

Event Plan Draft

Event Date: July 10-11, 2021

Draft Updated: February 10, 2021; Revised February 19, 2021

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The first Art Fair was held in Lake Bluff Park in 1962. Until 2020, the fair was held each summer and grew to become a nationally ranked, respected event attracting artists from around the country. Krasl Art Center (KAC) is carefully considering pros and cons of holding a 2021 event. In consideration, the following plans have been drafted to help with decision making, and planning.

A 2021 Krasl Art Fair on the Bluff, would be streamlined to offer artists booths only. All ancillary programs, activities would be eliminated.

Berrien County Health Department reviewed a preliminary plan draft. Adjustments were made based on feedback provided.

BCHD response dated February 7, 2021:

Upon review of your plan, I believe that you've done a great job of incorporating appropriate protocol for health screenings, event sanitization points and processes, social distancing and masking. I would require masks, face shields can be an addition if someone desires, but are not a replacement for a mask.

At this time, I can't really give a lot of guidance to event numbers. I think the plans you have outlined and the ways you plan to stagger arrivals and event numbers from day to day make sense. However, many factors could go into what our maximum event numbers will be able to be at that time – so just one area you will have to continue to monitor.

This may already be part of your plan, but one thing you may want to consider is more of a verbal health screening vs. temp for entrance. So asking for key symptoms, any recent exposure to someone else who may be sick or was in isolation. Since this will be an outside event in July, temps might be a bit difficult to be accurate with using the temporal thermometers. I would pair the questionnaire and temp if you prefer, not all with COVID-19 have a temperature so it is good to gauge for other symptoms too.

Closer to the event we would be happy to consult again. Thank you for your dedication to creating a safe space where our community can still celebrate our artists and local spaces.

Courtney L. Davis, MPH, Deputy Health Officer

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1. ASSUMPTIONS

Where we are with COVID-19

- Partial vaccine rollout
- Increased risk from variants

Event Impact (based on CDC guidelines & EO's)

- Distancing required of guests, volunteers, staff, & artists
 - Must manage number of guests in event space
 - Per a conversation with the County Prosecutor and referencing the most recent Executive Order; the event space may accommodate a maximum of 2,400 guests and 400 artists/staff/volunteers at any given time. This is based on a 159,000 square foot event (all of Lake Bluff Park).
With a deep commitment to public safety, KAC will significantly reduce the maximum hourly attendance to a suggested 500-1,100 guest maximum (allowing for up to 400 artists/staff/volunteers).
- Masks required within event space for all over age 5; shield accommodation provided should any guests be unable to wear a mask.
- Health waiver for artists, vols, staff; temp check for guests at admission
- Disinfectant & sanitization needed

2. PLAN DEVELOPMENT RESOURCES & PROCESS

- Reviewed effective art fairs held around the country since COVID-19 including Art, Eats & Beats (Royal Oak, MI, fall 2020); Howard Alan shows (including Alexandria, VA; September 2020), Naples New Years (Naples, FL; January 2021)
- Professional associations including Zapplication (art fair artist and show management resource), National Association of Independent Artists, Michigan Festivals & Events Association.
- Art Fair Task Force met three times in Jan. & Feb, 2021. Consisted of regional leaders from diverse fields including tourism, economic development, corporations, first responder, professional artists, local media, art patron, and KAC board and staff.
- Decision Criteria as identified by the Task Force 2/26/21
 - Health Dept (reviewed and responded 2/7/21) review/approval
 - Board of Directors approval - unanimous 2/9/21
 - City approval - pending

- Safety of guests, artists, volunteers - Ability to control crowd size
- Volunteer capacity (estimated 86 shifts; down from 400)
- Financially beneficial to Krasl Art Center, a 501c3 not for profit organization
- Maintain standard of excellence for KAC & community

3. COVID

Safety Plans

- GUESTS - Reduce attendance number to increase distancing
 - Softly barricade (soft rope around posts) Lake Bluff Park while leaving access to Silver Beach at the stairs (at Broad Street) open
 - Monitor attendance as required by Executive Orders, as suggested by BCHD, or determined by KAC; whichever is lowest
 - Advance purchase & timed admission tickets encouraged - one day only (suggested 500-1,000 max per hour; EO currently states 2,400).
 - Limited walk up admission may be available.
 - Admission fee: Fee will be based on best practices in the field - details provided (proposed range starting at \$5 and not to exceed \$20). Select discounted tickets (students/seniors/advance purchase) and freebies (local audiences, sponsors, etc).
- ARTISTS - increase spacing & disinfecting
 - Move booths 6'-10' away from one another
 - Lake Bluff Park allows for 170 artist booths max (typically 200); do not fill all vacancies as they arise
 - Maximum of 2 guests or 1 household visiting a booth at once - signs provided
 - Disinfecting - artists directed to disinfect any touched or high touch surfaces
 - Hand sanitizer for public use provided by all artists
 - Sign provided to artists "sanitize and ask permission before touching artwork"
- DISINFECTING/SANITIZATION
 - Handwashing stations within event & at porta potties

- Hand sanitizing stations at each entryway
- Disinfecting of high touch surfaces (porta potties, handwashing stations, benches, vending machines, admission, etc.)
- OTHER
 - Wellness assessments for volunteers, staff, guests & artists



- Suggested one way foot traffic within the softly barricaded (ropes around posts) event in Lake Bluff Park
- Masks required for all people (over age 5) within the event footprint, including artists, volunteers, staff, Public Safety, Guests.
- Masks are required for all guests. Disposable masks & shields (should a guest be unable to medically tolerate a mask) available for guests.

- Eliminate extras to include: parking shuttles, food vendors, Children's Art Purchase Program, Block Party (Friday), Emerging Artists Tent (except WSG), Kids Zone

COVID Response Plan to Include...

- Exposure disinfectant plan
- Contract tracing/notification using guest ticketing system, artists/volunteer/staff communication.
- Quarantine plan for sick staff, volunteer, artists, and guest
 - Directed to go home & seek medical assistance
 - Established location to await pick up
- Develop artist medical emergency (covid) plan- volunteer to manage booth; designated medical resource for artist; plan to pack up/store booth if necessary.

4. EVENT PLAN OVERVIEW

Event Experience

- Juried, authorized artists from around the country will display and sell their artwork in individual booths set up within Lake Bluff Park
- Water Street Glassworks & Faculty/Guild Artists on KAC grounds (pending)
- Keep - artwork pick up service, parking lot attendants
- Permit no more than four sponsors on Lake Blvd/Broad Street
- No pets within Lake Bluff Park - on City Streets is ok
- Consider AF merchandise - keep in park, move online, move to KAC only (?)

Operational Impact

- Softly barricade Lake Bluff Park (soft rope around posts)
- Leave Broad Street to stairwell open = two "events"; North Event (north of Broad) & South Event (south of Broad)
- 4 entrance/exit points - volunteers needed
 - South Event: at Park Street & at Broad Street
 - North Event: at Port Street & at Broad Street
- Bottled water & soda sales within North & South Events (vending machines?)
- Need - guest drop off location(s)

- Need - clear guest parking suggestions with distances identified
- Lake Blvd closed Friday morning through Sunday evening for artist load in/out, guest foot traffic, porta potties, & sponsors
- Easel signs for wayfinding
- Onsite emergency response resources as normal

Guest Experience

- Designated entrances & exits
- Early VIP/KAC member shopping both days
- Consider seating/resting space within North & South Events?

Artist Experience

- Only 10' booth spaces available (unless sufficient declines/cancellation permit)
- Eliminate block party, artist pastries/coffee, breakfast, & artist roundtable (Sunday) - no handling of artists food. Eliminate Artists in Residence (lodging with local families).
- Maintain free water distribution to artists - volunteers
- Registration, load in & load out unchanged (no assistance provided to artists)
- Consider - established food service for artists with partner businesses

5. CITY REQUEST

- Use of Lake Bluff Park (including sidewalks & tree lawn) north of Broad Street and south of Broad Street. Public access from Broad Street to the stairs & ramp leading to Silver Beach County Park will be maintained.
- The following city streets closed to public traffic from Friday, 8 am until Sunday, 8 pm
 - Lake Boulevard from Park Street to Port Street including east tree lawn.
 - Pearl, Elm, Broad & Pleasant Streets from Lake Blvd. to the alley
 - *An emergency vehicle route along Broad Street (min. 15' lane) & Lake Blvd will be maintained.
 - The alley between State Street & Lake Blvd at the 700 Block.
- Closure of north lane of Park Street from State Street to Lake Blvd from noon- 8 pm Friday, July 9, 2021
- City Public Safety escort of artists from offsite (Hilltop Drive) location to Park Street & Lake Blvd beginning Friday, 1 pm

- No pets, bikes, skateboards, etc. within Lake Bluff Park with the exception of the space leading from Broad Street to the stairs & ramp.
- Use of electrical outlets throughout Lake Bluff Park, near restrooms at the top of the stairs, and on lamp posts along Broad Street.
- Provide, deliver and pick up picnic tables.
- When possible, remove temporary signage, swings, etc. during the art fair.
- Provide public safety officers within art fair event during public hours
- Provide after hours security for artists booths within Lake Bluff Park on Friday and Saturday nights, July 9 & 10, 6 pm through 9 am.
- Provide public safety officers at Broad & Lake, Park & Lake, and Ship & Lake during take down on Sunday, 5 pm - 8 pm.
- Lake Blvd will support one way (south to north) traffic for Art Fair artists only from setup on Friday through take down on Sunday.
- Remove trash along the alley from Park Street to Pearl Street between Saturday evening and Sunday, 9 am
- Withhold issuing any vending permits (food or otherwise) within Lake Bluff Park north of Broad & south of Broad on Saturday, July 10 & Sunday, July 11. Should this not be possible with a vendor; we request that the vendor be located outside of the gated event space; in particular for any food vendors.
- Restrict parking for Event Only (handicapped, artists & vendors) in lots 1, 11 & 14. Friday, July 8 - Sunday, July 11.

6. IMAGES FROM SUCCESSFUL PANDEMIC-ERA ART FAIRS





