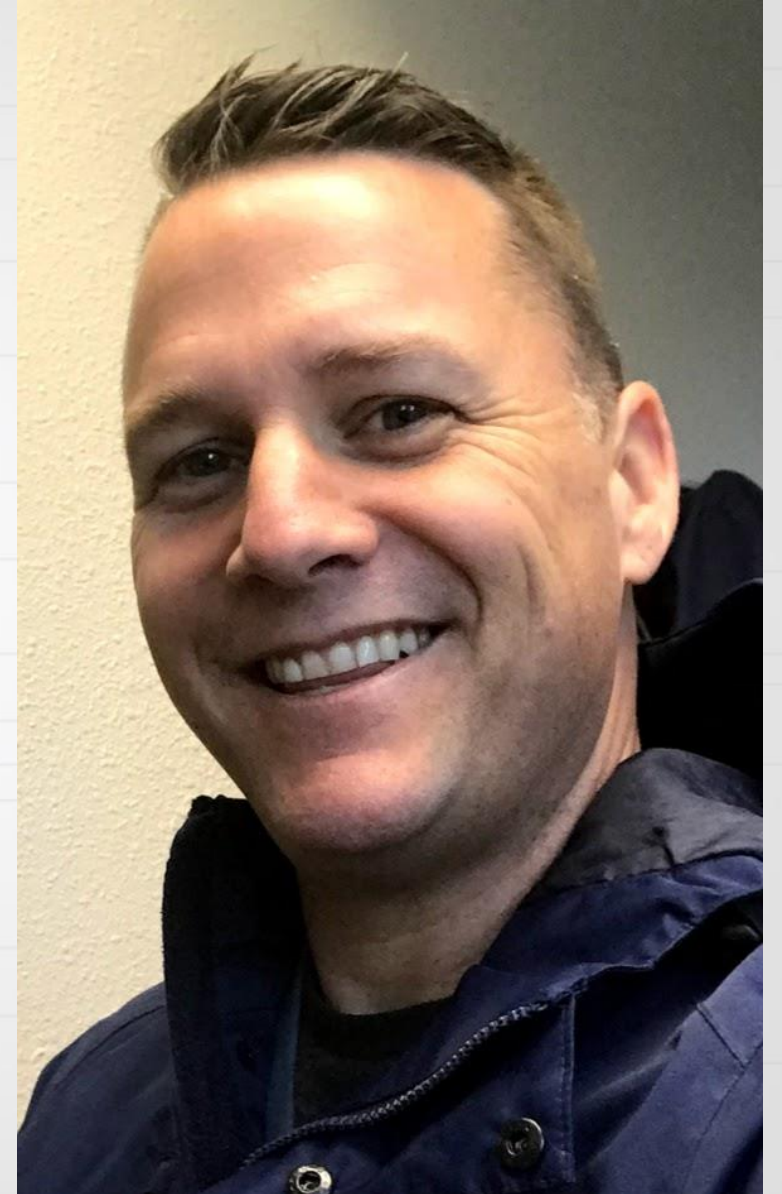


Moderator

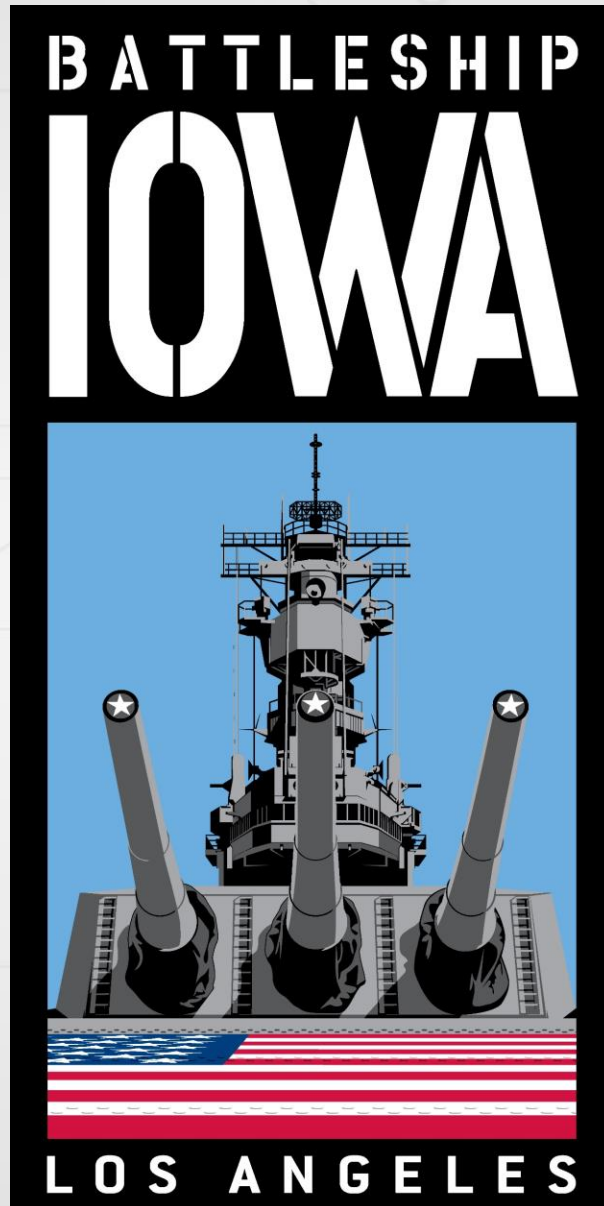
Randy Josselyn

rjosselyn@gatewayticketing.com

Wildlife and Conservation Principal



Panelist



Jonathan Williams

jwilliams@labattleship.com

President & CEO

Panelist

Nik Honeysett

nhoneysett@bpoc.org

Chief Executive Officer



**BALBOA PARK
ONLINE COLLABORATIVE**

Panelist

Claudette Vogelsang

claudette.vogelsang@knotts.com

Vice President of Finance



Host

Bill D'Angelo

bdangelo@gatewayticketing.com

Product Communications Manager



The background is a solid blue color with a white, stylized circuit board pattern overlaid. The pattern consists of various lines, right-angle turns, and small circles representing components or vias, creating a technical and digital aesthetic.

INDUSTRY UPDATE

New York Museums Reopening



Andrew Cuomo ✓
@NYGovCuomo

Museums and cultural institutions can open in NYC starting on August 24.

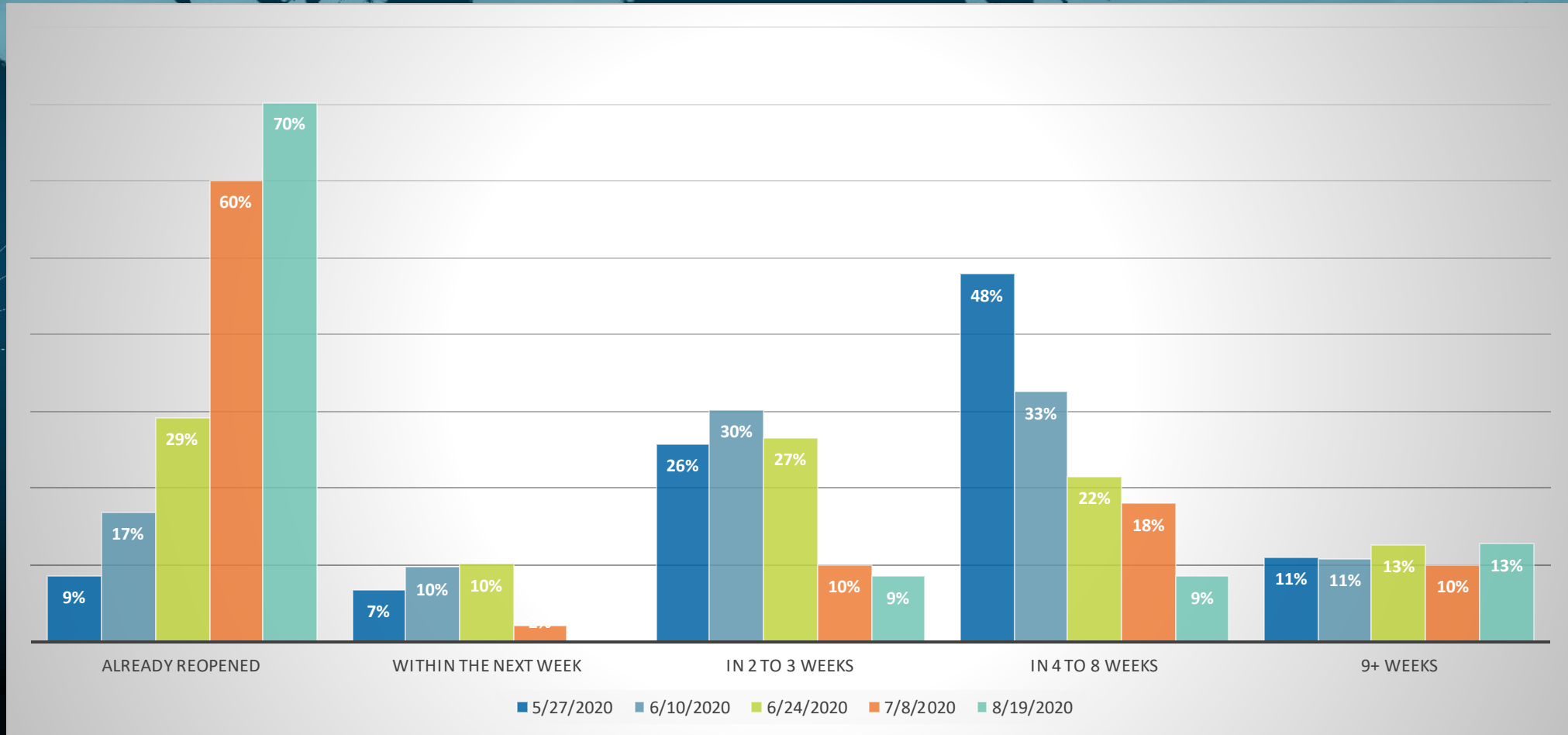
25% occupancy. Timed ticketing required. Pre-set staggered entry.

Face coverings enforced and controlled traffic flow.

10:46 AM · Aug 14, 2020 · [Twitter Web App](#)

The screenshot shows the top of a New York Times article. The header includes the newspaper's name, a menu icon, and a user profile icon. Below the header is a navigation bar with 'The Coronavirus Outbreak >', a 'LIVE' badge, and links for 'Latest Updates', 'Maps and Cases', and 'Vaccine Track'. The article title is 'Museums and Other New York Cultural Institutions Can Open Aug. 24'. The lead paragraph states: 'Gov. Andrew M. Cuomo said that museums would be allowed to open at 25 percent capacity and with timed ticketing in place.' Below the text is a photograph of the Metropolitan Museum of Art building. The caption under the photo reads: 'The Metropolitan Museum of Art had announced a reopening date of Aug. 29, and had been awaiting direction from the state and city. Other museums are also unveiling their opening dates. Zack DeZon for The New York Times'.

WHEN IS YOUR ATTRACTION PLANNING ON REOPENING?



Artificial Intelligence for Safety & Immersion



ONTARIO REGIMENT MUSEUM RE-OPENING COVID-19 REQUIREMENTS

OPENING 15 AUGUST 2020






It seems like a very long time since our museum was open to the public. However, it is time for us to begin welcoming our friends and guests back for a visit.

There will be notable changes to the museum experience due to regulations regarding COVID-19 precautions.

https://www.youtube.com/watch?time_continue=52&v=V_lxmDOhIN4&feature=emb_logo





<https://www.ontrmuseum.ca/tankmuseum/covid-reopening/>


Creating a Safe Environment

SUN     


THINGS TO DO > AMUSEMENT PARKS • News

For theme parks, enforcing safety rules is part of good hospitality


   



An employee at Walt Disney World Resort's Magic Kingdom wears a facemask and face shield at the entrance to the park during the COVID-19 pandemic in Orlando on July 23, 2020. (Photo by Bryan R. Smith, AFP via Getty Images)

By **ROBERT NILES** | themeparkinsider@gmail.com | Orange County Register
PUBLISHED: August 18, 2020 at 6:33 a.m. | UPDATED: August 18, 2020 at 6:34 a.m. 

People working in the service industry have enough to worry about in this pandemic. The last thing many of them want is to end up starring in a viral video fighting with someone who refused to wear a mask.

I asked people working in Florida's reopened theme parks to email me about their experience. One 

I asked people working in Florida's reopened theme parks to email me about their experience. One employee summed up a common complaint, "We have been instructed for years on being providers of hospitality. Now we are the mask police. Hard to be both."

My trainer at Disney explicitly rejected the industry cliché that "the customer is always right." Customers are not right when they try to stand up on a moving roller coaster. Customers are not right when they cut other people in line. They aren't right when they try to sneak their too-short child onto a thrill ride. Or when they try to enter a restricted area.

Reimagining Seasonal Events

Marcus Gaines Retweeted

Great Adventure @SFGAdventure · 3h

Come out for thrills by day & chills by night with rides in the dark and open-air scare zones at HALLOWFEST 🎃 For your safety, attendance will be limited - reservations go live for Members & Season Pass holders 9/3 at 12pm, daily tickets can reserve 9/4 at 12pm 💎



**A NEW EVENT
FOR EVERYONE**



**THRILLS
BY DAY...**



**SOCIAL DISTANCE
SCARE ZONES**



**CELEBRATE
HALLOWEEN SAFELY**



**CHILLS
BY NIGHT!**



**LIMITED ATTENDANCE
RESERVATIONS REQUIRED**

Reimagining Seasonal Events



The screenshot shows the top navigation bar of the Six Flags Great Adventure & Safari website. The navigation menu includes: Park Home, National Home, Park Map, Pass Holder Login, Health & Safety Guide, My Cart [0], and Enter Promo Code. The main header features the Six Flags logo and the text "Six Flags Great Adventure & Safari Jackson, New Jersey". Below the header is a secondary navigation menu with options: THINGS TO DO, PLAN VISIT, EVENTS, PARK HOURS, GROUPS, TICKETS (highlighted in green), SEASON PASS (highlighted in green), and MEMBERSHIP (highlighted in yellow). A dark banner below the navigation menu reads "Theme Park Now Open Daily! Reservations Required. LEARN MORE →". The main content area features a large graphic for "HALLOWFEST Presented by SNICKERS®" with a roller coaster track in a spooky, autumnal setting. At the bottom of the graphic, the text "HALLOWFEST Presented by SNICKERS®" is displayed in blue.

Spooktacular Celebration of Family-Friendly Frights

Six Flags Great Adventure is still bringing back the boos this Halloween with the spirited fun of HALLOWFEST, presented by Snickers®. Our haunted experiences are happening September 18 through November 1, plus October 12. The park will operate from 2 to 10 p.m. on Saturdays and Sundays, and from 5 p.m. with varying closing times on Friday evenings, so mark your calendars (if you dare) for the spookiest season of the year as ghouls take infiltrate the park!

At HALLOWFEST, the terror will be reimagined by adding safety precautions to reduce the spreading of both human and zombie germs. All guests will be **required to make a reservation** to avoid overcrowding (as we anticipate a lot of souls roaming the park during HALLOWFEST, hiding around every corner.) Additionally, we're going to continue adding a monstrous amount of bewitching protocols to keep you safe and healthy.

- All team members (including scareactors) and guests 2 years and up will be required to wear masks covering the nose and mouth while in the parks.
- No indoor mazes, haunted houses, or indoor shows will be operated; some haunted trails and scare zones will be operated outdoors with social distancing strictly enforced.
- A limited number of nighttime scareactors will always remain at least six feet away from guests and each other.
- Guests viewing outdoor entertainment will be separated by at least six feet.
- Props, rides, restraints, handrails, and dining and restroom facilities will be cleaned and sanitized regularly.
- Multiple hand-washing and alcohol-based hand sanitizer stations will be located throughout the parks for guest and team member usage.

Innovating to Reopen

Los Angeles Times

ENTERTAINMENT & ARTS

It's time to rethink theme parks. Creative ways to reopen while social distancing



Clay Mayfield, above left, dressed up as an outlaw, waves to visitors during Knott's Taste of Calico event at Knott's Berry Farm. (Mel Melcon/Los Angeles Times)

By TODD MARTENS
GAME CRITIC
AUG. 8, 2020 | 6:30 AM

Knott's Berry Farm last week felt more like a national park than a theme park. Reopening for a Knott's-designed food event dubbed Taste of Calico, the park's famed ghost town was clear for roaming on an early Friday afternoon. And though there was an air of trepidation among the guests seeking boysenberry-fueled delectables, maintaining at least 10 or 15 feet distance from another human was relatively easy — just the way this pandemic-wary mind likes it.

“Knott’s Berry Farm last week felt more like a national park than a theme park.”

Todd Martens
LA Times



Knott's BERRY FARM

EXPLORE PLAY STAY TICKETS HELP

BUY NOW

View a Selection of Our Favorites Below!

Savory Taste of Knott's

- BOYSENBERRY BREADED CHICKEN TENDER ON WAFFLE WITH FIRE HONEY
Spurs Booth
- BRISKET SANDWICH WITH BBQ SAUCE AND CABBAGE SLAW
Boardwalk BBQ Booth #1
- CARNITAS FRIES WITH PICO DE GALLO AND SOUR CREAM
La Papa Loca
- CHICKEN MOLE ON JASMINE RICE WITH CILANTRO
Fiesta Dogs

Sweet Taste of Knott's

- ACAI BOWL WITH GRANOLA AND FRUIT
Gourmet Coffee Hut
- BLUE VELVET LEMON COOKIEWICH WITH VANILLA ICE CREAM
Dippin' Dots
- DEEP-FRIED BOYSENBERRY PIE BITES WITH POWDERED SUGAR
Log Ride Funnel Cake
- FRENCH TOAST CHURRO STICKS
Gourmet Churro Factory

<https://www.knotts.com/play/events/taste-of-knotts>

<https://www.latimes.com/entertainment-arts/story/2020-08-08/reopening-theme-parks-while-social-distancing-covid-19>

Innovating in Pricing


American Alliance of Museums

Article Topics ▾ Advance Your Career ▾ Events ▾ About Museums ▾ Membership ▾ Donate ▾ About AAM

CENTER FOR THE FUTURE OF MUSEUMS BLOG

“Pay As You Stay” – an alternative pricing model for museums?

Posted on Jul 15, 2020



The Weserburg Museum, Bremen. Photo by Jürgen Howaldt - Self-photographed, CC BY-SA 3.0 de, <https://commons.wikimedia.org/w/index.php?curid=6616613>

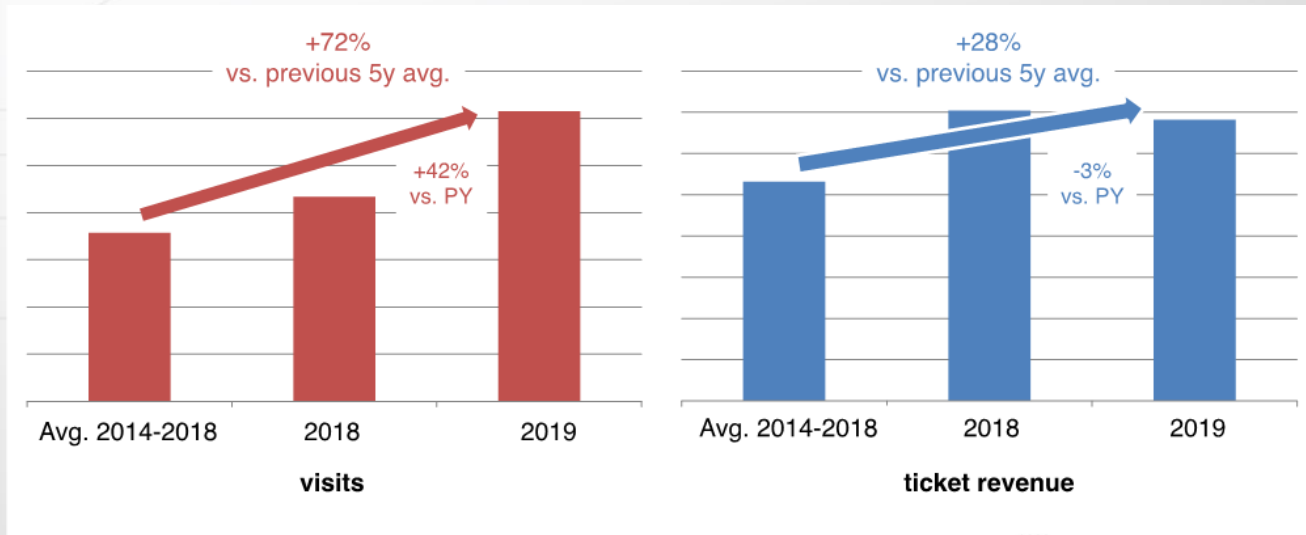
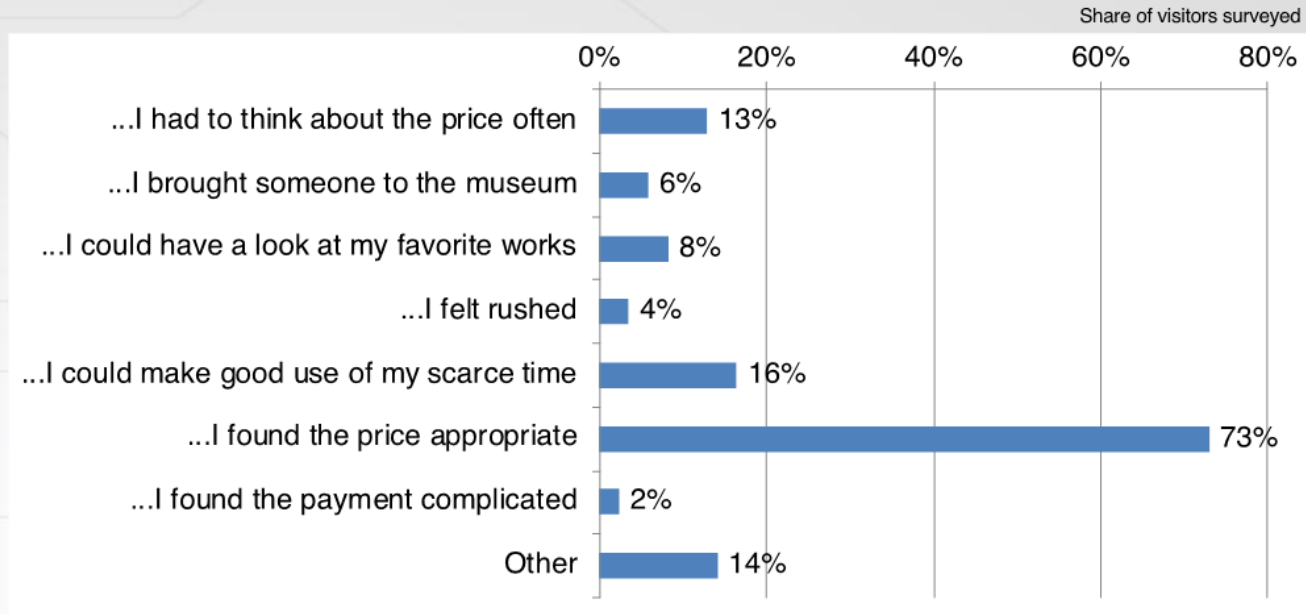
Elizabeth Merritt

This year's *TrendsWatch* cites buy-ahead pricing as one tool for enhancing revenue and managing attendance. In today's guest post, Managing Director Tom Schoessler tells us how the Weserburg Museum tried flipping that model, charging visitors as they exit the museum, and explains how that experiment affected satisfaction, behavior, and the museum's income.

–Elizabeth Merritt, VP Strategic Foresight and Founding Director, Center for the Future of Museums

In an unorthodox pricing experiment, the [Weserburg Museum of Modern Art](#) in Bremen, Germany, temporarily dropped the usual day-rate admission fee and connected prices to the time spent at the museum. During two test phases in December 2019 and March 2020 visitors paid **1 Euro per 10 Minutes**. Turning admission prices into exit prices had its challenges, but

„The pricing model ‘1 Euro per 10 Minutes‘ had the effect that...“



Date Based Pricing

Universal Orlando moves to date-based pricing for tickets

307 SHARES

Starting Tuesday, Aug. 18, 2020, Universal Orlando Resort will move to a date-based ticketing system, offering varied prices for guests planning their next vacation.



Once launched, guests will find ticket prices based on specific dates chosen at the time of their purchase. For example, a ticket at a busy time of the year will be more expensive than the same ticket during a less popular time of the year. Every ticket purchase will require guests to choose dates on a calendar, and the total price will be based on the date of their first visit to Universal Orlando.

Guests will be able to modify their dates after purchase through the "Guest Self Service" feature in the Universal Orlando mobile app, and can exchange for dates that are at an equal or lower price without being charged an extra amount. For a date change that involves a higher price point, guests will have to pay the difference prior to visiting the parks. Otherwise, the tickets are non-refundable.



Park-to-Park

Visit all listed parks any time each day. For use at any time. See details.



Park-to-Park

2-Park - 2-Day Ticket

From \$222.99 per adult ticket.



Adult ticket from: **\$111.50** **2**
Adults (10+) per day

Child ticket from: **\$107.50** **1**
Children (3-9) per day

Prices per ticket vary by day, plus tax.

[View Details](#)

SELECT A DATE

day (shown in calendar, rounded up to the nearest dollar).

September 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
		1 \$114	2 \$117	3 \$120	4 \$120	5 \$117
6 \$114	7 \$114	8 \$114	9 \$117	10 \$117	11 \$117	12 \$115
13 \$113	14 \$113	15 \$115	16 \$118	17 \$117	18 \$117	19 \$114
20 \$112	21 \$112	22 \$114	23 \$117	24 \$117	25 \$117	26 \$114
27 \$114	28 \$114	29 \$117	30 \$120			
30 \$112	31 \$112					

October 2020							November 2020						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT

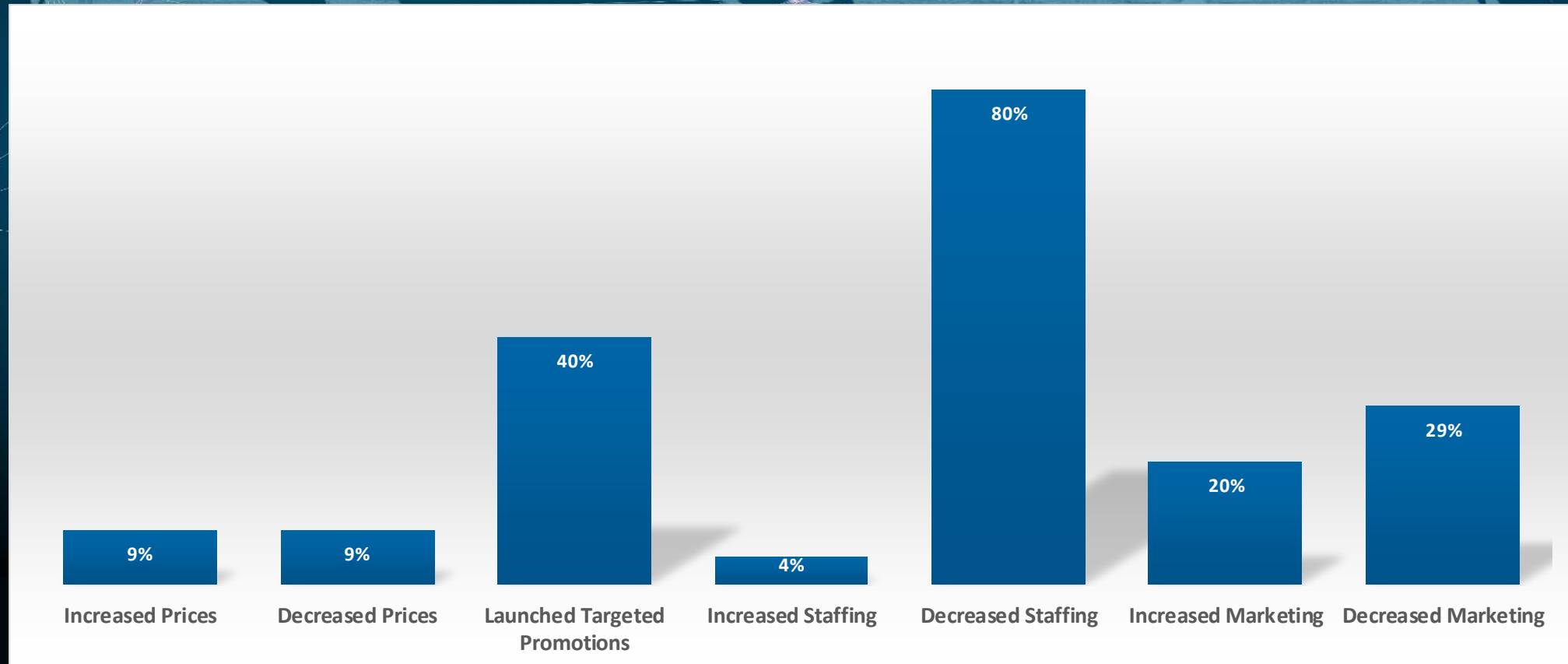
Valid any 2 days from Sep 8, 2020 - Sep 12, 2020

 \$455.98
 \$219.99

Subtotal: **\$675.97**

[CANCEL](#)
[ADD TO CART](#)

WHICH OF THESE DECISIONS HAVE YOU MADE AS YOU'VE BEEN DEALING WITH THE PANDEMIC?





[Visit the Museum](#) ▾

[Learn the History](#) ▾

[Events](#) ▾

[Get Involved](#) ▾

[Donate](#) ▾

[Our Story](#) ▾

[News & Updates](#)



LOS ANGELES' NAVAL SHIP MUSEUM

Outdoor Museum Located on the LA Waterfront
Gold and Silver W3 Awards for Best Museum Mobile Apps/Sites
Voted #1 Best Museum: Travel + Hospitality Awards
TripAdvisor's Certificate of Excellence 2012-2018
California Governor Award Winner for our Best Museum App

[Purchase Tickets](#)

*It is what it is, this too shall
pass...*

Essentials

- Maintain your physical and mental health.
 - Prevents overreaction.
 - Helps with clear thinking.
 - My favorite saying... “It is what it is, this too shall end.”
- Put the past behind you, it’s a new future. Reinvent yourselves.
 - Recessions come and go, economic booms happen, pandemics occur, and changes follow.
- Research and stay ahead of the curve.
 - News alerts and briefings.
 - Historic trending and future changes.
- A plan is a living document.
 - Adjust and discuss.

Communicate

- Be vulnerable, honest, and transparent.
 - I am not alone.
 - It's hard to get support, if you don't ask.
 - It may be painful, but it's better than the alternative.
- Communicate Often.
 - Donors, supporters, staff, and volunteers.
 - Vendors, landlord, and creditors.
 - Local regulators, electeds, and authorities.
- Engage your audience.
 - Find ways to continue to engage your supporters, staff, volunteers, donors, and community.
 - Remain relevant and keep your message on point and transparent.

IOWA Family:

My sincere appreciation to our entire crew for remembering Jerry Bayless today with a brief service and flag raising. It is moments like this which remind us how precious life is and how grateful we are to come together as Americans to preserve the iconic Battleship IOWA for future generations.

This past week, we celebrated the 75th anniversary of the end of WWII hostilities on August 14, 1945. This is a special date in history and we are appreciative of the [Spirit of 45](#) initiative efforts to never forget. The kissing statue on board the IOWA is courtesy of this organization and we are deeply appreciative for being able to display it for the public to remember the Greatest Generation. Joleen and Marann have connected with the team from the USS *Missouri* to assist with content leading up to the 75th anniversary of the Surrender Ceremony on September 2nd, 1945. As many of you know, my grandfather was a crew member aboard the *Missouri* during this significant event and this date has a special meaning to my family.

Our thoughts go out to our supporters in the State of Iowa this week. Numerous Iowa residents had their homes damaged, crops lost, and community deeply affected. The Battleship IOWA Museum boards, leadership, and crew send our prayers for a speedy recovery to the residents of the State of Iowa.



OPERATION CRUSH COVID

\$10,314 of \$50,000 goal

Raised by 76 people in 21 days

Donate

Share



Pacific Battleship Center
Organizer



Pacific Battleship Center
Benefiting Charity

Recent Donations

Plan & React

- Don't we all have pandemic plans?
- Our simple plan is ***Reduce Expenses and Increase Revenue.***
- All plans require creativity and operation changes.
- Reposition and/or change programs and offerings.

Reduce Expenses

- Cut burn!
- Critical vs. essential
- Deferrals
- Workshare
- Wage and/or hour reduction
- Furlough
- Vacation and/or leave of absence
- Force Majeure clauses
- Insurance deductibles and needs

Increase Revenue

- Reimagine and be creative
- Hoard cash!
- Government
- Donations
- In-kind
- Deferrals
- Lines of credit and loans
- Virtual tours and programs
- Insurance policies
- Efficiently use staffing

OUTDOOR MUSEUM TOURS:



Experience Our Virtual Tour!

Battleship USS Iowa served our country proudly in WWII, Korea, and the Cold War. Today, the historic U.S. Navy ship is an iconic Los Angeles landmark and considered one of the region's best outdoor museums for families and visitors of all ages. During your fresh air visit and tour, you will follow in the footsteps of sailors and our mischievous mascot Vicky the Dog and experience first hand why she is known as the "Battleship of Presidents", "The Grey Ghost", and "The Big Stick".

The self-guided outdoor tour includes free use of our award-winning mobile app and the Vicky the Dog scavenger hunt. Create memories and see why Battleship USS Iowa visitors continue to rate us as one of the best outdoor museums in Los Angeles.

Note: We adhere to Los Angeles County guidelines for outdoor museum safety protocols.

Your visit and/or donation supports education, veterans, and community programs at Battleship USS Iowa Museum - a 501c3 non-profit organization. Open daily for museum tours from 10am to 5pm. Programs, event rentals, and filming available daily.

Novel Coronavirus (COVID-19)

Reopening Safer at Work and in the Community for Control of COVID-19 Order: Examples of What's Open in Los Angeles County

There have been troubling increases in new cases and hospitalizations for Novel Coronavirus (COVID-19) in Los Angeles County, and COVID-19 remains a serious risk. To help prevent further transmission of COVID-19, please remain at home as much as practicable, limit contact with people who aren't part of your household, wear a cloth face covering whenever you are or may be around others, practice physical distancing, and wash your hands often. Also, please stay home if you are sick or if you have been in close contact with someone who is sick.

The following are examples of public sites and activities that are open with required modifications and those that are temporarily closed. Click on the links to learn about requirements that you must follow at these sites to help prevent spread of COVID-19.

Recreation, Entertainment, Travel, and Learning

CAN BE OPEN

- [Beaches and Piers](#)
- [BMX Areas and Bike Parks](#)
- [Campgrounds, RV Parks, and Outdoor Recreation \(including Equipment Rentals\)](#)
- [Community Gardens](#)
- [Day Camps](#)
- [Drive-in Movie Theaters](#)
- [Golf Courses](#)
- [Horse Riding/Equestrian](#)
- [Hotels](#)
- [Libraries](#) (See Guidance for Curbside Pick-up)
- [Model Airplane Areas](#)
- [Music, Film, and Television Production](#)
- [Parks](#) (Playgrounds are closed.)
- [Pickleball and Tennis Courts](#)
- [Public Pools and Pools in Multi-Unit Residential Housing \(e.g., Apartments, Condominiums, and HOAs\)](#)
- [Public Trails](#) (Walking and Hiking)
- [Shooting and Archery Ranges](#)
- [Vehicle-Based Parades](#)

CAN BE OPEN FOR OUTDOOR SERVICES ONLY

- [Gyms/Fitness Centers \(incl. in Multi-unit Residential Housing\)](#) Face coverings are required except when entering or when in an outdoor pool or an outdoor shower.
- [Museums, Galleries, Zoos, and Aquariums](#)- Only outdoor portions and exhibits are open.
- [Places of Worship](#), including Weddings/Funerals. Recorded and live-streaming of services without an audience are also allowed.

CLOSED FOR NOW

- Arcades, Bowling Alleys, and Movie Theaters
- Bars, Breweries, Brewpubs, Pubs, Wineries, and Tasting Rooms (Except for Retail Sales)
- Family Entertainment Centers
- Basketball and Volleyball Courts
- Cardrooms, Satellite Wagering, and Onsite Wagering at Racetracks
- Festivals and Theme/Amusement Parks (including Water Parks and Splash Pads in these Parks)
- Hot Tubs, Jacuzzis, and Spa Pools (If not at a Residence)
- Live Performance Theaters and Concert Venues
- Lounges and Nightclubs
- Stadiums and Arenas (Closed to the Public)
- Youth Sports Leagues

http://www.ph.lacounty.gov/media/Coronavirus/docs/HOO/LACounty_ExamplesofOpenings.pdf

<https://charity.gofundme.com/o/en/campaign/battleship-iowa>

Decisions

- Tough decisions? In my opinion, they are necessary decisions.
- Decision making inputs.
 - Impact on your organization, staff, supporters, donors, and community?
 - Is there a way to reduce the impact or find a more efficient solution?
 - Ranking the greatest to the least impact and work down the list.
 - *Ranking input doesn't include the squeaky wheel...*
 - How difficult will it be to revert back in the future if needed?
- Quick and methodical decisions followed by communication.
- It is difficult, it is hard, you will cry, but at the end of the day...

It is what it is, this too shall pass...

LA★FLEET★WEEK

* Postponed Until 2021 - Date TBA *



[HOME](#)

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A world map in a teal color, centered on the Atlantic Ocean, with some glowing nodes and lines connecting points on the map.

ARE THERE ANY OTHER DECISION YOU'VE HAD TO MAKE AS A RESULT OF THE PANDEMIC?

- Whether as an organization to enforce wearing of masks
- We had been looking casually at virtual platforms and touchless before the pandemic and have focused more intently on those. We also had to juggle staffing (costs and availability) when we created access by guided tour only. Much to consider with all that.
- Keep areas closed
- Changing what is included in an admission ticket (making more activities and tours into add-ons rather than included to limit capacity)
- New activities
- Events
- Redundancies, Closing certain high-touch exhibits
- Employee retention and revenue forecasting

A world map in a teal color is centered in the background of the slide. The map shows the continents and is surrounded by a dark blue gradient. The text is overlaid on this background.

ARE THERE ANY OTHER DECISION YOU'VE HAD TO MAKE AS A RESULT OF THE PANDEMIC?

- Attendance number, capacity numbers
- We ended up having to close 2 weeks after we reopened due to an increase in exposure in the workplace. We ended up not having enough staff available to fill business needs. We also had to cut back on the operation of attractions - some would not be profitable given the needed distancing and cleaning schedule and some are experiences that just would not work with all the guidelines.
- Limited the number of guests on grounds. Introduced timed ticketing.
- Apply for Paycheck Protection program and Economic Injury Disaster Loans, increase bank line of credit, defer payments to select vendors
- Reduced opening hours.
- Cancel events with large numbers around holiday season.
- Move to timed entry, virtual and reservation model for all events/activities


Something Different

MICECHAT
THE HAPPIEST PLACE IN CYBERSPACE

DISCOUNT THEME PARK TICKETS & TRAVEL!

Get Away Today

FORUMS ▾ FEATURES ▾ MICEAGE ▾ DISNEY NEWS ▾ EVENTS ▾ MICEPOD ▾ OTHER PARKS ▾ TRAVEL & TICKET DEALS ▾



Home > Features > Surprise Knott's Festival Starts This Weekend!

Features | Southern California Parks | Knott's Berry Farm | News

Surprise Knott's Festival Starts This Weekend!

By popular demand, the Taste of Calico event will be extended two additional weekends, 7/31 - 8/2 and 8/7 - 8/9 with extended hours on Fridays and Saturdays.

Limited time, special event dates as follows:

Friday, July 24: 12 PM - 9 PM — **SOLD OUT**

Saturday, July 25: 12 PM - 9 PM — **SOLD OUT**

Sunday, July 26: 12 PM - 8 PM — **SOLD OUT**

Friday, July 31: 12 PM - 9 PM

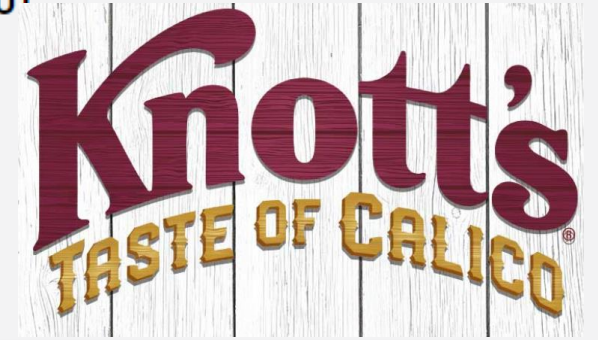
Saturday, Aug. 1: 12 PM - 9 PM

Sunday, Aug. 2: 12 PM - 8 PM

Friday, Aug. 7: 12 PM - 9 PM

Saturday, Aug. 8: 12 PM - 9 PM

Sunday, Aug. 9: 12 PM - 8 PM



TASTE OF CALICO TASTING CARD

July 24-26, July 31-Aug. 2, & Aug. 7-9

Experience Taste of Calico at Knott's Berry Farm with a Tasting Card (one card required per guest per entrance). Enjoy a choice of 3-5 tastings from our Taste of Calico menu.

\$25* for adults for 5 tastes

\$15* for ages 3-11 for 3 tastes

5 Tastes Just

\$25

plus applicable taxes and fees

BUY NOW

TASTE OF KNOTT'S

Fridays - Sundays Aug. 21 -
Sept. 13

Enjoy a newly expanded outdoor dining and retail experience beyond the streets of Calico with the all-new Taste of Knott's.

LEARN MORE

BUY NOW



<https://www.knotts.com/play/events/taste-of-knotts>

KNOTT'S BERRY FARM HOTEL

Stay for as low as \$50 per person
with a Taste of Knott's Package

Includes Room, Parking, Taste of Knott's Tasting Card
and 20% off discount coupon for TGI Fridays or Mrs.
Knott's Chicken Dinner Restaurant

BOOK NOW

LEARN MORE



TASTE OF KNOTT'S HOTEL PACKAGE

Enjoy a newly expanded outdoor dining and retail
experience beyond the streets of Calico with the all-new
Taste of Knott's.

- Hotel Accommodations
- One (1) Taste Of Knott's Tasting Card per registered guest*
- Discount coupon for 20% off TGI Fridays or Mrs. Knott's Chicken Dinner Restaurant
- Hotel Parking

**Tasting Card is valid on the day of arrival only*

As Low As

\$50

per person, per night for a
group of four adults

BOOK NOW

Cedar Fair Announcements

67° F | Park Closed | View Park Hours

Dorney Park & Wildwater Kingdom

EXPLORE PLAY STAY

Dorney Park announces important updates regarding the rest of the 2020 Season. [Learn More](#)

A Message from Michael Fehnel, Vice President & General Manager of Dorney Park

August 4, 2020 Update

We have been thrilled to welcome guests back to the park this year. 2020 has truly been a unique season, and for making Dorney Park a fun and safe place to visit. We appreciate everyone's support and cooperation with the measures --- we are getting through this together.

Because of the ongoing uncertainties surrounding COVID-19, we have had to make some difficult decisions regarding the 2020 season. Here are some updates we'd like to share:

- Our last operating day of the 2020 season is expected to be Monday, September 7, 2020.
- Our water park, Wildwater Kingdom, will remain closed through 2020.

Keep in mind that all 2020 Season Passes and add-on products have been extended through the 2021 season.

57° F | Park Closed | View Park Hours

California's Great America

EXPLORE PLAY STAY TICKETS HELP

A Message from Manny Gonzalez, Vice President & General Manager of California's Great America

August 4, 2020 Update

Today, California's Great America announced that it would remain closed for the rest of 2020 due to the ongoing challenges related to the coronavirus (COVID-19) pandemic. The safety of our guests and associates is always our top priority. Although we have done our due diligence in developing a comprehensive safety plan in accordance with industry and public health standards, the continued uncertainty in our region surrounding COVID-19 as well as the diminishing number of calendar days left in the 2020 operating season, has brought us to the difficult decision to keep the park closed for the rest of the year.

As you know, we previously extended 2020 Season Passes and add-on products to be valid through 2021. To further show our commitment and appreciation, all 2020 Season Passholders will now also receive a Pass Perks™ Loyalty Reward valid for purchases within the park next season. Day tickets sold for the 2020 season will be valid through September 6, 2021. Finally, any Pre-K Passes that were registered or activated in 2020 will be valid through 2021. Affected guests will be receiving an email with relevant details. Season Passes for 2021 will be available for purchase beginning September 8, 2020.

55° F | Park Closed | View Park Hours

Valleyfair

EXPLORE PLAY STAY TICKETS HELP

A Message from Raul Rehnberg, Vice President & General Manager of Valleyfair

August 4, 2020 Update

Today, Valleyfair announced that it would remain closed for the rest of 2020 due to the ongoing challenges related to the coronavirus (COVID-19) pandemic. The safety of our guests and associates is always our top priority. Although we have done our due diligence in developing a comprehensive safety plan in accordance with industry and public health standards, the continued uncertainty in our region surrounding COVID-19 as well as the diminishing number of calendar days left in the 2020 operating season, has brought us to the difficult decision to keep the park closed for the rest of the year.

As you know, we previously extended 2020 Season Passes and add-on products to be valid through 2021. To further show our commitment and appreciation, all 2020 Season Passholders will now also receive a Pass Perks™ Loyalty Reward valid for purchases within the park next season. Day tickets sold for the 2020 season will be valid through September 6, 2021. Finally, any Pre-K Passes that were registered or activated in 2020 will be valid through 2021. Affected guests will be receiving an email with relevant details. Season Passes for 2021 will be available for purchase beginning September 8, 2020.

The park team is already working with local health authorities to ensure that the park is ready to host events and park enhancements for the 2021 season.

- Pearls
- Corn
- The r

We thank our guests and associates for their support and commitment to the park in 2021.

69° F | Park Closed | View Park Hours

Carowinds

EXPLORE PLAY STAY TICKETS HELP

A Message from Pat Jones, Vice President & General Manager of Carowinds

August 4, 2020 Update

Today, Carowinds announced that it would remain closed for the rest of 2020 due to the ongoing challenges related to the coronavirus (COVID-19) pandemic. The safety of our guests and associates is always our top priority. Although we have done our due diligence in developing a comprehensive safety plan in accordance with industry and public health standards, the continued uncertainty in our region surrounding COVID-19 as well as the diminishing number of calendar days left in the 2020 operating season, has brought us to the difficult decision to keep the park closed for the rest of the year.

71° F | Park Closed | View Park Hours

Kings Dominion

EXPLORE PLAY STAY TICKETS HELP

A Message from Tony Johnson, Vice President & General Manager of Kings Dominion

August 4, 2020 Update

Today, Kings Dominion announced that it would remain closed for the rest of 2020 due to challenges related to the coronavirus (COVID-19) pandemic. The safety of our guests and associates is always our top priority, and we have done our due diligence in developing a comprehensive safety plan in accordance with industry and public health standards. However, the state's Phase 3 reopening restriction of limiting the park to only 1,000 guests has brought us to the difficult decision to keep the park closed for the rest of the year.

Earlier this season, we extended 2020 Season Passes and add-on products to be valid through 2021. To further show our commitment and appreciation, all 2020 Season Passholders will now also receive a Pass Perks™ Loyalty Reward valid for purchases within the park next season. Day tickets sold for the 2020 season will be valid through September 6, 2021. Finally, any Pre-K Passes that were registered or activated in 2020 will be valid through 2021. Affected guests will receive an email with relevant details. Season Passes for 2021 will be available for purchase beginning September 8, 2020.

<https://www.dorneypark.com/park-update>, <https://www.carowinds.com/park-update>

<https://www.valleyfair.com/park-update>, <https://www.cagreatamerica.com/park-update>, <https://www.kingsdominion.com/park-update>

Cedar Fair Announcements

[EXPLORE](#)[PLAY](#)[STAY](#)[TICKETS](#)[HELP](#)

A Message from Jon Storbeck, Vice President & General Manager of Knott's Berry Farm

August 4, 2020 Update

We have been so grateful for the opportunity to welcome guests back to Knott's Berry Farm to enjoy our recently introduced Knott's Taste of Calico event as well as the unique experiences in our California Marketplace, despite the challenges that have come with the COVID-19 pandemic. I want to thank our guests and associates for making Knott's a safe place to visit during this challenging time. We appreciate everyone's support and cooperation with the park's new health and safety measures – we are getting through this together.

Although we continue to work with government officials as well as health and safety experts on developing guidance to re-opening the full theme park, we are unfortunately still unable to announce an opening date. However, we remain optimistic for the remainder of 2020 and want to share a few important park updates:

- Starting August 21, guests can enjoy an all-new outdoor dining and retail experience in a way that only Knott's Berry Farm could offer, with the all-new Taste of Knott's. Expanding upon the Taste of Calico experience, Taste of Knott's will celebrate 100 years of classic flavors from around the park with unique food, drink and merchandise offerings. Guests may enjoy Taste of Knott's throughout Ghost Town, Fiesta Village and the Boardwalk area on weekends through September 13. We look forward to offering more of these unique dining and retail experiences until we are able to reopen the theme park fully.
- Also, on August 21, the **Knott's Berry Farm Hotel** will reopen for lodging. Guests may learn more about special Taste of Knott's hotel packages at [Knotts.com](https://www.knotts.com).
- In the meantime, guests may continue to enjoy select offerings from the **California Marketplace** including [alfresco dining on Grand Avenue](#) from Mrs. Knott's Chicken Dinner Restaurant, Knott's Chicken-to-Go Restaurant, the Farm Bakery and Berry Market as well as items from our specialty retail stores.
- Regrettably, due to continued operating restrictions related to the pandemic, we have had to make the very difficult decision to cancel our highly anticipated 2020 **Knott's Scary Farm** event. The unique features of Scary Farm will not allow us to operate within the constraints recommended by the CDC and public health experts. We know that this news is disappointing, but we look forward with great enthusiasm to making 2021 Knott's Scary Farm our best year ever.
- When we can fully reopen the park, we look forward to introducing **Knott's Bear-y Tales: Return to the Fair**, our all-new 4D interactive dark ride that celebrates a beloved classic attraction with a reimagined gaming twist. Guests will climb aboard themed vehicles equipped with "jelly blasters" to try to recover stolen boysenberry pies as they travel through whimsical environments such as the Boysenberry Pie Factory, Frog Forest, Fortune Teller Camp and Weird Woods. The ride culminates in a celebration at the County Fair.

Please keep in mind that all 2020 Season Passes and add-on products have been extended through 2021. Our entire team is hard at work getting ready for what will be a fantastic year ahead, including our rescheduled Knott's 100th Anniversary celebration!

We all look forward to having fun safely for the rest of this season and beyond. There's still plenty of summer fun to enjoy this year with the new Taste of Knott's outdoor event, plus Knott's California Marketplace retail and dining venues.

Again, I want to thank you for your continued support. I hope to see you on the Farm very soon!

“Regrettably, due to continued operating restrictions related to the pandemic, we have had to make the very difficult decision to cancel our highly anticipated 2020 **Knott's Scary Farm** event. The unique features of Scary Farm will not allow us to operate within the constraints recommended by the CDC and public health experts. We know that this news is disappointing, but we look forward with great enthusiasm to making 2021 Knott's Scary Farm our best year ever.”

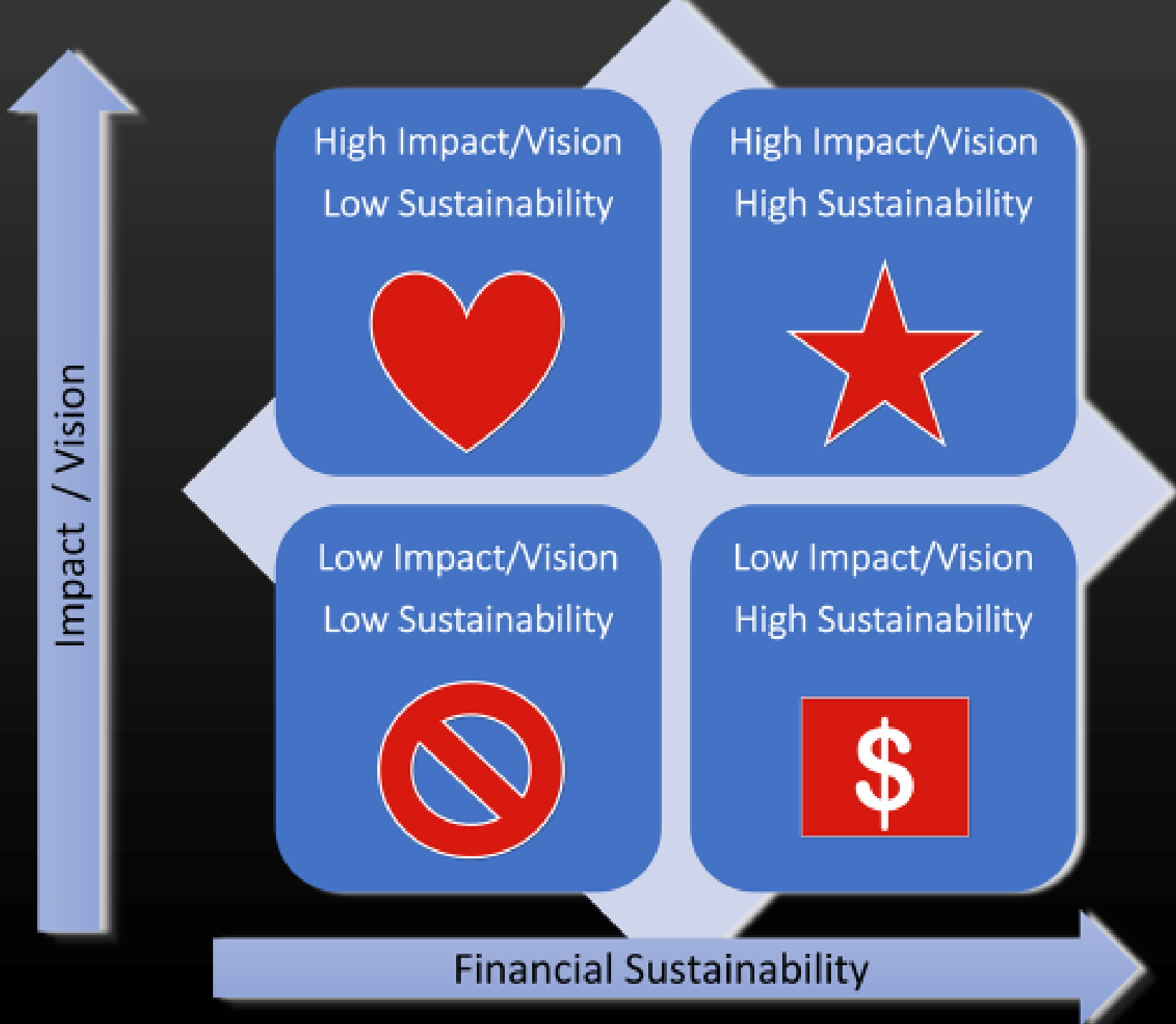
-Jon Storbeck

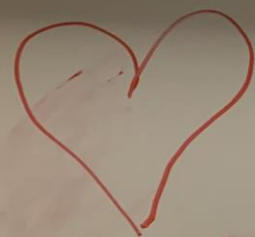
Vice President & General Manager, Knott's Berry Farm

“We all look forward to having fun safely for the rest of this season and beyond. There’s still plenty of summer fun to enjoy this year with the new Taste of Knott’s outdoor event, plus Knott’s California Marketplace retail and dining venues.”

-Jon Storbeck

Vice President & General Manager, Knott’s
Berry Farm





High Vision
Low \$

Volunteers

Donor
Reception

PST
Art + Seminar

DC
Salons

Volunteers

Crafting
Opportunity
exhibition

Shop
Mingei

Member
Reception

Navigater
@NTC

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Member
Reception

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QUANTITATIVE



QUALITATIVE

revenue



Admission
Merchandise
Beverage
Membership
Donation
Staff
Services
Products

engagement



Contacts
Email list
New / diverse
audience
Members
Donors

brand



+ive Press/Media
+ive Social Media
+ive Ratings sites
Reputation
Net Promoter Score

inspiration



Learn / experience
something new,
creative, exciting?
Gained knowledge?
Attitude or skill
change?
Some action?

Capability Maturity Model

INITIAL

- Processes, if defined, are ad hoc, inconsistent and chaotic;
- Successes depend on unrepeatable individual heroics - who eventually leave.

REPEATABLE

- Basic project management practices are established to track processes;
- The discipline is in place to repeat earlier successes with similar projects.

DEFINED

- Processes are documented and standardized;
- All projects use approved, tailored versions of the standard processes.

MANAGED

- The performance of processes and the quality of results are managed with metrics and analysis.

OPTIMISING

- Continuous process improvement is enabled by quantitative feedback from the process and from piloting innovative ideas.

maturing your capability

People

untrained



trained



cross-trained

Process

ad hoc



documented



driven &
optimised

Measurement

none/
irrelevant



periodic &
appropriate



continuous &
relevant

Technology

none/
mismatched



adequate/
appropriate



effective/
sustainable

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Demo of Galaxy Specifically Tailored Towards Zoos & Aquariums Thursday, August 27 at 2:00 PM EDT



Or visit: <https://www.gatewayticketing.com/community/>



Join us on Wednesday, September 2nd at 2:00 PM EDT for our next webinar. Register to attend now.



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