

2011 SUMMER CELEBRATION TASK FORCE ACTION PLAN

April 2011

Background & Executive Summary

On the evening of Saturday, July 17, 2010, three separate shootings occurred and 10 teenagers between the ages of 10 and 19 were injured. The shootings occurred after a dispute erupted between two rival groups of youth. All official events hosted by Indiana Black Expo, Inc. ("IBE") ended at 10:00 PM. The shootings, two connected incidents and one separate incident, involved suspect Shamus Patton. Mr. Patton was arrested by IMPD on Monday, July 19, 2010. Following Summer Celebration, IMPD reported 16 non-curfew-related arrests compared to 75 arrests in 2009 and 54 curfew-related arrests compared to 96 in 2009.

Three days following the incidents, the Summer Celebration Task Force ("SCTF") was formed under the direction of IBE's Board of Directors. The purpose of SCTF is to develop strategies to help create a safer downtown Indianapolis District during Summer Celebration and Circle City Classic®. The primary objective of SCTF is to develop an Action Plan to help IMPD address safety issues for downtown patrons during Summer Celebration and Circle City Classic®.

The SCTF is co-chaired by Tanya Bell, President & CEO of IBE and Jim Morris, President of Pacers Sports & Entertainment. Other members of the SCTF include William Crawford, Representative, Indiana State Legislature; Karen D. Arnett, Commander of the Downtown District, Indianapolis Metropolitan Police Department; Jeff Sweet, General Manager, Hilton Indianapolis Hotels and Suites; Jeff Walker, Major, Indiana State Police; Le'Deanna Brown, Editor/Owner, Midwest Leak Magazine; Mark Miles, President & CEO, Central Indiana Corporate Partnership, Inc.; Olgen Williams, Deputy Mayor, City of Indianapolis; Charles Harrison, Senior Pastor, Barnes United Methodist Church; Tamara Zahn, President, Indianapolis Downtown Inc.; Germaine "B Swift" Russell, Mixer and On-Air Personality, Radio One Indianapolis; John Thompson, Chairman & CEO, Thompson Distribution and Chairman of IBE; Greg Noble, Area Manager, Circle Center Mall – Simon Property Group; Michelle Travis with ICVA; and Jeffery A. Johnson, Senior Pastor, Eastern Star Church.

Members of the SCTF met at Conseco Fieldhouse on July 25, 2010, August 9, 2010, August 23, 2010 and March 24, 2011. From the information shared in these meetings, members agreed to the following findings:

- Incidents of violence have not occurred inside any IBE event; rather incidents have occurred outside of the events in the evening hours
- Many teens do not come downtown for Summer Celebration events. Rather, they come downtown to "hang out" because there are large crowds
- Approximately 5,000 – 6,000 teens are present around the Hyatt Regency Hotel from 8:30 PM until 2:30 AM on Saturday (1000 – 2000 on Friday)
- Parents are dropping their children off at the Circle Center Mall and other places downtown unsupervised
- An inadequate number of venues currently exist downtown and outside of downtown for youth during Summer Celebration weekend and beyond
- The youth programming should be enhanced on Saturday to attract more youth inside the venue

Various brainstorming ideas that were discussed in these meetings include: (1) developing ways to make it “cool” to be indoors at Summer Celebration events; (2) developing lower prices or giveaways so that teens will go indoors; (3) creating events and promoting/encouraging youth participation outside of downtown after Summer Celebration events are over (i.e., concert at churches, car show, under 21 clubs, activities at Boys and Girls Clubs); (4) developing a workshop to educate club owners and promoters about code regulations and rules throughout the year; (5) promoting pick-up/drop-off for parents more effectively or do not promote a pick-up/drop-off at all; (6) creating a “voluntary” Safe Zone downtown that is safe and less intensive on IMPD manpower; (7) hosting a Music Heritage Festival for the youth at White River State Park or the State Fairgrounds; (8) bringing the Celebrity Basketball Game back inside of the Indiana Convention Center; (9) working with museums and other surrounding attractions to create more family-friendly atmosphere; (10) encouraging parents not to leave their children in hotel rooms alone; (11) developing and promoting a Code of Conduct; and (12) developing youth focus groups to provide input into possible solutions.

The Marion County Commission on Youth (MCCOY) conducted three youth focus groups at the following local youth-serving agencies: Lilly Unit of the Boys and Girls Clubs of Greater Indianapolis on July 27, 2010 (ages 11-15); Hawthorne Community Center on July 28, 2010 (ages 14 – 24), and YouthBuild Indy on August 24, 2010 (ages 18-24). During these focus groups, youth ranging from age 11 – 24 answered questions about youth violence and contributed their insights about possible solutions to the issue.

The youth suggested a wide range of ideas for potential solutions: (1) security checkpoints downtown or wandering; (2) hold more variety of youth activities with more positive celebrity role models; (3) teens should not be allowed out of events without parents after a certain time; (4) event sponsors that program for teens should set capacity limits; (5) less aggressive police officers; (6) teen watchdog groups; (7) stop selling guns or increase the costs of bullets; (8) more gang resistance education training; (9) more police officers should become mentors; (9) tighten the rules/consequences; (10) more youth participating in after school activities; (11) more resources such as transportation; (12) encourage a friend to participate; (13) peer support and education; (14) more counselors/more frequent counseling sessions; (15) color-coded wristbands as a monitoring system (parents must pre-purchase for their youth to attend events); (16) younger kids have to be with an adult or parent that is at least 18 years old; and (17) hold parents accountable.

Several meetings have also occurred with IMPD to review its existing security plan. IMPD will approximately 500 law enforcement officers during Summer Celebration weekend. These officers will be deployed differently on the streets to deter criminal behavior. The two pick up and drop off points for parents will take place at (1) Maryland and West Street at the east side curb (located by Victory Field); and (2) Capital and Ohio on the south curb lane. Light towers will be erected in dark areas and the curfew will be enforced¹.

In addition to IMPD’s Security Plan, the SCTF proposes three actions to help minimize the risk of violent acts downtown during 2011 Summer Celebration weekend.

Three Proposed Actions

¹ Children 14 and younger need to be inside by 11:00 PM and 15-17 year olds should be inside by 1:00 AM. Children found on the streets after curfew will be taken by police to a centralized location where their parents will be called to pick them up.

1. Implement strategies to attract youth inside the venue to minimize the burden on IMPD to address crowd control.

The first action is to reduce any existing barriers that distract youth from attending IBE's youth events so more youth will go inside the venue. In recent years, the youth events were housed in Consecro Fieldhouse while the Convention Center was undergoing construction. This resulted in the separation of families that are enjoying the attractions inside the Convention Center while their children or relatives are attending the events inside Consecro. In an effort to reunite families and to attract more youth inside the venue, IBE will relocate the youth events inside the Indiana Convention Center on the second Saturday of Summer Celebration. Due to this change, IMPD's manpower will not be spread across two locations and, as a result, they can primarily concentrate on the large crowds around the Hyatt Regency and the Indiana Convention Center. Additionally, IBE will eliminate the separate fee for the Celebrity Basketball Game and other youth-related events located inside the Indiana Convention Center.²

2. Increase faith-based patrol volunteers to help minimize danger and facilitate an enjoyable environment

The second action is to increase the number of volunteer participants of Ten Point Coalition's faith-based patrol. Ten Point Coalition is a faith based mentoring and outreach organization that has worked along the side of IMPD and IBE during Summer Celebration for several years. The Ten Point Coalition will work with other community and faith-based organizations on this initiative.

The Volunteer Orientations will take place at Independent Colleges of Indiana, 3135 North Meridian, Indianapolis, Indiana on the following dates: April 26, 2011, May 10, 2011 and June 14, 2011. The following advertising and outreach mediums will be deployed to recruit additional Ten Point volunteers: PSAs will run on 96.3 FM, 106.7 FM and 1310 AM radio stations and television stations; recruitment advertising will run on social media sites, such as twitter and Facebook; and churches, community organizations and neighborhood associations will be asked to help recruit participants and members. Advertising and outreach efforts will begin in mid-April, 2011.

3. Ensure early and effective communications about expected behavior, the enforcement of curfew and the Summer Celebration Code of Conduct.

IBE and its various community partners will launch a comprehensive marketing campaign from early June until July 18, which will include but not be limited to the following messages: Summer Celebration is a fun, family-friendly event and parents are urged to attend with their children; curfew laws will be enforced; unacceptable behavior will not be tolerated; respect for law enforcement officials; and families should know and follow the Summer Celebration Code of Conduct. The Summer Celebration Code of Conduct will be designed to encourage families to supervise their children, encourage youth to respect each other and law enforcement officers, promote positive behavior. It will set forth unacceptable behavior so the youth and parents know exactly what behavior will not be tolerated.

In order to create and convey effective messages, the entire community must play a major role. The marketing campaign will include various advertising mediums, including print advertising, t-shirts, popular wristbands, newspaper ads, social media, radio and television advertising and different forms of

² Entrance into these events will be included with the purchase of the \$8 general admission fee.

community outreach. Several pastors, community leaders, media personalities, celebrities, radio deejay jocks, and players and community role models with the Indiana Pacers, Fever and Colts will be invited to participate in the featured PSAs that will be developed by IBE's Youth Video Institute. The radio and television PSAs will begin running in mid-May until the completion of Summer Celebration.

A special messaging sub-committee of communications and marketing professionals, community leaders, law enforcement officers and youth, has been formed to further develop and define the marketing campaign and communications strategies. This sub-committee will ensure participation of families and youth in the message design process and with developing the communication tools.

Conclusion

The SCTF believes that by implementing strategies to attract the youth inside the venue, increasing the volunteers in Ten Point Coalition's patrol program and launching a comprehensive marketing campaign in early June to include effective messaging on expected behaviors of youth and families during Summer Celebration, the above actions will assist IMPD with minimizing the risk of violent incidents during 2011 Summer Celebration.