



How Venue Operators Beat the Weather – What Your App Won't Tell You

When gusty winds hit a recent 4th of July Celebration, AccuWeather provided proactive warnings to Colorado Event Traffic and Marquee Event Solutions, helping to avoid injuries and damage to equipment.

Working in the sports, entertainment and facility management industry for over 18 years, Charlie Chicko is no stranger to how weather affects events, especially in the Denver area, where extreme weather can occur with little warning.

Over the week of July 4th, Marquee Event Solutions and Colorado Event Traffic – both owned by Chicko – were significantly impacted by sudden, dangerous wind gusts from a nearby thunderstorm. When a thunderstorm forms, cold air rushes out ahead of precipitation, dropping temperatures and producing dangerous wind gusts well away from where the radar is showing the storm.

As a SkyGuard® Severe Weather Warnings customer, Chicko was in constant contact with AccuWeather expert meteorologists. They consulted with him before, during and after the storms, accurately predicting when and where the wind gusts would hit so operational teams could make the best and most effective decisions.

"We were able to give everyone about a 15-minute warning that high winds with spitting rain were coming, even though it did not look like bad weather was approaching," said Chicko. "Our staff was able to give PA announcements with ample warning, resulting in zero incidents during the inclement weather. "

INSIGHT BEYOND WEATHER APPS – DANGERS OF PLAYING METEOROLOGIST

As owner of Colorado Event Traffic and Marquee Event Solutions, Chicko and his staff are responsible for the safety and enjoyment for more than 1.5 million people at over 300 events. When severe weather threatens, he doesn't have time to play meteorologist, nor does he want to take unnecessary risks when it comes to public safety.

During Denver summers, gust fronts miles away from the thunderstorm are a routine weather occurrence and aren't easily detected by a non-meteorologist because it is not easily seen on the radar, or the skies may not indicate threatening weather

is imminent. This poses a huge risk to many venue operators. Trying to make decisions on weather by watching "the big red blob" on a weather app will not help detect the dangerous gust front about to hit your venue. Only a highly trained team of meteorologists can and should help identify that threat and provide you a warning with enough time to effectively enact your plan.

In this instance, AccuWeather Enterprise Solutions meteorologists saw signs many others with less expertise would have missed and issued wind warnings specific to their location with exact start/end times and for criteria specific to the event.

"We were letting command know the weather was coming. They followed our lead and had faith in us, and we took all the necessary precautions and warned the guests and entertainment that bad weather was approaching," said Chicko. "Long story short... the AccuWeather team was awesome! It is safe to say that the City of Thornton, CO are now faithful believers."

SKYGUARD® SEVERE WEATHER WARNINGS SERVICE

From set-up to teardown, event and facilities staff, featured entertainment and show customers serving the public are at risk when rapidly changing weather conditions threaten their events.

Clearing a major event can take more than 30 minutes, so plenty of advanced warning about severe weather is needed. Generalized, regional weather reports won't provide the time to get people to safety — or the insight to know when.

AccuWeather's SkyGuard® Severe Weather Warnings Service provide you pinpoint-accurate weather intelligence, customized to your venue, with Superior Accuracy™ that's been proven time and again.



SKYGUARD® WARNINGS BENEFITS FOR VENUES:

- Venue-specific warnings that offer more lead time than any other sources before disruptive weather hits.
- All-clear notifications that minimize weather-related downtime.
- A team of expert severe weather meteorologists watching out for you and your venue, 24x7x365.
- The ability to talk directly with a meteorologist who can help you make the best and most effective decisions in a weather emergency.
- A secure, customized weather portal with real-time radar, damage reports and warnings for your location.
- A mobile app for instant access when you are not in front of your computer.

Considering the millions of dollars in lawsuits venue operators have endured in the past few years due to weather-related tragedies, the cost of SkyGuard Severe Weather Warning Services is minimal. Let our team watch out for your team. Don't get caught off-guard on the next storm, get SkyGuard. Contact us today to get protected!

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Charlie Chicko,
SkyGuard® Severe Weather Warnings Customer



Contact us today at: 814.235.8600 or sales@accuweather.com
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