



US OpenAir  
a festival of film

# the product

US OpenAir is a spectacular cinema and lifestyle experience, a combination of:

- fine food and wine
- panoramic views
- an impressive three-story high cinema screen, that lays flat except during the film
- a season of great film

An international success for 20 years, the concept is new to the US, bringing a fresh and extraordinary outdoor entertainment experience to the American audience.

# why we selected Denver for the US premiere

## **Denver was chosen as the premiere city based on**

- temperate climate with little rainfall,
- an outstanding event location
- large population base with interest in the arts and cultural activities
- and because of the first Biennial of the Americas cultural event (which US OpenAir was hoping to launch with)

## **3 year contract with the City of Denver:**

Civic Center Park: 2010

City Park: 2011, 2012

**City Park site location:** Meadow area just west of Museum

**Dates:** July 13 - Aug 19, 2011

# community outreach

Starting in the fall of 2009, discussions have taken place with local community groups, DPRAB and hearings with City Council.

The primary feedback at these meetings has been concerns with:

- site lines from the west of the Museum
- park access
- minimal neighborhood impact
- parking
- sound/noise

We will continue community outreach over the coming months, with an emphasis on these particular concerns and how we are addressing them.

# community outreach calendar

Upcoming discussions have been confirmed with the following groups/RNOs:

- Curtis Park Neighbors
- INC Parks & Recreation Subcommittee
- Uptown Watch Group
- South City Park Neighborhood Association
- Greater Park Hill Community
- 5 Points Historic Association
- North City Park Civic Association
- COTH Board of Directors
- Bellevue-Hale Board of Directors
- Cole Neighborhood
- Civic Association of Clayton
- Clayton Neighborhood Association
- Colfax BID
- RINO
- Whittier Neighborhood Association

# site lines from the Museum & park access

US OpenAir has been working diligently with City employees to come up with a site plan that fits the following guidelines:

- minimizes closures of the park,
- has limited impact on skyline views from the steps west of the Museum,
- and has minimal impact to the park's natural surroundings.

A few solutions have been developed and are currently being evaluated. As a decision is made that meets the above criteria, a site plan will be made available on a dedicated section of US OpenAir's website: [www.usopenair.com/denver](http://www.usopenair.com/denver)

# parking






US OpenAir has identified adequate parking spaces to accommodate the maximum number of cars that could potentially attend the event at City Park.

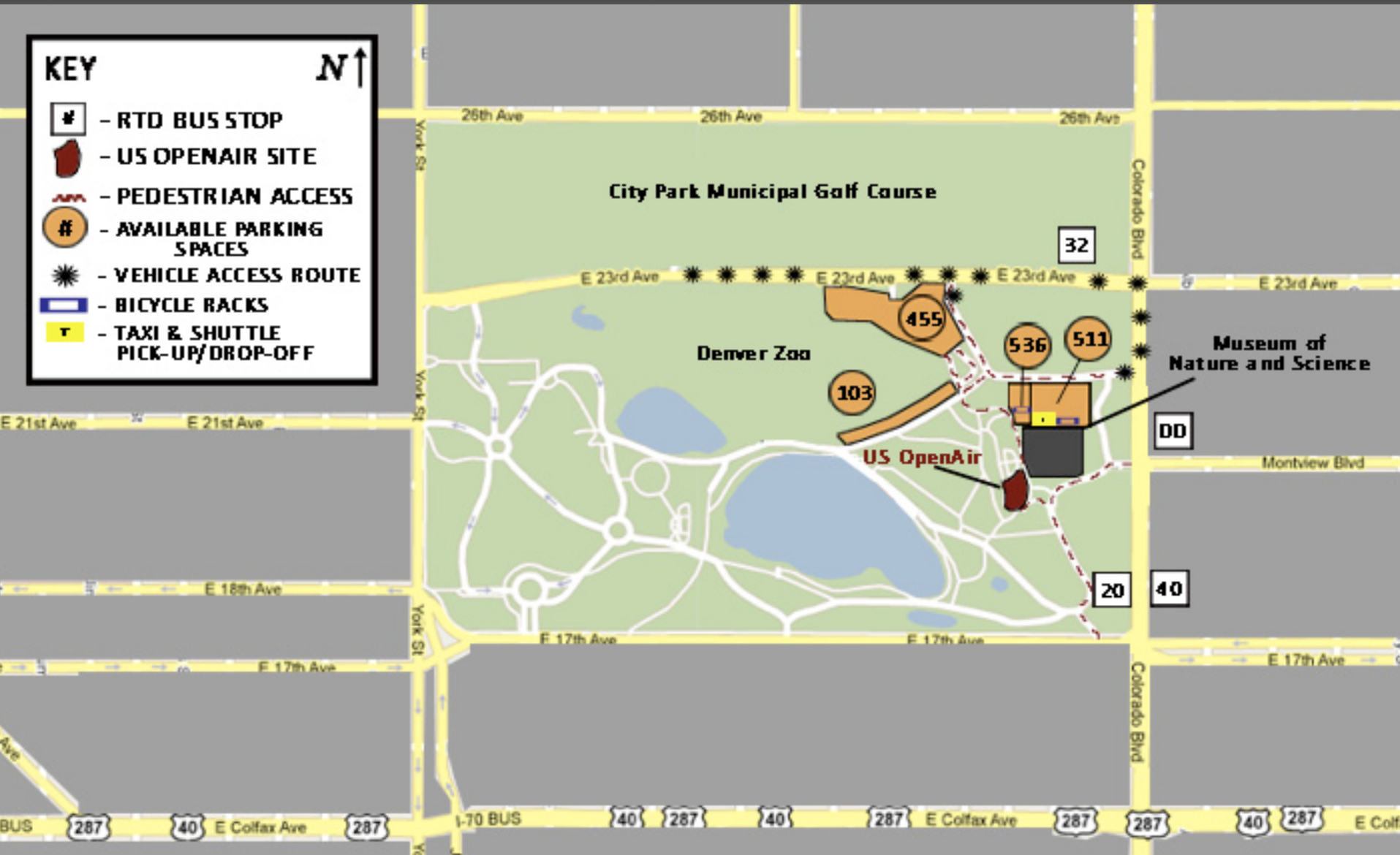
Working with the Denver Zoo and the Denver Museum of Nature and Science, we have developed a transportation and parking plan that will be publicly communicated to all attendees of the event.

Through temporary signage and mass marketing programs, the public will be informed of the closest and most convenient access to parking in the nearby lots, thereby minimizing traffic and parking impacts on the neighboring community.

# transportation & parking plan

**KEY** N ↑

-  - RTD BUS STOP
-  - US OPENAIR SITE
-  - PEDESTRIAN ACCESS
-  - AVAILABLE PARKING SPACES
-  - VEHICLE ACCESS ROUTE
-  - BICYCLE RACKS
-  - TAXI & SHUTTLE PICK-UP/DROP-OFF



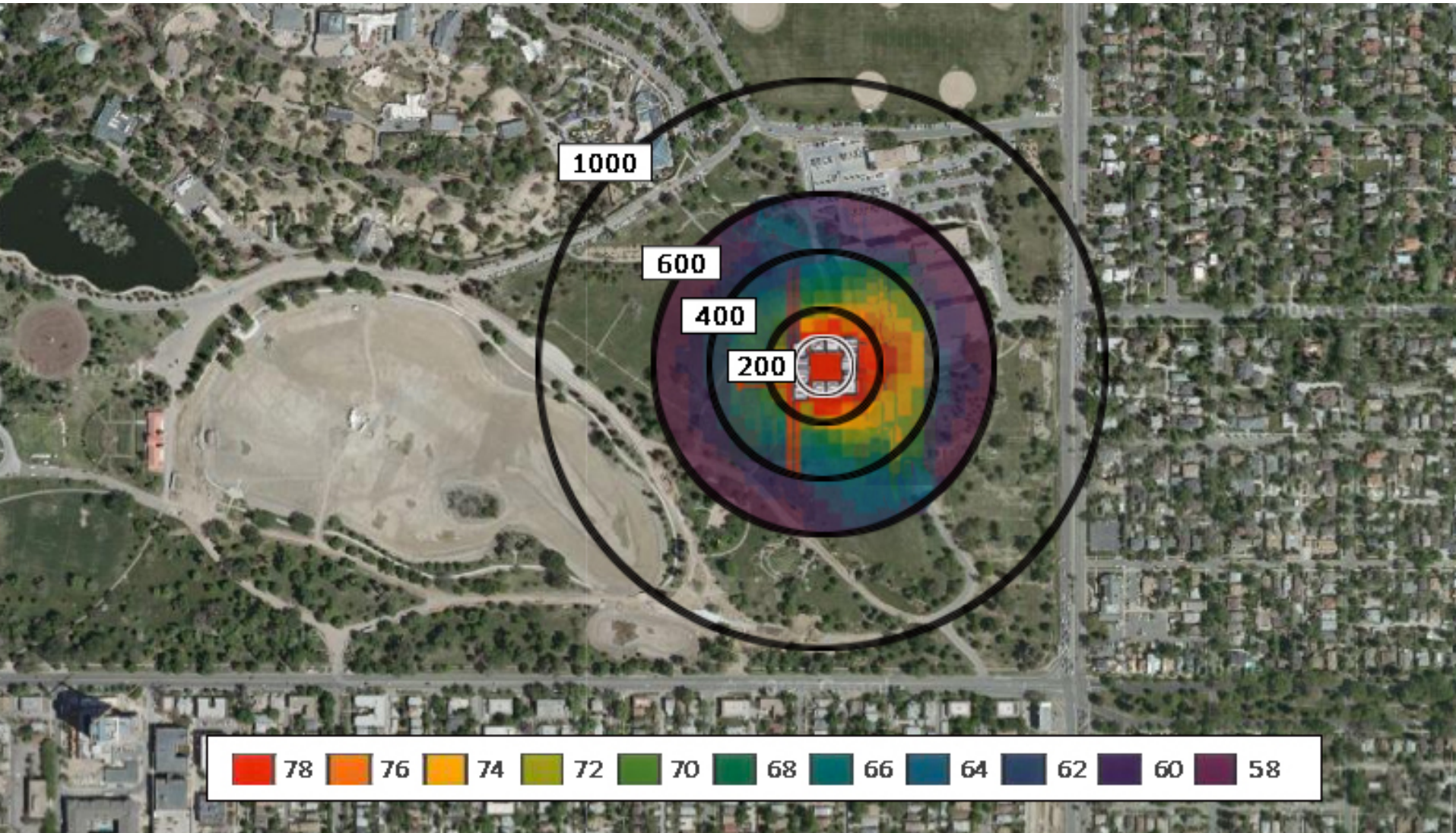
# sound/noise

The technical staff working with US OpenAir internationally has considerable experience in operating in close proximity to residential neighborhoods, in situations with significantly closer residences than those surrounding City Park.

The staff works diligently to direct the sound toward the event guests, not the evening air.

US OpenAir will continuously determine sound levels within the cinema to ensure that emissions do not carry to surrounding neighborhoods at a level greater than normal background noise, and always staying under the limits as set by the City of Denver noise ordinance.

# sound levels



# next steps

June – August, 2010:

- continue discussions with the community, addressing any additional concerns
- finalize site plans working with City Engineers, City Council, the Denver Zoo and Denver Museum of Nature and Science
- follow steps for liquor licensing requirements

September – December, 2010

- Continue to work on all Public Safety Plans with the City
- Update DPRAB on any revisions to plan based on Zoo/Museum scheduling