Founded in 2008, Legends Hospitality delivers a full service solution for sports and entertainment organizations and venues, comprised of food, beverage and merchandise. The company has more than 16,000 employees and more than 7,000 nonprofit organization volunteers, in addition to temporary workers at more than 100 locations. Although the company benefited from rapid growth, its decentralized operations had significant workplace exposures.

Legends lacked a safety culture; its far-flung operations had different approaches to safety, programs, resources and tools. The company had no central mechanism to consolidate injury or incident data, spot loss trends or drive meaningful safety measures.

In 2017, Legends launched a company-wide safety initiative. The new program included a focus on active, comprehensive safety communication, technology solutions for both supervisors and to track injury data, simplified incident reporting, and other data-driven safety measures, ranging from training to onsite retrofits. Legends even implemented a mobile app so managers and supervisors could quickly report injuries on their mobile phones.

In 2020, Legends supplemented these measures to address COVID-19 exposures. The company used tracking tools to assess the spread of COVID-19 and alert staff of appropriate actions. Online tools keep track of employee infections, quarantine, exposures, return to work, vaccinations, second shots and boosters. On-demand safety videos replaced in-class training. Legends also continuously monitored face mask and personal protective equipment inventory to ensure adequate supplies.

Altogether, these measures have been highly effective and incredibly successful, and resulted in:

- Reduction of annual workers’ compensation costs by $200,000 within one year
- Dramatically increased percentage of injury and incident reporting
- Reduced average reporting time from nearly 12 days to under 48 hours
- Faster reporting facilitated timely employee communication, better treatment, improved outcomes and reduction in litigation
- Effective management of COVID-19 impact, including employee, volunteer and temporary worker protection and compliance with venue, federal, state and local health, safety and reporting requirements

As a one-person department, Mary Gibson, vice president of risk management at Legends, launched and championed the safety program in 2017. All initial measures remain and continue to drive impressive results. Gibson now has a staff of three to help Legends expand and
reinforce its uniform safety culture and actively engage all employees, volunteers and temporary workers.

Despite the ongoing labor shortage, Legends’ ability to involve all workers in its collaborative efforts to quickly identify and remedy workplace hazards contributes to lower injury and accident rates and higher worker productivity, morale and satisfaction.