

Utah Live Events Industry Association Proposed Guidelines

Executive Summary

I. INTRODUCTION

The Utah Live Events Industry Association (“ULEIA”) has reviewed the Phased Guidelines, an addendum to Utah Leads Together 2.0 (“Phased Guidelines,” or “the Guidelines”) and recommends that 1) the Guidelines incorporate case-by-case determined event specific capacities instead of blanket attendee limits; 2) the Guidelines include clarified seating and layout guidelines for temporary or configurable venues; and 3) that Health Departments across the state adopt a system of cooperative planning and approval for live events.

In order to fully understand the impact, the Guidelines were applied to and reviewed in relation to four event format types:

- A. **Static Events:** Events where the attendees primarily enter, watch, and depart
- B. **Interactive Events:** Events where attendees create a traffic flow and interact with each other
- C. **Participant Events:** Events where attendees primarily participate in an activity or production
- D. **Community Events:** Events with many activities and population centers and likely a random traffic pattern

II. PROPOSED RISK PHASE GUIDELINES (P. 2-7)

As the Live Events Industry has been working to map the current Guidelines to our operations and events, we recommend that the following changes are made to ensure that the Live Events Industry can successfully ease restrictions while maintaining the safety of employees, performers and attendees.

a. **Case-by-Case Event Capacities, Layouts, and Traffic Patterns**

- i. Facility Specifics: Capacities must be set in relation to size and layout.
- ii. Traffic Patterns: Total attendance or participation is not an indication of the attendees on site at any one time and proper traffic pattern control process can be implemented.
- iii. Seating and Layout: Fixed and Temporary venues will use similar guidelines to separate and distance.
- iv. Multi-Centered Events: Events with multiple activities or population centers should be permitted with each event (e.g., County Fairs, 4th of July Celebrations, etc.).

Current practices and guidelines in place for Supermarkets, Home Improvement Stores and soon to be in place for retail establishments and restaurants should also be applicable to events if event organizers can meet or exceed these guidelines. In addition, the special rules provided for the operation of Farmers Markets is very applicable to many event formats.

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PROPOSED Appendix 2: Guidelines Events During Orange/Moderate

Events Operational Practice

| Guideline Category | Primarily Static Events | Interaction Events | Participant Events | Community Events |
|--|---|---|---|---|
| Maximum Attendee Count | Per Event: Will be calculated based on Venue Size & ability to comply with Distancing & Grouping Guidelines | Per Event: Will be calculated based on Venue Size & ability to comply with Distancing & Grouping Guidelines – Similar to Large Stores | Per Event: Will be calculated based on Event Format & ability to comply with Distancing & Grouping Guidelines | Per Event: Will be calculated based on Event Format Venue Size & Dynamic providing ability to comply with Distancing & Grouping Guidelines |
| Grouping | Grouping will comply with General & restaurant Guidelines – 6’ Recommended 10’ Max from same household | Grouping will comply with General & restaurant Guidelines – 6’ Recommended 10’ Max from same household. Practical Group Identification methods will be employed | Grouping will comply with General & restaurant Guidelines – 6’ Recommended 10’ Max from same household | Grouping will comply with General & restaurant Guidelines – 6’ Recommended 10’ Max from same household Practical Group Identification methods will be employed in certain areas |
| Distancing | Distancing measures will be employed to maintain 10ft space as per guidelines. Signage & Markings will be used to maintain controls | | | |
| Parking & Arrival Controls | <ul style="list-style-type: none"> • Similar Controls as are in place at Supermarkets, Home Improvement and Essential Businesses will apply. • Staggered Ticketing for Event Arrival will be employed where possible | | | |
| Waiting & Entry Control | <p>The waiting & entry areas will be considered part of the event and will fall under All the guidelines set out in this document including Distancing, Grouping, Cleaning and Markings.</p> <ul style="list-style-type: none"> • Each Event will determine the space and controls required to adequately meet these guidelines • Each event will plan arrivals to adequately meet these guidelines. • Where deemed necessary Hard Barriers will be used to manage entry movement. | | | |
| Signage & Markings to Control Spacing | <ul style="list-style-type: none"> • Dead Seats / Areas will be Adequately Marked and Closed to ensure use does not occur • Walkways will be marked with Distancing Guides, where possible a 6ft clear are will be set between lanes • Waiting Areas for Sanitization Stations, Restrooms, concession or catering collection or for other purposes will be clearly marked with full guidelines to maintain distancing and grouping | | | |
| Staff Controlled Touch Points (Doors etc..) | In all cases General use Doors / Barriers will be under the control of a Staff member to avoid multi touch points being created. Where this is not possible a Signage will be in place to highlight this and this will be part of the regular disinfecting procedure. | | | |
| Clear Guest Guidelines Signage & Information for on Entry and Throughout | <ul style="list-style-type: none"> • Symptoms & Conditions of Entry • First Aid Locations & Procedures | | | |
| Controls for High Risk Individuals | In order to provide ultimate protection, entry will be excluded during this phase to all At Risk & Vulnerable categories. | | | |
| Full Set of Employee, Participant or Performer Controls | <ul style="list-style-type: none"> • All Staff, Performers and Participants will be subject to the General Employer / Employee Guidelines in force. • Distancing & Grouping Guidelines will apply • Equipment and Locations will be adequately cleaned between performers. • Where it is not a limiting factor PPP will be worn | | | |
| Compliant Staff PPE Rules | <ul style="list-style-type: none"> • All Staff - Face Covering Per Guidelines • High Touch Staff – Gloves Per Guidelines | | | |
| Concessions | Must Comply fully with Restaurant Guidelines in place at the time | | | |
| Communal Seating & Resting Area Controls | Communal Areas will be closed during this phase | | | |
| Contactless and non-signature payment | Contactless Ticketing and payment Options will be used where possible. Guidelines similar to those in place for Supermarkets, Essential Businesses, Restaurants and Home Improvement Stores will be employed as a minimum level of Hygiene | | | |

| Guideline Category | Primarily Static Events | Interaction Events | Participant Events | Community Events |
|--|--|--|--|--|
| Shared Signage & Information Controls | <ul style="list-style-type: none"> No Printed Tickets, Handouts, Programs or Brochures No Touchable Hard Copy Information (Menu, Brochure, Promotional Material) | | | |
| Enhanced Guideline Compliance Controls | <ul style="list-style-type: none"> Staff Dedicated to Monitoring & Controlling Distancing Staff Dedicated to Cleaning & Sanitizing During Event | <ul style="list-style-type: none"> Staff Dedicated to Monitoring & Controlling Distancing Staff Dedicated to Cleaning & Sanitizing During Event Time Limits & Facilities to enable regular Personal Handwashing & Cleaning will be employed Any Catering will follow Strictly the restaurant & Hotel Guidelines | <ul style="list-style-type: none"> Staff Dedicated to Monitoring & Controlling Distancing Staff Dedicated to Cleaning & Sanitizing During Event Time Limits & Facilities to enable regular Personal Handwashing & Cleaning will be employed | <ul style="list-style-type: none"> Staff Dedicated to Monitoring & Controlling Distancing Staff Dedicated to Cleaning & Sanitizing During Event |
| Procedural Enhancements Meet Guidelines Develop and Seek Approval for Plan | <ul style="list-style-type: none"> Enhanced Cleaning & Disinfecting Process Prior to Opening Each Day Enhanced and Monitored Cleaning & Disinfecting Plan During Event Sanitization Station & Monitoring Plan | <ul style="list-style-type: none"> Enhanced Cleaning & Disinfecting Process Prior to Opening Each Day Enhanced and Monitored Cleaning & Disinfecting Plan During Event Sanitization Station & Monitoring Plan | <ul style="list-style-type: none"> Enhanced Cleaning & Disinfecting Process Prior to Opening Each Day Enhanced and Monitored Cleaning & Disinfecting Plan During Event Sanitization Station & Monitoring Plan | <ul style="list-style-type: none"> Enhanced Cleaning & Disinfecting Process Prior to Opening Each Day Enhanced and Monitored Cleaning & Disinfecting Plan During Event Sanitization Station & Monitoring Plan |
| Specific Exhibition Type Event Controls | N/A | <ul style="list-style-type: none"> Booths will be Separated by 10ft Enhanced No or Low Touch Demonstration Controls Onsite Selling Will Follow Retail Guidelines for Distancing & Staff Interaction | N/A | N/A |
| Specific Meeting & Conference Controls | <ul style="list-style-type: none"> Assigned Seating will be used Stage Settings & Equipment will be cleaned between speakers & Presenters No Hard Copy shared documents No Shared equipment Scheduled Cleaning Breaks will take place | <ul style="list-style-type: none"> Interactions will comply with General Guidelines in place for Retail Stores Face to Face Interactions will be limited to those where 6' of distancing can be maintained over a short period of time. No Hard Copy shared documents No Shared equipment Scheduled Cleaning Breaks will take place | N/A | N/A |

| Guideline Category | Primarily Static Events | Interaction Events | Participant Events | Community Events |
|---|---|--|--------------------|------------------|
| Specific Family Gathering Controls (Weddings, Key Celebrations, Celebration of Life etc..) | Restaurant Rules apply up Maximum Group size based on Distancing & Venue size | <ul style="list-style-type: none"> • Dining: Restaurant Rules apply up Maximum Group size based on Distancing & Venue size • Entertainment: Time restriction up to 1.5 hours, Distancing Guidelines maintained • Grouping: Restricted to Household members | N/A | N/A |
| Specific Community Event Controls | Community Events (4 th July, Pioneer Celebrations, Park Events etc) will likely not be able to take place during the Orange Phase. | | | |
| Specific Large Spectator Sports Event Controls | Large National & International Sporting Events will likely not be able to take place during the orange phase. Although National Guidelines may provide guidance and rules that will assist in the early recovery of this sector. | | | |
| Specific Large Performance Controls | Large National & International Performance Events will likely not be able to take place during the orange phase. Although National Guidelines may provide guidance and rules that will assist in the early recovery of this sector. | | | |
| Specific Participant Sports Event Controls | Amateur and casual Sporting events that are primarily Participant focused (Marathons, Regattas, Horse Shows, Golfing) will not be able to take place during the Orange Phase | | | |
| Youth & Club Sporting Events | Youth Club Sporting events that are primarily Participant focused (Soccer, Little League, Judo, Gymnastics etc) will not be able to hold competitions or games although Training and Practice will be allowed under the Distancing and Grouping Controls and other Public Place guidelines. | | | |

PROPOSED Appendix 3: Guidelines Events During Yellow / Low

Events Operational Practice

| Guideline Category | Primarily Static Events | Interaction Events | Participant Events | Community Events |
|--|---|---|---|--|
| Maximum Attendee Count | Per Event: Will be calculated based on Venue Size & ability to comply with Distancing & Grouping Guidelines | Per Event: Will be calculated based on Venue Size & ability to comply with Distancing & Grouping Guidelines | Per Event: Will be calculated based on Event Format & ability to comply with Distancing & Grouping Guidelines | Per Event: Will be calculated based on Event Format Venue Size & Dynamic providing ability to comply with Distancing & Grouping Guidelines |
| Grouping | Grouping will comply with General & restaurant Guidelines – 6’ Recommended 10’ Max from same household | Grouping will comply with General & restaurant Guidelines – 6’ Recommended 10’ Max from same household. Practical Group Identification methods will be employed | Grouping will comply with General & restaurant Guidelines – 6’ Recommended 10’ Max from same household | Grouping will comply with General & restaurant Guidelines – 6’ Recommended 10’ Max from same household. Practical Group Identification methods will be employed in certain areas |
| Distancing | Distancing measures will be employed to maintain 10ft space as per guidelines. Signage & Markings will be used to maintain controls | | | |
| Parking & Arrival Controls | <ul style="list-style-type: none"> • Similar Controls as are in place at Supermarkets, Home Improvement and Essential Businesses will apply. • Staggered Ticketing for Event Arrival will be employed where possible | | | |
| Waiting & Entry Control | <p>The waiting & entry areas will be considered part of the event and will fall under All the guidelines set out in this document including Distancing, Grouping, Cleaning and Markings.</p> <ul style="list-style-type: none"> • Each Event will determine the space and controls required to adequately meet these guidelines • Each event will plan arrivals to adequately meet these guidelines. • Where deemed necessary Hard Barriers will be used to manage entry movement. | | | |
| Signage & Markings to Control Spacing | <ul style="list-style-type: none"> • Dead Seats / Areas will be Adequately Marked and Closed to ensure use does not occur • Walkways will be marked with Distancing Guides, where possible a 6ft clear are will be set between lanes • Waiting Areas for Sanitization Stations, Restrooms, concession or catering collection or for other purposes will be clearly marked with full guidelines to maintain distancing and grouping | | | |
| Staff Controlled Touch Points (Doors etc..) | In all cases High Traffic General use Doors / Barriers will be under the control of a Staff member to avoid multi touch points being created. Where this is not possible a Signage will be in place to highlight this and this will be part of the regular disinfecting procedure. | | | |
| Clear Guest Guidelines Signage & Information for on Entry and Throughout | <ul style="list-style-type: none"> • Symptoms & Conditions of Entry • First Aid Locations & Procedures | | | |
| Controls for High Risk Individuals | <ul style="list-style-type: none"> • Separate Entry / Seating / Exit • Separate Facilities with Orange Level Cleaning Controls will be used | Interactive Events will only be Open to the High-Risk community at Separate times with full Orange Level Controls in place. | Participant Events will not be open to the High-Risk Community | <ul style="list-style-type: none"> • Separate Entry / Seating / Exit • Separate Facilities with Orange Level Cleaning Controls will be used |

| Guideline Category | Primarily Static Events | Interaction Events | Participant Events | Community Events |
|--|--|--|--|--|
| Full Set of Employee, Participant or Performer Controls | <ul style="list-style-type: none"> All Staff, Performers and Participants will be subject to the General Employer / Employee Guidelines in force. Distancing & Grouping Guidelines will apply Equipment and Locations will be adequately cleaned between performers. Where it is not a limiting factor PPP Masks & Gloves will be worn | | | |
| Compliant Staff PPE Rules | <ul style="list-style-type: none"> All Staff - Face Covering Per Guidelines High Touch Staff – Gloves Per Guidelines | <ul style="list-style-type: none"> All Staff - Face Covering Per Guidelines High Touch Staff – Gloves Per Guidelines | <ul style="list-style-type: none"> All Staff - Face Covering Per Guidelines High Touch Staff – Gloves Per Guidelines | <ul style="list-style-type: none"> All Staff - Face Covering Per Guidelines High Touch Staff – Gloves Per Guidelines |
| Concessions | Must Comply fully with Restaurant Guidelines in place at the time | Must Comply fully with Restaurant Guidelines in place at the time | Must Comply fully with Restaurant Guidelines in place at the time | Must Comply fully with Restaurant Guidelines in place at the time |
| Communal Seating & Resting Area Controls | <ul style="list-style-type: none"> Communal Area will be open at Event Spaces with ORANGE LEVEL Distancing and Cleaning Guidelines in place. Separate Communal Areas will be provided for the High-Risk Community where applicable | | | |
| Contactless and non-signature payment | Contactless Ticketing and payment Options will be used where possible. Guidelines similar to those in place for Supermarkets, Essential Businesses, Restaurants and Home Improvement Stores will be employed as a minimum level of Hygiene | | | |
| Shared Signage & Information Controls | <ul style="list-style-type: none"> No Printed Tickets, Handouts, Programs or Brochures No Touchable Hard Copy Information (Menu, Brochure, Promotional Material) | <ul style="list-style-type: none"> No Printed Tickets, Handouts, Programs or Brochures No Touchable Hard Copy Information (Menu, Brochure, Promotional Material) | <ul style="list-style-type: none"> No Printed Tickets, Handouts, Programs or Brochures No Touchable Hard Copy Information (Menu, Brochure, Promotional Material) | <ul style="list-style-type: none"> No Printed Tickets, Handouts, Programs or Brochures No Touchable Hard Copy Information (Menu, Brochure, Promotional Material) |
| Enhanced Guideline Compliance Controls | <ul style="list-style-type: none"> Staff Dedicated to Monitoring & Controlling Distancing Staff Dedicated to Cleaning & Sanitizing During Event | | | |
| Procedural Enhancements Meet Guidelines Develop and Seek Approval for Plan | <ul style="list-style-type: none"> Enhanced Cleaning & Disinfecting Process Prior to Opening Each Day Enhanced and Monitored Cleaning & Disinfecting Plan During Event Sanitization Station & Monitoring Plan | | | |
| Specific Exhibition Type Event Controls | N/A | <ul style="list-style-type: none"> Booths will be Separated by 10ft Enhanced No or Low Touch Demonstration Controls Onsite Selling Will Follow Retail Guidelines for Distancing & Staff Interaction | N/A | N/A |

| Guideline Category | Primarily Static Events | Interaction Events | Participant Events | Community Events |
|---|---|--|--------------------|------------------|
| Specific Meeting & Conference Controls | <ul style="list-style-type: none"> Assigned Seating will be used Stage Settings & Equipment will be cleaned between speakers & Presenters No Hard Copy shared documents No Shared equipment Scheduled Cleaning Breaks will take place | <ul style="list-style-type: none"> Interactions will comply with General Guidelines in place for Retail Stores Face to Face Interactions will be limited to those where 6' of distancing can be maintained No Hard Copy shared documents & No Shared equipment Scheduled Cleaning Breaks will take place | N/A | N/A |
| Specific Family Gathering Controls (Weddings, Key Celebrations, Celebration of Life etc..) | Restaurant Rules apply up Maximum Group size based on Distancing & Venue size | <ul style="list-style-type: none"> Dining: Restaurant Rules apply up Maximum Group size based on Distancing & Venue size Entertainment: No Specific Time restriction as long as Distancing & Grouping Guidelines maintained <p>Possible Special Conditions for attendance by High-Risk Community to Family Only Events</p> | | N/A |
| Specific Community Event Controls | <ul style="list-style-type: none"> Seated & Large Area Open Concerts & Performances will take place within the Venue / Area Sizing Guidelines Celebration & Large Format Events will be unduly penalized if reviewed on a Single Event basis. Those with many different Phases / areas and locations e.g. 4th July, Pioneer Celebration, Fair & Rodeo will have each of these areas & Phases defined as a separate event and each will comply with all the relevant guidelines in relation to Grouping & Distancing. | | | |
| Specific Large Spectator Sports Event Controls | Certain Large National & International Sporting Events will be able to take place during the Yellow phase as long as the all the relevant guidelines for Grouping and Spacing relevant to Static Events can be enforced. An exception where the Total Attendance Numbers do not make it possible to comply may be necessary. Events of this size and structure will require their Plan approved by the Local Health Department in-order to proceed. National Guidelines may provide guidance and rules that will assist in the early recovery of this sector. | | | |
| Specific Large Performance Controls | Certain Large National & International Performance Events will be able to take place during the Yellow phase as long as the all the relevant guidelines for Grouping and Spacing relevant to Static Events can be enforced. An exception where the Total Attendance Numbers do not make it possible to comply may be necessary. Events of this size and structure will require their Plan approved by the Local Health Department in-order to proceed. National Guidelines may provide guidance and rules that will assist in the early recovery of this sector. Although National Guidelines may provide guidance and rules that will assist in the early recovery of this sector. | | | |
| Specific Participant Sports Event Controls | <p>Events with up to 50 Participants (Per Gathering) Will be permitted in accordance with the guidelines for Participants.</p> <p>Events where Participants & Spectators are separated at all times: Will be permitted to take place where Participants are less than 50 or can be separated into groups of 50.</p> | | | |
| Youth & Club Sporting Events | Youth Sporting regular Competitions and Tournaments will be permitted to take place within full compliance of the Grouping & Distancing Guidelines which will be applicable to all Competitors Officials and Parents & Spectators. Awards Ceremonies and Team Interaction protocols must be developed and approved by Local Health Departments. At all times the Sports Organization must comply with any National Association or Local Branch Recommendations. | | | |

For more information or to join the discussion as we navigate the reentry of the Events Industry please contact the ULEIA on the following details.

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