

# Town of Yarmouth

Per M.G.L.: All town and school boards, committees, commissions, and authorities shall post a notice of every meeting at least 48 hours prior to such meeting, excluding Saturdays, Sundays, and legal holidays. Notice shall contain a listing of topics/agenda that the chair reasonably anticipates will be discussed at the meeting.

## Notice of Meeting

Name of committee, board, etc.:	<b>Drive-In Site Utilization Committee</b>
Date of Meeting:	<b>Tuesday – June 16, 2020</b>
Time:	<b>3:00 PM</b>
Place:	<b>Virtual Meeting</b>

The meeting will be held by remote participation pursuant to Massachusetts Governor Charles D. Baker's Order Suspending Certain Provisions of the Open Meeting Law dated March 12, 2020. No in-person attendance of members of the public will be permitted, but every effort will be made to ensure that the public can adequately access the proceedings in real time, via technological means. An audio or video recording, transcript, or other comprehensive record of proceedings will be posted on the town's website as soon as possible after the meeting.

**JOINING THE VIRTUAL MEETING:** Members of the public can join the meeting using one of the following methods:

- To attend the meeting online, click <https://us02web.zoom.us/j/89723845555> and follow the prompts or navigate to <https://zoom.us/join> and enter meeting/webinar ID **89723845555** and follow the prompts.
- To attend the meeting by dial-in phone, call +1 301 715 8592 and enter meeting ID **89723845555**. The dial-in number can also be used to access the audio while watching the online meeting (if you don't have speakers and/or a microphone).
- Please plan to join the virtual meeting at least five minutes before the start of the meeting to troubleshoot any issues you may have joining.

### **APPLICANTS OR PRESENTERS:**

- Applicants/Presenters will be called upon by the Chair or Moderator during their Agenda item. Applicants/presenters can use the "Raise Hand" button to identify themselves (all participants will be muted, you must be recognized by the Chair to participate).
- Applicants/Presenters attending by dial-in should press \*9 to notify the Chair or Moderator of their presence when called upon. The meeting Moderator will un-mute applicants/presenteres when they are called upon to speak.

**PUBLIC PARTICIPATION:** At the discretion of the Chair for Public Meetings, the Chair will invite the audience to comment:

- Online audience members wishing to participate during the public comment section can use the "Raise Hand" button to notify the Chair. All participants will be muted, you must be recognized by the Chair to participate.
- Dial-in audience members wishing to participate during the public comment section should press \*9 on their phone to notify the Chair. All participants will be muted, you must be recognized by the Chair to participate.

### **MEETING MATERIALS:**

- Meeting materials will be displayed at the online meeting and are attached to this agenda (available at <http://www.yarmouth.ma.us/AgendaCenter>).

**AGENDA (Topics to be discussed):**

1. **Drive-In Site Proposals:** Review proposals received for use of the former Drive-In Site at 669 Route 28 as a temporary Drive-In Movie Theater for the 2020 season. Possible vote or recommendation.
2. **Meeting Minutes:** February 13, 2020 (with CEDC)
3. **Upcoming Meetings:** TBD
4. Adjournment

Posted By (Name):	Kathleen D. Williams
Signature:	<i>Kathy Williams</i>

**On xx, on a motion by xx, seconded by xx, the committee voted xx to approve the minutes.**

## **Town of Yarmouth**

### **MEETING MINUTES OF THE DRIVE-IN SITE UTILIZATION COMMITTEE MEETING OF February 13, 2020**

The Yarmouth **Drive-In Site Utilization Committee (DISUC)** held a Business Meeting at 4:30 p.m. on **Thursday, February 13, 2020** in Yarmouth Town Hall, Room A, 1146 Route 28, South Yarmouth, MA.

**Committee Members Present:** Jim Saben, Rich Bilski, Tom Roche, Jack McCormack, and David Reid

**Staff:** Karen Greene, Director of Community Development; Kyle Pedicini, Economic Development Coordinator

Chairman of the Community and Economic Development Committee Peter Smith opened the meeting at 4:30pm

#### **1. Joint Meeting with the Community and Economic Development Committee:**

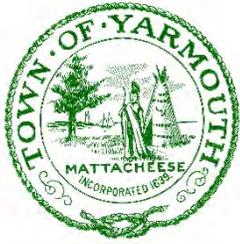
The Drive-In Site Utilization Committee met in quorum at the February 13<sup>th</sup> Community and Economic Development Committee meeting to discuss potential improvements that could be made to the event space at the Drive-In site. It was noted that the committees needed professional assistance to design infrastructure for the Drive-In site that would be useful to event organizers while also fitting in with the long term plans for the site. Karen Greene, Director of Community Development, noted that the Town recently issued an RFP for design of the Riverwalk Park and Boardwalk. She stated that the Town would amend the RFP to include a request to also design the event space as well.

Mary Vilbon, Yarmouth Chamber of Commerce, noted that the 5<sup>th</sup> Element Design Group offered to consult on the design of the event space so as to maximize its value to the Town and event organizers. Committee members noted the potential to attract more events to the space in the future if it included proper infrastructure (such as water and electricity), such as Paw Palooza and other events currently situated on Hyannis Main Street. DISUC member Tom Roche suggested examining potential additional needs for the site beyond water and electricity, such as a permanent stage. David Reid stated that he believed minimal infrastructure on the site was preferable so that event organizers could have flexibility with their event planning.

Committee members asked what the next step in the planning process would be for the Town, and it was stated that the next logical step would be for Ms. Greene, Dan Knapik (Town Administrator), and Jim Saben (Chairman of the DISUC) to have a conference call with the 5<sup>th</sup> Element Design Group to see if they'd be a good fit to assist the Town with this process. CEDC members expressed to the DISUC that they would be willing to provide funding that may be needed to move along the planning/consulting process.

#### **ATTACHMENTS:**

- 2/13/20 CEDC Agenda
- Memo from Kathy Williams regarding potential Drive-In Site improvements



# TOWN OF YARMOUTH

1146 ROUTE 28, SOUTH YARMOUTH, MASSACHUSETTS 02664-4492  
Telephone (508) 398-2231, Ext. 1276, Fax (508) 398-2365

Community  
Development  
Department

## MEMORANDUM

To: Board of Selectmen

From: Karen Greene, Director of Community Development  
Kathy Williams, Town Planner

cc: Drive-In Site Utilization Committee  
Community & Economic Development Committee

Date: June 12, 2020

Subject: Use of the Former Drive-In Site – 2020 Season – Drive-In Movies

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The Town has received two competing proposals from organizations interested in utilizing the former drive-in site at 669 Route 28 for the entire season for Drive-In Movies. This is an innovative and nostalgic use of the site during the era of social distancing and the Governor's phased reopening plan. Drive-in Movie Theaters are allowed to open now with Sector Specific Workplace Standards having been developed (see attached). This has resulted in interest in the property and the desire to use it for the entire season, rather than periodically for single events.

Please find attached two proposals, one from Vivid Event Productions received on May 29<sup>th</sup> and one from Innovative Arts & Entertainment (IAE) received on June 8<sup>th</sup>. The proposals are briefly summarized in the attached Application Comparison Table. Town Staff reviewed and commented on the Vivid Event Productions proposal on June 10<sup>th</sup> (see attached comments) and have scheduled a similar meeting with IAE for June 16<sup>th</sup>.

Both firms seem to have significant experience in large scale concert and event planning that they can tap into now that their typical productions such as concerts are not available to them. They have both demonstrated an understanding of COVID-19 protocols and social distancing requirements to minimize contact with customers through the use of on-line ticket sales and concession pre-ordering.

Under normal circumstances, extended use of the property for the season would have been solicited through a Request for Proposal process outlining requirements for use of the site along with specific evaluation criteria. Because the summer season is here and we have a unique opportunity to move forward with a novel idea to use the site, we are looking for input from the Board of Selectmen regarding which application the Board would like to pursue.

Some questions or issues for the Board to consider include:

1. **Hours of Operation:** Would the Board require the hours of operation to end at 11 PM to match the times outlined in the attached Noise Bylaw? Would a 1:00 AM end-time be allowed for Fridays and Saturdays? Hours of operation may impact Vivid Event Productions proposal as they are seeking to have two shows from dusk to 1 AM Thursday through Sunday.
2. **Days of the Week & Length of Operation:** Do you want to license the property exclusively to one person, or allow for opportunities for other events to be held on the property? Is there more interest in a vendor using the site into the fall shoulder season?
3. **Alcohol Sales:** Would the Board prohibit alcohol sales on the property? IAE has expressed interest, but their proposal is not contingent upon alcohol sales. The sale of alcohol on the site does not appear feasible under current COVID-19 restrictions and for such an extended timeframe.
4. **License Agreement:** Due to the length of time requested for the use of the property, a License Agreement with specified conditions is recommended. Staff can work with Town Counsel to develop the License Agreement with conditions ahead of the Entertainment License Hearing to facilitate execution of the document as quickly as possible. These conditions would take into consideration comments from the Board, Town Staff, Town Counsel and the Interim Use Policy for the Yarmouth Drive-In Site. Although no fee has been set for the use of the former Drive-In Site at this time, the Board may wish to consider a Licensing Fee for such an extended use of the site.
5. **Selection:** The applications are somewhat similar from companies familiar with event planning who have expressed a willingness to work with the Town. If both applicants remain interested, how would the Board select an applicant? In the past, it has been first come first serve for capable applicants.

**NEXT STEPS:** As time is of the essence, we have developed the following Next Steps for consideration by the Board:

1. Select an Applicant proposal.
2. Schedule and Advertise the Entertainment License Hearing. An expedited Hearing would require a specially scheduled Board of Selectmen meeting. If a selection is made on June 16<sup>th</sup>, and the Entertainment License is advertised in the Cape Cod Times, it may be possible to have a June 30<sup>th</sup> Hearing. With advertising in the Register, the earliest Hearing date would be July 7<sup>th</sup>.
3. Applicant to provide Abutter Notifications 10 calendar days prior to Hearing.
4. Staff and Town Counsel develop Draft License Agreement.
5. Conduct the BOS Public Hearing for the Entertainment License and review/finalize Draft License Agreement.
6. Execute License Agreement and start enjoying drive-in movies.

Both applicants will be available at the June 16<sup>th</sup> BOS meeting to provide additional information about their proposals or answer questions from the Board.

**ATTACHMENTS:**

- Application Comparison Table
- Vivid Event Productions Application & Staff Comments
- Innovative Arts & Entertainment Application
- Drive-In Movie Theaters Sector Specific Workplace Standards
- Town of Yarmouth Noise Bylaw

**2020 DRIVE-IN SITE PROPOSALS (June 2020)**

**Application Comparison Table**

	<b>Vivid Event Productions – Kevin Pacheco Received 5/29/20</b>	<b>Innovative Arts &amp; Entertainment (IAE) – Adam Epstein Received 6/8/20</b>
Description	Drive-In Movies, audio by FM Radio or smart phone app. 2 movies per screen on 2 screens (4 showings total per night)	Summer Long Drive-In Entertainment experience including movies, live music, comedians and other community events, audio by FM Radio. Drive-In movies initially with possible expansion of entertainment if allowed in Phase 3 Re-opening.
Screens/Stage	Two 50'x40' screens built from shipping containers coated with plywood with projectors housed in shipping containers	Two 40'x22.5' video projection surfaces elevated using shipping containers, to be located on either side of a 40'x40' performance stage with roof.
Ticket Sales	On-Line Mostly, limited on-site sales	On-Line Only
Dates	June – October: Thursday through Sunday (includes shoulder season)	July 1 – Sept 6, dates vary by week/programming
Time	Gates open at 5 pm; Movies from Dusk to 1 AM	6 PM – 10 PM nightly
Expected Attendance	500 vehicles 200-1500 persons	350-695 vehicles (varies by reopening phase) 1200 persons
Alcohol	No	Yes – preferred but not required for their proposal (No Special Alcohol License application included in the submission)
Fee Charged	\$30 per car	Varies
Signs/Banners	Yes	Yes
Traffic Control Plan	Yes	Yes
Tents	Yes	Yes – 40'x40' Kitchen Tent
Sanitary Facilities	Yes	Yes
Food Served or Sold	Yes – 3 <sup>rd</sup> party vendors, local to Cape Cod, and applicant concessions for general movie theater food/beverages	Yes – contactless concessions – general movie theater food/beverages
Use of Town Form	Yes	Yes
Site Plan	Yes	Yes - Did not use scaled plan provided, but revised plan to work outside off-limit areas (MIG staging area, retain access to upweller and buffer to Parkers River).
Special Entertainment License	Yes	Yes
Fire Dept. Mass Gathering	No	Yes
Trash Disposal Plan	Yes	Yes
Security/generators/site lighting	Yes	Not specifically discussed in proposal or shown on Site Plan.
Experience Level	Experienced Event Organizer	Experienced Event Organizer
COVID 19 Protocols	Measures are incorporated into the proposal	Measures are incorporated into the proposal



TOWN OF YARMOUTH
APPLICATION FOR USE OF TOWN-OWNED PROPERTY

Applicant KEVIN PACHECO

Affiliation or Group Vivid Event Productions

Telephone Number 888-420-6411 OFFICE
508-985-8369 MOBILE

Mailing Address PO BOX 420
FORESTDALE, MA 02644

Email Address: KEVIN@VIVID-EP.COM

Town Property to be used (Include specific area): OLD DRIVE IN SITE, 669 ROUTE 28 , WEST YARMOUTH, MA

Describe Use and purpose: Open to General Public, Online Ticketing, Drive-In movie, 2 - 50' x 40' screens
Internal site & operations management, Hosted by a turn key event production company.

Beginning Date and Time of Event: June 2020 - October 2020 Thursday-Sunday

Ending Date and Time of Event: Box office / Gates open at 5pm, movies show Dusk until 1am

Date and Time you need Location for Set Up: one week before first event

Total Guests/Participants Expected: 200 - 1500 persons , 500 vehicles

Will alcohol be served? [ ] Yes [x] No

Will a fee be charged? [x] Yes [ ] No

Amount(s): \$ 30.00

Will an auction or raffle be held? [ ] Yes [x] No

Will signs/banners be posted? [x] Yes [ ] No

Will Traffic Control be needed? [x] Yes [ ] No

Will music/amusement devices be at event? [x] Yes [ ] No

Will tents be erected? [x] Yes [ ] No

Will sanitary facilities be provided? [x] Yes [ ] No

Will food be served or sold? [x] Yes [ ] No

If Yes to food, please describe where food is being prepared and what is being served

Third Party Vendors, Local to Cape Cod, soft serve, popcorn, pretzels, pizza, non - fountain drinks

\*\*\*IMPORTANT\*\*\*

Certificate of liability insurance must be submitted to cover the event
prior to granting permission for use of Town property.

Action by Town Administrator:

Approved as submitted

Approved with the following condition(s):

Disapproved for the following reasons:

Town Administrator's Signature

Date



# TOWN OF YARMOUTH LICENSE OFFICE

1146 Route 28, South Yarmouth, MA 02664  
508-398-2231 ext. 1268 Fax (508) 760-4842

## APPLICATION FOR SPECIAL ENTERTAINMENT LICENSE

The undersigned hereby applies for a license in accordance with the provisions of MA General Laws, Chapter 140 Sec. 183A amended, Chapter 351, Sec. 85 of Acts of 1981. Also Chapter 140 Sec. 181 & Chapter 136 Sec. 4.

DATE OF APPLICATION: 05/27/20

NAME OF APPLICANT: Kevin Pacheco

ADDRESS: 33 Turtle Cove rd, East Sandwich, MA 02537

PHONE: 888-420-6411 - Office or 508-985-8369 Mobile

EMAIL ADDRESS: kevin@vivid-ep.com

NAME OF EVENT: Yarmouth Drive-In DATE OF EVENT: June 13, 2020 - October 31, 2020

ADDRESS WHERE EVENT WILL TAKE PLACE: Old Drive-In site 669 Route 28, West Yarmouth, MA 02673

PERSON IN CHARGE OF EVENT: Kevin Pacheco

TYPE: Check which applies: Concert  Dance  Exhibition  Cabaret

Public Show  Live band with  pieces, including singers.

INCLUDES: Dancing by patrons  Dancing by entertainers or performers  Recorded music

Live music  Amplification system  Theatrical exhibition  Stage play

Moving picture shows  Floorshow  Jukebox  TV

DATE(S) OF ENTERTAINMENT: June 13, 2020 - October 31, 2020

HOURS OF ENTERTAINMENT: 4:00 pm - 1:00 am

LICENSE FEE: \$55.00 Please make check payable to: **TOWN OF YARMOUTH**

FILING FEE: \$65.00 Payable with application.

**Legal ads will be billed directly to the applicant. Abutter notices must be sent out at least 10 days prior to the hearing via certified mail. Bring abutter return cards to the hearing or to the licensing office at Town Hall prior to the hearing. Fees for legal ads must be paid before license is issued.**

APPLICATION FOR ENTERTAINMENT (CONT.)

Provide a detailed description of proposed entertainment including dress or attire, description of the show, where entertainers will perform and other information to assist the Licensing Authority in making a decision. Also, please attach a floor plan showing the entertainers and dance floor area.

<b>We will operate a standard Drive In theatre, using FM radio transmitters to the publics vehicles.</b>
<b>We will have two - 50' x 30' projection screens Gates will open at 4pm first movie at dusk.</b>
<b>Second movie will follow after a brief intermission.</b>

As part of the entertainment, will any person be permitted to appear on the premises in any manner or attire as to expose to public view any portion of the pubic area, anus, or genitals, or any simulation thereof, or whether any female person will be permitted to appear on the premises in any manner or attire as to expose to public view a portion of the breast below the top of the areola, or any simulation thereof?  
(Chapter 694)

Yes \_\_\_\_\_ No   X  

This license issued by this application is valid for the calendar year 2020 thru 2022 provided the type of entertainment specified above does not change. In the event of a change in type of entertainment different than indicated above, a new application will be required and a new license issued.

By signing this form the applicant certifies that he/she has read Chapter 272, Section 29 thru 31 of the Massachusetts General Law.

  
\_\_\_\_\_  
SIGNATURE OF APPLICANT

5/27/20  
\_\_\_\_\_  
DATE

## Pedicini, Kyle

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**From:** Kevin Pacheco <kevin@vivid-ep.com>  
**Sent:** Friday, May 29, 2020 12:25 AM  
**To:** Pedicini, Kyle  
**Cc:** Greene, Karen; Knapik, Daniel; Palmer Egan  
**Subject:** Re: Old Drive-In Request ?  
**Attachments:** Vivid Special Entertainment application v1 Kevin Pacheco.pdf; VIVID- EVENTS DRIVE IN APP- YARMOUTH.pdf; Yarmouth Drive-In plan v1 - vivid events - kevin pacheco.pdf

**Categories:** Events

Hello Kyle,

Drive-in movies have been an American staple since Richard Hollingshead created the first “park-in theater” in New Jersey in 1933. In the 1950’s and 1960s, the drive-in took off, filling available lots of land with families, first dates, smiles, laughter, ice cream, and, of course, buttered popcorn! It is our plan to bring this piece of Americana back to West Yarmouth with some modern technology using the site of the old West Yarmouth Drive-in of 1958. Statistically, drive-ins are making a comeback. We are hoping to seize the opportunity to bring a new but nostalgic family experience to the town of Yarmouth and, more broadly, Cape Cod.

Attached you will find a preliminary site plan and a town use application highlighting the date range we intend to make the theater available to the public.

Our team has surveyed the potential site and considered different designs and scenarios to ensure we use the property with maximum efficiency. We do however welcome any ideas you or the town may have towards helping us achieve the project's goals and successes.

We would like to secure the property of 669 Route 28, West Yarmouth, for the summer and fall of the 2020 season. We are aware that this is a town owned, community space, and that flexibility for other occasions to take place may be needed. If necessary, we will modify the site to accommodate any additional events. While we would of course hope any other events would not interfere with the planned operational times of the drive-in, we can adjust if necessary. Most of the equipment and infrastructure we are proposing could be moved around on the property to accommodate others. However, we would ask that the two screens we are proposing be allowed to stay in place until we cease operation in the fall. These would be located on the perimeter of the property and would not obstruct use of the general space.

Please see the below outline of our plan:

### **Marketing:**

- To be conducted via social media, print ads, website (Facebook, Google, etc)

### **Ticketing:**

- We will use online reseller (Eventbrite/Ticketmaster) for advance ticket sales; this will reduce in person contact to be sensitive to COVID guidelines and will allow us to anticipate number of moviegoers in advance
- Box office staff will be able to scan guests' assigned QR code through their closed car window prior to entry; this will also limit person to person contact

### **Traffic:**

- Traffic rules will be outlined on our website and anywhere the drive-in is advertised
- We plan to utilize the long driveway to reduce traffic congestion/entry lines on Route 28
- Advanced ticket purchase and quick scanning proposed above will also ensure quick and efficient entry, reducing traffic
- Pre-show arrival: two parallel entrance lanes will allow both westbound and eastbound entry; one exit lane available during pre-show
- Post-show exit: two parallel exit lanes allowing both westbound and eastbound exit; one entry lane available during post-show
- Traffic detail as needed per police department recommendation
- Our designated lanes will also preserve a 15' fire lane for emergency use.
- Each driving lane will be clearly marked

### **Box Office:**

- Staff members to grant access to vehicles on arrival as mentioned
- Supervisor to handle any ticketing or parking issues that arise

### **Parking:**

- After scanning their QR code, staff will direct guests to pull forward
- Staff will direct guests to an appropriate parking spot for the movie of their choice and help ensure the spot is to their liking
- Staff will direct vehicles over 5 ft to park to the rear so as to not block the view of others.
- vehicles have 8ft between them on each driver and passenger side.

### **Restrooms:**

- 2 ADA compliant (handicapped accessible) portable restrooms
- 8 - 12 portable restrooms; subject to change based on ticket sales
- Staff available to monitor restroom and assist with any issues
- Portable hand wash/sanitizer stations in proximity to restrooms
- Barricades spaced to ensure public safety/distance between vehicles and restroom

### **Concessions:**

- We anticipate using local food trucks/catering companies to fulfill concession demands
- Portable hand wash/sanitizer stations in proximity to concessions
- Barricades spaced to ensure public safety/distance between vehicles and concessions

- We envision a call-ahead, take-away format; guests will eat in vehicle only

#### **Trash Disposal/Recycling:**

- MA Phase One standards dictate guests will carry out their trash and dispose of it at home; we will post signage to this effect
- Dumpster location TBD when onsite trash disposal is permitted by MA Phase guidelines
- Disposable 40 gallon containers clearly marked as trash or recycling when onsite disposal is permitted
- Trash and recycling removal provided as needed and per MA Phase guidelines

#### **Screens and Projectors:**

- Custom built screens, properly ballasted to ensure safety
- Materials include shipping containers and a custom framework of coated plywood.
- Projectors will be housed inside shipping containers
- Necessary moveable cables will be laid in anti-trip cable ramps to ensure safety

#### **Audio:**

- Guests can tune car radio for FM-transmitted sound
- Custom smart phone app will also allow for Bluetooth transmission to car radio

#### **Security:**

- On-site security staff and site monitoring
- We can gate the area when not in use
- We will supply safety procedures for staff in the event of extreme/severe weather; we will also have capability to disrupt the showing for a brief emergency announcement should the need arise
- We will provide perimeter lighting
- Following the movie, we will direct guests to exit safely

#### **Power:**

- Two 45-kw diesel entertainment generators will power the venue; these are extremely quiet, -63 db maximum (for reference, normal conversation is between -60 and -70 db)
- These will be positioned for maximum efficiency and other infrastructure will block unwanted noise dispersal

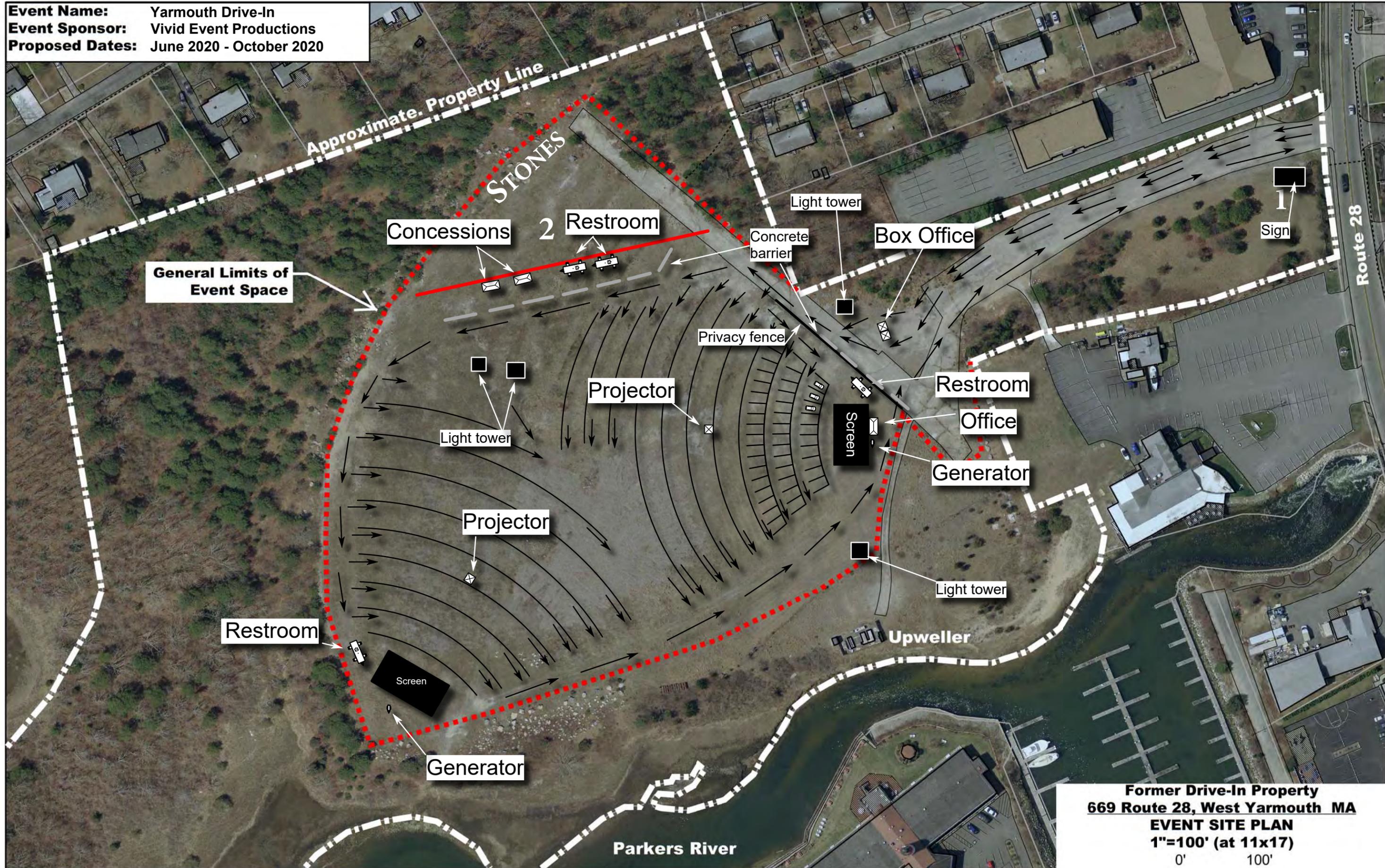
#### **Time frame:**

- One week for site construction/erection
- We will run a mock viewing in advance of opening to ensure smooth procedures

We believe this could be a great opportunity to bring fun and enjoyment as well as revenue to the town of Yarmouth and broader Cape during a stressful time. We are open to your questions and feedback and look forward to hearing your thoughts.

Thank you very much for your time and consideration  
-Kevin

**Event Name:** Yarmouth Drive-In  
**Event Sponsor:** Vivid Event Productions  
**Proposed Dates:** June 2020 - October 2020



**Former Drive-In Property**  
**669 Route 28, West Yarmouth MA**  
**EVENT SITE PLAN**  
**1"=100' (at 11x17)**  
0' 100'

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# Drive-In Proposal 2020 - Yarmouth, MA

Click below to visit our website



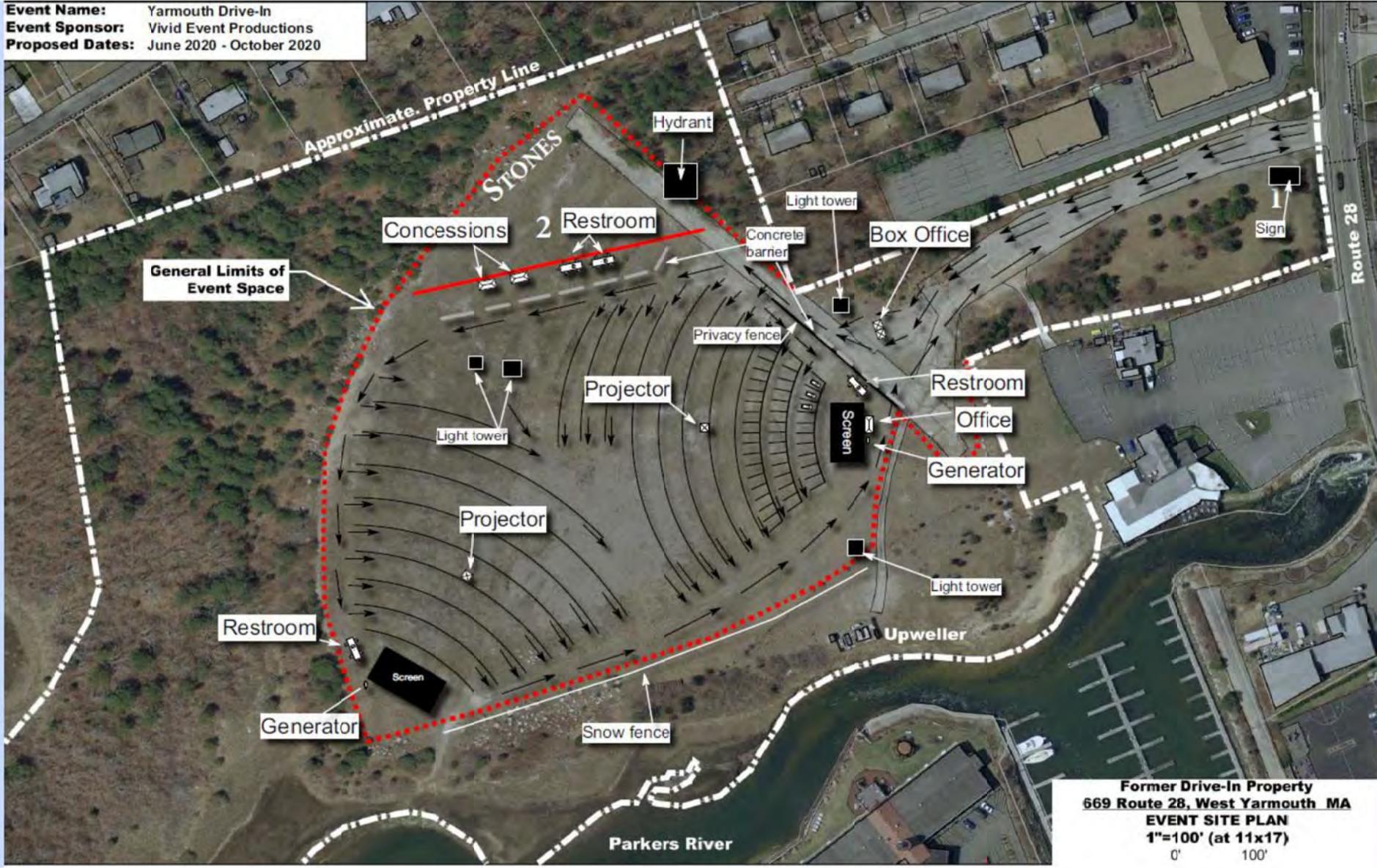
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**Event Name:** Yarmouth Drive-In  
**Event Sponsor:** Vivid Event Productions  
**Proposed Dates:** June 2020 - October 2020



**Former Drive-In Property**  
**669 Route 28, West Yarmouth MA**  
**EVENT SITE PLAN**  
**1"=100' (at 11x17)**  
0' 100'

Drive-in movies have been an American staple since Richard Hollingshead created the first “park-in theater” in New Jersey in 1933. In the 1950’s and 1960s, the drive-in took off, filling available lots of land with families, first dates, smiles, laughter, ice cream, and, of course, buttered popcorn!

It is our plan to bring this piece of Americana back to West Yarmouth with some modern technology using the site of the old West Yarmouth drive-in of 1958. Statistically, drive-ins are making a comeback. We are hoping to seize the opportunity to bring a new but nostalgic family experience to the town of Yarmouth and, more broadly, Cape Cod.

The West Yarmouth Drive-In operated from 1958 to 1988...it's time to bring it back!



Back to the Future is a trademark and copyright of Universal Studios and U-Drive Joint Venture. Licensed by Universal Studios.

We would like to secure the property of 669 Route 28, West Yarmouth, for the summer and fall of the 2020 season.

We are aware that this is a town-owned, community space and we are passionate about working with the town to accommodate other events that may benefit Yarmouth.

If necessary, we will modify the site to accommodate any additional events. While we would of course hope any other events would not interfere with the planned operational times of the drive-in, we can adjust if necessary.

Most of the equipment and infrastructure we are proposing could be moved around the property to accommodate others. However, we would ask that the two screens we are proposing be allowed to stay in place until we cease operation in the fall. These would be located on the perimeter of the property and would not obstruct use of the general space.

# Who We Are



**Kevin Pacheco**

**General Manager**

Over 20 years of experience creating and managing events throughout New England



**Kyle McHugh**

**Production Manager**

A specialist in articulating your message using creative industry and dynamic video elements



**Palmer Egan**

**Operations**

Business management and strategist, assistant to production



**Devon Crowl**

**Box Office Manager**

Coordinator of guest experience from ticket purchase to venue entrance

# Vivid has the equipment, team, & experience located locally!

- We are actively seeking to work in our own community
- Our team has the ability to manage three multi-stage music festivals per weekend
- We offer turnkey management, equipment , and site operations
- The Yarmouth Drive-in location has nostalgia

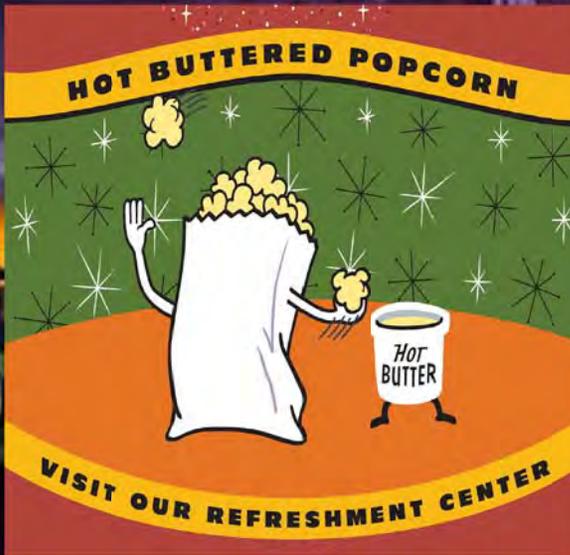
Why us?

*Our staff has worked with or managed:*

Best Buddies Craigville Beach, The South Shore Music Circus, The Melody Tent, The Wilbur, Madison Square Garden, Central Park Summer Concert series, Meadowbrook Pavilion, Indian Ranch, Xfinity Center, Lynn Auditorium, Chevalier Theatre, Palace Theatre, Bangor Waterfront, Miami Music Week, Dick Clarks NYE Concert, Clio Awards, Gronk beach party, Woodstock CT Fair, and many local festivals.



**Previous  
Clients**



# Box Office and Ticketing

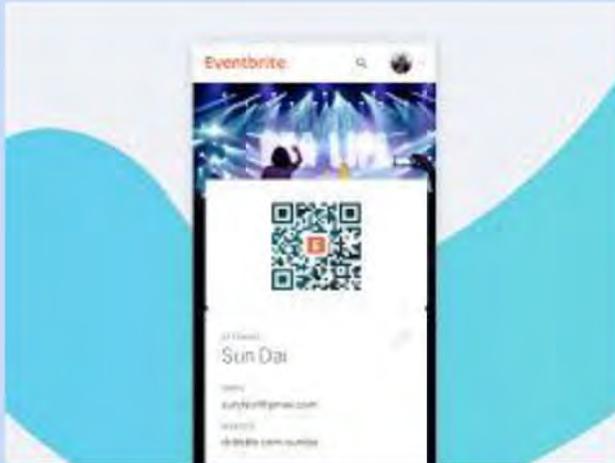
- Purchasing tickets is encouraged beforehand via Eventbrite or other third party ticket resale agent
- Staff members will grant entry to vehicles on arrival by scanning tickets
- Supervisor will handle any box office ticketing or traffic flow issues as necessary

## **Covid-19**

- Using online reseller Eventbrite will reduce in-person contact in accordance with Covid-19 guidelines and will allow us to anticipate number of moviegoers in advance
- Box office staff will be able to scan guests' assigned QR code through their closed car window prior to entry; this will also limit person-to-person contact

## Easily Scan Tickets Through Windows for Touchless Check-in

eTickets can be scanned with the corresponding app right through car windows. Customers can simply show their mobile eTicket and staff can scan and validate it.



## Avoid Traffic Jams with Single QR Code

Generally, if a car with 5 moviegoers pulls in and staff scanned all 5 eTickets - this would create a significant traffic jam. SimpleTix now offers a new feature: Single QR Code. Scan just 1 QR code for the whole car.



# Traffic

- Traffic rules will be outlined on our website and other advertisement pages
- Police detail to ensure public safety when exiting and entering
- Emergency access lane will be available
- The long driveway will be utilized to reduce traffic congestion / entry lanes on Route 28
- Pre-show arrival: two parallel entrance lanes will allow both westbound and eastbound entry; one exit lane available during pre-show
- Advanced ticket purchase and quick scanning proposed in previous slide will also ensure quick and efficient entry, reducing traffic
- Post-show exit: two parallel exit lanes allowing both westbound and eastbound exit; one entry lane available during post-show, signs for left turn only and right turn only for merging before vehicles reach the exit to route 28

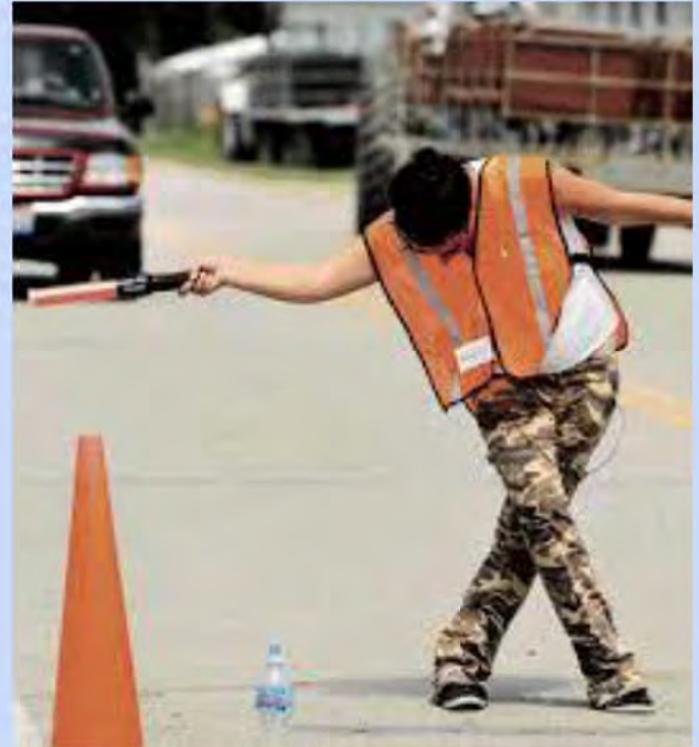


VIVID  
EVENT PRODUCTIONS  
[www.vivid-ep.com](http://www.vivid-ep.com)

# Parking

- After scanning tickets, staff will direct guests to pull into the lot under guidance
- Staff will direct guests to an appropriate parking spot for the movie of their choice and help ensure the spot is to their liking
- Staff will direct vehicles over 5 ft in height to park to the rear as to not block the view of others
- Car spacing is to be adequate distance to ensure ease of exit
- All traffic lanes are marked one-way

# Parking Management



# Construction of Screen



*You'll see it all.*  
in addition to our GRAND  
**HOLIDAY MOVIE  
ENTERTAINMENT**  
at NO INCREASE in admission!



# Movie Screens

- Base materials include stacked shipping containers
- Screens will be fire retardant cellular PVC sheets bolted to shipping containers
- The containers will be properly ballasted / secured to ensure safety
- Projectors will be housed inside shipping containers
- Necessary moveable cables will be laid in anti-trip cable ramps to ensure safety

# Restrooms

- ADA compliant (handicapped accessible) portable restrooms
- Restrooms to have interior and exterior lighting.
- Water department could possibly supply running water from a on site meter
- Portable restrooms; quantity subject to change based on ticket sales
- Staff available to monitor restroom and assist with any issues
- Portable hand wash / sanitizer stations in proximity to restrooms
- Barricades spaced to ensure public safety/distance between vehicles and restroom



Two Men stalls & Three Womens stalls



ADA

# Sanitation

- After serving a customer, employees will be required to disinfect shared equipment with cleaning supplies we provide
- Disinfection and cleaning logs will be kept showing the business is following protocols.
- Hand sanitizer stations
- Hand washing stations

# Trash Disposal / Recycling:

- Daily trash/debris clean-up
- MA Phase one standards dictate guests will “carry in / carry out” their trash and dispose of it at home; we will post signage to this effect
- Dumpster location TBD
- Disposable 40 gallon containers clearly marked as trash or recycling when onsite disposal is permitted
- Trash and recycling removal provided as needed and per MA Phase guidelines

# Power :

- Two - 45kva / 36kw Three phase - Whisperwatt Genset
- -63 db max { normal conversation }
- These will be positioned for maximum efficiency and other infrastructure will block unwanted noise dispersal
- Fenced in using temporary fence
- Spill kit
- Fire extinguishers near any electrical equipment
- Refueling at least 100' away from wetlands



# Security:

- Gate & roaming private security, utilizing dedicated two way radio communication
- Yarmouth Police detail for traffic flow as well as general policing of the location
- Staff to follow the Event Safety Alliance “E.S.A.” Protocols in the event of extreme weather
- Perimeter lighting to be deployed
- Concrete barriers for pedestrians/vehicle separation near concessions
- Following the movie, staff will direct guests to exit safely
- Active microphone available to speak directly to all attendees in the event of an emergency via FM radio transmitters and movie screen broadcast to help locate any missing persons.
- Contraband will not be tolerated, rules to be posted and agreed upon purchase of ticket

# Site Management/Conservation

- Temporary fencing to be deployed along waterside/wetland to prevent debris overflow and create an additional safety barrier
- Daily site clean up of any trash and debris
- Generator refueling not to be completed within 100 feet of the wetland.
- Spill kits available for vehicles leaks or any refueling of generators
- Grass to be cut low for fire prevention
- Upweller access will be maintained and secured with temporary fencing
- Fire hydrant access will be maintained
- Defined lanes maintained for general traffic flow and emergency access



# Merchandise/Concessions

- Six-foot spacing will be clearly marked between customers
- Counters and POS systems wiped down continuously
- Pre-packaged drinks only to minimize touching
- Pre-packaged / take-out packaging food to minimize touching
- Patrons will not be allowed to touch the merchandise/concessions until after purchase
- Electronic pre-orders / contactless payment when possible
- Vendors will be spaced six feet from each other



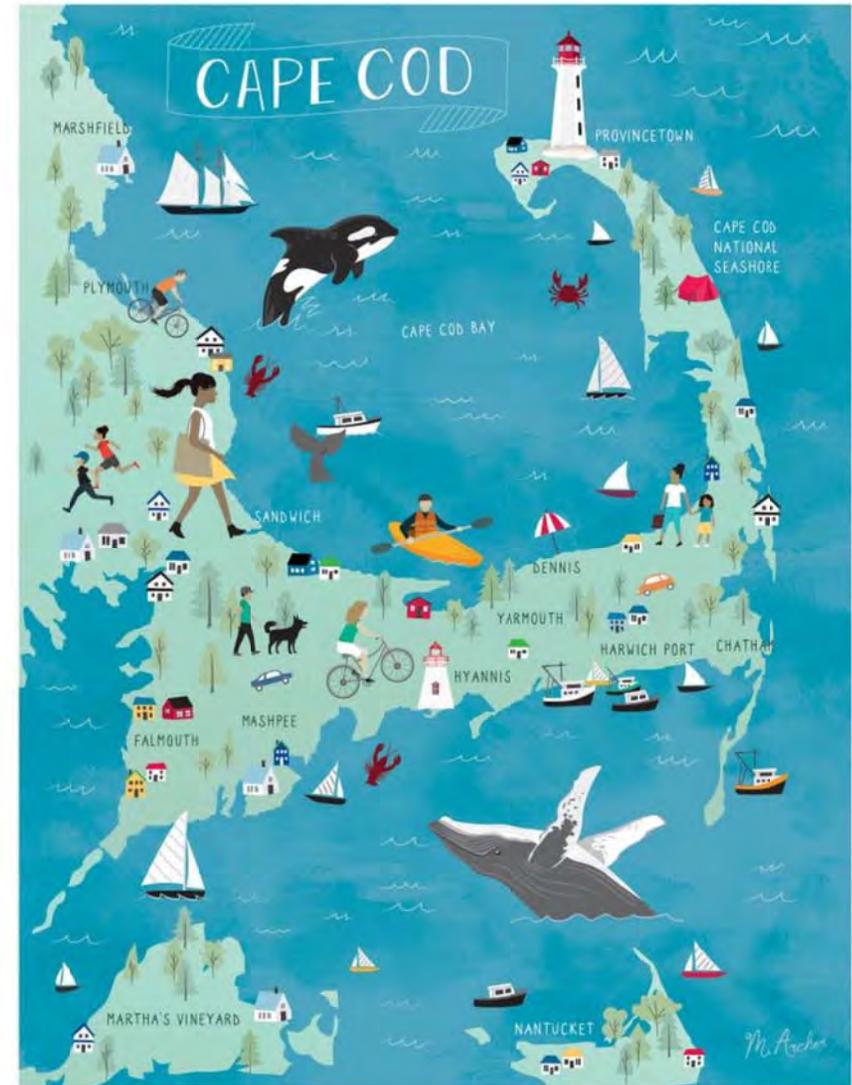
event safety alliance®

## Staff Onboarding :

- Vivid will have a virtual training on new COVID protocols for all staff prior to the season via Zoom.  
*Training will apply current information about COVID-19 hazards and infection control measures including :*
- Proper mask protocol
- Proper hand washing protocol
- Social distancing protocol, high-touch surfaces disinfecting protocol
- Staff will receive a COVID-19 self-evaluation form regarding the last 24-48 hours of any symptoms and current health status (pending legality of this request)
- Staff will be provided will provide the following PPE (Personal Protective Equipment)
  - Masks
  - Gloves
- PPE for use with security workers, concessions, and other staff
  - soap & water, hand sanitizer stations located around the venue

# Community Development

- Cooperate with local restaurants and businesses for combined offers (dinner and movie)
- Coordinate with other event organizations and local chambers of commerce for use of the movie facility and the physical property
- Monetary contribution to the Town of Yarmouth to be determined
- Inject vitality into Yarmouth tourism during the current economic downturn and phase restrictions





ENERGIZE - Yarmouth and Route 28

EXPERIENCE - Excitement & Entertainment

BUILD - Community

SHARE - Popcorn, happiness, smiles, joy, learning, laughter, with family in friends in our own community.

CREATE - Opportunity to be together

LOCAL - PRIDE

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abc NEWS

**VIVID**  
EVENT PRODUCTIONS  
www.vivid-ep.com 888-420-6411



**Thank you for your time and consideration**

**Comments, suggestions or sponsorship questions**

**Please contact us at:**

**[info@vivid-ep.com](mailto:info@vivid-ep.com)**

**Kevin Pacheco & Palmer Egan**



# Town of Yarmouth Event Requirements/Responsibilities

**Event/Location:** Drive-In Site Summer/Fall Movie Theatre – 669 Route 28  
**Applicant:** Vivid Event Productions  
**Event Dates:** June – October 2020  
**Staff Review Date:** June 10, 2020

## Town Administrator

- Town-owned property application requires a meeting with the Board of Selectmen (concurrent with the Entertainment License).
  - Requires an insurance certificate naming the town as additionally insured.
  - **Contact:** Mary-Alice Florio 508-398-2231 x1271 [MFlorio@yarmouth.ma.us](mailto:MFlorio@yarmouth.ma.us)
- 

## Licensing

- Special Entertainment license requires an advertised Public Hearing with the Board of Selectmen including abutter notification sent out 10 days prior to the hearing.
  - **Contact:** Linda Hill 508-398-2231 x1268 [LHill@yarmouth.ma.us](mailto:LHill@yarmouth.ma.us)
- 

## Building

- Special Event sign will require a sign permit, but no Fee.
  - Must submit a Temporary Structure Permit for the proposed screens, further questions and supplemental information may be requested.
  - **Contact:** Mark Grylls 508-398-2231 x1260 [MGrylls@yarmouth.ma.us](mailto:MGrylls@yarmouth.ma.us)
- 

## Conservation

- Temporary fencing is required along the waterfront for safety, trash and to prevent damage to the wetland resources.
  - Clean up of trash/debris required daily after each event.
  - Generators may not be refueled within 100 feet of a wetland. Coordinate with Carl Lawson ([clawson@yarmouth.ma.us](mailto:clawson@yarmouth.ma.us)) in Health Department regarding re-fueling requirements.
  - Must have plan in place to remove equipment in event of a major storm.
  - Develop a plan for restoring the site at the end of the season as required.
  - **Contact:** Kelly Grant 508-398-2231 x1288 [KGrant@yarmouth.ma.us](mailto:KGrant@yarmouth.ma.us)
- 

## DPW

- Bathrooms must have interior lighting. Site lighting needs to avoid impacts to neighbors.
- The site is windy and screens need to be adequately secured.
- Snow fencing must be installed around the shellfish upweller.
- Event organizer needs to coordinate with MIG Construction who have an existing agreement with the Town to use a portion of the site for staging and material/equipment storage for the adjacent Parkers River Bridge project.
- Make sure adequate road spacing is maintained so that vehicles can exit in case of emergency.
- Ensure adequate and safe vehicular and pedestrian access around the site.
- Periodic review by the DPW may be required to inspect the condition of the site.

- Staff will follow up with the Water Department about use of water from the existing hydrant on site.
  - **Contact:** Amanda Ruggiero 508-398-2231 x1253 [ARuggiero@yarmouth.ma.us](mailto:ARuggiero@yarmouth.ma.us)
- 

## Fire

- Requires Event/Mass Gathering permit.
  - Ensuring access for emergency vehicles is required. Event organizer discussed use of Road delineators/saw horses for traffic management and for maintaining emergency access.
  - Must obtain permit for storage of propane for food trucks.
  - Fuel storage permit also potentially required.
  - Keep grass cut low for fire safety concerns.
  - Must maintain access to existing fire hydrant.
  - Maintain access to the upweller for the Division of Natural Resources.
  - At this time, do not see a need for on-site medical staff from the Fire Department.
  - Confirmed security team will be utilizing radios for communication.
  - **Contact:** Kevin Huck 508-398-2212 x3214 [KHuck@yarmouth.ma.us](mailto:KHuck@yarmouth.ma.us)
- 

## Police

- Police dept. will meet with event organizers to determine police detail requirements (fees will vary). Event organizer indicated they would be interested in an 8 hour daily police detail to assist with traffic exiting the property and general policing of the event. Details are a 4 hour minimum.
  - Install a sign noting the left lane is left turn out only and the right lane is right turn out only to clearly mark exit routes.
  - Discussed hours of operation and the potential conflict with the Noise Bylaw which starts at 11 PM, as it relates to generators and speakers in cars.
  - Police inquired about private security. Event organizer noted they would have one at the gate and one traveling around the site. As most tickets are pre-sold on-line, a lot of cash on site is not anticipated.
  - Police inquired about coolers and how they will prevent people from entering with contraband. Event organizer indicated that all the rules will be posted when the tickets are purchased on line. Those not willing to comply will be asked to leave.
  - Police noted the organizer should have a plan in place to address lost children.
  - **Contact:** Michael Bryant 508-775-0445 x2122 [MBryant@yarmouth.ma.us](mailto:MBryant@yarmouth.ma.us)
- 

## Health

- For any events serving food, a temporary food service is required and must be submitted two weeks prior to the event (\$15 fee). Application must include a worker's compensation certificate.
- Caterers and food trucks must be approved (menu and company) by the Health department prior to the event. (Phil Renaud in the Health Department has a list of food truck vendors from other events in Town.)
- Food managers must submit ServSafe and allergy certifications.
- Adequate portable toilets need to be provided as approved by the Health dept. based on number of attendees.
- **Contact:** Phil Renaud 508-398-2231 x1242 [PRenaud@yarmouth.ma.us](mailto:PRenaud@yarmouth.ma.us)

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## Community Development

- Car spacing needs to be reviewed to ensure people can leave at any time. The existing 30' spacing does not provide enough room for vehicle circulation and may result in fewer cars being able to be parked on the site than originally projected.
- Take into consideration the existing gate location and the width of the three lanes shown in the traffic control plan.
- A security deposit will be required for the heavier and more regular use of the site. Periodic review of the site by the DPW will be needed to ensure no excessive damage is happening.
- Discussed possible fee contribution to the Town, specifically a percentage of ticket sales up to a maximum amount.
- Discussed the possibility of other events happening at the site and their willingness to work with the Town and others, such as the Chamber of Commerce, to make this happen. Event organizers have the ability to secure materials within the shipping containers.
- Event organizer will need to maintain the site during the season, including mowing the grass.
- **Contact:** Kyle Pedicini, 508-398-2231 x1653 [kpedicini@yarmouth.ma.us](mailto:kpedicini@yarmouth.ma.us)

### Present at the meeting:

- Kyle Pedicini, Economic Development Coordinator
- Karen Greene, Director of Community Development
- Kathy Williams, Town Planner
- Amanda Ruggiero, Town Engineer
- Kevin Huck, Fire
- Jon Sawyer, Deputy Fire Chief
- Michael Bryant, Police
- Kevin Lennon, Police Deputy Chief
- Kelly Grant, Conservation Administrator
- Jeff Colby, DPW Director
- Mallory Langler, Deputy Health Director
- Kevin Pacheco and Palmer Egan, Applicants Vivid Events



# TOWN OF YARMOUTH APPLICATION FOR USE OF TOWN-OWNED PROPERTY

Applicant \_\_\_\_\_

Affiliation or Group \_\_\_\_\_

Telephone Number \_\_\_\_\_  
\_\_\_\_\_

Mailing Address \_\_\_\_\_  
\_\_\_\_\_

Email Address: \_\_\_\_\_

Town Property to be used (Include specific area): \_\_\_\_\_

Describe Use and purpose: \_\_\_\_\_  
\_\_\_\_\_

Beginning Date and Time of Event: \_\_\_\_\_

Ending Date and Time of Event: \_\_\_\_\_

Date and Time you need Location for Set Up: \_\_\_\_\_

Total Guests/Participants Expected: \_\_\_\_\_

Will alcohol be served?  Yes  No

Will a fee be charged?  Yes  No

Amount(s): \$ \_\_\_\_\_

Will an auction or raffle be held?  Yes  No

Will signs/banners be posted?  Yes  No

Will Traffic Control be needed?  Yes  No

Will music/amusement devices be at event?  Yes  No

Will tents be erected?  Yes  No

Will sanitary facilities be provided?  Yes  No

Will food be served or sold?  Yes  No

If Yes to food, please describe where food is being prepared and what is being served \_\_\_\_\_  
\_\_\_\_\_

## \*\*\*IMPORTANT\*\*\*

***Certificate of liability insurance must be submitted to cover the event  
prior to granting permission for use of Town property.***

*Action by Town Administrator:*

\_\_\_\_\_ *Approved as submitted*

\_\_\_\_\_ *Approved with the following condition(s):* \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ *Disapproved for the following reasons:* \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
*Town Administrator's Signature*

\_\_\_\_\_  
*Date*



# TOWN OF YARMOUTH LICENSE OFFICE

1146 Route 28, South Yarmouth, MA 02664

508-398-2231 ext. 1268 Fax (508) 398-0836

## APPLICATION FOR SPECIAL ENTERTAINMENT LICENSE

The undersigned hereby applies for a license in accordance with the provisions of MA General Laws, Chapter 140 Sec. 183A amended, Chapter 351, Sec. 85 of Acts of 1981. Also Chapter 140 Sec. 181 & Chapter 136 Sec. 4.

DATE OF APPLICATION: June 8th, 2020

NAME OF APPLICANT: Innovation Arts & Entertainment (iAE)

ADDRESS: 111 N Wabash Ave Suite 919 Chicago, IL 60602

PHONE: (312) 274-1800 x 226 OR (773) 580-8930

EMAIL ADDRESS: adam@innovtionae.com

NAME OF EVENT: Live at the Yarmouth Drive-In DATE OF EVENT: 7/1/20 to 9/5/20

ADDRESS WHERE EVENT WILL TAKE PLACE: 679 Massachusetts 28, West Yarmouth, MA 02673

PERSON IN CHARGE OF EVENT: Adam Epstein & Joe Kosin (of iAE)

TYPE: Check which applies: Concert  Dance  Exhibition  Cabaret

Public Show  Live band with  pieces, including singers.

INCLUDES: Dancing by patrons  Dancing by entertainers or performers  Recorded music

Live music  Amplification system  Theatrical exhibition  Stage play

Moving picture shows  Floorshow  Jukebox  TV

DATE(S) OF ENTERTAINMENT: Varies by week and programming

HOURS OF ENTERTAINMENT: 6:00 PM to 10:00 PM nightly

**LICENSE FEE: \$55.00** Please make check payable to: TOWN OF YARMOUTH

**HEARING FEE(if applicable) \$65.00 Payable with application.**

**Legal ads will be billed directly to the applicant. Abutter notices must be sent out at least 10 days prior to the hearing via certified mail. Bring abutter return cards to the hearing or to the licensing office at Town Hall prior to the hearing. Fees for legal ads must be paid before license is issued.**

APPLICATION FOR ENTERTAINMENT (CONT.)

Provide a detailed description of proposed entertainment including dress or attire, description of the show, where entertainers will perform and other information to assist the Licensing Authority in making a decision. Also, please attach a floor plan showing the entertainers and dance floor area.

see attached proposal

As part of the entertainment, will any person be permitted to appear on the premises in any manner or attire as to expose to public view any portion of the pubic area, anus, or genitals, or any simulation thereof, or whether any female person will be permitted to appear on the premises in any manner or attire as to expose to public view a portion of the breast below the top of the areola, or any simulation thereof?  
(Chapter 694)

Yes \_\_\_\_\_

No   x  

This license issued by this application is valid for the calendar year \_\_\_\_\_ thru \_\_\_\_\_ provided the type of entertainment specified above does not change. In the event of a change in type of entertainment different than indicated above, a new application will be required and a new license issued.

By signing this form the applicant certifies that he/she has read Chapter 272, Section 29 thru 31 of the Massachusetts General Law.

  
\_\_\_\_\_  
SIGNATURE OF APPLICANT

06/08/20  
\_\_\_\_\_  
DATE

Joseph Kosin

**Application Form:**

**YARMOUTH FIRE AND RESCUE**  
**96 OLD MAIN STREET**  
**SOUTH YARMOUTH, MASSACHUSETTS 02664**  
**Telephone: (508) 398-2212 Fax: (508) 760-4858**

**YARMOUTH FIRE DEPARTMENT MASS GATHERING**  
**PERMIT APPLICATION**

---

**Event Name:** \_\_\_\_\_

**Date(s):** Live at the Yarmouth Drive **Time: From** \_\_\_\_\_ **To** \_\_\_\_\_  
July 1st **From** 5:00 PM **To** \_\_\_\_\_  
September 5th **From** \_\_\_\_\_ **To** 10:00 P

**Location:** \_\_\_\_\_

**Event Type:** **Check all that apply**  
 **Run/Walk**  **Festival**  
 **Boating/Swim**  **Concert**  
 **Other (Specify)** \_\_\_\_\_

**Event Description:** \_\_\_\_\_

**Estimated number of participants:** Movie **Spectators:** \_\_\_\_\_

**Will alcohol be served?**  **Yes**  **No**

**Organizer:** 1200 \_\_\_\_\_

**Address:** \_\_\_\_\_

**Contact:** **Phone:** Innovation Arts & Ent  
**Cell Phone:** 111 N Wabash Ave Suite  
**Fax:** (312) 274-1800 x 226  
**Email:** (773) 580-8930

## Williams, Kathleen

---

**From:** Pedicini, Kyle  
**Sent:** Wednesday, June 10, 2020 2:21 PM  
**To:** Williams, Kathleen  
**Subject:** FW: Yarmouth Drive-In

Hi Kyle

I appreciate your reply.

For our proposal, we have outlined the site for use exclusively as a drive-in movie venue for the time being until permission is granted by the proper authorities.

We, of course, understand and agree to follow state and local municipal guidance prior to offering alternatives to movies. Further to that point, only after the state moved to Phase 3 would we consider usage for other forms of entertainment.

I look forward to the opportunity to present our plan to the Selectmen.

Sincerely

Adam

On Tue, Jun 9, 2020 at 4:08 PM Pedicini, Kyle <[KPedicini@yarmouth.ma.us](mailto:KPedicini@yarmouth.ma.us)> wrote:

Hi Adam,

Thank you for your email and application materials. First thing we should note is that per the [updated guidance from the State regarding when activities can re-open](#), outdoor performance venues are not permitted to re-open until Phase 3 on the MA Re-opening. So the Town would not be able to consider any request to use the Drive-In site for anything other than a drive-in movie theatre until guidance for Phase 3 is published and any potential approval of your request would be conditioned on the State progressing to Phase 3.

In terms of reviewing proposals, we are currently working to schedule a meeting with the Selectmen next week for them to discuss the three competing proposals presented to them to use the site. When details of this meeting have been finalized we will make sure to share them with you. Please let me know if you have any questions.

Thanks,

Kyle

## Williams, Kathleen

---

**From:** Adam Troy Epstein (IAE G-Suite) <adam@innovationae.com>  
**Sent:** Thursday, June 11, 2020 9:28 AM  
**To:** Williams, Kathleen  
**Cc:** Pedicini, Kyle; Greene, Karen; Hill, Linda  
**Subject:** Re: Yarmouth Drive-In Property

We are interested in selling alcohol, but did not consider this a requirement of our proposal. We were thinking it would be best to ensure we had the infrastructure perfected prior to solving the issue if alcohol sales.

That said, I'm very happy to engage Ms Hill to see if we could sort out an action plan or potential sales scenarios. I will reach to about that immediately, but our proposal should not be considered contingent upon approval of a permit to sell alcohol.

Thank you

Adam

### Adam Troy Epstein

CEO | Innovation Arts & Entertainment

Phone: [\(312\) 274-1800 x226](tel:3122741800x226)

Cell: [\(773\) 580-8930](tel:7735808930)

The Garland Building

[111 N Wabash Suite 919 | Chicago, IL | 60602](#)

Email: [Adam@InnovationAE.com](mailto:Adam@InnovationAE.com)



On Jun 11, 2020, at 9:18 AM, Williams, Kathleen <kwilliams@yarmouth.ma.us> wrote:

Hi Adam,

I also noticed that you checked the box indicating you were interested in selling alcohol, but there was no Application for Special Alcohol License. You should coordinate with Linda Hill (copied here) for further guidance and application materials. However, I'm unclear how this would work under the current Phase 2 guidance and for such an extended period of time. These are usually one-day licenses. Was this something you were interested in for later phases? Is your interest in the site contingent upon selling alcohol?

Thanks,

**LIVE**

*at the*

**YARMOUTH  
DRIVE-IN**

**IAE**  
INNOVATION ARTS  
& ENTERTAINMENT

111 North Wabash, Suite 919, Chicago, IL 60602  
(P) 312.274.1800

*Imagine what Innovation can do for you*

IAE seeks to rent and manage the The Old Yarmouth Drive-In Site to create a



# **SUMMER LONG DRIVE-IN ENTERTAINMENT EXPERIENCE**

Due to our history of organizing festival and concerts in non-traditional venues, IAE is uniquely positioned to execute the attached Yarmouth Drive-In plan beginning in early July and operating through Labor Day.

# YARMOUTH DRIVE-IN SITE PLAN SUMMARY

The following pages will provide you with a detailed summary of our plans for the Yarmouth entertainment site, focused in the following areas:

## SITE

We'll care for it, we'll maintain it, we'll keep it safe, clean and green.

## PEOPLE

We treat our partners, customers and staff alike – like family.

## OPERATIONS

We care and take pride in the quality of our work.

## SAFETY AND HYGIENE

Being smart and safe is always a priority, especially when being responsible for the well-being of the public. We take our obligations seriously, are community-minded and dedicated to supporting COVID-19 safety and hygiene guidelines for public gatherings.

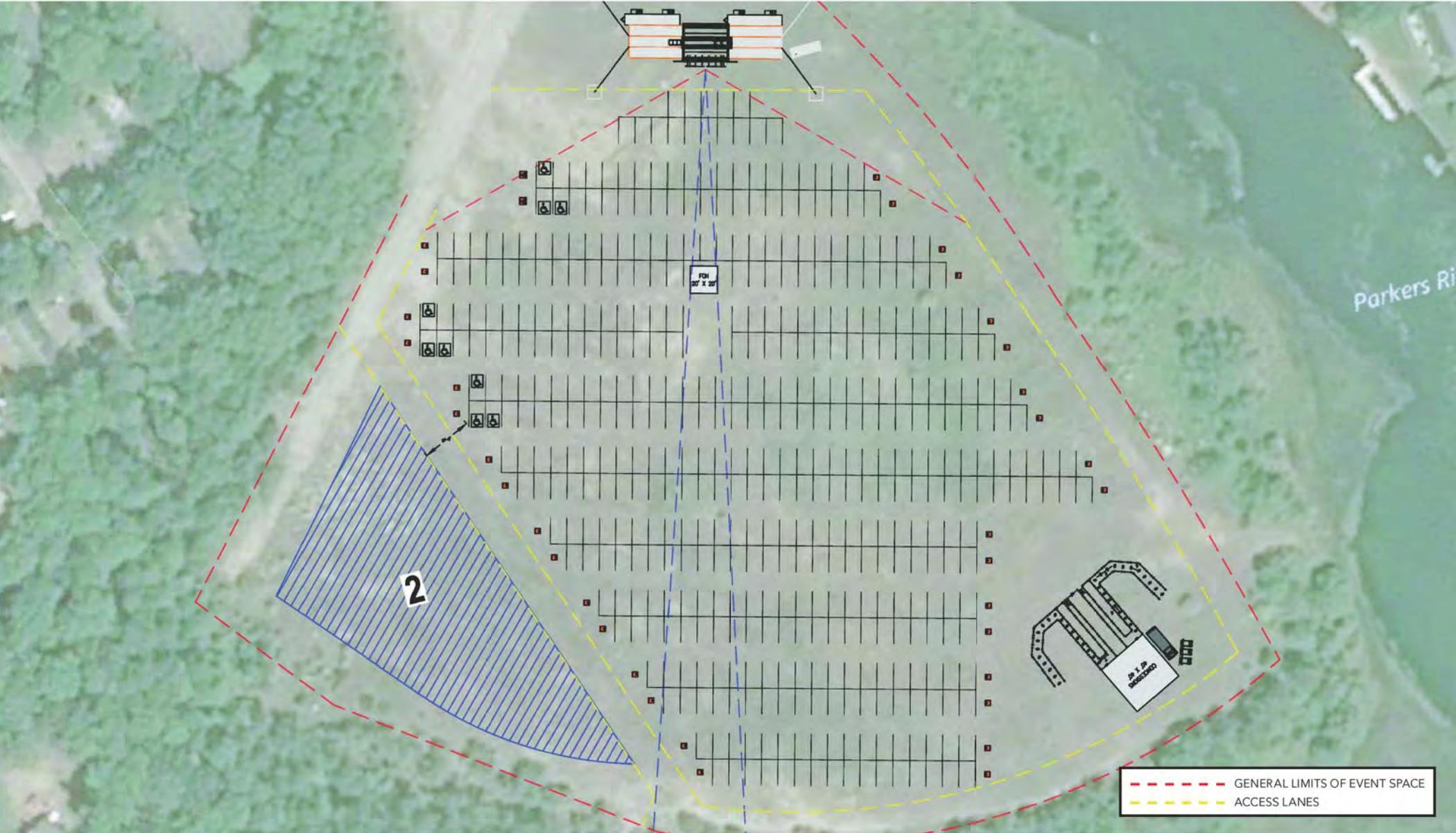
## ENTERTAINMENT

The site will be highly structured, yet flexible enough to adapt to changing guidelines that may allow for a variety of different entertainment options. We will build a space that can show movies, and pivot seamlessly to offer live concerts and comedians.

## COMMUNITY

We have considered the impact on the surrounding community at every point of the planning process. IAE designed the site to mitigate disruption to daily life on the site's neighbors. Within the plan, please note our efforts to minimize traffic congestion and noise pollution in an effort to address concerns residents and business owners will likely have.

# YARMOUTH DRIVE-IN SITE MAP



## OVERVIEW

Our 22-person team of industry professionals, representing six decades of live entertainment experience, put a great deal of thought into this project and know that the Board of Selectmen are looking for a turnkey solution to provide safe entertainment options for residents and visitors while making Yarmouth a choice destination for the Cape community.

The best way to ensure optimal enjoyment and safety is to build an event site capable of presenting a variety of entertainment, with equipment and crowd control infrastructure that stay in place all summer long. The less often equipment needs to be moved, the less often workers need to be engaged for the purposes of installing equipment, as every interaction avoided is one less interaction that may yield an infection. Further benefit will be gained by employing one management team who communicate with Town administrators and implement agreed upon best practices.

With IAE, you'll find a creative, reputable, and resourceful partner. We pride ourselves on the endless pursuit of the perfect event, and accommodating our ticket-buying customers and the towns who host our events. We are open-minded, embrace suggestions of our partner municipalities, and recognize that a successful event involves contributions of Public Works, Police, Fire, EMS and administrators.

---

*Imagine what Innovation can do for you!*

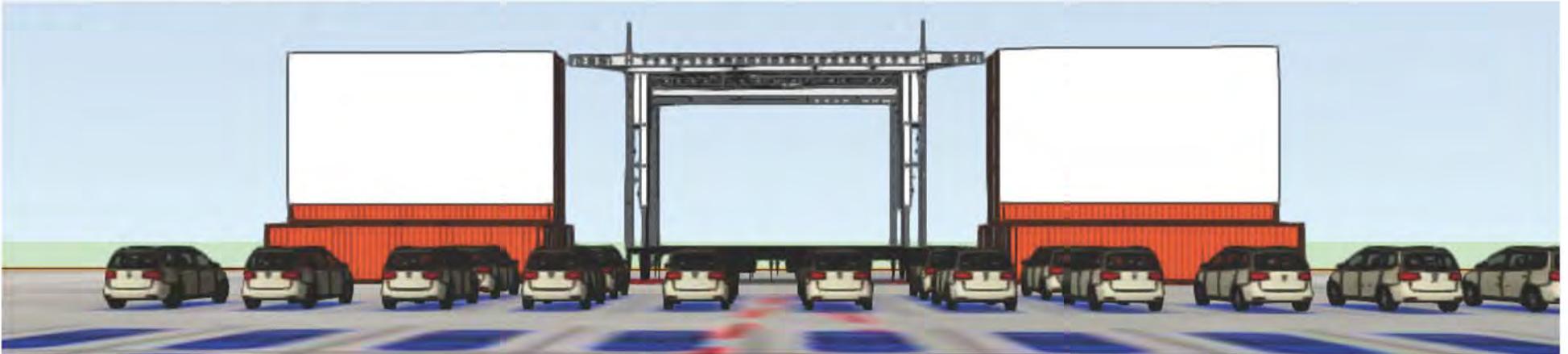
# STAGE / VIDEO / AUDIO

## SL250 STAGE

- State of the art convertible stage enclosed in a semi-trailer that can be assembled and disassembled in two hours with limited labor
- All-in design includes a roof and wings sheltering the performers and equipment from inclement weather
- 40' x 40' performance surface allowing performers to social distance appropriately
- Stage will be utilized for announcements and previews as well as live entertainment performances when permissible

## VIDEO PROJECTION

- Two 40-foot wide by 22.5 high video projection surfaces bookending the stage to show movies and eventually simulcast live performances
- Projection surfaces will be elevated using shipping sea cargo containers as show in the site map drawings



## AUDIO

- FM-transmission technology will be utilized to broadcast audio to vehicle radios and reduce any sound impact upon the surrounding community
- Ongoing announcements will instruct attendees to follow safety protocols in place

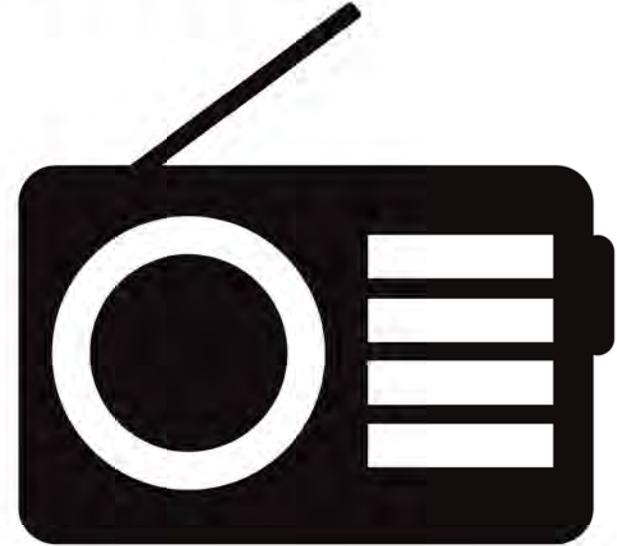




# IMPACT ON SURROUNDING COMMUNITY

## NOISE

The site plan orients the stage to have the lowest possible impact on the surrounding community. Use of FM Transmitter technology will decrease noise pollution.



## TRAFFIC

The following pages detail a traffic plan that strives to alleviate congestion on the surrounding roadways.

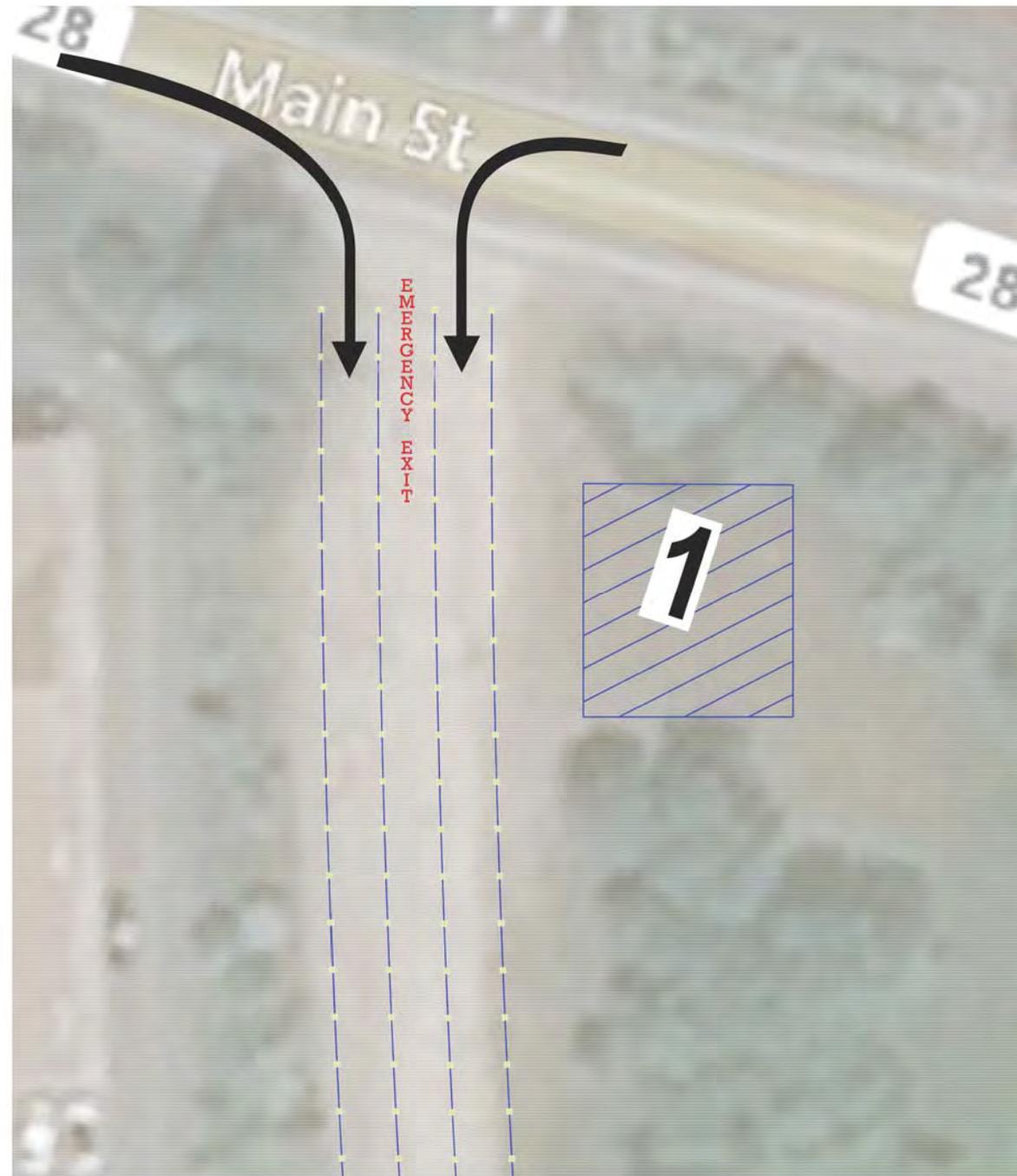
# INGRESS

## TRAFFIC FLOW

- Vehicles heading East on Route 28 will use the eastern-most site entry lane
- Vehicles heading West on Route 28 Enter will use the western-most site entry lane
- The middle lane will remain open for emergency access only

## ADMISSION

- Gates will open one hour prior to ticketed show time
- Vehicles will pass through admission tent
- Driver will present vehicle's admission ticket through the closed driver's-side window for contactless ticket scanning to be completed by attendant
- Traffic attendants with directional signage will guide vehicles to assigned parking stall
- All tickets to be sold exclusively online and via mobile app in advance



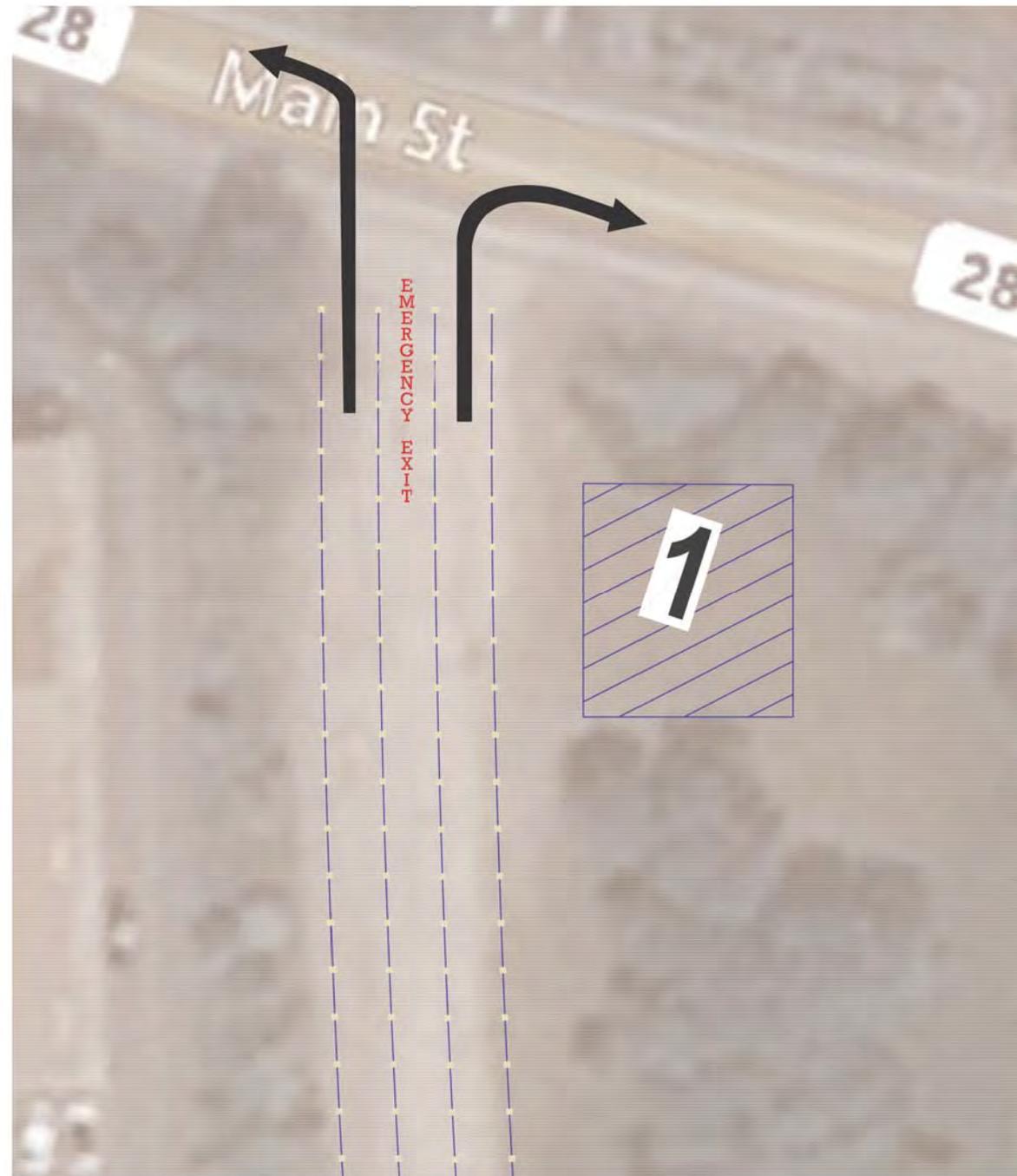
# EGRESS

## TRAFFIC FLOW

- Vehicles heading East-bound on Route 28 will use the right-turn only exit lane
- Vehicles heading West-bound on Route 28 will use the left-turn only exit lane
- The middle lane will remain open for emergency access only
- Vehicles may exit the site any time before the show concludes

## EVENT STAFF ASSISTANCE

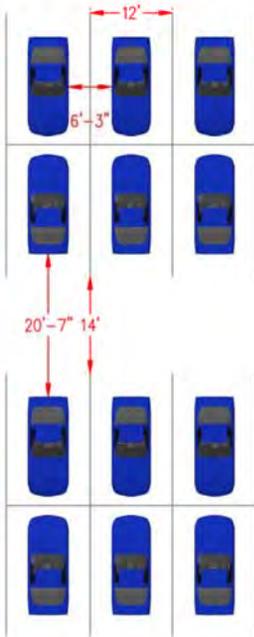
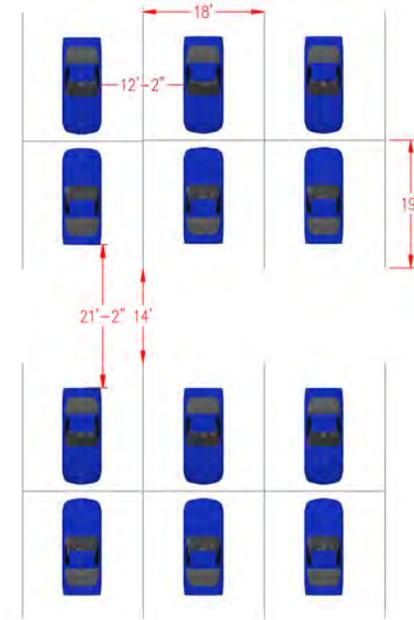
- Directions for orderly exit will be projected on screens once the show has concluded
- Post-show announcements over the FM-transmission will provide further guidance for exiting
- Traffic attendants with directional signage will direct vehicles to proper exit lanes



# VEHICLES

## PHASE 1 & 2 OF REOPENING MASSACHUSETTS

- Movie screening only with a reduced capacity of 242 vehicles
- Vehicles will be pre-assigned parking stalls when purchasing a ticket
- Marked parking stall is 18' wide by 19' deep, leaving 12' between vehicles



## PHASE 3 OF REOPENING MASSACHUSETTS

- Movie screenings and outdoor performances with an increased capacity up to 695 vehicles total
- Vehicles will be pre-assigned parking stalls when purchasing a ticket
- Marked parking stall is 12' wide by 19' deep, leaving 6' between vehicles

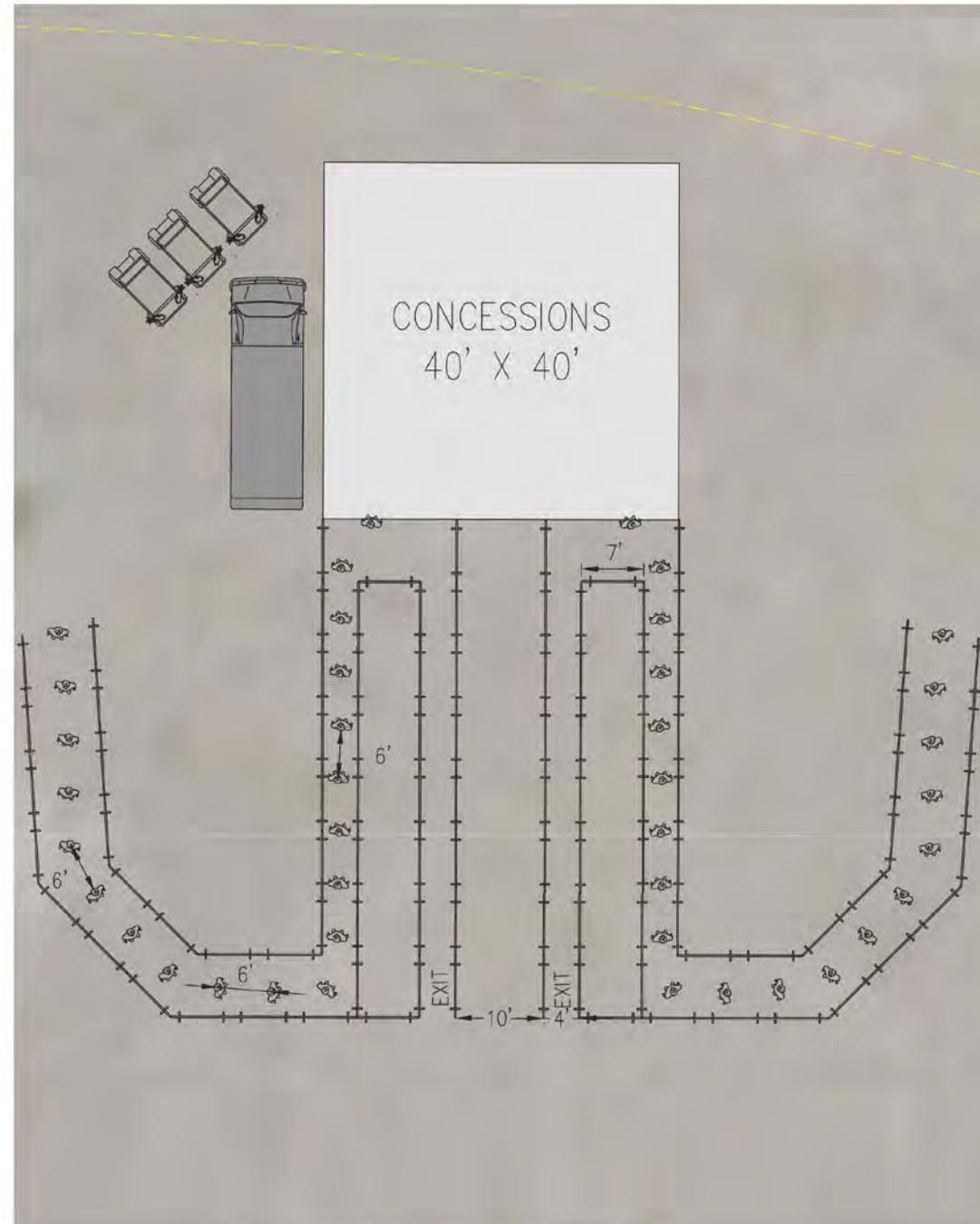
# CONCESSIONS

## CONTACTLESS ORDERING

- IAE's concessions app will allow customers to remotely order and pay for food and beverage orders
- Menu will include movie theater food and beverages
- Customer will be notified when order is ready for pickup
- When picking up order, customer will enter a one-way aisle with required 6-foot social distance in line clearly marked
- After picking up order, attendees will safely exit the area in a separate, one-way aisle

## SETUP

- 40 x 40 Kitchen tent
- Refrigeration truck
- Bike rack aisles for customer entry/exit



## CLEAN AND GREEN

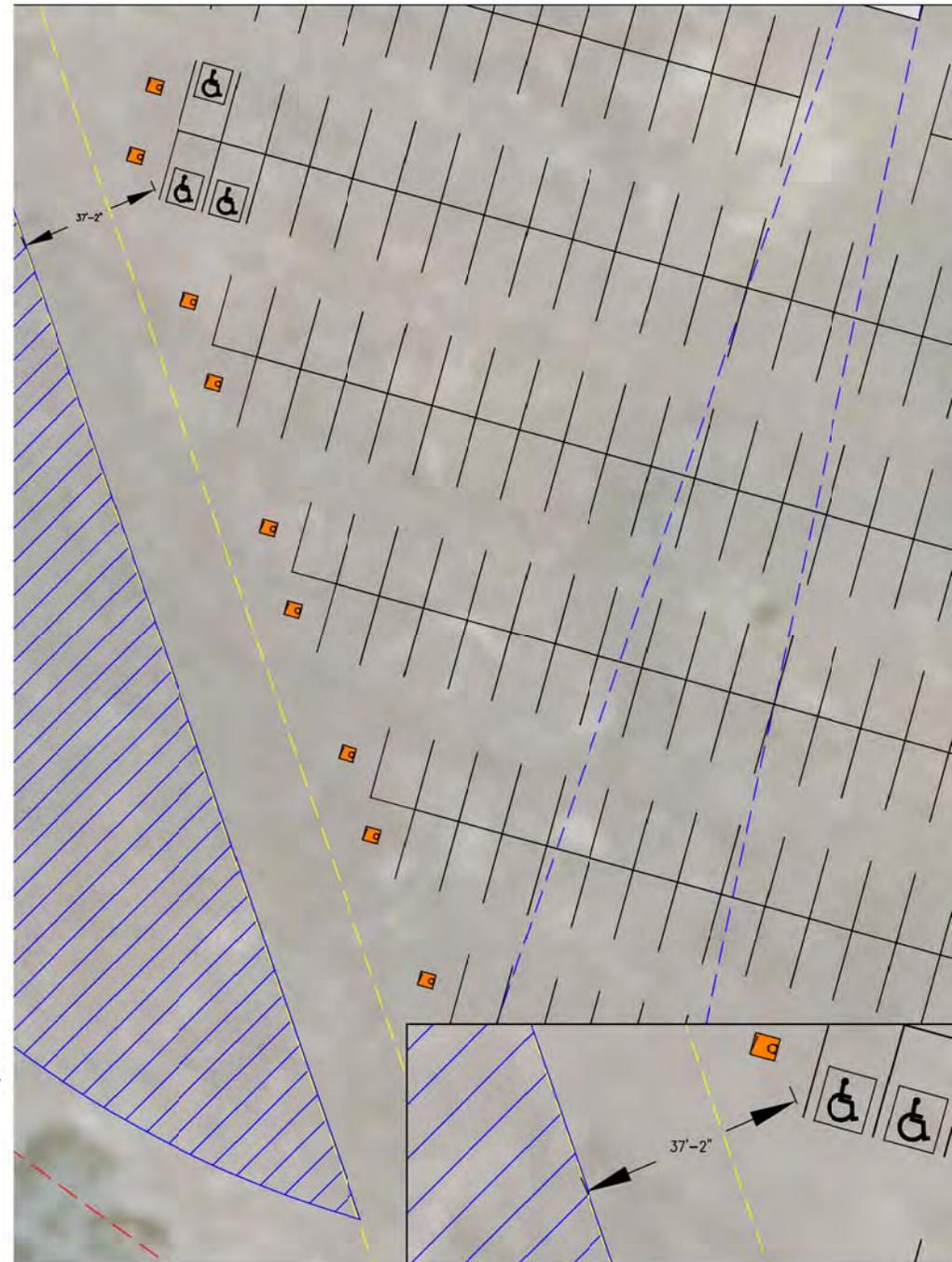
- A small garbage bag and a small recycling bag will be provided with each concessions order, enabling temporary collection of trash and recycling without leaving vehicles
- Large garbage and recycle bins will be located near the restrooms and near the site exit
- Local waste management services will collect trash and recycling each day following an event.

## RESTROOMS

- Forty (40) portable restrooms with hand sanitizer stations in each restroom ensures generous restroom-to-attendee ratios
- Restrooms will be located on both the east and west sides of the site (depicted in orange)
- Required 6-foot social distance lines clearly marked
- Attendants will regularly sanitize exterior and interior high-touch areas
- Additional non-public restrooms will be provided for staff use
- Restrooms will be pumped each day following an event

## SAFETY, SANITATION, AND STAFF

- Each staff member will complete a mandatory virtual training session covering public safety, social distancing, hygiene protocols, and all procedures related to vehicle and attendee policies
- Each staff member will live up to their COVID-responsibility, be charged with education, and encourage attendees to do the same



The resulting void from the cancellation of the Cape Cod Melody Tent's season has created the need for a safe entertainment alternative on the Cape.

## **THE KEY TO SUCCESS IS CONSISTENCY.**

- Working with the town of Yarmouth, IAE can adapt operations as the summer progresses to address concerns and requests from the local community
- Infrastructure and staffing will remain dependable and unvarying throughout the summer
- IAE will remain cognizant of the concerns of the community and local authorities and act as a singular point of accountability when it comes to communication and action regarding event operations
- Events will stimulate the local economy and provide a safe plan for residents and visitors to go out in the community and participate

Thank you for considering our proposed plan to deliver entertainment to the Cape in what is sure to be the most memorable and unique summer of our lifetime.

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*Imagine what Innovation can do for you!*



**SECTOR SPECIFIC WORKPLACE STANDARDS  
FOR DRIVE-IN MOVIE THEATERS  
TO ADDRESS COVID-19  
As of May 18, 2020**

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**Purpose**

These sector specific COVID-19 safety standards for Drive-In Movie Theaters are issued to provide Drive-Ins with instructions to help protect against the spread of COVID-19 as in-person services resume.

These standards are minimum requirements only and are not exclusive or exhaustive. The public health data and matrix for disease prevention upon which these guidelines are based can and does change frequently, and the operator of a Drive-In is responsible for adhering to all local, state and federal requirements.

**Vehicles**

- Capacity must be reduced to allow for adequate distancing between cars.
- Customers must remain in their vehicles at all times, except when purchasing concessions or using the restroom facilities.

**Concessions and Payments**

- Concessions cannot be delivered to vehicles.
- Concessions must be for takeout only for customers to take back to their cars (i.e. no dining areas).
- Concession stand lines must have markers to ensure social distancing.
- Remote payment should be used when possible.

**Restrooms**

- Lines must have markers to ensure distancing.
- Facilities should be cleaned frequently to minimize the spread of COVID-19.

**Uses**

- Drive-In Theaters are allowed to operate only for the purpose of showing movies.

## Chapter 104: Noise

[HISTORY: Adopted by the Town Meeting of the Town of Yarmouth as indicated in article histories. Amendments noted where applicable.]

### GENERAL REFERENCES

Firearms — See Ch. 84.

Loitering — See Ch. 99.

Peace and good order — See Ch. 112.

Poultry and swine — See Ch. 196.

## Article I: Regulation of Certain Devices and Persons

[Adopted STM 1-11-2005 by Art. 9,<sup>[1]</sup> approved 3-17-2005]

[1] *Editor's Note: This article also repealed former Ch. 104, Noise, adopted by the ATM 4-7-1981 by Art. 16, as amended.*

### § 104-1 Sound-making devices and boisterous persons.

It shall be unlawful for any person or persons occupying or having charge of any building or premises or any part thereof in the Town of Yarmouth, other than that section of any establishment licensed under Chapter 138 of the Massachusetts General Laws, at any time between the hours of 11:00 p.m. and 7:00 a.m. to knowingly allow unnecessary, loud, excessive, or unusual noises in the operation of any radio or other musical sound-making device or instrument or in the playing of any band, orchestra, musician or group of musicians, or making any loud outcries, exclamations, or other loud or boisterous noises by any person or group of persons.

### § 104-2 Noise from dwellings, buildings, boats and other conveyances.

It shall be unlawful for any person or persons in or about any dwelling, building, premises, shelter, boat or conveyance or any part thereof, other than that section of any establishment licensed under Chapter 138 of the Massachusetts General Laws, to cause, between the hours of 11:00 p.m. and 7:00 a.m., any unnecessary, loud, excessive, or unusual noises in the operation of any sound-making device or in the playing of any band, orchestra, musician or group of musicians or the making of loud outcries and boisterous singing by any person or group of persons.

### § 104-3 Noise from motor vehicles.

It shall be unlawful for any person while in control of any motor vehicle, as defined by MGL c. 90, § 1, as amended, in the Town of Yarmouth to cause unnecessary, loud, excessive or unusual noise in the operation of the motor vehicle, as defined by MGL c. 90, § 1, as amended. The fact that the noise is plainly audible at a distance of 150 feet from the motor vehicle from which it originates shall constitute prima facie evidence of a violation of this article.

### § 104-4 Nonapplicability.

This article shall not be applicable to fire signals or alarms or to sounds emanating from police, fire or other governmental or emergency vehicles.

### § 104-5 Copy to be provided.

The owner of any building, dwelling, structure, premise, or shelter, which is let, rented or leased, shall provide any and all tenants, lessees and sublessees with a copy of all sections of Chapter 104 of the Yarmouth Code.

**§ 104-6 Penalty.**

Any person or persons found violating this article shall be first warned in writing of said violation. Any violation of this article shall be punished by a fine of not more than \$300 for each offense. Any person or persons who commit, in the presence of a police officer, a violation of this article which amounts to a breach of the peace or anticipatory breach of the peace may be arrested without a warrant.