Coffee and COVID Conversations

Webinar will begin at 11:00 AM EDT.

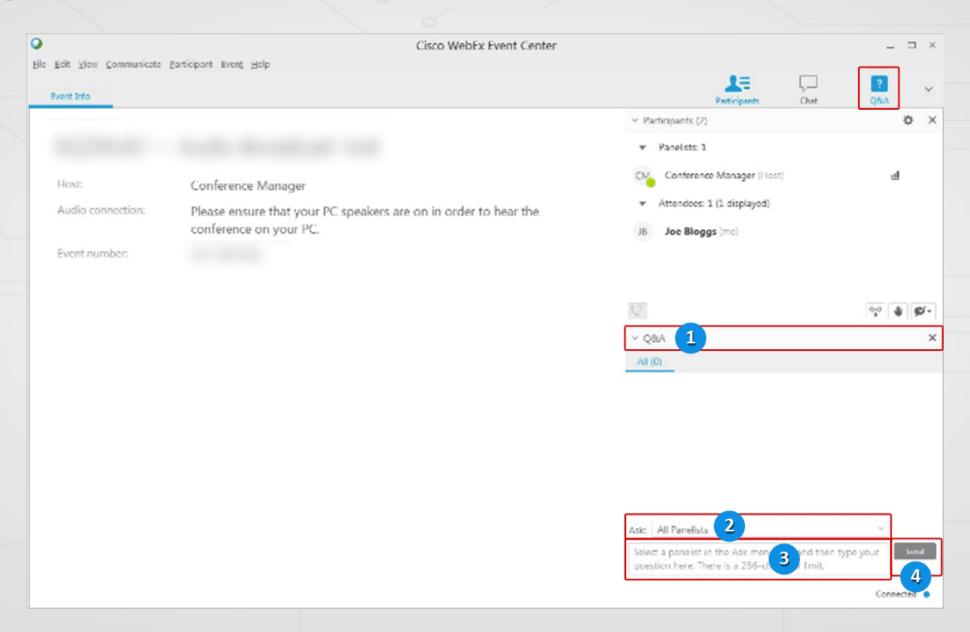




Join us on
Wednesday,
September 16th at
2:00 PM EDT for
special webinar for
Zoos and Aquariums.
Register now!

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

Asking Questions



Webinar Agenda

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

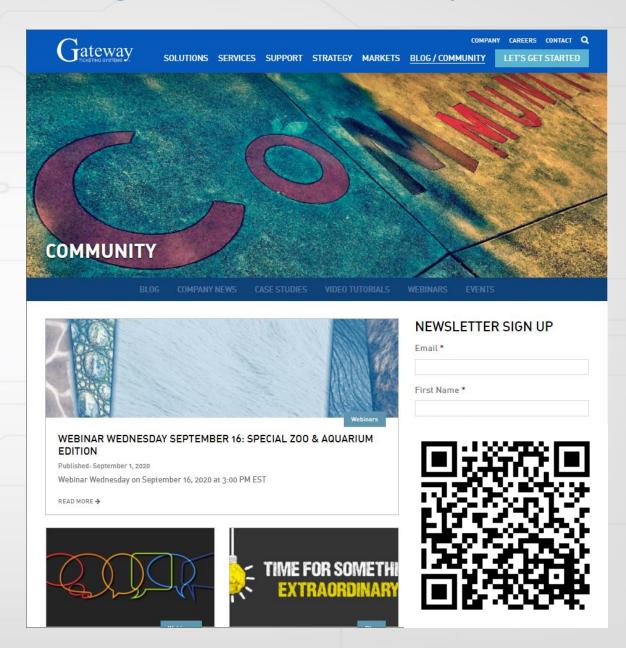
Webinar Wednesdays

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



www.gatewayticketing.com/community





Moderator

Matthew Hoenstine

mhoenstine@gatewayticketing.com

Destinations Principal





Moderator

Randy Josselyn

rjosselyn@gatewayticketing.com

Wildlife and Conservation Principal





Panelist

Grant Rozich
grant.rozich@palaceentertainment.com
Senior Architect, Sales & Ticketing Systems





Panelist

Felicia Lindquist

flindquist@themobmuseum.org

Senior Director of Public Operations & Guest Experience



National Museum of Organized Crime & Law Enforcement®



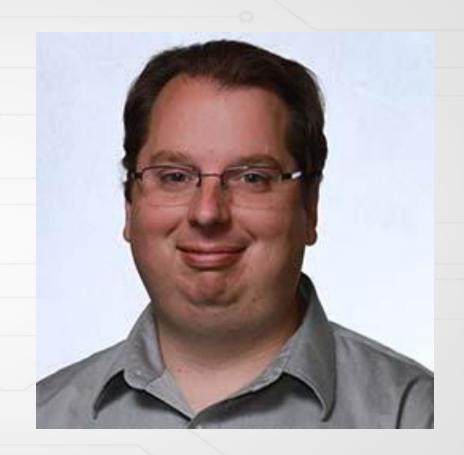
Host

Bill D'Angelo

bdangelo@gatewayticketing.com

Product Communications Manager

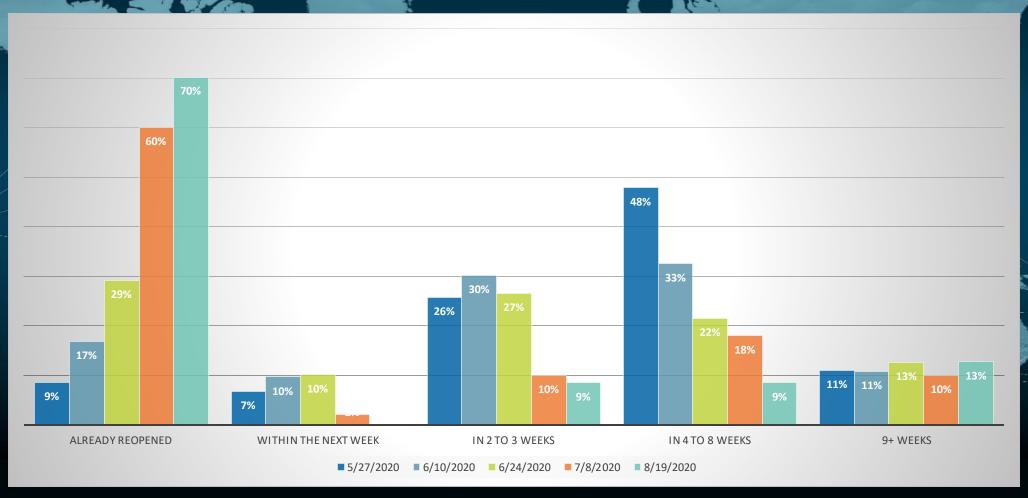




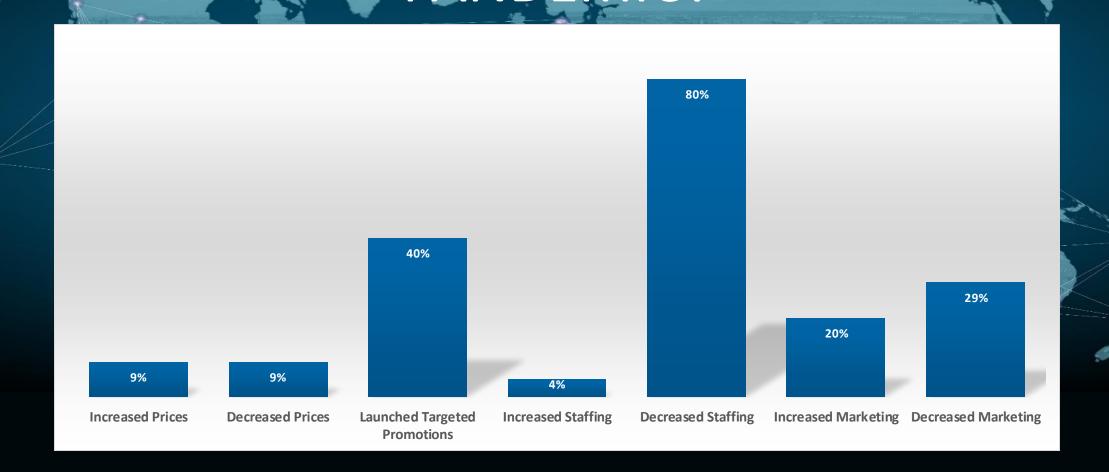
REVISIT DATA FROM LAST WEBINAR

WHEN IS YOUR ATTRACTION PLANNING





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



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

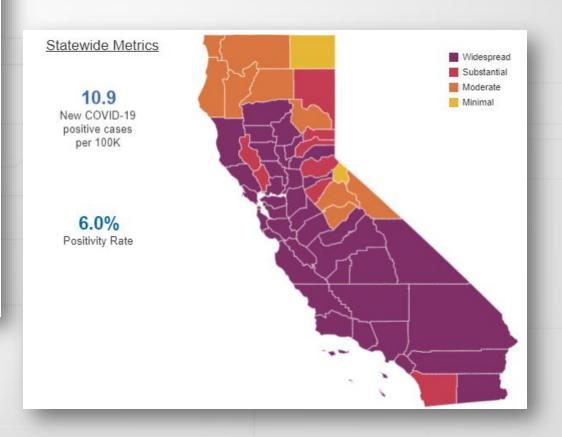
ARE THERE ANY OTHER DECISION YOU'VE HAD TO MAKE AS A RESULT OF THE PANDEMIC?

- 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

INDUSTRY UPDATE

California Reopening

County risk level	New cases	Positive tests
Many non-essential indoor business operations are closed	More than 7 daily new cases (per 100k)	More than 8% Positive tests
SUBSTANTIAL Some non-essential indoor business operations are closed	4 - 7 daily new cases (per 100k)	5 - 8% Positive tests
MODERATE Some indoor business operations are open with modifications	1 - 3.9 daily new cases (per 100k)	2 - 4.9% Positive tests
MINIMAL Most indoor business operations are open with modifications	Less than 1 daily new cases (per 100k)	Less than 2% Positive tests



https://covid19.ca.gov/safer-economy/

California Reopening



San Diego County mandates guest registration for business reopening to track outbreaks

Posted: August 31, 2020 Updated: 4:16 PM by KUSI Newsroom



SAN DIEGO (KUSI) – After Governor Gavin Newsom released color coded guidelines for businesses to reopen across California, San Diego County officials announced they have added more restrictive regulations to the state's orders.

Supervisor Nathan Fletcher said all businesses that had their indoor operation closed, and now reopening, have a guest sign-in with name and phone number of the guests that come in.

Fletcher explained this sign in list will aid in tracking people who were potentially exposed to outbreaks or positive cases at businesses that have reopened.

SeaWorld San Diego to reopen with Zoo Days Bayside BBQ & Brews weekend event





Posted at 11:43 AM, Aug 27, 2020 and last updated 10:40 AM, Aug 28, 2020

SAN DIEGO (KGTV) -- Six months after closing its doors to the public due to the COVID-19 pandemic, SeaWorld San Diego is reopening through their weekend Zoo Days Bayside BBQ and Brews events.

The special event will take place every weekend until SeaWorld can fully open. The park's attractions will be very limited, with guests able to enjoy all outdoor animals exhibits and shows.

"We're opening as an accredited zoo and you can come in and enjoy all the live animal presentations we're world famous for like the Orca Encounter, dolphins, Sea Lions Live and all the outdoor exhibits that people love and miss," said SeaWorld Park President Marilyn Hannes..

California Reopening



Zoo Days Info

BBO Menu

Craft Brew Menu

Zoo Davs FAOs

Buy Tickets Now

All New! Zoo Days: Bayside BBQ & Brews

Don't miss Zoo Days: Bayside BBQ & Brews, a limited-time SeaWorld San Diego experience!

Stroll through 40 acres of beautiful outdoor grounds filled with lively animal exhibits. Recapture the wonder of our marine life presentations with physically distanced seating. And treat your taste buds to chef-created BBQ, over 50 local craft beers, wine, cocktails and more. You can relax and enjoy it all, with enhanced health and safety measures in place. We can't wait to welcome you back to SeaWorld with the fun and flavor of Zoo Days: Bayside BBQ and Brews!

All guests including Pass Members & Fun Card Holders require a reservation to attend SeaWorld during Zoo Days.



https://seaworld.com/san-diego/zoo-days-bayside-bbg-and-brews/

SEE WHAT'S INCLUDED WITH YOUR ADMISSION











Including Orcas, Sea Lions, Penguins, Dolphins, and more!

50+ CRAFT BREWS & PRESENTATIONS

Up to 6 full-sized BBQ entrées, indulgent desserts, sides, craft beers, cocktails, wines and other drinks included with your 6-punch lanyard!





MEET-&-GREETS

Safely distant and perfect for selfies!



PERFORMANCES

throughout 40 acres of SeaWorld's expansive outdoor grounds!



Delicious BBQ



Local Craft Brews







Live Music

ndulge and stroll throughout 40 acres of SeaWorld's beautiful



SeaWorld Shopping

Commemorate your return to the park and treat yourself to a souvenir (or two)! Whether you're looking for an ocean plush friend or unique mementos to help you remember your day, you'll find fun around every corner at SeaWorld Store and Whale Shop.



Sesame Street® Meet-and-Greets 40 Acres of Outdoor Fun



Explore SeaWorld's beautiful outdoor park grounds in a safe and

Festivals



Busch Gardens Williamsburg to remain open on certain days in September for another limited capacity event

Gregory J. Gilligan Aug 28, 2020 💂 0



The Alpengeist roller coaster will be available during Taste of Busch Gardens, an event the Williamsburg theme park will hold through September.

busCh gardens

f y







B usch Gardens Williamsburg will continue operating on limited days in September while it adds additional days and a couple more roller coasters and rides.

The theme park, which reopened earlier this month by holding a Coasters & Craft Brews event during certain days in August, has come up with Taste of Busch Gardens, another new limited capacity special event that requires reservations.

≡ Tampa Bay Times

SUBSCRIBE

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For 25th anniversary, Epcot food and wine festival gets lighter and longer

Disney was forced to shed a few features and extend the run to pay tribute to the popular festival's silver anniversary.











Epcot's Flower and Garden Festival was canceled because of the park's closure due to coronavirus. This topial of Remy has been reused for Taste of Epcot. [RITA C. CHMELA | Special to the Times]

By Kelly A. Stefani

Published Yesterday Updated Yesterday

The coronavirus pandemic didn't stop Walt Disney World from celebrating the silver anniversary of the 25th annual Epcot International Food and Wine Festival. They changed the name slightly, lost some crowd-favorite elements and extended the run for a record number of days.

This year's festival, called Taste of Epcot International Food and Wine Festival, is without cooking demonstrations and Eat to the Beat concerts. It started much earlier than usual, on July 15 when Epcot reopened after a nearly four-month closure, and it is expected to run through late fall or early winter. No official end date has been announced.

https://richmond.com/business/busch-gardens-williamsburg-to-remain-open-on-certain-days-in-september-for-another-limited-capacity/article_7780d450-93d9-579f-b3f2-394873af15c8.html

https://buschgardens.com/williamsburg/upgrades/events/

https://www.tampabay.com/life-culture/food/2020/08/31/for-25th-anniversary-epcot-food-and-wine-festival-gets-lighter-and-longer/

Employment Offerings

Cedar Point looking to hire for upcoming 'Tricks and Treats Fall Fest' event

The Fall Fest a new event that offers activities, entertainment, games and rides for the entire family, starting on Sept. 12, every Saturday and Sunday until Nov. 1.



Author: WTOL Newsroom Published: 1:15 PM EDT August 27, 2020 Updated: 1:15 PM EDT August 27, 2020





SANDUSKY, Ohio - Cedar Point's Tricks and Treats Fall Fest is right around the corner and the park is looking for some enthusiastic fans to hire.

The Fall Fest a new event that offers activities, entertainment, games and rides for the entire family, starting on Sept. 12, every Saturday and Sunday until Nov. 1.

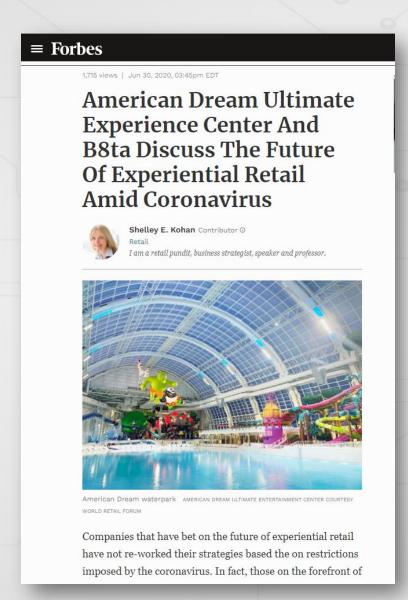
Positions are available in food & beverage, ride operations, event attractions, hotel operations, merchandise, games, park services and security, safety. More positions can be found here.



https://jobs.cedarfair.com/why-choose-us/

https://www.wtol.com/article/news/local/cedar-point-looking-to-hire-associates-for-new-tricks-and-treats-fall-festevent/512-163d53df-d917-451e-9827-3a648957b8da

Increased Reliance on Digital Assets





Nickelodeon amusement park

AMERICAN DREAM ULTIMATE ENTERTAINMENT
CENTER, COURTESY OF WORLD RETAIL FORUM

Safety becomes the top concern from a coronavirus perspective, especially for a large indoor mall and amusement park. While the mall is currently closed, the company is focusing its efforts on the app design. Ghemezian discussed how the app will be not just informational but will aim to reduce

friction and congestion, easing customers' minds by helping to make the entire experience a safer one. Other forthcoming developments will include curbside pick-up which appeals to the segment of customers not yet comfortable going to the actual center.

Ghemezian stated, "Providing clear and transparent messaging with the customers is key to the digital strategy and American Dream is completely redoing the app to address the current safety concerns." The app will tell you exactly what to expect in terms of parking, visiting, and working at the facility.

The company developed a full e-learning platform for the employees which is very focused on COVID-19. According to Ghemezian, e-learning will allow lessons to be updated in real time as circumstances change. "We actually can track everybody that went through the full e-learning and confirm they finished it. For this type of entertainment center, safety is in terms of the entertainment attractions and COVID-19 parameters.







Home

Features -

Imagine Exhibitions adds COVID-19 content to **REAL BODIES exhibition**

1st September 2020







Imagine Exhibitions, a leader in worldwide travelling exhibitions and entertainment, has added COVID-19 content to its popular REAL BODIES exhibitions around the world.



Real Bodies at Ballys > Blog > Medical > Learn the impact that COVID-19 has on the systems of the body

Learn the impact that COVID-19 has on the systems of the body **Exploring COVID-19**

AUGUST 12, 2020 / / MEDICAL

COVID-19 pandemic has affected all of our lives

The whole world is talking about coronavirus—from viral loads to Ri social distancing floor decals. mask-wearing to ventilators; from asymptomatic spreaders to aero as scientists and doctors around the world race to understand the best treatments, and protect the public, it is difficult to keep up wit is correct, reliable, and factual and to understand what it all means 19 pandemic has affected all of our lives dramatically, but how muc understand about what this novel coronavirus is, how it came to be impacts of COVID-19 are on the body?

Reopening after a temporary closure, REAL BODIES at Bally's is the to learn the latest science-based information about how the novel

This new content will look at how the virus affects the body, using up-to-date scientific

information on COVID-19. It features 3D-printed models of the virus and a range of interesting facts, as well as a short film that tells visitors what the virus does and how it spreads, in easy to understand language. There are also extra facts incorporated into the



https://blooloop.com/news/imagine-exhibitions-covid-19-real-bodies/?source=newsletter

The Mob Museum









MESSAGE FROM THE PRESIDENT &

To our friends and family,

The past several months have been nothing short of incredibly challenging, with each of us affected by a health and economic crisis of a magnitude once unthinkable. Sadly, for many people, It has been a time of profound hardship and loss. In our organization, this has offered sobering perspective and a sharp reminder of what is most important to us.

Since opening in 2012, our Museum has welcomed over 2.5 million guests, and we have operated every day with an insatiable desire to be the very best at what we do. We exist to deliver value to the public, advancing our mission by preserving history, fostering discourse, and providing truly one-of-a-kind experiences. Fundamentally, this means we are in service to others. With that comes a hierarchy of obligations we must fulfill, with the health and safety of our guests and employees rising above all else. Nothing is more essential.

During the closure, our team has been working unceasingly, with singular focus: creating a museum environment that carefully considers personal well-being within the new realities of public engagement. To this end, we have applied the very same high standards that have guided the creation of our exhibits, programs, and other guest amenities. We eagerly anticipate your next visit - and when you do return, there are a number of changes you can expect to find as a result of our enhanced safety procedures. Below are a few Items I want to

- · We are limiting Museum entry to approximately one-third of our previous operating capabilities, and exhibit spaces will have capacity levels monitored to half of posted fire
- · The frequency of deep sanitizing occurring after-hours will be dramatically increased. The process and disinfectants used will be certified by a hospital grade cleaning service. Throughout the day, you will observe staff diligently cleaning, with an emphasis on frequent contact surfaces.
- . UV light sterilization will be used on any equipment, such as audio tour devices, that will be handled for prolonged periods by guests. This process is non-toxic, environmentally friendly, and highly effective in eliminating bacteria and viruses.
- · Advance reservations with timed tickets, purchased online or over the phone, will be strongly encouraged to allow minimal wait times. This is especially important to ensure guest parties will be separated by at least six feet within queuing areas.

disposable paper masks, gloves and the use of a stylus

ve been reconfigured and modified to better manage

d, again to no more than half of fire code, and with a ween tables. Single-use menus and other table service

hly cleaned and upgraded. Air within the Museum will an hour. HEPA filters have been added to the -sized airborne particulates.

fully evaluated in concert with guidelines set forth by enters for Disease Control, and other Industry specific e detail about our reopening plan and procedures,

of pride and offer one final assurance. Through the eputation for our staff friendliness. In fact, many of me to know our team members personally. When you first. Team members will be physically distant and ow our new operational plan that prioritizes health ot doubt the genuine delight we will feel to welcome ed, vou provide us with purpose.

or those who are not yet able to visit, please know that we have enhanced our digital content offerings. Virtual Community Safety Forums, educational outreach resources for families and eachers, digital exhibitions, virtual tours, blogs, and more are available on our website and App. Visit www.themobmuseum.org or download The Mob Museum's free mobile app for Androld and IPhones.

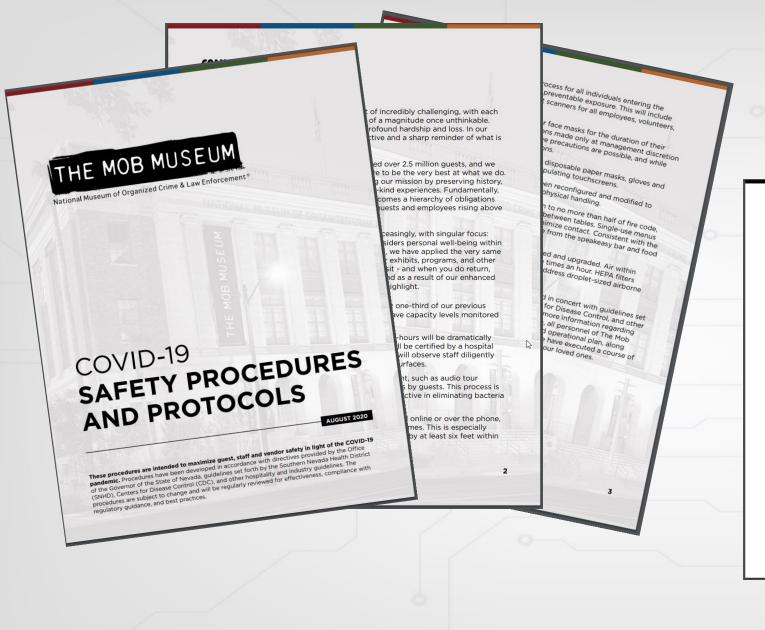
Our organization is grateful for your ongoing support, and we are looking forward to seeing ou at the Museum very soon!

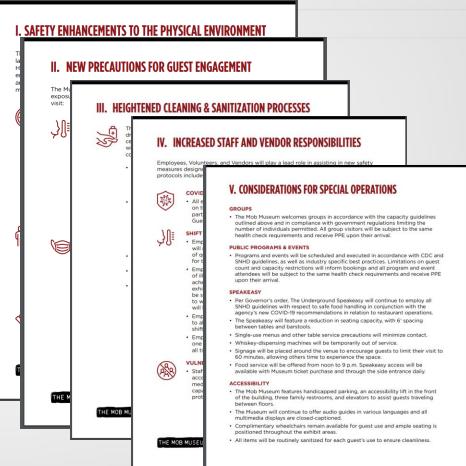
VIEW OUR SAFETY PROCEDURES

Jonathan Ullman

President & CEO, The Mob

https://themobmuseum.org/covid-19/





THE MOB MUSEUM

HAND SANITIZER

HOME / HAND SANITIZER



Our Liquid hand sanitizer is produced onsite with 80 percent denatured alcohol, using a formula that follows FDA-issued guidance, and mixed in the Museum's award-winning distillery.



Visit The Mob Museum or small to purchase 1 ounce bottles. Pickup only.

MADE IN THE USA

WHOLESALE DISCOUNTS AND COMMERCIAL SOLUTIONS

Wholesale discounts are available on 1 ounce bottles of hand sanitizer when purchasing 10 or more bottles.

Commercial, gallon-size containers of hand sanitizer are also available. Our sanitizer can be used to refill many popular commercial dispensers. We offer onsite pickup of bulk purchases. Local or domestic deliveries are not available at this time.



CUSTOM BRANDED BOTTLES

Looking for a one-of-a-kind promotional item to market your brand or organization? Ask us about custom label options to pair with our hand sanitizer. Click below or call 702.724.8622 for more information on all hand

sanitizer wholesale and commercial solutions.

DONATION REQUESTS

Donation requests for hand sanitizer are now being accepted for local nonprofit organizations. If you are a nonprofit in need of hand sanitizer, please fill out the following form and a member of our team will reach out to you if we can assist. The Museum is able to donate 3 gallons of hand sanitizer to one nonprofit organization per month. Due to the high volume of inquiries, not all requests can be accommodated.

Make a Donation Request

COMMITMENT TO COMMUNITY

A core value of the Museum is our commitment to community. Throughout the duration of the COVID-19 pandemic, the Museum will donate fulfillments of hand sanitizer to a local nonprofit charity. Sponsor support allows our nonprofit Museum to continue providing much-needed hand sanitizer to underserved areas of our community. For more information on purchasing, wholesale bottle discounts, commercial-size containers and sponsorship opportunities, please email sales@themohmuseum.org

https://themobmuseum.org/hand-sanitizer/

SOUVENIR MASKS NOW AVAILABLE

Signature designs inspired by the names, faces and places of Mob history.

A cotton-poly blend offers quality comfort with a universal fit for all Mob Museum fans.*

Machine washable. Comfortable, breathable and gap-free. Elastic stitching allows mask to stretch for optimal fit.











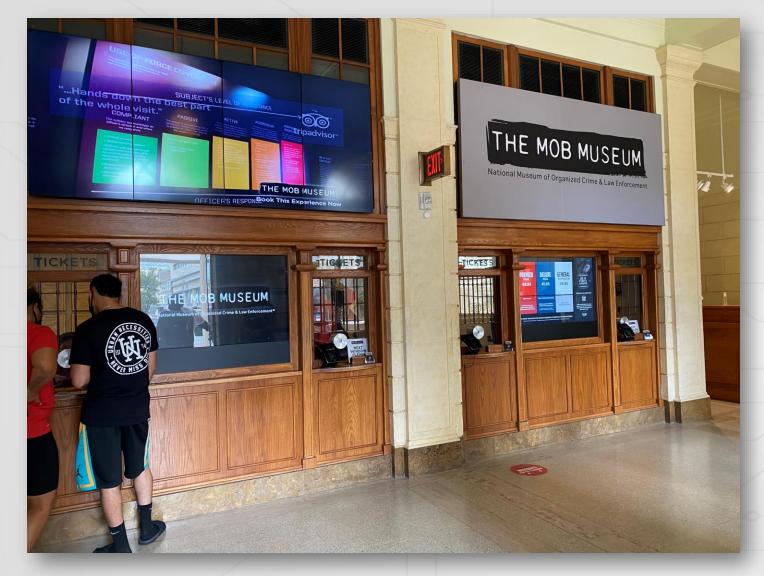
PREMIUM CRIME SCENE MASK \$15

3-PACK PREMIUM MASKS \$30

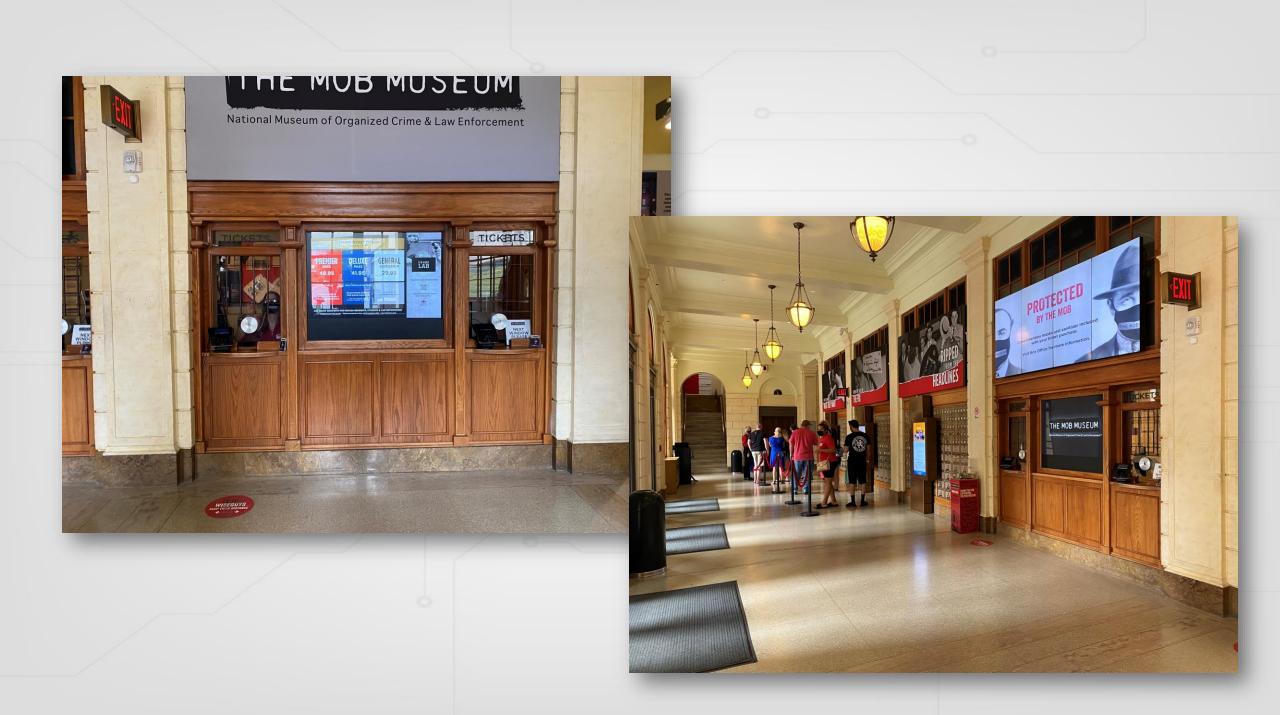
SOUVENIR MASK \$8

Click here to get notified when items are restocked

*Non-medical grade PPE. Recommended that you wash face coverings after every use. All sales are final. To purchase, visit The Mob Museum or email info@themobmuseum.org. Shipping available.







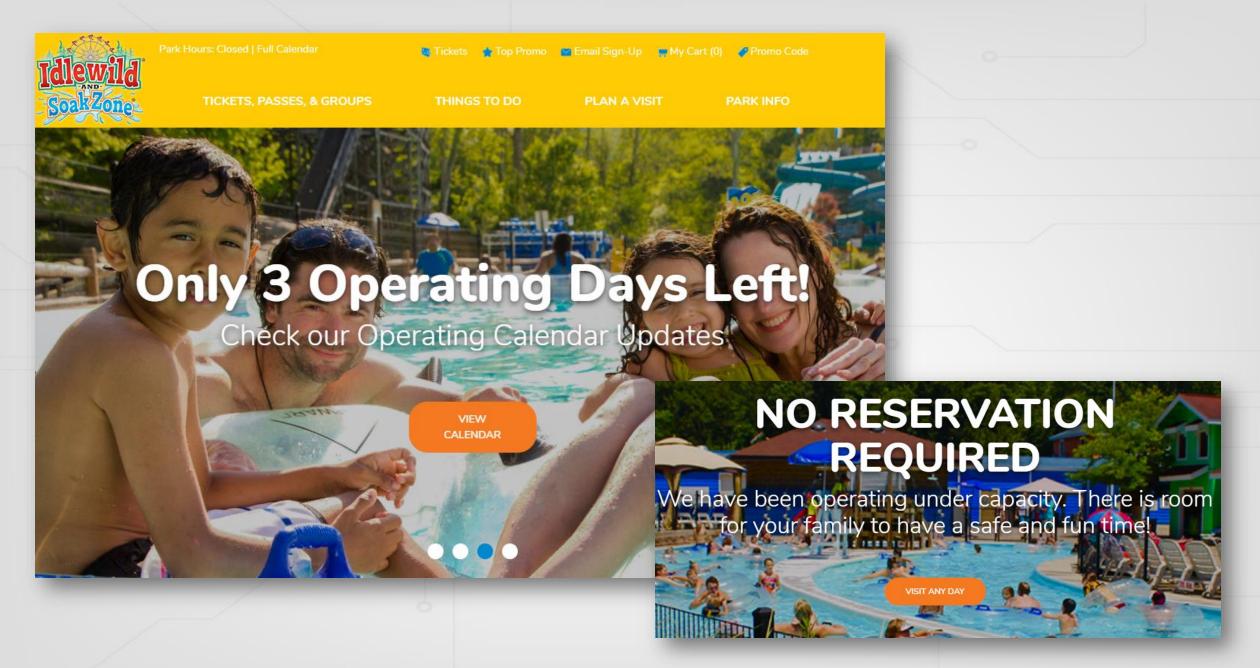


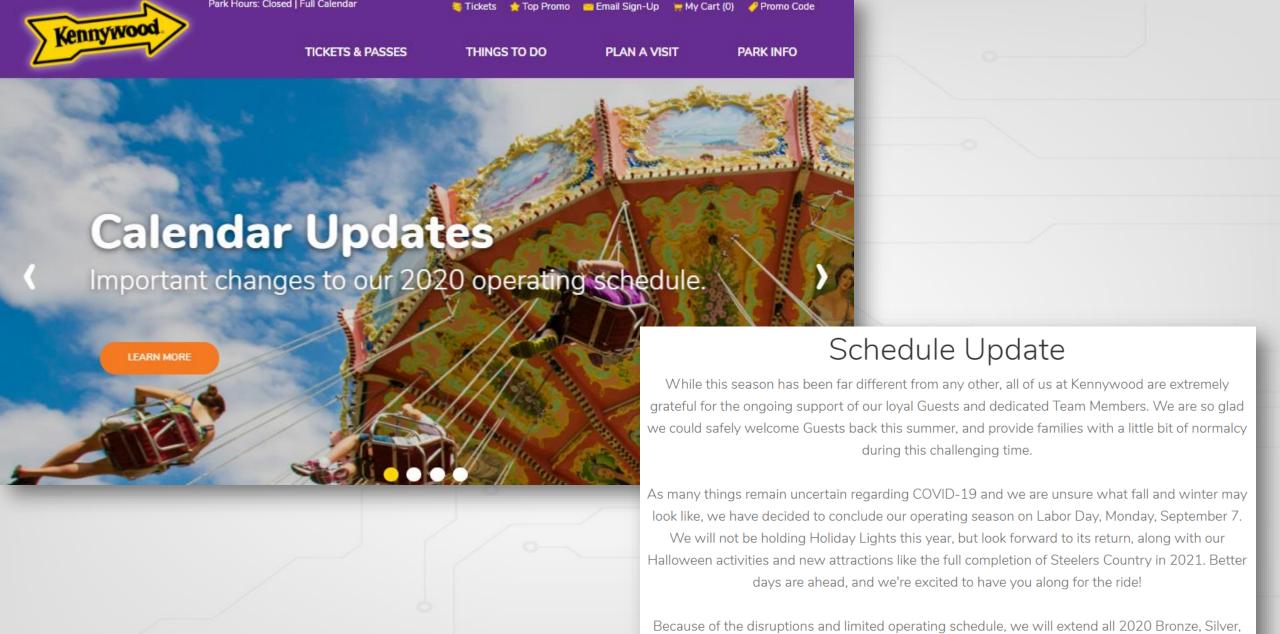












https://www.kennywood.com/

Senior, Premium, Ride & Slide, Ride & Dine and PA Passes to include the 2021 Season. Passholders who purchased the discounted 2021 pass extension will receive a credit equal to the amount they paid for their 2021 extension.



https://www.castlepark.com/

https://www.mountasiamarietta.com/





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TICKETS & PASSES

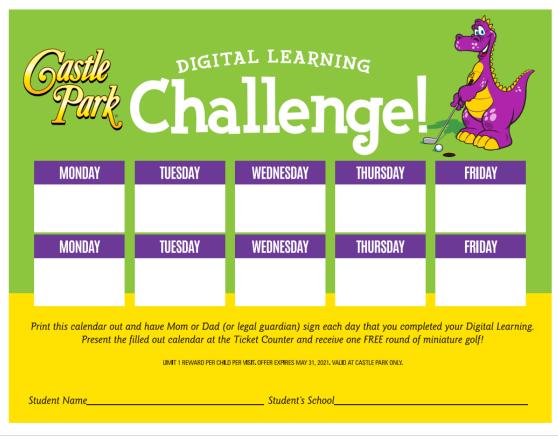
THINGS TO DO

PLAN A VISIT

PARK INFO







If you would like to receive information about our future Webinar Wednesdays, please send your full name and organization from your preferred email address to: marketing@gatewayticketing.com

Or, just register for our newsletter distribution list here:

GatewayTicketing.com/community

P.S. Please fill out the webinar survey. They help a ton. Check your inbox!



Join us on Wednesday, September 16th at 3:00 PM EDT for our special Zoo & Aquarium Webinar Wednesday Edition. We're holding it during the AZA 2020 Virtual Show. Register to attend now.



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













