

Southern Advisory Committee

# Portola Music Festival

Presented by:

Erin Bilbo, Sr. Director Regional Business Operations of Goldenvoice

Tim Le, Regional Festival Director of Goldenvoice

Jordan Langer, CEO of Non Plus Ultra

# New and Cont'd for 2024

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- Adjusting stage, site, and speaker configuration for better sound containment
- Expanded community outreach
- Additional community hotline staffing
- Expert Festival Sound System Designer, Consultant, and Engineer: Dave Rat - Rat Sound
- Sound monitoring consultants, Erevu Group, additional dB readers
- Career Exploration panel for Greater Bay Area organizations
- Refined traffic plan
- Improved crowd management and ingress / egress

# Festival Fast Facts

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Dates on Site at Pier 80: **September 19 - October 2, 2024**

Event Dates: **September 28 & 29, 2024**

Event Hours Outside: **1:00PM - 11:00PM**

Sunday Night Outdoor Sound Ends: **10:45PM (15 minutes earlier than past two years)**

Soundcheck Dates: **September 25 - 27 | September 28 & 29**

Soundcheck Hours: **12:00PM - 10:00PM (sporadic) | 9:00AM - 12:00PM (sporadic)**

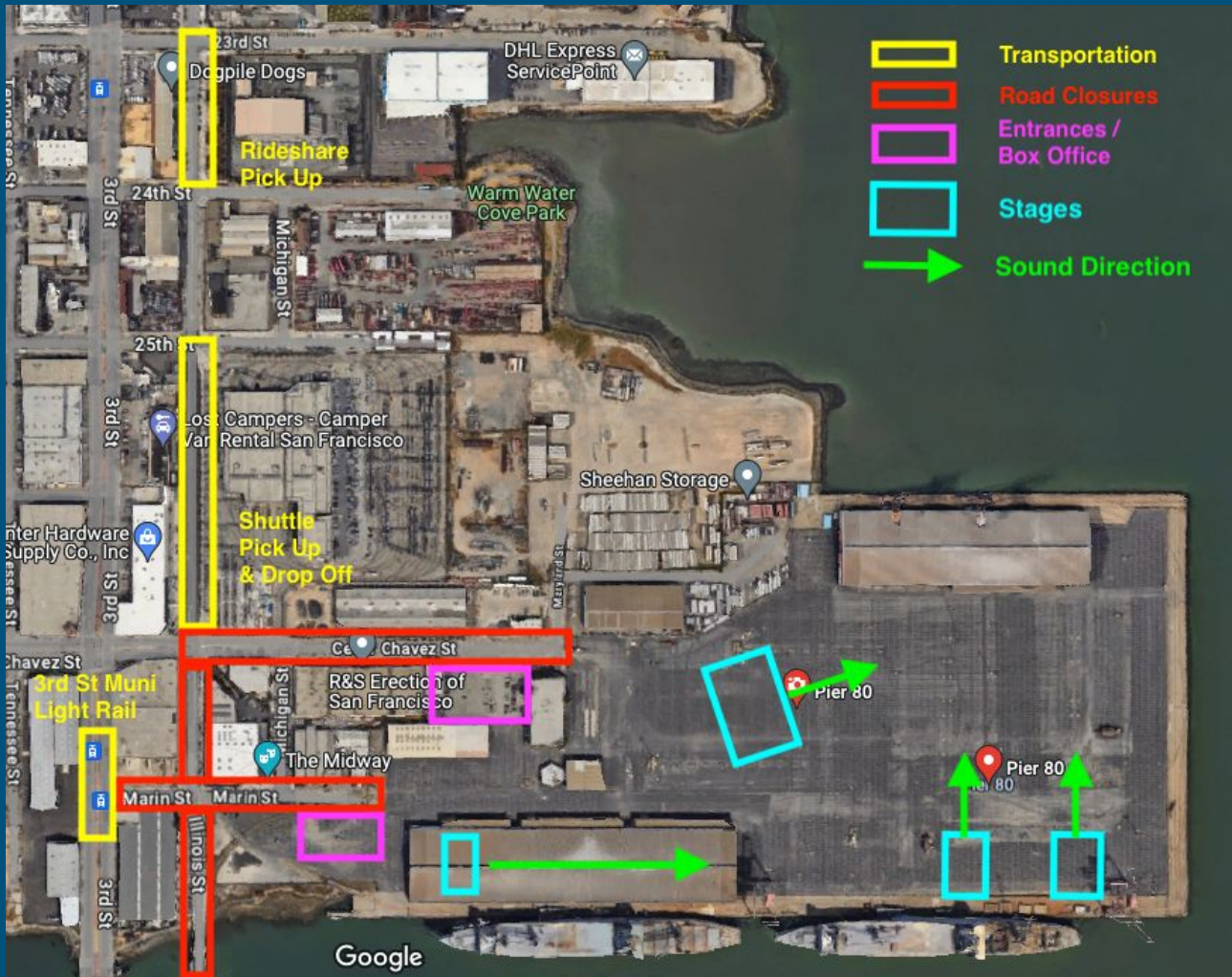
Event Capacity: **40,000 Patrons per Day**

Event Ages: **21+**

Expected Demographic: **27 - 35 years of age**

# SITE MAP

Area of Pier 80 that will be utilized



- Transportation**
- Road Closures**
- Entrances / Box Office**
- Stages**
- ➔ **Sound Direction**

Google

# COMMUNITY

Outreach & Relations

# Outreach & Relations

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- Before announce:
  - Began conversations with existing Portola Neighbor list via email
  - Began conversations with City of Alameda
  - Initial flyering through Bayview, Dog Patch, Potrero, and Hunter's Point
- Website with info about outreach hotline during the event and specific email address active before, during, and after the event
- AEG DE&I team, Goldenvoice, and NPU hosted Career Exploration Program with 30 participants sourced from City College of San Francisco, Covenant House, Kingmakers of Oakland, Portola's Hiring Fair, and around the Bay Area
- Successful Virtual Hiring Fair
  - Call center fully staffed by the fair
  - Many box office and guest services employees also hired via the fair

# Outreach & Relations cont'd

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- Half of our food and beverage vendors on-site were local, including our Farmhouse Thai VIP Pop-Up restaurant and several return vendors
- Increased and expanded neighborhood cleaning led to only two complaints from surrounding neighbors
  - Expanded in the moment to cover ground mentioned by complainants
- 90% of patrons are from within 50 miles of San Francisco
- Portola Week Shows
  - 20 shows at 10 different venues in San Francisco
  - At least the same amount of shows and more venues this year
- Harm Reduction efforts with Narcan on-site with medical providers and partners, End Overdose





## INDUSTRY INSIGHTS

LEARN FROM THE PROFESSIONALS AT GOLDENVOICE AND NON-PLUS ULTRA ABOUT HOW EVENTS, CONCERTS, AND FESTIVALS ARE PRODUCED.

WHETHER YOU'RE A STUDENT, MUSIC LOVER, OR CONSIDERING A CAREER CHANGE, THIS EVENT IS PERFECT FOR YOU!

### EVENT DETAILS

TUESDAY, SEPTEMBER 24, 2024

9:00 AM - 2:00 PM

SAN FRANCISCO, CA 94124

21+ ONLY

### WHAT TO EXPECT

- PANEL DISCUSSIONS WITH INDUSTRY PROFESSIONALS
- EXCLUSIVE BEHIND-THE-SCENES TOURS OF THE MIDWAY AND PIER 80
- NETWORKING WITH TALENT BUYERS, OPERATORS, MARKETERS, & MORE

**RSVP NOW**



# SOUND MANAGEMENT

Progress and Planning

# Sound Management

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- Work with sound monitors, Erevu Group, to place five (5) dB readers in key locations again
- Add dedicated roaming dB reader for Greater Bay Area
- Re-adjust stage placement to mitigate on site
- Majority of complaints came directly to the Portola Call Center via our hotline instead of 311
- No complaints on Friday during sound check, minimal complaints on Saturday throughout the day and night, overwhelming majority of complaints came Sunday night after 6PM from Alameda
- There will always be factors outside of our control, such as individual homes' infrastructure, weather, and other Bay Area variables

# Recap

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Dates on Site at Pier 80: **September 19 - October 2, 2024**

Event Dates: **September 28 & 29**

Event Hours Outside: **1:00PM - 11:00PM**

## Community

Proactively reach out and continue to engage Bayview and adjacent neighborhoods utilizing existing contacts and methods while working purposefully on effective means of communication to encourage involvement and awareness based on learnings from last year

## Sound Management

Direct and contain sound to site utilizing specialized sound systems controlled by our audio engineer and specialist within standard hours for outdoor live entertainment, and work with community relations specialist, hotline call center, and noise monitoring company to address complaints in real time

## Traffic Plan

Keep rideshare zones from last year based on neighbor and entity feedback - Work closely with city agencies to ensure smooth and efficient traffic control measures utilizing public transportation means

Thank you all for your time!