



# UNDERGROUND MUSIC SHOWCASE

## *Harm Reduction Plan*

*The Underground Music Showcase is produced by Two Parts, LLC and Youth on Record, a 501(c)(3) nonprofit organization*

# FESTIVAL OVERVIEW

Founded in 2001, The Underground Music Showcase (UMS) is the largest indie music festival in the Rocky Mountain region. The annual three-day celebration of music features hundreds of bands across multiple venues. For more information please visit [theums.com](http://theums.com).

**WHO:** Founded in 2001, the Underground Music Showcase (UMS) is an annual multi-day, music-themed neighborhood takeover featuring hundreds of bands across multiple outdoor stages and more than a dozen venues.

**WHAT:** The largest indie music festival in the Rocky Mountain region, UMS provides an in-depth look into Denver's vibrant indie music scene, featuring hundreds of bands including national headliners and local up-and-coming artists.

**WHEN:** July 28-30th, 2023

**WHERE:** Denver's Baker / South Broadway neighborhood

**WHY:** UMS is a three-day discovery of the multiverse of incredibly talented bands from in and around the Denver metro area, in addition to national acts. More than just a live music, UMS attendees can expect an elevated food and beverage program, an array of vendor activations, resources for mental health awareness and much more at this inclusive community event.

**HOW:** Tickets for 2022 UMS are on sale at [www.theums.com](http://www.theums.com). The lineup has been announced and is posted on the website. For more information and to purchase tickets, visit [www.theums.com](http://www.theums.com). We are also accepting volunteer applications for those that do not want to purchase a ticket.

# FESTIVAL OVERVIEW (CONT.)

UMS provides Denverites with the opportunity to discover new musical acts, simply by walking down the street. South Broadway is lined with unique restaurants, bars and shops offering attendees the opportunity to discover new local favorites along the corridor. We encourage merchant participation and work to tailor partnerships to increase the South Broadway merchants visibility over the course of the weekend. All of this makes for an ideal summer weekend spent taking in live acts, eating and drinking, and exploring on one of Denver's most iconic strips.

Two Parts purchased UMS from The Denver Post Community Foundation in January 2018. Since taking over the festival, Two Parts has been working collaboratively with the City of Denver and talent agents to continue building on the success of the past 17 years. In 2022, Youth on Record, a local nonprofit, became a part owner of the event. YOR is bringing important initiatives to the festival such as fair living wages to all performing artists and their Impact programming which provides financial and career building resources to our bands as well as the Impact Show, which is providing resources and awareness around mental health.

**About Two Parts:** Founded in 2013, Two Parts is a Denver-based marketing and experiential agency responsible for some of the largest craft festivals in the state. The company's mission is to create community through discovery, consumption, and discussion of local experiences and craft products. Two Parts produces experiences such as the Snowmass Rendezvous, Summer Sessions, and The Passport Program. For more information, visit [www.twoparts.com](http://www.twoparts.com).

**About Youth on Record:** Youth on Record empowers Colorado's underserved youth to achieve their academic, artistic, and personal best by employing local, professional artists as their educators. Their vision is for youth to discover how their voice and value can create a better world. The organization is committed to ensuring that the youth we serve graduate from high school and are ready to enter the workforce, and transition to college or enter advanced technical training and careers. Their programs empower 3,000 teens in some of Denver/Aurora's most vulnerable communities to make life choices that positively impact their future by teaching them to develop the coping tools, inspiration, and wherewithal to succeed in today's world and to become leaders of tomorrow.



# FESTIVAL RULES

These FESTIVAL RULES published on The UMS website, and available on UMS social media.

Our festival rules are based on similar rules used at sporting venues and other major events.

- All bags, containers and packages are subject to search.
- No coolers allowed.
- NO OUTSIDE ALCOHOL, FOOD OR BEVERAGES ALLOWED.
- Guests will not be allowed to carry alcoholic beverages through the exit gates our out of the venues.
- No weapons of any type allowed in the footprint of the UMS.
- No marijuana use allowed in the venues. Public marijuana use is illegal in Denver.
- No Pets - Pets should be left at home for their comfort and safety. Exceptions for Service Animals.



# 2023 VENUES

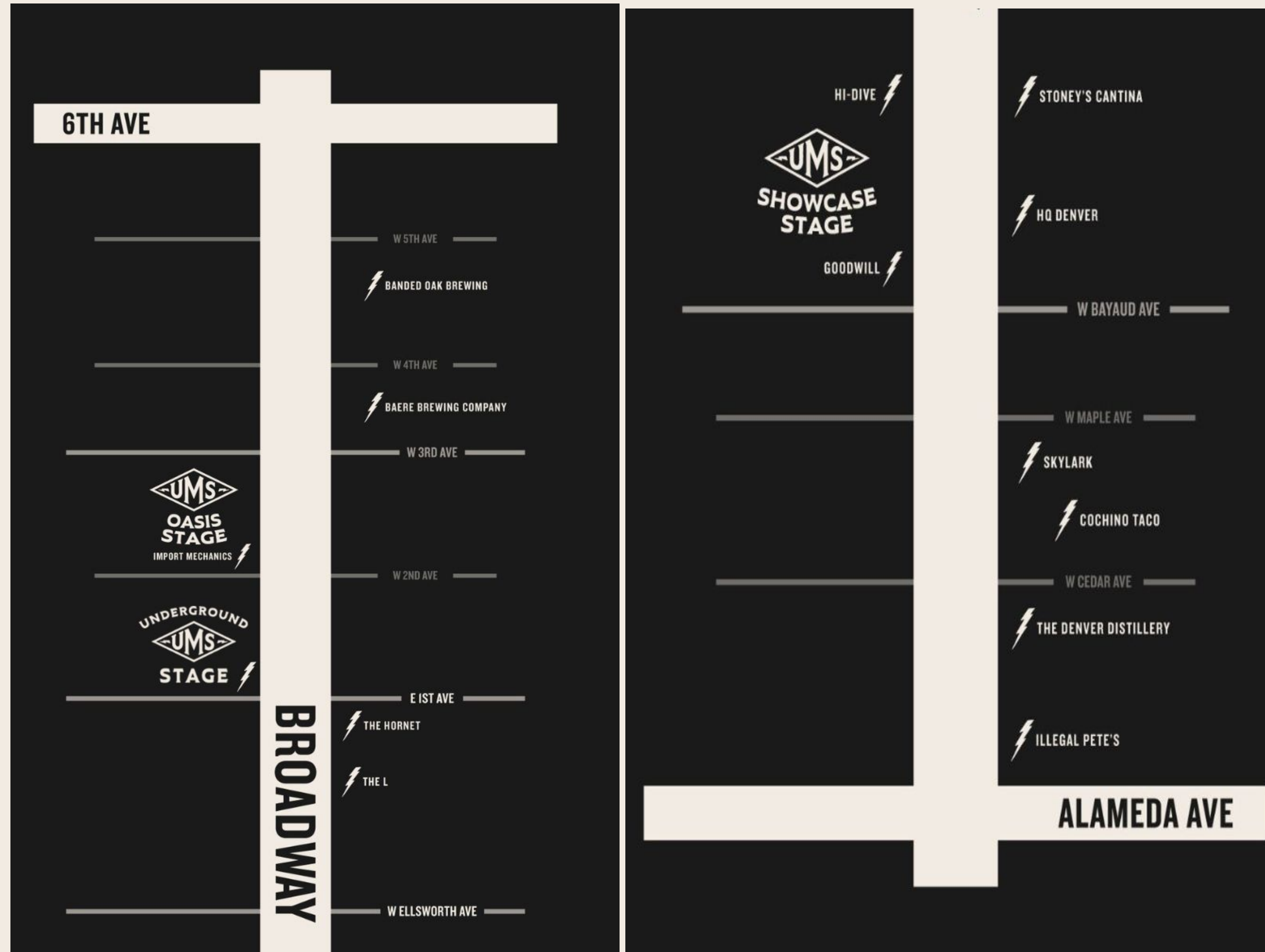
Banded Oak  
Baere Brewing Company  
The Hornet  
the L  
Hi Dive  
Stoney's Cantina  
HQ Denver  
Skylark  
Cochino Taco  
Denver Distillery  
Illegal Pete's

## Box Office

The Box Office will be located at the intersection of Broadway & Archer, by the Showcase Stage

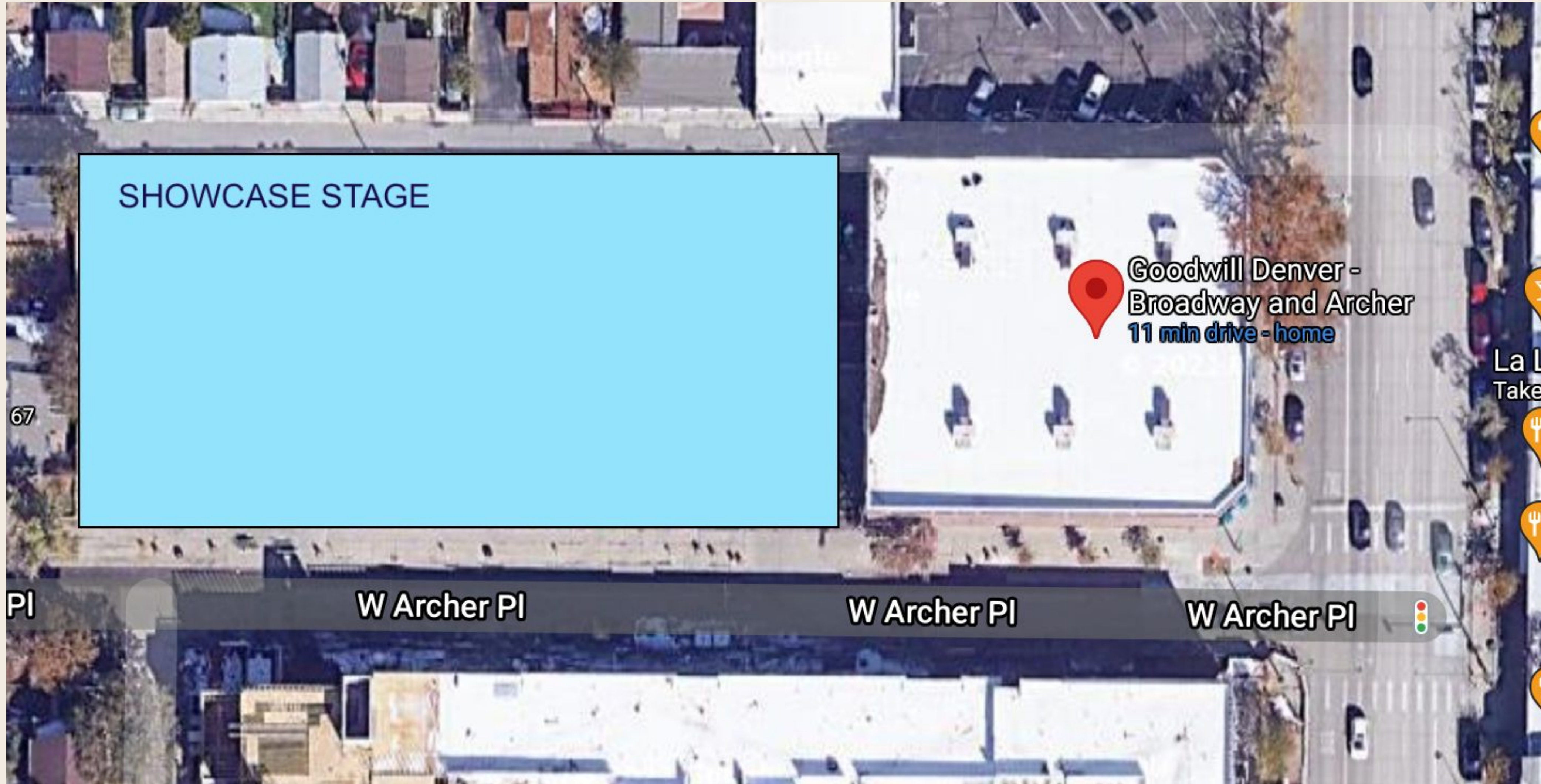
The Box Office hours will be  
Friday 7/28 - 2:30pm - 9:30pm  
Saturday 7/29 - 12:30pm - 9:30pm  
Sunday 7/30 - 12:30pm - 9:30pm

On Friday and Saturday we will also provide an late night box office to accommodate late arrivals





# SHOWCASE STAGE - Goodwill





# UNDERGROUND STAGE - 1st & Broadway





# OASIS STAGE - Import Mechanics





# THE UMS HARM REDUCTION PLAN OVERVIEW

- **Transportation Guide**
- **Water Plan / Tips Training**
- **Noise Abatement**
- **Waste Reduction / Toilets**
- **Inclusive Design**
- **Safety Plan**
- **Community Engagement**
- **Covid Mitigation Policies**



# Transportation Guide: Vision Zero

The UMS supports Denver's Vision Zero plan. We all want everyone to make it home safely. Please be courteous & obey traffic laws. We have outlined our suggested transportation options, and we encourage you to use alternate options to driving. Please use the cross lights and cross walks, as there are many lanes of traffic on Broadway.

More information on Vision Zero can be found here:

<https://www.denvergov.org/Neighborhood/Vision-Zero/About>

## Neighborhood Parking Info

- 214 metered parking spots on Broadway
- 67 permitted bike racks (137 bike capacity)
- Surrounding neighborhoods have parking restrictions for non-residents.

Save yourself the hassle & the parking tickets - take alternative modes of transportation if you can.

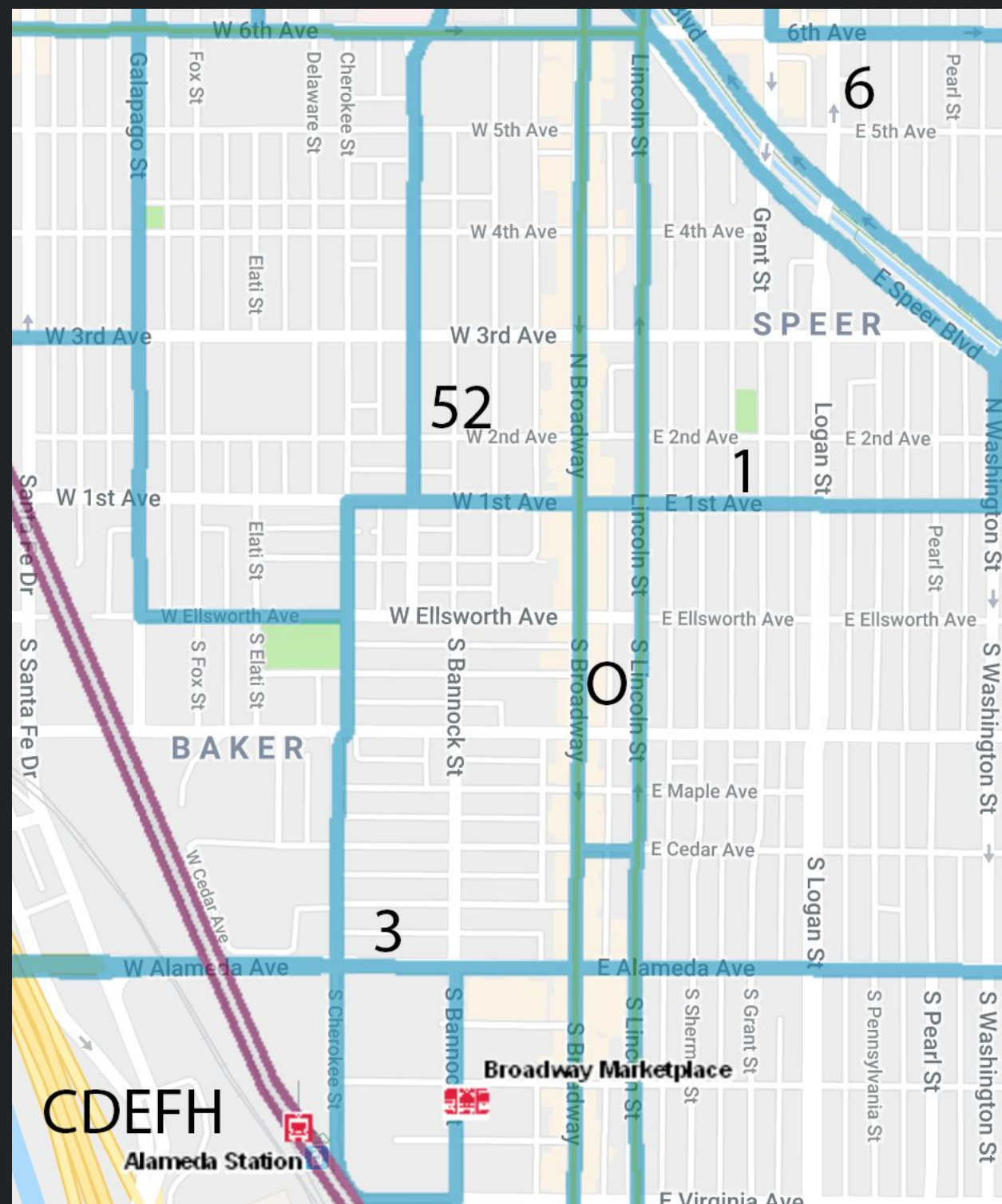


# TRANSPORTATION GUIDE: RTD

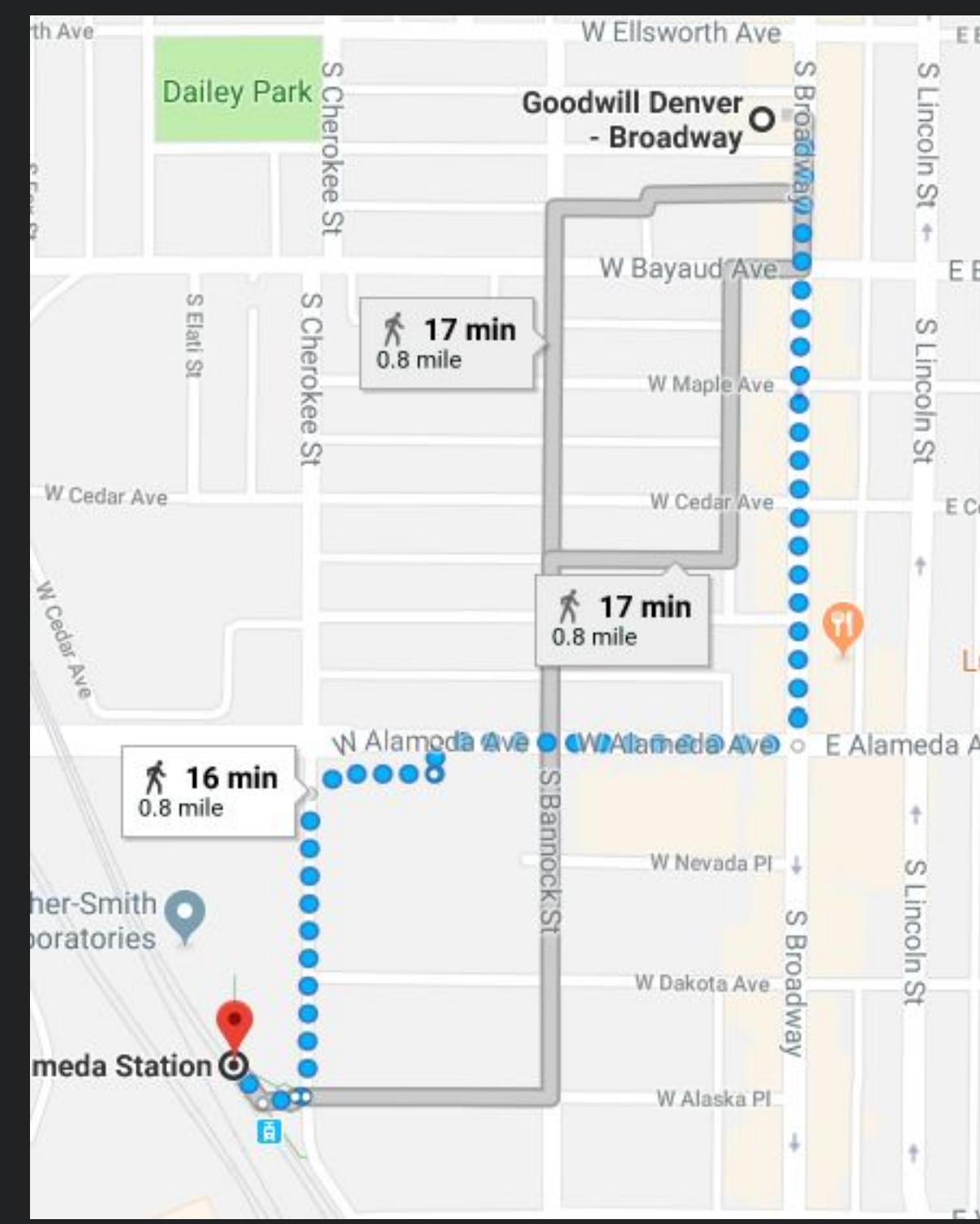
The following bus lines serve the Broadway/UMS corridor festival footprint - 1, 52, 0,

- The following RTD-Light Rail lines will get you to Alameda Station: C, D, E, F, H
- Alameda Station is .08 miles from Goodwill, which is where the Main Stage and Main Box Office will be located.
- Head over to [www.rtd-denver.com](http://www.rtd-denver.com) to plan your safe transportation

RTD - BUS



RTD - LIGHT RAIL





# TRANSPORTATION GUIDE:

**Cyclists:** UMS is accessible by the South Platte River and Cherry Creek Trails. In addition to several bike routes for North/South & East/West Cyclists. Please remember: The sidewalks are NOT designated bike lanes, and we ask that you stay off of the sidewalk and ride safely in the designated bike lanes. Also, please wear a helmet! Please Note: B-Cycle is no longer in operation, and Denver has yet to update the [Bicycle Map](#) to reflect this. Please see next slide regarding dockless multi-modal options.

**Pedestrians:** During large events the sidewalks can often become crowded, but that doesn't mean you should walk in the street. UMS requests that attendees use sidewalks and crosswalks. As a reminder bicyclist may only ride on sidewalks if it your last or first block of your ride.

**Vehicle Parking:** Broadway has two-hour parking meters, the surrounding neighborhoods have parking permit restrictions. UMS requests that ticket holders explore alternative transportation.

**Rideshare:** UMS encourages attendees to use Lyft, Uber or similar rideshare services to attend the event. We requests that ride shares pick up and drop off on Irvington Pl or Ellsworth Ave instead of on Broadway.



# DOCKLESS SCOOTERS & BIKES

## **Where to ride**

- Use bike lanes whenever possible
- Stay at or below 15 mph in bike lanes
- Ride in the road when bike lanes aren't available - unless the speed limit is above 30 mph - Stay to the right on roadways, unless it's unsafe
- Only use the sidewalk when other options aren't available
- Stay below 6 mph on sidewalks
- Yield to pedestrians and obey traffic signals

## **How to park dockless bikes and scooters**

- Do not block the movements of pedestrians and always provide 5' clear width
- Park against buildings (not impeding pedestrian access) or at least 1.5' from the back of curb/flowline
- Preserve pedestrian sight triangles at intersections, alleys, and driveways as well as to bus/light rail operations at stops
- Vehicles should be upright when parked



# ACCESSIBILITY

This year we have focused on making UMS more accessible. This will be an ongoing effort for years to come and this first year with our Accessibility Team it is all about gathering and relaying information. You may notice the rise in attendance of people with disabilities.

In many ways, everyone is on the accessibility team, we all play a part in welcoming artists and patrons, keeping them safe and making sure everyone has a great experience. [This UMS Info sheet](#) gives you some information about working with folks with disabilities and provides you with the information we are giving people. Please read it before the event!

The accessibility team will be at the Youth on Record booth at the Showcase Stage but also mobile to attend to needs. Please connect with them as needed or call them to come to you if an accessibility issue arises. They be on radio and available via email: [accessibility@theums.com](mailto:accessibility@theums.com).

There are ADA portable toilets at outdoor stages, ADA viewing areas at Showcase + Underground Stages.





# NOISE ABATEMENT

Outdoor Stage placement has been selected to reduce the impact of surrounding neighborhoods.

**Amplified, outdoor music will cease at 10pm each day.**

We are working with the Denver Department of Public Health and Environment to ensure that we stay within the legal compliance of sound volume (80db).

We strive to keep construction and deconstruction of outdoor venues to reasonable hours and volumes in order to reduce the impact on the surrounding neighborhoods.

**Please contact us first if this becomes an issue:**

Ean Thomas Tafoya

Community Engagement Director: [ean@theums.com](mailto:ean@theums.com) and **720.621.8985**

# WATER PLAN

UMS wants our attendees to have fun, and we acknowledge that drinking responsibly can be a part of having fun. That is why we have included it in our Harm Reduction Plan. In addition to having TIPS (Training for Intervention Procedures) trained bartenders, we have a robust water plan that ensures our attendees can hydrate in the hot summer sun. We will have water refill stations at the outdoor stages as well as having canned water for sale at all of the UMS bars throughout the weekend. Additionally, this year we are promoting a sober bar and other rejuvenating beverage options at most bars to encourage hydration.

# SAFETY PLAN

The safety and security of our attendees and community are our top priority. We encourage all participants notify a crew member or security team member if they see something suspicious or that simply doesn't feel right. The UMS Festival management team has put a great deal of thought and research into the following safety precautions:

- Security - is a robust trained team provided by Great Events of Colorado & off-duty Denver Police Officers
- Medical Emergencies Plan - Stadium Medical will have EMTs onsite and will be able to treat first aid emergencies. We have designated a specific entrance and lane for an ambulance, if necessary.
- Severe Weather Plan - The Festival Management team will be monitoring weather throughout the weekend and have a detailed plan in place for making weather-related decisions.
- Evacuation Plan - The Festival Management team is prepared to make decisions on evacuation if needed, and if it becomes necessary, will share evacuation instructions on the stage PA system, as well as the festival app.
- Staff Training - all UMS contractors and crew are provided with our Safety Plan and we provide a safety briefing at our all staff meeting.



# Keep The Party Safe

Underground Music Showcase is a proud partner of Keep The Party Safe. Together, we're committed to creating a safe environment at this year's festival! That's why Keep The Party Safe will be distributing FREE naloxone (Narcan or Kloxxado), fentanyl test strips, and Keep The Party Safe giveaways.

There are steps you can take to reduce your risk of an accidental overdose and protect your friends, too. Start by creating a checklist for a safer night out.

- B.Y.O.N: Bring Your Own Naloxone (a medication that rapidly reverses an opioid overdose)
- Before the festival, designate a non-user to keep an eye on things
- Know the signs of an overdose
- Have fentanyl test strips available to test for fentanyl contamination
- As soon as you spot an overdose, call 911 and use naloxone.

UMS attendees can stop by the Keep The Party Safe booth Underground Stage area, next to the First Aid tent at 1st and Broadway, to view demonstrations of how to save a life with naloxone and pick up FREE naloxone (Narcan or Kloxxado), fentanyl test strips, and Keep The Party Safe giveaways.

For additional information on using naloxone and more ways to stay safe, visit [KeepThePartySafe.org](https://KeepThePartySafe.org)!

# WASTE DIVERSION, LITTER MANAGEMENT

Community Events shouldn't cause community harm, that is why UMS is committed to reducing waste at our events. We will be a straw free event, provide reusable and recyclable aluminum cups in addition to implementing measures to divert waste from the landfill. Our Community Ambassadors will be working with our waste partners day and night to ensure that litter stays out of the streets, our waterways, and out of neighborhoods. We implement a mentality with our greening partner to "leave no trace" and ensure that we do not litter or leave waste in any of our festival or nearby footprint. Lastly, we have scheduled stage announcements to inform patrons that we must work together to reduce community harm as well as scheduled social media posts leading up to the event in this regard.

## BATHROOMS

UMS is committed along with our venue partners to provide ample access to restrooms for our patrons. Ample portable restrooms are provided by the event and serviced daily.

Bathrooms will be located:

- In the alley near Neon Local at the Showcase Stage
- In the Punch Bowl Parking lot at the Underground Stage
- In the alley in between the Import Mechanics shop & parking lot at the Oasis Stage.

There will be ADA accessible portalets and adequate handwashing stations.



# TIPS TRAINING REMINDERS / BASIC BEER SERVER INFORMATION

As servers of alcohol, your job is to provide enjoyment for Festival attendees as well as ensure a safe environment at the event. The following information highlights the formal program developed for restaurants and bar employees called TIPS (Training for Intervention Procedures by Servers of Alcohol):

- The average 150-pound man will exceed the “legally impaired” level of alcohol in the bloodstream (.08) by drinking four 12-ounce beers within one hour. Women will generally have a higher level of alcohol because they have a higher % of body fat vs muscle (body fat does not absorb alcohol).
- Many things can factor in including rate of drinking, strength of the drink, height, weight, size and physical condition, stress and/or exhaustion level, medication and other drugs in the bloodstream.

In trying to determine whether or not an individual is intoxicated, a server should observe the individual’s behavioral clues. Look for:

- loss of inhibitions (talks too loud, gets unusually exuberant or moody)
- loss of judgment (inappropriate behavior, foul language, irrational comments, impulsive acts, extreme anger, grabbing beer, throwing cup)
- impaired reactions (slurred speech, sleepy/bloodshot eyes, loss of train of thought)
- hampered coordination (loss of balance, spilling, sloppiness, dropping beer)

If a guest exhibits any of the above signs of impairment and is belligerent and/or is posing a danger to themselves or others, excuse yourself for the moment and radio to Greater CO Events Security for help resolving the situation.

If security is not available, then:

- Use a calm and firm tone of voice and suggest that the individual take a break from consuming alcohol; suggest getting a soft drink or some food; speak directly to the point as it causes far fewer negative reactions (slow down the rate of consumption).
- Don’t be afraid to take responsibility for your actions, such as beginning your sentences in the first person “I” rather than the accusatory “you”; for example, “I believe you need to take a break” rather than “You look like you have had too much to drink.”
- Provide a reason for your action in a non-threatening and nonjudgmental way since everyone responds more positively to reasonable statements.

Reasons include “It is the event’s house rules not to over serve” or “It is against the law to serve alcoholic beverages to someone who appears to have been over served”.

- You don’t want to have to call security - act as if you are on their side. If the individual insists on contesting your decision to deny service, stop serving totally. Take the beer off the table. Walk away. Do not take matters into your own hands.

# COMMUNITY AWARENESS - See Something, Say Something

The UMS is dedicated to resolving any concerns associated with our event. You can contact us via text, email, or phone. We will have identifiable **Community Ambassadors** roaming the event and neighborhoods, that can assist with questions and concerns.

## Pre-Event Initiatives

- Spoke with local residents by going door-to-door
- Engaged with local government & community partners
- Presented info to neighborhood groups & Broadway Merchants
- Hosted a lineup announce party & a Community Open House meeting.
- Virtual Video of Harm Reduction Plan available to local residents & businesses
- Used social media, radio & print materials to communicate our plan.

Contact: - Community Engagement Director

Ean Thomas Tafoya

[ean@theums.com](mailto:ean@theums.com)

**720.621.8985**

## NEIGHBOR TICKETS

Free Tickets are available to houses that are within 1 block of the outdoor stages. (2 per Household - please visit [www.undergroundmusicshowcase.com/neighborhood-tickets](http://www.undergroundmusicshowcase.com/neighborhood-tickets) for instructions on how to request tickets).

If you are within this radius, you will receive a door to door visit from our Community Engagement Director, Ean Thomas Tafoya.

Please email - [ean@theums.com](mailto:ean@theums.com) with any questions, or to check specific addresses.



Thank you for taking the time to review the UMS Harm Reduction Plan. This comprehensive plan comes from years of working in and around festivals, and our belief that community events should uplift, rather than tax the local host community. This requires all of us doing our part, and maybe a little bit more for those that are having a bad day.

We believe that we provide a quality, genuine uplifting experience while keeping homes & residents safe, keeping the neighborhoods clean and bringing visibility to the local businesses. If you have ideas about how this plan can be improved please share them with us, as our collective knowledge is what powers the future.

We hope that it inspires a sense of pride and cohesiveness that results in safer and more sustainable community gatherings.

We look forward to making this UMS the best yet!