



Let's Recycle Better, Together.

Taking Venue Recycling & Waste Reduction to the Next level

June 24, 2021

Today's Panelists



McKell Nelson

*Sustainability Events
Coordinator*

Salt Palace Conv. Center
Salt Lake City, UT

Jana Brooks

*Manager, Event &
Tenant Services*

MD Stadium Authority
Baltimore, MD

Amy Dunn

General Manager

AEG Presents
Seattle, WA

Lindsay Arell

Principal,

Honeycomb Strategies
Denver, CO

Alec Cooley

Senior Advisor

Busch Systems
Charleston, SC

Agenda

Pt 1: Case Study Presentations

- McKell Nelson – Salt Palace Convention Center
- Jana Brooks – Baltimore Orioles & Ravens stadiums
- Amy Dunn – Showbox
- Lindsay Arell – Red Rocks Amphitheater
- Alec Cooley – Best practices for bin infrastructure

Pt 2: Panel Discussion

Use Your Dashboard

Step 1:

Expand dashboard



Step 2:

Click button to expand

Type direct questions for panelists

Look for links to resources

A screenshot of a webinar dashboard menu. The menu items are: Audience view 100%, Sharing, Webcam, Audio, Dashboard, Attendees: 2 of 501 (max), Polls (0/4), Questions, Handouts: 1 of 5, and Chat. The 'Questions' and 'Chat' items are circled in red. Red arrows point from the text 'Type direct questions for panelists' to the 'Questions' circle and from 'Look for links to resources' to the 'Chat' circle. Below the menu, the text 'Lessons Learned for Parks & Streetscape Re...' and 'Webinar ID: 477-758-627' is visible, along with the GoToWebinar logo.

▶ Audience view	100%	🗑️ ✕
▶ Sharing		🗑️
▶ Webcam		🗑️ ✕
▶ Audio		🗑️
▶ Dashboard		🗑️ ✕
▶ Attendees: 2 of 501 (max)		🗑️ ✕
▶ Polls (0/4)		🗑️ ✕
▶ Questions		🗑️ ✕
▶ Handouts: 1 of 5		🗑️ ✕
▶ Chat		🗑️ ✕

Lessons Learned for Parks & Streetscape Re...

Webinar ID: 477-758-627

GoToWebinar

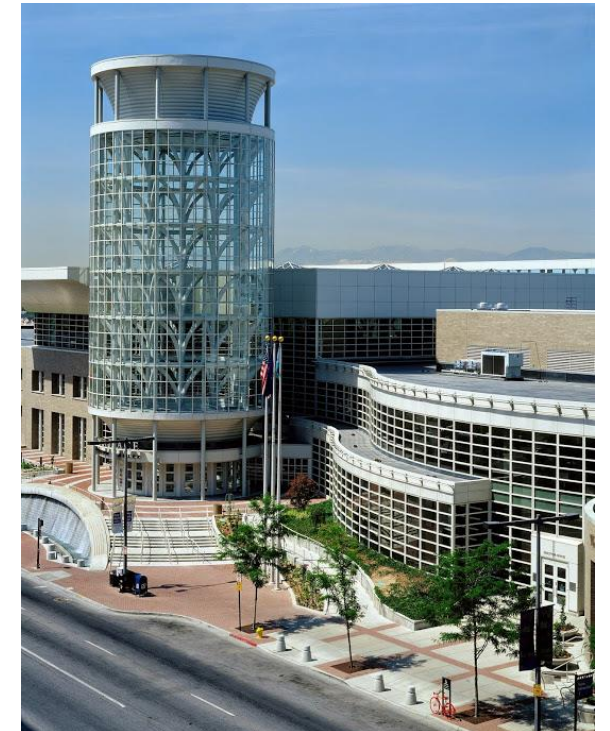
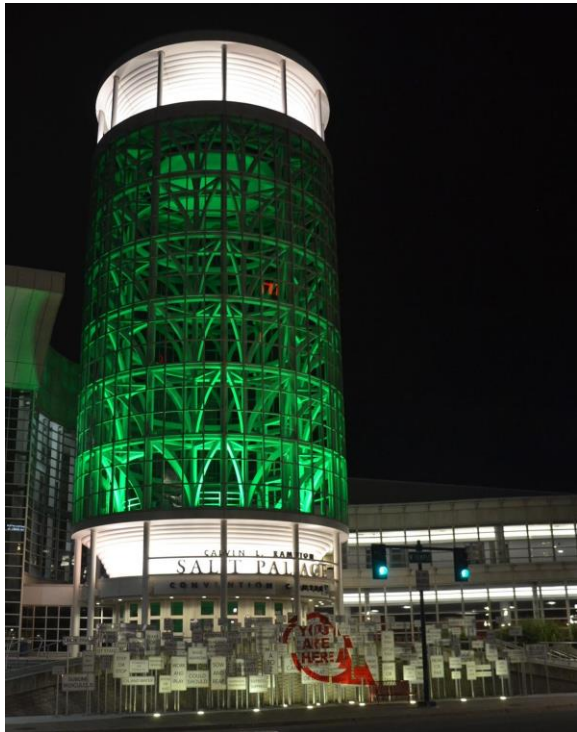


CALVIN L. RAMPTON
SALT PALACE
CONVENTION CENTER

A SALT LAKE COUNTY FACILITY

Salt Palace Convention Center

Salt Lake City, Utah



The Key to the Salt Palace's Sustainability Success....

PARTNERSHIP



Salt Palace
Convention Center

Visit Salt Lake

Centerplate

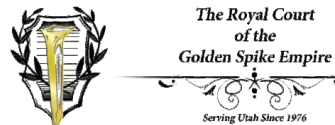
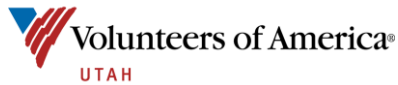
PSAV Presentation
Services

Mountain America
Exposition Center





UtahHispanic Chamber of Commerce



Recycling Efforts

Landfill Diversion Rate:

- 2017: 40% (by weight)
- 2018: 64% (by volume)
- 2019: 65% (by volume)
- 2020: 47% (by volume)

Materials Recycled:

- Cardboard/Paper
- Glass
- Metal
- Wood (Pallets)
- Green & Food Waste
- Mixed (e.g. plastic bottles and jugs, aluminum cans)





McKell Nelson

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Salt Palace Convention Center

ASM Global

Live Poll #1

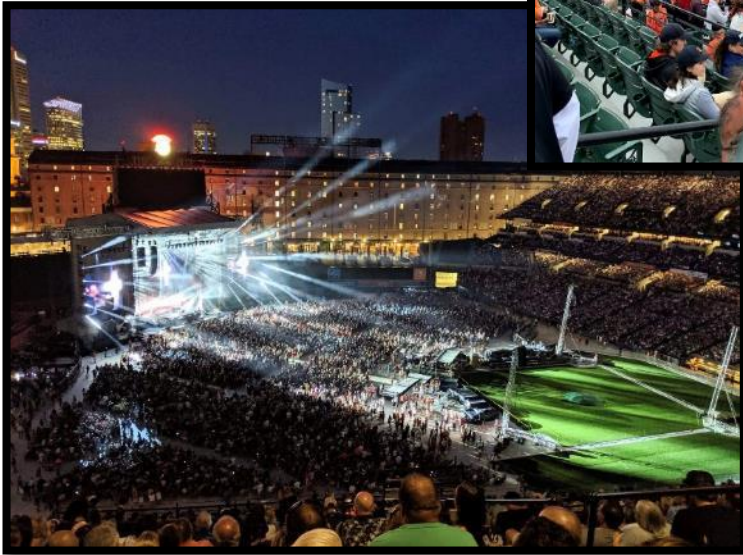
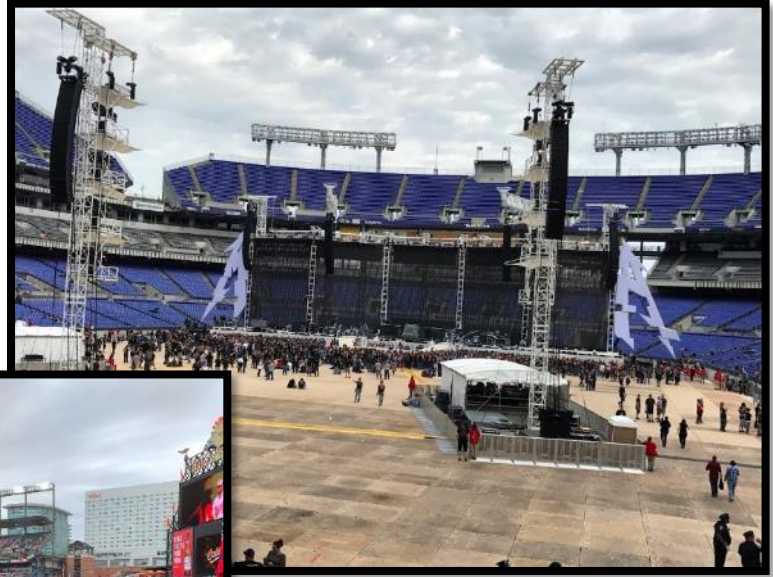
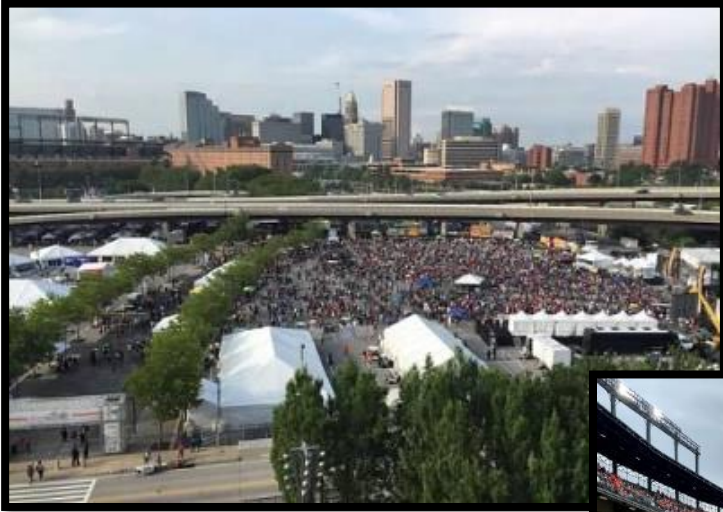
What activities are you currently doing? *(check all that apply)*

- Recycling – Front of house
- Collect food organics – Front of house
- Collect food organics – Back of house
- Food recovery for crises centers, etc.
- Engage attendees (i.e. Green Teams, PSA's, etc.)

Busch Systems presents
“Taking Venue Recycling & Waste
Reduction to The Next Level”:
Camden Yards Sports Complex
Sustainability Initiatives

Jana N. Brooks, CVP
Manager, Event and Tenant Services





Who We Are

- The ***Maryland Stadium Authority***, established in 1986, to operate and maintain **Oriole Park at Camden Yards**, built in 1992
- **M&T Bank Stadium** was added to the Complex in 1998
- **B&O Warehouse** – built in 1899; the longest brick building on the East Coast at 1,116 feet long x 53 feet wide totaling 430,000 square feet
- **Camden Station** – originally constructed in 1857; formally housed Geppi's Entertainment Museum and the Sports Legends Museum
- **Camden Yards Sports Complex** is 85 acres in its entirety



Camden Yards Sports Complex



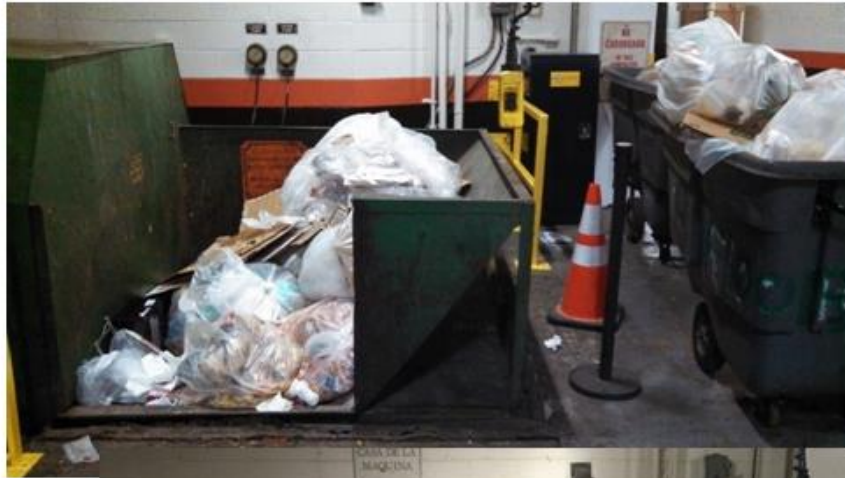


LEED Certification

- M&T Bank Stadium – 1st existing outdoor professional sports facility in the United States – including all NFL and MLB stadiums – to receive USGBC's Gold rating (LEED EB O&M); achieved 2013/recertification 2018
- Achieved LEED Gold EB O&M for Oriole Park and LEED Silver EB O&M the Warehouse in April 2018
- ✓ Goal: First completely LEED certified complex with MLB and NFL stadiums



Culture Change and Growing Pains



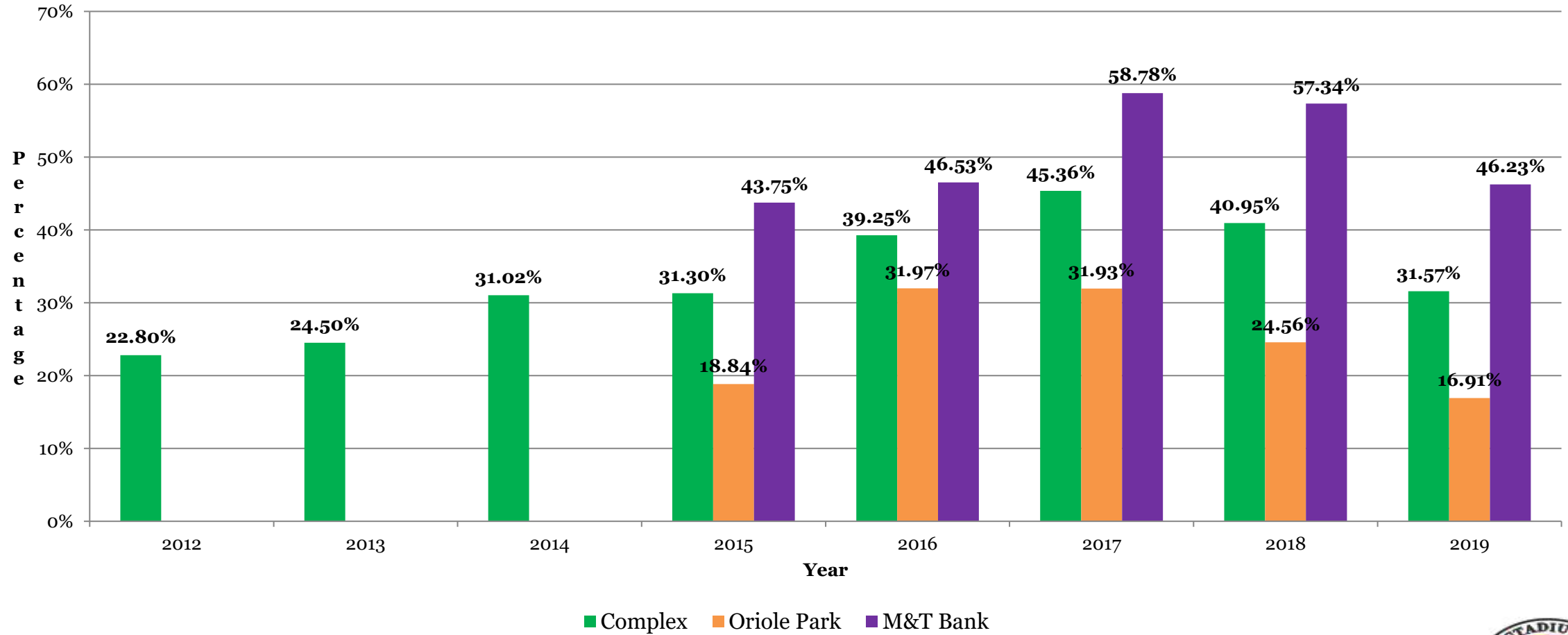
Evaluation of the Process



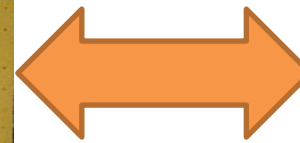
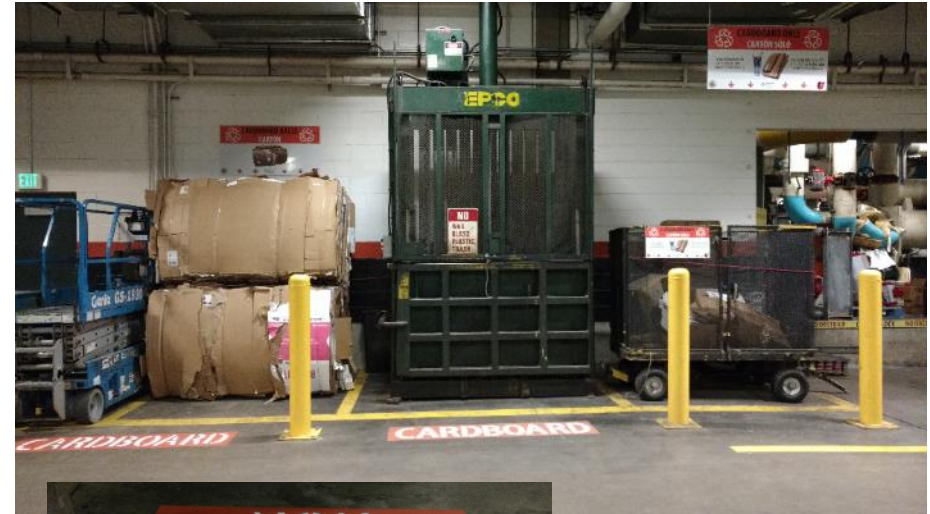
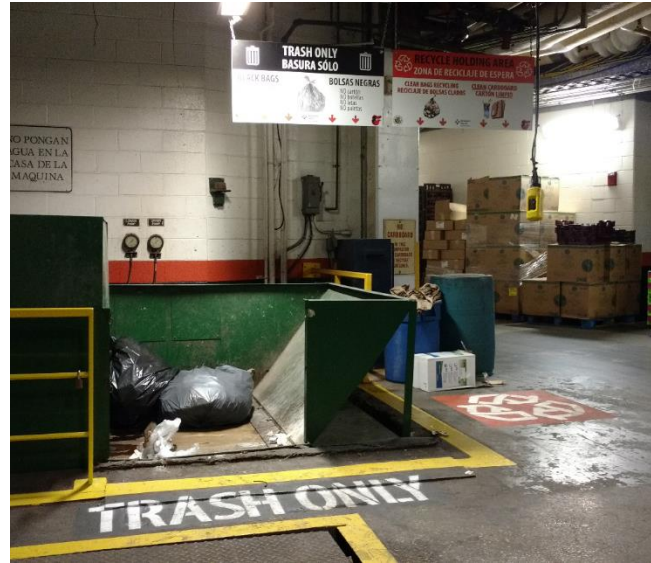
COMPOSTING
It's a Pile of Fun!



Complex Recycling Rates



Enhancements



Sustainable Improvements

Oriole Park

- Low flow water fixtures resulted in 27% reduction in water use
- For remodeling projects, materials and construction waste were tracked (59% of the materials purchased for the stadium remodels were sustainable materials, 74% of the construction waste was recycled)
- Comprehensive green cleaning program results in 31% sustainable cleaning products

M&T Bank Stadium

- 43% water reduction with the installation of low flow fixtures
- Reduction of over 5 million kilowatt hours of electricity at the stadium annually, that can heat about 440 homes for a year
- 38% of M&T Bank Stadium staff use alternative transportation to work, contributing to the stadium's carbon footprint reduction of 123,070 metric tons of greenhouse gas emissions per year



Cigarette Butt Recycling



Since 2016, we have recycled almost 126,000 cigarette butts utilizing 9 receptacles along with post game collections from the janitorial staff.





Contact Me

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Live Poll #2

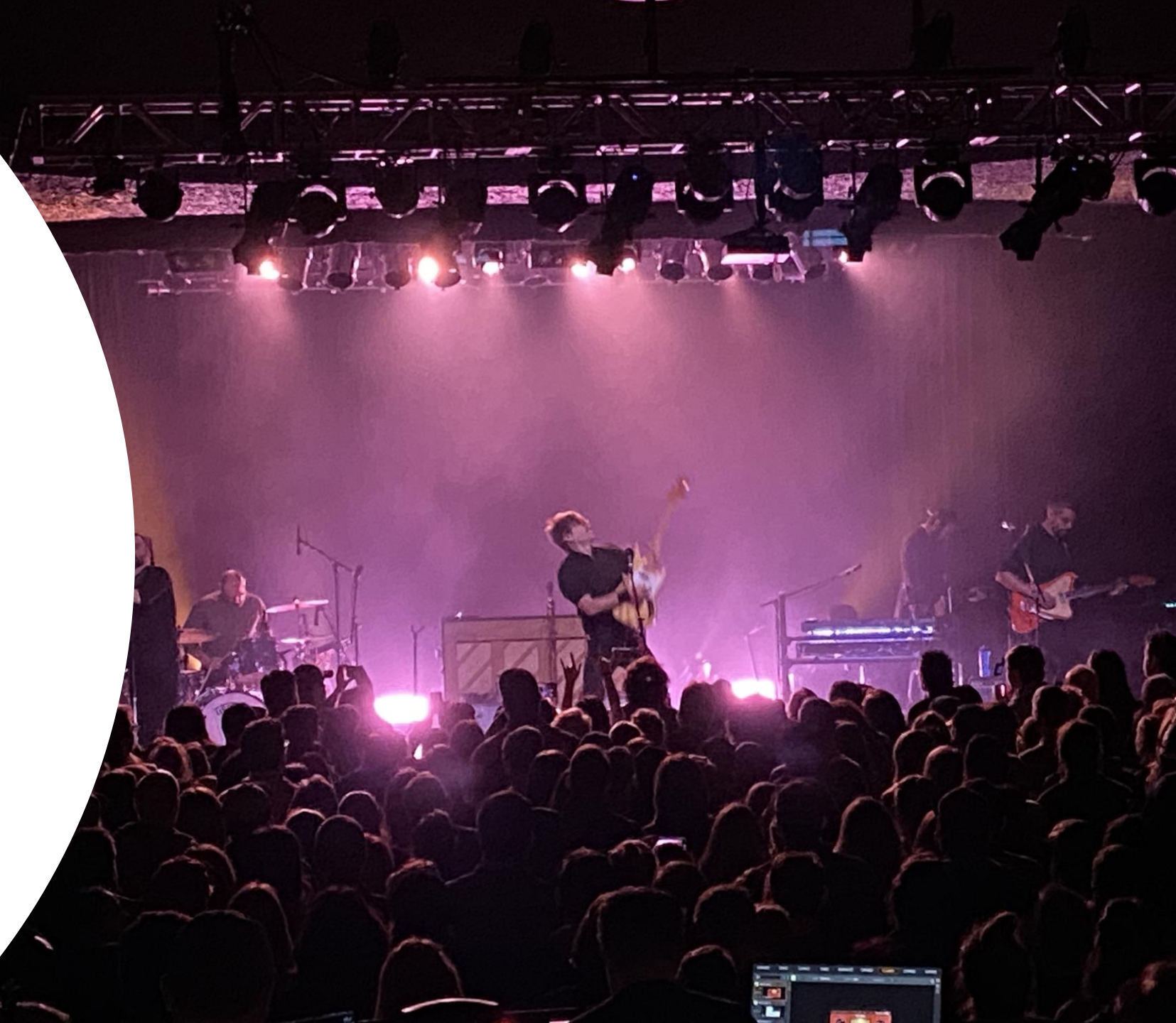
How would you rate your recycling / waste reduction program?

- Advanced – achieving high diversion
- Solid, but some room to improve
- Decent, covering the basics
- Beginning stages
- N/A – Doesn't apply

AEG

PRESENTS

Showbox
PRESENTS







- Failed waste mitigation
- Contaminated
- Increased cost on hauling
- Landfill



- Waste audit
- Reduce trash
- Eliminate single-use plastic
- Compostable service-ware
- Aluminum cans

WHERE DOES IT GO?



Your Food Scraps ...

will become compost used to grow plants and vegetables!



Your Recyclables ...

will become new items such as metal and glass containers, toilet paper, and fleece!





*Branded
water bottles
for staff*



CLIMATE
POSITIVE
TOURING

Live Poll #3

Do you regulate concession food / drink packaging?

- Yes, all or most packaging recyclable or compostable
- Still implementing toward full recyclability or compostability
- Select packaging items only
- No, but actively looking to
- Not a priority

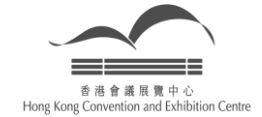
HONEYCOMB



STRATEGIES

Waste Management Red Rocks Amphitheater

Our Clients



Our Services

Organizational Sustainability Strategy

Event Sustainability

Waste Management

Program Development & Implementation

Sustainability Certification

Sustainability Training





Red Rocks Amphitheater

- 9,500 capacity
- Established June 15, 1941
- 150+ events per year
- 80th Anniversary Season



Sustainability

- Waste Reduction and Diversion
- Energy and Water Conservation
- Transportation and Air Quality
- Procurement
- Community

Waste Diversion at Red Rocks

Primary

- Single Stream Recycling
- Compost
- Landfill

Additional

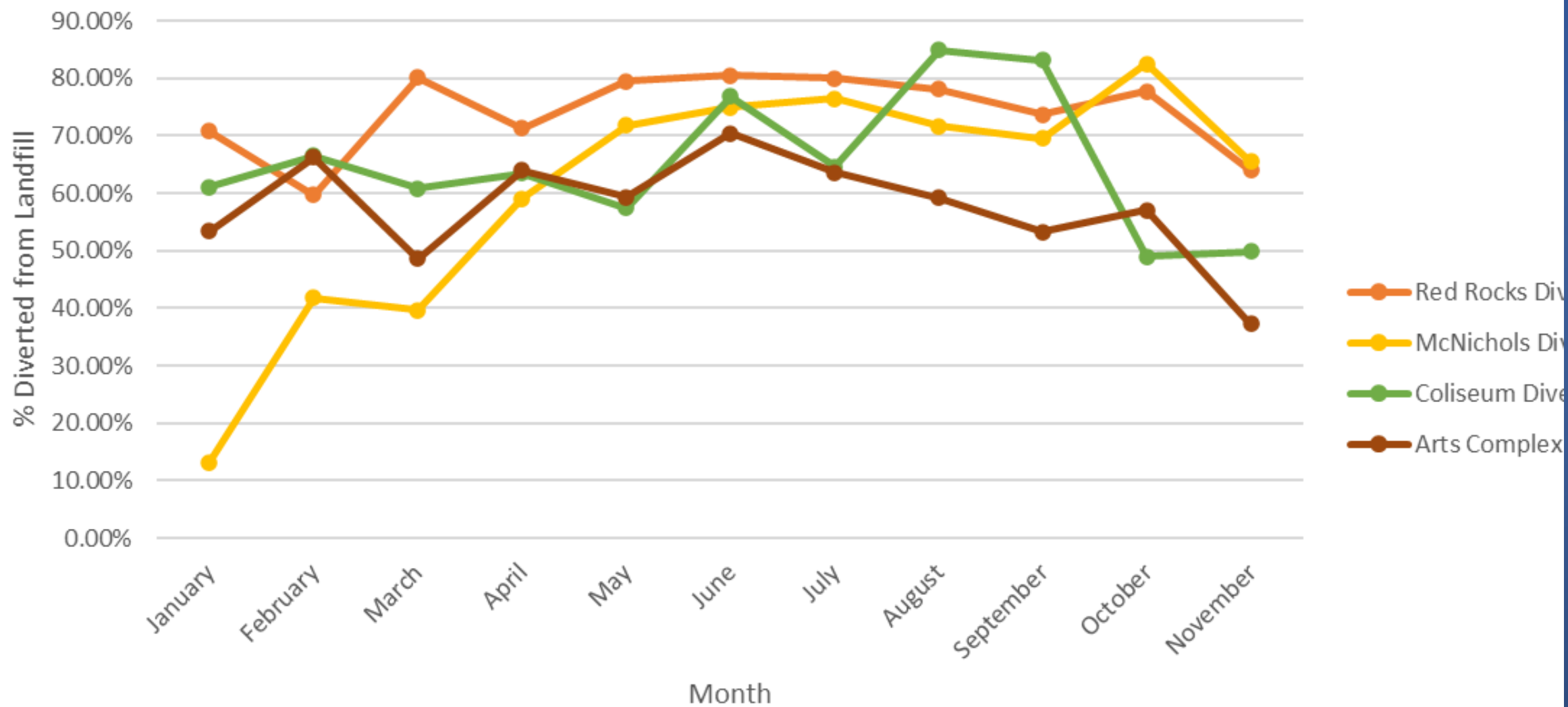
- Plastic wrap
- Pallets
- Cigarette Butts





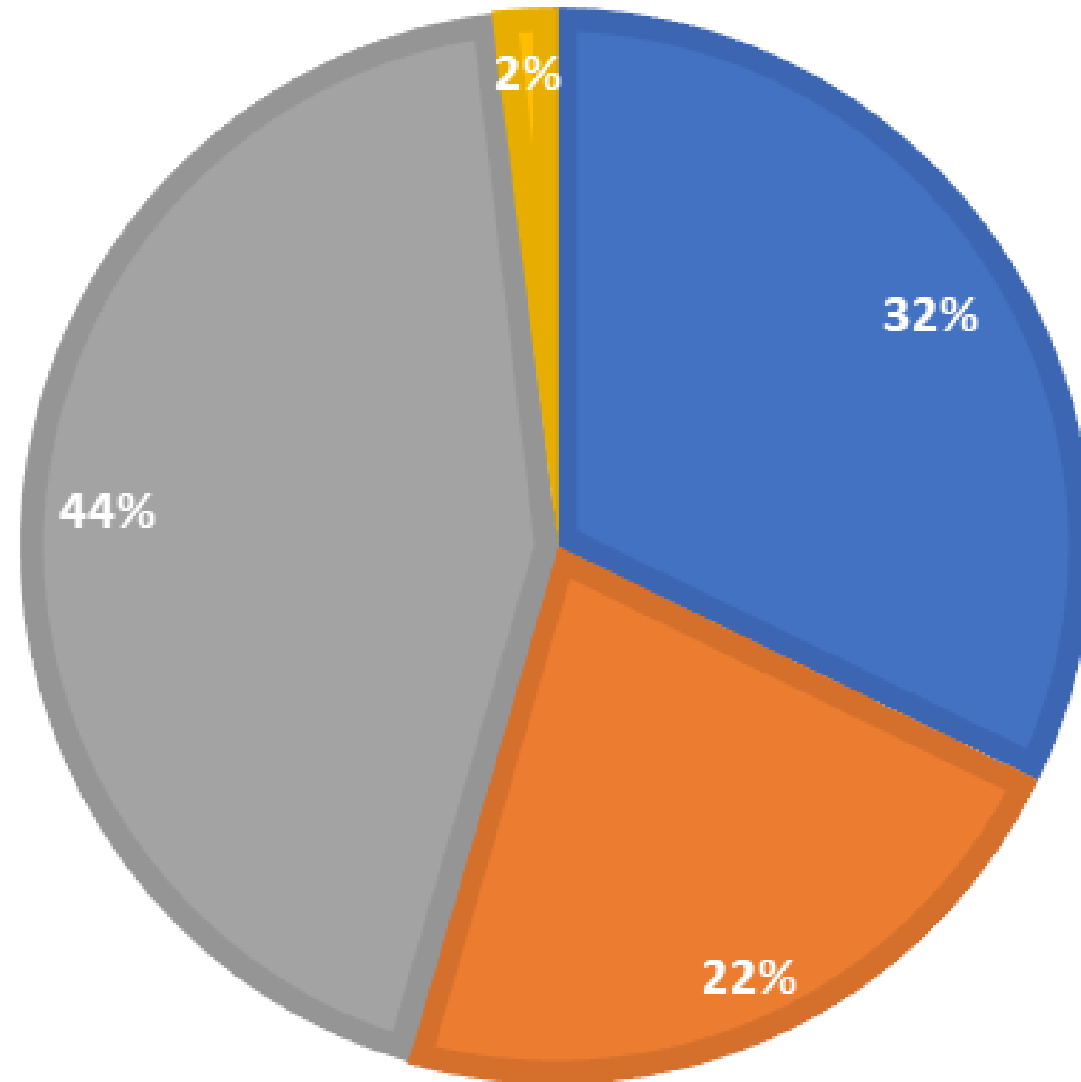
Partners

2019 Diversion Rates



2019 WASTE DIVERSION

■ Compost ■ Landfill ■ Recycling ■ Misc





Back of House Sort



DENVER
THE MILE HIGH CITY

The Depot



JACOBS

RED ROCKS DEPOT - VIEW FROM UPPER NORTH LOT LOOKING SOUTHWEST

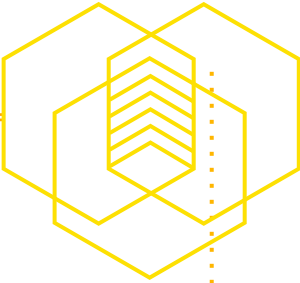
THANK YOU

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Best Practices for Recycling & Waste Bins

- Homer Principle: Recycling isn't focus of people's attention
- Strategy: Overcome barriers to recycling
 1. Lack of convenience
 2. Confusion about what to do
- Bins must intuitively guide correct sorting



Color Distinction Between Collection Streams

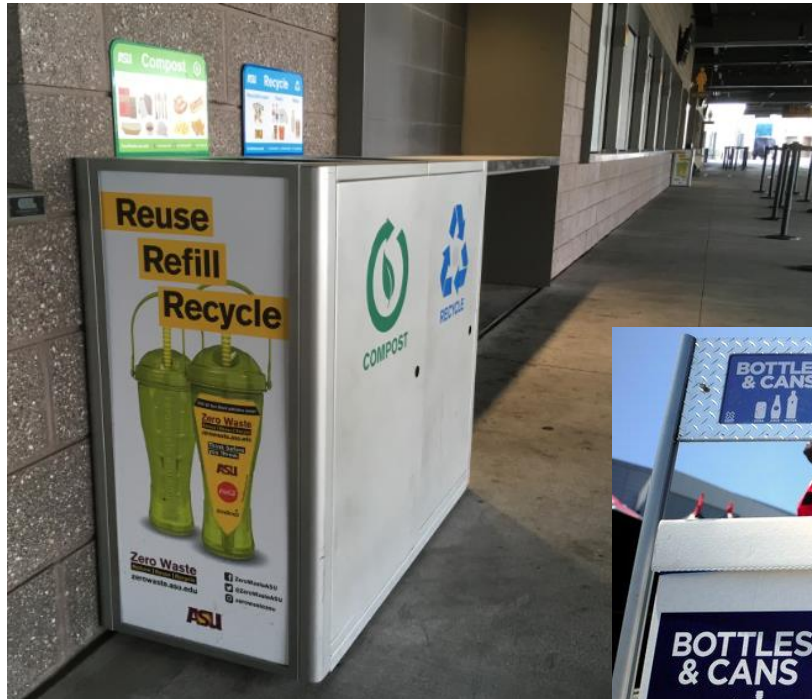


Yes!



No!

Labels & Signage



Yes!



No!

Restrictive Opening on Recycling



Twin the Bin



Placement



Uniform Branding



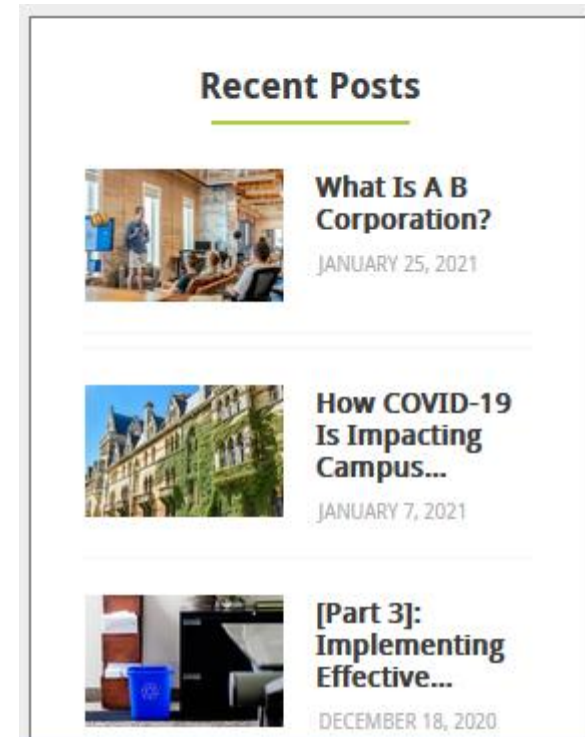
Busch Systems Resources

Consulting Services

- Designing collection systems
- Planning bin infrastructure
- Waste composition studies
- Employee engagement
- TRUE advising



Advancing Recycling Blog Series



Thank You to Our Panelists

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