

STAPLES Center Hosts Safe and Memorable Events with GBAC STAR[™] Facility Accreditation



Opportunity

Known as the sports and entertainment center of the world, STAPLES Center in Los Angeles is home to four professional sports teams – the Los Angeles Lakers, Los Angeles Clippers, Los Angeles Kings and Los Angeles Sparks. Each year, the venue also hosts 40-50 concerts, family shows, and special events and is home to Music’s Biggest Night, the GRAMMY Awards. These events welcome approximately 4 million guests annually.

In the immediate aftermath of the World Health Organization’s declaration that the COVID-19 outbreak was a global pandemic, the STAPLES Center ceased hosting all events in March 2020. “Our goal is always to host safe events that guests will enjoy. The pandemic required us to review our whole operation from top to bottom,” said Ignacio Guerra, Vice President, Operations & Parking, STAPLES Center.

Solution



During its temporary closure, STAPLES Center quickly learned about GBAC STAR[™] Facility Accreditation from the Global Biorisk Advisory Council[™] (GBAC), a Division of ISSA. The leading

trade association for the cleaning industry, ISSA and its divisions are dedicated to helping professionals uphold cleanliness in residential, commercial, and industrial environments around the world.

GBAC STAR is designed to help facilities of all types and sizes establish a comprehensive system of cleaning, disinfection, and infectious disease prevention for their staff and their building. Thus, it helps teams adequately prepare for, respond to, and recover from biorisks like SARS-CoV-2. To earn accreditation, facilities must comply with the program’s 20 key elements. “We sought support to steer our efforts to manage COVID-19 and recognized that third-party evaluation would be instrumental,” said Guerra. “Preparing for GBAC STAR accreditation enhanced the way we document and manage protocols, and helped us create a process to identify and overcome the evolving issues created by the pandemic.”

STAPLES Center

STAPLES Center, Los Angeles

One of STAPLES Center’s biggest challenges was thoroughly vetting new products and technology that it could potentially implement to deal with the pandemic. With so many solutions on the market and additional options emerging in response to COVID-19, the process was complex. The facility also needed to adhere to numerous protocols requested by the NBA and NHL in addition to state and local requirements.

“We appreciated the guidance from GBAC’s leadership team when we had questions about vendors with new innovations. Throughout the process, they provided insightful feedback that was helpful in improving our operations,” added Guerra.

In July 2020, STAPLES Center earned GBAC STAR Facility Accreditation, becoming the first NBA, NHL, and WNBA arena globally to receive the accreditation. To promote this achievement to fans, tenants, and staff, the facility placed large display signs at main entrances and added stickers at smaller entry points. It also highlighted its accreditation via social media, e-mail communications, and ‘welcome back’ videos. These efforts help create confidence and assurance that STAPLES Center is taking the necessary precautions to provide a clean arena for everyone who enters the building.

Results



GBAC STAR accreditation offers many advantages to STAPLES Center, including:

Enhanced cleaning, disinfection, and infectious disease prevention. STAPLES Center has created and implemented the most stringent protocols for cleaning, disinfection, and infectious disease prevention throughout the arena. In addition to having clearly outlined protocols for its cleaning staff and other team members, its guests follow 'STAPLES Center SAFE' health protocols to ensure safe and enjoyable experiences. These include health verification, mobile ticketing, cashless payments, and more.

Ability to host safe events. In September 2020, STAPLES Center began hosting fanless events, including the Primetime Emmys, and soon after welcomed PBC Boxing events and the return of NBA and NHL games. Following the success of these fanless events, spectators were allowed back into the venue in April 2021 at a reduced capacity. As restrictions eased, capacity gradually increased. Because STAPLES Center is focused on outbreak prevention, response, and recovery, it was able to successfully manage an increasing number of events and occupants.

Reassurance for event hosts, guests, and others. With GBAC STAR accreditation, STAPLES Center gives clients, teams, event promoters, guests, and staff confidence that the arena is upholding its commitment to public health and safety. Since reopening, the facility has had numerous promoters ask how it will protect clients, crew, and guests. According to Guerra, "ultimately the accreditation has given our staff, management team, our tenant teams, and guests the peace of mind that we are doing everything in our power to provide a safe, sanitary, and disinfected environment." These promoters and others respect the accreditation, as it distinguishes STAPLES Center as a safe venue that is dedicated to continual improvement.

"GBAC STAR helped showcase that STAPLES Center was ready to return to hosting live events with fans and do so safely. It gave us the foundation of a comprehensive plan that has the backing of a reputable organization," said Guerra. "This program allows venues to not only meet the highest level of industry standards, but also create confidence in what they are doing to ensure a safe environment."

Visit our website at [GBAC.org](https://gbac.org)

Contact us by phone at 1-800-225-4772 (North America)
or 1-847-982-0800 (outside North America)



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*—Ignacio Guerra, Vice President,
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About GBAC, a Division of ISSA

Composed of international leaders in the field of microbial-pathogenic threat analysis, mitigation, response, and recovery, the Global Biorisk Advisory Council™ (GBAC), a Division of ISSA, provides training, guidance, accreditation, certification, crisis management assistance and leadership to government, commercial, and private entities looking to mitigate, quickly address, and/or recover from biological threats and real-time crises. The organization's services include biorisk management program assessment and training, infectious disease and biological material response and remediation, the GBAC STAR™ Facility and Service Accreditation Programs, training and certification of individuals, and consulting for building owners and facility managers.