

LUCIDITY



A proposal for a Deltopia Inspired Collaborative Event

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INTENTION

It is the goal of Lucidity Festivals LLC to support a collaboration between local community and student organizations to create a new, sanctioned event within Isla Vista coinciding with the typically unsanctioned gathering known as Deltopia. By coordinating and building the necessary infrastructure, enticing entertainment, and bringing together the resources of local law enforcement with the Lucidity fostered Guardianship Organization we believe it is possible to drastically reduce the amount of medical emergencies and violent confrontations that have typically occurred throughout the previous years.

About Lucidity

COMPANY STANDARDS

Lucidity Festival LLC is a collectively owned organization dedicated to creating transformational experiences for individuals and communities; we are a production company, a creative lifestyle for expanding consciousness, and an interconnected community of friends and family. Our decisions are made through a heterarchical model of consensus as opposed to other top-down hierarchical approaches. Everything we do revolves around the mission of advancing the following values in the world:

Core Values

- Participation and Immersion in the Artistic Process
- Personal Growth and Global Healing
- Awake and Aware Consciousness
- Environmental and Social Responsibility
- Family Fun and Creative Play
- Communal Reciprocity
- Transparency

OBJECTIVES FOR THIS EVENT:

- Produce a community event that is authentically by and for Isla Vista residents
- Transition the unsanctioned yearly party that is Deltopia into a sanctioned and community supported event
- Increase public safety at Deltopia
- Contribute to a cultural shift within Isla Vista that is focused on:
 - Community Celebration of Spring
 - Collaboration and Cooperation
 - Artistic Expression
 - Guardianship
 - Responsible Partying

Site Map

View Site Map in Google Drive [HERE](#)



Understanding our Budget Proposal

[Click here to review the current Budget Proposal Spreadsheet](#)

DEPARTMENT LEADERSHIP:

The Department Leadership are the managing supervisors for the Departments for the event. Role responsibilities include oversight for all corresponding Dept. Branches and all projects therein: budget management, hiring, contracting team, progress updates, timeline creation, etc. The Dept. Head also provides support & guidance for any and all roles in the Department. The Leader and Team is meant to support the facilitation of information and support for all participants and staff.

SITEOPS OPERATIONS BUDGET:

The Site Operations Budget is for the oversight of the logistics of the Venue. The budget covers site layout, restrooms, fencing, road closures, traffic management, and event signage, with the support of a Site Operations Department Head, which the SODH manages and instructs. Restrooms and handwashing stations will allow for participants to keep in the flow of the event. Fencing will only be necessary around stages and equipment as well as beer garden. Road Closures and Traffic Management will assist in keeping the grounds moving watching ingress and egress of population. Event Signage will be necessary to help guide and move participants to all sanctioned areas.

STAGE PRODUCTION & TALENT CURATION BUDGET:

The Stage Production Budget is for the oversight of the technical aspects of the stage production (decks, truss, light, sound, power) from assessing needs and plans, submitting vendor bids, finalizing orders, ensuring proper delivery, set up, execution and breakdown.

Talent Curation Budget is for the oversight of the talent aspects of the stage production (hiring, riders, community stage, open mic stage, activities zone, and sponsorship zone). Working highly with community involvement for the headlers to be the Isla Vista Community members.

Beer Garden will be community organized drinking space to allow sponsors to showcase their product while creating a healthy and monitored space for alcohol.

FABRICATION & INSTALL BUDGET:

Fabrication and Installation Budget is for the oversight of the Stage Designs, Shade Structures, Banners, and Information Kiosks. The look, beautification and safety of the building sites of the event will be managed by this department. Information Kiosks will

contain site layouts, vendor information, schedule, and any other information Isla Vista would want to promote.

COMMUNITY OUTREACH & COMMUNICATIONS BUDGET:

Community Outreach & Communications Budget is for the oversight of bringing the community involvement together. The community is building the event, and we are helping with the framework. This is the biggest area of importance to feel like it is a community event put on by the community. Outreach and Recruitment of the Community Partners, Rebanding focus, Sponsorship Outreach, Vendor Coordination, Community knowledge, and additions like Giveaways and Prizes.

SAFETY & SECURITY BUDGET:

Safety & Security Budget is for the oversight of the Safety and Security of the Participants, Staff, Vendors, and Venue. This budget includes the Security, Harm Reduction and Medical Team and the liaison with Law Enforcement. Security will be a buffer between law enforcement and participants with the goal for less citations issued or arrests made. The Harm Reduction & Medical team will be a buffer between law enforcement and participants with the goal for less injuries and ambulance trips to the emergency room.

ADMINISTRATION BUDGET:

The Administration Budget is for the oversight of the Operating Expenses. Overseeing Systems, SOP's, Budget Management and timelines necessary for a successful event. Contracting all appropriate team members, community members, leadership roles, vendors, and sponsors, as well as fulfillment of said contract. Providing proper insurance such as Worker's Compensation, Event Specific Insurance, GL, Auto, and any other to cover all areas of liability. Additional Operating Expenses for Lucidity Festival to reserve such as incidentals, storage fees, CPA, Bookkeeping, Attorney, and other unforeseen expenses that may arise with the change of the population, limitations, or expansion of the event.

Safety, Security, and Harm Reduction Plan

OVERVIEW:

The Guardian Team works with Lucidity Festival LLC as well as the Isla Vista Food Co-op, in an ongoing partnership to steward community guardianship and personal empowerment. The Guardian Team is establishing a new industry standard for security services with focus on de-escalation, harm reduction, and crisis management. Our solutions based approach and orientation on community and empowerment allows us to tailor our response with the appropriate resources. We provide a convenient and non-intimidating presence that specializes

in community care. We ensure security and safety while maintaining a compassionate and supportive role as our priority. This establishes a unique position of trust and confidence that we build upon.

It is unclear exactly what size population this public, sanctioned alternative to the historic DelTopia party may draw. We also understand that local Law Enforcement are not going to completely withdraw from providing a presence and we are excited to work together to lay the groundwork for a solid security plan; we have great working relationships with the public agencies we've worked with, including the Santa Ynez Sheriff Department. Due to the unknowns, we are suggesting coverage that includes 50-60 personnel including California licensed Security Guards, certified Mental Health specialist and Harm Reduction agents. A common practice for our company is to focus on the human elements when incidents occur; addressing the emotional and mental conditions often responsible.

Our COMMAND staff and security would work 12 hours shifts which would cover the entirety of the event (from 8AM to 8PM) and would be led by three Supervisors: 1) The Head Supervisor would focus on Critical Incidents involving local Law Enforcement and would liaison with all public agencies directly, responding to higher profile calls with a pair of CIT trained rapid responders; 2) a Security Supervisor who would manage the static positions and roaming teams of Security Guards; 3) and a Harm Reduction Supervisor who would be responsible for managing Sanctuary and our Harm Reduction roaming teams in the field. This COMMAND would be supported by our Dispatch and Administrative team, which work to route calls to appropriate services, sending back up, involving Law Enforcement or Medical, logging events and creating incident reports.

Command would take lead of approximately 25-30 Security Guards. Static Posts would include positions at the main stage to cover the audience/dancefloor area, the barricades in front of the stage, and back-stage / greenroom access. There would additionally be paired static posts at the secondary (local bands) stage, the games and activities area, the beer garden, the IV Food Co-op Open Mic zone, and the community activation / sponsorship spaces. We would staff at minimum 5 supportive teams of security roamers with a 6th dedicated solely to responding to all high profile calls with the CIT Supervisor.

We believe our Harm Reduction team would be very successful in triaging calls that would normally escalate to police or medical, and these would include highly intoxicated and altered individuals, as well as those experiencing overwhelming emotional or mental triggers due to exposure to large population, hot weather, dehydration, or other natural and unnatural contributing factors. We are familiar with how to approach and de-escalate many common occurrences of this nature directly in the field; which can be termed 'catch and release' calls. For those instances when more time is needed, or greater care given, we escort the involved parties to our Sanctuary; a safe space for people to process whatever they are going through and feel the comfort of being more removed from high pop zones, loud music, or other stimulation. Feeling less rushed and less a draw on resources often allows people to rebound quicker. We prefer Sanctuary be placed near trained medical staff who can make medical assessments when deemed appropriate or when it becomes necessary to pass off to medical or emergency services.

Our Harm Reduction Supervisor would work the entire event, staffed for 12 hours, and is responsible for managing both our roaming and Sanctuary Harm Reduction staff. The primary duty of this Supervisor is deciding how long roaming teams should remain engaged with “green dots” (psychological or emotional related calls), and when they should be brought for further care at Sanctuary. In our experience we reduce the majority of incidents that go to jail, hospital, or would otherwise tie up emergency services. Our Sanctuary Leads have extensive mental health training and are experienced in dealing with a variety of conditions that bring on escalated psychological or emotional states. All Harm Reduction staff, other than the Supervisor, would work on 6 hours shifts as this work can be as draining as it is rewarding and positive. In addition to having a Lead with two supportive roles in Sanctuary, we would be running a minimum of 4 Harm Reduction teams in the field who are out having fun and blending in with the crowd - being an extra set of eyes and ears, focused on heading off problems before they mature.

We are excited to test our approach in a public setting, as we are used to running this style detail during private events and festivals. We are experienced working hand-in-hand with local Law Enforcement, Medical professionals, and hope to create a positive experience for all involved, including the community at large. We appreciate the opportunity to present this first draft Security Plan and are eager to receive feedback from the Isla Vista Sheriff, Campus Police, and IV Foot Patrol - and are happy to adjust in the ways that make sense and provide fuller public safety. Please send all email correspondence to info@theguardianteam.com; we welcome any questions, concerns, or insights you might share with us.

www.theguardianteam.com

PROPOSED SECURITY COVERAGE FOR APRIL EVENT - [HERE](#)

GUARDIAN PROTOCOLS HANDBOOK - [HERE](#)

Community Outreach Plan

MULTI-STAKEHOLDER REBRANDING DEEP DIVE

In order to support the objective of changing perceptions, attitudes and behaviours surrounding Deltopia, it is believed that the name of the event should undergo an evolution. We propose to facilitate a deep dive session with representatives of all relevant stakeholder groups, including students, residents, local businesses, parks department, etc. The purpose of this collaborative brainstorm session will be to 1. Expose the core values that make up the foundation of this community event and 2. Allow the naming of the event to emerge organically from this group, through this process.

ENROLLING LOCAL STUDENT GROUPS AND HOUSES

It is imperative that this project work directly to support the student houses and groups already providing opportunities during the unsanctioned DelTopia event as well as empowering and enrolling them in the areas where Lucidity is proposing content. By creating a safe container, as well as infrastructure for those groups to participate we can help divert traffic from the open street area where the majority of activities as well as problems in the past have occurred. We're resetting the intention around the event, while still supporting its goal.

EMPOWERING HOUSES TO BE GUARDIANS OF THEIR OWN EVENT

A large variety of the houses on Del Playa take part in the festivities that happen on their street during this time. It is part of our mission to empower each of those houses to either divert crowds to the open streets event, or take on the tools of Guardianship. What this means is that participating groups will be offered the tools from conflict resolution, how to recognize potential medical emergencies, as well as direct lines of support that they can call to help diffuse potential situations. Students will also, where appropriate, be offered opportunities to participate in the collaborative production of the event and the crafting of the experience. This is an opportunity for those students who love to be the party planner to leave a legacy.

BUILDING COMMERCE IN ISLA VISTA AND SUPPORTING LOCAL BUSINESSES

Isla Vista has a wealth of businesses already dedicated to the food and beverage sales to students. As our chosen event location would naturally incorporate those businesses and likely increase their traffic as well as revenue for that day, we would like to encourage local businesses to participate in providing event themed sales to incentivize more traffic coming off Del Playa and into the heart of IV. We have already enrolled the collaboration of the Isla Vista Food Coop and their interest to hold an Open Mic stage that would support in our content.

Production Timeline

**Proposed Deadlines are malleable and would be solidified once all Department Heads and participating organizations and groups are finalized. Deadline for a finalized Production Timeline should be the first week in November.*

October

- Oct 8, 2019 - Budget Approval
- End of October - Key Dept Head roles assigned

- ❑ Preliminary Focus Groups of all Interested Parties for Preliminarily Agreed Involvement & Rebranding

November

- ❑ Nov 1, 2019 - Re-Branding/Naming Deadline
- ❑ Nov 20, 2019 - County Parks Permit Deadline

December

- ❑ Dec 1, 2019 - Key Stage Curators Contracted w/Approved Budget
 - ❑ Music Curators
 - ❑ Workshop Curators
 - ❑ Participating Student Groups
- ❑ Dec 15, 2019 - Contracting Deadline for Managers below Heads and Involved Outside Groups

January

- ❑ Community Outreach
 - ❑ Canvassing of Del Playa Houses willing to Participate in Safety Measures
 - ❑ Canvassing of Businesses willing to Create Sales to support event day

February

- ❑ Feb 1, 2020 - Marketing Deadline for Lineups & Content for Print
- ❑ Feb 15, 2020 - Final Infrastructural Map Placement of all Environments, Installations, Accommodations, Barriers, and Amenities
 - ❑ Sponsorship Deadline for booths and offering placement
 - ❑ Community Partner Deadline for involved groups with official offerings
 - ❑ Merchant Vendor Deadline for approval and placement of participating Vendors

March

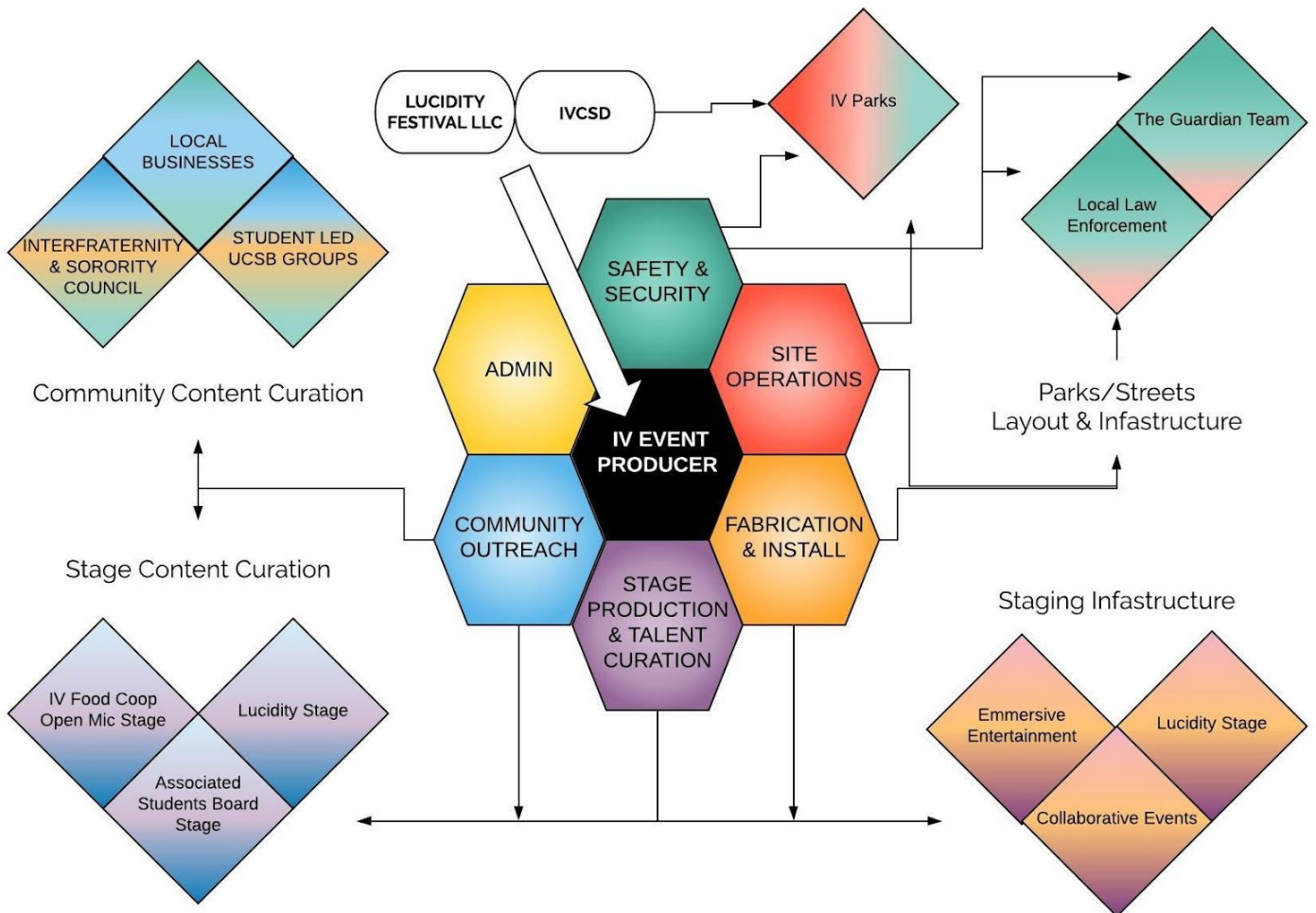
- ❑ March 1, 2020 - Sponsorship Deadline for Branding and Marketing
- ❑ March 10, 2020 - Final Deadline for all Schedules of Content
- ❑ March 15, 2020 - Final Deadline for Participating Houses in Guardianship Training and Infrastructural Support

April

- ❑ April 3, 2020 - Infrastructure Arrives - Build Day
 - ❑ Park closed for build out.
 - ❑ Streets not shut down necessarily until 4/4
- ❑ April 4, 2020 - Event Day
 - ❑ Streets close - Blockades installed
 - ❑ Cleanup Begins at 6pm
 - ❑ Strike of Infrastructure & Environments post 6pm

Event Management Structure and Associate Responsibilities

ORGANIZATIONAL STRUCTURE



1 Executive Producer -

- Setting and hosting meetings
- Interfacing with city, county & Community Service District Board
- Ensuring overall cohesion of production team

6 Department Leads-

- Site-Ops -
 - Porto-Potties
 - Fencing
 - Road Closures
 - Traffic Management
 - Event Signage

- Sanitation / Waste Management - AdoptABlock run
- Stage Production & Talent Curation
 - Talent Booking -
 - Sound
 - Power
 - Backline
 - 3 Stages
 - 1 Workshop Zone
 - 1 Sponsorship Activation Zone
- Fabrication & Install
 - Stage Design
 - Shade Structures
 - Canvas Banners
 - Information Kiosks
- Community Outreach & Communications
 - Community Banners/Signage
 - Giveaways
 - Sponsorship
 - Recruitment of Community Partners
 - Vending & Local Business Coordination
- Safety & Security -
 - Law Enforcement, Fire, Emergency Services Liaisonship
 - Event Security
 - Guardianship
 - De-Escalation/Mediation
 - Harm Reduction
 - Medical
- Administrative
 - Insurance
 - Systems & Software
 - Contracting & Payroll
 - Operating Expenses

TOTAL EXPENSES: \$184,850

Revenue Generating Opportunities:

- Event Sponsorship & Activations
- Beer Garden
- Merchant Vendor Fees

Beyond Deltopia

Concert in the Park Series

- \$25,000 each for baseline production expenses of 1 stage
 - *Headliner booking fee not included
- 5pm - 10pm on a Friday, Saturday, or Sunday evening
- *Recommend bringing in a Headlining act between \$5,000-\$15,000
- Revenue Generate via ticket sales