

# MAJESTIC COLLABORATIONS PROGRAMS & SERVICES

Experiential learning and resilience capacity building  
in the arts, culture & event industries







# About us

Majestic Collaborations is a consulting firm, experiential learning coordinator, and service provider specializing in mass gathering resilience and its application as a force multiplier to strengthen local creative economies, expand emergency preparedness, and build climate change resilience. We believe in the immense power of gatherings: the communal coming together of large groups of people to share, celebrate, debate, rally, dance, sing. To *thrive*. We help organizations, event producers, and municipalities understand the underlying dynamics of events, including their assets and vulnerabilities, and demonstrate how the infrastructure, skills, and knowledge stewarded by local arts, culture, and event industries can be leveraged to strengthen capacity for whole community emergency preparedness and response. Our vision is for all people and places to be vibrant and equitably fortified against the impact of disasters.

## Our programs

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# The Art of Mass Gatherings

## Experiential learning symposium

The Art of Mass Gatherings is a national touring program that uses festivals as classrooms for building community resilience and climate change preparedness. Our learning and networking symposia bring event and emergency professionals together to share practices for creating safe, resilient events and cultural gatherings. Through skills training, participatory asset mapping, safety and accessibility site tours, and interactive solar power and water system demos, local and nationally-renowned professionals across disciplines gain fluency in each other's craft, all while experiencing the music, art, food, and atmosphere of their regional festivals.

Designed to provide participants with skills useful for designing and managing resilient events across sectors, this program welcomes a broad sector of potential participants, including current and prospective arts, culture, and event (ACE) workers, emergency professionals and volunteers, veterans, youth, and people with prior justice system involvement.

## Cost

Bring the **Art of Mass Gatherings** to a local festival for \$30,000. Includes stipends and travel costs for session speakers/facilitators, free access and refreshments for up to 50 participants, budget to improve event accessibility/sustainability or provide accommodations where necessary, childcare by request, and symposium documentation. Thanks to a grant from the Andrew W. Mellon Foundation to our partner [Performing Arts Readiness](#) we are able to provide several symposiums around the US at no cost to the hosting cities. We have also been contracted by state and city governments using Build Back Better/ARPA funds.



# Event resilience audit

## Participatory assessment and benchmarking

Participants document and evaluate the host event using the Art of Mass Gatherings four-part framework for event resilience.

The assessment process itself is designed to provide local participants with skills useful for designing and managing resilient events across sectors. We provide onboarding for participants as well as custom tools and assessment materials they use throughout the assessment process. Participants do not need to have any prior training and can include current and prospective arts, culture, and event (ACE) workers, emergency professionals and volunteers, veterans, youth, self advocates with disabilities, and people with prior justice system involvement.

Our team will collate findings into an online and print report, which includes:

- Site map annotated with photos, video, and observations
- Risk assessment and resilience SWOT analysis
- Benchmark qualitative and quantitative data related to the resilience of the event and site, and its capacity to contribute to broader community emergency response efforts
- Recommendations for next steps to increase the resilience of the event through enhanced safety, accessibility, sustainability, and community engagement

This intervention is structured to support Majestic Collaboration's three-part approach to increasing community resilience by strengthening capacities in:

- 1) **A local event or festival** (as the subject of the participatory assessment and audit)
- 2) **Parks, public spaces, or arts and cultural venues** (as the site of the event)
- 3) **Individuals** (through the skill-sharing and experiential participatory process)

## Cost

Commission an event resilience assessment for \$16,000. Includes onsite visits and interviews during event setup and the event by a team of specialists, in addition to up to 15 local participants who are stipended for their participation. Thanks to a grant from the Andrew W. Mellon Foundation to our partner [Performing Arts Readiness](#) who, since April 2023, has supported numerous audits at no cost to the hosting events.



# Arts, Culture, and Event (ACE) Resilience Report

An **ACE Resilience Report** identifies resilience strengths and vulnerabilities within the arts, culture, and event (ACE) sectors of a city or town, providing actionable recommendations for how ACE workers, organizations, and infrastructure can contribute to broader community emergency preparedness and resilience objectives. Our process combines our unique expertise in cross-sector mass gathering resilience with:

- Stakeholder input from across municipal arts, culture, event, and emergency sectors
- Distribution and analysis of a tailored local resilience census to ACE workers
- Interviews with a representative cross-section of ACE venues

This process is tailored to local priorities through engagement with city officials and stakeholders in emergency management and arts and culture. It can be conducted entirely remotely. The resulting report provides a snapshot of local resilience capacity, including:

- Benchmark data evaluating resilience capacity in the arts, culture, and event sectors, with the capacity of future longitudinal analysis
- SWOT analysis and identification of unique structural features related to ACE resilience
- Recommendations for how municipalities can leverage latent opportunities for increasing community resilience in ACE sectors and in event governance
- Strategy recommendations to broaden diversity of participation in ACE industries

## Cost

Commission an **ACE Resilience Report** for your city or municipality for \$12,000.



# Bespoke services

Let us help you catalyze stakeholders and prioritize the most impactful community use of the generationally important infrastructure and workforce improvement funds

## Arts, Culture, and Event (ACE) Workforce Development

Professionalize your arts, culture, and event (ACE) workers, students, or youth– and cultivate the valuable skills they already possess when it comes to increasing local capacity to design and manage resilient events. We provide workshops and micro-certifications in topics related to **safety**, **accessibility**, **sustainability**, and **community engagement**, all key factors in the planning and management of resilient gatherings. Our learning design prioritizes inclusion for learners from a wide variety of backgrounds and life circumstances. Materials can include in-person training, online courses, on-demand learning modules, e-mail or social media resources, and more. Areas of specialization include solar power system builds, extreme weather planning, accessible and inclusive event design, transportation management, harm reduction, and waste management strategies. [See more potential topics](#). We've worked with universities, industry partners, and government agencies across the country.

## Resilience Consulting for Agencies and Organizations

How can the skills, infrastructure, and knowledge stewarded by local arts, culture, and event (ACE) sectors increase community emergency preparedness and disaster resilience? Our ACE resilience consulting services combine our unique expertise in mass gathering resilience with locally specific analysis and community-engaged processes to deliver a set of recommendations to event producers, organizations, or municipalities to prioritize resilience in their event planning and operations. We can provide strategies to meet already identified needs or can engage with boards and stakeholders to assess priorities, whether the goal is to enhance resilience for a single event or to create systems and structures to foster ACE sector resilience for an entire region.

## Asset Mapping for Arts, Culture, and Event Sectors

An Arts and Cultural Resilience Asset (ACRA) map documents the physical infrastructure, capacities, and knowledge stewarded by local arts, culture, and events sectors that can contribute to community resilience, especially as communities seek to fortify themselves against the impacts of climate change. Our approach centers **safety**, **accessibility**, **sustainability**, and **community engagement** as key areas of emphasis for resilient gatherings and communities. Read more about this framework in our brief [Defining resilience for mass gatherings](#) or learn more about [our mapping services](#).



# Bespoke services

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## Resilience Hub Infrastructure Development

We provide turnkey planning and strategy services to equip physical infrastructure managed or utilized by ACE sectors as *resilience hubs*: multi-functional spaces capable of distributing resources and providing critical services during and after a natural hazard event. Target infrastructure might include music venues, theaters, city or state parks and amphitheaters, youth arts facilities. This would increase the economic resilience and continuity of services of ACE industries during disaster. It simultaneously expands local capacity for emergency response by equipping sites that would otherwise be shuttered with cross-structure infrastructure useful in emergency response and recovery. Our work builds on the Resilience Hub groundwork developed by the Urban Sustainability Directors Network (USDN) and expands pandemic relief efforts such as the Save Our Stages Act to increase the economic resilience of event venues and workers.

Our services can be employed at any stage of planning from provisional research and analysis to program development. Outcomes may include any of the following or additional related services:

- Develop a program plan for states or municipalities to guide future infrastructure investment in ACE venues to serve as multi-functional community resilience hubs
- Recommend requirements for public park infrastructure rebuilds that enhance events, enables multi-functional community use, and increases climate change readiness
- Craft model language for goals and key performance indicators (KPIs) to assess the infrastructure resilience stewarded by arts, culture, and event sectors
- Identify and analyze current municipal policies that support or create barriers for the development and use of ACE infrastructure as resilience hubs
- Recommend language and processes for existing municipal permitting processes or grantmaking workflows to foster investment in resilience infrastructure within ACE sectors
- Conduct initial feasibility study to map existing ACE infrastructure and skills and recommend priorities for future investment
- Develop preferred vendor lists for resilience hub projects, including local vendors and service providers





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# Sample Topics

## Arts, Culture & Event Worker Professionalization Classes

### ACCESSIBILITY

- >> Accessibility Coordinator
- >> Online media, virtual events, & communications
- >> Non-traditional venues (rewrite)
- >> Assessing outdoor spaces and advising infrastructure

### SPECIAL TOPICS

- >> Intro to legal and insurance considerations
- >> Intro to cultural placekeeping
- >> Intro to sustainable design
- >> Designing for equity in events and the arts (rewrite)

### EMERGENCY COORDINATION

- >> Incident command system
- >> Local emergency response protocols
- >> Preparedness planning

### SAFETY

- >> Disease mitigation design
- >> Crowd management
- >> Mental and physical first aid
- >> Harm reduction, anti-violence, and trauma-informed practices
- >> Emergency planning and disaster response

### SOLAR & SUSTAINABILITY

- >> Power systems for events and emergency response
- >> Waste reduction and management for events and emergency response
- >> Water and sanitation for events and emergency response

[Download as PDF](#)







# Testimonials

We're proud to be featured by the Federal Emergency Management Agency (FEMA) in its [Arts and Experiential Learning Inspiration Book](#)! Here's what else people are saying:

"Training like this helps us work more effectively with partners across the state around issues of climate change, public health, accessibility, conservation, and community benefit. This 'whole community' approach will help build North Carolina's capacity in mitigating and preparing for the effects of climate change."

**REID D. WILSON**

SECRETARY, NC DEPARTMENT OF NATURAL AND CULTURAL RESOURCES

"Hosting the Art of Mass Gatherings is a significant step towards strengthening our collective commitment to a safer, more prepared, and more responsible industry. With everyone doing their best to independently survive and thrive, building a consistent and supportive network requires a concentrated forum for knowledge sharing and an exchange of best practices. This timely and thorough gathering is exactly that!"

**AENGUS FINNAN**

EXECUTIVE DIRECTOR, FOLK ALLIANCE INTERNATIONAL

"Before this, I myself had never stopped to think how everything we have been discussing with regard to [accessibility in] emergency planning could relate to mass gathering events. It was like an aha moment: you have to make sure that you're taking into consideration the needs of everyone in order for your event to be truly successful and to be truly inclusive of people with disabilities, whom I'm sure would love to— and need to— participate in these events and feel they are part of the community."

**BETZAIDA RAMOS CHÁRRIEZ**

EXECUTIVE DIRECTOR

MOVIMIENTO PARA EL ALCANCE DE VIDA INDEPENDIENTE (MAVI) IN PUERTO RICO



**CONTACT US**

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