

BUILDING TEAMS

Using the Recruitment Workbook

Introduction
Responsible Hospitality Institute
Sociable City Plan

ENGAGING STRATEGY AND TACTICAL LEADERS

BUILDING BLOCKS OF A SOCIABLE CITY



LAY A FOUNDATION
RESOURCES | ACTION TEAMS



PLAN FOR PEOPLE
QUALITY OF LIFE | MOBILITY



ASSURE SAFETY
PUBLIC SAFETY | VENUE SAFETY



ENHANCE VIBRANCY
ENTERTAINMENT | PUBLIC SPACE

CORE MEASURES OF FACTORS CREATING A SAFE AND VIBRANT SOCIAL EXPERIENCE



RESOURCES | **ACTION TEAMS** | **QUALITY OF LIFE** | **MOBILITY** | **PUBLIC SAFETY** | **VENUE SAFETY** | **ENTERTAINMENT** | **PUBLIC SPACE**



ENGAGEMENT

ACHIEVE BUY-IN TO ENGAGE YOUR COMMUNITY'S LEADERSHIP, OBSERVE YOUR NIGHTLIFE THROUGH A NEW LENS, AND LEARN TO RECRUIT STAKEHOLDERS



- Select and train primary Coordinator
- Form Transformation Team as a steering group
- Meet with representatives from case study districts
- Define field research and data collection process

ORIENTATION

RHI ORIENTS PARTICIPANTS ON HOW TO EVALUATE NIGHTLIFE AND PRESENTS THREE SEMINARS ON NIGHTLIFE MANAGEMENT TRENDS, ISSUES AND BEST PRACTICES



PLAN FOR PEOPLE



ASSURE SAFETY



ENHANCE VIBRANCY

ROUNDTABLES

RHI FACILITATES SIX FOCUS GROUPS TO IDENTIFY GAPS, CHALLENGES AND SET PRIORITIES FOR ACTION, WHICH WILL BE CONSOLIDATED INTO A SUMMARY REPORT



SUMMIT

ALL HZA PARTICIPANTS WILL BE RECONVENED TO DISCUSS THE ACTION PLAN FOR YOUR CITY'S NIGHTLIFE AND FORM AN ALLIANCE TO OVERSEE IMPLEMENTATION



IMPLEMENTATION

RHI STAFF AND CONSULTANTS CAN HELP IMPLEMENT YOUR ACTION PLAN BY DESIGNING SEMINARS AND SKILLS TRAINING



- RHI staff provide one follow-up visit
- Additional visits can be arranged
- Creation of professional position to manage and coordinate Implementation Alliance and oversee resources and advocacy
- Consultants available at additional fee to assist with implementation

ENGAGEMENT

ACHIEVE BUY-IN TO ENGAGE YOUR COMMUNITY'S LEADERSHIP, OBSERVE YOUR NIGHTLIFE THROUGH A NEW LENS, AND LEARN TO RECRUIT STAKEHOLDERS



- Select and train primary Coordinator
- Form Transformation Team as a steering group
- Meet with representatives from case study districts
- Define field research and data collection process

TRANSFORMATION TEAM: Global and strategic thinkers with influence and access to resources to guide the process

HOSPITALITY AND EVENT TEAM: Business owners and managers providing dining, entertainment and events

SAFETY EVALUATION TEAM: Agencies and educators with access to data to evaluate trends in social options and risk

ENGAGEMENT

ACHIEVE BUY-IN TO ENGAGE YOUR COMMUNITY'S LEADERSHIP, OBSERVE YOUR NIGHTLIFE THROUGH A NEW LENS, AND LEARN TO RECRUIT STAKEHOLDERS



- Select and train primary Coordinator
- Form Transformation Team as a steering group
- Meet with representatives from case study districts
- Define field research and data collection process

ORIENTATION

RHI ORIENTS PARTICIPANTS ON HOW TO EVALUATE NIGHTLIFE AND PRESENTS THREE SEMINARS ON NIGHTLIFE MANAGEMENT TRENDS, ISSUES AND BEST PRACTICES



ROUNDTABLES

RHI FACILITATES SIX FOCUS GROUPS TO IDENTIFY GAPS, CHALLENGES AND SET PRIORITIES FOR ACTION, WHICH WILL BE CONSOLIDATED INTO A SUMMARY REPORT



SUMMIT

ALL HZA PARTICIPANTS WILL BE RECONVENED TO DISCUSS THE ACTION PLAN FOR YOUR CITY'S NIGHTLIFE AND FORM AN ALLIANCE TO OVERSEE IMPLEMENTATION



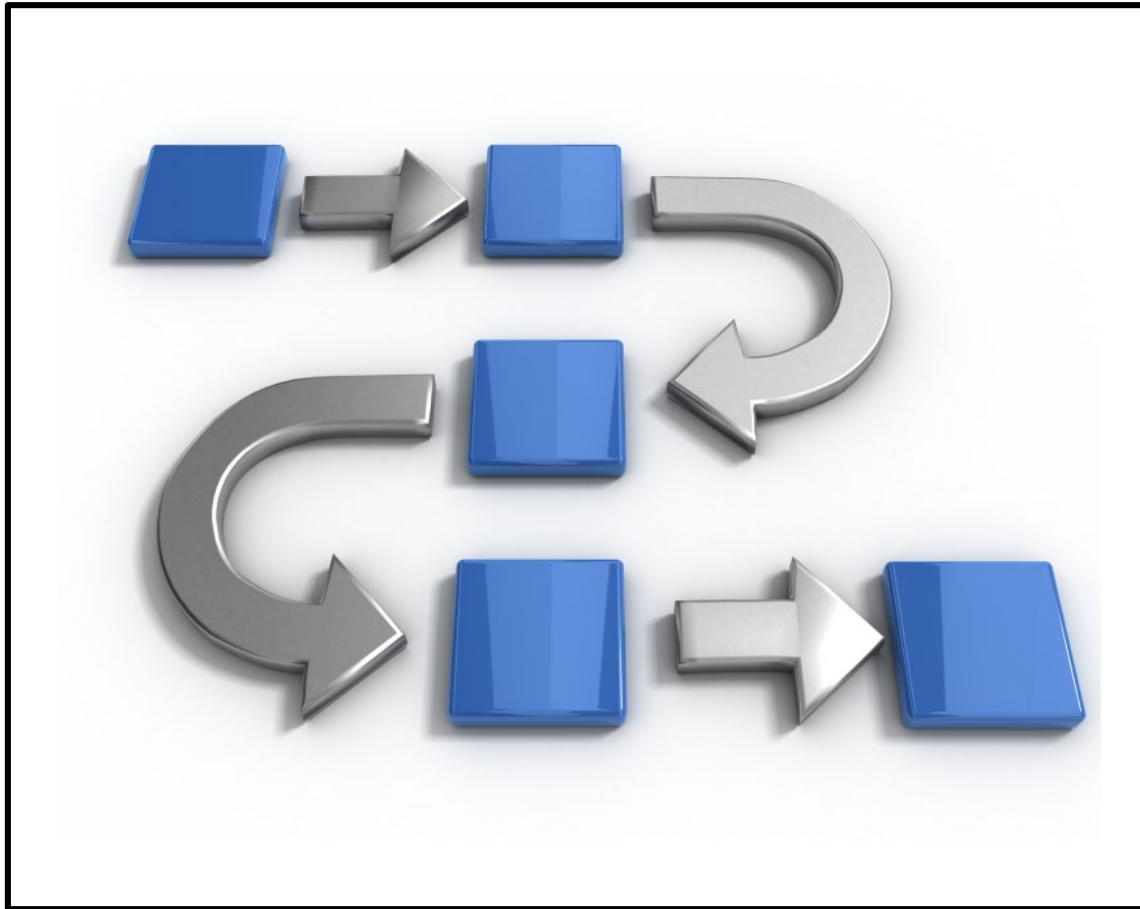
IMPLEMENTATION

RHI STAFF AND CONSULTANTS CAN HELP IMPLEMENT YOUR ACTION PLAN BY DESIGNING SEMINARS AND SKILLS TRAINING



- RHI staff provide one follow-up visit
- Additional visits can be arranged
- Creation of professional position to manage and coordinate Implementation Alliance and oversee resources and advocacy
- Consultants available at additional fee to assist with implementation

SOCIABLE CITY ENGAGEMENT PROCESS



- **Review of Background Documents**
 - City and District Vision Reports
 - Licenses and Regulations: Venue, Alcohol, Public Space
 - News Reports
- **Pre-visit Interviews**
 - Six Key Stakeholders
- **Group Meetings**
 - Public Safety Team
 - Hospitality/Event Team
 - Transformation Team
 - Extra
- **Night Tour**
 - Police Ride Along
 - Local hospitality and safety reps as tour guides

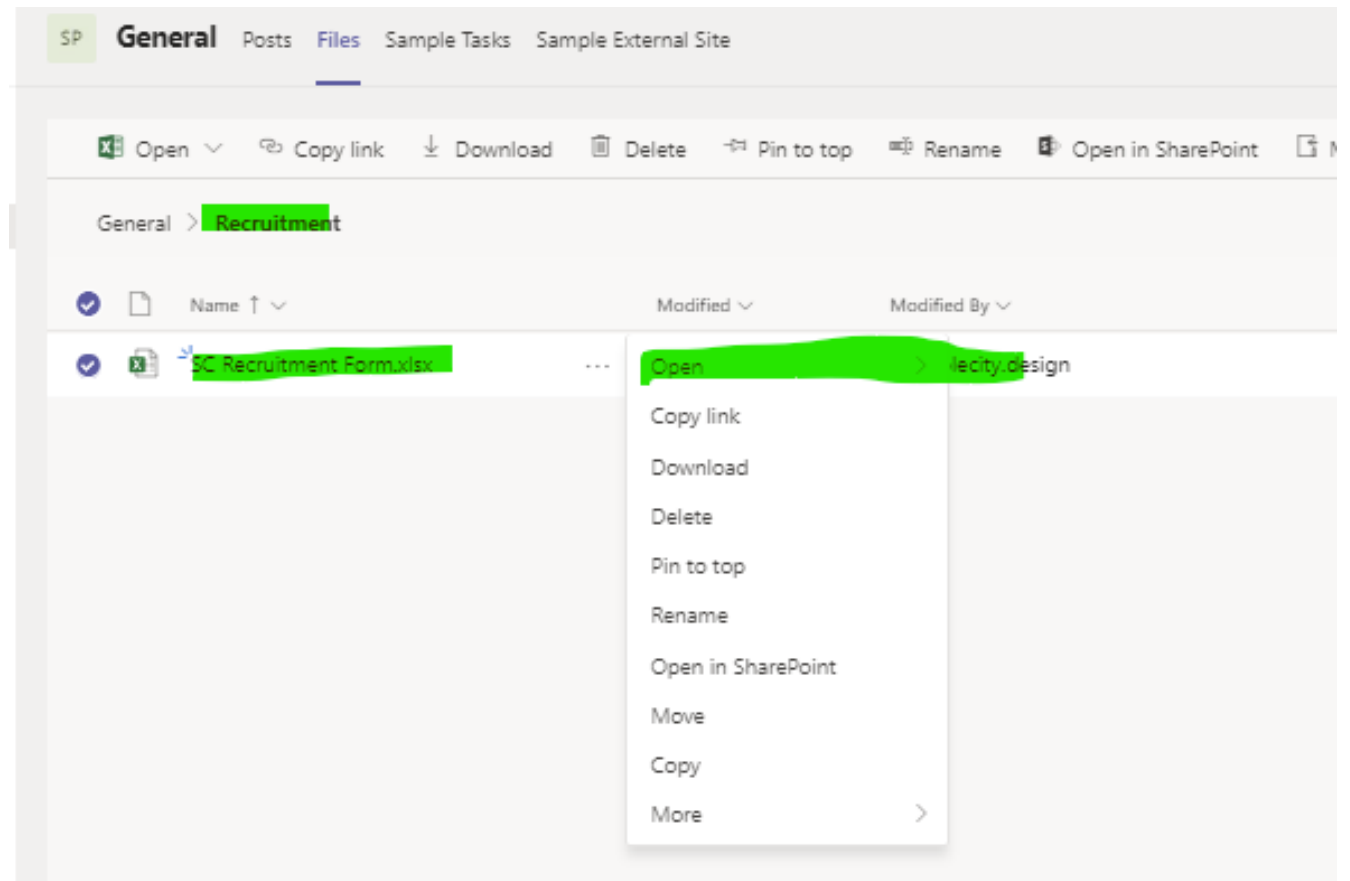
RECRUITMENT

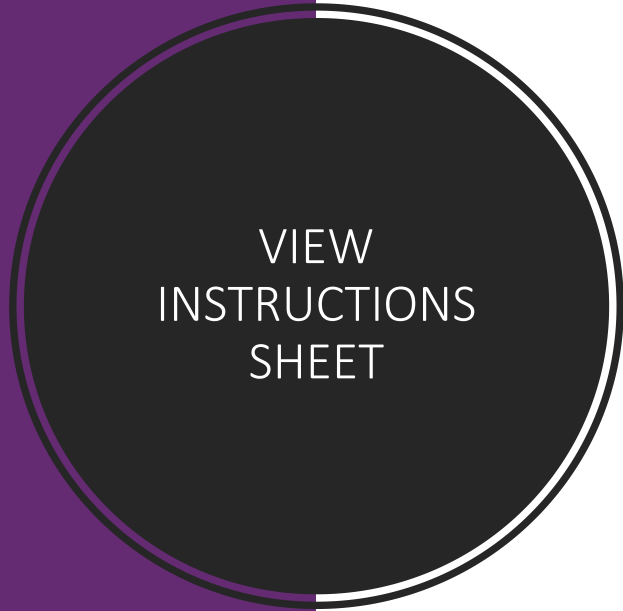
In the Team site, select Files and Recruitment sub-folder.

Three dots appear next to the file name.

Select Open and three options appear.

Open in Excel to have access to all features.





File Home Insert Draw Page Layout Formulas Data Review View Help DYMO Lab

445

A B C D E F G H I J K L M

Sociable City Plan Hospitality Zone Assessment Recruitment Form

Description:

Use this form to identify and organize the contact information of individuals you will invite to participate in the Hospitality Zone Assessment (HZA). Provide complete contact information to aid RHI in assisting with planning sessions and support materials. Using this form will assure a balance of perspectives and the maximum range of community input.

Recruitment Goals

Depending upon the level of service, this Excel Workbook is a tool for you to develop your Transformation and Action Teams

PHASE ONE: ENGAGEMENT AND LEADERSHIP DEVELOPMENT

The first step is to recruit a core Transformation Team totaling **18 individuals**, 3 per Core Measure Solution Session and representing primary perspectives (Hospitality, Culture, Research, Safety, Development and Community). These individuals will play a key role throughout the process and should therefore represent or have access to a large constituency in their stakeholder group.

Each of the 6 Solution Sessions (organized by core measures) will ideally have 10-15 representatives each (including members of Transformation Team), for a total of no more than **60 to 80 participants**. The Transformation Team is encouraged to participate in one of the Roundtables, not observe.

There are four forms to use. One for Strategic Leaders, one for an Safety Evaluation Team and one for Hospitality-Events. Use the lower half to identify potential candidates. Then move to the top individuals to be assigned to the Transformation Team. All are automatically added to the Master List for quick analysis.

PHASE TWO: ACTION TEAM DEVELOPMENT

If you have contracted for the Orientation and Seminar phase of the Assessment, the additional worksheets are used to identify and recruit individuals to serve as part of an Action Team for solution and strategy development.

Each of the 6 Solution Sessions (organized by core measures) will ideally have 10-15 representatives each (including members of Transformation Team), for a total of no more than **60 to 80 participants**. The Transformation Team is encouraged to participate in one of the

REVIEW PERSPECTIVES ON RECRUITMENT SHEET

A	B	C	D	E	F	G
	ENTERTAINMENT PUBLIC SPACE		PUBLIC SAFETY VENUE SAFETY		MOBILITY QUALITY OF LIFE	
Select	Select	Select	Select	Select	Select	Select
City Manager	Restaurant Owner or Association	Business District Management - Place Ma	Business Licensing and Regulatory	Venue Staff - Security	Transportation Planner	Public Works (Trash Litter)
Economic Development	Restaurant/Entertainment Writer	Street Vendors and Performers	Police (Commander/Sgt)	Private Safety Security Training	Public Works (Sidewalks, Street Vendors)	Planning and Zoning (Permit Rev
Hospitality Association (Restaurant/Bar)	Arts, Culture, Event Experts	Dining and Entertainment Marketing and	Fire Inspections	Private Safety Security Services	Planning and Zoning	Social Service Agencies
Public Safety - PD Chief	Musicians and Advocates	Social Service Agencies (Homeless/Panha	Health Permitting (Food Safety)	Technology (ID Scanner, Cameras, Audio)	Festival Event (Street Closure)	Waste Management Company (Tr
Film/Music Task Force/Commission	Promoter - DJ	Street Performer	Alcohol Regulatory	Sexual Harassment - Assault Prevention (Public Transportation	Public Safety Agencies (Communi
Public Safety--Commander	Nightlife Venue Owner or Association	Food Truck Representative	Traffic Control	Insurance Risk Management	Private Transport Taxi	BID Operations Mgr / Street Mair
Planning or Zoning Department Manager	Entertainment Underground (DIY)	Public Works - Sidewalk Café Permitting	Code Compliance (City Departments)	Server Training Provider	Private Transport (e-hail, TNC, Uber Lyft)	Health Department (Inspection, S
Business District Manager (BIA)	Museum - Gallery - Library	Special Events Permitting	City Attorney	Event Security - Festivals	Parking Management and Valet	University Reps (Off-campus Hou
District 1	Patron Representatives of Nightlife	Police Patrol - Public Right of Way	Emergency Services	Harm Reduction (Drugs)	Pedestrian/Bike Safety	Neighborhood Associations (resi
District 2	Diversity Advocacy (Race/Ethnicity, LGBT,	Festival Planner	Building Inspections		Impaired Driving Prevention/Enforcement	Hospitality Entertainment Repres
District 3	Conventions/Tourism	Accessibility (Wheelchairs, Baby Strollers	University Police		Pedicabs	Property Manager (Commercial/I
Elected Official Mayor	District Rep	District Rep	District Rep	District Rep	District Rep	District Rep
Elected Official Council						
CVB	District 1 Rep	District 1 Rep	District 1 Rep	District 1 Rep	District 1 Rep	District 1 Rep
University	District 2 Rep	District 2 Rep	District 2 Rep	District 2 Rep	District 2 Rep	District 2 Rep
	District 3 Rep	District 3 Rep	District 3 Rep	District 3 Rep	District 3 Rep	District 3 Rep

Convention and Visitors f
Instructions
Recruitment
Perspective
Sta

IDENTIFY TEAM MEMBERS AND SELECT TRANSFORMATION TEAM

	Roundtable	Interview			Engage	Sharepoint	Fullname	First	Last	Position	Organization	Email	Phone
Transformation	S-A Entertainment	Select	0	0	-	Select	Strategic						
	S-B Public Space	Select	0	0	-	Select	Strategic						
	S-C Public Safety	Select	0	0	-	Select	Strategic						
	S-S Venue Safety	Select	0	0	-	Select	Strategic						
	S-E Mobility	Select	0	0	-	Select	Strategic						
	S-F Quality of Life	Select	0	0	-	Select	Strategic						
Enter and move	S-01												
	S-02												
	S-03												
	S-04												
	S-05												
	S-06												
	S-07												
	S-08												
	S-09												
	S-10												

THEN COPY AND MOVE TO THIS SECTION

ENTER NAMES IN THIS SECTION FIRST

- Strategic
- Safety Evaluation
- Hospitality-Events
- Transformation

As you update the Strategic, Safety Evaluation and Hospitality-Events Sheets and move contacts to Transformation team they will appear on the Transformation Team Sheet. Update PERSPECTIVE, SHAREPOINT and INTERVIEW.

1	Roundtable	Perspective	Interview	Date	Time	Engage	SharePoint	Fullname	First	Last	Positi
2	Entertainment	Select	Select			-	Select	Strategic	0	0	0
3	Entertainment	Select	Select			-	Select	Safety Evlauation	0	0	0
4	Entertainment	Select	Select			-	Select	Hospitality-Events	0	0	0
5	Public Space	Select	Select			-	Select	Strategic	0	0	0
6	Public Space	Select	Select			-	Select	Safety Evlauation	0	0	0
7	Public Space	Select	Select			-	Select	Hospitality-Events	0	0	0
8	Public Safety	Select	Select			-	Select	Strategic	0	0	0
9	Public Safety	Select	Select			-	Select	Safety Evlauation	0	0	0
10	Public Safety	Select	Select			-	Select	Hospitality-Events	0	0	0
11	Venue Safety	Select	Select			-	Select	Strategic	0	0	0
12	Venue Safety	Select	Select			-	Select	Safety Evlauation	0	0	0
13	Venue Safety	Select	Select			-	Select	Hospitality-Events	0	0	0
14	Mobility	Select	Select			-	Select	Strategic	0	0	0
15	Mobility	Select	Select			-	Select	Safety Evlauation	0	0	0
16	Mobility	Select	Select			-	Select	Hospitality-Events	0	0	0
17	Quality of Life	Select	Select			-	Select	Strategic	0	0	0
18	Quality of Life	Select	Select			-	Select	Safety Evlauation	0	0	0
19	Quality of Life	Select	Select			-	Select	Hospitality-Events	0	0	0

Strategic
Safety Evaluation
Hospitality-Events
Transformation

SUMMARY VIEW OF TRANSFORMATION TEAM

You will also see how the groups are forming on the Master List.

SOCIAL CITY rhi		ENTERTAINMENT		PUBLIC SPACE		PUBLIC SAFETY		VENUE SAFETY		MOBILITY		QUALITY OF LIFE	
Level		Entertainment		Public Space		Public Safety		Venue Safety		Mobility		Quality of Life	
Transformation	1	Select		Select		Select		Select		Select		Select	
		Strategic	0	Strategic	0	Strategic	0	Strategic	0	Strategic	0	Strategic	0
		0	0	0	0	0	0	0	0	0	0	0	0
	2	Select		Select		Select		Select		Select		Select	
		Safety Evaluation	0	Safety Evaluation	0	Safety Evaluation	0	Safety Evaluation	0	Safety Evaluation	0	Safety Evaluation	0
		0	0	0	0	0	0	0	0	0	0	0	0
	3	Select		Select		Select		Select		Select		Select	
		Hospitality-Events	0	Hospitality-Events	0	Hospitality-Events	0	Hospitality-Events	0	Hospitality-Events	0	Hospitality-Events	0
		0	0	0	0	0	0	0	0	0	0	0	0

0	0	0
Select		
Safety	Mobility	Quality of Life
Master List		

ORIENTATION

RHI ORIENTS PARTICIPANTS ON HOW TO EVALUATE NIGHTLIFE AND PRESENTS THREE SEMINARS ON NIGHTLIFE MANAGEMENT TRENDS, ISSUES AND BEST PRACTICES



PLAN FOR PEOPLE



ASSURE SAFETY



ENHANCE VIBRANCY

PHASE TWO: ORIENTATION AND SEMINARS

If your city has contracted for Phase Two the additional Sheets will be available (currently restricted).

The Transformation Team meets to identify individuals to participate in the Solution Roundtables (Six Core Measures)

ENGAGEMENT

ACHIEVE BUY-IN TO ENGAGE YOUR COMMUNITY'S LEADERSHIP, OBSERVE YOUR NIGHTLIFE THROUGH A NEW LENS, AND LEARN TO RECRUIT STAKEHOLDERS



- Select and train primary Coordinator
- Form Transformation Team as a steering group
- Meet with representatives from case study districts
- Define field research and data collection process

ORIENTATION

RHI ORIENTS PARTICIPANTS ON HOW TO EVALUATE NIGHTLIFE AND PRESENTS THREE SEMINARS ON NIGHTLIFE MANAGEMENT TRENDS, ISSUES AND BEST PRACTICES



PLAN FOR PEOPLE



ASSURE SAFETY



ENHANCE VIBRANCY

ROUNDTABLES

RHI FACILITATES SIX FOCUS GROUPS TO IDENTIFY GAPS, CHALLENGES AND SET PRIORITIES FOR ACTION, WHICH WILL BE CONSOLIDATED INTO A SUMMARY REPORT



SUMMIT

ALL HZA PARTICIPANTS WILL BE RECONVENED TO DISCUSS THE ACTION PLAN FOR YOUR CITY'S NIGHTLIFE AND FORM AN ALLIANCE TO OVERSEE IMPLEMENTATION



IMPLEMENTATION

RHI STAFF AND CONSULTANTS CAN HELP IMPLEMENT YOUR ACTION PLAN BY DESIGNING SEMINARS AND SKILLS TRAINING



- RHI staff provide one follow-up visit
- Additional visits can be arranged
- Creation of professional position to manage and coordinate Implementation Alliance and oversee resources and advocacy
- Consultants available at additional fee to assist with implementation

RECRUITING ACTION TEAMS

There is a tab for each Core Measure. The Transformation Team members will automatically be added (cannot be changed on this sheet). Use the list on the left and the Perspective Column (drop down) to maintain a balance of perspectives and technical experts.

Do Not "CUT and Paste" to Move Record - You Should "COPY and PASTE" and the

Entertainment		Roundtable	Orient	Round	Summit	Action	Alliance	Interview	Perspective	Referral	Fullname	First	Last	
Transformation Team	V-01	Entertainment	-	-	-	-	-	Select	Select		Strategic	0	0	0
	V-02	Entertainment	-	-	-	-	-	Select	Select		Safety Evluation	0	0	0
	V-03	Entertainment	-	-	-	-	-	Select	Select		Hospitality-Events	0	0	0
Restaurant Owner or Association	Roundtable Experts	V-1	Entertainment	-	-	-	-	-	Select					
Restaurant/Entertainment Writer		V-2	Entertainment	-	-	-	-	-	Select					
Arts, Culture, Event Experts		V-3	Entertainment	-	-	-	-	-	Select					
Musicians and Advocates		V-4	Entertainment	-	-	-	-	-	Select					
Promoter - DJ		V-5	Entertainment	-	-	-	-	-	Select					
Nightlife Venue Owner or Association		V-6	Entertainment	-	-	-	-	-	Select					
Entertainment Underground (DIY)		V-7	Entertainment	-	-	-	-	-	Select					
Museum - Gallery - Library		V-8	Entertainment	-	-	-	-	-	Select					
Patron Representatives of Nightlife		V-9	Entertainment	-	-	-	-	-	Select					
Diversity Advocacy (Race/Ethnicity, LGBT, Ag)		V-10	Entertainment	-	-	-	-	-	Select					
Conventions/Tourism		V-11	Entertainment	-	-	-	-	-	Select					
District Rep		V-12	Entertainment	-	-	-	-	-	Select					
			0	0	0			0						

ation
Entertainment
Public Space
Public Safety
Venu

CONSOLIDATED SHEET

Finally, all contacts merge into the Consolidated List. This can be used as a database to merge with Word documents to create nameplates, sign-in sheets, directories and send merged email messages. A follow-up presentation will show you how.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Group	Roundtable	#	P	Engage	Orient	Round	Summit	Action	Alliance	Interview	Perspective	Fullname	First	Last	Position
0-CO	Administrative	V-AS	0	Status	Status	Status	Status	0	0	0	BUILDING BLOCK	0	0	0	0
0-CO	Coordinator	V-BS	0	Status	Status	Status	Status	0	0	0	BUILDING BLOCK	0	0	0	0
0-TT	Entertainment	V-st	0	-	-	-	-	-	-	Select	Select	Strategic	0	0	0
0-TT	Entertainment	V-et	0	-	-	-	-	-	-	Select	Select	Safety Evlauation	0	0	0
0-TT	Entertainment	V-ht	0	-	-	-	-	-	-	Select	Select	Hospitality-Events	0	0	0
0-TT	Mobility	P-st	0	-	-	-	-	-	-	Select	Select	Strategic	0	0	0
0-TT	Mobility	P-et	0	-	-	-	-	-	-	Select	Select	Safety Evlauation	0	0	0
0-TT	Mobility	P-ht	0	-	-	-	-	-	-	Select	Select	Hospitality-Events	0	0	0
0-TT	Public Safety	S-st	0	-	-	-	-	-	-	Select	Select	Strategic	0	0	0
0-TT	Public Safety	S-et	0	-	-	-	-	-	-	Select	Select	Safety Evlauation	0	0	0
0-TT	Public Safety	S-ht	0	-	-	-	-	-	-	Select	Select	Hospitality-Events	0	0	0
0-TT	Public Space	V-st	0	-	-	-	-	-	-	Select	Select	Strategic	0	0	0
0-TT	Public Space	V-et	0	-	-	-	-	-	-	Select	Select	Safety Evlauation	0	0	0
0-TT	Public Space	V-ht	0	-	-	-	-	-	-	Select	Select	Hospitality-Events	0	0	0
0-TT	Quality of Life	P-st	0	-	-	-	-	-	-	Select	Select	Strategic	0	0	0
0-TT	Quality of Life	P-et	0	-	-	-	-	-	-	Select	Select	Safety Evlauation	0	0	0
0-TT	Quality of Life	P-ht	0	-	-	-	-	-	-	Select	Select	Hospitality-Events	0	0	0
0-TT	Venue Safety	S-st	0	-	-	-	-	-	-	Select	Select	Strategic	0	0	0
0-TT	Venue Safety	S-et	0	-	-	-	-	-	-	Select	Select	Safety Evlauation	0	0	0
0-TT	Venue Safety	S-ht	0	-	-	-	-	-	-	Select	Select	Hospitality-Events	0	0	0



RHI Contacts



THE RESPONSIBLE HOSPITALITY INSTITUTE (RHI) is a private, non-profit organization founded in 1983 and is the leading source for events, resources and consultation services on nightlife and the social economy.



Jim Peters
President
(831) 438-1404
Jim@RHIweb.org



Alicia Scholer
Vice President
(831) 469-3396 ext 4#
Alicia@RHIweb.org

www.rhiweb.org