

CADMUS COVID-19 RESPONSE AND RECOVERY SUPPORT FOR SPORTS AND ENTERTAINMENT VENUES

The COVID-19 pandemic has challenged the sports and entertainment industry in ways not seen in our lifetime.

- Almost overnight and with little warning games, races, concerts, and live performances were cancelled with no definitive timeline for resuming operations
- Huge economic loss devastating both the industry and surrounding community including unemployment of staff, vendors, and gig workers
- Many venues re-purposed to support response operations to the pandemic including use as Alternate Care Sites (ACS), drive through testing centers, and logistics support sites

The bigger question now becomes – “How do I get my venue back up and running to operate safely in a post-COVID-19 environment?” Many questions need to be addressed to support re-opening:

- How am I going to mitigate risks associated with re-opening and ensure proper documentation to minimize financial loss?
- What steps do I need to take to protect our marketing brand and reputation?
- What changes need to be made to current plans, policies, and procedures and how do those changes align with league policy and current laws and regulations?
- How do we train staff and validate our new processes to ensure we achieve desired outcomes?
- What is our communications strategy to assure staff, fans, patrons, and players that the facility is safe to hold events?
- How do we ensure our facility will meet with EPA and CDC guidelines for cleanliness?

At Cadmus, we understand that getting facilities open and back to some semblance of “normalcy” requires a well-documented planning effort with a dedicated communications strategy that mitigates risks and ensures your facility will be safe and ready when opening day comes.

Proven Emergency Response Experience During Pandemics

Cadmus is currently supporting our public and private sector partners with developing and implementing effective solutions to address these extraordinary challenges. Operating at the nexus of safety, security, and public health, we interpret federal, state, and local guidance and best practices to create robust, actionable strategies that fit local needs and capabilities. What sets us apart is our multidisciplinary team of field-tested, results-oriented operational staff, resilience experts, emergency managers, scientists, policy analysts, and engineers. We stand ready to assist with your most pressing COVID-19 related needs.

Through a highly collaborative approach we bring expertise across emergency management, public health, and business resilience by:

- Assessing risks
- Creating plans
- Developing resilience strategies
- Providing scientific advisory services
- Training and deploying response teams
- Designing and conducting realistic simulations and exercises
- Drafting real-world after-action reports (AARs) that translate findings into tangible strengths and recommended actions to enhance organizational resilience

Patrons and fans must feel safe in the sports venue or they won't show up – period. With Cadmus, you can move forward confidently towards re-opening your venue with well-documented plans and procedures informed through risk analyses and mitigation strategies.

CADMUS STANDS READY TO SUPPORT YOUR COVID-19 NEEDS

For more information on COVID-19 offerings, please contact **David Waldman**, Principal, Homeland Security.

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We Offer a Tailored Solution

Cadmus offers a comprehensive preparedness and resilience solution at every stage of pandemic recovery. Our approach will help venue managers identify critical preparedness gaps and operational issues impacted by COVID-19 that can minimize liabilities and litigation risks.

Risk Analysis and Assessments

Managing risk begins by asking “What could go wrong?”

Failure to prepare is often the result of failure of imagination. Effective planning and change management practices start with understanding an organization’s strengths and shortfalls, while identifying areas of risk. Cadmus works with clients to understand their most pressing needs and identify their greatest threats to develop mitigation strategies. Combining knowledge of real-world hazards with expertise in quantitative and qualitative analytical methodologies, Cadmus has developed a suite of custom tools and techniques to objectively evaluate safety and security-related policies, programs, and risks.

Planning and Emergency Action Plan Development

Plan for the future while navigating today’s threat environment

Cadmus offers a deep understanding of best practices and analytical rigor in preparing for pandemics, natural disasters, and terrorism—including threats involving cyber, active shooter, and explosive devices. Our experience coupled with innovative approaches ensure our clients’ readiness for increasingly complex and demanding environments including Emergency Action Plans for COVID-19.

Health Security

Leading health and environmental security expertise

Cadmus offers a dynamic combination of scientific experts across a number of public health domains along with experts who have been involved in pandemic preparedness across all levels of government and the private sector for decades. Cadmus supports clients in public health and healthcare emergency preparedness, emergency response, data science, communications, and homeland security. We deploy nationwide for emerging public health needs—often with less than 24 hours’ notice. Our epidemiologists, scientists, and industrial hygienists support offices that monitor and track the latest health and environmental security issues.

Training, Exercises, and After-Action Reports

Inspire confidence with realistic and challenging crisis simulations

Our exercises and AARs help clients unlock their organizations’ abilities to think creatively, resolve complex challenges, and drive continuous improvement. Cadmus’ leading experts in emergency management, pandemic planning, medical countermeasures, and crisis decision-making tailor each exercise to test and validate plans

before implementation to ensure intended outcomes are achieved and objectives are met. We are consistently called upon to coordinate the nation’s most significant AAR efforts, including the unprecedented 2017 Hurricane Season and Las Vegas Shooting/1 October AAR. As with the COVID-19 response, we often support incidents and improve processes in real time while recording lessons learned for future implementation.

Business Resilience/Continuity Planning

Be ready for the next wave

Resilience is nothing more than having the ability to bounce back quickly from any incident. Cadmus helps organizational leaders explore, develop, and improve resilience through metrics, analytics, and evaluation processes for continuous improvement. Recent emergencies coupled with the changing threat environment have emphasized the importance of effective Continuity of Operations (COOP) planning. For COVID-19, Cadmus recognizes response is stretching and testing organizations in unexpected ways. We help you document your organization’s enhanced safety and security program to help mitigate risk. Being resilient requires leadership buy in and a consistent effort to critically examine organizational processes and procedures to address any threat or hazard, including pandemics.

Who We Serve

From federal government agencies to states, and Fortune 500 companies to major utilities, we’re honored to have helped the best to become even better. A selection of our recent clients includes:

- U.S. Department of Health and Human Services (HHS)
- U.S. Department of Homeland Security (DHS)
- U.S. DHS/Federal Emergency Management Agency (FEMA)
- State Governments
- Local Municipalities
- Investor Owned Utilities
- Transportation Sector
- Environmental Security Sector
- Public Health Community
- Critical Infrastructure Sector
- Emergency Management Community
- Sports and Entertainment Industry
- Academic Institutions

IF YOU WANT TO ACHIEVE THE EXTRAORDINARY, WE WANT TO HELP

Cadmus is a strategic and technical consultancy compelled to help solve the world’s most challenging problems.

We assemble outstanding teams of leading experts who work seamlessly across disciplines to help you achieve extraordinary results.

From safety, security, and resilience to energy, water, and transportation— together, we are strengthening society and the natural world.

Want to know more? To learn more about Cadmus and our areas of expertise, visit [cadmusgroup.com](https://www.cadmusgroup.com)

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