



BREAKOUT SESSION

CREATIVE PLACEMAKING IN ACTION

*Sadie Ash, Levitt AMP Colusa
Eric Linares, Levitt AMP Waco*

Moderated by Vanessa Silberman, Levitt Foundation

Speakers



Sadie Ash
Levitt AMP Colusa



Eric Linares
Levitt AMP Waco



Vanessa Silberman
Levitt Foundation

Creative Placemaking

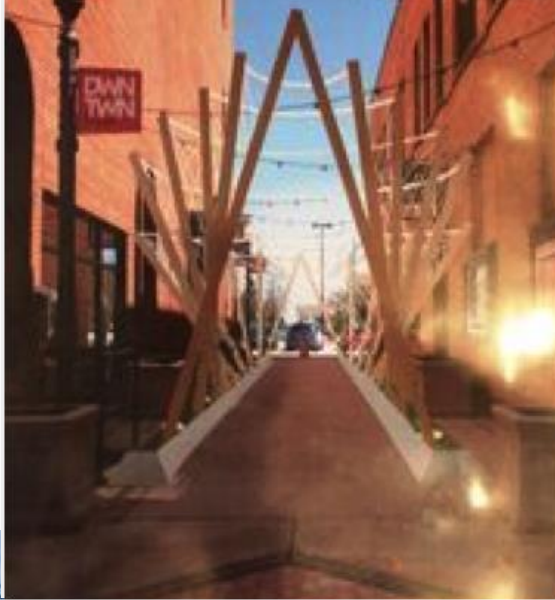
A multi-faceted approach to integrating the arts into the design, planning and activation of public spaces

- **community-driven**
- **existing assets**
- **cross-cultural**
- **cross-sector**

Creative Placemaking

Desired Outcomes

- increase economic vitality of a community
- foster greater livability and vibrancy in a community
- build a community's social capital and civic connection



LEVITT AMP COLUSA MUSIC Series



**Behind the Scenes of Community,
Creativity, and Connection**



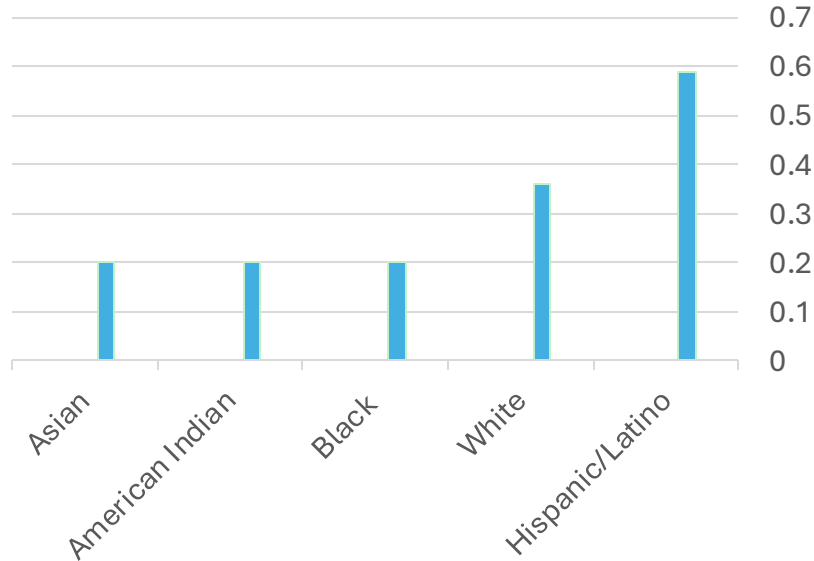
Colusa, California



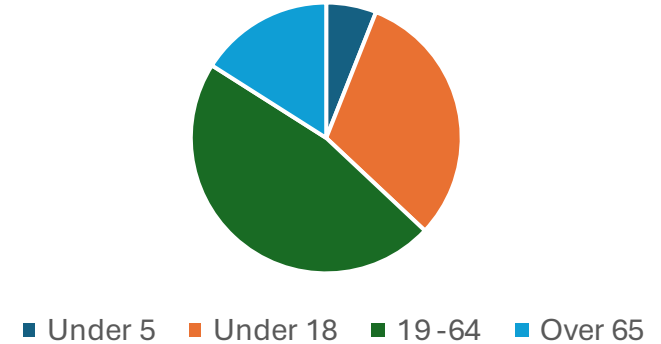
Who We Are

Total Population: 6,459

City of Colusa Demographics



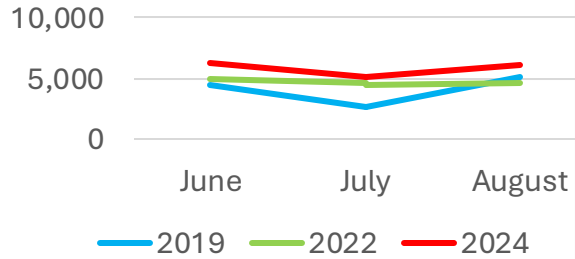
City of Colusa Age Demographic



Veterans Memorial Park



Veterans Park Visits



The Creative Genius behind Levitt AMP Colusa



Millie Lee



LK James

Levitt Amp Colusa
Music Series

Style Guidelines

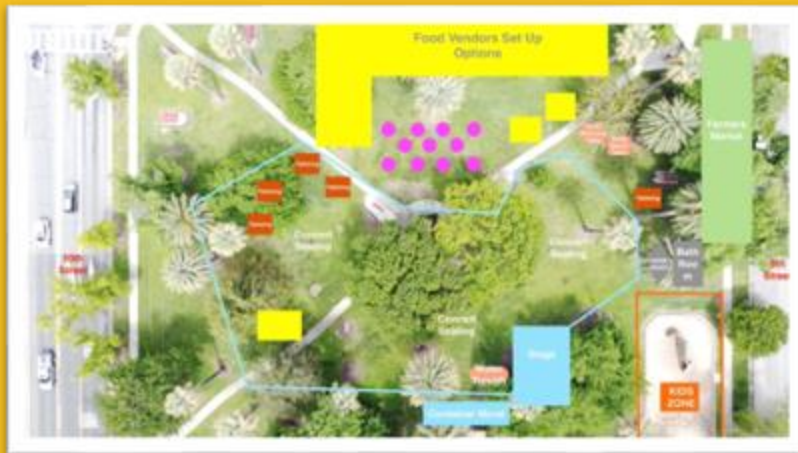
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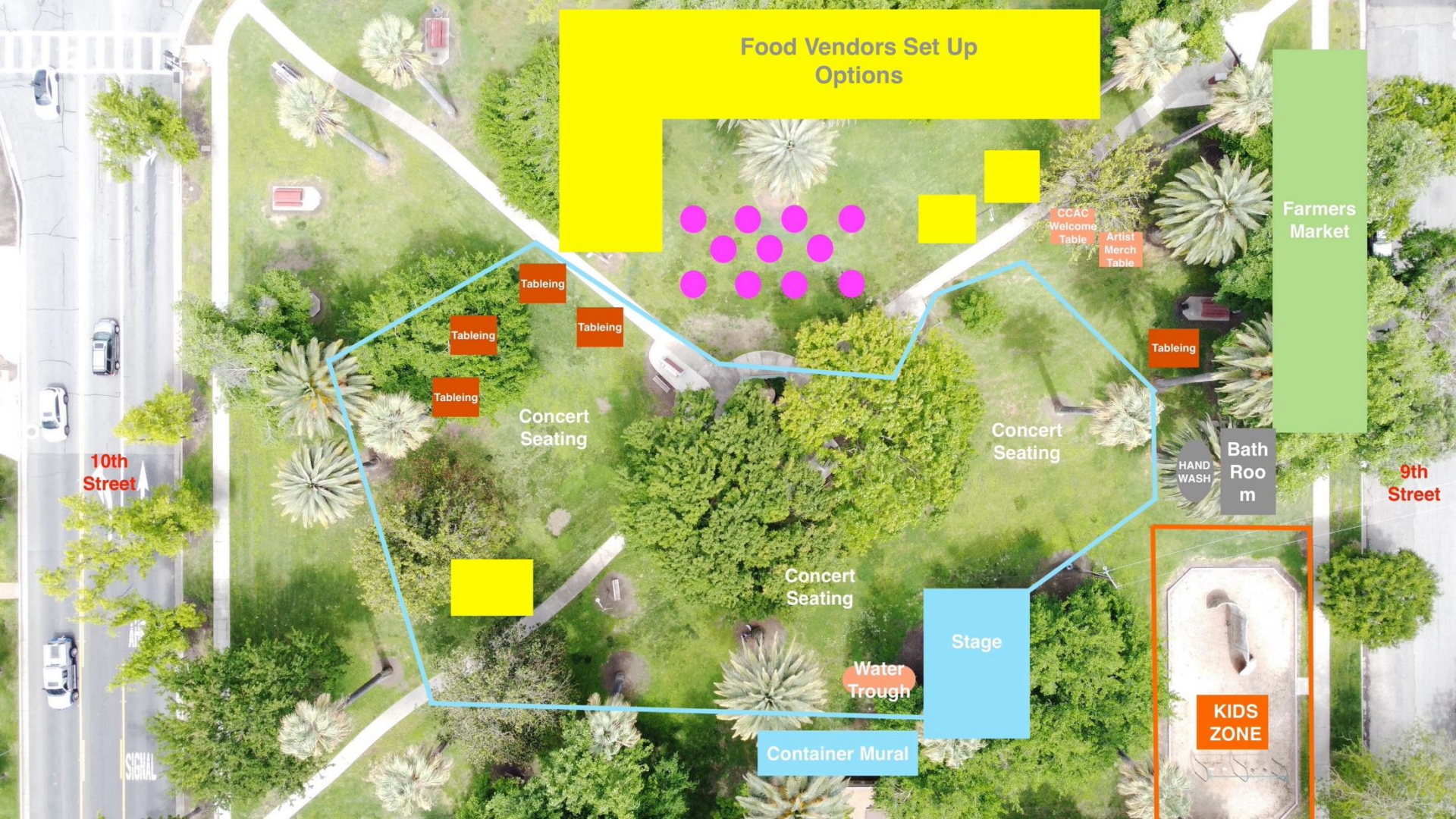
Illustrations

Our musical and summertime illustrations are a key part of the Levitt Amp Colusa identity and help reinforce our fun and playful side.

These can be used on anything and everything.

The image displays a variety of colorful, stylized illustrations that can be used in branding. These include a smiling sun, a rainbow, stars, a year marker '2023', the organization's logo in green and blue, a piano keyboard, various musical instruments (guitar, banjo, drum, trumpet), musical notes, and nature-inspired elements like a dandelion, grass, and a shell. There are also two blue squares with white circular cutouts.





Food Vendors Set Up
Options

Farmers
Market

CCAC
Welcome
Table

Artist
Merch
Table

Tableing

Tableing

Tableing

Tableing

Concert
Seating

Concert
Seating

Bath
Room

HAND
WASH

Concert
Seating

Water
Trough

Stage

KIDS
ZONE

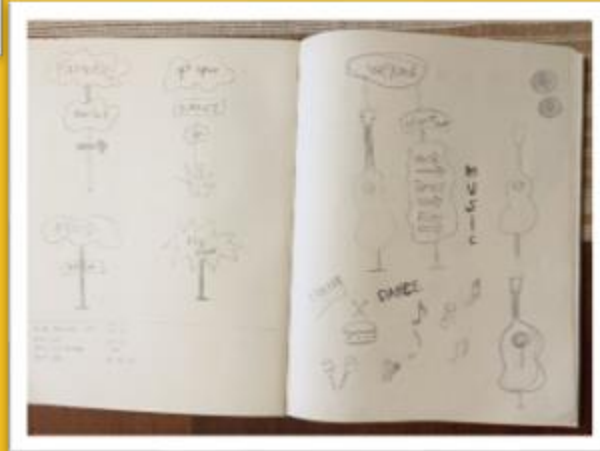
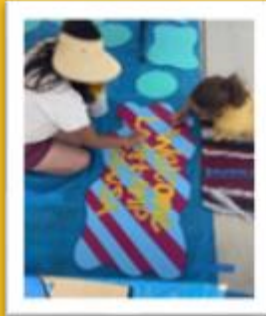
Container Mural

10th
Street

9th
Street

SIGNAL

Atmospheric Enhancements





2022 (pre-Levitt AMP)

**2023,
Levitt
AMP
Year 1**



Stage Evolution

2024, Levitt AMP Year 2





REFERENCE IMAGES:

Levitt AMP Colusa Park Set Up- Park Signs



REFERENCE IMAGES:

Levitt AMP Colusa Park Set Up



The Set-Up and Logistics

TO DO LIST:

Levitt AMP Colusa Park Breakdown

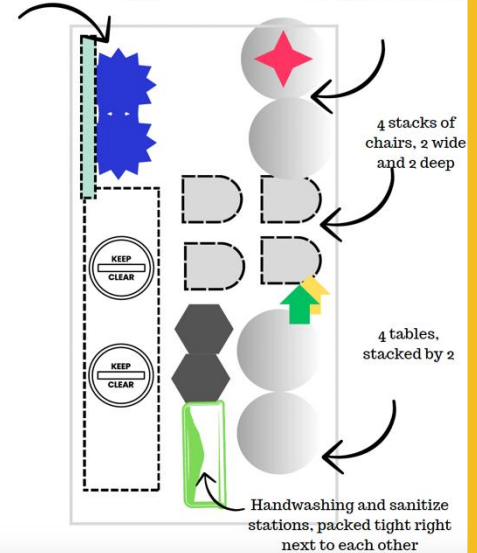


Breakdown Notes

- Fold Triangle Bunting Streamers & place in grey container *folding prevents streamers from getting tangled and prevents fabric wrinkles
- Take down paper lanterns & place in grey container
- Untie Fabric from stage extension wires & place in grey container
- Store all the following items in Container *Reference Container Organization Image
 - Levitt Decor Items *place all signs on table
 - CCAC Tables
 - Metal Circle Tables
 - Metal Chairs
 - Striped Umbrellas
 - Pop Up Tents
 - Trash Cans
 - Hand Washing Stations
 - Hand Sanitizer Stations
 - String Lights
 - Metal Poles
- Place trash bags in a pile outside of container for City Team
- Store wine barrels on stage in front of stage backdrop **make sure Sound Team is finished packing up first before moving barrels on stage

**Beware of Owl Poop around red picnic table ☹

Levitt AMP/arts Council stage bins and boxes, with any white tables folded and leaned against wall
Tables, with lawn signage placed on top









Greetings
from

LEVITT AMP



VETERANS MEMORIAL PARK

Levitt AMP Waco

- https://www.canva.com/design/DAGZld0kBXI/YFA7Gp4Fd8qDrfFy9BFUkg/view?utm_content=DAGZld0kBXI&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utlld=h3896e8ea7c#3

Q&A

LUNCH

BON APPÉTIT!