

**Event Management Plan (Amended 4-30-18)**  
**Boar's Head Sports Club**

This Management Plan serves to provide a general outline of event parking located in and around the Boar's Head Sports Club. The Inn, Sports Club, Office Park and surrounding grounds offers the classic mixed-use opportunity to share parking during peak and off-peak hours.

Many of the events at Boars Head and Birdwood occur on Saturdays, Holidays or weekdays. Saturday and Holiday events allow for the use of Office Park spaces. Weekdays allow for the use of many of the Inn guest spaces as the census is often lower during this time.

With the flexibility of programming and scheduling of special events on the property and sufficient parking and over 25 years of hosting many of these events, a deep understanding and experience has been developed to successfully provide parking and traffic management.

Specifically, the special event (tiered system) for traffic and parking strategy is reflected in the table below.

**SPECIAL EVENTS - TIERED SYSTEM**

| Event Level | Scope of Event       | Proposed Traffic/Parking Strategy                                                                                                                                                                                                                                                                                                                                                                               |
|-------------|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tier I      | Up to 400 Attendees  | Repurpose spaces in underutilized UVAF and Professional Center Lots<br>1) Set up temporary wayfinding parking signs that guide guests into lots<br>2) Offer Valet services<br>3) Relocate staff parking to golf course lot or UVAF lot                                                                                                                                                                          |
| Tier II     | 400 to 600 Attendees | All of Tier I Strategies<br>Attendants at parking entry and/or critical intersections<br>Sign and delineate pedestrian movement corridors to eliminate pedestrian and vehicular conflicts<br>If hosting more than two events, stagger starting/ending times<br>Provide general protocols for access circulation on website<br><br>Add police detail to critical intersections to control movements and priority |
| Tier III    | 600+ Attendees       | All of Tier I & II Strategies<br>Add off-site parking and shuttle guests/employees to site<br>Create one-way flow through the site<br>Enter Golf Course drive and exit from Ednam Drive<br>Use traffic control devices for proper movement<br>Provide general protocols for access circulation on website                                                                                                       |

The tiered system above ensures efficient ingress and egress of visitors, thereby reducing the impact of traffic from special events on other drivers and residents, which will be concentrated during the starting/ending time of such events. By directing traffic for special events efficiently to/from applicable parking areas, other drivers and residents can continue to their normal route with minimized delays. In addition, the Foundation will notify nearby property owner's associations, as necessary, of such starting and ending times so that residents may be able to avoid the potential congestion. The Foundation will also do as much as possible to segregate traffic from the special event from resident

traffic by moving queuing lines to the edges of accessways and utilizing police detail (Tier II Strategy).

Events that have (or are anticipated), but not all-inclusive, are included below:

### **Swim Meets**

General: Swim meets occur during evening hours on summer season Wednesday evenings. Inn guests are minimal as the event occurs on a week night and generally the majority of parking is available in and around the Sports Club. Overflow parking is available at the Boar's Head Point and shuttle service is provided. The sports club expansion (2005) added additional parking around the Boar's Head Sports Club.

Typical Schedule: The swim team program begins in May and ends in July. During this time, the Boar's Head hosts three regional meets which occur on Wednesday evenings.

Parking Locations: Typically parking for regional swim meets includes the sports club, office parks and overflow parking located adjacent to the Inn. Shuttle services are often provided.

### **Turkey Trot**

General: This annual event is attended by both runners and spectators.

Typical Schedule: The Turkey Trot is typically held on Thanksgiving.

Parking Locations: Typically parking for the Turkey Trot includes the sports club, office parks and overflow parking located adjacent to the Inn.

### **Various Tournaments (Tennis and Squash)**

General: These events usually occur over the span of a week (tennis) and several days (squash) and the amount of spectators varies greatly throughout this timeframe. The first several days use little if any overflow parking. The last two days (semi-finals and finals) see the greatest amount of parking need.

Typical Schedule: International Tennis Association National Championships (Indoor) – February, not scheduled concurrently with UVA Dual Matches. Memorial Day Tennis Tournament (Outdoor) – Members event. 4<sup>th</sup> of July Tennis Tournament (Outdoor) – Member event. Labor Day Tennis Tournament (Outdoor) – Member event. USTA Men's Pro Challenger (Indoor) – November. Boyd Tinsley Tournament (Outdoors) – Professional event.

Parking Locations: Typically parking for tournaments can be handled adjacent to the sports club. During finals or peak times, parking may include the sports club, office parks and overflow parking located adjacent to the Inn, as well as the Golf Course lot if necessary. Occasionally, Boar's Head personnel are strategically located so as to provide the most convenient visitor parking.

### **UVA Tennis and Squash Matches**

General: These events will likely occur during evening hours. Attendance has varied widely and the majority of the parking will likely be accommodated on the Sports Club site or adjacent areas.

The existing tennis facility is designed to accommodate over 1,000 spectators. The squash facility is designed to accommodate between 250 and 300 spectators. At no time will Tennis and Squash matches be scheduled to be played at the same time of day.

UVA Dual Matches (Indoor) – January through March or on days of inclement weather. These are typically evening matches. Atlantic Conference Championships – April. UVA Regional Tennis tournament (Indoor) – October.

UVA Dual Matches (Outdoor) – March and April. These are typically evening matches. Atlantic Conference Championships - April. UVA Regional Tennis tournament – October.

Parking Locations: Typically parking for tournaments can be handled adjacent to the sports club. During finals or peak times, parking may include the sports club, office parks and overflow parking located adjacent to the Inn, as well as the Golf Course lot if necessary. Occasionally, Boar's Head personnel are strategically located so as to provide the most convenient visitor parking.