

Hospitality & Entertainment District ID Scanner

# How YAM Properties Made Westgate Entertainment District Safer and More Welcoming with Patronscan

Industry: Hospitality · Property Management · Nightlife

Client: YAM Properties · Westgate Entertainment District in Glendale, Arizona

## Overview:

**YAM Properties** is an industry leader in destination-driven real estate, known for setting the standard in innovation, safety, and community-centered development. The company owns and manages Westgate Entertainment District, a 624,719-square-foot outdoor lifestyle center in the heart of Glendale, Arizona, where dining, nightlife, retail, live entertainment, professional sports, and community events converge. The walkable district is home to more than 70 restaurants, retailers, offices, and entertainment venues, attracting millions of visitors each year.

For over five years, YAM Properties has partnered with Patronscan to support safer venues, strengthen district-wide operations, and foster a welcoming environment that balances security with hospitality. The goal was simple but ambitious: **create a safer, more welcoming environment by improving access control, reducing repeat incidents, and strengthening collaboration across tenants and public safety partners**, keeping Westgate a place where businesses thrive and families confidently come together.

**Meet Gabe, Director of Security at YAM Properties.** With a background in law enforcement, Gabe approaches security through collaboration and stakeholder engagement, an approach that keeps Westgate thriving and welcoming everyone safely and securely.



## The Problem:

Westgate sits at the heart of the city, where large crowds gather, nightlife is lively, and high-volume seasonal events draw enormous traffic. However, greater crowds can also mean higher risk. **1,867,492 calls for police service were made in areas of Glendale, Arizona in 2025.** It's a reminder of why strong, consistent, on-property safety matters. The district's challenges centered on three fronts:

- **Access management:** Like many large properties, Westgate had an incident process in place, but managing a growing list becomes difficult when it relies on manual logs and memory across multiple venues and entrances.
- **Mitigating risk:** In Gabe's role, "every day is different," spanning relationship-building with operators, access control for each venue, incident response, and investigation support.
- **Protected and welcomed:** Safety isn't only about responding to incidents; it's about preventing them before they occur, giving staff and guests peace of mind.

"When you're looking at 500+ people in an incident or trespass log, it's not realistic to remember everyone's face, or train new staff on all potential issues that happened in the past and present."

— Gabe, Director of Security

In an entertainment district, an uncontained incident can shape public perception, erode guest confidence, strain tenant relationships, and hurt business performance. Historically, security teams responded reactively, which is often too late. The cost of inaction is measurable: research by Fe and Sanfelice (“How bad is crime for business?”) found that **one property crime incident results in 1.13 fewer visits to a venue the next month — a 12% reduction in consumer visits**. For property owners and operators, public safety is tied directly to revenue, tenant success, and long-term property value.

## The Solution:

YAM's strategy shifted from reactivity to proactivity, preventing escalation before it happens. Gabe's team built an integrated, property-wide safety program uniting people, processes, and technology: private security and off-duty officers, coordinated operations with local police, and tools that help staff identify risk quickly and act with confidence. **Patronscan** is woven into that approach as a core access control and identity verification tool, making identity validation consistent, connected, and impactful across the property.

## The Patronscan Toolset at Westgate:



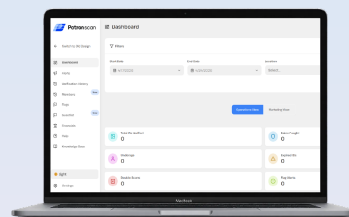
### Guard+

the core ID Scanner and access control platform. Powers day-to-day entry, daily activity reports (DARs), flags, notes, and a digital incident and trespass log. Give door staff guest history and instructions the moment a flagged ID appears, so enforcement is consistent across shifts and venues. It's the purpose-built ID Scanner for Entertainment Districts and a true Hospitality ID Scanner.



### Handheld ID Scanner

The mobile ID Scanner for Events. A portable scanner for sponsored events, festivals, and pop-up activations such as beer gardens. It validates IDs, supports age verification and wristband issuance, and flags individuals who pose a risk to the grounds, flexible coverage wherever and whenever the district is hosting.



### Patronscan Platform

The full suite that ties it together: the Patronscan Flag Network for trusted cross-venue alignment, anonymized demographic reporting, investigative search across scan history, and integrations with systems like Flock license-plate readers. It's a modern, connected safety stack.

## How Patronscan Supports Daily Operations:

- **Turning incident reporting into proactive prevention:** DARs catalog incidents like trespassing, assault, and disruption. When a flagged individual returns, **Patronscan** alerts staff with immediate context and instructions, including when to escalate to higher security teams.
- **Using flags and notes to align teams:** Individuals can be flagged for set periods based on severity, with notes ensuring front-line staff, security, and onsite partners know exactly what action to take, reducing reliance on memory and improving consistency across shifts.
- **Keeping incident records accurate over time:** A digital log is cleaner than spreadsheets or paper and stays aligned with Flag Network durations, so the team always works from the most accurate, up-to-date information.

## The Results:

In 2025, PatronsCan's role in Westgate's safety program delivered measurable operational and financial impact:



1,707

incidents prevented at Westgate Entertainment District in 2025.



~25,605

minutes saved from dealing with issues (estimated at ~15 minutes per incident).



\$853,300+ Saved

from fines, legal fees, property damage, and more (estimated at ~\$500 per incident).



200,000+

visitors validated annually across 6 operating venues using PatronsCan.

Beyond the numbers, the impact shows up across the three areas that matter most to district and facility leaders:

### Welcoming Spaces for Guests and Families

Exceptional guest experience, led by safety, brought customers back. Safety-first processes reduce friction at the doors and keep entry moving even with busy crowds, so guests feel comfortable, stay longer, and return more often. Gabe's personal test of success: whether he'd bring his own family to the district. This is now an easy yes.

### Operational Efficiency

Faster risk alerts let staff spot patterns early, such as double-scans, prior incidents, or previous removals, and coordinate a consistent response, with notes adding the context of what happened last time. Stronger investigative support makes it easier to confirm when a patron entered a venue and respond to data requests, helping law enforcement connect clues faster and close cases with confidence. The **PatronsCan Flag Network** keeps teams aligned as patrons move between venues, even across changing shifts.

### Improved Property Value

When a tenant worried that stronger access management might reduce traffic, Gabe used **PatronsCan's anonymized demographic reporting** to compare year-over-year performance and showed the initiative did not hurt neighboring businesses. Traffic actually increased as customers felt safer. The ability to validate decisions with data reduces uncertainty, reinforces tenant success, and protects long-term property value across the district.

***What was once one of the district's biggest challenges has become one of its greatest strengths: safety paired with guest experience.***



## Collaboration and a Modern Safety Stack:

- **Across stakeholders:** YAM earned buy-in from tenants and aligned with the fire department, neighboring arenas and stadium partners, local police, and federal agencies around district-wide crime suppression, and regularly points to **Patronscan** at entertainment-district meetings across Arizona.
- **With the police department:** Flag Network alerts include prior notes and clear instructions so staff can contact police immediately, while scan history and notes help investigators identify repeat offenders and confirm patterns quickly.
- **For events and activations:** The Handheld ID Scanner supports responsible service and reduces underage-drinking risk at pop-up events. As Gabe put it: *"If we are hosting, we are liable. We need Patronscan's system to support all operations."*
- **Alongside other systems:** Patronscan works with security cameras and Flock license-plate readers, adding clarity by identifying and documenting the people involved through ID scanning, flags, and notes.
- **Backed by 24/7 support:** Patronscan's intuitive design got Gabe up to speed quickly, and the Customer Support team is available around the clock, seven days a week, including the busiest nights, so operations keep moving without disruption.

"When people feel comfortable and protected, they stay longer, return more often, and help the district grow in a positive direction. They feel comfortable, they spend money, and they grow the business. The technology and subscription are as important as camera systems. It supports investigations, helps mitigate risk, and helps create an environment people want to come back to.

Patronscan is a critical tool that strengthens our processes and helps us maintain a safe, secure environment. It gives our teams the context they need in the moment, and it supports the bigger strategy of keeping our property and community protected."  
— Gabe, Director of Security

## Conclusion:

For entertainment district managers and facility security leaders, Westgate shows that safety and hospitality aren't competing priorities, they reinforce each other. By pairing a proactive strategy with Patronscan's Guard+ platform, Handheld ID Scanner, and complete software package, YAM Properties turned access control and age verification into a foundation for welcoming spaces and efficient operations. The result is a district where guests feel safe, staff act with confidence, and businesses grow.

**Schedule a free demo with our team. Call  
1-877-778-9798 or email [sales@patronscan.com](mailto:sales@patronscan.com).  
Learn more at [patronscan.com](https://patronscan.com).**