

# LEVITT PAVILION DAYTON

- Opened in 2018
- Located in Downtown Dayton
- 2024 Season
  - 43 concerts on-site + 8 pop-up concerts
  - 63,439 attendees
  - \$1.5M economic impact



# How do we reach new audiences?

People don't "get it" until they experience it

Depict lawn experience

First Person Storytelling



# Telling the story

## WEEKLY WEEKEND REUNIONS



**“The Levitt Summer Music series unexpectedly birthed a new tradition within my family - weekly weekend reunions!**

When the series was first launched, we would all randomly decide to go, usually by ourselves or with a friend and would “bump” into each other because we all LOVE music! But the pandemic caused us all to be more intentional about spending time with one another. So, this year on any given Thurs - Sun, you will see myself, my oldest daughter, my mother, my Nana, my Aunt, my mother-in-law, and my lone Uncle gathered in our same “spot” having a GRAND time!

This Multi-Generational Matriarchal Meeting Ground is JUST what our family needed. For the past few years, we all have discussed and been saddened by the fact that many of our beloved family traditions were lost when our elders passed, and we’d been having difficulty recreating or creating new ones that we loved just as much... then came the Levitt! Our summer soirées literally hold us through the busy, wintery & wet seasons until summer rolls around again. Feel free to stop by to eat, drink and be merry with us, you can’t miss us and we meet no strangers!” - **Billi E.**

Ask for stories

Always on the lookout

Digital

In-Person



### BEYOND THE NUMBERS MUSIC BRINGS HOPE AND HEALING

“I myself had a heart attach in 2020, I’m surprised that I am alive and I went through a lot! Depression I have fought with all my life, so in 2021... I soul searched by going to the Levitt Pavilion Dayton! This is where I sat among total strangers and listened to musicians of all kinds and freed my soul and made new friends of all walks of life. What I really found was [folks] that were far worse [off] than me and my self-pity... and they had nothing but smiles on their faces and kindness in their souls. Was God awakening me? If so, I still sit at the Levitt with those that still are alive and I meet new faces each year where I feel free and uplifting to myself and others around me!”

SANDRA H.

# ETHICAL STORYTELLING



VALUES DRIVEN



ASK  
PERMISSION



BE  
TRANSPARENT



RETRACTION



# Looking toward 2025



**Don't be afraid to ask**

**Collect more/from different voices**

**Focus on video**