



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

In 2018, when gusty winds hit a 4th of July Celebration in Thornton, Colorado, 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 Chико is no stranger to how weather affects outdoor events, especially in the "Mile High" Denver area, where extreme weather can occur with little warning.

Over the week of July 4th, 2018, Marquee Event Solutions and Colorado Event Traffic – both owned by Chико – 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 an AccuWeather SkyGuard® Severe Weather Warnings customer, Chико 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 he and his 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 Chико. "Our staff was able to make PA announcements with ample warning, resulting in zero incidents, injuries or fatalities during the inclement weather."

INSIGHT BEYOND WEATHER APPS – DANGERS OF PLAYING METEOROLOGIST

As owner of Colorado Event Traffic and Marquee Event Solutions, Chико and his staff are responsible for the safety and enjoyment of more than 1.5 million people at over 300 events annually. 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.

Using their expertise in planning and emergency management, Chико and his business partner developed the City of Thornton's proactive severe weather plan. Adding AccuWeather SkyGuard® Warnings to their plan made it actionable, allowing them to make the best decisions as early as possible for a safe resolution.

During Denver summers, gust fronts miles away from thunderstorms are routine and are not easily detected by non-meteorologists because it is not easily seen on radar; tranquil skies may also belie imminent threatening weather. This poses a huge risk to many venue operators.

Trying to make critical business decisions based on weather by watching "the big red blob" on a weather app will not help detect the dangerous gust front about to hit an outdoor venue. Only a highly trained team of experienced operational meteorologists can and should help identify that threat and provide warnings with enough time to effectively enact a predetermined contingency plan.

Thankfully for Chicko and the many fans that unknowingly depend on him and his team for their safety, AccuWeather meteorologists saw signs many others with less expertise would have missed and issued wind warnings specific to their location, based on their specified criteria, with exact start/end times to ensure their event occurred without incident.

"We were in the command center, letting everyone 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 the entertainment acts 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, Colo. 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 outdoor 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 pinpoint-accurate weather intelligence, customized to your venue, with Superior Accuracy™ that has 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 faced in the past few years due to weather-related tragedies, the cost of AccuWeather SkyGuard Severe Weather Warning Services is minimal. Don't get caught off-guard on the next storm, get SkyGuard, and let our team watch out for your team.

Contact us today at [814.235.8600](tel:814.235.8600) or sales@accuweather.com. Visit us at AccuWeather.com.

AccuWeather thanks Charlie Chicko, a SkyGuard® Severe Weather Warnings Customer, for his contributions to this article. For more information on Charlie's business, visit marqueeeventsolutions.com and coloradoeventtraffic.com



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