



Total Security for a Totally Diverse Entertainment Complex

Integrated Guarding | Entertainment

I-Drive 360, located in Orlando, FL, is an 18-acre mixed-use development complex that features the Coca-Cola Orlando Eye, SEA LIFE Orlando Aquarium, and Madame Tussauds Wax Museum, as well as a variety of restaurants, bars and retail stores. Securitas USA has helped secure this expansive, multi-faceted venue since its opening in May 2015, with integrated 24/7 security coverage and on-site account management.

Challenge

The U.S. Department of Homeland Security had designated this complex as a potential terrorist target similar to Disney and Sea World properties. Unicorp USA, owner of the \$250 million entertainment destination, needed a particularly comprehensive security and emergency preparedness plan. Security requirements vary greatly within the venue, but maintaining a safe and secure environment overall was critical for its 1.6 million annual visitors.

Solutions

Securitas USA designed and implemented a total security solution for the I-Drive 360 property that included a combination of state-of-the-art technology, mobile and foot patrols, and value-added management tools. Key components include the following:

- More than 100 CCTV cameras are monitored 24/7 from a security command center on the property, with Securitas security officers on-call to be dispatched as needed.
- A team of uniquely trained Securitas officers welcome and professionally interact with tourists from around the world.
- Patrol officers use SecuritasVision to document tours and report all incidents and safety hazards.
- An on-site Securitas security manager and supervisors are available to immediately address issues.
- Through SecuritasConnect®, a web-based portal available to clients 24/7, the client remotely accesses real-time reports and assessments of security-related activity, and uses that information to support timely decisions.

Results

- In the first year at the site, the Securitas team reported and addressed more than 2,100 incidents, ranging from bomb threats and suspicious packages to medical emergencies and vehicle accidents.
- The security force can be quickly increased or reduced as needed to accommodate fluctuating attendance at the venue.
- Securitas USA management works closely with government officials and law enforcement to share information about activities specific to the I-Drive 360 property that may require action by those agencies.
- Unicorp USA and Securitas management meet frequently to evaluate security performance and determine any appropriate enhancements.