

SUNSET AMPHITHEATER AT BROKEN ARROW FREQUENTLY ASKED QUESTIONS (FAQ's)

Welcome! We are excited to have you join us for this evening's forum. Scan below for more information or to sign up for our newsletter. Or visit <https://noteslive.vip/sunsetba/>



Project Goals:

- Provide Broken Arrow and the Tulsa metropolitan area with an open-air, premium music destination for A-List artists with Broadway and Hollywood production quality, in the most luxurious amphitheater in the world.
- Attract visitors to Broken Arrow from the region, the state, and across the United States.
- Keep entertainment dollars in Broken Arrow and Tulsa, driving economic vitality.
- Reduce youth, as well as adults, from having to drive far distances late at night to enjoy entertainment.
- Host graduations, cultural events, corporate events, family-friendly community events (movie nights)
- Provide seasonal jobs for local students, full-time jobs, and construction jobs.
- Drive \$4.3 Billion in economic impact in the first twenty years of operation.

Amphitheater Capacity:

We anticipate three tiers of event sizes (sold-out and lower attendance events). The large events/concerts would typically take place in peak touring season, which is typically April through October

- 12,500 patron capacity (sold-out event)
- Employees & Security (estimated to be ~ 200-250)
- Based upon the parking study prepared by the parking consultant of Kimley-Horn, the amount of parking NEEDED for patrons is ~3,500 parking spaces.

Parking Demand Estimates for a Sold-Out Event – (Pending City Review/Acceptance)

- 30% of the customers are anticipated to arrive by ride share or alternative transportation (~3,750 people) -- *Estimate provided by AEG Presents, the nation's largest event management company, LYFT, and per the Kimley-Horn Parking & Traffic Study*
- 70% of the public anticipated to arrive by private vehicle (~8,750).
- 3,500 estimated vehicles require parking (at 2.5 people/vehicle per Kimley-Horn study)
- 3,125 spaces are the city requirement

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- The amphitheater will have ~3,500 parking spaces as designed including the leased spaces at Northeastern State University

Scenario	Facility	Density	User	Base Ratio	Rideshare/ Dropoff/	Internal Capture	Parking Demand
Max Event	Amphitheater	12,500 seats	Visitor	0.4	30%	0%	3500
	Total Spaces						3,500
Medium Event	Amphitheater	8,000 seats	Visitor	0.4	30%	0%	2240
	Total Spaces						2,240
Small Event	Amphitheater	4,000 seats	Visitor	0.4	30%	0%	1120
	Total Spaces						1,120

The following questions posed by citizens are provided along with answers.

Q: Has this project been approved by the City of Broken Arrow and already a done deal?

A: No, we anticipate that the project will be reviewed by the City Planning Commission at its February meeting and City Council in March of 2024.

PARKING

Q: How many parking spaces have been identified for amphitheater parking?

A: *Information provided subject to City acceptance/approval:*

- Notes Live is planning a minimum of 3,360 (City zoning requires 3,125) parking spaces are provided for this project through on-site parking located directly adjacent to the amphitheater.

Q: Where will staff and band member parking be located? Does that take away from the on-site parking spaces?

A: Parking for the transportation of the band and some of the tractor-trailers is built into the back-of-house parking plan (parking shown behind the amphitheater).

Q: How many ADA spaces will be provided as part of the parking plan?

A: ~ 65 ADA spaces will be provided adjacent to the amphitheater.

Q: Can the City enforce “no parking zones” in neighborhoods?

A: ‘NO EVENT PARKING SIGNS’ will be placed at the entry to local neighborhoods.

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Q: How can you assure concertgoers follow the parking plan and don't park in nearby neighborhoods or in nearby restaurant lots, schools, and other businesses?

A: The Sunset Amphitheater commits to assigning parking locations at the point of sale for each ticket purchaser and communicating several times the assigned parking location for each patron. In addition, the parking provided is adjacent to the amphitheater and will be most convenient for patrons.

TRAFFIC MANAGEMENT

Q: How will traffic be managed?

A: Kimley Horn has been contracted to develop an optimal traffic management plan. This plan is designed to result in minimal impact to surrounding residential areas and 'drain' the parking after a show in less than 40 minutes.

Q: Does the updated traffic study include the new proposed developments nearby, and analyze traffic at and around the nearby intersections? Will the traffic study be made available to the public?

A: The Kimley Horn Study will include future anticipated traffic counts as well as the enhancement to surrounding streets that will be complete prior to opening.

The study is included in Notes Live's public filing.

Q: Will more traffic in the adjacent neighborhoods cause event attendees to wander into the neighborhoods? How will you manage that?

A: This is an unlikely scenario due to the parking lot being located in the same development as the amphitheater. Advance communication will be extensive directing patrons where to park. It has been tremendously beneficial in people being able to quickly get to their parking locations and for creating a great user experience. Furthermore, we are committed to placing temporary "NO EVENT PARKING SIGNS" signs at the entrances to residential streets for large events.

Q: Are the adjacent roads designed to handle the additional vehicles in a short amount of time?

A: The traffic study being conducted by the national consulting firm Kimley-Horn includes the design capacity for the roads surrounding the amphitheater and the projected increased traffic. It is anticipated that we will use manned traffic management at all intersections to ensure safety and efficiency. This service will be paid for by the amphitheater. The traffic study will be accessible to the public when filed with the planning commission.

Furthermore, the City of Broken arrow is planning significant access and traffic management solutions including improvement of entrance to the park at an intersection from State Highway 51

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Q: If rideshare companies (such as Uber/LYFT) experience shortfalls in hiring and retaining drivers will that result in customers being unable to obtain rides to and from the concert venue?

A: We have already heard from multiple rideshare companies about their desire to support the Sunset Amphitheater. As has happened with other new venues, rideshare companies begin their marketing efforts and start hiring new drivers when approvals for new projects happen, and they can anticipate the demand. The assumption that Kimley-Horn has incorporated into our traffic plan related to rideshare is validated by the empirical data collected from similar facilities, located in suburban areas by the Urban Land Institute/Institute of Transportation Engineers. The percentage of rideshare use to the amphitheater was adjusted down materially based on the current rideshare environment.

Q: Will rideshare drivers be circling around neighborhoods?

A: No, the plans include a dedicated queuing area directly adjacent to the amphitheater for rideshare vehicles to wait for their customer.

EVENT CLIENTELE/COMMUNITY SAFETY

Q: Will event attendees be drunk, disorderly, and doing drugs and then leaving the amphitheater driving in our neighborhoods under the influence of drugs and alcohol?

A: While concertgoers of legal age can consume alcohol at shows, bartenders will be ServSafe Alcohol-certified. Security officers and off-duty uniformed police officers will patrol the venue to respond to disorderly or unlawful conduct appropriately. Security officers will also patrol each parking lot. Concert venues similar to The Sunset Amphitheater, and national concert management companies such as AEG and Lyft report that upwards of 30 - 40 % of concertgoers choose to rideshare (Uber, Lyft, etc.) so that they don't have to worry about drinking and driving. These companies actively promote the use of their services in partnership with the venue for those planning to consume alcohol. The Kimley-Horn study is using an even lower percentage of 30% anticipated to use rideshare to the Sunset Amphitheater.

Q: Can we anticipate there will be an increase in crime in the area from drug users/dealers? How can we be assured we'll be safe with potentially 12,500 strangers in our neighborhoods?

A: We understand the concern you are expressing given that this is a new type of event venue for the area. While we can't control everyone's behaviors, we are committing to provide security and patrol officers, and committing that the amphitheater will be a high-end, world-class venue that will attract the same regarding its clientele. It's been known that activity in an area reduces crime because it puts "eyes on" an area versus an empty parking lot where crime activity can go unseen.

Q: Will Broken Arrow police help patrol our neighborhood during these events?

A: The Sunset Amphitheater will contract for off-duty police officers and security guards who will provide traffic control and security services. We will also collaborate with the

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administration of Broken Arrow traffic management for planning purposes. Furthermore, Notes Live has committed to construct a police substation onsite.

Q: What assurances are being made for the contracted parking lots to be cleaned and any debris removed prior to the next school day?

A: This will be a contractual requirement that The Sunset Amphitheater will deliver on.

Q: Will there be a special task force if residents are witnessing crime from folks parking in our neighborhood during the shows?

A: The Sunset Amphitheater invites ongoing and open communication with all our neighbors surrounding the amphitheater. Should there be issues needing to be addressed, we encourage neighbors to contact us info.ba@noteslive.vip and we will gladly work to answer any questions.

Q: What city services will be taken away from the general public if resources are used on Sunset events?

A: Private security companies will be contracted and, to the extent available, we will request off-duty uniformed control officers. Sunset Amphitheater will pay for all security and extra-duty service.

Q: How will first responder vehicles have access in an emergency if there is heavy traffic from the events?

A: As with any event venue that already exists throughout the city, emergency response is an important part of the venue's operations and management plan. Communication, planning, and coordination between the Sunset Amphitheater and emergency responders has already taken place and continued collaboration and planning is committed prior to the venue becoming operational.

Q: What measures will be taken to ensure that careless littering and disposal of cigarette butts do not cause a wildfire and endanger the lives/property of those in the surrounding neighborhoods?

A: While the project cannot prevent people from being careless, what we can control is our security, patrolling, and clean-up prior to, during, and after each concert. This is no different than at any other venue, commercial establishment, or residence.

Q: Will tailgating in the parking lots be allowed, possibly going on while kids are still leaving school property? How will it be stopped?

A: Tailgating in the parking lots will not be allowed. All lots will be overseen by a security company officer or extra-duty police officers and the director of security we will hire. We commit to having one security officer per 250 parked cars. Tailgating is expressly prohibited. In addition, our advance communications to ticket purchasers will reinforce that tailgating is not allowed and violations will be imposed.

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NOISE

Q: Has there been an estimate of the decibel levels expected from the open amphitheater venue?

A: A detailed environmental noise assessment has been completed by LSTN Consultants out of New York. Noise emissions to the surrounding environment will be mitigated in the following ways:

- Physical Mitigation
 - We have oriented the amphitheater such that the primary sound path is towards State Highway 51 and away from residential areas.
 - We are incorporating significant infrastructure adjacent to the stage on the east and west side which is intentional to reduce the sound travelling in the direction of the residential areas to the east and west.
- Electroacoustic Mitigation
 - We are designing the sound system to be hung no higher than 35 feet above the stage in a ‘C-Array’ to intentionally direct the sound into the bowl of the amphitheater.
- Operational Mitigation
 - We will install sound detection systems near all residential areas to assess sound in real-time so that we can operationally intervene to ensure compliance.
 - We will have amphitheater personnel in the front of the house assessing noise levels at all residential locations and operationally intervening to ensure compliance.

We are in the process of completing onsite testing to ensure that we are able to meet ordinances and accurately measure anticipated sound impact. When completed, the study will be included in Notes Live’s public filing.

Q: Is there a possibility of a nightly concert, 7 days/week?

A: No, we do not expect shows to take place nightly during the concert season. Shows will primarily take place during the months of April – October and most frequently on weekends.

Q: The concept of the venue “Sunset” is to begin shows at sunset. Will concertgoers be looking into the sun during the summer when the sun doesn’t set until 9 p.m.? What time will the show end?

A: During the summer, the sun sets West of the sightlines of the amphitheater. We are committing in our Development Plan to end the shows no later than 11:00 p.m.

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OTHER

Q: How many days a year will the venue operate and what will the hours of operation be?

A: We anticipate approximately 50-60 concerts during the peak season of each year. There will also periodically be events such as community movie nights, graduations, weddings, corporate events, etc. throughout the year.

Seasonal Use: The venue expects to be used primarily in the months of April through October

Frequency of Use: The venue is expected to host performances no more than five days a week during its season. The most frequently booked days would be expected to be Wednesday through Sunday, though this is expected to vary based on bookings.

Operating Hours:

- Events would typically occur during the evening.
- Performances would typically begin between 7:00- 8:00 p.m.
- Sound check would typically begin after 12:00 p.m.
- Performances would end no later than 11:00 p.m.

Q: How is this a win for the community? What does the community get for this?

A: The southeastern piece of Broken Arrow lacks outdoor music entertainment opportunities. As real estate value surrounding the amphitheater increases so does the viability of community businesses. While recognizably not as important to the nearby neighborhoods, the economic benefit of the amphitheater will be \$93 million dollars in annual taxable revenue. This enables funding for other community benefits in the way of parks, trails, education, city assistance programs, etc. The amphitheater will also provide construction phase jobs, full-time jobs once operational, and seasonal part-time jobs for our youth and \$4.3 Billion in economic impact in the first twenty years of operation.

Q: You are also building in Oklahoma City, OK? How does that affect us here in Broken Arrow?

A: Both markets have over 1 million people in their metro area and therefore each market has the capacity for an amphitheater of this size. Furthermore, the locations of these venues allows for optimal routing potential for touring artists.

Q: Notes Live is based out of Colorado. How can we be sure that you have the best intentions when coming to Broken Arrow? Why should we trust you?

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A: We have a long history of partnering with local communities and have a great reputation with the City of Colorado Springs and the City of Gainesville Georgia and we are fully committed to being a valuable member of the local community.

Furthermore, we are hosting this meeting in advance of our filing with the Planning Commission so that we can incorporate feedback into our planning.