

## Exhibit A

### VASTLAND STARWOOD AMPITHEATRE TRAFFIC PLAN

Vastland Starwood Amphitheatre (“VSA”) proposes a three tier traffic plan based on estimated attendance. The first tier is an attendance from 1 to 6,000; the second tier is from 6,001 to 9,000; and the third tier is from 9,001 to 12,000. Attendance estimates for event staffing purposes will be based on ticket sale reports two (2) weeks from the day of the event. Reports will be generated by a third party ticketing company and account for all tickets out of the system, including both sold and complementary. Estimated show attendance will be calculated using the following formula:

- Tickets out of the system, two weeks prior to the event date.
- Determination of the average daily ticket sales for the next thirteen (13) days.
- Triple the average daily ticket sale for the day of show.

Adding the number of tickets out of the system, the number of estimated sales for the next thirteen days and the estimated sales for the day of show will determine the estimated attendance. The estimated attendance will be revised to include actual numbers a week prior to the show. Additional items, such as promotions and historical ticket sales will be considered when staffing for an event. If the estimated attendance is within five hundred (500) of the next tier, VSA will plan to staff for the higher attendance. Adjustments can be made to staffing up until the day of the show.

Metro Public Works and the Metro Police Department Officer in Charge of this project will be notified of the estimated attendance two (2) weeks prior to the event and again one (1) week prior to the date of the event. Post event reports will be provided including the actual attendance, traffic conditions and recommendations for improvement. The proposed traffic plan will be adjusted throughout the season to make improvements where needed.

The specific provisions of the 3-Tiered Traffic Plan are as follows:

#### **1<sup>st</sup> Tier: estimated attendance 1 to 6,000**

- Contract the services of a parking management company for both ingress and egress. See staffing levels below.
- Use traffic directors/flaggers to quickly and efficiently move cars off surrounding roadways and into onsite parking lots.
- Use traffic directors in parking lots to optimize available parking space.
- For egress, all traffic exiting Hobson Pike must turn left out of the parking lot towards I-24.
- For egress, all traffic exiting Gate 1 on Murfreesboro Pike nearest Hobson Pike must turn left. Cars are not permitted to turn left onto Hobson Pike.
- For egress, all traffic exiting Gate 2 on Murfreesboro Pike must turn right.

**2<sup>nd</sup> Tier: estimate attendance 6,001 to 9,000**

- Contract the services of a parking management company for both ingress and egress. See staffing levels below.
- Use traffic directors/flaggers to quickly and efficiently move cars off surrounding roadways and into onsite parking lots.
- Use traffic directors in parking lots to optimize available parking space.
- For ingress and egress, hire off-duty police officers for traffic control at the intersection of Old Hickory Boulevard and exit 62 off I-24 east.
- For ingress and egress, hire off-duty police officers for traffic control at the intersection of Hobson Pike and Murfreesboro Pike.
- For egress, all traffic exiting Hobson Pike must turn left out of the parking lot towards I-24. Hired off-duty police officers will control traffic exiting onto Hobson Pike.
- For egress, all traffic exiting Gate 1 on Murfreesboro Pike nearest Hobson Pike must turn left. Cars are not permitted to turn left onto Hobson Pike. Hired off-duty police officers will control traffic at Gate 1 and the intersection of Murfreesboro Pike and Hobson Pike.
- For egress, all traffic exiting Gate 2 on Murfreesboro Pike must turn right. Hired off-duty police officers will control traffic exiting Gate 2.

**3<sup>rd</sup> Tier: estimate attendance 9,001 to 12,000**

- Contract the services of a parking management company for both ingress and egress. See staffing levels below.
- Use traffic directors/flaggers to quickly and efficiently move cars off surrounding roadways and into onsite parking lots.
- Use traffic directors in parking lots to optimize available parking space.
- For ingress and egress, hired off-duty police officers will control traffic at the intersection of Old Hickory Boulevard and exit 62 off I-24 east.
- For ingress and egress, hired off-duty police officers will control traffic at the intersection of Old Hickory Boulevard and exit 60 off I-24 west.
- For ingress and egress, hired off-duty police officers will control traffic at the intersection of Hobson Pike and Murfreesboro Pike.
- For egress, all traffic exiting Hobson Pike must turn left out of the parking lot towards I-24. Hired off-duty police officers will control traffic exiting onto Hobson Pike.
- For egress, all traffic exiting Gate 1 on Murfreesboro Pike nearest Hobson Pike must turn left. Cars are not permitted to turn left onto Hobson Pike. Hired off-duty police officers will control traffic at the intersection at Gate 1 and the intersection of Murfreesboro Pike and Hobson Pike.
- For egress, all traffic exiting Gate 2 on Murfreesboro Pike must turn right. . Hired off-duty police officers will control traffic exiting Gate 2.
- For ingress and egress, hired off-duty police officers will control traffic at the traffic lights between I-24 and Murfreesboro Pike. Exact locations will be determined in cooperation with Metro Public Works.

### **Staffing levels for Parking Attendants**

<u>Attendance</u>	<u>Time of Arrival at Amphitheatre</u>	<u>Staffing Required</u>
6,000 and under	2.5 hours before event start time	6 supervisors / 20 directors
6,001 to 9,000	3.0 hours before event start time	7 supervisors / 25 directors
9,001 to sellout	3.5 hours before event start time	8 supervisors / 30 directors

This plan will minimize traffic congestion in the areas surrounding Vastland Starwood Amphitheatre during events. At the former Starwood Amphitheatre, the traffic plan described for a tier two (2) event was not implemented until attendance was estimated at 14,000. The tier three (3) plan listed above was only implemented for a sellout, which was more than 17,000. Events with an attendance of more than 15,000 required additional offsite parking. Major traffic delays and congestion were usually the result of an attendance greater than 14,000. The new Vastland Starwood Amphitheatre, with a capacity of 12,000, there is no need for offsite parking and a proactive traffic plan will not encounter the same congestion issues.

### **Electronic Communications**

VSA will create a community web page and email list to inform local residence of events at the amphitheatre, times that traffic could be affected and the plan for that event. This site and email list will be used exclusively for traffic and event information.

VSA will send parking and traffic emails to ticket buyers on the day of show. A VSA traffic alert mailing list will be available. The VSA website and social media applications will be updated throughout the event with information including traffic and parking updates.

### **ADDITIONAL COMMUNITY TRAFFIC NOTIFICATION**

At least 48 hours prior to events, VSA will place signs on its property along Murfreesboro Road and along Hobson Pike notifying the public that an event is upcoming.

Additionally, VSA will seek permission from private property owners to have at least two additional signs notifying the public of an upcoming event. These signs will be placed in easily visible locations at least 48 hours prior to each event. VSA shall place such signage along Old Hickory Boulevard in the vicinity of Exit 62 from I-24, as well as the vicinity of the intersection of Hobson Pike and Murfreesboro Road. VSA shall seek approval from the Tennessee Department of Transportation for any signage that is to be placed within any state right-of-way.