

HUMINT/OSINT Report: Club 33 – Dangers and Threats Analysis

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For: Public / Disney

1. Introduction

Objective: This report investigates potential dangers and threats posed by **Club 33**, Disney's elite members-only club, through the lenses of **HUMINT (Human Intelligence)** and **OSINT (Open Source Intelligence)**. The report examines potential risks to child safety, ethical concerns related to elitism, and any broader implications of secrecy and exclusivity.

2. HUMINT (Human Intelligence) Analysis: Psychological and Social Risks

A. Environment not suited for children

While **Club 33** is largely an adult-centered space designed for VIPs, members are allowed to bring children. This mix of adults enjoying alcohol in a luxury setting—complete with bar areas—while children are present raises questions about the appropriateness of the environment for young guests.

Risks:

- **Potential exposure to adult behaviors:** Children in a setting where adults are consuming alcohol and possibly engaging in less child-friendly conversations could create uncomfortable or inappropriate experiences for young guests.
- **Lack of tailored supervision:** While parents are responsible for supervising their children, there are no child-specific safety measures in place to ensure their well-being in a setting designed primarily for adult enjoyment

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B. Ethical Concerns Around Elitism and Accessibility

The exclusivity of Club 33 fosters a sense of **elitism**, with extremely high costs that alienate the majority of Disney park-goers. Membership involves hefty initiation fees

(up to \$50,000) and annual dues (as high as \$30,000), making it accessible only to the wealthy

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Risks:

- **Entitlement and Unequal Access:** The segregation between elite members and regular visitors can exacerbate socio-economic divides, creating an atmosphere where entitlement may lead to unequal treatment of regular guests, employees, or even fellow Club 33 members who are not as wealthy.
- **Social Disconnect:** This level of exclusivity can also reinforce the idea that wealth equates to privilege, which could potentially spill over into the wider Disney experience, diluting the park's broader message of inclusivity and family-friendly values

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C. Potential for Inappropriate Behaviors

Due to the wealth and influence of its members, the club's exclusive and secretive nature can create an environment where certain behaviors, including drinking and possible drug use (such as vaping), might go unchecked. Without transparent policies or clear repercussions for inappropriate conduct, members could feel emboldened to behave in ways that would be unacceptable in other areas of the park

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3. OSINT (Open Source Intelligence) Analysis: Operational and Safety Gaps

A. Lack of Child-Specific Policies

From publicly available sources, there is no clear evidence that **Club 33** enforces specific child-safety policies or provides tailored supervision for families visiting with children. The club's environment is heavily focused on adult entertainment—fine dining, alcohol, and exclusive events. However, the club still allows children to

accompany their parents into areas where alcohol is served, potentially exposing them to inappropriate content

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Risks:

- **Inadequate supervision:** Without any Disney-provided oversight regarding children's activities, safety depends entirely on parents' discretion. This creates a potential risk of neglect or inappropriate exposure

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B. Security Risks in Private, Unregulated Events

Club 33 offers a space for private and highly exclusive events, such as New Year's Eve parties, private dinners, and exclusive member gatherings

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. These events are often removed from the main public areas of the park, reducing oversight and visibility. While security in Disney parks is typically very tight, the secluded nature of Club 33's activities may allow for gaps in monitoring, especially during private or late-night events when alcohol consumption is involved.

Risks:

- **Lack of transparency:** The club's secretive nature contributes to a lack of clear public protocols about what happens at these exclusive events, which could create conditions for unregulated behaviors

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- **Unchecked behaviors:** With fewer checks on conduct during private events, members may feel emboldened to engage in behavior that would otherwise be more tightly controlled in other areas of the park

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C. Elitism and Potential for Exploitation

Open-source intelligence suggests that **Club 33** membership operates on a referral system, which adds to its exclusivity. This can create a culture where access to certain benefits (such as VIP experiences or merchandise) becomes a tool for exploitation, as some members may offer access for personal gain

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Risks:

- **Exploitation of exclusivity:** The high cost of membership and the ability to bring guests could potentially foster a situation where members exploit their access for financial or social gain, either through resale of exclusive merchandise or other forms of profiteering from the club's perks

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4. Key Findings and Recommendations

A. Psychological Risks to Children in an Adult-Centered Environment

The presence of alcohol, exclusive adult conversations, and private events makes Club 33 an environment not ideally suited for children. Disney should consider restricting access to certain areas for minors or implementing child-specific safety protocols to ensure a family-friendly experience.

B. Ethical and Social Implications of Elitism

The extreme cost of membership promotes an atmosphere of elitism, which can be socially damaging, both within the Disney parks and more broadly. Disney should promote inclusivity by offering more accessible exclusive experiences or ensuring that Club 33 members adhere to the same public standards of conduct when interacting with regular park-goers.

C. Enhanced Monitoring and Transparency

The lack of transparency around Club 33's operations—particularly during private events—leaves room for potential safety or ethical concerns. Disney could introduce clearer guidelines for behavior, implement stricter child-protection policies, and make its membership processes and codes of conduct more transparent to the public.

Conclusion

While **Club 33** offers a high-end, exclusive Disney experience, it also raises concerns related to **child safety**, **elitism**, and **transparency**. By addressing the

gaps identified in this HUMINT/OSINT report, Disney can safeguard its brand while ensuring a safer and more inclusive environment for all guests, particularly children.

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Recommendations to Address the Dangers and Threats Identified in Club 33

Based on the findings from the HUMINT and OSINT analysis, here are detailed recommendations for Disney to improve safety, transparency, and inclusivity within **Club 33** while ensuring the club maintains its prestige and appeal:

1. Strengthening Child Safety Protocols

Problem Identified:

The lack of child-specific safety protocols in an adult-oriented space where alcohol is served could expose children to inappropriate environments and behaviors.

Recommendation:

- **Restrict Children's Access to Alcohol-Centric Areas:** Disney should consider enforcing stricter age-based access rules for certain areas of Club 33, particularly bar and lounge spaces like **Le Salon Nouveau**, where alcohol consumption is more common. Designating these areas as adults-only, or at least limiting access for minors, would create a safer environment for families while maintaining the club's high-end feel

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- **Dedicated Family-Friendly Zones:** Create designated family-friendly areas within Club 33 where families can dine together, without being exposed to alcohol consumption or adult conversations. These areas can be separate from bar spaces and could include more family-oriented entertainment, ensuring that children have access to safe and enjoyable experiences

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- **Staff Training on Child Protection:** Train Club 33 staff on child safety protocols and monitoring in adult-centric environments. This would ensure that staff are prepared to intervene when necessary, especially if children are exposed to inappropriate behavior

2. Transparency in Operations and Membership Processes

Problem Identified:

The exclusivity of Club 33 leads to gaps in transparency, particularly around its membership process and conduct guidelines.

Recommendation:

- **Publicize Code of Conduct:** To address concerns about elitism and unethical behaviors, Disney should make the **Club 33 Code of Conduct** publicly available, detailing expected member behavior and consequences for misconduct. This would hold members accountable and ensure the public that membership does not grant immunity from Disney's general standards of behavior
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 - **Clarify the Membership Process:** The membership process remains vague, contributing to an air of mystery. Disney should be more transparent about how potential members are vetted, what specific criteria they need to meet, and how the waiting list is managed. This would help dispel rumors of favoritism or elitist gatekeeping
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3. Mitigating Ethical Concerns Related to Elitism

Problem Identified:

The extreme exclusivity and cost of Club 33 contribute to perceptions of elitism, which can alienate regular park guests and create an unhealthy division between members and non-members.

Recommendation:

- **Introduce Tiered Membership Options:** To bridge the gap between ultra-wealthy members and regular visitors, Disney could consider implementing tiered membership options with more affordable entry points. For example, a mid-level membership could offer access to certain exclusive areas without the full luxury experience, making exclusivity more accessible while preserving the prestige of higher tiers

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- **Increase Engagement with the General Public:** Offer more public-facing exclusive experiences that allow non-members to engage in unique Disney experiences, such as special event days or VIP tours, without the need for a full Club 33 membership. This would create a sense of inclusivity and mitigate the public perception of Club 33 as overly elitist

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4. Enhancing Security and Conduct Monitoring

Problem Identified:

Private, unregulated events at Club 33 pose potential risks, especially during late-night events where alcohol consumption is involved.

Recommendation:

- **Increased Security Presence at Exclusive Events:** Ensure that Disney's usual high standards of security extend to all private Club 33 events. More visible security personnel can help deter inappropriate behavior and ensure that members are adhering to Disney's codes of conduct, even in these private settings

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- **Clear Reporting Mechanisms for Misconduct:** Establish clear and accessible channels for reporting any misconduct within Club 33, including concerns related to child safety or adult behavior. These reporting mechanisms should be well-communicated to both members and staff, with clear consequences for violations of conduct

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5. Promoting Inclusivity and Ethical Behavior

Problem Identified:

Club 33's extreme exclusivity and the secrecy around its operations can foster environments where exploitation of access and privilege are possible.

Recommendation:

- **Ensure Regular Ethical Audits:** Conduct regular ethical audits of Club 33's operations to ensure members are not exploiting their access for personal gain (e.g., reselling exclusive merchandise or abusing privileges). This can help maintain fairness within the club and prevent misuse of membership benefits

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- **Integrate Inclusivity into the Club's Culture:** Actively promote the importance of ethical behavior and inclusivity within Club 33 by organizing events that celebrate diverse cultures and backgrounds. Creating a club culture that values inclusivity could help combat the negative perception of elitism

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Conclusion

By addressing these key gaps in **child safety**, **transparency**, and **elitism**, Disney can make Club 33 a safer and more ethically responsible space while maintaining its allure as an exclusive luxury experience. Introducing more stringent policies, publicizing conduct guidelines, and enhancing supervision can mitigate the risks identified in this report and ensure that the club aligns more closely with Disney's broader family-friendly values.

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Implementation of Recommendations for Disney's Club 33

To ensure that Disney effectively addresses the risks identified around **child safety**, **transparency**, and **elitism** within Club 33, the following steps can be taken to operationalize the recommendations:

1. Strengthening Child Safety Protocols

Actions for Disney:

- **Restrict Access to Alcohol-Centric Areas:** Implement policies that limit children's access to areas where alcohol is consumed, such as lounges or bars. These could be enforced by:
 - Adding visible signage restricting minors from certain areas.
 - Implementing age checks at entrances to lounges or bar areas.
- **Create Family-Friendly Zones:** Designate specific sections within Club 33 for families with children. These areas could be adapted to include:
 - Family-oriented activities or non-alcoholic menus.
 - More casual settings where parents can still enjoy the luxury of Club 33 without exposing their children to adult-centric environments

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- **Staff Training:** Regularly train Club 33 staff on identifying risks to child safety. Staff should be empowered to intervene when necessary, and training could include:
 - Identifying signs of intoxicated adults who may not be adequately supervising their children.
 - Ensuring that children are not exposed to inappropriate behavior in adult settings

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Next Steps:

- Conduct periodic reviews of how these new safety protocols are being implemented, including spot checks by Disney safety officers. Review customer feedback to ensure that both members and non-members feel the safety measures are effective and don't disrupt their experience.

2. Transparency in Operations and Membership Processes

Actions for Disney:

- **Publicize Code of Conduct:** Develop a clear, accessible **Code of Conduct** for members that can be displayed on Disney's website or given to guests entering Club 33. This should include:
 - Clear guidelines on expected behavior in the club.
 - Specific rules for interactions with staff, other members, and non-members.

- Consequences for violations of the code
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- **Clarify Membership Processes:** Increase transparency about how potential members are vetted and selected. Publicize the membership process by:
 - Offering more detailed information about membership selection criteria and decision-making.
 - Regularly updating waitlist timelines to give applicants more realistic expectations for membership

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Next Steps:

- Establish a feedback loop where applicants or current members can provide anonymous input on the membership process, identifying any perceived unfairness or favoritism. Use this data to regularly refine the process and address concerns as they arise.

3. Mitigating Ethical Concerns Related to Elitism

Actions for Disney:

- **Introduce Tiered Memberships:** Roll out a **tiered membership model** where lower-tier members can enjoy certain exclusive benefits (such as access to one or two lounges) without the steep costs and complete package of top-tier members. This would:
 - Increase accessibility to those who cannot afford the highest membership levels.
 - Allow for a broader range of guests to participate in exclusive experiences while maintaining Club 33's allure
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- **Public-Facing Exclusive Events:** Host occasional public events or limited-exclusivity experiences that allow regular park guests to sample Club 33-like benefits (e.g., VIP tours, access to Club 33-adjacent spaces). This could include:
 - Special event nights with restricted but open reservations.
 - Temporary pop-up lounges that provide a Club 33-like experience for non-members

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Next Steps:

- Assess the success of tiered memberships through regular member surveys, tracking satisfaction at different levels. Ensure that the exclusivity of the highest tiers is maintained while still allowing more inclusive experiences.
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4. Enhancing Security and Conduct Monitoring

Actions for Disney:

- **Increase Security Presence:** During private events or high-profile member-only gatherings, ensure that Disney's regular security protocols are applied to Club 33. This could include:
 - More visible security personnel stationed discreetly at entrances and exits during private events.
 - Regular sweeps of Club 33 areas to monitor for any inappropriate behavior, especially during late-night events

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- **Establish Formal Reporting Channels:** Create an easy-to-use, anonymous system for members, guests, or staff to report inappropriate behavior or safety concerns within the club. This could be:
 - An online reporting tool through Disney's member services portal.
 - Anonymous feedback boxes located in key areas of Club 33

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Next Steps:

- Review reported incidents regularly and take swift action against violations of the Code of Conduct. This will build trust among members and ensure that problematic behaviors are dealt with transparently.
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5. Promoting Inclusivity and Ethical Behavior

Actions for Disney:

- **Ethical Audits:** Implement regular audits of Club 33's operations to ensure members are adhering to ethical standards. These audits should assess:
 - Whether members are complying with rules around access to exclusive benefits (e.g., resale of merchandise).
 - Member behavior during events, including how they interact with non-members and staff[Express](#)
- **Cultural and Inclusivity Events:** Host events within Club 33 that promote cultural diversity and inclusivity. These could include:
 - Celebrations of international cultures or special Disney events that focus on underrepresented communities.
 - Member-exclusive talks or panels on inclusivity within Disney's brand to foster an internal culture of ethics and responsibility[ParkVeteran](#)

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Next Steps:

- Measure the impact of these initiatives through feedback surveys, assessing how members perceive the balance between maintaining exclusivity and promoting inclusivity.

Conclusion

By implementing these steps, Disney can make **Club 33** a more inclusive, transparent, and family-friendly environment, while preserving the elite and luxurious experience that draws its members. Strengthening child safety protocols, making membership processes clearer, addressing elitism, and enhancing security and ethical standards will ensure that Club 33 remains aligned with Disney's family-centric values and high safety standards.

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Detailed Action Plan for Addressing Dangers and Threats in Club 33

Objective

To implement safety, transparency, and inclusivity improvements in Club 33, ensuring that the exclusive environment remains aligned with Disney's family-friendly values while maintaining its prestige and allure for elite members.

1. Strengthening Child Safety Protocols

Action Steps:

1. Restrict Children's Access to Alcohol-Centric Areas

- **Action:** Create and enforce age restrictions for certain lounges and bar areas where alcohol is served.
- **Timeline:** Within 3 months.
- **Responsible Team:** Club 33 management, security team.
- **Measurement of Success:** Reduction in children's presence in restricted areas; positive feedback from families regarding child-friendly spaces.
- **Example:** Add signage at bar entrances clearly stating age restrictions (e.g., "No one under 18 allowed").

2. Create Family-Friendly Zones

- **Action:** Designate specific dining sections or rooms within Club 33 that are more casual and family-friendly.
- **Timeline:** 3–6 months (to design and implement).
- **Responsible Team:** Club 33 operations, Disney Imagineering (for design).
- **Measurement of Success:** Increase in family usage of designated spaces, guest satisfaction ratings from families.
- **Example:** Design child-friendly dining options and menu items specifically for family zones.

3. Staff Training on Child Protection

- **Action:** Train staff on how to monitor child safety in adult-focused environments, with a focus on early detection of risks such as neglect or exposure to inappropriate behavior.
- **Timeline:** 3 months (ongoing refresher courses).
- **Responsible Team:** Disney Training and Safety departments, Club 33 management.
- **Measurement of Success:** Positive feedback from staff on training, fewer incidents reported involving children.
- **Example:** Conduct workshops on identifying signs of parental neglect during large events, and how to discreetly intervene when necessary.

2. Transparency in Operations and Membership Processes

Action Steps:

1. Publicize Code of Conduct

- **Action:** Make the Club 33 **Code of Conduct** publicly available via Disney's website and provide copies to all new and existing members.
- **Timeline:** 1 month (draft and publish).
- **Responsible Team:** Disney Legal, Communications, Club 33 management.
- **Measurement of Success:** Increased member awareness and adherence to behavior standards, fewer conduct violations.
- **Example:** Send digital copies of the updated conduct code to all members with a summary of any changes.

2. Clarify Membership Process

- **Action:** Publish more detailed guidelines on how membership is granted, including criteria for selection, expected wait times, and the review process.
- **Timeline:** 2 months.
- **Responsible Team:** Club 33 management, Disney Membership Services.
- **Measurement of Success:** Transparency leads to fewer complaints about the membership process, improved perceptions of fairness.
- **Example:** Develop a FAQ page on the Club 33 website that details membership tiers, selection criteria, and how members are vetted.

3. Mitigating Ethical Concerns Related to Elitism

Action Steps:

1. Introduce Tiered Membership Options

- **Action:** Create a tiered membership system to offer different levels of access and benefits, providing more inclusive options while retaining exclusivity for top-tier members.
- **Timeline:** 6 months (requires market research and implementation).
- **Responsible Team:** Disney Marketing, Club 33 operations.
- **Measurement of Success:** Uptake in mid-tier memberships, positive feedback on inclusivity from members.
- **Example:** Offer a mid-tier option that includes access to one or two lounges but excludes VIP experiences like behind-the-scenes tours.

2. Offer Public-Facing Exclusive Events

- **Action:** Organize semi-exclusive events open to non-members but offering limited access to Club 33 features.
- **Timeline:** 3 months (event planning).
- **Responsible Team:** Disney Events, Club 33 management.
- **Measurement of Success:** High attendance and participation rates from non-members, improved brand image.

- **Example:** Host public-access VIP evenings that feature elements of Club 33 (such as guided tours) without full membership access.
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4. Enhancing Security and Conduct Monitoring

Action Steps:

1. Increase Security Presence at Events

- **Action:** Station visible security personnel at exclusive events, particularly during late-night gatherings or alcohol-heavy occasions.
- **Timeline:** 1 month (start implementing).
- **Responsible Team:** Disney Security, Club 33 management.
- **Measurement of Success:** Reduction in misconduct incidents, increased member satisfaction regarding security.
- **Example:** Have security discreetly present during high-profile parties to monitor guest behavior and ensure compliance with conduct standards.

2. Establish Formal Reporting Channels

- **Action:** Create an anonymous reporting system for members, guests, and staff to report misconduct within Club 33.
 - **Timeline:** 2 months (system setup).
 - **Responsible Team:** Disney HR, Legal, Club 33 management.
 - **Measurement of Success:** Reports of misconduct are addressed more effectively, leading to higher satisfaction and safety ratings.
 - **Example:** Launch an online reporting tool where members and guests can anonymously submit feedback or report issues.
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5. Promoting Inclusivity and Ethical Behavior

Action Steps:

1. Conduct Regular Ethical Audits

- **Action:** Perform quarterly audits of Club 33 operations to ensure members are adhering to ethical guidelines, particularly regarding the resale of exclusive merchandise or abuse of privileges.
- **Timeline:** Begin immediately; ongoing every 3 months.
- **Responsible Team:** Disney Compliance, Club 33 management.
- **Measurement of Success:** Reduction in unethical practices, improved internal accountability.
- **Example:** Have an independent third-party firm conduct these audits to ensure transparency and objectivity.

2. Host Cultural and Inclusivity Events

- **Action:** Organize events focused on inclusivity and cultural diversity to promote a more welcoming atmosphere within Club 33.
- **Timeline:** 6 months (event planning and execution).
- **Responsible Team:** Disney Events, Diversity & Inclusion team, Club 33 operations.
- **Measurement of Success:** Positive member feedback, increased participation from diverse communities.
- **Example:** Host a “Cultural Celebration Night” featuring diverse cuisines, music, and discussions that honor the global community Disney serves.

Monitoring and Review

Monthly Progress Meetings

- **Frequency:** Monthly meetings to review the implementation of safety measures, inclusivity practices, and membership process transparency.
- **Participants:** Club 33 management, Disney HR, Legal, and Security teams.
- **Focus:** Review the effectiveness of implemented measures, adjust policies based on feedback, and ensure continuous alignment with Disney’s core values of family-friendliness and inclusivity.

Feedback and Adjustments

- **Customer Satisfaction Surveys:** Regular surveys to gauge member satisfaction with new policies.
- **Adjustments Based on Data:** Refine measures based on member feedback and operational audits to ensure continuous improvement.

Conclusion

By following this **action plan**, Disney can safeguard the prestige of **Club 33** while addressing concerns around child safety, transparency, and elitism. Implementing these steps will protect the club’s reputation, enhance its inclusivity, and ensure a safe, responsible environment for all members and their families.

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Finalized Action Plan for Addressing Dangers and Threats in Club 33

Objective

To implement safety, transparency, and inclusivity improvements in **Club 33** while maintaining its exclusivity and luxurious experience. The plan addresses child safety concerns, ethical issues related to elitism, and a need for increased transparency in operations and membership.

1. Strengthening Child Safety Protocols

Key Actions:

1. **Restrict Children's Access to Alcohol-Centric Areas:**
 - **Timeline:** Implement within 3 months.
 - **Responsible:** Club 33 management, Disney security team.
 - **Success Metric:** Decrease in children accessing bar/lounge areas.
 2. **Create Family-Friendly Zones:**
 - **Timeline:** Establish in 3–6 months.
 - **Responsible:** Club 33 operations, Disney Imagineering.
 - **Success Metric:** Positive family feedback, increased use of family zones.
 3. **Staff Training on Child Protection:**
 - **Timeline:** Ongoing; begin within 3 months.
 - **Responsible:** Disney Training and Safety departments.
 - **Success Metric:** Improved staff responsiveness to child safety risks.
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2. Transparency in Operations and Membership Processes

Key Actions:

1. **Publicize the Code of Conduct:**
 - **Timeline:** 1 month to draft and distribute.
 - **Responsible:** Disney Legal, Communications.
 - **Success Metric:** Increased awareness of conduct rules; fewer violations.
 2. **Clarify the Membership Process:**
 - **Timeline:** 2 months.
 - **Responsible:** Club 33 management.
 - **Success Metric:** Fewer complaints about unclear membership procedures.
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3. Mitigating Ethical Concerns Related to Elitism

Key Actions:

1. **Introduce Tiered Membership Options:**
 - **Timeline:** 6 months.
 - **Responsible:** Disney Marketing, Club 33 operations.
 - **Success Metric:** Increased mid-tier memberships.
 2. **Public-Facing Exclusive Events:**
 - **Timeline:** 3 months.
 - **Responsible:** Disney Events, Club 33 management.
 - **Success Metric:** High non-member participation in VIP events.
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4. Enhancing Security and Conduct Monitoring

Key Actions:

1. **Increase Security Presence at Events:**
 - **Timeline:** 1 month.
 - **Responsible:** Disney Security, Club 33 management.
 - **Success Metric:** Reduction in misconduct reports.
 2. **Establish Formal Reporting Channels:**
 - **Timeline:** 2 months.
 - **Responsible:** Disney HR, Legal.
 - **Success Metric:** Higher reporting rates and faster issue resolution.
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5. Promoting Inclusivity and Ethical Behavior

Key Actions:

1. **Conduct Regular Ethical Audits:**
 - **Timeline:** Quarterly audits starting immediately.
 - **Responsible:** Disney Compliance, Club 33 management.
 - **Success Metric:** Decreased unethical behavior reports.
 2. **Host Cultural and Inclusivity Events:**
 - **Timeline:** Plan and execute within 6 months.
 - **Responsible:** Disney Events, Diversity & Inclusion.
 - **Success Metric:** Positive feedback from diverse members.
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Monitoring & Review Process

- **Monthly Progress Meetings:** To review the implementation of child safety, transparency, and ethical measures.
 - **Customer Satisfaction Surveys:** Regular surveys to measure the effectiveness of new policies and gather member feedback.
 - **Adjustments Based on Data:** Refinement of the plan based on insights from audits, security reports, and member satisfaction.
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By implementing these structured actions, Disney can ensure that **Club 33** operates as a safe, transparent, and inclusive environment while maintaining the allure of its exclusivity and luxury for members.