



Super Bowl LVII Business Preparation Check List

- ❑ **Have a transportation plan for you and your staff!**
 - ❑ Familiarize your staff with the planned road closures and recommend they give themselves extra time for travel.
 - ❑ Parking will be in high demand the week of the Super Bowl. Consider pre-purchasing parking or transit passes for an extra level of certainty. *(Take a look at ACE Parking's Park & Rail Program)*

- ❑ **Have scheduled deliveries?** Contact your delivery drivers and share any roadway impacts that may affect access to your business. You may also request off-hour deliveries to help avoid the busiest times of day.

- ❑ **Stock up ahead of time.** No one wants to eat their burger without a napkin. Consider buying extra inventory of basics to prepare for the crowds. Don't forget the toilet paper!

- ❑ **Make it easy for people to find you!** Downtown will be full of out-of-town visitors looking for a new place to try. Be sure include your address and correct business hours on your website, Google, Yelp, Instagram, or any other social media profiles.

- ❑ **Stay in the know.** Familiarize yourself and your staff with the major event schedule. Large rushes can be expected before or after major events, and/or on days when many events are happening at the same time. Make sure your staff is informed so they can be prepared.

- ❑ **Communicate!** Be sure to share details like extended business hours, buy-outs, or public-facing events your venue is hosting with the Downtown Phoenix Ambassadors at ambassadors@dtphx.org.

Important Contacts

Downtown Phoenix Inc. | Erika Rubio | erubio@dtphx.org
City of Phoenix | Xandon Keating | xandon.keating@phoenix.gov
Arizona Super Bowl Host Committee | info@azsuperbowl.com

Visit dtphx.org/SuperBowl for additional business resources.