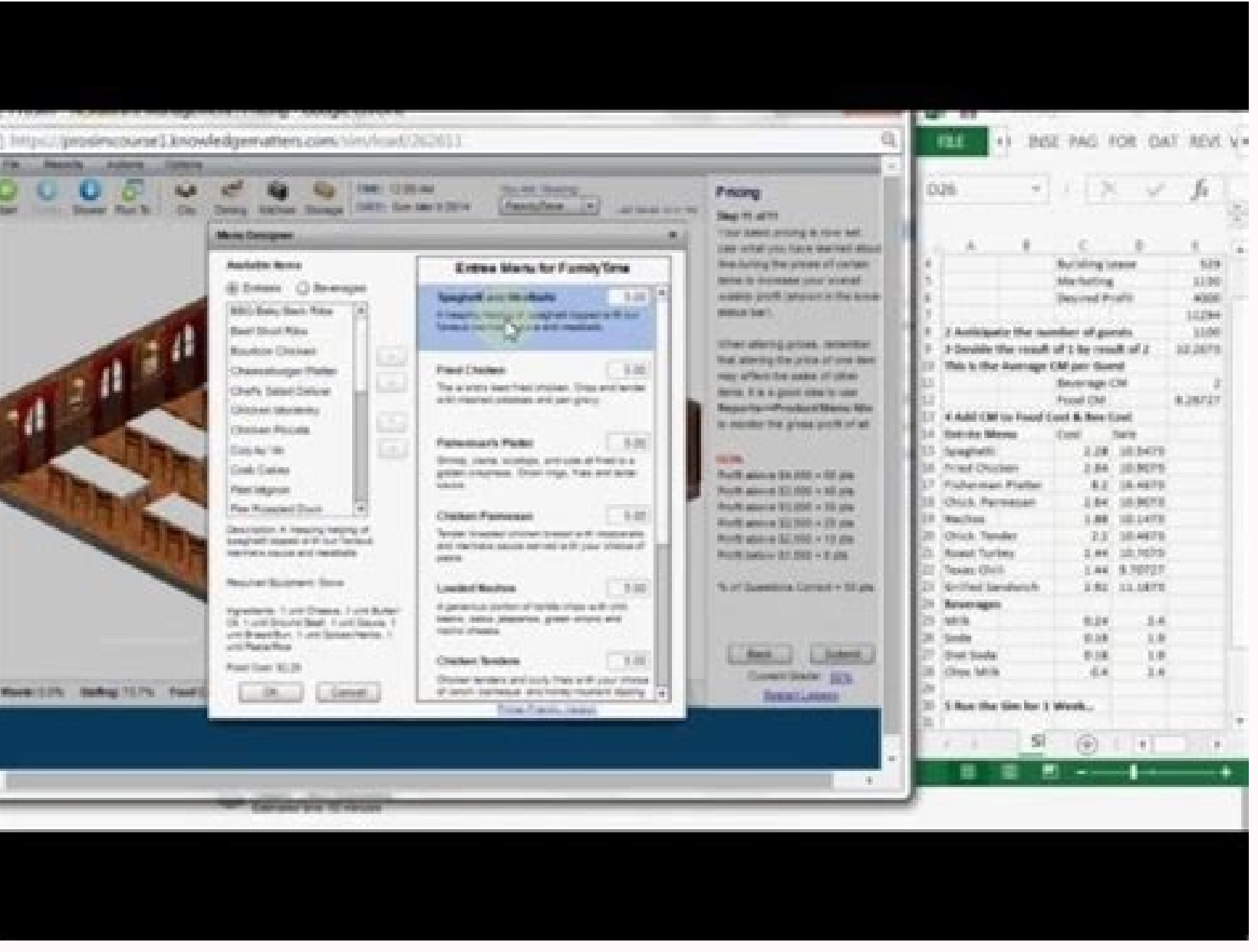
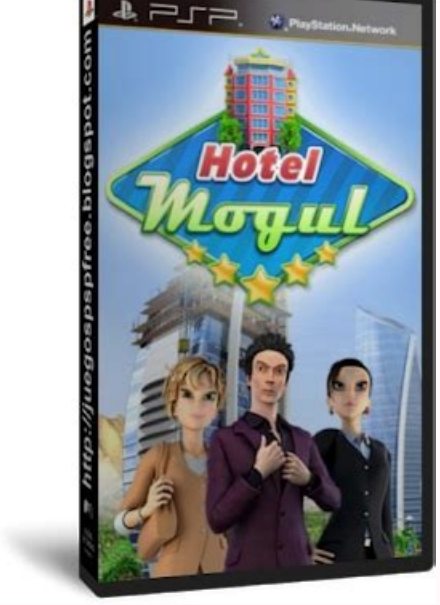
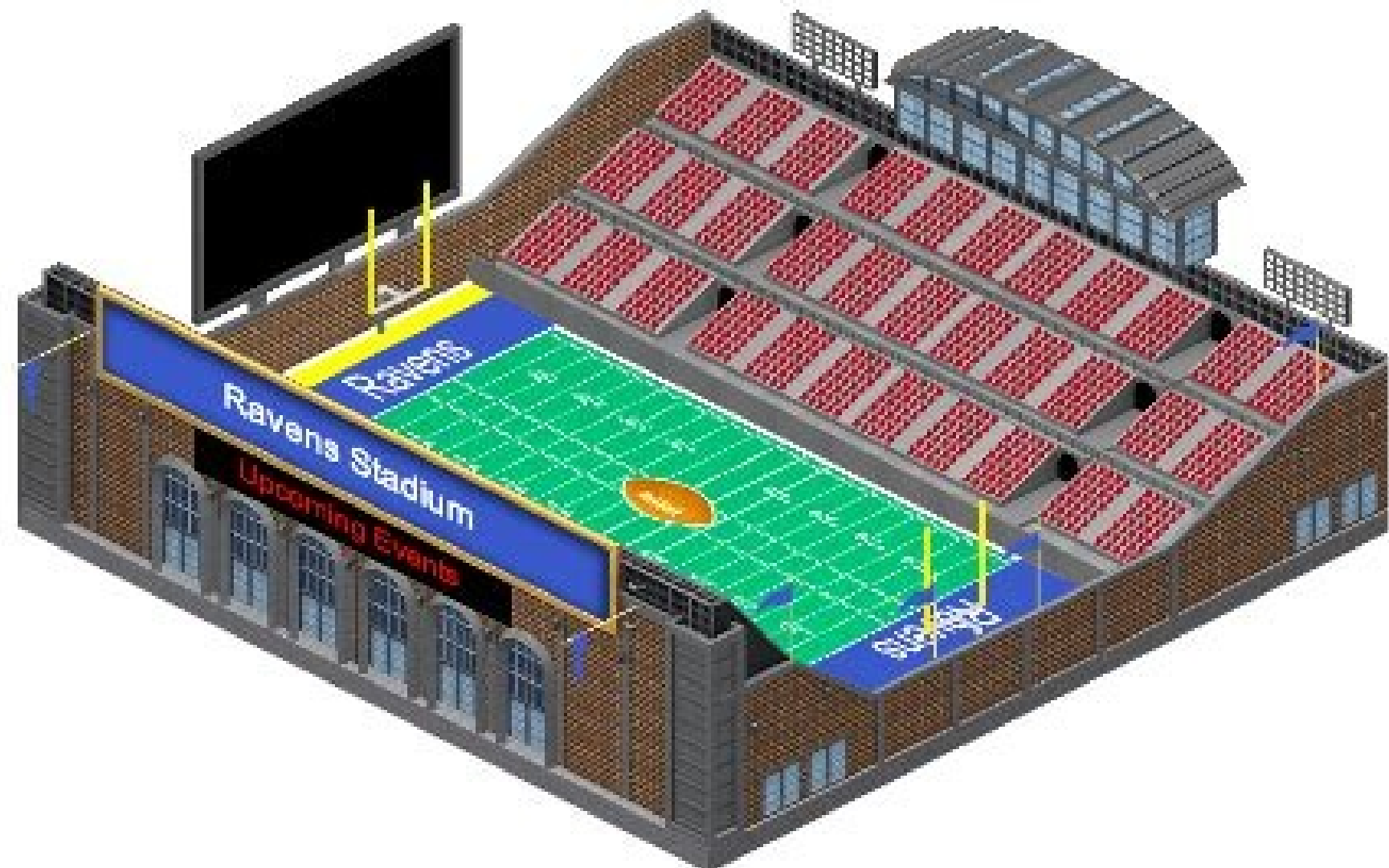


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- Lesson 1 - Pricing and Revenue Management
- Lesson 2 - Marketing and Sales
- Lesson 3 - Public Transportation
- Lesson 4 - Parking
- Lesson 5 - Security
- Lesson 6 - Safety
- Lesson 7 - Sustainability
- Lesson 8 - Customer Experience
- Lesson 9 - Financial Performance
- Lesson 10 - Strategic Planning
- Lesson 11 - Risk Management
- Lesson 12 - Innovation
- Lesson 13 - Leadership
- Lesson 14 - Ethics
- Lesson 15 - Globalization
- Lesson 16 - Digital Transformation
- Lesson 17 - Talent Management
- Lesson 18 - Organizational Design
- Lesson 19 - Change Management
- Lesson 20 - Business Model Innovation



Vb knowledge matters answer key, Vb knowledge matters sim answers.

1 VBS - Lesson 3 Ingress and Egress 2 Learning Targets I can define Ingress and Egress. I have an understanding why Ingress and Egress are vital to the long-term success of stadium events. I am able to discuss and analyze event transportation and parking options. 3 Key Terms Ingress Egress Bottlenecks Satellite Parking Ticket Sellers Ticket Takers Public Transportation ADA - Americans with Disabilities Act 4 Ingress - the flow of fans into a venue. Egress - the flow of fans out of or away from a venue. Stadium Manager's main focus is to simplify or make it easy for fans to; Get In Park Locate Seats Leave GOAL - to eliminate "BOTTLENECKS" 5 Bottlenecks - Choke points that tie up the easy flow of traffic (foot or other) Causes: Not enough exits, gates, stairs, walkways, streets Everyone leaving at one time Accidents or Medical Emergencies Construction Inclement Weather NOTE: the rate of flow is called Throughput Throughput = Rate * Time 6 Public Transportation - Satellite Parking - Any parking lot offsite from the stadium. VBS - you will need lease Satellite Parking sites for your fans to park in and rent buses to shuttle them to and from the stadium. Public Transportation - Methods of transportation customers pay to use. Examples: Subway Buses Commuter Rail 7 Facts Includes: 1990 Americans with Disabilities Act (ADA) was passed Requires new stadiums to be accessible to people with disabilities. Includes: Seating Options Concessions Parking Entrances Water Fountains Restrooms FYI - ADA also required installation of Braille signs and flashing lights for fire and emergency alarms/notifications. 8 VBS Assignment Lesson 3: Ingress and Egress Reading Material Reading Quiz Math Quiz "SIM" Exercise Due end of day Thursday - Nov. 7th 9 VBS Lesson 3 - Math Quiz #1 3 roads x 2 lanes / road x 1,000 vehicles/lane/hour = 6,000 vehicles/hour 10,000 vehicles = 1.66 hours = 1 hour 40 minutes 6,000 vehicles/hour 10 VBS Lesson 3 - Math Quiz #2 70,000 fans x 60% = 42,000 fans arriving by car 42,000 fans = 21,000 cars 2 fans/car 21,000 cars = 9,000 main lot parking spaces = 12,000 satellite spaces needed 12,000 satellite spaces needed = 8 satellite lots needed 1,500 spaces/lot 11 VBS Lesson 3 - Math Quiz #3 14,000 vehicles = 4 hours 7 - 4 = 3pm Road Closing 12 VBS Lesson 3 - Math Quiz #4 100,000 fans x .42 = 42,000 fans who need buses 42,000 fans = 600 bus trips 70 fans/bus trip 600 bus trips = 30 trips/bus 20 buses 13 VBS Lesson 3 - Math Quiz #5 3 games x 15,000 passes/game = 45,000 passes #6 2 gates x 2 booths/gate = 4 booths 4 booths x 400 fans/hour/booth = 1,600 fans/hour 14 VBS Lesson 3 - Math Quiz #7 2,700 patrons = 21.6 = 22 ticket takers 125 patrons/ticket taker #8 (2 x 4type A) + (1 x 4type B) = 16 parking attendants 15 VBS Lesson 3 - Math Quiz #9 Let f = number of fans Let ti = time for ingress Let te = time for egress 3,000 = f / ti = rate of ingress ti = f / 3,000 te = 2 / 3 ti = 2 / 3 x f / 3,000 = f / 4,500 Rate of egress = f / te = f / 4,500 = 4,500 fans per hour 16 VBS Lesson 3 - Math Quiz #9 Ingress time = 3,000 fans = 1 hour 3,000 fans/hour Egress time = 2/3 x 1 hour = 2/3 hour Egress rate = 3,000 fans = 4,500 fans per hour 2/3 hour 17 VBS Lesson 3 - Math Quiz #10 20 minutes + 5 minutes = 12.5 minutes 2 Marley/Hoover High School Marley describes how she was able to apply what she learned through the Knowledge Matters simulations to her retail experience working at Forever 21. The Simulations excite her about learning business through fashion and retail since that is something she is passionate about. NickHoover High School Nick from Hoover High School uses the real life skills he learns through the Knowledge Matters simulations in his job at a restaurant and shares how they can prepare him for a future in business. MasonHillsboro Deering High School Mason shares how the Knowledge Matters Simulations helped him realize what career path he could take and how he can incorporate his love for sports in his future. CadenIrondequoit High School Caden compares her experiences at a professional sport event to what she learned through the Knowledge Matters Virtual Simulations. She enjoyed seeing how what she learned applied in the real world. Caden also explains how she is motivated to take her career in a certain direction thanks to the simulations. 1 VBS - Lesson 4 Parking 2 Learning Targets I understand why stadium parking is central to a positive fan experience. Describe the connection between parking and tailgating. 3 Key Terms Ingress Egress Dynamic Pricing Satellite Parking Public Transportation On-Street Parking Fixed Cost Variable Cost 4 PARKING Parking is a major source of REVENUE. Parking is a potential "Cash Cow" - revenue flows from Home Games Concerts Conventions Parties, Dances and Celebrations 5 Pricing is typically set by Supply and Demand of; The event Time of year Day of the week Convenience (Location) Amenities (Covered vs. Non-Covered) Satellite Parking - parking that is offsite, that owners can lease or own, that will shuttle or bus fans to the event at no cost to them. Benefits: Increase # of available parking places Reduces traffic issues Better for environment (less idling) Leasing lots reduces variable cost (maintenance, salary, up-keep, etc.) FYI - San Francisco and Seattle are experimenting with "Smart Parking Meters" that adjust their price based on "Supply and Demand" data. 6 Sporting/Entertainment event challenges...Traffic (Fans) Flow Getting fans in/out of the parking areas (garages or lots) on and off site. Ingress - flow of traffic (fans) to or into the stadium or event. Egress - flow of traffic (fans) out or away from stadium or event. Parking Bottlenecks - traffic "stand still" that occurs within a parking lot because of an overloaded traffic situations due to lack of spots and staff. If challenges are not addressed by organizers their bottom line (profit) will suffer. 7 How can we address the challenges? Ensure adequate parking Offer onsite parking Utilize Public Transportation Utilize On-Street Parking when/where available Offer Satellite Parking - parking that is offsite that will shuttle or bus fans to the event at no cost to them. VBS - you must utilize Satellite Parking. Benefits: 1. Lessens fines from the city. 2. Fans get to the game on time. 8 Alternative to, or complement of, traditional stadium parking is Tailgating. Tailgating - is the practice where fans arrive early, grill food, drink and socialize around cars, trucks, vans, and RV's in a stadium parking lot....party atmosphere. Some owners from upon it others welcome it. Minnesota Vikings sell yearly official tailgating passes (approx. \$300.00) guaranteeing a space for tailgating outside of the stadium. 9 VBS - Fixed and Variable Cost Fixed Cost - cost incurred by a business regardless of how much goods and services are produced. Salaries (contracted or full time employees) Lease or Rental Agreements (Satellite Parking) Loans Variable Cost - cost incurred by a business that vary from month to month or year to year. Price for food Snow Removal Fines Salaries (part-time or seasonal employees) Utility Bills 10 VBS Assignment Lesson 4: Parking Reading Material Reading Quiz Math Quiz "SIM" Exercise Due end of day Tuesday - Nov. 12th 11 VBS Assignment Lesson 3: Ingress & Egress Solutions Satellite Lots = 6 Buses = 2 Ticket Takers = 14 Parking Cashiers = 16 Parking Attendants = 42 VBS - Lesson 1: SIM Solution \$35 \$45 \$55 \$60 \$65 \$80 VBS - Lesson 2 Stadium Staffing Learning Targets • I understand the consequences of understaffing or overstaffing a sports venue. • I recognize the two vital functions that Ushers play at sporting events. • I understand why security personnel are central to a smooth-functioning event. Key Terms • Grounds Crew Security Usher Gate Greeter Information Specialist Concession Staff Stage Crew Sound Crew • Cleaning Crew Ticket Takers Ticket Sellers Parking Cashiers Parking Attendants Parking Security Crowd Control Spectator Violence Why is adequate staffing so important? Any sporting or entertainment event must have appropriate staffing...as it helps to prevent; 1. 2. 3. 4. Confusion Chaos Injuries Illegal Activities CAUSE Fans that have... • Unsafe • non-friendly • "Bad", experiences are less likely to come back. EFFECT Decrease in profit. Good experiences will bring fans back. Gate Keepers Paid employee who represents franchise who monitors the turnstiles and gates to ensure only paying customers enter the stadium. Multiple duties...helps fans; 1. Check Tickets 2. Answer Questions NOTE - typically first stadium rep customers meet. Tickets - Staff Ticket Takers: employees who check tickets at entrances. Ticket Sellers: employees who sell tickets at stadium Box Office. VBS - hiring the appropriate amount of employees is KEY to earning profit. Information Specialist Paid employee who represents franchise - walks around stadium assisting fans multiple duties; 1. Answer Questions 2. Medical Emergencies Support 3. Reports happenings to Security Ushers Paid employee who represents franchise. Multiple duties...helps fans; 1. 2. 3. 4. 5. Find their seats Find Food & Beverage Options Find the Restrooms Helps ensure seating experience is pleasant Helps keep area safe VBS - you must have Ushers on every level. Concession Staff that prepares and serves food and drinks. 1. Help Prevent Underage Drinking 2. Limit Alcohol intake (later stages of game/event) Field Maintenance Paid employees who are in charge of field (grass/turf); • Condition • Upkeep • Prep • Maintenance Groundskeeper: Person in charge of the field and the workers assigned to maintain it. Grounds Crew: Group of workers who maintains the field (water, paint, line, mow, sterilize, etc.) VBS - you must hire more than one. Concert Staff Paid employees (by the band or tour promoter) who are in charge working concerts... Stage Crew: workers that help set-up and test bands staging and equipment. Sound Crew: workers that run the venues sound system. Cleaning Crew: workers responsible for stadium cleaning before, during and after events. Parking - Staff Cashiers: employees who take money from fans before or after the event... stationed in the booths at the stadium parking lots and garages. Attendants: employees who help find parking and navigate the parking areas. Security: employees who make sure fans' vehicles and personal belongings in them are safe during the event. Security Hired (public and private) workers to enforce local laws and stadium rules. Typically work to; 1. Prevent fights 2. Prevent fans from throwing objects 3. Prevent damage to stadium property 4. Ensure crowd control 5. Respond to any emergency issues VBS - you must have Security on every level. You must provide a Safe Environment for your fans! Crowd control is security term used to ensure a peaceful event. Crowd control is vital in ensuring the safety of fans as well as players, coaches, and officials. Spectator Violence - started/instigated by fans going after/against opposing fans/players involves nay or all of the following: Public Intoxication Verbal Abuse Riots Terrorism Acts Ticket Scalping Underage Drinking Physical Abuse Littering Loitering Traffic Congestion Fact - professionally this occurs most in the sport of Soccer. You must provide a Safe Environment for your fans! Causes of Spectator Violence: VENUE Noise Level Seating Arrangements Significance Reputation Location STAFF Training Experience Presence Communication EVENT Crowd Demographics Event Performance Alcohol (available) Duration VBS Assignment - Lesson 2: Stadium Staffing - Reading Material - Reading Quiz - Math Quiz - "SIM" Exercise Due: Friday, Nov. 1st "End of Day"

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