Coronavirus / 2020
Protection, Safety & Contingency Plan 6.0
& Post-Show Opening Report
At Fear Factory in Salt Lake City, Utah, U.S.A. operational safety and cleanliness has always been our number one priority—and continues to be so.

We care deeply about our family of employees, customers and greater community during this COVID19 pandemic. We recognize that customers and staff put trust in us to provide a scary and fun experience, however, they trust us that we’ve taken many measures to ensure their absolute safety. This commitment has not changed, and the following pages are steps we plan to take to ensure additional cleanliness and safety measures. While this will change some experience expectations, we aim to continue to provide a result of fun and fright, that customers and staff have come to expect from one of the best and highest rated haunted houses in the world, while still complying with government guidelines. We continue to closely monitor government policy changes, Centers for Disease Control (CDC) guidelines, government mandates, and public health advancements, and will continue to make changes appropriate to our protocols and procedures. This plan has been developed with research and consultation from local, national and international personnel and other similar attraction operators from theme parks, to large public venues, to other haunted attractions, our legal team, owners, and was submitted for certification to a third party licensed public health professional.

While we recognize this plan meets, and often exceeds, local guidelines, it’s meant to guide and indicate the measures we’re committed to in keeping our employees, loyal customers and our community safe. It relies on the best available science on sanitization methods and infectious disease mitigation, and we will continue to update it as needed. Per the Utah Governor’s 2.0 plan released April 17, 2020, and the 4.4 addition released May 14, 2020, the following will serve as our plans for the May 29/30 operating event, and will be updated and/or items retained for fall operating dates. Changes will be made according to updated guidance, and risk-level reductions. Additionally, updated CDC measures of how businesses open, mitigate and respond to COVID19 will be followed as outlined in their May 2020 publication.

As the first haunted house in the world to open not only during a pandemic, but during a heightened sense of safety and security concerns, we at Fear Factory Haunted House in Salt Lake City, UT, U.S.A. felt it was our obligation to share our in depth plan with our industry. We know entertainment, and certainly haunted house, attractions are feeling concerned right now. We hope this plan helps add clarity and direction.

Every state, county and city has specifics and no two markets are alike. While the plan is lengthy, it covers every inch of our strategy, plan, implementation and customer data post-show. This is not a swiss-cheese plan where you can magically replace our name for yours and hope you can open. Rather, we encourage you to read through this, look at your own attractions to see where you can adapt similar efforts and mitigation practices, and then create a similar plan to propose to your own government officials.

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Phased Timeline

Economic Phases
- URGENT
- STABILIZATION
- BEGIN RECOVERY

Expected Timeline
- March 16, 2020
- Estimated late April or early May
- Estimated Fall 2020

UTAH LEADS TOGETHER 2.0
Utah’s Plan for Health and Economic Recovery

Urgent Phase
Coordinated public health response with historic economic stimulus
Goal: 8-12 weeks beginning March 16

Stabilization Phase
Public health measures and economic interventions begin to take hold
Goal: 10-14 weeks

Recovery Phase
Return to stability and positive growth ADAPT, INNOVATE, and OVERCOME
Goal: Ongoing

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For reference, v4.4 published on May 14, 2020 by the Utah State Governor’s office.

100% compliance of all bullets have been outlined and will be followed.

<table>
<thead>
<tr>
<th>Tiered Recommendations for Businesses and Employees</th>
</tr>
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<tbody>
<tr>
<td><strong>High Risk</strong></td>
</tr>
<tr>
<td>Employers exercise extreme caution, with employees working remotely, evaluating workforce concerns, and enacting strategies to minimize economic impact. Businesses that necessitate on-site work should monitor workforce for symptoms and well-being.</td>
</tr>
</tbody>
</table>

- Employers take extreme precautions
- Provide accommodations to high-risk employees
- Employers and volunteers operate remotely, unless not possible
- Symptom\(^1\) checking in business interactions
- Face coverings worn in settings where other social distancing measures are difficult to maintain; ensure that face coverings are available
- Make every possible effort to enable working from home as a first option; where not possible, workplaces comply with distancing and hygiene guidelines
- Minimize face-to-face interactions, including with customers (e.g. utilize drive-thru, install partitions)
- Where distancing and hygiene guidelines cannot be followed in full, businesses should consider whether that activity needs to continue for the business to operate
- Eliminate unnecessary travel and cancel or postpone in-person meetings, conferences, workshops, and training sessions
- Require employees to self-quarantine when returning from high-risk\(^2\) areas
- Employers evaluate workforce strategy and concerns and enact strategies to minimize economic impact

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- Employers evaluate workforce strategy and concerns and enact strategies to minimize economic impact

Employers encourage flexible working arrangements (rotating shifts, remote work, etc.). Comply with distancing guidelines. Increased cleaning regimen of high-touch areas. Monitor employees for symptoms and well-being.
- All businesses open
- Employers take reasonable precautions
- Provide accommodations to high-risk employees; minimize face-to-face contact, assign tasks that allow these individuals to maintain a 6-foot distance from other employees or customers, implement flexible work hours or staggered shifts, allow high-risk individuals to work remotely
- Symptom\(^1\) checking in business interactions
- Face coverings worn in settings where other social distancing measures are difficult to maintain; ensure that face coverings are available
- Encourage remote work when possible; employers exercise discretion with returning to on-site work
- Workplaces comply with distancing and hygiene guidelines
- Limit unnecessary travel
- Require employees to self-quarantine when returning from high-risk\(^2\) areas
- Employers evaluate workforce strategy and concerns and enact strategies to minimize economic impact
- Employers must not allow any individuals under isolation or quarantine to come to work at any time unless authorized by LHD

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\(^1\) Symptoms include fever of 100.4 degrees Fahrenheit or above, cough, trouble breathing, sore throat, sudden change in taste or smell, muscle aches or pains


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General Guidelines for Employers

Best Practices for Employers

- Those who are, or work with, high-risk populations, should undergo daily screening/symptom monitoring, and be tested if they begin to experience COVID-19 symptoms. High-risk populations should take extra precautions to avoid close contact with multiple people.
- Use online conferencing, email, or telephone in place of in-person meetings, even when people are in the same building.
- Employees and customers should not congregate in groups; if your business involves a waiting area, customers should wait outside or in their cars.
- Encourage contactless pay options if possible; otherwise immediately disinfect transaction equipment.
- Make regular announcements to remind employees and customers to follow distancing guidelines. Use floor markings to mark appropriate physical distance where appropriate.
- Encourage digital files rather than paper formats (e.g., documentation, invoices, inspections, forms, agendas).
- Consider what reserve supplies may be necessary to obtain (e.g., cleaning supplies, gloves or other protective equipment).
- Consider the possibility of interruptions to water or power that might force closure.
- Establish and maintain open dialogue with local communities, including key vendors and suppliers, exploring contingencies and sharing appropriate decisions about foodservice, transportation, and other services.
- Identify a workplace coordinator who will be responsible for COVID-19 issues and their impact in the workplace.
- If relevant, update emergency communication plan with key contacts and backups, chain of communications, and processes for tracking and communicating; share the response plan with employees and communicate expectations.
- Ensure every employee’s contact information and emergency contact details are up to date; ensure a plan is in place to reach employees quickly.
- Educate workforce about the threat of the COVID-19 pandemic, what the business is doing, and what they should do to protect themselves and their families.
- Prepare for absenteeism—not only sick employees will stay home; others may need to care for the sick or children if schools close; those employees should notify their supervisors.
- Provide signage at each public entrance to inform all employees and customers that they should:
  - Avoid entering if they have a fever of 100.4 degrees Fahrenheit or above, cough, trouble breathing, sore throat, muscle aches and pains, sudden change in taste or smell, or feel generally unwell.
  - Maintain a minimum 6-foot distance.
  - Sneeze/cough into cloth, tissue, elbow or sleeve (not hands).
  - Avoid hand shaking or unnecessary physical contact.
  - Wash hands often, and for at least 20 seconds.
  - Wear face coverings.

Cleaning & Hygiene Guidelines for Employers

- Promote etiquette for coughing, sneezing, and handwashing; avoid touching face, especially eyes, nose, and mouth; place posters that encourage hand and respiratory hygiene.
- Face coverings should be worn by employees and patrons, especially when difficult or impossible to maintain 6-foot distance.
- Ensure adequate air circulation and post tips on how to stop the spread of germs.
- When possible, discourage sharing of work tools and equipment.
- Make a list of high-touch surfaces requiring routine disinfecting and perform routine environmental cleaning (e.g., elevator buttons, workstations, countertops, handrails, doorknobs, breakrooms, bathrooms, common areas), either twice a day or after each use. Keep a logbook of cleaning regimen. Those cleaning should:
  - Wear gloves.
  - Prior to disinfecting, clean surfaces with soap and water if soiled.
  - Use EPA-approved disinfectant, industrial cleaner, diluted bleach, or alcohol solutions.
- Provide disposable disinfecting wipes for employee use on high-touch surfaces; provide no-touch trash bins.
- Laundry: wear gloves, use warmest appropriate water setting, dry items completely, do not shake dirty laundry, launder items that have come in contact with COVID-19 separately.
- Make hand sanitizer, soap and water, or effective disinfectant readily available. Provide pop-up handwashing stations or facilities where necessary (e.g., open houses, construction sites).
- Personal Protective Equipment (PPE) should not be shared and should be disposed of properly.
- After using gloves, employees should wash their hands.

Employers Monitoring Symptoms

- Employees who are sick or who appear to have COVID-19 symptoms should be separated from other employees/customers immediately and sent home; immediately clean and disinfect areas the sick employee visited.
- Train managers/leadership to spot symptoms of COVID-19 and to be clear on relevant protocols.
- Monitor employee symptoms, especially fever (100.4 degrees Fahrenheit/38 degrees Celsius, or above). If employees take simple medications such as acetaminophen, ibuprofen, or aspirin, they should take temperature beforehand.
- Do not allow employees to come to work if they feel sick; create or maintain non-punitive leave policies so employees do not feel pressured to come to work if they are sick. Remind employees to report any illness to a manager, especially if sick with fever, cough, trouble breathing, sore throat, muscle aches and pains, sudden changes in smell or taste.
- If an employee is confirmed COVID-19 positive, employers should inform close contact employees while maintaining confidentiality; close contact employees should self-monitor for symptoms for 14 days.

9 Symptoms include fever of 100.4 degrees Fahrenheit or above, cough, trouble breathing, sore throat, sudden change in taste or smell, muscle aches or pains.

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**Phased Guidelines for the General Public and Businesses to Maximize Public Health and Economic Reactivation**

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<th>Low Risk</th>
<th>New Normal Risk</th>
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<td>• Limit the number of people in a confined area to enable adequate distancing at all times.</td>
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<td>• Participants (e.g., players, performers, actors) in events should have their temperatures checked.</td>
<td>• Electronic tickets and playbills encouraged in place of paper.</td>
<td>• Dedicated staff for sanitizing high-touch areas Concessions:</td>
<td>• Distribution of personal items, candy, food items, etc. during spectator events must be distributed in a manner that does not promote congregating.</td>
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**100% compliance of all bullets have been outlined and will be followed.**
- Heidi, Co-Owner, (1) shall serve as the Safety Officer. Additional Co-owners (3) will be on property, are aware of expectations and guidelines, and will assist the team as needed. Spencer, General Manager (1) will roam all areas for compliance, queue traffic and input speeds. All staff will have two-way radios.

- FOH (Front of House) ticketing Leaders (6) (here-in referred to as FOH Leadership) and all staff (23+) will all be in gloves, masks, face shields/goggles. All Leaders will have two-way radios.

- BOH (Back of House) Actor/In-House roaming Section Leaders (11), Zone Supervisors (4), Managers (3) (here-in referred to as BOH Leadership) will all have sanitizer for staff (making rounds every 30 minutes), and will clean any areas they see customers touch. All Leadership (18+) will have two-way radios.

- BOH Costume/FX Managers (2), Supervisors (3), and Staff (9) will be cleaning in between each actor including counters, chairs, tools with either 99% alcohol sprays (industry standard) or bleach water sanitizer solution. 1 two-way radio in this area.

- BOH has 3 dedicated customer flow staff (posted) and over 15 roaming Leaders, who are in their zones, watching, following groups, and ensuring compliance at all times. All staff have two-way radios.

- 10+ staff will be hired for all sanitation and cleaning efforts, and will have either a dedicated post or will have a dedicated list of places to roam and spot sanitize. Areas are described under the Sanitation section. At least 1 staff member will have a two-way radio.

- First Aid/ or dedicated Safety Team members (3) will screen all employees upon property entry, and will be posted at the main gate. Only scheduled employees are allowed to enter the property. Safety Team in total 6+ staff, both in uniform, and 1-2 undercover. All have two-way radios.
Common referred to definitions

1. **BOH or FOH refer to Back of House or Front of House.**
   a. BOH refers to all stage/inside the attraction staff, leaders, admins and operators. BOH also includes all sanitation, safety, first aid, bus drivers, etc.
   b. FOH refers to all ticketing staff and leaders. All other departments FOH manages will be closed for our May 29/30 event.

2. **Cleaning/Sanitizing solution**
   a. Per CDC guidelines, we’ll be mixing a ⅓ Cup to 1 Gallon of water concentrated sanitizing solution for all sanitizing efforts. It will be made each morning, and discarded each night, to ensure 24 hour strength and efficiency.

3. **PPE (Personal Protective Equipment)**
   a. Unless otherwise noted, all employees will at a minimum, have a nose and mouth mask.
   b. High risk staff will have additional measures as gloves and face shield or goggles.
   c. 3xPPE is the fullest extent of our PPE that still allows the staff member the ability to do their job, and includes Masks, gloves and face shield or goggles, all required for use at the same time.
Fear Factory Haunted House Attraction Multi-Risk Level Contingency Overview:

<table>
<thead>
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<th>Moderate Risk</th>
<th>Low Risk</th>
<th>Normal Risk</th>
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</table>
| 1. Exercise extreme caution  
2. Maintain distancing guidelines of all groups, floor markings, 6'-8' distances  
3. Very frequent scheduled cleaning of all surfaces (handrails, doors, etc. every 20 minutes. Restrooms every 10 minutes.  
4. Supply over 21,000 oz. of hand sanitizer, via hand pump stations  
5. Decrease input speeds to facilitate distancing and controlling guest flow  
6. Allow queueing in outside spaces only, using every-other queue line to ensure spacial compliance  
7. Maintain signage to remind individuals to stand at least 6+ feet apart and/or abide by distancing guidelines.  
8. Temperatures, symptoms, travel questions of all employees are checked daily by EMT or Safety Team staff members, and logged  
9. Mouth and nose coverings (PPE masks) coverings required by all staff, and customers.  
10. Temperature checks of customers entering the Fear Factory property may be conducted by an EMT or Safety Team staff members, thermal imaging of all customers may be used and/or additional screening measures. Masks required by all staff. Mask, gloves and face shield/goggles required in close customer areas (queue areas). Masks strongly suggested for customers. Gloves offered to customers.  
11. Reduced number of actors to ensure additional space  
13. Reduce unnecessary travel  
14. Limiting on-property persons capacity to enable adequate distancing at all times utilizing Timed Ticketing.  
15. High Risk Customers will be offered first time slots. High Risk Staff receive | 1. Constant extreme caution  
2. Maintain distancing guidelines of all groups, floor markings, 6'-8' distances. Decreased input speeds.  
3. Increased scheduled cleaning of all surfaces (handrails, doors, etc. every 30 minutes. Restrooms every 15 minutes.  
4. Supply over 21,000 oz. of hand sanitizer, via hand pump stations  
5. Maintain signage to remind individuals to follow guidelines.  
6. Temperatures, symptoms of all employees are checked daily by EMT or Safety Team staff members.  
7. Masks required by all staff. Mask, gloves and face shield/goggles required in close customer areas (queue areas). Masks strongly suggested for customers. Gloves offered to customers.  
8. Reduced number of actors  
10. Reduce unnecessary travel  
11. Limiting on-property persons capacity to enable adequate distancing at all times utilizing Timed Ticketing.  
12. High Risk Customers will be offered first time slots. High Risk Staff receive | 1. Consistent cautionary measures  
2. Maintain distancing guidelines of all groups, floor markings, 6' distances. Decrease input speeds to facilitate distancing and controlling guest flow.  
3. Cleaning of all surfaces (handrails, doors, etc. every 45 minutes. Restrooms every 30 minutes.  
4. Supply over 21,000 oz. of hand sanitizer, via hand pump stations  
5. Maintain signage to remind individuals to stand 6'-8' apart and/or abide by distancing guidelines. Decrease input speeds to facilitate distancing and controlling guest flow.  
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8. Reduced number of actors  
10. Reduce unnecessary travel  
11. Limiting on-property persons capacity to enable adequate distancing at all times utilizing Timed Ticketing.  
12. High Risk Customers will be offered first time slots. High Risk Staff receive | -Remain open and business as usual, with modified efforts and attention.  
-Will monitor staff and symptoms.  
-Usual cleaning protocols in place. |

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<table>
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<th>extra PPE measures.</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.Reduced number of actors to minimum staffing levels</td>
<td>12.High Risk Customers will be offered first time slots. High Risk Staff receive extra PPE measures.</td>
<td>13.Restricting people waiting in the costume room</td>
</tr>
<tr>
<td>12.Contactless payment methods only.</td>
<td>14.Ensuring 6’ spacing for all employees while on getting ready</td>
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<td>14.Limiting on-property persons capacity to enable adequate distancing at all times utilizing Timed Ticketing.</td>
<td>16.Sanitizing of all company equipment used by staff including radios and ipads.</td>
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### Above and Beyond:

We’re committed to opening our event safely, cautiously and respectfully toward government guidelines, while at the same time helping our community, and economy move forward. As such, we’re implementing measures for our May 29 and 30, 2020 dates that are above and beyond what the current guideline/restriction currently in place is. A list of those are provided below:

1. Massive reduction of customer occupancy loads (and revenue)
   a. At any given time, we estimate via our timed ticketing queueing, and input speeds, that there will be no more than 300 people (customers and staff) on our property at any given time (since while some are entering, others are exiting), spread out over nearly 90,000 sq. ft. over the course of a 4 hour open operation.

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b. 30 minute timed ticket property entry timeframes: less occupancy on property at any time
2. Restaurant level sanitation efforts of 1000ppm bleach water solution for all disinfecting and sanitizing efforts
3. 400% (10 staff) of increased cleaning staff to provide abundant sanitation efforts
4. 15 staff of increased Flow Staff, who are watching for non-household distancing requirements, both inside and outside the attraction
5. Based on suggestions regarding the correct amount of hand sanitizer, we’re calculating a 4ml hand squirt size and plan to have over 21,000 oz of hand sanitizer on property via hand sanitation pump stations, all with anti-theft magnet alarms.
6. Free gloves will be provided and strongly suggested to all customers
7. Additional PPE required for staff, above the current guidance
8. Our costing artists are required to utilize contactless makeup only
9. Signage throughout the attraction: on fabric walls/sets stating ‘DO NOT TOUCH’ reminders
10. We’re providing 500% more hand sanitizer than recommended to our customers and staff, allowing for multi-use, as needed.
11. Significant distancing measures available due to our size and space
   a. 8’-16’ spacing between non-household groups in queue lines
   b. 12’ spacing between groups waiting outside our gates (Safety Team will communicate to customers)
   c. Additional spacing between groups once in motion inside the attraction
12. Contactless payment methods ONLY
   a. No cash. No onsite sales. Online sales only.
   b. Ticketing windows closed to reduce direct contamination exposure.
13. Temperature checked, symptom and travel questions for all employees entering on operating nights. All will be logged. On non-operating nights, employees will have temperatures checked, and logged.
14. To ensure the least amount of exposure before opening for an event, staff and leaders on property will be drastically reduced, and working from home as much as possible, utilizing zoom and other technologies.
15. Customers will be instructed to keep their arms to their sides while inside the attraction except on stairs. Customers that don’t follow this instruction will be warned once and then removed from the attraction.
16. To be overly cautious, concessions, rides, merchandise, and our state-of-the-art selfie stations and sets will be closed.
17. Additional ticketing, confirmation email communications, and other forms of notification to customers about what to expect, and ways we’re doing our best to keep them safe, what to expect, what we are doing to protect them, and our expectations of them while on our property.
18. Regarding a Covid positive testing customer or staff, we’re taking extra safety, preventative, and action steps such as additional cleaning measures of the staff’s location, contact tracing for all customers and staff, logging symptoms and travel details, and more.
19. Updated waiver language to clearly communicate expectations and possible ejection if not followed
20. SLCPD officer on property to assist with ejection if needed, and a show of force, that we’re serious about following guidelines.
21. All actors will be given a small bottle of hand sanitizer to apply as often as needed.

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Property Checkpoint Map and Key

KEY DETAILS:
Droplet with a T: Hand sanitizer towers that have 4 sides, 1 pump unit per side (4 pumps per icon)
Droplet with a P: Hand sanitizer that is inside a porta potty unit. 1 pump per potty. There are 10 potties available for customers, and 2 available for staff in the BOH area.
Hand: Free gloves will be dispensed out of a box (as in other locations around town) for customers who would like additional PPE.

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Green and Red arrows: Incoming customers will be told to stay to the right, after entering at checkpoint 1. At checkpoint 8, while exiting, they’ll be told the same. Due to this space of dual traffic being a fire lane, stanchions will be used to help keep customers on the appropriate side. Checkpoint 1 will also help keep flow areas reserved for the correct traffic flow.

1: Safety team (in 3xPPE) to welcome customers, ask if customers have their tickets purchased already and to have them out and visible (no walk up sales allowed), advise to pay attention to new rules and remind of waiver completion. Symptom sign will be displayed.

2: Ticketing Staff (in 3xPPE) welcomes customers. Checks customer tickets from as far of a distance as possible without touching customer items. If it’s their 30 minute window, or up to 5 minutes prior to their window to enter, they can proceed. If it’s not, they’ll be told to wait in the circles outside the gates that are 12’ apart. If it is time, staff will ensure the group is all from the same household and if not, separation is needed. Customers will be told to stay to the right, to assist in one-way traffic where possible, and continue to checkpoint 3.

3: Staff member (in 3x PPE) will strongly encourage hand sanitizer utilization, and will show customers where the table with gloves on it is, and will encourage glove use as a customer service. Customers are advised to move to station 4 thereafter.

4. Ticketing staff (in 3x PPE) will scan ticket barcode/QR and /or search names of ticket purchaser from more than a 6’ distance, from as far of a distance as possible without touching customer items. Staff ensure the group is all household and that if not, separation is needed and further group directions will be given to ensure they stay apart, in between either floor markings, or yellow flags, marking 8’ distances.

5. Customers will be in separate 30 minute timeframe queue lines, at 8'-16' distancing. While maintaining 6’ distancing, waivers of all customers will be verified by customers telling the ticketing staff (in 3x PPE) their first and last name. No scanning needed and barricades will be used to ensure distancing.

6. Ticketing staff (in 3x PPE) will welcome customers, review guidelines and/or review signage locations. This includes no touching the ropes, hands in pockets or to the side, no touching walls/sets/actors, staying 6’ minimum from another group, observing yellow flag and or ground markings, etc.

7. Safety Team (in 3x PPE) will be present throughout the queue line, including inside the attraction, to watch for non-compliance, and remind customers of rules and the 1 or 2 warning system. After waiting a short time period due to timed ticketing at checkpoint 7, customers enter the attraction. Just after entering and having their group photo taken (with non-actor props), customers will be greeted by a final staff person encouraging hand sanitizer (if no gloves were taken earlier) and gloves for folks who either didn’t take any at checkpoint 3 or may have damaged their gloves previously. This gives customers a final opportunity for hand sterilization, before entering the inside of the attraction.

8. After exiting the attraction, ticketing staff (in 3xPPE) will greet customers while still maintaining 6’ distances, and show the location for glove discarding. Hand sanitizer is available immediately thereafter. Lastly, staff (in 3xPPE) will give customer groups the VIP gift while maintaining the 6’ distance, which includes asking customers what they want (can’t touch/choose themselves), which will be put on the

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table (not handed), for them to pick up. Table will be sanitized every 30 minutes. Customers will then exit back to the firelane again on the right side (opposite side of the customers entering the property), and exiting the property, back toward checkpoint #1. Customers will be told to stay to the right, to assist in one-way traffic, where possible.

Drilldowns for the following level:

All Operations, including minimal/no concessions operation:
1. **Consistent cautionary measures:** All staff will watch for signs, concerns, and use caution to reduce possible contamination.
2. **Maintain distancing guidelines of all groups:** Queue line markings indicating 6-8’ distances from other groups, every-other queue line to ensure additional spacing, safety staff and DJ broadcasts to remind groups to remain distanced between them and others that are not part of their household. Outdoor queuing only—no indoor waiting spaces of more than 50 people. Timed ticketing utilization to decrease the numbers of individuals and groups on our property. 16 staff will be posted inside the attraction as well, to ensure customers are in compliance with distancing measures. Customers/Groups not in compliance and/or after two reminders will be asked to leave and/or escorted off property.
3. **Increased cleaning of all surfaces (handrails, doors, restrooms, etc.):** 10 or more staff will be hired for dedicated sanitation duties. To include minimums of every 45 minute cleaning rotations of all handrails, door knobs, etc. and every 30 minutes for all restrooms using 1000ppm sanitation solution. Additionally, 12 other staff will be periodically cleaning their specific areas/rooms back of house inside the attraction. A microbiostatic fogger will be used in areas of the haunt, and back of house areas/rooms.
4. **Hand sanitizing stations:** Minimum of 20 hand pump sanitizing stations will be available at the property entrance, queue space, exit of the attraction, and back of house. See map 1 for sanitizer suggested locations.
5. **Maintain signage** to remind individuals to stand 6+ feet apart and abide by distancing guidelines: Printed signage and/or banners. Digital signage will rotate every 45-60 seconds in our projections/slideshows for all customers to see. Additional symptoms posters will be posted for staff, indicating they can’t work if they have symptoms. Additional staff will be available in all queue areas and remind/escalate customers who may not be compliance of physical distancing outside of their household group. DJ will broadcast reminders for physical distancing, and other guidelines.
6. **Temperatures of all employees** are checked daily and taken at the entrance of the property. If over 100.4°F, persons will not be allowed entry to the property. Symptom and travel questions will also be asked. Temperature, symptom and travel answers will be logged. Signage reminding staff that if they have symptoms, they must go home and can not work.
7. **Mouth and nose coverings (masks) required by all staff, and strongly suggested for customers.** All Front of House PPE to include mask, face shield or goggles, and gloves.
8. **Reduced number of actors:** To ensure safety, while decreasing possibilities of contamination, we will reduce the number of actors/monsters in our attraction.

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9. **Reduced payment method contacts:** Online ticket sales and purchases only. On property cash/cards will not be accepted.

10. **Limit unnecessary travel:** Ensuring management and above will not be required to attend shows, or attend other attractions at least 20 days before show operating dates.

11. **Limiting on-property persons capacity** to enable adequate distancing at all times: By use of Timed Ticketing and based on local government direction, we will comply with ensuring spacing and occupancy management, as needed, and will be variable, based on level of risk.

12. Those identifying as **High Risk Customers**, will have an opportunity to be the first in line, in our first open 30 minute queueing time frame, 8pm-8:30pm. High Risk Staff will be required to wear face shield, mask and gloves at all times.

13. **Restricting people in the costume room:** This will be determined by spacing limitations and managed by the costuming managers.

14. **Ensuring 6’ spacing for staff on property.** 6’ marks on the ground will be used to keep staff farther apart. Same spacing in the costuming room.

15. **No sharing/exchanging costumes/masks:** Staff shall not be allowed to change costumes/characters/masks in-show, ensuring less cross contamination. Nightly cleaning and disinfecting of masks, face shields, goggles and costumes will be conducted via washing, wiping, and/or use of disinfecting foggers, following CDC cleaning guidelines and sanitation solution/mixture.

16. **Nightly Sanitizing** of all company equipment used by staff including radios and ipads.

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**Drilldowns for the following level:**

All Operations, including minimal/no concessions operation:

1. **Constant caution:** All staff will watch for signs, concerns, and use caution to reduce possible contamination

2. **Maintain distancing guidelines of all groups:** Queue line markings indicating 6-8’ distances from other groups, every-other queue line to ensure additional spacing between household groups, safety staff to remind groups who may be non-compliant. Outdoor queueing only-no indoor waiting spaces of more than 50 people. Timed ticketing utilization to decrease the numbers of individuals and groups on our property. 16 staff will be posted inside the attraction as well, to ensure customers are in compliance with distancing measures. Customers/Groups not in compliance and/or after two reminders will be asked to leave and/or escorted off property. Reduced input speeds.

3. **Increased cleaning of all surfaces (handrails, doors, restrooms, etc.):** 10 or more staff will be hired for dedicated sanitation duties. To include minimums of every 30 minute cleaning rotations of all handrails, door knobs, etc. and every 15 minutes for all restrooms using 1000ppm sanitation solution. Additionally, 12 other staff will be periodically cleaning their specific areas/rooms back of house inside the attraction. A microbiostatic fogger will be used in areas of the haunt, and back of house areas/rooms.

4. **Hand sanitizing stations:** Minimum of 25 hand pump sanitizing stations will be available at the property entrance, queue space, exit of the attraction, and back of house. See map 1 for sanitizer suggested locations.

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5. Maintain signage to remind individuals to stand 6+ feet apart from non-household groups and/or abide by distancing guidelines: Printed signage and/or banners. Digital signage will rotate every 45-60 seconds in our projections/slideshows for all customers to see. Additional symptoms posters will be posted for staff and staff showing symptoms. Staff will not be allowed to work with symptoms and customers will not be allowed on property if they have symptoms. Additional staff will be available in all queue areas and remind/escalate customers who may not be compliance of physical distancing outside of their household group. DJ will broadcast reminders for physical distancing, and other guidelines.

6. Temperatures of all employees are checked daily and taken at the entrance of the property. If over 100.4°F, persons will not be allowed entry to the property. Symptom and travel questions will also be asked. Temperature, symptom and travel answers will be logged. Signage reminding staff that if they have symptoms, they must go home and can not work.

7. Mouth and nose coverings (masks) required by all staff, and strongly suggested for customers. All Front of House PPE to include mask, face shield or goggles, and gloves.

8. Reduced number of actors: To ensure safety, while decreasing possibilities of contamination, we will reduce the number of actors/monsters in our attraction.

9. Reduced payment method contacts: Online ticket sales and purchases only. On property cash/cards will not be accepted.

10. Reduce unnecessary travel: Ensuring management and above will not be required to attend shows, or attend other attractions at least 30 days before show operating dates.

11. Limiting on-property persons capacity to enable adequate distancing at all times: By use of Timed Ticketing and based on local government direction, we will comply with ensuring spacing and occupancy management, as needed. This will be variable, based on level of risk.

12. Those identifying as High Risk Customers, will have an opportunity to be the first in line, in our first open 30 minute queueing time frame, 8pm-8:30pm. High Risk Staff will be required to wear face shield, mask and gloves at all times.

13. Restricting people in the costuming room: This will be determined by spacing limitations and managed by the costuming managers.

14. Ensuring 6’ spacing while waiting for costuming /costumes: 6’ marks on the ground will be used to keep staff farther apart. Same spacing in the costuming room, along with Personal Services requirements.

15. No sharing/exchanging costumes/masks: Staff shall not be allowed to change costumes/characters/masks in-show, ensuring less cross contamination. Nightly cleaning and disinfecting of masks, face shields, goggles and costumes will be conducted via washing, wiping, and/or use of disinfecting foggers, following CDC cleaning guidelines and sanitation solution/mixture.

16. Nightly Sanitizing of all company equipment used by staff including radios and ipads.

Drilldowns for the following level:

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All Operations, including no concessions operation:

1. **Exercise extreme caution**: All staff will watch for signs, concerns, and use caution to reduce possible contamination

2. **Maintain distancing guidelines of all groups**: Queue line markings indicating 8’ distances will be expanded to 10’-12’ between groups; every-other queue line to ensure additional spacing; safety staff to remind groups who are consistently non-compliant. Timed ticketing utilization to decrease the numbers of individuals and groups on our property. Over 10 staff will be posted inside the attraction as well, to ensure customers are in compliance with distancing measures. Customers/Groups not in compliance and/or after one reminder by will be asked to leave and/or escorted off property.

3. **Cleaning of all surfaces (handrails, doors, restrooms, etc.):** 10 or more staff will be hired for dedicated sanitation duties, to include minimums of every 20 minute cleaning rotations of all handrails, door knobs, etc. and every 10 minutes for all restrooms using 1000ppm sanitation solution. Additionally, 12 other staff will be periodically cleaning their specific areas/rooms back of house inside the attraction. A microbiostatic fogger will be used in areas of the haunt, and back of house areas/rooms.

4. **Hand sanitizing stations**: Minimum of 25 hand pump sanitizing stations will be available at the property entrance, queue space, exit of the attraction, and back of house. See map 1 for sanitizer suggested locations.

5. **Decreased input speeds inside the attraction**: Decrease input speeds to facilitate distancing and control guest flow. Based on occupancy and nightly operations, adjusted times of entering the haunted house attraction may vary to ensure extra spacing between groups.

6. **Allow queueing in outside spaces only**: Large groups waiting to enter, while maintaining 6-8’ distances, will be waiting outdoors only. Indoor waiting areas of 50 or more people are prohibited.

7. **Maintain signage** to remind individuals to stand 6+ feet apart and/or abide by distancing guidelines: Printed signage and/or banners. Digital sign will rotate every 45-60 seconds in our projections/slideshows for all customers to see. Additional symptoms posters will be posted for staff, and customers, indicating they need to go home if they have symptoms. Additional staff will be available in all queue areas and remind/escalate customers who are not in compliance of physical distancing. DJ will also be reminding customers of physical distancing, and other guideline requests.

8. **Temperatures of all employees** are checked daily at the property entrance, preferably with a contactless device. If over 100.4°F, persons will not be allowed entry to the property. Symptom and travel questions will also be asked. Temperature, symptom and travel answers will be logged. Signage reminding staff that if they have symptoms, they must go home and can not work.

9. **Mouth and nose coverings (PPE masks) coverings required by all staff, AND customers.** Ticketing staff are required to wear gloves, mask and face shield or goggles. To ensure maximum containment, masks will be required of all persons entering the property.

10. **Temperature checks of customers**, thermal screenings, or other measures may be conducted at the entrance gate by EMT’s or Safety staff

11. **Reduced number of actors**: To ensure safety, while decreasing possibilities of contamination, we will reduce the number of actors/monsters in our attraction to minimums that provide a great show, while keeping safety as our priority.

12. **Contactless payment methods.** Online ticket sales and purchases only, On property cash/cards will not be accepted.

13. **Reduce unnecessary travel**: Ensuring management and above will not be required to attend shows, or attend other attractions at
least 30 days before show operating dates.

14. **Limiting on-property persons capacity** to enable adequate distancing at all times: By use of Timed Ticketing and based on local government direction, we will comply with ensuring spacing and occupancy management, as needed. This will be variable, based on level of risk.

15. Those identifying as **High Risk** Customers, will have an opportunity to be the first in line, in our first open 30 minute queueing time frame, 8pm-8:30pm. High Risk Staff will be required to wear face shield, mask and gloves at all times.

16. **Restricting people waiting in the costuming room**: This will be determined by spacing limitations and managed by the costuming managers.

17. **Ensuring 6’ spacing while waiting for costumes**: 6’ marks on the ground will be used to keep staff farther apart. Same spacing in the costuming room, along with Personal Services requirements.

18. **No sharing/exchanging costumes/masks**: Staff shall not be allowed to change costumes/characters/masks in-show, ensuring less cross contamination. Increased cleaning and disinfecting of masks and costumes will be conducted via washing, wiping, and/or disinfectant.

19. **Nightly Sanitizing** of all company equipment used by staff including radios and ipads.

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Sanitation - Expanded Details and Methods:

Throughout the entire property, back of house and front of house, 1000ppm bleach water solution will be used for all sanitizing purposes. The solution will be created each morning by a member of management, per the ⅓ Cup to 1 Gallon of water ratio, and will be discarded at the end of each operating night to ensure its efficiency within the 24 hour period. Testing strips will be used to test strength after creation. Spray bottles, wiping rags, soaked paper towels, etc. will be utilized methods.

In addition to over 25 hand sanitizer pump stations throughout the entire property, totaling over 10,000 squirts/pumps at a 3ml/per use amount, which is 500% more sanitizer than the suggested amount per person, to ensure there is plenty for everyone. Our third party vendor has guaranteed they’ll have alarms in the sanitizer units as well to audibly alert should theft occur. Our security team has been notified to listen for such alarms.

Free gloves will be offered to all customers as they enter, and will be encouraged by a dedicated staff member at that station.

Additionally, we’re increasing cleaning and sanitation staff to 6, or 300%, to ensure the following areas have extra attention:

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CUSTOMER AREAS:
- Porta-Potties:
  3-4 staff will specifically be designated for sanitizing and cleaning all units, averaging 3 units per staff member, with a goal of constant and consistent sanitation and cleaning, in between each customer if possible, or at least a thorough unit cleaning every 15-30 minutes. This includes all customer and staff units. Cleaning will consist of all door handles, seat and hand sanitizer pump handle. Staff will change out gloves every 30 minutes.

- Handrails
  It’s imperative that customers hold handrails while going up or down stairs in our facility. While not all customers do, we will treat all handrails as such, which include 2 staff who are constantly in motion in between groups throughout the attraction, who will be wiping all handrails with the sanitizer solution, on a schedule of a handrail being cleaned every 20-30 minutes. This, paired with gloves to all customers, will assist in decreasing direct contamination.

- Stanchions/Queue Lines:
  2 staff members will be dedicated to sanitizing and cleaning all queue line (aka graveyard) waiting area stanchions, plastic ropes, and possible nearby touchpoints.

STAFF AREAS:
- Staff/Actors:
  During operating nights, all back of house staff and actors will have ample access to hand sanitizer in their assigned areas throughout the entire property for ease and convenience. Their leadership will make rounds every 30 minutes, offering sanitizer to all staff, and/or opportunities to step away from their position to access hand sanitizer, and reminders will be made across all radios.

- Costume Room:
  All costuming artists will follow the Governor's guidelines for masks, distancing, gloves, face shield or goggle PPE, and guidance during and between each actor. After each actor (approximately every 10 minutes), the entire costuming station (counters, chair, etc.) will be wiped down with a sanitizer solution soaked paper towel, and discarded. Gloves will be changed between each actor (approximately every 10 minutes). Additionally, a big change is no sharing of makeup or brush makeup is allowed. We have only allowed contactless makeup applications only.
-Back stage offices, spaces, door knobs, etc.: 
  2 staff members will be assigned for all back of house/back stage areas. This includes all entry point door knobs, the lobby black door, and any entry points into back stage doors/areas that have a handle, including Shop door, Ticketing door, Production Lab door, upstairs costuming room door, Costume closet door, family room door, bathroom doors, Tower door, Manor door, clown door, Center Silo door, smoking area wall/leaning touchpoints. These will all be sanitized and cleaned every 30 minutes.

-Staff hand washing stations:
  All staff will have access to 3 restrooms with sinks for hand washing, in addition to the many hand sanitizer locations. These faucets (and the entire bathroom) will be sanitized less than every 30 minutes.

PPE/Personal Protective Equipment - Expanded Details and Methods:
We recognize PPE is a preventative tool to reduce the spread of pathogens. As such, the following details shall help reduce direct, and indirect contaminations.

CUSTOMERS:
Upon entering the property and verifying they have a ticket for the correct time, customers will be allowed to enter our property. They’ll be offered hand sanitizer by a dedicated staff person. After walking further into the property, they’ll be offered (and highly suggested) free single use non-latex gloves to wear. Additionally, marketing will adopt the Health Department language that ‘Customers are strongly suggested to wear a mask’. Additional signage and sanitizer will be available thereafter, and at the exit of the attraction, after discarding their gloves.

STAFF:
All staff will be asked to not wear jewelry, rings etc, that may break barriers or be an unconscious contamination contact point. Additionally, signage will be in all back of house areas including graphics 4 and 5.

-FOH:
All ticketing staff who will be engaging in a POSSIBLE less than 6’ distance for a moment (checking tickets, scanning phone barcodes for admittance, etc.) will be wearing gloves, masks, face shields and or goggles at all times (3x PPE), even when able to maintain 6’ distancing. In short, all staff who we can’t guarantee an absolute 6’ distance 100% of the time, shall be wearing all three PPE requirements. Gloves will be interchanged often, an average of every 30 minutes. Staff will be sent this video for review and training of donning and doffing PPE.

-Cleaning crew:
Our entire cleaning staff will wear 3x PPE at all times, due to high contact areas they’ll be cleaning, and when entering a used customer space, like a porta potty. Gloves will be interchanged often, an average of every 30 minutes. Staff will be sent this video for review and training.

-BOH:
All Back of House staff (administrative personnel, leadership, actors, etc.) are all required to wear masks while either in the Back of House areas, and/or while acting. In some cases, additional PPE like gloves and face shields and or goggles may be added, which will be integrated into costuming. PPE can be removed only when eating or drinking in an area at least 10’ from others, but must immediately be reapplied thereafter, including hand sanitizing when possible first, then gloves second.

-Costuming staff:
All costuming artists will follow the required PPE, which includes gloves (changed and discarded after each actor/model), mask and face shield and or goggles. Additional and optional PPE is also offered, including single use hair caps and plastic clothing coverings.

Physical Distancing - Expanded Details and Methods (in Sequential Order):
One of our largest efforts is the property wide reduction of people on property, by over 65% of normal Halfway to Halloween/Spring event operations, to include both customers and staffing, to allow for additional space between all bodies on our property. On a typical night during our operation, we can see upwards of 3500+ attendees, however during our May 29/30 event, we will be using several measures (Timed Ticketing, ticket time property entry points, and reduced queue spaces) in addition to an overall decrease of customers. Additionally, we will only allow queuing in outside spaces only, using every-other queue line to ensure 6’ space compliance. See Map 2.

TIMED TICKETING:
To reduce the overall foot traffic of customers, we’ve restricted overall property patrons. Only a certain number of tickets can be sold. Any part of this document may be used or adapted, but must include and cite: “Used with permission from Fear Factory Salt Lake City. www.fearfactoryslc.com” © Salt Lake Fear Factory 2020. www.fearfactoryslc.com
purchased for a 30 minute time frame. Once sold out, customers will need to buy another time frame slot. Once customers pick their timed ticket (i.e 8:00), they’ll have between 8:00pm-8:30pm to arrive on property. Doing so will reduce waiting around, and customers will only be allowed on our property once it is their specific time to enter the queue.

**HIGH RISK CUSTOMERS:**
Individuals who are considered High Risk will have a dedicated timed ticketing window (8pm-8:30pm), or at the first 30 minutes of any show opening. Online ticket sales will also use High Risk language, to ensure only ticket purchasers, or their household, are purchasing those limited space tickets.

**RESTRICTING CONGREGATING:**
- Upon arriving to our property, all customers will be stopped at a checkpoint just inside our gates, where they will be asked to display either their paper or phone/online barcode and time their ticket is valid. Customers will only be allowed further onto our property within 30 minutes to their purchased time. I.E. If it’s 8:05pm, and their ticket was for the 8p-8:30pm timeframe, they’ll be allowed to enter further. If it’s 8:05pm, but their ticket was for the 9:30pm-10:00pm timeframe, they will be asked to wait outside the gates or can return within the 30 minute range.

**HOUSEHOLD LANGUAGE and CHECKPOINTS:**
- Language has been added to all online tickets and confirmation email that uses household group language to help customers comply with local guidelines: “Household groups can enter together, and will be seperated from others not in their household.” Additionally, when redeeming their tickets near the entrance of our timed ticket queue line entrance, groups will be asked if they are all part of a household. Those not, will be seperated and told to ensure distancing and other measures.

**QUEUE LINE PHYSICAL DISTANCING EFFORTS:**
- Overall for our May 29/30 event, we have restricted ticket sales drastically to ensure extra spacing between non-household groups. Further, throughout our entire queue line, we expect groups to be in constant motion, moving to the next 8’-16’ distanced marker every 45-60 seconds, or based on input speeds. Groups will be in constant motion throughout this area for an estimated 20-30 minutes, similar to a queue line at Costco.

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-After ticket redemption, and entering the queue, groups will be told to stay 8’+ apart from others if they are a group of 4 or less (1 yellow flag/1floor marking). Larger groups of 6 people will be told to keep 8-16’ between groups (2 yellow flags/2floor markings).

Map 2 (Aerial view of queue line)

YELLOW:
- CLOSED LINE. Access to restrooms and staff areas.

RED:
- CLOSED LINES. 50%+ of all queue areas will be closed.

GREEN:
- OPEN LINES: Every-other lane to be used, ensuring 6’ distancing.

NOTE: Not 100% to scale.
DECREASED INPUT TIMES INTO THE ATTRACTION:
-For all groups entering the actual attraction, they will be spaced apart even more than usual times. Confidentially, this speed ranges depending on our occupancy load during a busy night. However, we plan to slow the entry of all household groups by over 30%. Thus, in addition to extra spacing in the queue / waiting lines, they’ll also have additional space inside the attraction while in motion. Before entering, rules and guidelines will be reminded.

ADDITIONAL FLOW/SPEED MONITORING STAFF:
-We’ve increased our Flow Monitoring Staff 200%, and over 10 staff will be inside the attraction to ensure we have additional staff inside, who are dedicated only to watching the flow of all groups in motion throughout the entire facility. Should a group be slow, these staff will remove them temporarily from the customer path/flow to allow other customers to pass them. Customers will then be given their single warning that they must either keep up with the group coming behind them, while maintaining 8’ distancing, or at the next concern, they will be asked to leave, due to safety concerns of them creating bottlenecks. All flow staff will report to our Safety Director.

-Several A-frame 24”x36” signs will be strategically placed near queue areas, reminding customers of expectations and Consequences. See graphics 2 and 3.

-Our large 4 story building that we project onto, will now have additional slides created to educate others while waiting in the timed ticket queue. These include:
  ● Symptoms warning
  ● 1 warning rule
  ● not touching walls, actors, sets, etc.
  ● physical distancing of 6’+ efforts
  ● Wearing suggested gloves and masks

-Should customers not be in compliance, staff will evaluate if it was accidental or intentional. If accidental, they may be given up to 2 warnings before ejection of the attraction. If intentional, they’ll receive 1 single warning, and the next offense is ejection. Consequences will be told to groups at time of warning, on all tickets, and before going into the attraction.

ADDITIONAL AREAS WILL BE CLOSED:
For our May 29/30 event, we do not believe we are able to safely control flow or 6’ spacing between household groups for the following areas. As such, we’ve made a decision that they will need these areas to be closed for this event. They include:

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- Selfie stations - photo displays and high quality sets for customers to engage in, touch props and be immersed in a photo
- Rides - Zipline, Fear Fall and Fear Sphere
- Merchandise - The entire merchandise counter will be closed. While we are giving out VIP gifts at the exit for all customers, those will be only placed out on a table as the customer is approaching. Staff will wear gloves, masks and face shields or goggles, while placing VIP gift and customers will be monitored so they can’t touch any other merchandise. Extra supplies that customers can take will not be placed on the table.
- Concessions/Food service will not be offered.
- All ticketing windows will be closed to further decrease direct contamination efforts.

**STAFFING / BACK OF HOUSE AREAS:**
Similarly to our plan with customers, staff will be drastically limited. While we know this may have an effect on the overall show, we have put other scare animatronics, startles, pops, sounds, etc. that can maintain 6’+ distancing. All staff will be required to wear masks in back of house areas. Thus, the following areas/_steps shall also be taken:

- Costume Waiting lines:
  6’ floor markings will be placed on the ground. Leaders will be roaming to ensure compliance and remind employees of guidelines. More than 2 warnings will result in dismissal from their position for the night.
- Costuming Room: A 68% reduction in the number of artists and their model/actor will ensure 6’+ distancing. All Personal Services guidance will be followed in costuming application spaces. To further reduce cross contamination in this area, no sharing of makeup or brush makeups area allowed- rather only contactless options will be applied.

**ONE WAY TRAFFIC WHEREVER POSSIBLE:**
Other than the required city access entrance (800 south gate) and the adjacent fire lane travel area, all other areas of the attraction will be one way only whenever possible. This includes queue spaces and lines, flow of traffic inside the attraction, and exit areas. Ropes or floor markings will be used to ensure customers stay in one way guided areas whenever possible. The image below shows the fire lane, approximately 22 ft. wide, which is where both lanes of incoming and outgoing traffic will occur (see Map 1). Stanchions will help people stay in their respective lane, and arrows on the ground will be sprayed to show approved direction of traffic.
OFF PROPERTY DISTANCING:
We’ll spray paint lines on the ground, 12’ apart, to help customers/groups who are waiting to enter, be spaced farther apart. Our Safety Team will control and distance lines outside the gate.

SHUTTLE BUS DISTANCING MEASURES
We have received permission from The Gateway for our shuttle to pick up and drop off customers from the Gateway. This arrangement benefits the Gateway and local restaurants because customers are able to safely eat out, park their car, and there is plenty of security and signage to monitor and enforce physical distancing requirements. The shuttle has a driver and an attendant that will both wear masks and gloves, enforce 6’ spacing between non-household groups, and thoroughly sanitize the shuttle both before customers are picked up and again after they are dropped off. Gloves will be discarded every 30 minutes and after cleaning the bus. Vinyl seats will be wiped down, and touch points will be disinfected before each turnaround. We will also have hand sanitizer and extra masks on board the shuttle (in the event that a customer forgets theirs).

Additional Safety Measures

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EMPLOYEES:
In addition to the aforementioned steps, protocols and procedures, employees who appear sick should be separated from others immediately and sent home and their assigned area/hiding areas shall be cleaned immediately. All Fear Factory leadership will be trained on the symptoms of COVID-19, and will be given this document to read its entirety. We have also re-written our sick policy and added non-punitive leave policies, to ensure our team knows we’re flexible, and would rather err on the side of safety than have them working.

- Temperature, symptom and travel checks
  - Employees will be thoroughly screened at the entrance of our property during operating nights. At that entrance, they will be met by our EMT, Safety Team, or other staff member who will take their temperature. Next, they’ll ask them if they have any of the covid symptoms, and will refer to a nearby sign of examples of each of those symptoms. Finally, they will be asked if they’ve traveled outside the state of Utah in the last 7 days. All items will be logged (temperature reading, symptoms: Y or N, and travel: Y or N. This will be stored in the Logistics Manager’s office/container for future reference at the end of each night. During the night of operation, a designated member of Management shall have access to this to protect staff privacy and ensure HIPAA compliance.

- Additional Signage
  - Throughout the outside back of house areas, signage will be posted, referenced at the end of this plan. They’ll include:
    a) Symptom examples, stating they can not work if these symptoms are present or have been recently
    b) Icon of a person wearing a mask, stating that 'Masks must be worn in this area'

- Leadership follow-up
  - Over 30 leaders will be checking in on our team to ensure employees are feeling well, not symptomatic, and have what is needed to comply with guidelines while also performing to their duties as an employee.

- Scaring OUTSIDE of the 6’ space
  - In addition to decreasing staffing levels by as much, or more than 50%, the following steps have also been added to ensure staff inside the attraction can stay 6’ away from customers whenever possible:

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○ Additional training for all staff has occurred several times to educate and strategize options to ensure compliance of being more than 6’ away whenever possible. Certainly this will change the experience of our show.
○ In areas where there were usually 2-3 actors in a room to team-scare, there is now 1, to ensure extra space for both staff to staff and staff to customer distancing measures.
○ We’ve also added many non-human and non-contact scares throughout the attraction.

CUSTOMERS:
As included in this plan, there are over 100 measures in place that typically aren’t during our normal operation, to ensure safety, cleanliness and distancing efforts. Additionally, we have contracted a Salt Lake City Police Officer (shifts have been filled and are confirmed), who will park their car out front, with lights on, to show a presence of how serious we are about needing to eject someone if they are not in compliance. Said officer will make property rounds throughout the night of operation. Further, all rules that usually apply in our attraction remain, including the following below:

1. Don’t touch actors
2. Don’t touch the set or props-you will be held liable.
3. Don’t proceed on our property or into the attraction if intoxicated.
4. Don’t tease, verbally assault or swear at actors-we’ll consider it harassment.
5. Don’t run-stay on designated customer paths.
6. Don’t bring weapons.
7. Don’t stop or slow the flow of traffic at any time. Notify an actor/staff if there’s an emergency.
8. Continue moving forward at all times-No stopping or slowing down, to ensure safety at all times.
9. No cameras, flash, video or live streaming while in the haunted house.
10. No smoking or vaping.
11. Use the handrails when on stairs

Suspected Exposure / Confirmed Prolonged Exposure Protocols:
Contact tracing efforts will be in effect whenever possible. While this plan incorporates CDC guidelines and steps for prolonged exposure, this contingency plan is designed to ensure no customer or staff member is near each other for the defined time of 15 minutes. Regardless, the following steps are in place, to give direction, should an exposure protocol be needed.

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CUSTOMER:
Although distancing and PPE measures will be in place, should an incident arise where the Health Department contacts Fear Factory to advise of a suspected exposure from a customer, the following measures shall take effect:
- Contact Tracing:
  ● Fear Factory will have access to all customer names of ticket purchases for a specific date and time. Above and beyond, we will have waivers and emails of all attendees, and are happy to submit those emails. If needed, Fear Factory will release emails to the Health Department within 24 hours or less of customers within a time frame or date.
- Immediate Actions:
  ● An announcement to any staff that has had prolonged contact with the suspected customer, alerting them of the concern and will suggest testing and careful watch of positive symptoms, if they were within the 6’ range for longer than 15 minutes.
  ● Staff that have had any prolonged contact will not be allowed to work for 14 days from the onset of symptoms of the positive customer.

EMPLOYEE
Although employees will all wear masks, and/or additional PPE, will be 6’ distanced whenever possible, and will not be within the 6’ distance of any customer or staff for the prolonged definition of 15 minutes, the steps below shall be observed, should an incident arise where an Employee tests positive for COVID19 and directly alerts management, the following measures should be put into place immediately.
- Contact Tracing:
  ● Fear Factory will have access to all employees who worked with the suspected exposed employee, and can quickly alert them, and their leadership.
  ● All make up artists will log the name of the employee and the times they were in their chair. Thus, allowing us to track other potentially compromised employees.
- Immediate Actions:
  ● Fear Factory will interview the positive tested employee, to determine potential prolonged contact exposures, to notify them immediately.
  ● An announcement to additional prolonged exposure contacts will be sent. Staff that have had any prolonged contact will not be allowed to work for 14 days from the onset of symptoms of the positive tested staff member.
  ● Increased care and cleaning of all possible tested staff contamination spaces, (counters, door knobs, hiding areas, costumes, masks) where the employee was posted/assigned for 48 hours after notification using concentrated 1200ppm bleach+water solution.

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Lastly, we will go a step further for our fall season, and will recruit additional staff and actors, to have a TEAM A and TEAM B, to help divide our team roles, to reduce cross contamination even further.

Signage / Warnings - Expanded Details and Methods
While we’re putting many additional staff, steps, protocols and measures into place to remind people of expected guidelines and compliance, we know that signage, and consistently seeing that signage, will assist in our plans to keep all individuals safe. As such, the following signage is being adopted:

1. A minimum of three (3) double sided 24” x 36” a-frame signs will be utilized. 1 will be at the front of our property, before even walking in, of graphic 3. The other two signs will be placed either in the fire lane, or queueing areas, that have safety guidelines/expectations. Reverse sides will be Fear Factory themed and will thank customers for visiting and being safe.
2. A minimum of three (3) 3’x5’ banners will be displayed throughout the property, of graphic 1, showing expectations of social distancing between either individuals and or households, other groups, and our actors/staff.
3. Graphics 1, 2, 3, and 6 will all be used in our 4 story projection slideshow, and we will add these graphics in other content, so at least 1 covid related sign/warning will be seen every 30-45 seconds.
4. In each area of the property/scaring zones, signage reminding customers to not touch walls, actors, sets or props will be posted, as seen in Graphic 10.
5. Additionally, updated language on our waiver, which is required for all customers and staff to sign before entering the property, has been added to help show our seriousness of customer ejection if rules are not followed. Added text includes:
   a. IF YOU ARE SICK OR HAVE BEEN SICK IN THE LAST 24 HOURS, DO NOT ENTER
   b. COVID19/CORONAVIRUS RELATED: Assumption of the Risk and Waiver of Liability Relating to Coronavirus/COVID-19, The novel coronavirus, COVID-19, has been declared a worldwide pandemic by the World Health Organization. COVID-19 is extremely contagious and is believed to spread mainly from person-to-person contact. As a result, Federal, State, and County Health Agencies recommend social distancing. The Salt Lake Fear Factory (SLFF) has put in place preventative measures to reduce the spread of COVID-19; however, SLFF cannot guarantee that you will not become infected with COVID-19. By agreeing to this waiver, I acknowledge the contagious nature of COVID-19 and voluntarily assume the risk that I may be exposed to or infected by COVID-19 by attending the SLFF and that such exposure or infection may result in personal injury, illness, permanent disability, and death. I understand that the risk of becoming exposed to or infected by COVID-19 at SLFF may result from the actions, omissions, or negligence of myself and others, including, but not limited to,
SLFF employees, owners, and contractors. I voluntarily agree to assume all of the foregoing risks and accept sole responsibility for any injury to myself (including, but not limited to, personal injury, disability, and death), illness, damage, loss, claim, liability, or expense, of any kind, that I may experience or incur in connection with my attendance at SLFF. On my behalf, I (or on the behalf of my children), hereby release covenant not to sue, discharge, and hold harmless the SLFF, its employees, agents, and representatives, of and from the Claims, including all liabilities, claims, actions, damages, costs or expenses of any kind arising out of or relating thereto. I understand and agree that this release includes any claims based on the actions, omissions, or negligence of the SLFF, its employees, agents, and representatives, whether a COVID-19 infection occurs before, during, or after participation SLFF attendance. I understand that I am expected to keep myself, and group, physically distanced at a minimum of 6 feet from other groups, will observe and practice safe and healthy CDC suggested protocols, and will do my part to ensure safety at all times.

c. You (and your entire group) will not be admitted, or will be removed, if any of the rules are not followed. There are no refunds for any reason. Fear Factory reserves the right to refuse admission to anyone.

d. Do not enter if you are wearing any form of a cast, medical brace, using crutches, or have any type of physical limitations. Do not enter if you were taking medication or are using drugs of any type. You may not be admitted if any of these conditions or noticed by our staff and/or seem to be present. Do not enter if you suffer from asthma, heart conditions, seizures, or any type of medical problems including flu-like symptoms (fever, cough, shortness of breath, sore throat or muscle soreness). You will not be admitted or asked to leave the property, if any of the rules are not followed.

Marketing / Communications efforts:

As expected, marketing these new steps and requirements will require additional artwork, funding and resources. As part of our commitment to customers and staff being in compliance while on our property, the following are additional areas we plan to communicate our requirements. Graphic examples are near the bottom.

1. Create artwork to be posted on our website, with a call to attention (our Commitment to Safety) button on main landing page
2. Social Media specific artwork to be posted consistently on all social media, with updates as needed
3. Create artwork and instructions for banners at the entrance gate indicating symptoms that are not allowed, physical distancing, and other rules and mitigation efforts that must be followed or face ejection.
4. Requirements (masks strongly suggested for all customers, timed ticketing, 8’ physical distancing) notes in all ticket text via online purchases portal.

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5. Updated content in all direct customer correspondence (ticket purchase confirmation emails, email blasts, reminder emails, etc.)
6. In queue 4-story high slideshow/movie reminders of requirements, distancing, and our commitment to safety, projected on our 4 story building
7. Communicate 6’-16’ expanded queueing areas for added space from crowds
8. Two page FAQ details added to our Contact Us/FAQ website page. Similar content will be sent via email blast.

Additional signage, warnings, and posted collateral:

![Graphic 1](image1)
![Graphic 2](image2)

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YOUR SAFETY IS OUR PRIORITY

- 30 PAGE CONTINGENCY PLAN
- INCREASED SANITATION OF RESTROOMS, HANDRAILS, ETC.
- OVER 26 HAND SANITIZER STATIONS
- PHYSICAL DISTANCING OF 6' OR MORE WHENEVER POSSIBLE
- THANKS FOR WEARING YOUR MASK AND GLOVES
- PLEASE FOLLOW RULES AND GUIDELINES:
  1 WARNING ONLY, THEN WE ARE REQUIRED EJECT YOUR GROUP

DO YOU HAVE ANY OF THE FOLLOWING SYMPTOMS?

- COUGH
- FEVER >100.3
- SHORTNESS OF BREATH
- MUSCLE SORENESS
- LOSS OF TASTE OR SMELL
- SORE THROAT

YOU NEED TO LEAVE, STAY AT HOME AND SEEK MEDICAL ADVICE

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BY ENTERING, I AGREE:

* NO TOUCHING ANYTHING OTHER THAN A HANDRAIL.
* NO RUNNING, SLOWING, STOPPING. MUST KEEP IN
  CONSTANT MOTION.
* MUST KEEP 6’ MINIMUM AT ALL TIMES FROM OTHER
  GROUPS AND ACTORS.
* I HAVE READ AND UNDERSTAND ALL RULES AND
  GUIDELINES REQUIRED.
* I HAVE READ, AGREED TO, AND SIGNED THE WAIVER.
* NON-COMPLIANCE = GROUP EJECTION/REMOVAL.
  THIS IS YOUR WARNING.

Graphic 9

[Image of a warning sign禁用触摸，墙壁，演员，布景，道具]

Graphic 10

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Post-May 29 Notes/Report

1. PULSE:
   a. Overall, the event was 100% successful. We had no concerning phone calls or actions by our local health department.
   b. The market IS THERE, and they’re ready to do things. We sold out of both days very fast. While they were at reduced occupancies, the number of people wanting to buy a non-discounted ticket, during a pandemic, was overwhelmingly positive.
   c. Customers coming out of the exit stated that at first they thought the PPE was overkill, but after the show, that tune changed to more of a ‘we’re glad you’re taking extra measures to be safe for everyone’. Customer Data shows the same result.
   d. Across the board, even with lots of changes to our show, with the addition of new scares to replace old ones, nearly 91% of all polled customers (we had someone asking every single group at the exit) said their experience was a 8,9 or 10 (0-10).
   e. Staff at first were skeptical or not overjoyed with the PPE. However after wearing it, and having options (medical masks vs hot stuffy cloth ones, goggles vs face shields) they were just fine. By the end of the night, no concerns at all.
   f. We braced ourselves for a potential backlash of trolls posting on media about us opening. Quite the opposite happened. We controlled all marketing on our own social media up until the week before the event, and then sent out our press release (see below). Overwhelmingly, people and media were positive, appreciated the many steps we took, and in turn, helped increase ticket sales.

2. LEARNING MOMENTS
   a. Having more hand sanitizer available around back of house, is a great idea. We will continue to have sanitizer available for our cast, and customers. In fact, we also gave each staff member a little hand sanitizer bottle, so they could sanitize in their zones too, which proved to be an added benefit.
   b. Reaching out to government officials early pays off. They’re going to be critical of you and make you jump through hoops no matter what-that’s their job, so having time to respond accordingly, will be beneficial. Don’t wait until a week or two before the show—a good month or more is beneficial. Stay in contact with them. In the end, if you do your part, they’ll look good, so they have a vested interest in supporting the preventative plans you set.
   c. Staffing: While actor occupancy was reduced, those empty spaces were filled with other ways to startle and scare. This seems like a no-brainer, but take time to do some capital investments that will pay off for years down the road. Customers noticed a few less monsters but we had greatly reduced our staff. In fact, many customers mentioned at the exit how it seemed like there were scares consistently throughout the entire facility.

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d. The haunt plague sneaks up on many of us each year. Reducing touch points, and or frequent cleaning of those touch points is really worth focusing on in the fall. We lose staff due the plague, so if we can keep door knobs and water dispensers cleaner, of find other ways to reduce pathogen transfers on touch points, we’ll have a stronger cast.

e. Gloves: While this was a big suggestion from our health professional, we adopted it because it made sense. However due to heat, and comfort, customers ended up taking them off about 10 minutes later. We saw increased hand sanitizer use thereafter. So for our market, it seems sanitizing seems more utilized than gloves. That said, it was an above and beyond item on our agenda that we will keep…but will just order less gloves and more sanitizer.

f. Actors: We all know they’re resilient. We were very firm and direct with our team that anyone not following guidelines would be sent home. Plan and simple. We spent time educating leaders and staff on the WHY, not just the WHAT. Take time to share why it’s important to follow guidelines. Their execution of our plan was nearly flawless and we’re proud of them!

g. Restricting ticket purchases to online only, was a complete success for us. While we know this may have resulted in losing some customer purchases, we also love not having the many concerns that come with handling money (more labor for counting it in/out, germs, loss/theft, etc.). We all agree we will push online sales harder. Many other large venues or entertainment options are online only (think events/concerts), so it makes sense to swing our pendulum that way too. Plus, online sales allow for more customer credential captures, so you can email or communicate in other ways later down the road.

h. Signage: Having new signs, banners, a-frames, and projected images with new rules, guidelines, etc. was very helpful. It was one of the many ways we communicated expectations, and this was a very great group of customers (we didn’t have a single concerning customer all night).

i. In this case, pre-arrival / welcome emails sent to customers 48 hours before arriving worked very well. We will continue to find a way to ensure an auto-email can be sent to all customers, with additional details on expectations, and operations, but may also include hours/details for concessions or merch, to drive sales.

j. Lean in to change/embrace the uphill battle. It’s easy to throw in the towel, but is harder to lean in, find solutions and make things work. This document shows many of those examples, and many will be around for years to come, resulting in a better show.

k. Makeup: We are beyond proud of our makeup team. The specialized training and skill building in a 2 week period to paint over masks, and incredibly fast mold making to have masks that cover up PPE, was incredible. See photos below of Costume/PPE/Makeup integration successes.

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I. Pushing ticket sales to include a 6 person group. We used a “buy 6 tickets and one of them is free” to help drive this at the ticket purchase portal.

3. FINANCES/OPERATING COSTS:
   a. We made a decision that this event wasn’t as much about making money, as it was about ensuring we could open successfully and safely, and help clear roadblocks for our industry related to safety concerns. As such, occupancy of customers was only around 30-40% of our maximums.
   b. Due to being a massive 6 building facility and having over 16 flights of stairs, our input and groups entering the attraction changed as well. We did our best to encourage groups of 6 people (so we didn’t have to use an input group for only 2 or 3 people), which worked well, and added plenty of space in between groups entering. See Learning Moment #L.
   c. Overall, for us to open in Orange/Moderate Risk, which is one step from Red/High Risk, was rough, financially. Certainly not very cost effective, and we now have great data to make adjustments for higher return on investment nights.
   d. General financial overview:
      i. Overall, the event put us slightly in the negative. That said, this was also a dry-run during a slow season, to see how we may be operating this fall, and thus, the up front investment will prove invaluable, should any health concern emerge during the fall, allowing us to put this plan back into place. Overall expenses include:
         1. Labor and materials for set re-construction (up-close scares inside the 6’ required space)
         2. Labor and materials for makeup design, costume and mask enhancements
         3. Pre-planning, staff training and management labor
         4. Personal Protective Equipment purchases
         5. Sanitation and cleaning supplies, materials, and hand sanitizer
         6. On-site actor and staff during the operation
         7. Printing: Signage, banners, etc.

4. MARKETING:
   a. Communicating an entire new way to walk, flow, and new guidelines to follow was an uphill battle. Once we were able to finalize our plan, and have consistency in the guidelines, we then started marketing the same message through different methods. Facebook videos, text/body descriptions, language directly on the online ticket, social media graphics, banners, a-frame signs, projected images and finally staff verbally asking, all added up to the seriousness of the event, but in general, we found that it’s not about telling people what they can not do, but rather making it a safety that benefits them.
      i. See many examples of marketing and communications below.
5. CONSTRUCTION
   a. Overall, our construction team worked tirelessly for weeks straight, when we officially pulled a big chunk of our actors to allow for more spaces to ensure 6’ distancing. They added many new bells and whistles, hammer knockers, pop-ups, animatronics, air blasts, projections and more. Collectively, these added filled space and scares where actors were no longer able to get within 6’ of customers, filling up voids, and thus, creating an overall better customer experience. Even when we all were sad that some of our fun decorations, hanging in faces, claustrophobia tunnels and more needed to be removed, we pushed through the disappointment, and rose to a new level of building the haunt. Likewise, in one area, where butcher flaps are a vital necessity to create the illusion of a gag, we had to come up with a new option, that included a plexiglass door. At first, we thought it would be seen as stupid, but quickly realized it actually INCREASED the gag, making it better.

6. PURCHASES:
   a. Cleaning rags. Use black-not white ones. We all know our haunts are dirty. No need to market it too. :)
      i. https://www.amazon.com/gp/product/B00VA1XJ1A/ref=ppx_yo_dt_b_asin_title_o01_s00?ie=UTF8&psc=1

   b. Most of our cleaning & janitorial supplies (bottles, chemical, bleach) are from Costco or Sams.
c. Test strips. Just having these on your property if there’s an inspection, shows you’re at least self-checking yourself. Health Departments love that. Just be sure to check. You’ll want to be at a minimum of 500ppm. We ran with 2000 parts per million (ppm), to ensure complete sanitation and disinfecting power.

i. https://www.amazon.com/gp/product/B01N39YAEL/ref=ppx_yo_dt_b_asin_title_o02_s00?ie=UTF8&psc=1

![Image of test strip](image)

1. 

d. Gloves:

i. We found a glove box holder was a great idea. Otherwise, customers have to touch the box to hold it, creating a touchpoint pathogen transfer point, which was a red flag for officials.

1. https://www.amazon.com/gp/product/B000FE7GXU/ref=ppx_yo_dt_b_asin_title_o04_s00?ie=UTF8&psc=1
2. 

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a.

ii. The cleaning team all received these gloves, which hold up the best for them consistently touching more surfaces.
   1. [Link](https://www.amazon.com/gp/product/B003DQXMJO/ref=ppx_yo_dt_b_search_asin_image?ie=UTF8&psc=1)

iii. All others on the property used food service gloves, since they shouldn’t have been touching people anyway, and are much less expensive. Customers also used this version.
   1. [Link](https://www.amazon.com/1200-PCS-Clear-Plastic-Gloves/dp/B08862H1F5/ref=sr_1_4_sspa?dchild=1&keywords=food+service+gloves&qid=1591190164&sr=8-4-spons&psc=1&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUExR0h5UVY4MFVfT05fNzA1MDU2MjUxNzYyMDQ2MjUwTzV3Q29tbWVudmFszWKnYmYlJmZriSJylmYnJdVGVzdUt3d3c=

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2. 

e. Face shields. Something similar to this, as ours is currently unavailable from the manufacturer

i. [link to Amazon product]

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1. f. Masks
   i. https://www.amazon.com/gp/product/B086KMYNSS/ref=ppx_yo_dt_b_asin_title_o01_s00?ie=UTF8&psc=1

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i.

ii.

7. COMMUNICATIONS:
   a. Pre-Opening Press Release:

   Safety Plan in Place, Haunted House to Open

   - Tickets to be sold in timed ticketing time-slots to ensure safe physical distancing -

   SALT LAKE CITY, UTAH, May 26, 2020 – On May 29-30, 2020 the Fear Factory (http://fearfactorieslc.com/), Salt Lake’s only truly haunted attraction, with over six buildings of fear and terror, will open safely and cautiously, for its annual Halfway to Halloween event-and is the first haunted house attraction in the world to open during COVID19. Tickets to Halfway to Halloween are available immediately on the Fear Factory website and will be sold in timed ticketing time-slots to ensure safe physical distancing.

   “We’re excited to be able to open for our annual Halfway to Halloween event and to start the process of getting back to normal,” said Rob Dunfield, Fear Factory Founder and COO. “The health and well-being of our guests is our top priority and we’re taking every precaution to ensure that attendees will have fun in a safe and secure environment.”

   The Fear Factory has implemented a number of safety precautions for Halfway to Halloween, including:
   · Mandatory social distancing of 6-8 feet while waiting in outdoor lines.
   · Additional hand sanitizing stations throughout the haunt.
   · All Fear Factory staff will be wearing masks, as required by the Salt Lake County Health Department.

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Temperatures of the Fear Factory’s entire staff will be taken prior to entering the property. Any staff member with a temperature over 100°F will be sent home and advised to seek medical advice.

Concessions and rides will NOT be open.

The Fear Factory will have dedicated staff to regularly disinfect high touch surfaces such as hand rails and restrooms during the event.

High risk individuals may enter the property during the first 15 minutes of opening time.

The Touch of Fear add on option will NOT be available.

A 30+ page Contingency and Safety Plan has been developed and will be used during Halfway to Halloween and throughout the 2020 Halloween season. The protection, contingency and safety plan was created in conjunction with the World Health Organization guidelines and federal, state and local government recommendations for operating a public venue in our new Covid-19 world. Additionally, close conversations with the local health department, and a third party health professional inspector added additional security and safety measures. The Fear Factory has shared this safety plan with other haunts, amusement parks and active entertainment centers around the country and many are planning to use this as their own guide for when they open to the public.

“We’ve spent a tremendous amount of resources to develop and execute these guidelines and are confident that the investment will ensure our guests enjoy a safe experience during Halfway to Halloween and throughout our 2020 Halloween season,” continued Dunfield. “We know we’ll have a lot of people watching this event and are happy to lead out and provide other haunts, amusement parks and entertainment venues with a template of how to run a successful and secure event during this Covid-19 pandemic.”

In addition to its annual Halfway to Halloween event, in August, the Fear Factory will sponsor the 11th annual Zombie Walk in downtown Salt Lake City, Utah. The Fear Factory’s 2020 season will open in September 2020. The Fear Factory is located at 666 West and 800 South in the heart of downtown Salt Lake City’s industrial district.

For more information about the Fear Factory, including a complete list of Fear Factory events and the 2020 haunt schedule visit, www.fearfactoryslc.com.
b. Post-Opening Press Release

FOR IMMEDIATE RELEASE

Fear Factory Haunted House Opens Successfully During Pandemic

- Tickets Sold Out Fast-

SALT LAKE CITY, UTAH - June 1, 2020 – On May 29, 2020, the Fear Factory (http://fearfactoryslc.com/), Salt Lake’s only truly haunted attraction was the first professional haunted attraction in the world to open and host a safe and successful event since Covid-19 shut things down across the globe in mid-March.

The Fear Factory’s annual Halfway to Halloween event that marks six months to the Halloween season was pushed back to May 29th, and was completely sold out. And while the eyes of haunt owners around the globe were fixed steadily on the results of the annual event, the Fear Factory demonstrated a clear ability to ensure the safety and well-being of the general public through its innovative and in depth 35+ page Safety and Contingency plan. A summarized version can be found here.

“Our annual Halfway to Halloween event was a huge triumph and we’re grateful for the support of our fans and their commitment to practicing proper Covid-19 safety to ensure such a successful event as we work to get back to normal activities,” said Rob Dunfield, Fear Factory co-owner and COO. “Prior to reopening for Halfway to Halloween, we developed a safety and contingency plan to ensure the health and safety of our staff, actors and guests. This plan was created in conjunction with the World Health Organization's guidelines and federal, state and local government recommendations for operating a public venue in our new Covid-19 world. We’re proud to report that this plan was executed flawlessly.” Their plan also included direct contact with the local county health department, and a third party health professional inspector.

Fear Factory’s safety measures included:

- Meeting over 60 state requirements
- Over 20 additional measures above and beyond state requirements
- Non-contact philosophy throughout its entire operation
- Timed ticketing to allow more space for customers
- Providing gloves and other safety gear for guests
- Using airbrushes only for makeup and costuming

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Adherence of strict six feet physical distancing guidelines

Additionally the construction and tech team, led by fellow co-owner Keith Sharp, worked tirelessly for weeks building new scares and ways to ensure customers got scared, within the six foot physical distance space, where actors couldn’t be due to distancing requirements.

The safety and well-being of its guests has always been Fear Factory’s top priority. While 2020 has brought on a number of unexpected challenges for fans of the Fear Factory and for people around the world, Fear Factory remains committed to providing its customers with an outstanding customer experience while supporting state, local and national government leaders.

“We’ll remain vigilant in our monitoring of Covid-19 developments and prepare accordingly to ensure that we can continue to provide our fans with a secure venue where they can come to actively participate in a fun and entertaining, yet scary experience” said Dunfield. “Research shows that being scared releases toxins, and helps people feel better about the chaos in everyday life, and we’re happy to be able to provide our community with a place to come and have fun and unwind.”

Fear Factory’s safety and contingency plan (version 2.0) was shared with other haunted houses and amusement parks around the country in early May to help guide them in their post Covid-19 planning and re-opening efforts. Their 6.0 version will be available to the public this week, free of charge, to continue helping attractions around the world find ways to operate safely during these times. Additionally, a live facebook panel discussion of the event results was released globally by the Haunted Attraction Association today. Membership and access to the discussion can be found at www.hauntedattractionassociation.com.

For more information about the Fear Factory, including a complete list of Fear Factory events and the 2020 haunt schedule visit, www.fearfactoryslc.com.

ABOUT THE FEAR FACTORY
The Fear Factory is located at 666 West and 800 South in the heart of downtown Salt Lake City, Utah’s industrial district, spread out on nearly 3 acres. Their massive 6 building facility includes 2 underground passages, over 3/4 of a mile of interactive scaring spaces, and includes 3 rides, utilizes the world’s top technology for effects, projections and more, boasts a lengthy 45 minute walkthrough, and has a staff of nearly 300. They’re operation, known globally as one of the top attractions in their industry, is open for special occasion events such as the recent Halfway to Halloween spring/summer event, and each fall during September, October and early November.

Press Contact: xxxxxxxx

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c. Pre-visit email sent to all ticket purchasing customers

Thank you for purchasing tickets to the Salt Lake Fear Factory’s Lights Out Halfway to Halloween event. As the first haunted house in the world to open during Covid-19, we have spent the past several months preparing for a safe and fun experience in conjunction with our local Health Department, a third party health professional inspector, our legal team, attractions across the nation, and our staff, and look forward to welcoming you. Remember to get your waiver filled out ahead of time at FearFactorySLC.com. The bullet points below are summarized; for a full walkthrough of what to expect as you join us, please see the video post on our Facebook page from Sunday, May 24. (LINK: https://www.facebook.com/FearFactorySLC/videos/2633914733544817/)

Some things to keep in mind:

- Please **don’t show up earlier than 5 minutes** before your purchased time slot reservation-you will be turned away. Timed reservations run in 30 minute increments so feel free to show up any time within that 30 minute window. If you are more than 10 minutes late, we may not be able to accommodate your group and will do our best to queue you in the next available opening. Note that this is the time you’ll QUEUE, not the actual time you’ll ENTER the attraction.

- Per the Governor and Salt Lake County Health Department expectations, **household groups are required**, so you will only be able to stand in line and go through the haunted house with your household group. Upon arrival, we will ask you if you are ALL with your household group. If you aren’t, you will need to stand at least 6’ apart and will be admitted to the haunted house only with your household group.

- Per the Federal, State and the Salt Lake County Health Department, the use of nose and mouth **(mask) coverings is strongly encouraged**. We will have hand sanitizer and disposable gloves available for customer use at no charge.

- The **Zombie bus** will be running every 30 minutes from the south end of The Gateway. Please make sure you are not standing within 6’ of any other customer waiting for the bus while at The Gateway or in front of Fear Factory. Because of physical distancing limitations, the bus can only transport a limited number of customers at a time and non household groups will be separated.

- Please **stay a minimum of 6’ from all actors and other groups**. If you get closer than 6’, we are required to remove your group from the attraction. Please help us in ensuring a fun and safe experience for everyone by following all posted guidelines.
• You must be able to walk a normal pace throughout the entire haunted house, including the tower/stairs inside the attraction. Due to distancing restrictions, you are required to keep a constant pace and not let other groups bump into you, which may result in ejection due to safety. Do not get within 6’ of any other customers not in your household group.

• To comply with physical distancing requirements, we are reducing the occupancy of our entire property, including customers and actors. This ensures enough spacing for physical distancing requirements, and overall safety.

• Please do not attend if you are not feeling well. In the event your tickets are not redeemed this weekend, your tickets will still be honored during our fall 2020 season.

• Due to our compliance of one-way traffic requirements, please stay to the right while walking on our property. Also due to this, there is no smoking allowed on our property. While you will have a shorter wait (due to timed ticketing) please plan accordingly before entering the gates.

• Please ensure you and your entire party sign the waiver ahead of time. Not doing so will delay your entry. It can be filled out at www.fearfactoryslc.com and clicking SIGN THE WAIVER.

• To reduce contamination spots, customers/groups will get to keep their 3D glasses, and their LED finger light during this weekend’s event. All customers will also choose between one of our VIP gifts: New Island Breeze Fear Factory Chapstick, Halfway to Halloween shot glass, or our logo sticker that could score you free tickets in the future.

• Lastly, please watch for a survey after you attend our event. It’ll take 2 minutes, but will be instrumental in helping us plan future events, and shows during and post COVID19.

We look forward to hosting you during this historic event. We ask that you please follow all guidelines herein, in the waiver, and signage throughout the property. Your dedication to safety, matched with our planning and execution, will result in a successful event for everyone, and for many more entertainment attractions in the country who will be using us as a model. Thank you for joining us, for your support and for your loyalty!

d. Social Media
   i. Ensure your safety details are at the top. In the end, customers need to feel safe about the product they’re purchasing, before they click the BUY NOW button.
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e. Signage on property
   i. Signage throughout the property played a key role in not just communication, but for setting a standard of expectations. Our language was a bit firm, to ensure compliance, but it worked well, and the entire night had zero concerns regarding unruly or non-compliance incidents from customers or staff. We believe this is part of our success of hearing zero concerns from our local health officials.
PHYSICAL DISTANCING REMINDER:
(BETWEEN NON-HOUSEHOLD GROUPS)

6' STAFF 6' 6'

YOUR SAFETY IS OUR PRIORITY

- 30+ PAGE CONTINGENCY PLAN
- INCREASED SANITATION OF RESTROOMS, HANDRAILS, ETC.
- OVER 26 HAND SANITIZER STATIONS
- PHYSICAL DISTANCING OF 6' OR MORE WHENEVER POSSIBLE
- THANKS FOR WEARING YOUR MASK AND GLOVES
- PLEASE FOLLOW RULES AND GUIDELINES;
  1 WARNING ONLY, THEN WE ARE REQUIRED TO EJECT YOUR GROUP.

- THANK YOU!

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8. **MAKEUP/PPE INTEGRATION:**

   a. No one ever expected we’d have to figure out a way to cover or integrate PPE into costumes, but employee masks were required to open in our orange risk level from the state. Our makeup managers and leadership had an uphill battle, but led it full steam ahead. Overall, we were beyond pleased with the outcomes of both our own molded masks, and from other vendors. The makeup integration to blend mask and makeup together was tricky, while still coordinating with costumes and facial structures, but overall, were well executed. Below are complete, or partially complete/in-progress, examples from our makeup operations room.
9. DATA COLLECTION
   a. Post show, we sent an email out to all of our ticket purchasers, and asked them to forward it to their friends who came on our May 29 opening. While this link was just recently sent out and we don’t have as many respondents as we’d like, there is data pointing to trends worth mentioning. Here is a snapshot of some of those survey responses:
      i.  **Q: When asked what ultimately made customers choose to visit our attraction:**
          1.  42%: I love haunted houses
          2.  50%: I wanted to do something with friends/family
          3.  6%: Get out of the house
          4.  SUMMARY: THE MARKET IS THERE, PEOPLE ARE WILLING TO GET OUT.
      ii. **Q: Regardless of the risk levels during this pandemic, how important is it for you to have entertainment options?**
          1.  64.3% responded Important or Extremely Important.
          2.  SUMMARY: WHILE THE THREAT/CONCERN IS RELEVANT, ENTERTAINMENT IS STILL SOMETHING SOUGHT AFTER IN OUR MARKET.
      iii. **Q: Safety is, and has always been, our number one priority. Overall, how safe did you feel at Fear Factory about any concerns you have regarding Covid19?**
          1.  89.3% said they felt Very Safe or Exceptionally safe
          2.  SUMMARY: THE ADDITIONAL STEPS TAKEN TO MAKE CUSTOMERS FEEL SAFE, AND INCREASE CONSUMER/CUSTOMER CONFIDENCE, PAID OFF.
      iv. **Q: We did our best to communicate safety and guidelines to customers before their arrival through videos, emails, etc. Overall, was this information beneficial/helpful to you in DECIDING to purchase tickets and later join us on Friday?**
          1.  75% answered Yes.
      v. **Q: Many of our staff had extra Personal Protective Equipment (gloves, face shield/goggles, mask) on. When you saw our staff/team wearing this, did it make you:**
          1.  89.3%: feel MORE safe to see we were taking things serious

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2. 10.7%: feel LESS safe and more concerned about being in a public venue
3. SUMMARY: THE ADDED PPE, SANITATION STAFF AND OTHER EFFORTS INCREASED CONSUMER/CUSTOMER CONFIDENCE

vi. whilst buying your tickets, how concerned were you for your safety and health at our attraction in the middle of a pandemic?
   1. 64.3%: Not concerned or very little concerned

vii. Q: AFTER VISITING & LEAVING OUR ATTRACTION, and seeing our many forms of preventative and safety precautions, how concerned were you for your safety and health at our attraction in the middle of a pandemic?
   1. 92.8%: Very little or No concern-Taking covid concerns serious helped me feel safe
   2. SUMMARY: WHILE THE ADDED EFFORTS, ACTORS IN MASKS, STAFF IN 3XPPE, EXTRA CLEANING STAFF, ETC. WERE NECESSARY, THEIR SHOW OF FORCE, AND OUR COMMITMENT TO CUSTOMER SAFETY WAS KEY.

viii. Q: Obviously, we had to change some of our operations to open during a pandemic. Overall, how much fun did you have visiting us on Friday?
   1. 82.1% rated Great or Exceptionally Great Experience
   2. SUMMARY: CUSTOMERS GET IT. WE HAVE TO CHANGE TO ADAPT. WHILE THEY NOTICED LESS ACTORS, THEY HAD A GREAT EXPERIENCE IN THE NEW-NORMAL.
11. WRAP UP
   
a. On behalf of our owners, staff, and our loyal customers, we hope this document is beneficial on many fronts. Thank you for your support to help pull this event off successfully, and measure efforts that will hopefully allow our industry to open this fall in various markets. Our goal is to give others additional tools to help everyone succeed. Our industry thrives on each others’ success and as a whole, supporting each other supports our industry, hence why we made the decision to release this document for free, rather than charge a fee. It’s the reason why we’re proud members of the Haunted Attraction Association (HAA), and encourage you to join as well. As our General Manager Spencer Terry, who authored a majority of this plan, is on the HAA Board of Directors, the Fear Factory owners believe releasing this 6.0 plan is our part of supporting HAA and the broader industry, by protecting our industry’s future, promoting ways to stay afloat and market ourselves in uncertain times, and educating each other on methods that are working.

   b. We greatly appreciate all of the support, kind words of appreciation, and the deep thankfulness from hundreds of haunted houses and entertainment venues across the globe who helped encourage us during this uphill battle, and we wish you, and our industry, the best positive wishes in 2020, and beyond, as we all continue to do what we do best!

   THANK YOU!
   
   Bob Dunfield, Cindy Sharp, Heidi Dunfield, Keith Sharp, Robert Dunfield
   Fear Factory SLC Co-Owners