

COACHELLA VALLEY EVENT CENTER PERFORMANCE PLAN

OBJECTIVE:

The primary goal of our temporary event plan is to drive foot traffic to our facility, and increase brand awareness.

We aim to establish our center as a destination for quality services and exceptional experiences.

TARGET GROUP:

Variety groups are welcome to our facility, and we will also focus on attracting new customers by offering enticing promotions and services.

KEY STRATEGIES:

- Offer exclusive services to the customers, including services and discounts.
- Collaborate with social media influencers, bloggers and platforms to endorse our services and generate excitement among their followers.
- Provide the best services throughout the event to increase customer satisfaction.
- Create interactive zones within the facility where customers can participate in activities related to the event.

EVENT EXECUTION PLAN:

- Pre-Event Preparation: Finalize event logistics, and train staff to ensure seamless execution.
- Event Launch: Kick off the ceremony with a pre-scheduled activities and/or media coverage to attract attention.
- Activities: Implement scheduled activities to keep attendance engaged throughout the event.
- Post-Event Follow-Up: Collect feedback from customers, analyze event performance metrics, and follow up with customers to thank them for their choice and loyalty.

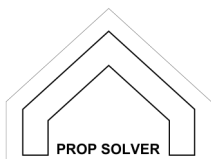
MEASUREMENT AND EVALUATION:

Measure the success of the events through key performance indicators such as foot traffic, sales revenue, social media engagement, and customer feedback. Analyze the data to identify areas of improvement and inform future marketing initiatives.

The temporary event presents opportunity to showcase our facility offering, connect with customers, and drive business growth. By implementing a comprehensive strategy and plan, we are confident in achieving our objectives and establishing a strong presence in the community.

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DAYS AND HOURS OF OPERATION:

Office hours	Monday - Friday	9:00 A.M. to 6:00 P.M.
Event hours	Monday - Thursday	9:00 A.M. to 12:00 P.M.
Event hours	Friday - Sunday	10:00 A.M. to 2:00 A.M.

Event hours including minimum 2:00 hours for setup and minimum 1:30 hours for cleanup. Depends on the event and customer request, setup and cleanup will be done by Event Center personnel or the third party organization (see the Event Safety & Planning Check List for more details).

PEAK HOURS OF PERSON AT THE SITE:

The busiest peak hours will be Saturday evening between 6:00 P.M. and 12:00 A.M. The maximum number of events will be two venues and the maximum number of attendance will be 500 person totally.

TRAFFIC CONTROL MEASURES:

The traffic control measures such as parking areas, traffic flow directions and signage has been provided; In addition the Event Center trained personnel directing traffic flow during peak hours (see the Event Safety Plan & Check List for more details).

NOISE CONTROL MEASURES:

The Noise Analysis report has been provided and all the equipments have been set up based on the report (number of equipment, sound level, etc.).

SECURITY MEASURES:

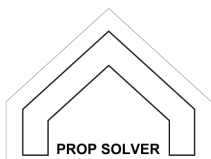
The standard security protocols and measures will be followed to ensure the safety of individuals and property. Depends on the event, this might include the presence of security personnel, surveillance cameras, bag checks or restricted access areas. In special cases the third party organization will investigate (see the Event Safety Plan & Check List for more details).

SYSTEM TO SEPARATELY IDENTIFY ADULTS FROM MINORS:

In the special events that different rules or permissions apply to adults and minors, the implemented system can easily distinguish between different groups. This could involve wristbands, different ticket colors, ID check, etc.

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USE OF EXISTING FACILITIES FOR SPECIAL EVENTS:

Existing facilities will be for the purpose of holding indoor and outdoor reception and parties, and will be upgraded to be applicable with the new codes; All the requirements will be provided based on the new building codes (such as ADA parking, accessible routes, ramps, toilets, ...).

AMPLIFIED SOUND PROPOSAL:

The facility will be equipped by sound system and speakers, and the installation of the sound system would be based on the Sound Analysis Report which has been provided by professional sound engineer to prevent disturbance to the neighborhood residential areas.

DESIGNATED AREAS FOR DANCING:

There are two specially intended spaces for dancing activities during the event. This could be open areas, dance floors, or stages allocated for performances that encourage dancing.

PROPOSED STAGES:

At this time there are no plans to incorporate any stages for performances or presentations on any of the proposed locations.

TYPES OF EVENTS:

The type of events proposed would depend on the specifics of the plan or proposal. It could include a wide range of events such as concerts, conferences, exhibitions, festivals, sport events, community gatherings, corporate functions, weddings, private parties.

FREQUENCY OF EVENTS:

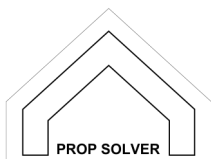
Regarding the frequency of proposed events, we anticipate the schedule or frequency to include daily, weekly, monthly, seasonal, or on a sporadic basis.

BUSINESSES OWNED BY APPLICANT:

The property owner has demonstrated a history of prosperous business ownership, specifically within the hospitality and real estate industries. Furthermore, they have made significant contributions to the community by participating on numerous boards responsible for orchestrating large-scale events.

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COACHELLA VALLEY EVENT CENTER SECURITY SAFETY PLAN

PARKING LOT AND FACILITY ACCESS CONTROL:

Depends on the event, one or two Patrol Officer(s) will be in the parking lot and access route at least one hour prior to the beginning of the event for pre-screening purposes.

At the time of guest arrival, the officers shall monitor the parking lot for visible security on site. It's very important that the Patrol Officers make sure they do not loiter at the parking lot.

The officers shall make a uniform line, keeping the guest away from the vehicle traffic, and the guest will be directed to the main entrance.

ACCESS TO THE EVENT:

The guest will be greeted by two Security Officers at the main entrance, and will be thoroughly searched with a metal detector (by hand) including female purses.

Also, the guest will be asked for the age check by Government Issue ID or DL at the main entrance (if needed based on the event). Officers have a counter to control the building capacity of guests.

Once the peak hours of the event hit and the outside traffic has slowed down, one of the main entrance officers will go inside the building to assist in crowd control and prevention of any incident inside the event.

This will leave the Patrol Officer(s) monitoring the parking lots with emergency amber light and one main Officer to control access and monitor guest leaving the building to prevent any alcoholic beverages outside the building.

INTERIOR SECURITY:

Depends on the event, two or three Security Officers will present inside the building, roving the building floor, monitoring the emergency exists and entrance to control guest and prevent any unwanted or unmonitored access to the building. Also, they will monitor quest activities in the building floor as well as the restrooms. There will be a total of 3-4 Officers roving the interior of the event.

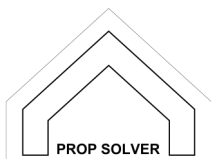
POST EVENT:

At the closing time, Security Officers will assist the guests to leave the building, and the Patrol Officers will monitor the parking lots and the traffic with amber emergency lights. They will be urging the guests to leave the property as soon as possible to prevent them from loitering in the parking lot and to prevent any further incident at the location.

The rest of the Officers will be in the front of the building, monitoring guest activities and urging guest to leave as soon as possible and to assist Patrol Officers in case of any incident.

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EMERGENCY CASES:

In case of any non-life-threatening emergency, the Security Officers are trained to do their best at deescalating any situation the fastest way possible. Also, they are aware where each one of them will be located to back each other up and prevent any incident.

In case of a life-threatening or significant emergency, one of the Officers has the duty of contacting 911 and relaying all the information as it is happening to the correct authorities until Law Enforcement, Cal Fire and/or EMS arrive.

During this time the rest of the Officers will be trying to deescalate any situation and assisting with crowd control. Once Law Enforcement, Cal Fire and/or EMS arrive, the Security Officers will assist them in whatever they need.

In the event of any negative issues by the guest and/or staff then they will be denied access after that. The main objective is to keep the guest and staff safe and the location free of any negative incidents.

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