Tesla Birthday Bash - 2020 - AAR

Shared Google Photos Album - https://bit.ly/32bIPDd (Please add any Photos & Videos you took at Event here)

What Went Well

- Screen Size, great big screen!
- Bathroom Puck Lights, Provided good visibility in Bathroom.
- Parking, Smooth setup, Egress rows allowed easy access in and out and for those who wished to leave early.
- Garbage Cans, having plenty of Garbage Cans everywhere preventing littering.
- Black Carpet Material for Covering Headlights, for those who couldn't figure out, or vehicle incapable of turning off headlights. Cut a piece of material, and either tucked over lights, or taped down on car over lights. Very dark and consumed light.
- Food Trucks, great variety of food, drinks, and snacks. Convenient to have on sight.
- Turnout, Had 62 Total Vehicles, not including Volunteer vehicles in corner near trailer, and Food Trucks and there employees vehicles, or Movie Screen Employees. 8 of those 62 Vehicles were Tesla Vehicles.
- Merchandising! Plenty of cool, and variety of Merch to sell. Had square reader in order to accept card payments.

What to Improve On

- Illuminated Bathroom Signs, Puck lights shines light outward and not onto signs, so signs were not visible at all. Maybe

have a string of lights on two sides that makes up a lighted path to bathroom. There were a lot of tripping hazards leading to bathroom that were hard to see. Same thing with puck light above occupancy indicator, either reposition light or differently type of light, couldn't see indicator.

- Bathroom Position, a lot of tripping hazards, and trucks were in way, in which people had to walk all the way around screen, shipping container, and vehicles that were holding down screen in order to access bathroom. Move Bathroom to a better position for easier and safer access for patrons. Also there was a loud generator there, so loud that made knocking on door useless, could you couldn't hear anyone respond as to whether anyone was there, which was compounded by the problem that you couldn't see bathroom indicator.
- Gate, turn on lock on gate to keep open, towards end of movie, to prevent buildup at gate for those who don't know gate is motion sensitive or how close to get to gate. Will also free up Volunteer from having to be at gate to let patrons know.
- Garbage Cans, weigh down with rocks/weight to prevent tipping over from wind. And if possible, new Garbage Cans that have anti pest Covers. Garbage Cans tipped over, over night either from Animals or Wind.
    - Or remember to empty Garbage Cans at night, don't leave full overnight.
- Broadcast, Utilize Open Broadcast, Twitch/Restream Platforms for better Broadcast Quality.

- Black Carpet Material for Headlights, have pieces pre-cut, and have stronger tape. For quicker install, hard to see and cut in dark. Packaging tape was weak and material kept falling off. Take that will be good on vehicles, won't be hard to remove and damage vehicles when removing.
- Merchandising! Have Merchandising hanging in order to better display, and price tags
- Square Reader, need a second Square Reader to utilize at Gate to accept Credit/Debit Payments on site. Had to utilize the one we had at Concessions. People could still buy tickets with Credit/Debit but had to do so on website.
- Turn on Light Poles after movie ends to give better illumination for exit. Just like indoor movie theaters do for lighting.