



The first annual Portland Bar Academy was sponsored by the Old Town Hospitality Group, with support from SNAP (the Safe Nightlife Advocacy Partnership).

Evaluation support was provided by Multnomah County.

Please direct any questions on methods or results to Shannon Campbell, research and evaluation analyst, at shannon.campbell@multco.us.

2014 Bar Academy attendees

56%

had not participated in any other extra training before, beyond the mandatory minimum.

Nightlife veterans

The average attendee had six to ten years of experience in the nightlife industry.

9% had more than 20 years.



Nearly half of participants were in their

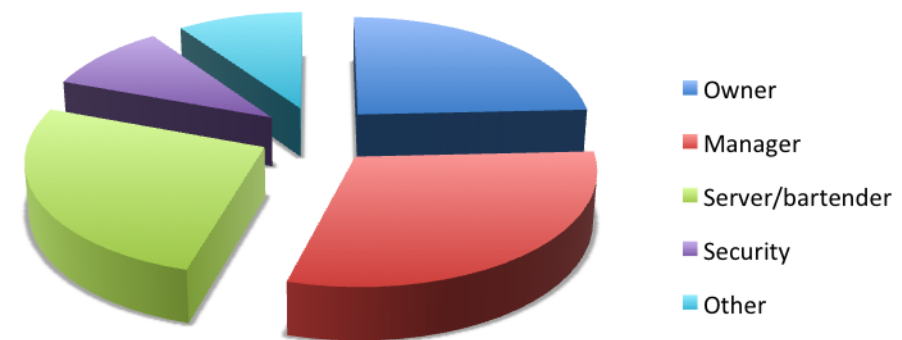
30s

61%

male

34%

female



Estimates based on pre-survey results, which nearly 85% of attendees completed.

⊕ Safety & Community

All participants were asked several questions about safety and the broader nightlife professional community in Portland.

What I do in my position is very important in keeping customers safe.

76% answered
“absolutely true”
before the event.

85% answered
“absolutely true”
after the event.

Most managers try very hard to keep their patrons safe.

81% answered
“absolutely” or “mostly” true.

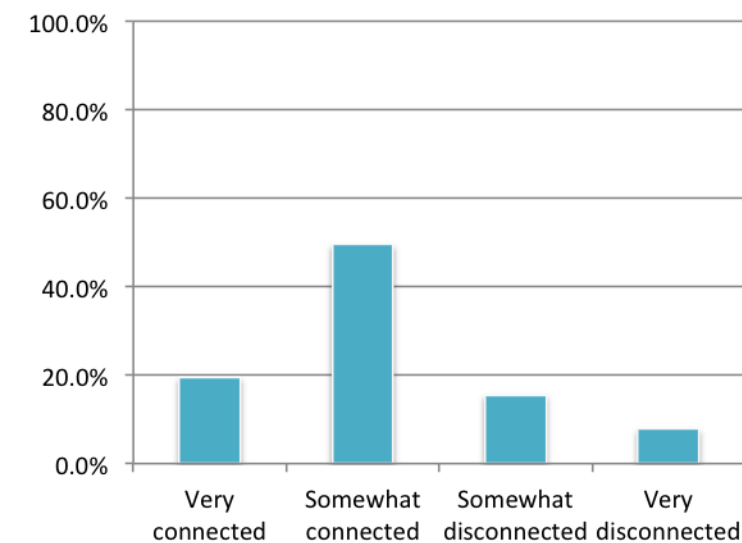
*Interestingly, only 73% of owners and managers answered affirmatively;
91% of all other professions believed this.*

There are enough training opportunities for nightlife professionals in Portland.

Only **21%** thought this was mostly or absolutely true.



How connected do you feel to other nightlife professionals in the city?



70% felt very or somewhat connected; however, one of the most common desires expressed by attendees was more communication and networking between bars in Portland.

Owners Managers

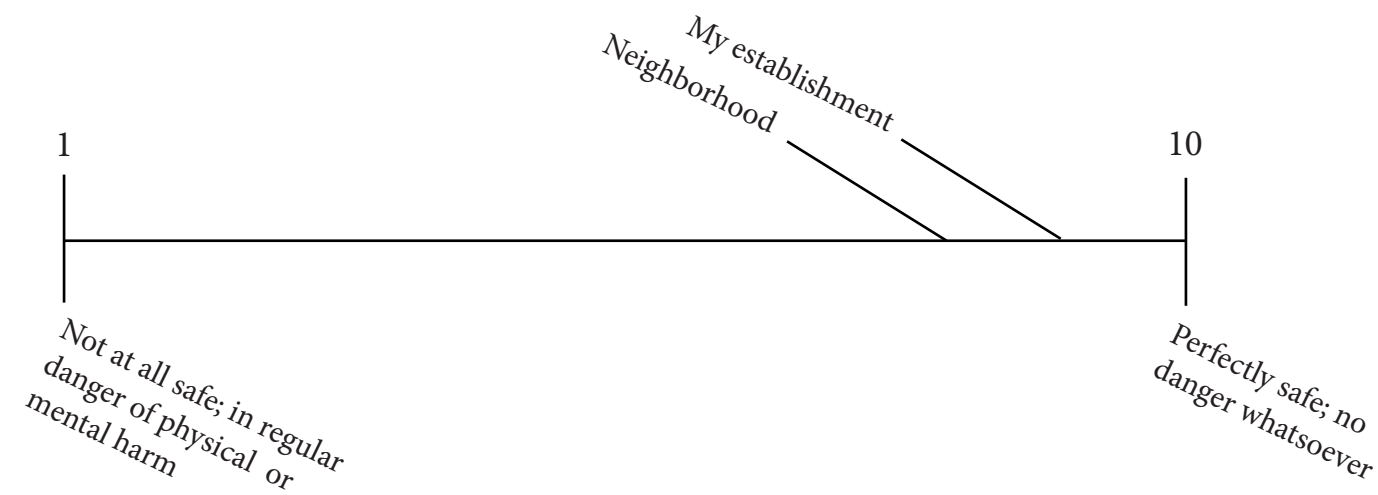
Perspectives: nightlife in Portland

On a scale of 1 to 10, how safe do you think your patrons are at your establishment?

average: **8.85**

How safe do you think your patrons are after they leave your establishment in your neighborhood?

average: **7.57**

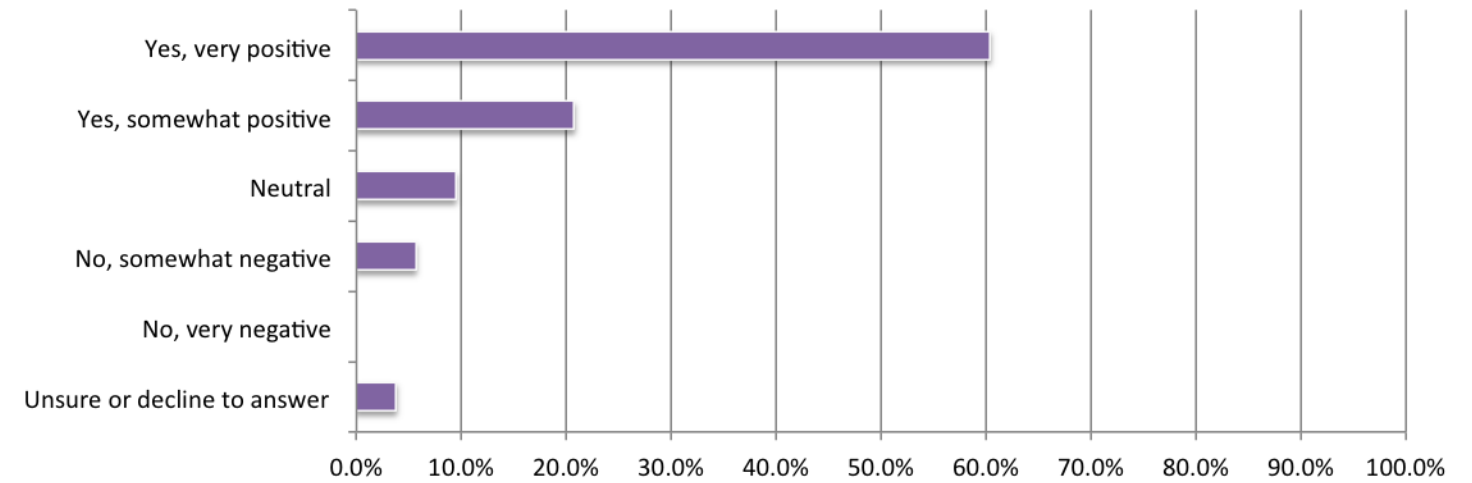


Partnership

Do you think nightlife professionals have a voice in the direction and design of Portland's nightlife? *From no, not at all (1) to yes, totally (10).*

6.29 → **7.39**

Does your establishment have a positive relationship with local regulatory bodies (i.e., OLCC, law enforcement, the city of Portland)?



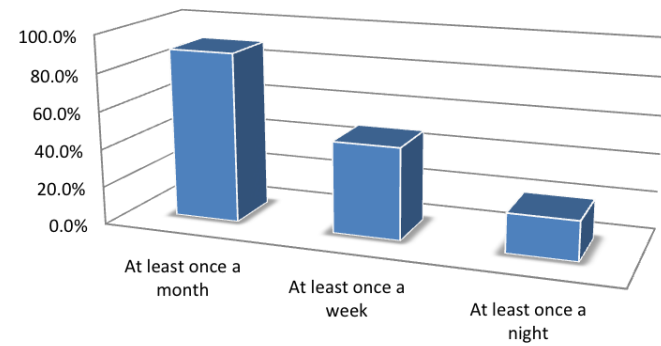
Learning outcomes

How important are public safety measures in running a successful business?
1 being not at all; 10 being absolutely vital.

Before the event: **9.34** After the event: **9.41**

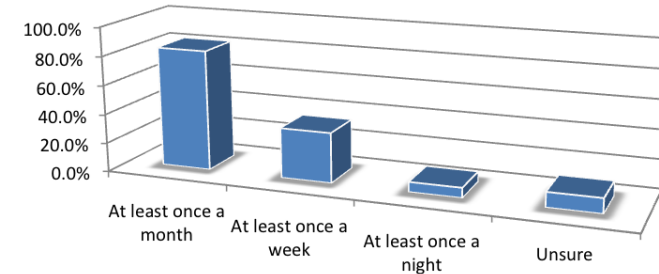
Servers Bartenders

On average, how often do you have problems with patrons trying to drink more than they should?



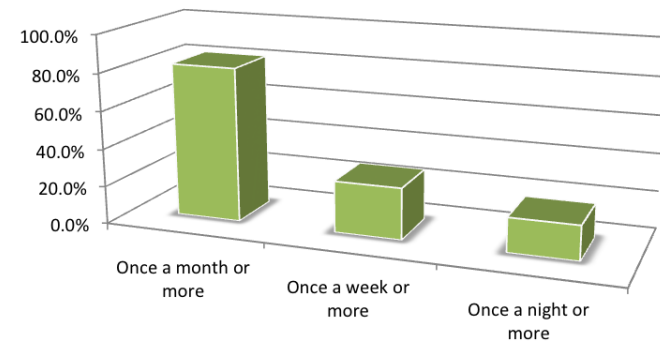
Perspectives: nightlife in Portland

On average, how often do you have problems with patrons coming in who have already been over-served?

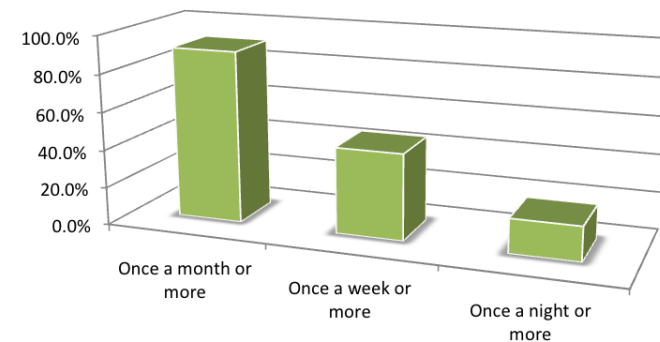


Security

On average, how often do you have problems with disruptive patrons (too rowdy, bothering other customers, etc.)?



On average, how often do you have minors trying to enter your establishment with fake IDs?



Learning outcomes

On a scale of 1 to 10:

1: "not at all, I don't think I could"

10: "absolutely confident, not a problem"

Servers/bartenders: Do you feel confident in cutting someone off?



Servers/bartenders: How important do you think preventing over-service is?



Security: Do you feel well-equipped to deal with a patron who becomes disruptive?



Security: Are you confident in your ability to recognize a fake ID?



Was the Bar Academy a valuable experience for you?

92.5% answered yes

Would you come if it was offered again next year with updated content?

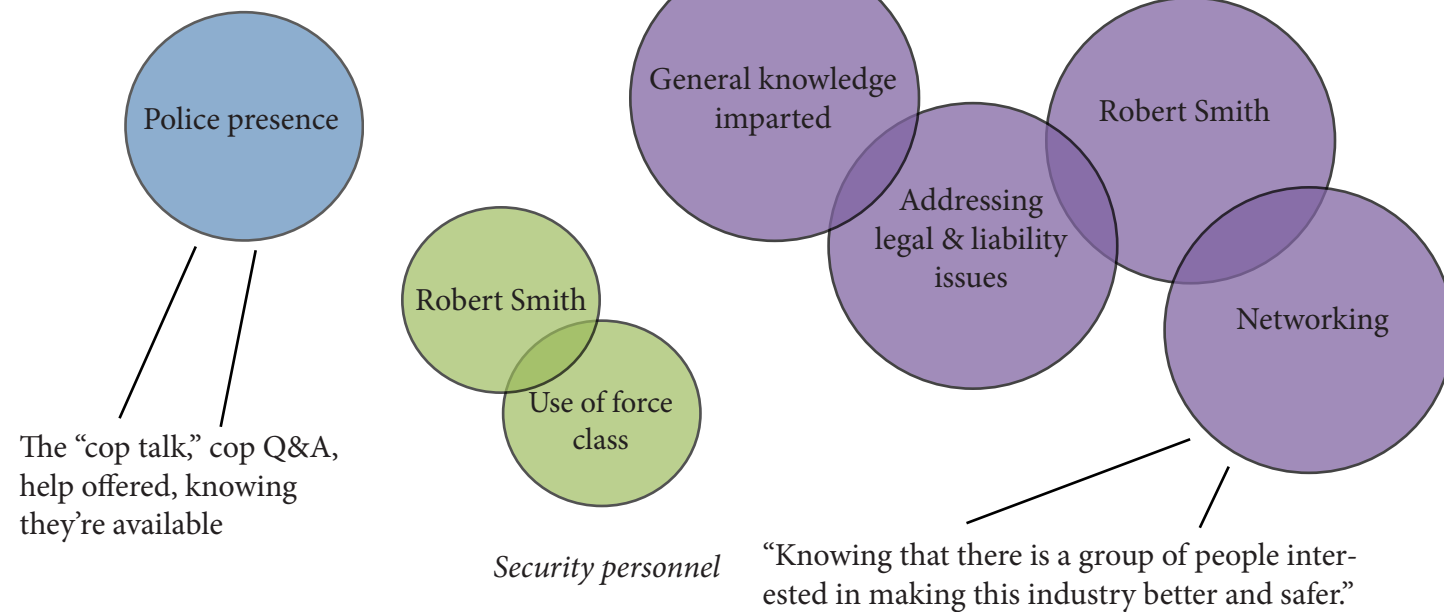
91% answered yes

What, if anything, did you find most valuable at the Bar Academy?

Most popular responses, by occupation:

Servers, bartenders, and barbacks

Owners and managers

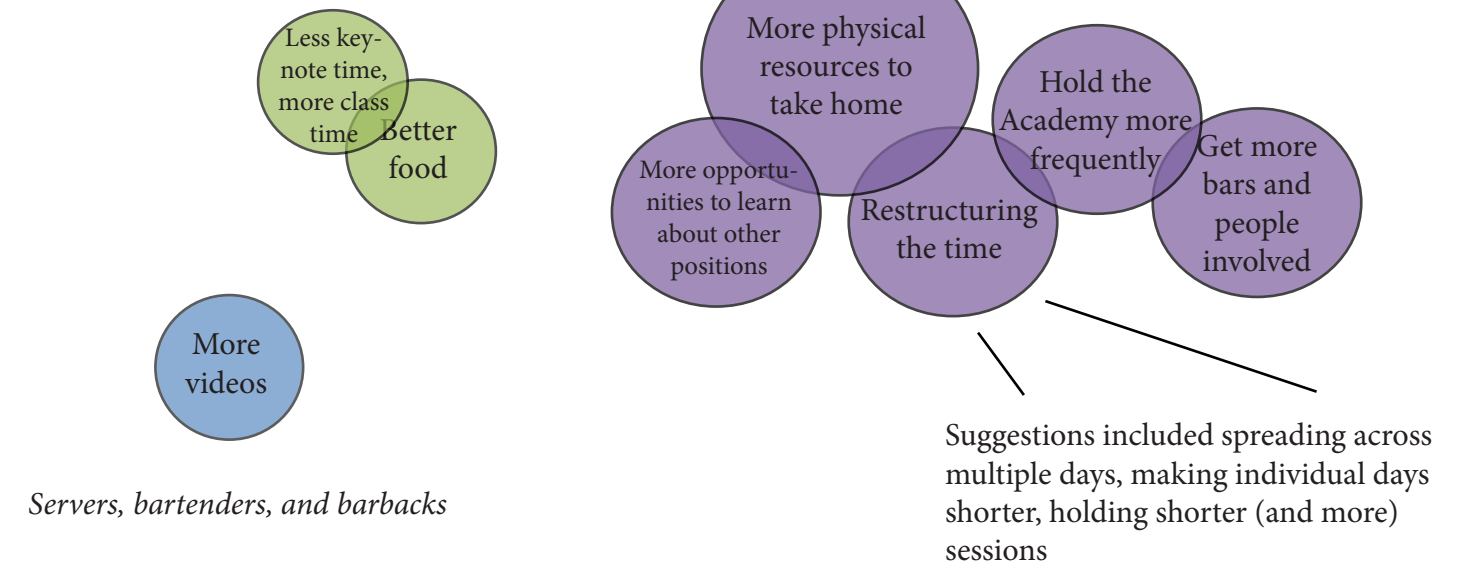


How can we make it better?

Most popular responses, by occupation:

Security personnel

Owners and managers



Additional responses:

Bartender lecture by Jay and Ariana | Q&A | Proper cutoff techniques | Videos with examples | ID session
Support from government agencies | Police/fire department presence at event | Availability of resources | Keynotes
Security speaker | Positive lens utilized, with empowering language and information

These do not include overlap; i.e., a number of servers and security personnel also noted that networking was a valuable component of the Academy, but it was omitted among additional responses due to its inclusion in the owners/managers key themes above.

Additional responses:

More interactive training with hands-on scenarios | More OLCC presence | First keynote too general and beginner-level | Have vendors present | More about profit and loss | More attention to the needs of small bars and areas outside of downtown | Reinforce takeaway points | Have clear tips and directions for situations | Teach servers about security issues | Security information was too basic

What do you think would make the nightlife scene in Portland safer?
More vibrant and successful?

“This is a **giant step** in the right direction.”

Community

- Better communication and unity between venues, working together and sharing ideas
- Better communication within venues
- Self- and community-policing
- Maintaining newly-formed connections
- More events like the Academy

Education

- More awareness and outside training opportunities
- More internal training
- More Academy-type events

Transportation

- Rideshares such as Uber and Lyft
- Increased transit after 1 AM
- City-sponsored and/or discounted transportation
- Taxi stands on major bar strips

Communication and **networking between venues**, ongoing **education** and **training**, and more **accessible transportation** were overwhelming themes among Bar Academy participants.

While less popular, **collaboration on events** between venues and **improving relationships with law enforcement** and **public officials** were also key themes that emerged among many responses.

Other suggestions and themes are noted opposite, below:

Collaboration

- Incorporate multiple venues targeting multiple age groups
- Street fairs and performers
- Inter-club events such as MFNW and staff softball leagues
- Bar crawls
- Outside venues

Law enforcement

- Keeping troublemakers off the streets
- Better punishment plans
- Less disparity in enforcement
- More police on the streets
- Faster police response to areas outside of downtown
- Showing support to staff regarding regular priority 3 and 4 incidents

Additional responses:

Controlling overservice | More lights and well-lit areas | Increased public awareness and involvement, including media outreach | More resources | Higher levels of service standards: “elegant hospitality over quantity” | Better-defined and/or larger-defined entertainment district | Diversity of entertainment: larger mix of music and venues | Marking VIPs after they have been overserved to prevent them from entering other clubs | Restrooms with pay for use | Practice of information learned today and spreading the word | Increased safety (for vibrance and success) | Better music and ambiance | Helping owners realize security managers have the final say on controlling safety and cutting off patrons—too many owners trying to sell more drinks | Safe places for sobering up; “after-hours hangouts” | Stricter regulations | Educated waiting staff | More outside security staff, fewer police | Kindness and intentionality | Listen to nightlife professionals with proven track records of healthy actions and growth | Free chocolate | Change laws to shift more responsibility to the public for their actions | Changing negative attitudes of bartenders and security personnel | More clubs and bars staying in business | Consistent, same-goal-oriented businesses | Mexican food | Outdoor heating | Removing disorderly individuals from downtown

Public officials

- Open communication between bars and city officials
- Cooperation with agencies: less blaming and finger-pointing
- Help with policy and defining entertainment district
- Improved governmental attitudes

Highlights

Recommendations

Attitudes and learning

All learning outcomes increased: greater skills knowledge and confidence, greater feelings of connectedness, greater sense of input into controlling the direction of Portland's nightlife, and greater importance placed on one's role in promoting safety.

- Professionals displayed a high level of knowledge previous to the Academy, but increases in average scores were seen across all outcomes.

The next Academy

Encourage more attendance from non-management staff

Hold the event more frequently

Shorten the sessions

Provide more take-home materials, such as class-related handouts,

PowerPoints, operating guides, examples, or police information

Allow more interaction between the tracks and attendees

Encourage more interactive activities within the sessions

Creating a safe and vibrant nightlife

Provide venues for further networking and communication between bars

Create opportunities for nightlife professionals to interface with police and local government to discuss policy and practice and build mutually-supportive relationships

Host training events such as the Academy more frequently, and/or offer other forms of ongoing education

Focus on increasing accessible, affordable, and diverse transportation options

Endnotes

Select survey administration notes

Surveys were offered both online in advance and after the event, as well as on paper at the beginning and end of the event.

84.4% of attendees took the pre-survey; 54.9% took the post-survey.

There was reasonable survey representation by occupation, compared to the total attendees list. There was also a reasonable match between pre- and post-survey takers on occupation, age, and gender. Responses from individuals not working in the nightlife profession were excluded from the final results.

There was user confusion on the paper surveys in regards to answering the track-specific questions, as well as providing single answers to each question (“check one”). Consistent rules were developed to deal with each potential scenario and applied equally across all cases. In a small number of cases (under 5%), some data was dropped for ambiguity. For more details, please contact Shannon Campbell.

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