



BREAKOUT SESSION

CREATING A WELCOMING ATMOSPHERE & FOSTERING COMMUNITY THROUGH LAWN ACTIVATION

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LAWN ACTIVATION

- The **energy on the lawn** is as important as the energy on the stage.
- Partnering with community organizations and local businesses **fosters community connections**, strengthens community ties, and creates a sense of belonging and unity.

LAWN ACTIVATION



SHARED COMMUNITY EXPERIENCE

Positive Chain of Change

Approach **lawn activation** as part of a positive **chain of change** in a community by identifying shared community priorities and leveraging audience participation on the lawn to advance the shared priorities.



A high-angle photograph of a crowded outdoor festival, likely the Levitt 2025. In the foreground, several food trucks are parked along a street. One white truck has 'CYROS GO' branding. Another red and white truck has 'Amish Country Market' and '192' on it. A large black truck in the foreground has 'Derek's CURBSIDE DRILL' written on its side. A massive crowd of people is gathered on the street and on a grassy area in the background. The sky is filled with soft, golden clouds, suggesting late afternoon or sunset. Three large, semi-transparent circular overlays are positioned across the middle of the image, each containing white text. The background shows a mix of urban buildings, including a tall industrial-style structure on the left and older brick buildings further back.

Onsite
Vendors
Encouraged

Outside
Food &
Beverages
Welcome

Follow Local
Alcohol
Policies

ENHANCE THE EXPERIENCE

- Shared Prosperity
- Strengthen Ecosystems
- Amplify Community Pride
- Community Connections

SHARED PROSPERITY

Promote & Support Local Businesses

- Vendors
- Local businesses
- Restaurants
- Entrepreneurs



SHARED PROSPERITY

Charge Vendors?

- Consider charging vendors
- Shared prosperity
- Price structure varies based on community, e.g., sliding scale or flat fee

STRENGTHEN ECOSYSTEMS

Connect Nonprofit Organizations

- Health clinics
- Voter registrations
- Libraries
- Organizations to support community healing



COMMUNITY PRIDE

Amplify Community Pride

- Experience each other
- Experience community assets



COMMUNITY CONNECTIONS

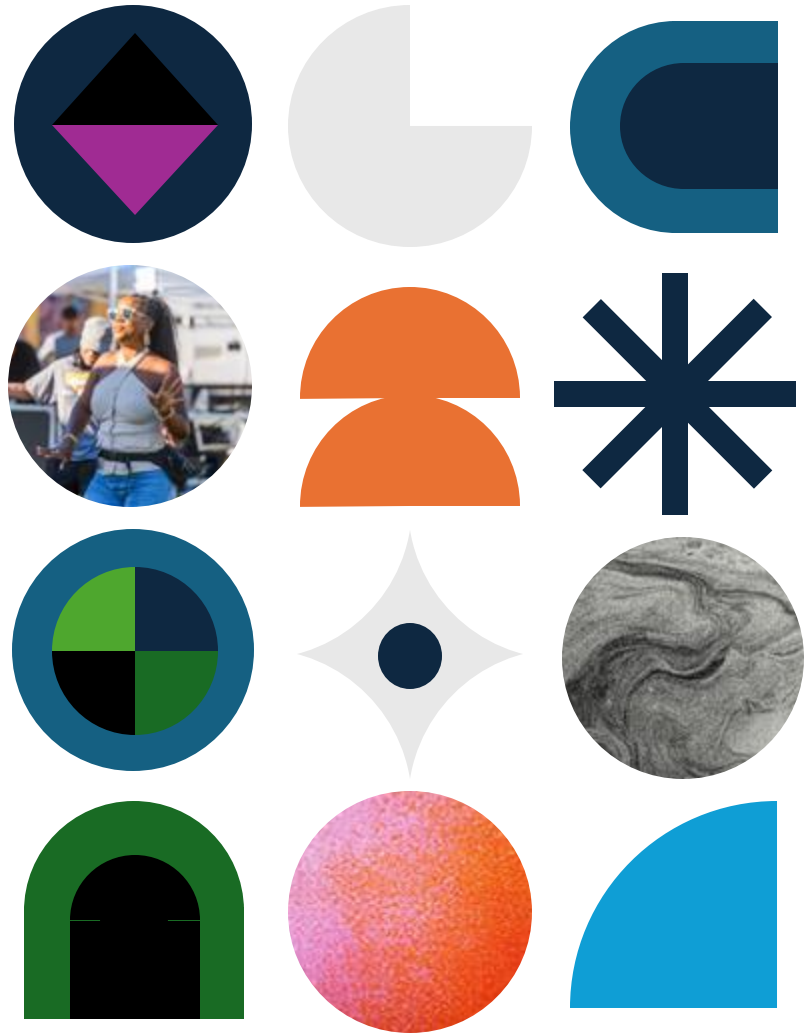


Lawn Activation

- Connects the Community
- Creates a sense of place & belonging
- Emphasizes community-led aspect of series

Levitt VIBE: Activating Outdoor Spaces Through Powerful Partnerships

Presented by





- **The Black Cultural Zone** is a non-profit organization dedicated to empowering the Black community in Oakland through arts, culture, and economic development.
- We are proud to be a partner of the **Levitt VIBE program**, a groundbreaking initiative by the Levitt Foundation.
- This two-year pilot program brings the **power of live music** to urban communities, fostering a sense of community and cultural vibrancy.
- Today, we will explore how we successfully **activated our outdoor spaces** through strategic partnerships during the 2024 concert series.
- We will also discuss our plans for an **even more impactful 2025 season**.

Collaboration Strategies

Unlocking Untapped Potential: We looked inward.

Program Assessment: Identified collaboration opportunities within existing organizational initiatives.

Resource & Expertise Leverage: Bridging teams for maximized impact.

Expanded Community Reach: Connecting Levitt with diverse programs.

Youth Development Partnership:

Volunteer opportunities for young people at Levitt concerts.

Fostering youth engagement and community involvement.

Community Garden Collaboration:

Fresh, local produce offered at Levitt events.

Promoting healthy living and supporting local agriculture.

Levitt as a Catalyst:

Increased program visibility through Levitt's platform.

New audiences and expanded impact for partner programs.

New opportunities provided to the community that did not exist before.

Collaboration Strategies

Strategic Partner Integration: Leveraging external expertise and resources.

Workload Sharing:

Partner assistance with logistics, volunteer recruitment, and marketing.

Freed internal resources for core event planning.

Expanded Reach & Engagement:

Partner access to diverse networks and audiences.

Increased event attendance and community participation.

Enriched Event Experience:

Unique partner skills, resources, and perspectives.

Enhanced attendee experience and program depth.

Community Amplification:

Partnerships allowed us to further connect with the community.

Increased the overall positive impact of the Levitt program.



YEAR 1 PARTNERS

- Hip Hop For Change
- Oakland Public Conservatory of Music
(OPCMusic)
- East Side Arts Alliance
- Bay Area Hip Hop Forever
- Artist as First Responder

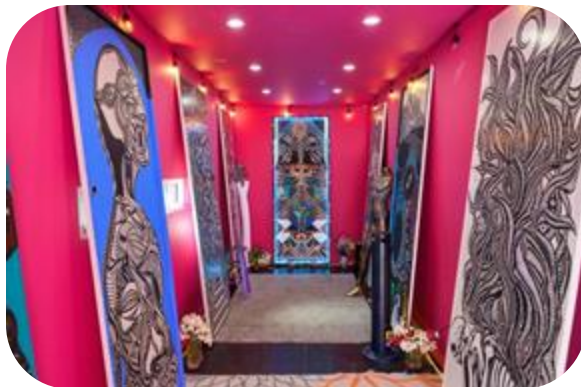
Why This Approach?





- Community members **felt more invested** in the Levitt Music Series, leading to **higher attendance numbers**.
- Partnerships **helped** the small team **manage the workload** and made the events **more accessible**.
- **People stayed longer** and **enjoyed the whole experience**, not just the music.
- The **concert series is now a valuable asset** to the community.



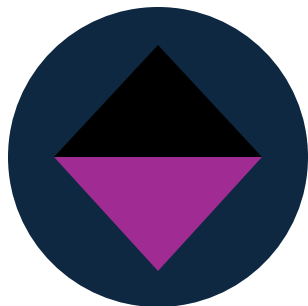
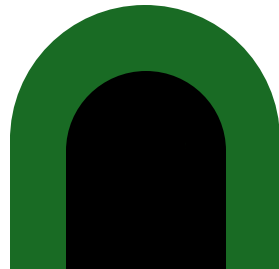
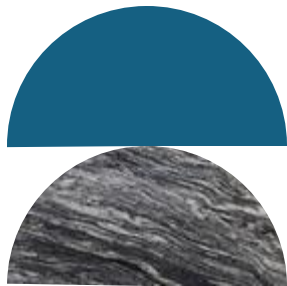


BLACK
CULTURAL ZONE

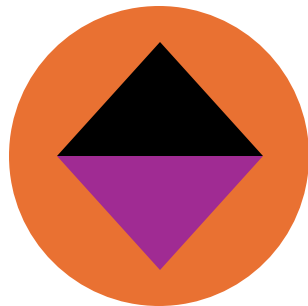
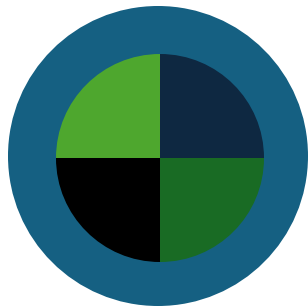
To further enhance the 2025 concert series experience, we will incorporate engaging features such as:

- Interactive art installations
- Themed concerts
- Community storytelling
- A vibrant local artisan market
- Dedicated relaxation zones for attendees to enjoy





THANK YOU!





LEVITT AMP
COLUSA
Music Series











Breakout Questions

- How will you create a welcoming atmosphere & foster community through lawn activation during your 2025 Levitt Music Series?
- Identify organizations that reflect your community and celebrate your local traditions and history that you could partner with to co-create multi-layered programming for your upcoming Levitt Music Series.
- What are you excited to add to your lawn activation? What bottlenecks do you foresee adding this to your programming?

UP NEXT:

AMP + VIBE + BLOC TOWN HALL
Bunker Hill Ballroom