

Creating and Maintaining a Culture of Inclusion

How to recruit, partner and invest in diverse communities

Your “Culture Add” is the intersection of all the things that make you unique:

Your Identity (age group, gender, ethnicity, etc.)

Your circumstances (how you grew up)

Where you’ve been & why

What you’ve achieved in your life (big and small), and how you were able to do it

Who you’ve helped along the way

Who and what you’ve taken a stand for, and why, and how

What’s Your Culture Add?

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- Disabled community
- Indigenous community
- Black community
- Faith-based community
- Asian community
- Latinx community
- LGBTQ+ community
- Young Adults
- Etc.

Who is not at the table?

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CASE STUDY – LEVITT CONCERTS

The Levitt Foundation exists to strengthen the social fabric of America. The foundation empowers communities to transform neglected outdoor spaces into welcoming destinations where the power of FREE, live music brings people together and invigorates community life.

Music + Public Spaces = ?

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- **Recruit** – Community champions & leaders, businesses, individuals, city officials, colleges/universities, civic/social organizations, local artists – all from diverse perspectives
- **Partner** – Get input, to get buy in; don't think you know until you ASK! Partnership does not mean just sponsorship! Form and nurture the relationship.
- **Invest** – Investment is more than money. It's time, space for diverse voices and commitment

The work begins with INTENTIONALITY!



Pre-Concert Planning – RECRUIT a diverse group to get their input on a variety of nuts and bolts like the type of music, artists, and accommodations that may be needed.

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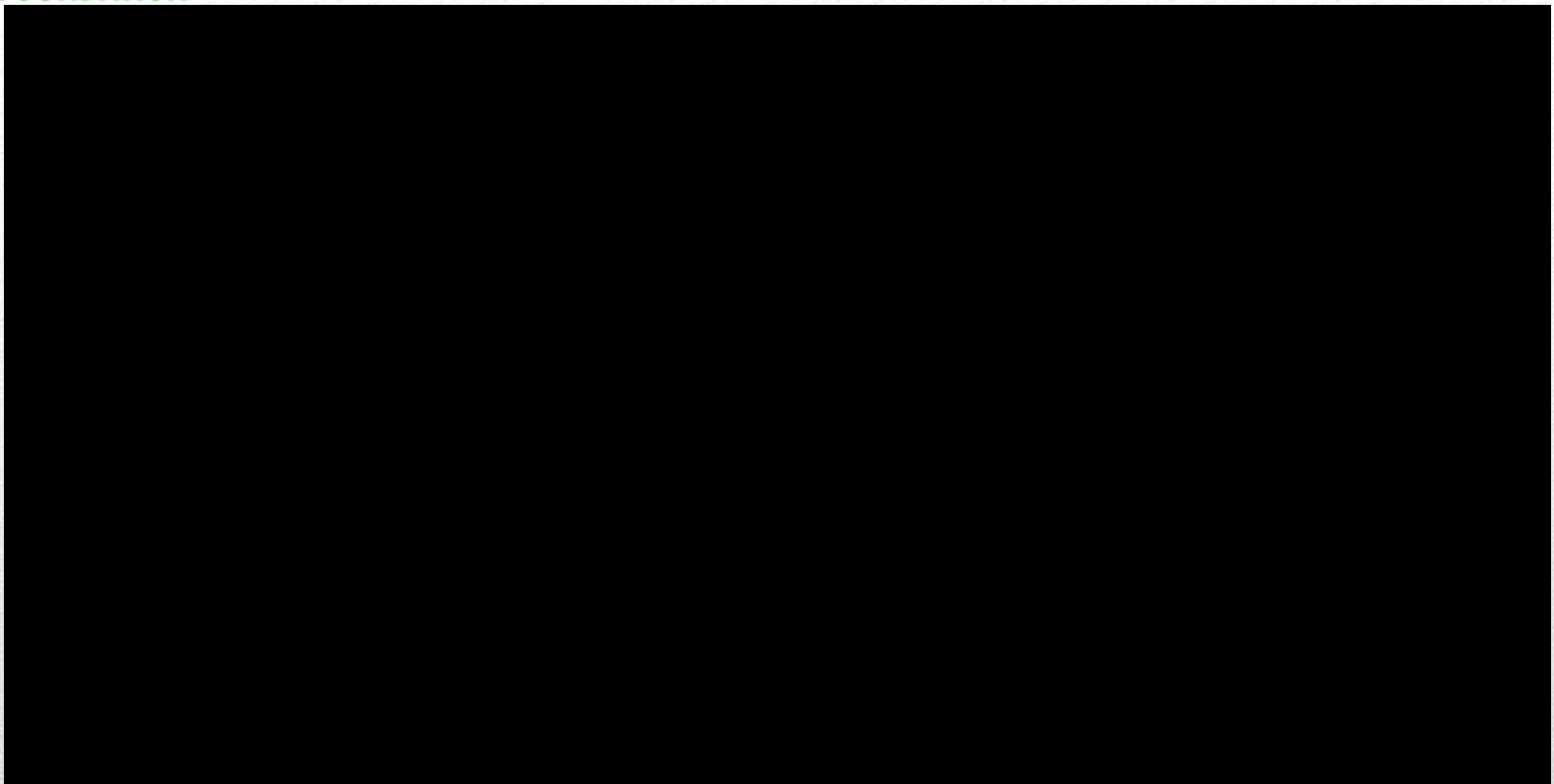
Instructions: Choose one person to report out on one key finding

QUESTIONS:

1. How do you recruit diverse partners, volunteers and other stakeholders?
2. List 1-2 places you go to seek out diverse groups to be a part of the pre-planning process.
3. What unique or different marketing strategies do you use in your pre-planning steps? (ie reaching out to affinity groups at work, going to neighborhood barbershops, houses of worship)

Recruiting BREAK OUT SESSION-15 minutes

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During the concert – recognize and honor trusted community members like Sandi “Mama” Romero in LA; recognize the cultural and historical markers of the community; use the concert to honor individuals or groups.

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Mix It Up – Encourage concert goers to sing along, dance with their neighbors and meet new people – this is part of building a sense of belonging. **10**



Post Concert – Re-engage through surveys, feedback sessions, mailings, organize other community events like neighborhood gardening or cleanup weekends.

Instructions: Choose one person to report out on one key finding

QUESTIONS:

1. How do you keep diverse groups engaged after the concert?
2. Describe a long-term partnership that has emerged from concerts in your community?
3. What community projects have risen from your work?

Partnerships & Investment BREAK OUT – 15 MINUTES

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Engage early and often to avoid dropoffs

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A recent case study on the Ruby Hill Park neighborhood by the Slover Linett Audience Research team revealed in this predominantly low-income Hispanic/Latinx community:

- The concerts helped to create a stronger community of music lovers
- Fostered long-term investment in the community
- Provided a nurturing environment for musicians
- Created a public/private partnership with long-lasting benefits

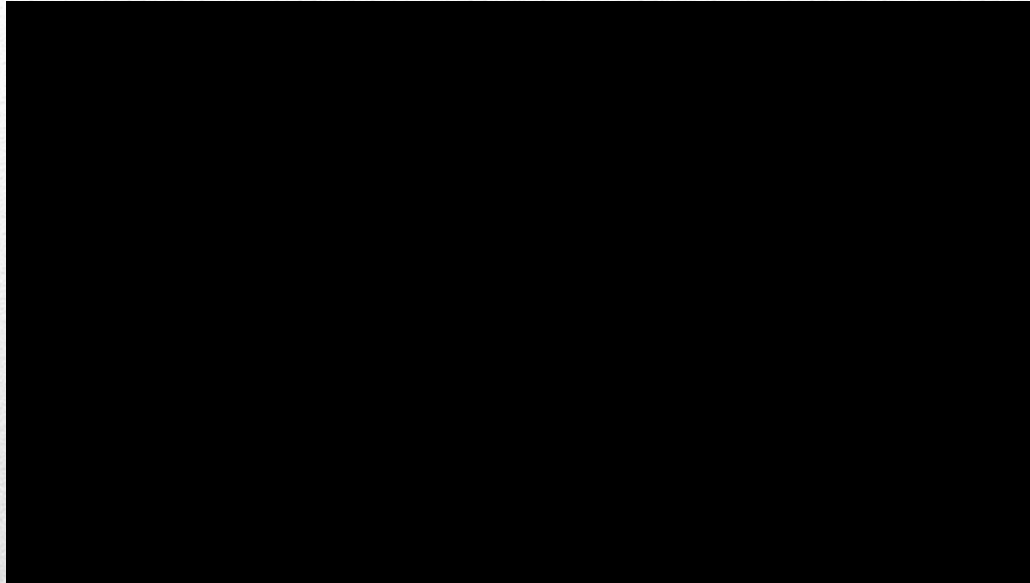
Case Study-Denver

Build a Sustainable System of Community

Collaboration:

- Work with public officials and community members on a strategic plan to ensure that the music and the engagement continues
- Anticipate resistance; accept help
- Value measured by the level of engagement/inclusion

Creating Safe Spaces



**It takes time to make true
impact**

**Huntington, W.V., was once dubbed the
"overdose capital of America."**

**Nicknamed by drug dealers as
"Moneyington"**











- Engaged community
- Fewer drugs
- Safe Place for Kids
- 25 men volunteer to mentor kids
- Regular events at and around the Scott Center



**Creating a culture of inclusion is not just
another flavor of the month.**

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- **Connect authentically with people where they are**
- **Market inclusively (visually, via language in a way that is accessible to all)**
- **Example –Give inflated balloons to everyone; let the music play and let the audience experience what a deaf person feels when music is played**
- **Make sure that programming is culturally sensitive – rely on your community partners to tell you what works and what does not work**

