

Representation, Ownership, & Belonging

@ Levitt AMP Sheboygan Music Series

Cultural Asset Mapping Phase 2

PREPARED AND PRESENTED BY



GREEN BICYCLE CO.

Building conscious communities



ACKNOWLEDGEMENTS

Green Bicycle Co. would like to express our deep gratitude to various people for their contribution to this project. First of all, we would like to thank the John Michael Kohler Arts Center staff who made this project possible: Amy Horst and Ann Brusky provided vision, direction, and ongoing support for the project; Angela Ramey and Kayla Becker offered us continual dedication and ideas; multiple departments that we worked with at JMKAC, including Development, Community Arts, and Education.

Additionally, we would like to thank the organizations that we collaborated with for conversations and interviews. These include City of Sheboygan Department of Public Works, Autism Society of America, Lighthouse Recovery Community Center, Rogers Behavioral Health, Mental Health of America, and Minneapolis Institute of Arts.

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The Levitt AMP Sheboygan Music Series is supported in part by the Mortimer & Mimi Levitt Foundation, which partners with towns and cities across America to activate underused public spaces through the power of free live music, creating welcoming, inclusive destinations. Presenting a broad array of music genres and cultural programming, Levitt venues and concert sites are community anchors where families, friends and neighbors of all ages and backgrounds come together. Learn more at levitt.org.

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Levitt AMP Background

“Since 2015, the Levitt AMP Sheboygan Music Series, presented by the John Michael Kohler Arts Center (JMKAC), has demonstrated how the power of free, live music can be a catalyst for creating vibrant public spaces like City Green. Within the increasingly diverse town of just under 50,000 people, the Levitt AMP Sheboygan Music Series has created a ripple effect of investment and revitalization that has been felt throughout this freshwater haven dubbed the “Malibu of the Midwest.” From the creation of a new public space, City Green, and outdoor permanent stage, to mixed-use public housing, to an increase in cultural events held onstage beyond Levitt AMP Sheboygan Music Series, the community has enjoyed more opportunities to experience the arts as well as access to community resources.”

Project Purpose

While the music series has been wildly successful, JMKAC sought to build on opportunities that the events presented. Specifically these included:

- Create representation in the audience that reflects what is seen on stage and in the Sheboygan community.
- Leverage Levitt AMP Sheboygan Music Series to make a positive impact on JMKAC and the community.
- Foster community ownership and connection to the event.



Photo courtesy of John Michael Kohler Arts Center

² [HTTPS://LEVITT.ORG/AMP-SHEBOYGAN-WI/](https://levitt.org/amp-sheboygan-wi/)



Project Team

The John Michael Kohler Arts Center contracted Green Bicycle Co. to facilitate the second phase of this cultural asset mapping project, building off of the work the firm completed in the first phase. Green Bicycle Co. is a dynamic, engaging boutique-consulting firm whose staff always seek to understand and build capacity around a topic or movement. Green Bicycle Co. was uniquely qualified to take on this project: the firm is located in Sheboygan, and all team members have a deep commitment to and understanding of the city. Green Bicycle Co. staff working on the project include:



HEATHER CLEVELAND, AICP

URBAN PLANNER

PROJECT MANAGER, ACTIVE LISTENER, AND VISIONARY



NANCY MARING

URBAN PLANNER

COMMUNITY-MINDED AND CREATIVE PROBLEM SOLVER



LORENZO BACKHAUS

COMMUNITY DEVELOPER

SKILLED CONNECTOR AND SYSTEMS THINKER



Youth investment was an important theme throughout the first phase of the cultural asset mapping project. Green Bicycle Co. values the viewpoints and inclusion of youth in the community and in community development projects. In order to elevate the youth perspective, Green Bicycle Co. hired three high school interns from the Sheboygan area to participate in this project, and others. The high school interns are:

- Emily Fisher, Sheboygan North High School
- Norah Justinger, Kohler High School
- Julia Renzelmann, Sheboygan North High School

Green Bicycle Co. worked closely with JMKAC staff throughout the project, ensuring the direction being taken fit the organization's needs and vision. Their consistent input became a pivotal part of the project and provided essential constructive feedback. Green Bicycle Co. and JMKAC staff met regularly, building trust and developing ideas to strengthen and improve the Levitt AMP Sheboygan Music Series. Staff members at the JMKAC Performing Arts Department who dedicated their time, energy and ideas to this project include:

- Angela Ramey, performing arts program director.
- Kayla Becker, performing arts assistant coordinator.

JMKAC leadership who guided the project's direction and offered invaluable support, ideas and perspectives include:

- Amy Horst, executive director.
- Ann Brusky, deputy director of programming.

Cultural Asset Mapping Background

In September 2020, the John Michael Kohler Arts Center, in collaboration with Green Bicycle Co., embarked on a project to map the cultural assets of Sheboygan, Wisconsin.

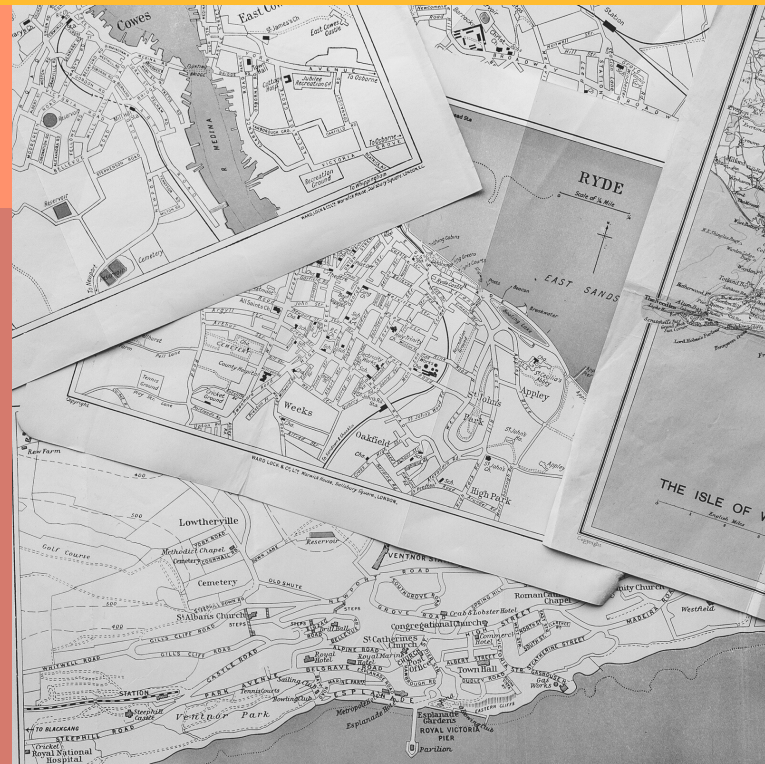
Through the process of identifying tangible and intangible assets the Cultural Asset Mapping project also

identified points of opportunity in the system and network of assets in Sheboygan, where thoughtful effort could be applied to make assets stronger, better connected, and help them serve a broader purpose..

This project became the lead into the next phase, cultural asset mapping phase 2, which began in August of 2021. During this time, the JMKAC contracted Green Bicycle Co. to dig deeper into the recommendations developed in phase one and apply those to the Levitt AMP Sheboygan Music Series, strengthening the event's capacity as a cultural asset for the Community.

What is Cultural Asset Mapping?

“Cultural asset mapping” is a process of identifying resources that make an area unique. Assets include the people, places and organizations that make valuable contributions to the community; they influence the cultural fabric of a region. By identifying and recognizing these assets within the city of Sheboygan, this project makes these treasures – both tangible and intangible – more visible.



FOUND IN CAM 1, INTRODUCTION

Building on a Foundation of Recommendations

The first phase of the community asset mapping project included nine recommendations to help create and grow cultural assets in the Sheboygan Community. Six of these recommendations were identified to be applied to the work done in the second phase of the cultural asset mapping project.

01

Assess Youth and Parent Engagement

Intentional inclusion of youth and parents in program development and design to potentially increase involvement, engagement, and investment.

02

Foster Youth Education and Engagement

In order to diversify representation, interactive approaches such as education and relationship building will ideally begin when community members are in school. Early exposure and knowledge of these roles and their impacts enables preparation, understanding, and ownership within the community.

03

Create a Welcoming Environment

It is important to inform people about positions, roles and responsibilities, goals, and other components of the group, organization, council, or business they become involved with. Participation and engagement with community groups will increase – in diversity, quality and longevity – when members understand their roles.

04

Develop Cultural Competency

Creating cultural competence begins by respecting differences between and within cultures. It involves creating an understanding that diversity is complex, which will help avoid cultural assumptions that lead to incorrect conclusions. Knowledge developed through this process then needs to be effectively integrated into all facets of the organization.

³

<https://www.jmkac.org/exhibition/communities-in-conversation-cultural-asset-mapping-in-sheboygan/#:~:text=JUNE%2013%E2%80%94%94%2026%2C%202021&text=CULTURAL%20ASSET%20MAPPING%2015%20A,CULTURAL%20FABRIC%20OF%20A%20REGION>

05

Develop “Third Space” Assets

These assets provide spaces that promote and enable social connection between individuals and their communities. These spaces often include private businesses, cafes, restaurants, bars, bookshops, etc. There is also an intersection between third spaces and outdoor spaces, giving way to reimagining green spaces such as parks, trails, and natural areas.

06

Build Effective Partnerships

Organizations that can potentially be mutually beneficial are not always connecting or collaborating, making for missed opportunities. There are gaps when it comes to bridging resources and assets with those they serve. Intentional communication and continuous awareness, can help tighten or eliminate these gaps.



Through the implementation of these recommendations, this project will help the Levitt AMP Sheboygan Music Series serve as a model for strengthening assets, making it not just a concert series, but an opportunity.

² <https://levitt.org/amp-sheboygan-wi/>

³ <https://www.jmkac.org/exhibition/communities-in-conversation-cultural-asset-mapping-in-sheboygan/#:~:text=JUNE%2013%E2%80%94SEPTMBER%2026%2C%202021&text=CULTURAL%20ASSET%20MAPPING%20IS%20A,CULTURAL%20FABRIC%20OF%20A%20REGION.>

Initial Research

JMKAC staff attended a Levitt Convening conference in 2020, where they were in the audience for a presentation by Reena Hajat Carroll called Inclusive Communities: A Look at Diversity, Inclusion and Equity. One slide that specifically spoke to JMKAC staff was an impactful definition of inclusion:

JMKAC staff held a meeting in March of 2020 with selected community stakeholders to discuss ways in which Levitt AMP Sheboygan Music Series could be improved and made more inclusive. This facilitated conversation laid the groundwork for and led to the CAM 2 project. Three themes emerged:

authentically bringing individuals of all identities into processes, activities, and decision/policy decision making.



Accessibility focused on providing more amenities for attendees and making the space more comfortable.

Audience and diversity was a theme that emphasized the cultural representation in the crowd. The music is diverse, but the typical crowd isn't always representative of the Sheboygan Community.

Marketing suggestions aimed to create a space for everyone. Making it known on all of the marketing materials and resources that everyone is welcome.

⁴ [HTTPS://WWW.LINKEDIN.COM/IN/REENA-HAJAT-CARROLL-MSW-2473486](https://www.linkedin.com/in/reena-hajat-carroll-msw-2473486)



Photo courtesy of John Michael Kohler Arts Center

Guiding Themes

The three themes below guided this project, from discovery through recommendation development. These themes were derived from the project concept presented by the John Michael Kohler Arts Center, including the initial research conducted by JMKAC staff, as well as the findings from Cultural Asset Mapping phase one.

Ownership

Ownership, including trust building as well as taking using and giving power, and responsibility over something was an important aspect. The JMKAC wants the community to feel a sense of ownership over the Levitt AMP Sheboygan Music Series, but this project quickly revealed that ownership needed to be cultivated within the JMKAC staff and with community partners as well as the community at large.

Community Connection

The JMKAC identified building a connection with the community, and creating the opportunity for the community to connect at Levitt AMP Sheboygan Music Series as an important aspect of this project from the beginning. This project strived to find opportunity to connect to facets of the community that aren't being represented and may not feel welcome at community events, and identify ways to make the Levitt AMP Sheboygan Music Series more inclusive.

Event Experience

It was important from the start of this process to capture and analyze people's experience at Levitt AMP Sheboygan Music Series through the discovery phase. Based on that feedback, we could form specific recommendations to improve that experience making the Levitt AMP Sheboygan Music Series more welcoming and inclusive for the community.

Synergy Map

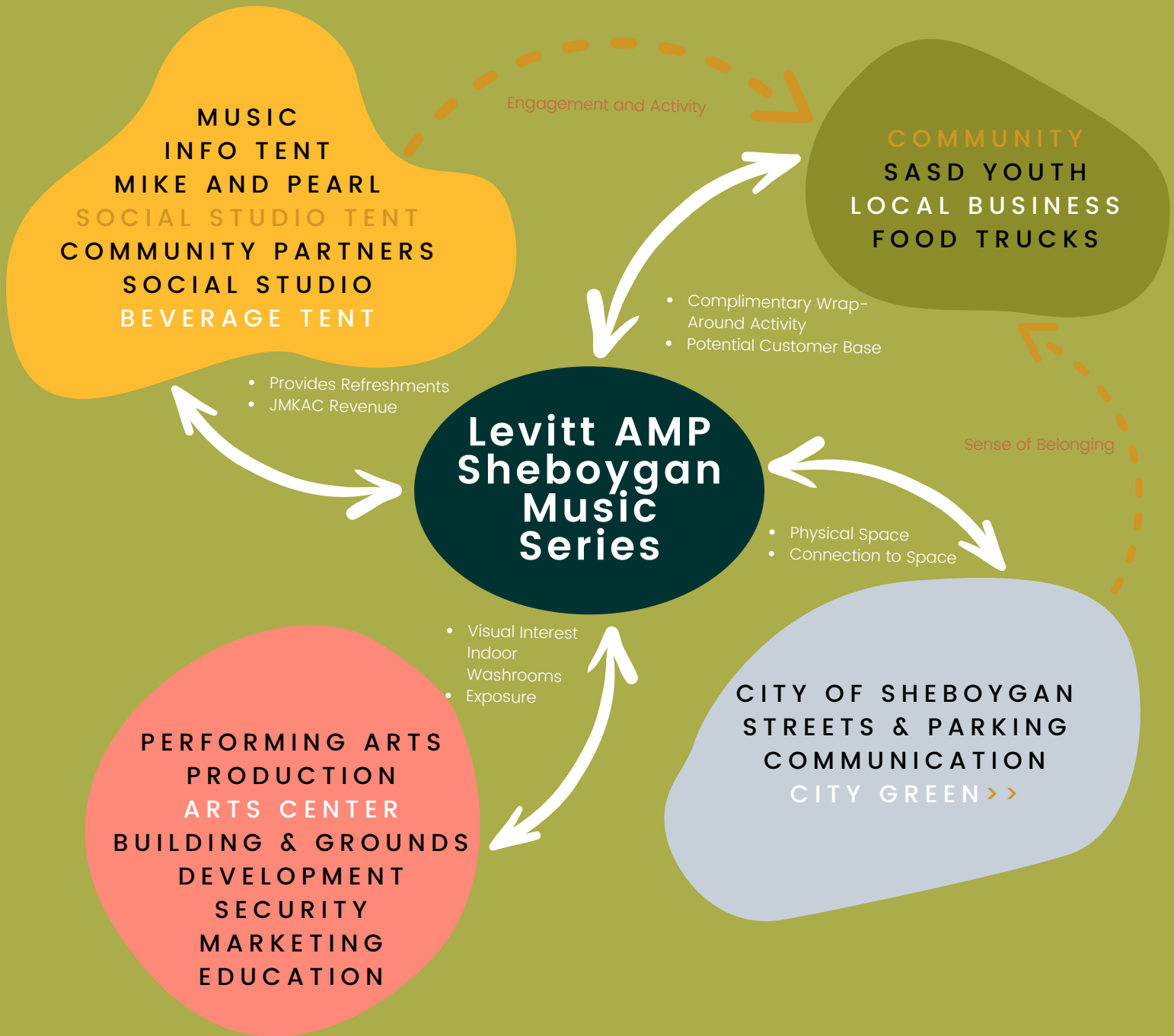
Early in the project, a graphic depiction of the relationships between various programs and departments at JMKAC, the City of Sheboygan, and the community along with the connection to Levitt AMP Sheboygan Music series and to others. This process was important to identify existing connection to be strengthened and enabled identification of missing connections

JMKAC Department

JMKAC Program

City/Other Organizations

Community/Independents



Discovery



Photo courtesy of
John Michael Kohler Arts Center

In the first phase of the cultural asset mapping project the approach to discovery and data collection was based on open-ended questions that avoided assumptions, while focusing on community guided input and project design, and accessible engagement strategies. While the second phase of this project aimed for similar accessibility and inclusivity as the first phase, the approach was more targeted, with themes and findings guiding the development and design of the project from earlier on.

To transition away from traditional methods, the GBC team aimed to take advantage of as many approaches as possible, while providing many avenues for community members to share their perspectives and experiences. Amplification and intentional inclusion go beyond a survey and screen. Although surveys were utilized, it was essential to conduct interviews and discussions, host small group discussions, host meetings with community members and partners, involve youth in outreach and engagement, as well as having report back presentations and discussions to ensure follow up.

Youth Approach & Discovery

As phase two of the project developed, it was imperative that the youth perspective and voice was included in the process. In order to improve youth investment throughout Sheboygan, WI, Green Bicycle Co. wanted to involve youth in project designs, decision making, and ongoing community engagement in various sectors. In order to gain a youth perspective and expose youth to community building work, three high school interns were hired.

The positions allowed for youth to gain exposure and experience that hadn't existed prior. The presence and perspective that the high school interns added to GBC and their projects are fundamental components of youth investment. Successful inclusion of youth should include presence and perspective at various levels of decision making and development.

From the Cultural Asset Mapping phase one project, youth investment was identified as a main priority for many community members. In order to adhere to this priority and begin including the youth perspective in more processes, the GBC team felt it was important to capture their input about this event.

The GBC high school interns utilized their existing school networks for outreach and dissemination of a survey. The survey sought to elicit a better understanding of youth participation in community events and how JMKAC could make the Levitt AMP Sheboygan Music Series events more engaging.

The survey provided various avenues for youth input and potential ways that the JMKAC could improve their youth connection. There were 344 total responses for the high school survey.

The interns were able to construct youth appropriate surveys, outreach materials, and other project based components that resonated with their peers, and allowed for greater intentionality and inclusion of youth voice.

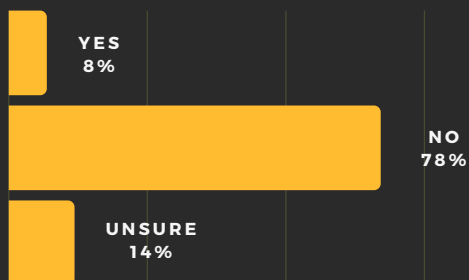
Youth Engagement

- Youth Interns
- Survey and recommendation development
- WeRise presentation
- Youth Council presentations

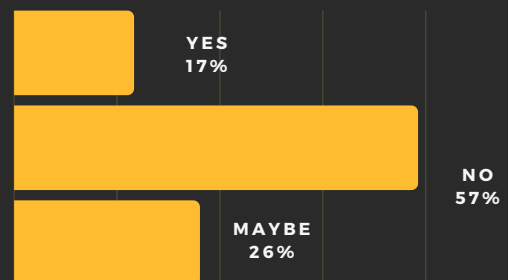
Most importantly, youth interns provided a presence. The internship established the idea and importance of having youth 'at the table'.



HAVE YOU EVER ATTENDED A LEVITT AMP SHEBOYGAN MUSIC SERIES EVENT?



ARE YOU FAMILAR WITH MUSIC AND ART EVENTS HOSTED AT JMKAC?



Surveys

Over the course of this project, surveys were utilized to reach a broader audience and to understand people's experiences at Levitt AMP Sheboygan Music Series, City Green, outdoor events, as an event organizer, and as a high schooler in Sheboygan. Four surveys were developed, distributed, and analyzed. In total, over 650 survey responses were collected.

Survey responses were mostly local, with few respondents scattered further around the state, midwest, or even across the country. The survey data that was collected and analyzed informed the development of recommendations, most specifically on engaging youth, creating event awareness, and developing third spaces.

JOHN MICHAEL KOHLER ARTS CENTER EMAIL SURVEY

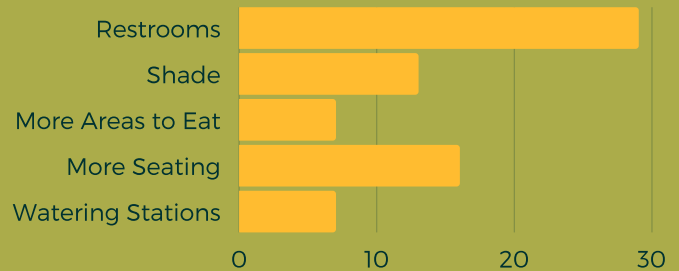
A survey was sent to the JMKAC email list to gather information about the Levitt AMP Sheboygan Music Series events and identify ways of making it more accessible and accommodating. Engaging with this list offered insight from people who are likely familiar with the JMKAC.

Questions about attendance and knowledge of events yielded the highest positive feedback.

- When asked about attending a Levitt AMP Sheboygan Music Series event, 85.5% (254/297) of respondents said they have attended, and 88.2% knew that these events were produced by the JMKAC.
- Participants responded yes, 91.6% (272/297), when asked if they felt informed about events happening by JMKAC.

Physical amenities were an important factor to the event attendees. In response to ways of accommodating transportation, the following were stated (from most frequent to least): increased bike racks (safe, sturdy, accessible), parking (increased spaces, reserved spaces, designated parking), free parking, bike corral, and parking information in advance.

The following were the amenities provided when asked what was needed to improve their experience:

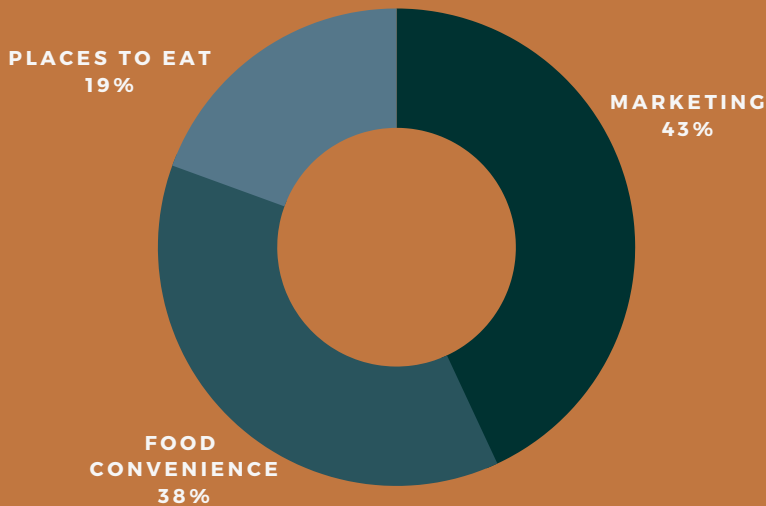


Two main takeaways from this survey were the need to keep attendees informed of the event schedule and expectations on a regular basis, and in an accessible way, and that City Green is a great space for the event that could be further improved with the addition of permanent physical amenities such as restrooms.



Surveys Continued

MOST HIGHLY RANKED COMPONENTS THAT COULD BE ADDED OR CHANGED



RETURN TO THE REAL SURVEY

This survey was given to attendees during one of the the 2021 Return to the Real Music Series events, an outdoor concert at the City Green, hosted by the John Michael Kohler Art Center. The aim was to gather input from the guests about how the event could be more welcoming and inclusive, so that more communities could enjoy space.

This approach was significant for our data collection because it provided feedback from community members that were present. Their perspectives allowed us to have 'real time' feedback and better understand what the experience was like, as well as where they felt it could be enhanced or improved.

The survey consisted of a list of components that could be added or changed at the event and asked the participants to rate each of them based on level of importance.

EVENT COORDINATORS

Local event organizers that have recently submitted special event applications through the City of Sheboygan Department of Public Works were sent this survey. This survey was meant to understand their experience planning and executing their events. There were twenty-one Sheboygan event organizers that responded.

From the survey participants, there was constructive feedback that helped form informative findings. Most importantly, a vast majority of the coordinators have had a positive experience working with the Department of Public Works and the special event planning process. It was suggested that a more streamlined application and process would improve their experience. Also, some stated they would like more transparency and knowledge of the steps and process involved in the special event process.



Main takeaways from these surveys were focused on structural and organizational improvements. These included amenity additions that would increase attendance through accessibility, as well as simplifying processes that will allow for better understanding and knowledge. Suggestions and feedback from community members offers opportunities for direct, impactful changes.

Interviews & Discussions

An important component to this project's discovery and engagement were interviews and discussions, with individuals and groups both within the JMKAC and externally. These discussions were built off of information gleaned from initial research, and survey results.

The interviews that were conducted focused on key areas of improvement that were identified and served to build relationships, gather deeper information, and identify partnerships so work could continue. Areas of focus included viewpoints and experiences from people who may struggle to attend or enjoy typical outdoor events, including the Levitt AMP Sheboygan Music Series, for a variety of reasons. As conversations and connections developed, the project team realized that making small changes to improve the event experience for these groups could and would also improve the experience for many others.

Interviews led into small group discussions where the information that was gathered can be put into a plan and eventually be put into practice. Small group discussions were made up of project staff, JMKAC staff, and outside participants with knowledge and experience within the areas of focus. These groups met regularly and are working to move recommendations forward to create a more inclusive and accessible Levitt AMP Sheboygan Music Series experience.



Interviews, Group Discussions, and Meetings

- External
 - Allie Tasche, Autism Society of America
 - Lighthouse Recovery Community Center
 - Department of Public Works
 - Rogers Behavioral Health
 - Mental Health America
- JMKAC Internal
 - Community Arts
 - Cafe
 - Marketing
 - Education
 - Development
- Small Group Discussions
 - Sober Space
 - Studio Tent
 - Event Experience and Site Design
 - Performing Arts
- JMKAC Meetings
 - Levitt AMP Sheboygan Music Series department planning meetings

Community Report Back

Creating opportunities for continued engagement and project status updates to the community and those that have been involved in the Cultural Asset Mapping project since phase one was important. Too often feedback is requested via survey or interview and no opportunity to re-engage and discover what that feedback is helping to form is offered, which can leave participants feeling undervalued.

Green Bicycle Co. facilitated a Community Report Back session on March 24, 2022 in the John Michael Kohler Arts Center Matrix. There were 25 attendees, and community members who have engaged with the process of cultural asset mapping were invited to attend.

The Community Report Back was an opportunity for Green Bicycle Co. to share progress on the cultural asset mapping phase 2 project, and to engage with those that have attended. Green Bicycle Co. led the attendees through an experience mapping exercise where they broke into small groups and discussed their event experiences and recommendations.



Experience Mapping Discussion Takeaways

How do you hear about events?

- Facebook
- Flyers
- Instagram
- Word of mouth "local buzz"

What do you like to know before you go to an event?

- Start/end time, duration
- Event entry cost
- Parking situation/parking cost
- Who is the event for? (target audience)

What can be improved at the event?

- Multi-language ads
- Better bathrooms
- More signage
- Promotion for next event

How can the event continue to engage you or others?

- Increase advertising
 - Give-aways, pictures of event, etc.
- Social media presence - interactive posts
 - Instagram, snapchat groups, tik tok, etc.
- Surveys/information collecting (email, post event)
- Connection to bands beyond Levitt AMP Sheboygan Music Series
 - More access to their music

Digging in - Social Change and Accountability

When this project began, Power Mapping was discussed as a possible deliverable. However, as the work evolved, Empower Mapping became an important takeaway.

Empowerment often requires cultivation. People may find they need support to make individual change that leads to organizational and then community change. Other times, the shift may need to begin at the organizational or community level and evolve and develop.



Creating Accountability

Consider the following new definition of accountability: “A personal choice to rise above one’s circumstances and demonstrate the ownership necessary for achieving desired results—to See It, Own It, Solve It, and Do It®.” This definition includes a mindset or attitude of continually asking, “What else can I do to rise above my circumstances and achieve the results I desire?” It requires a level of ownership that includes making, keeping and answering for personal commitments. Such a perspective embraces both current and future efforts. ⁵

⁵ <https://culture.io/create-culture-of-accountability/>

Intentional Engagement

Developing and maintaining relationships is pivotal to the success of programs, including Levitt AMP Sheboygan Music Series.



Internal Engagement

Green Bicycle Co. came in as a third party to ask the JMKAC staff questions that have never been asked of them before. Intentional engagement included asking, "have you asked your staff?" Giving room to get the feedback from the people doing the work. GBC came in and heard from the people doing the work and helped connect the dots, and find the friction and barriers.

External Engagement

With this project Green Bicycle Co. brought partners in early on, where the work being done intersected with their work. Bringing partners in early on led to an opportunity for mutually beneficial relationships to develop. For example, Mental Health America was looking for outreach opportunities, but including them in the conversation about sober space helped find intersection and purpose, and now there is a partnership.

Communicating amenities with specific audiences is an important facet of external engagement. An event can be marketed overall, but it is important to communicate specific amenities and programs with those they benefit or engage.

Individual Engagement

At the individual partnership level, the surveys and interviews and discussions with specific people, such as representatives from youth and the recovery community led to improved recommendations that are more likely to have buy in, with the understanding that there will need to be further discussions with these communities, and necessary and ongoing adjustment and refinement.



Soliciting Feedback

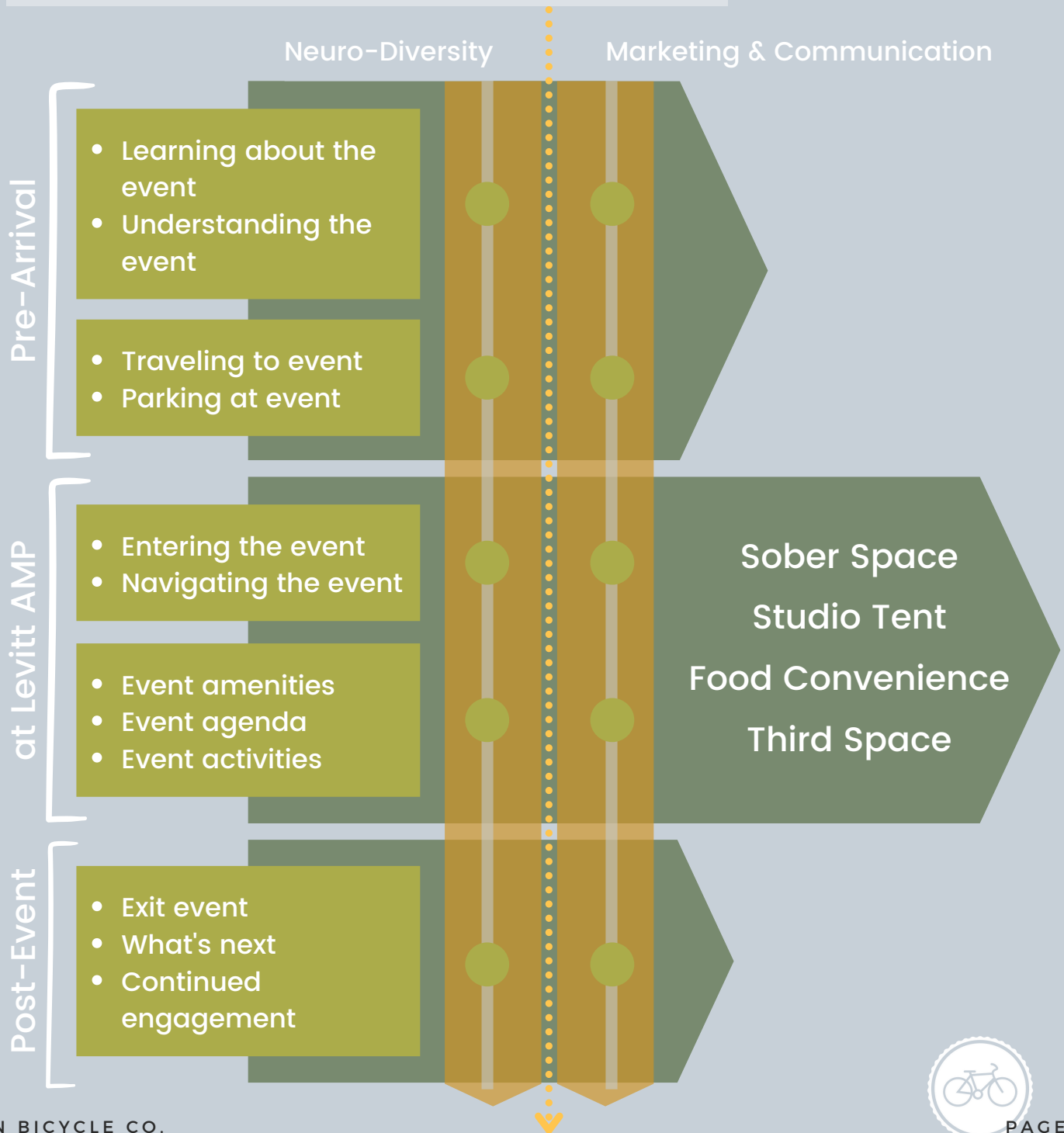
Overall, in working with the JMKAC and the Department of Public Works, Green Bicycle Co. helped pave the way to welcome feedback and to see it as helpful and not hurtful. In asking the question, "how can this be improved?" it helps the improvements get made. It is important to make yourself and your organization vulnerable, solicit feedback, and take the feedback in stride in order to make the appropriate shifts.

Intentional Engagement Tips

- Identify when others need to be consulted and brought in
- Identify a clear purpose
- Respect people's time and expertise
- Developing and changing programs takes time and energy, be clear about expectations and roles
- Stay focused, lean in to specific ideas and evolve what is ready to be developed

Levitt AMP Experience Mapping

Utilizing a tool, known as experience or journey mapping, that was familiar to the JMKAC but not applied to Levitt AMP Sheboygan Music Series allowed this project to delve into each segment of the event experience for a community member. This practice was done through the perspective of diverse community members with the help of experts, which helped identify specific improvements that could be made to the events.



Recommendations



Photo courtesy of John Michael Kohler Arts Center

An important keystone to the approach in this phase was the close relationship that was built between the Green Bicycle team, the John Michael Kohler Arts Center staff, and the working groups that pushed forward on implementing recommended changes. These groups working hand in hand to develop and implement recommendations could quickly and effectively indicate needed shifts, build necessary partnerships, as well as identify and overcome potential barriers. Collaborating with JMKAC staff on these initiatives helped create sustainable efforts and identified roles and ownership within project areas, which will lead to greater success and continued implementation over the course of Levitt AMP Sheboygan Music Series.

These groups worked to develop and implement recommendations that could be put in practice for the 2022 Levitt AMP Sheboygan Music Series. This approach resulted in recommendations ready to put in motion, as well as recommendations that could be considered for the future.

Sober Space

Sober Space is an intentional offering of specialty non-alcoholic beverages for a variety of people in our community including, but not limited to: people choosing not to drink alcohol, recovery community, pregnant people, and designated drivers. The nonalcoholic offerings are separate from alcoholic offerings but clearly marketed and equally accessible. The recommendation is specifically for festivals, but it can also apply to other events, restaurants, and social gatherings to increase a sense of belonging. This effort was a collaboration between people within JMKAC that are passionate about the topic. Additionally, connection with organizations and people that are part of the recovery community added great value to the current project planning and advocacy and connection moving forward.

The Sober Space working group met regularly to determine partners and programming for the Sober Space. During this time, community partners, Rogers Behavioral Health and Mental Health of America, were included in the planning. Additionally, connections were made through JMKAC staff including a new dry bar in Racine, Inmoxicated, and their recent purchase of a trailer to offer their dry bar experience to festivals. In turn, they were booked as a vendor for the 2022 Levitt AMP Sheboygan Music Series events. Additionally, Green Bicycle Co. surveyed people in the recovery community for their feedback on the Sober Space concept.

Key feedback from the recovery community included:

- **Community:** “Reduce stigma when people are reinventing themselves. People in recovery are people.”
- **Offerings:** “I visited a brewery that offered craft sodas; felt like experiencing flavors [similar to distinct beer flavors], and I felt included [despite not drinking alcohol].”
- **Communication:** “Share that ‘not drinking’ is an option. Drinking has been the norm for decades; it’s going to take time to undo it.”

Ownership. Belonging. Representation. The goals of this project helped create a new way of thinking to celebrate and normalize alternatives to alcohol consumption. In order to reduce stigma and culture around drinking, specifically in Sheboygan, that affects people’s experience and enjoyment at community events and alienates individuals and groups.

The Working/Planning Group includes representatives from these JMKAC departments:

- **Development** - leader, point-person and community partner facilitator
- **Events** - vendor coordination and placement
- **Education** - connection to social STUDIO
- **Leadership** - provide direction and support

Event Experience & Site Design DEIA Committee

It became clear early in discussion that event experience and site design impacts multiple JMKAC departments. Representatives from these departments formed a working group to discuss recommendations from Autism Society of America. The process of collecting information about accessibility, assessing it, considering solutions, implementing, assessing again, and adjusting is a practice that should be ongoing.

In order to continue work on event experience and site design the DEIA (Diversity, Equity, Inclusion, and Accessibility) committee was formed. Recommendations reviewed and implemented by the working group, now the DEIA committee, include:

- Developing a Social narrative that describes the Levitt AMP Sheboygan Music Series from before the event to after the event with pictures
- Accessibility questions created and included in the post-event surveys
- Use of visuals describing use of accommodations to ensure the folks who need them can access them. For example, event area signage with distinct colors and feather flags, e.g. Beverage (yellow)
- Share information about existing amenities such as ADA compliant restrooms, quiet space for sensory overload, and handicapped accessible parking.
- Clearly identify staff that can assist guests, e.g. bright t-shirts that say "Ask Me!" on the back and large buttons that say "hablo español."
- Add closed captioning and image descriptions to social media posts.
- Use of visual schedule to help identify where we are in the experience, How long will each segment last?, support anticipation of what is next and how long until it's over, etc.

Finding the "expert" and building that partnership as STEP ONE helped this focus area, along with the early realization of "The Curb-Cut Effect." Allie Tashe, National Programs Manager for Autism Society of America, shared recommendations and examples that were created in her role advocating for autistic people. We realized quickly that the recommendations were useful for Levitt AMP Sheboygan Music Series events and for JMKAC.

The Working/Planning Group includes representatives from these JMKAC departments:

- **DEI Director** - leader, point-person and future facilitator
- **Performing Arts** - coordinating communication for events
- **Education** - programming resources and communication
- **Community Arts** - community partners and visitor experiences
- **Operations** - site layout and food/beverage planning

The Curb-Cut Effect

Everyone benefits in a society experiencing the Curb-Cut Effect. First documented as the response to the advocacy of people in wheelchairs, these sidewalk indentations turned out to benefit many: those pulling suitcases on wheels, pushing babies and young children in strollers, bikers, workers with large racks making deliveries, and many others.

"Equity: Not a Zero-Sum Game", by Angela Glover Blackwell, author of "Curb-Cut Effect", published in Stanford Social Innovation Review, Winter 2017

Event Experience & Sober Space

The event experience and sober space working group are implementing recommendations for the 2022 season, but both groups also discussed ways these initiatives can be expanded and strengthened for the future.



Form a Diversity, Equity, Inclusion, and Accessibility (DEIA) Committee

- Develop a DEIA (Diversity Equity Inclusion and Accessibility) Committee for on-going assessment of events
- Create a charter that includes:
 - Purpose
 - Goals
 - Reporting
 - Members
 - Meeting Dates and Times
- Develop a plan for the DEIA Committee on how to engage with the public and with JMKAC staff to continue to gather feedback, how to move forward with ideas, create accountability, and communicate findings and developments back to the public and to staff.



Normalize Not Drinking

Based on our conversations with people in the recovery community and people that choose not to drink for one reason or another, it was noted that there is a strong drinking culture in our community. Creating space that offers non-alcoholic specialty drinks helps normalize not-drinking alcohol at events.



Create Sober Space Kit

In order to make it easier for other events to create a sober space, a kit could be created to help guide them.

- Make available to those that pull event/alcohol permits with the City
- Identify community partners and resources

THE SOBER SPACE CONCEPT IS SOMETHING THAT CAN BE A MODEL AND SERVE AS A LONGER TERM COLLABORATION WITH GOVERNMENT ENTITIES DISTRIBUTING ALCOHOL LICENSES OR ORGANIZATIONS STUDYING ADDICTION.

Food & Eating

Implementation of new options for food and eating will improve the space, increase the inclusivity, and enhance community member experiences. Alternative opportunities for food, as well as expanding seating, provides the community with autonomy through decision making and preference.



Picnic Baskets (Possibly with JMKAC CAFE)

- American Players Theatre (see below) is a great example
 - Serve group/family size: 2, 4, and 6
 - Include child friendly add-ons
- Create a picnic basket goal, e.g. 50 per event
- Reserve in advance
 - E.g. By Monday before the event
 - Create pick-up space for the picnic basket
 - Start with brown grocery bags
 - Level up for returnable picnic baskets if it's successful
- Use reservation features on the JMKAC website and promote through social media and postcards/posters with QR code to reserve a basket for the following week.



Eating Area

- Create a cafe seating area
 - If it's successful, add more areas
 - Consider adding twinkle lights for more ambiance
 - Initially, use picnic tables; future, upgrade seating options
 - Potential local – Festival Green, sidewalk north of grass area on City Green
 - Consult DEAI Committee to ensure the area is welcoming and accessible



Food Options - Community Connection

- Create a space at Levitt AMP Sheboygan Music Series for local food delivery
- Potential partner – Harbor Centre Business Improvement District
 - Will create connection to local businesses, and allow for more food options and food convenience

Communication - Website

Communication, specifically about event details, was an issue that was continuously brought up throughout the discovery process. Access to and locating information about the event is pivotal for confidence and comfort in coming to the event and making a plan for a successful visit.

To accommodate the needs of the current participants and keep them informed about all of the event's components and information, implementation of a static, Levitt AMP Sheboygan Music Series website or page may be beneficial. Attendees can utilize this resource for updates and other information in regards to the events. This resource can also be a hub for JMKAC social media posts about the Levitt AMP Sheboygan Music Series events. Visitors of the website or page could access links and handouts to stay informed.

- Creating a website or webpage for Levitt AMP Sheboygan Music Series would allow for a place to keep static information about the event, including the lineup and catalog past performances, so the public can access those lists and find the names of artists.
- The webpage can be the place to house information developed by other working groups, such as information on the Social Studio Tent and Sober Space
- Any social media created for Levitt AMP Sheboygan Music Series can link back to the webpage so anyone interested can feel fully informed.
- Website could be a place for the community to learn more about Levitt AMP in general, and could be a hub for future fund raising, and voting, if it becomes necessary.

Creation of a webpage or website was a suggestion from Allie Tasche of the Autism Society of America. An important component being created is a social narrative, which helps people know what to expect at the event. Knowing how to get to, parking options, entrance, engage with, and what one can or can't bring or do at the event helps create a welcoming environment for many. The webpage is an important tool to communicate this information to the community.

These JMKAC departments would be involved in the website creation and implementation:

- **Performing Arts** - Provide Levitt lineup, and artist information and content
- **Education & Community Arts** - Provide content on activities
- **Marketing** - Create graphics and content
- **Web Department** - Create and maintain the page/site
- **Leadership** - provide direction and support

Communication & Development

Effective communication is continually top of the list and necessary to achieve success in projects, programs, and events. These recommendations build on those that are in motion to expand those initiatives. There are also existing development programs that can be expanded to benefit the JMKAC and the community.



Create a Standalone Website for Levitt AMP Sheboygan Music Series

A standalone website has the potential to be more dynamic and connect with more parts of the community than a page that is a part of the larger JMKAC website. The information will be easier to find and access if it is standing alone than when it is a part of the larger organization's site.



Connect Website to Social Media

Many respondents cited their reliance on social media to stay informed of events happening in our community, including Levitt AMP Sheboygan Music Series. Developing a robust social media campaign around Levitt AMP Sheboygan Music Series and then linking that to the website would provide the marketing and awareness people are looking for, as well as the pertinent information that will make their experience better.



Levitt AMP Sheboygan Music Series as Employee Retention and Quality of Life

The need to attract and retain employees in our area is widely known. Creating and promoting programs like Levitt AMP Sheboygan Music Series to businesses to engage with in a creative way to get their employees involved helps root employees in our community. Businesses such as Acuity Insurance already do engagement activities at Levitt AMP Sheboygan Music Series, that program can be explored and expanded and be offered as an opportunity through the development department of the JMKAC.

Social Studio Tent *(Formerly Known As Community Tent)*

The Studio Tent offers a unique opportunity for participants to connect to one another, to art, and to the JMKAC through the Social STUDIO, by engaging in an artist-led activities. Additionally, the Studio Tent provides an opportunity for community partners and organizations to engage with the JMKAC and the community by helping facilitate the tent activities.

The Studio Tent working group met regularly to develop recommendations that would shift the tent into an engaging activity center to augment the concert-goers experience. Changing the name from Community Tent to Studio Tent came as an early recommendation - it connects the space to the JMKAC's Social STUDIO, and is more descriptive of what happens in the tent.

Other recommendations developed by the working group include:

- Continue to engage the working group as a 'planning team' moving forward
- Start planning early, beginning when the lineup is being created, but leave room for flexibility and the unexpected
- Connect programming to the JMKAC theme when possible
- Clearly identify the expectations and role of the artists and of the community partners involved in the tent
- Utilize clear signage on the tent
- Connect activities back to the Social STUDIO within the JMKAC
- Identify the focus areas, themes, and mission of partners and artists and mindfully connect those to the tent activity when possible
- Connect with groups for the tent that fit with the mission and artist, when possible. These relationships could lead into stronger ties for community groups to the JMKAC

This VENN Diagram is used by the JMKAC to direct their practice and programming. The Social Studio Tent work refocused the former Community Tent to better represent this direction, ensuring a balance between JMKAC values, public needs and desires, and artist practice.

The Working/Planning Group includes representatives from these JMKAC departments:

- **Education** - leader, point-person and activity facilitator, connection to social STUDIO
- **Performing Arts** - create Levitt lineup, connect the tent to artists
- **Community Arts** - connect to artists, identify and engage community partners in tents
- **Leadership** - provide direction and support

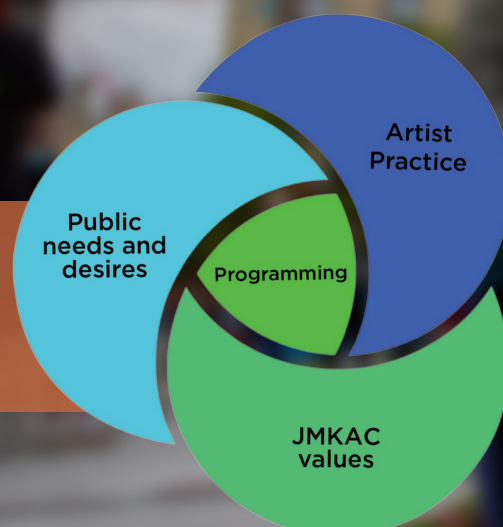


Photo courtesy of John Michael Kohler Arts Center

Youth Engagement

Youth engagement at the Levitt AMP Sheboygan Music Series events has been limited, but offers an opportunities for improvements and restructuring. The key component to understanding this relationship, between the events and youth, was connecting with the youth. The high school survey, conducted by the GBC interns, elicited input and feedback that helped shape steps forward for intentional and effective engagement.



Music Outreach

Incorporate youth emails from survey to Levitt AMP email list or have follow up with the youth that provided their emails; contact information was provided to be more informed about the Levitt AMP Sheboygan Music Series events

- Create a Levitt AMP Sheboygan Music Series Newsletter that will be distributed to schools and will contain information and opportunities for youth.

Create posters and flyers to be distributed and displayed at high schools to increase outreach.

- Hold a poster contest for high school students to design a poster/flyer for the Levitt AMP Sheboygan Music Series.

Get involved in High School community activities, and connect high school performers with the opportunity to perform at Levitt AMP Sheboygan Music Series

- Every year, the North High School EXPO event is held to showcase clubs, arts, and talent. North provides space in the commons for a booth to promote events such as the Levitt AMP Sheboygan Music Series.
- Connect with High School Clubs and Groups.



John Michael Kohler Arts Center Connection with Teens

- Connect with high schools to send out JMKAC events and opportunities. Update students through emails, clubs, school social media, etc.
- Connect with Social Media classes in the high schools. For example, Sheboygan North has a publications and social media class that would be able to connect with JMKAC.

Community Recommendations

Implementation by Outside Organizations



Photo courtesy of John Michael Kohler Arts Center

Through the process of discussing and leveraging Levitt AMP Sheboygan Music Series as a community and cultural asset, opportunities were identified that are outside the purview of the John Micheal Kohler Arts Center, but would affect events and programs they hold, including Levitt AMP.

Community recommendations are specific undertakings or improvements that were suggested through our research and community engagement. In each of the sections, possible responsible parties are identified, however recommendations may be adapted to other groups or circumstances.

Event Experience

Possible Responsible Parties:
City of Sheboygan - Department
of Public Works, Planning &
Development, Communication

Assessing event experiences is a recommendation for both event planners and the City. During the project community members that pulled a permit for a public space were surveyed about their experience, and multiple groups were surveyed about their experience attending Levitt AMP Sheboygan Music Series events and outdoor events in general. The following recommendations encourage continued assessment about event experiences from people already attending and people that are not attending events.

- Solicit feedback from event planners after their events for further improvement to the process
- Continue to develop the event planning guide, promote it, and engage with people around it
- Promote resources and spaces the City has for rent (for example: stages, picnic tables, shelters, etc.)
- Ensure the space is accessible to all groups, have a clear and transparent policy and procedure
- Embrace ideas from the community and bring them into the conversation during the planning phase
- Be prepared to receive feedback from users of the space - be it through an organized event or casual use of the space, welcome suggestions, questions, and comments

Third Space Development

Possible Responsible Parties:
City of Sheboygan - Department
of Public Works

Developing community "third spaces" in public parks and open space was a recommendation born from cultural asset mapping phase one, and in this second phase specific recommendations emerged related to developing a third space in City Green.

- Restrooms - The addition of permanent restrooms at City Green rather than seasonal porta-potties was a popular suggestion. Not only would this improve event experiences at City Green, but would increase the availability of reliable clean public restrooms in Sheboygan's downtown.
- Clear Signage - City Green has a sign, but no way to advertise what programming is upcoming, etc. several suggestions for this were collected including installing a digital sign or a post for people to attach flyers to.
- Seating - City Green includes movable seating, but in years past it was iconic red Adirondack chairs, which were more comfortable and noticeable than the chairs offered more recently, suggestions were collected to move back to the more iconic and comfortable chairs.
- Shade - Either through trees or structures, some areas of shade are desired at City Green.

Youth Council

Possible Responsible Parties:
Mayor and Common Council,
Sheboygan Area School District

Implementation of a youth council within the local city government has the implications to reshape youth investment throughout the city. This will enable youth to be included in decision making processes, provide opportunities for learning, growth and amplifying their voices, and allow them to engage 'at the table'. A youth council also gives the youth a sense of ownership in their community because communication is transparent and they are involved.

- Council member advisor - Identifying current city council member(s) to advise the group and help establish concrete objectives and goals. (also, current member support for implementation)
- Membership - Connect with local schools, clubs, and organizations to recruit youth for this opportunity. Allow youth members to help design objectives and provide input on the council structure
- Tasks - Youth led initiatives, programs, projects, and ideas that serve other youth in the community. Allow the youth council members to conduct outreach, research, and connect to the communities for strengthening project objectives and individual skills.

Closing



Photo courtesy of John Michael Kohler Arts Center

Thank you for the opportunity to work on this project. A few final thoughts in closing:

- Creating processes was a big theme, continue to lean into that. How can that continue to evolve and how can people be held accountable in the newly created processes
- Connecting with the community was critical, but takes time. So when it's important, make the time to do it.
- When it comes to social change, there are simple and complex solutions. It's important to work on both.
- Partnerships are important and need curation. They make an event or program more successful when done well.

From the JMKAC 2022-2023 Theme:

What if we give ourselves space to dream and then work to make those dreams real?
What if we collaboratively construct a world in which many worlds fit?

Appendix A

The attached Appendix contains survey and outreach data from the discovery phase of this Cultural Asset Mapping Phase 2 project.

Appendix Contents

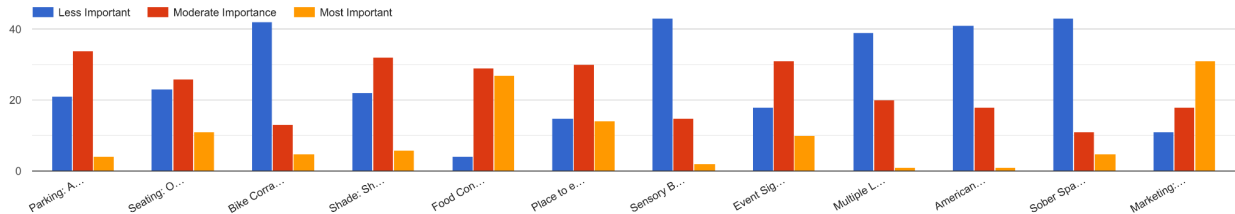
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Event Organizing Survey	35
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Community Report Back Data/ March Outreach Event	52

Sheboygan Welcoming Event and Space Survey

September 2021

61 Respondents

Please signify the level of importance the following list may be to your other community members that attend City Green events.



Please add any additional thoughts on ways to improve the event space to be more welcoming to all of our community

- most important: access for dogs
- Sound system has been good, keep it up!
- Increase advertisement; include in the Sheboygan Sun
- generally the sound is quite smuddy
- more advertising!
- First time here but I think it's great for Sheb!
- daytime if necessary (in bike corral and shade response space)

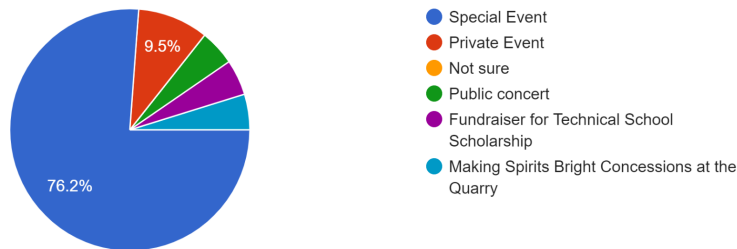
Event Organizing Survey

February 2022

21 Respondents

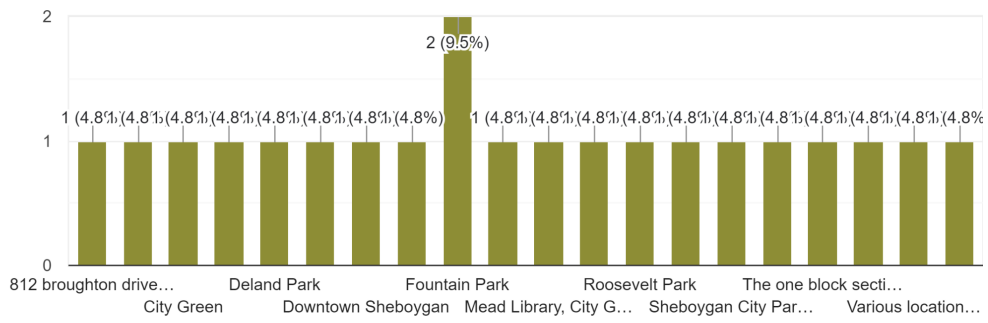
What type of event did you host?

21 responses



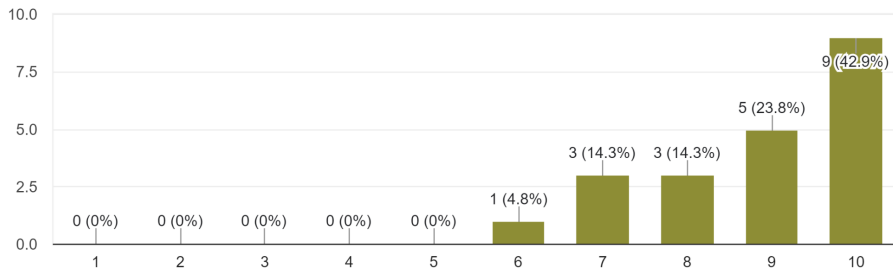
Where was the location of the event you organized?

21 responses

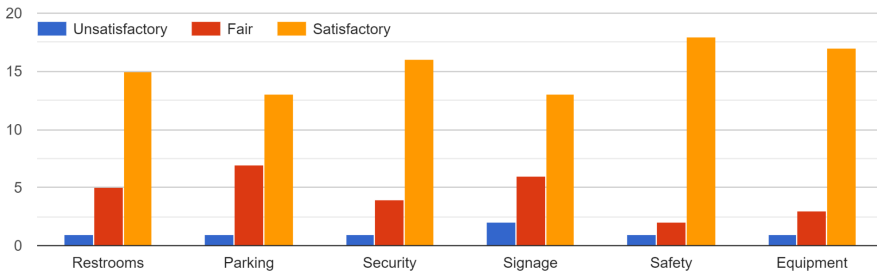


Please rate your overall experience organizing this event.

21 responses

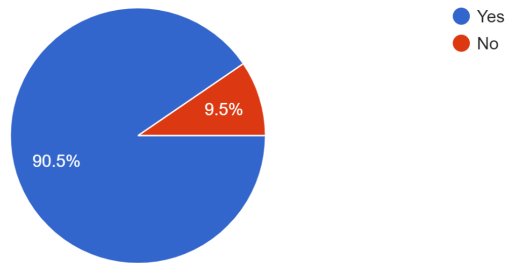


Please rate the following components on audience satisfaction at your event



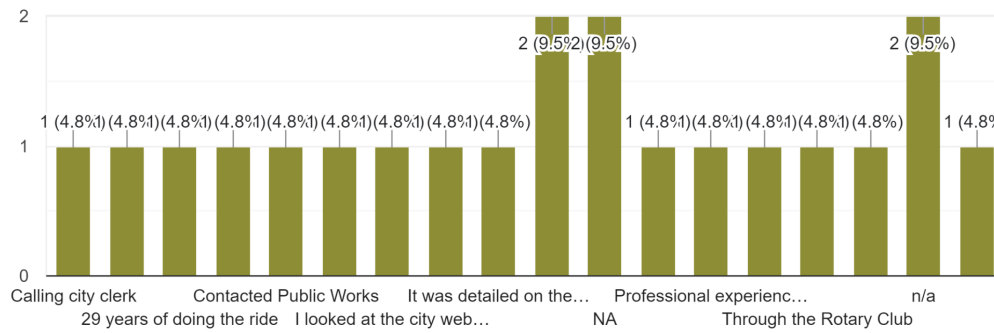
Prior to organizing your event, were you aware of the special and private event permit process?

21 responses



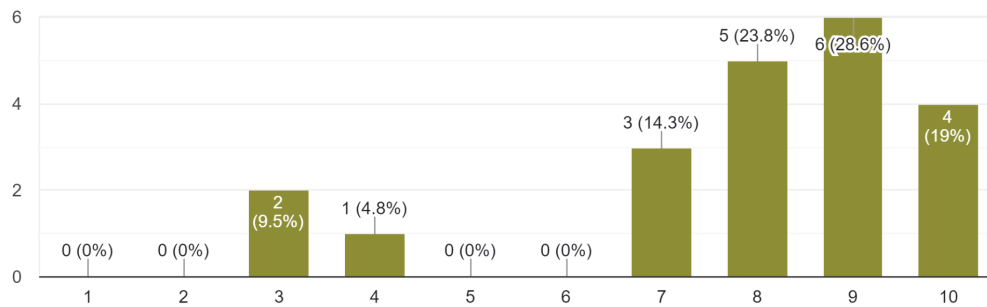
If not, how did you find out about the permit process?

21 responses

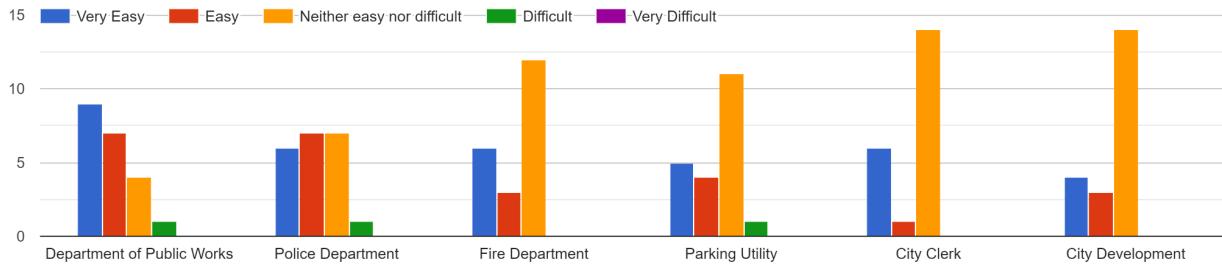


Please rate the permit process

21 responses



On a scale of 'very easy' to 'very difficult', how easy was it to interact with and obtain any permits/approvals from the following City of Sheboygan Departments?



Briefly describe your event:

- 2 Mile 10K walk run open to community
- City of Sheboygan Memorial Day Parade & Gus Macker 3-on-3 Basketball Tournament
- Holiday Light Show and indoor activities at Quarryview Center
- Maker Faire Sheboygan - a show-and-tell festival celebrating Sheboygan maker culture through demonstrations, presentations, hands-on activities, performances and more. Making of all kinds and skill levels is welcome: science, technology, engineering, art, writing, music, food, etc.
- Take Back the Night was a march and rally in honor of victims and survivors of domestic violence in our community. Our featured speaker was national activist Jackson Katz, and we had a Hmong traditional dance performance. We will be doing this event again in Oct. 2022.
- All-Staff Retreat and End of Year Celebration
- I've organized several events related to Peace. Most recently, we held a series of events in Sept 2021 - Eleven Days of Peace.
- Fundraising
- Charity bicycle ride to support the vital social service programs offered by The Salvation Army of Sheboygan County.
- Annual 5K Home Run/Walk
- Large outdoor concerts, festivals, weddings, etc.
- Community Night Market - music, vendors, food/beverage, family zone
- Lobster Boil at with a band under the bandshell and a side of hamburger/Brat stand
- CROP Walk to raise funds for Church World Service hunger programs
- Wine and grilled food
- Concessions during the Christmas Holiday
- Eighth Streatery - weekly outdoor street dining event for ours, and neighboring restaurants
- The Holiday Parade takes place on the Sunday after Thanksgiving in Downtown Sheboygan. It began in 1992, so we will be celebrating our 30th year in 2022.
- National Night Out
- Performance
- We are a 2-day 150-mile cycling event that starts in Mequon overnights in Manitowoc and finishes in Sturgeon Bay. Or lunch stop in Sheboygan at Deland park.

What could be changed to improve your organizing experience?

- More Volunteers
- It would be easier if there was a central online submission process that included a checklist with everything required for the event, rather than having to complete several applications for different city departments.
- Clear direction on who to contact to utilize a park/community space, updated city contact lists, and greater support for non-traditional events.
- Having to drive to pick up/drop off fobs/keys is inconvenient, but I understand why that is the way it is.. I also had to request special permission to get in before 8 AM, but could have stayed until 11 PM. That didn't seem business friendly as I was having a staff retreat and wanted to get in to set up before the staff arrived at 8 AM. I was able to get an exception but had to do extra work to do it. It seems to me that anyone wanting to get in that early will not be causing any trouble.

- We were making things up as we went along. The City Parks Dept was helpful though there were some miscommunications. Knowing what was involved in securing the sound system at Fountain Park ahead of time would have helped a lot.
- I don't have a specific improvement in mind. Over the years the City has been extremely flexible with us to ensure a positive experience. They've altered the hours to accommodate our early morning the day of the event, and opened the bathrooms early.
- To have more people join the Athletic Club and help plan fundraising events
- Communication and understanding of all requirements and processes to organize and execute events.
- Communication was clunky between departments - police department (we didn't know we were supposed to set up/remove street barricades), parking meters (bagged late), spider boxes for food vendors (challenging for late arrivals, as support was available for about an hour before the start of the event). The city employees and JMKAC staff are very helpful, but even in our second year of event planning/hosting, the process feels disjointed.
- Heather Burke and Rachel are great to work with and keeping me on track
- More "buy-in" from the city on positive events. It felt as though something that seems to be seen as a positive event by a large portion of our community, was treated by some city departments with a general apathy at best and potentially viewed as an outright burden at worst despite spending thousands of dollars renting city equipment and, besides the application process and the first and last weeks, requiring little to no extra work on the city's behalf.
- Add info about WSCS onto the special event permit application so that applicants are aware that their event can be filmed and televised.
- Virtual application engine with contacts clearly labeled on the application for help + ability to submit virtually.

If the special events process hindered the success of your events, what parts of the process can be improved?

- We are a small army putting on a large event - need more volunteers to spare the veterans from volunteer fatigue after 10 years of operation
- Our event planning committee had wanted to have the event begin at the City Green, but were denied use of the space. According to Visit Sheboygan, the space is for "arts programming only", which excludes community social events like Take Back the Night.
- It would be great if that restriction and the types of events that are allowed to use the space could be promoted so other organizations don't run into the same disappointment.
- The event was moved from the Riverfront to King Park in 2018. The public space was no longer being available due to new condo construction resulting in a lack of parking. I believe this move hindered participation. However, those who joined us at the new event site of King Park were wowed by the views.
- Obtaining and having an explanation on all paperwork and required documents for events.
- I don't think outcomes were affected by the process. Based on vendor feedback, there is a desire to move booths back into City Green, so I know power supply will be an issue for this requested set up.
- it was easy to fill out the form and receive the approval - no changes needed
- A drop box to return the key from the Quarry during off hours would be nice
- I don't believe it hindered the event, but I do feel the redundant application process feels a bit like an unnecessary barrier to entry that likely stops people from continuing annual events, or planning new ones.
- The special event permit application doesn't say where to turn-in the application to.
- Application online process.

Please share any other recommendations and comments you have about improving this process

- central online submission process—everything in one place
- The form from the DPW is very long and there are some pages that seem redundant. The information is important, but is it really necessary to write in the names of the event, organization and planners on two or more pages??
- Comprehensive event checklist (not just a list of departments)
- on the "rate the difficulty" response... it's not as if the processes are difficult, they just seem unnecessarily repetitive and monotonous as if you are working with 6 (7 if you count common council) completely autonomous organizations even though it is all just 'The City'. I think if applicants were to get ONE packet that doesn't have the same questions or requirements repeated multiple times at either DPW or the clerks office (or both) and they return it to whichever department it came from and the filled paperwork is then internally distributed to each department that needs it that would at least make it feel as though the city wants people to host events, rather than a process that feels like a bunch of unnecessary hoop jumping to maybe deter people from hosting events.

Overall, how satisfied were you with the event process and working with staff?

- Satisfied/similar response - 11 responses
- We have a long time relationship with the City of Sheboygan Public Works and they have been extremely helpful

- Other than the outdated contact list, it was a smooth process working with the City of Sheboygan.
- Helpful staff, confusing process
- it was numerous years ago - I was pleased at the time
- This is an odd question. It's government stuff... Overall everyone was courteous and professional and I didn't have any issues working with any staff members, but it's not supposed to be a pleasure cruise. I don't think I would ever expect to have a great experience when it comes down to making sure you've done all the necessary things to host a safe event that is operating within the bounds of local ordinances.. that said, I do think the process could be streamlined.
- Great staff to work with from the city

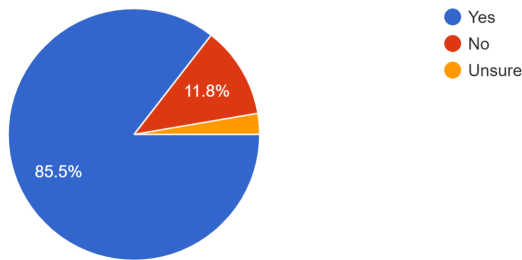
JMKAC Email Survey

January - February 2022

297 Respondents

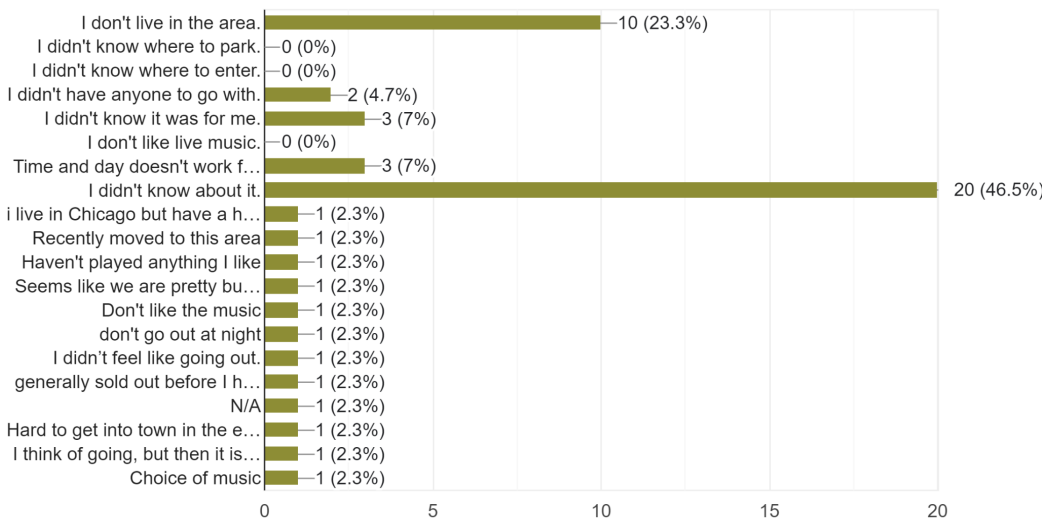
Have you ever attended a Levitt AMP Sheboygan Music Series event?

297 responses

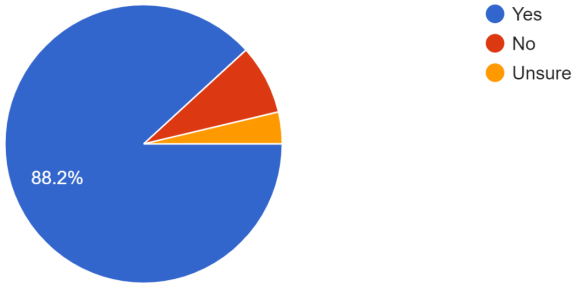


If no, why haven't you attended a Levitt Amp Sheboygan Music Series event?

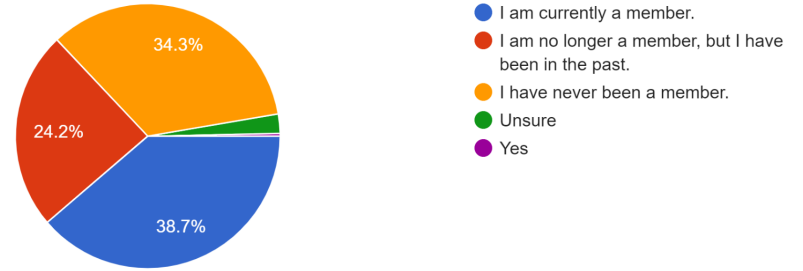
43 responses



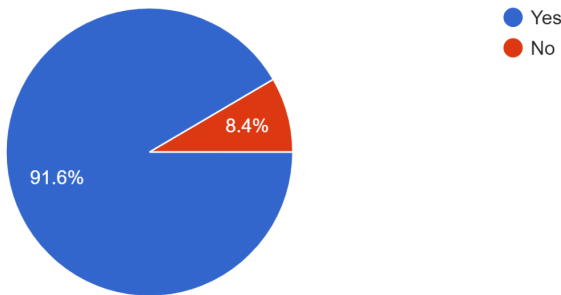
Do you know that Levitt AMP Sheboygan Music Series is a JMKAC event?



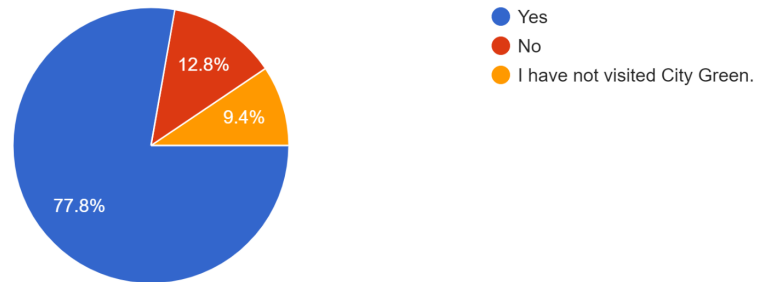
Are you a member of the John Michael Kohler Arts Center (JMKAC)?



Do you feel informed about events happening by JMKAC?



If you have visited, does the City Green have the amenities you need to enjoy your experience?



How often do you find yourself at City Green each year?



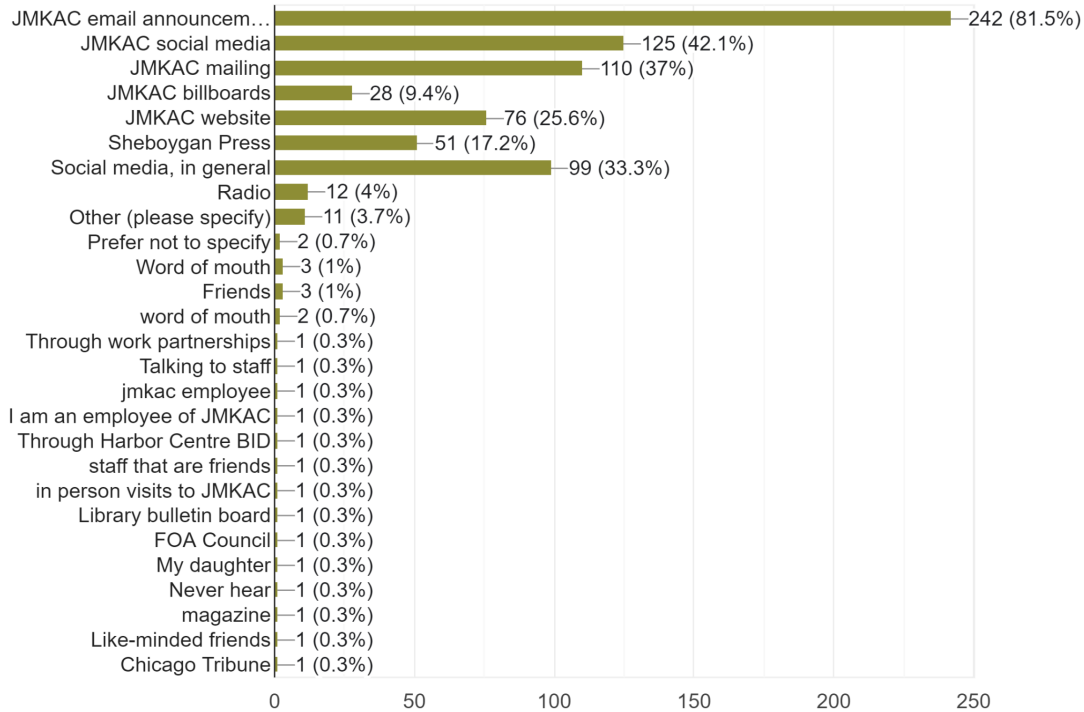
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When attending outdoor concerts, do you typically bring your own chairs?

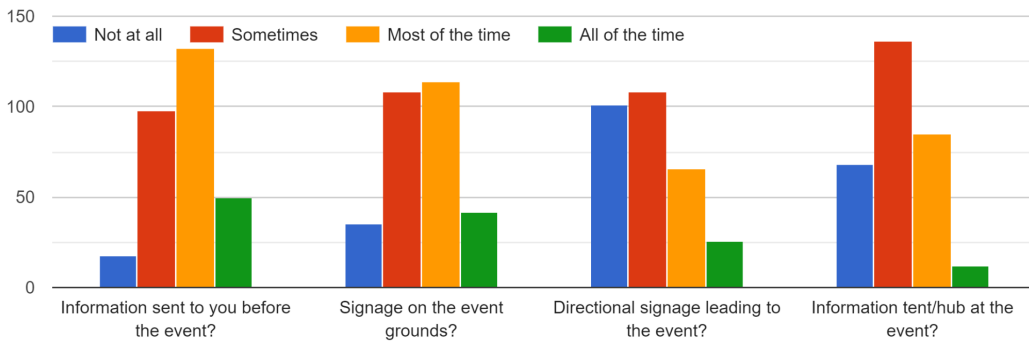


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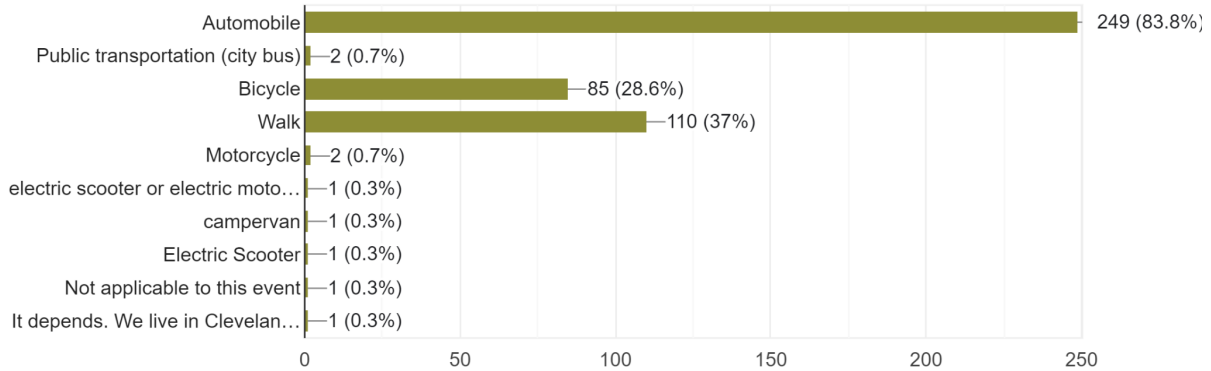
How do you typically hear about events by the JMKAC (check all that apply)?



What do you rely on to find these important accommodations at outdoor events (i.e. parking, food, beverages, other resources, upcoming events)?

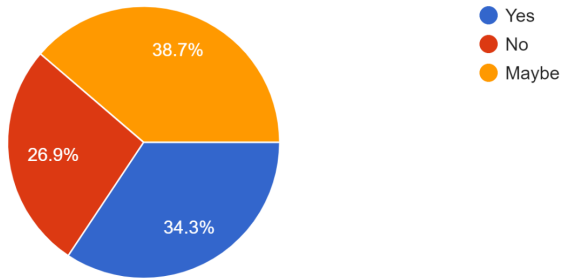


What is your preferred mode of transportation in the summer?



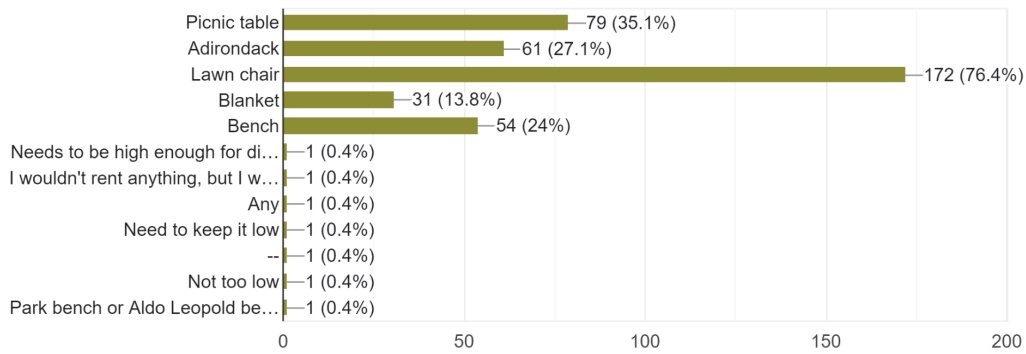
Would you consider borrowing or renting a chair if the option is provided?

297 responses



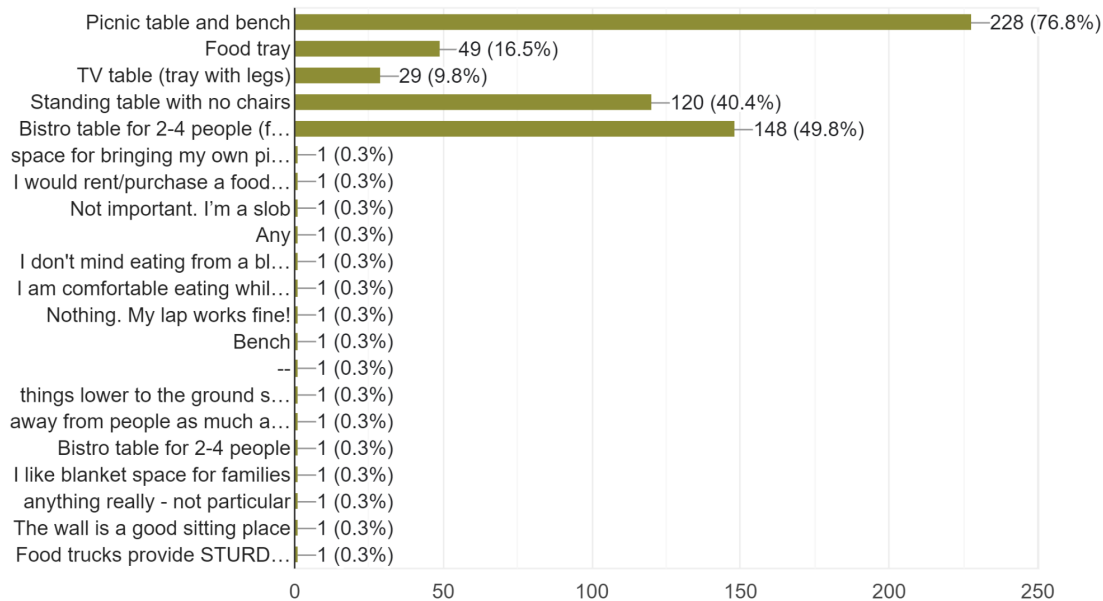
If yes, what style chair would you prefer?

225 responses



What seating options would you like to see to enjoy food at an outdoor event/space?

297 responses

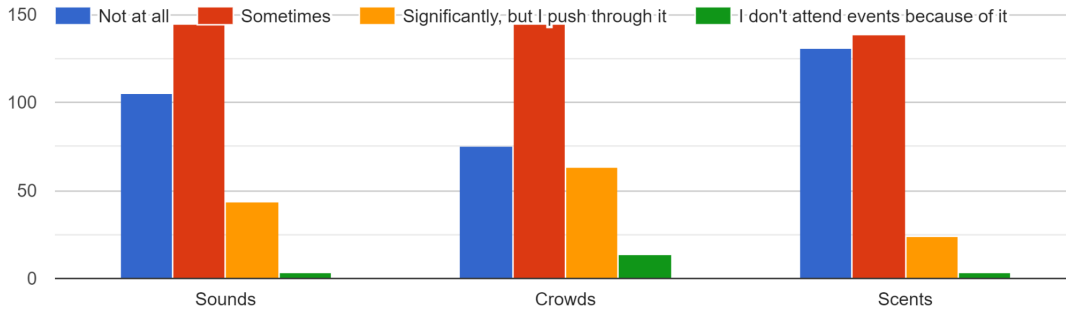


Outdoor events often take place while the sun is shining. Does the sun impact the comfort for you and your guests?

297 responses

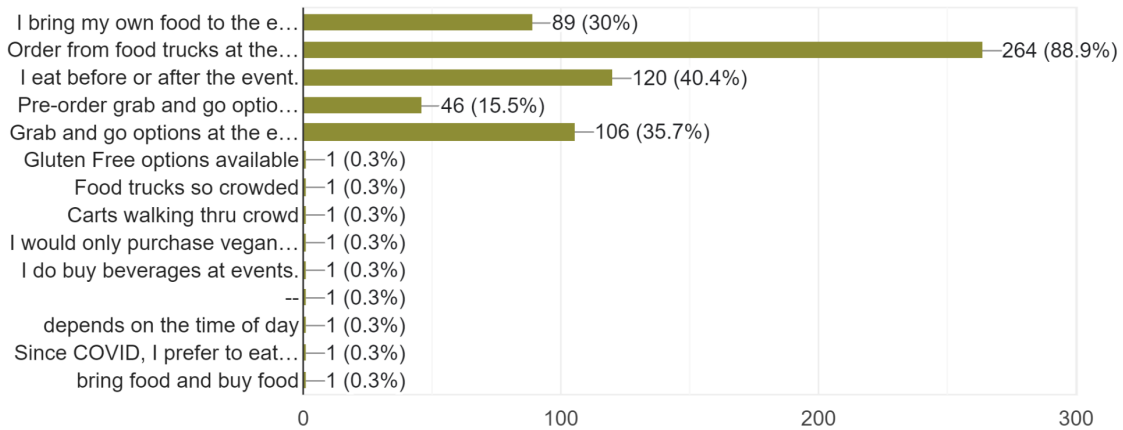


How much do each of these sensory experiences impact the level of enjoyment for you or your guests?



How do you prefer to enjoy food at outdoor events?

297 responses



How else would you like to be informed about events happening by JMKAC?

- Email - 14 responses
- Text - 4 responses
- Billboard - 2 responses
- social - 4 responses
- Mailings/postcards - 5 responses
- Newspapers - 4 responses
- Continue doing what you are doing.
- It's quite good as is
- timely - social media pop is generally too late
- (I think the coverage is good.)
- Delivered to my home with a pizza and wine
- Sheboygan Falls Chamber of Commerce
- You do a great job.
- You are doing fine
- Personal visit by JMKAC Director
- Flyers
- I am fine with the above.
- I feel communication concerning event opportunities is good
- a calendar
- Reminder the day before of who the artists will be and what food trucks will be there.
- Bulletin boards
- Your's is well presented and informative. Usually, the text includes details and contacts. I would like to see more images of works and exhibitions. I read the entire message. I prefer not to be over saturated with too much public relation communication of any sort, from anybody. In limiting info to email, the image of the Art Center remains sophisticated and aesthetically appealing. Over saturation, in my mind, would be less effective making JMKADs Brand too "commercial", and falls into the junk mail category. The Canter has a fine reputation for well curated projects.
- I feel well informed.
- Posters in shop windows
- Jmkac magazine has up to date class, events listing or mention information on how to find out more info on line. Calendar of upcoming months' events is a useful way to plan and remember. The postcards we used to get about upcoming events.
- website
- I feel resources are adequate

What can be done to better accommodate your mode of transportation?

- Parking (free, better, availability, reserved) - 18 responses
- Bike racks/corral/places to lock bikes - 11 responses
- More streetlights.
- Shorten wait time for buses. But that's currently impossible with the lack of drivers.
- More off-road paved paths like the plank trail going in different directions
- Enforcing no bikes or scooters on sidewalks)
- Shuttle hubs
- Scooter?
- Trolleys from / to Sheboygan landmarks or key locations
- Boondocking information.
- Move the event to Oshkosh.
- Not sure, we don't live there and The John Michael Kohler Center is "on the top-of-the-list" to things we plan to visit in that area for over 20 years now! We drive there.
- Would love to see EV charging downtown.
- Advance specific directions to parking lots.
- Shared transportation
- Safe Bike Paths, Water Station
- Not specific to this event, but a more accessible public transport system
- Better Public Transportation

If City Green does not have the amenities you need to enjoy your experience, what improvements would you like to see?

- Restrooms - 32 responses

- Shaded areas - 13 responses
- Increased seating - 14 responses
- Water fountain/sanitation station - 10 responses
- A warming tent or heat lamps might help when it is cold at night for the older people (like my mom :) who come out and I see leaving early when it gets chilly.
- Maybe more bike racks.
- permanent on site activities, bbq's, dog bag
- Free beer?
- tables for take out, bathroom during normal hours
- It is too crowded. Difficult to find a place for a chair.
- more trash receptacles
- When grass is wet it's a problem if we didn't bring waterproof blanket
- No dogs allowed. I love dogs but it's gross to see them pee then somebody puts a blanket down on that.
- lighting
- I will check out the City Green the next time I am in Sheboygan (if time & weather permit)
- More even ground for disabled and elderly, cement pathways
- Food
- baby changing area, playground, refreshment stand
- More food vendors so the lines aren't as long. Also a portable ATM for cash.
- I'm happy when the JMKAC building is open for the restrooms during large events.
- Maybe chairs that are permanent or that can be checked out and returned. Out of town visitors do not have folding chairs. If a group comes from assisted living or similar they do not have seating either. Perhaps returnable umbrellas with the JMK logo would be helpful in inclement weather. More signage along 8th St and major thoroughfares is needed on the day of events. Advertise on grocery store, laundromat and similar bulletins. Get members to call friends, neighbors, organizations about each event, and do a reminder call the day of the program. Let hotels, B and Bs know about events. Have pick up vans for those who do not have transportation. Vendors other than food trucks like a high school club or a church organization renting at low cost a table and selling individually wrapped cookies, sodas, treats that a family can afford and are child friendly. I know a few groups who would definitely be interested and use their profits for local charities.
- A wooden dance floor like the old Wednesday and Friday night Fountain Park summer music nights!! In no way do the hip and trendy City Green events make up for that community loss!! The grass and grooved cement don't cut it for couples to dance on. You're supposed to just stand there and shake on your own, or sit and passively observe the artists perform. We try to support live music, especially outdoors during the pandemic, so we bring a rug to set up down behind the band where the sidewalk is blocked and we're not in anybody's way while we dance. It's either that or ruin the soles of our dance shoes!
- More food trucks or food stands that serve sandwiches
- I think an ice rink would be amazing in the winter lighted
- Vegetarian or vegan food.

If we did not list a sensory experience that impacts you or your guests, please describe it below

- weather
- large crowds because of Covid....
- Unable to comfortably be in sun, I must have shade
- My daughter has some sensory sensitivity but stays close to me and she does push through it.
- My son has sensory sensitivities, so when there are a lot of moving components it can be overwhelming for him to process. This doesn't mean that it should be removed, it's just something we have to take into consideration when attending events. i.e. parades are hard for us.
- Goes with the turf ... unless the music sound is poorly balanced.
- Sometimes too loud
- Visual experiences
- stickiness/dirtiness
- second hand smoke
- The Crowd gathering during a pandemic is particularly concerning, too many people way to close together, especially around food trucks and beer tent
- The option of shade is nice.
- Covid masking. I will not attend outdoor events requiring covid masks.
- Inattentive parents of small children.
- These "impact" questions should be more specific. Are you asking if it positively or negatively impacts? It seems that you're only using "impact" in a negative means, but I find the sun to be a positive impact. Very confusing
- I don't like touching tables that are crusty with others who have used it.

- Comfort of seating, food & beverage options
- Is the question above asking whether the sensory experience is positive or negative? I like crowds, sounds, and scents, and all of these impact my level of enjoyment for the positive for me, and are all reasons that I do want to attend events.
- sound system is at times insufficient
- Extreme heat with no breeze and/or mosquitos
- Keeping walkways clear, especially when carrying food. Most people are polite but some have no problem bumping you or refusing to carry on their conversations off of the walkways.
- We avoid loud hard rock music.
- Sometimes aluminum cans need pickup, sadly people don't always take items to the trash. I would suggest that the blocks surrounding the Green Space also be cleaned. When I see beer cans, etc it gives me and others a bad feeling about the Green Space and the community
- Since "Green" is the name, more environmentally friendly trash containers are needed in that area. Get a few volunteers or others to check the area and clean up the day of events. Sad commentary.
- Sights
- Because of Covid I don't like big crowds
- Loud rock and roll draws us in.
- Heat, a cooling tent and shade areas are essential
- Too much going on at once, no clear idea of where to go for what I need
- Visually, I am comfortable in a diverse crowd, not a homogeneous one.
- 1) Having dogs around and 2) WAY too much amplification. Deaf sound person....
- Heat

Do you have other suggestions for improvements that we did not mention?

- We really miss the Levitt series and loved how it brought so many people together- hope it can continue every summer in some way.
- pre-made event baskets with food, wine, water, blanket etc.
- More varied music. Multigenerational.
- Move events indoors in case of rain
- Maybe find a way to use the area where the food trucks are as an eating picnic place and move the trucks in front of the art museum. That would give lots of additional space
- If there's anything we can do to reduce disposable products (e.g. bottled water, plastic cups) and waste?
- More covered area for shade around sides and back with seating & picnic tables
- Include local talent whenever possible: North High Drumline, Sheboygan Symphony, Swing Choirs or Dance Teams;
- Knowing which food trucks will be in attendance each week from JMKAC and possibly rotating attendance so different varieties of food would be available on different nights (if there are enough food trucks interested in participating to rotate)
- Have special events that are dog friendly
- Friends in Plymouth don't know about the concerts
- More food trucks - lines are too long.
- Free beer?
- Love the events. Get upset with all the dogs! Not good when they walk through crowds especially with little ones on the ground. The security got on us for bringing a non-alcoholic beer and yet they let the pit bull & great dane bother people.
- be clear on dogs. Leashed & controlled.
- Better music, more variety. Not so much messy loud fusion but PURE bluegrass or pure jazz would be nice.
- I like the idea of grab and go food options. The lines for the food trucks get ridiculously long (and take up so much time), and there are limited (and sometimes quite pricey) options for food, especially for families with younger kids. Water bottle filling stations is another idea to keep the crowds hydrated.
- Sometimes the music is unnecessarily loud - something to consider during sound checks.
- Consider having more kids activities in tents (crafts, experiments, demos) and perhaps the obstacle course the library sometimes sets out.
- Additional play area for kids.
- The food trucks often run out of food early, so have more food options. When I attend the Thursday concerts, I am looking to eat dinner there as part of the experience.
- There is nothing to be done about the lack of space for the big crowds of people
- More Wisconsin blues acts
- Pre-order options for food, additional ATM options, additional seating areas
- Food truck lines are an issue.
- I have missed music on the Green since the pandemic. Spacing is crucial for good health.
- I would prefer to bring my own beverages
- Being able to bring your own beverage

- What is kid friendly? Chalk? community mural? etc
- Accessibility is often an issue. Folks standing in the way on sidewalks seem to be oblivious to the needs of people with walkers and wheelchairs, and perhaps strollers as well. It would be nice to have a clear path to the events on the village green without having to fight for space on the sidewalk on the way to the grass. Also, the food trucks are inconvenient for folks with mobility issues, particularly when there's a crowd.
- Actively encourage masking and distancing. Thanks for working on such wonderful offerings in the community!
- Any specific amounts of people suggested as a comfortable # to attend? Since Covid "space" is still in mind for some people.
- Consistent day of events or location would help to better know about the music
- My daughter has a hard time sitting in one place for too long. She likes to run around. Sometimes it's too crowded to do that.
- More vegan/gluten free options
- Limits on dogs, especially large ones
- At the concerts at Cathedral Square Park in Milwaukee, you can order food at a restaurant that's across the street and they hand you a flag with a number on it. You go back to your spot at the concert and they deliver the food to you when it's ready. It's fantastic! A fun and efficient way to get food
- If possible, please return to providing beer in a cup, fresh from keg (3 Sheeps). Really enjoyed the fresh, chilled brew versus canned beer ,which sometimes was served on the warm side. :(
- Text reminders are nice a day or two before the event
- More well-known local groups
- Just more food and beverage options so lines aren't so long
- More shade
- commentary. Thank you for all you and others do to promote and bring these vital events to our community. Please let surrounding Sheboygan areas be better
- aware of the events through the Kohler, Sheboygan Falls, Plymouth libraries, etc.
- Sometimes the food truck lines are very long, this might be addressed by their prepping some popular items in advance. I don't recall seeing a popcorn vendor at the programs. Fond memories of popcorn in Fountain Park.
- Encourage dancing and participation like Contra did in 2021. Builds community. Have Ryan Sorenson or other known citizens lead something. A variety of ethnic music on the same night would bring different community groups together. Again, thanks, we look forward to 2022's enjoyment and community building w fellowship.
- Don't hold this during a pandemic! Sheboygan residents are ignorant of precautions and/or flaunt them constantly.
- Better bathrooms
- Diverse offerings including vegan foods and non alcoholic beverage area - SoBar, so to speak
- More seating for all the events, always to many people looking to sit down to eat
- Have more mainstream music
- Staff in event gear to help answer questions
- I love the variety of music provided. I don't think I missed a single concert. I was incredibly impressed twice with the North high drum band. I also like the variety because it exposes me to music I would not normally be exposed to, please keep up the good work.

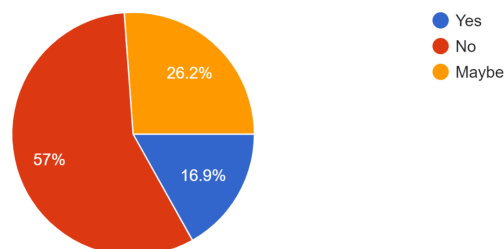
High School Survey

December 2021 - January 2022

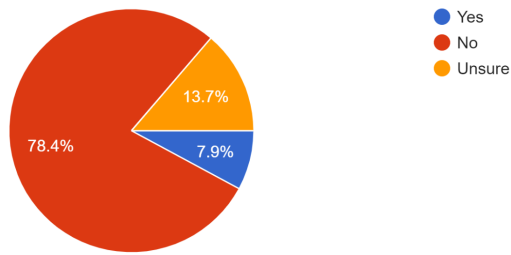
344 Respondents

Are you familiar with music and art events hosted at the John Michael Kohler Art Center?

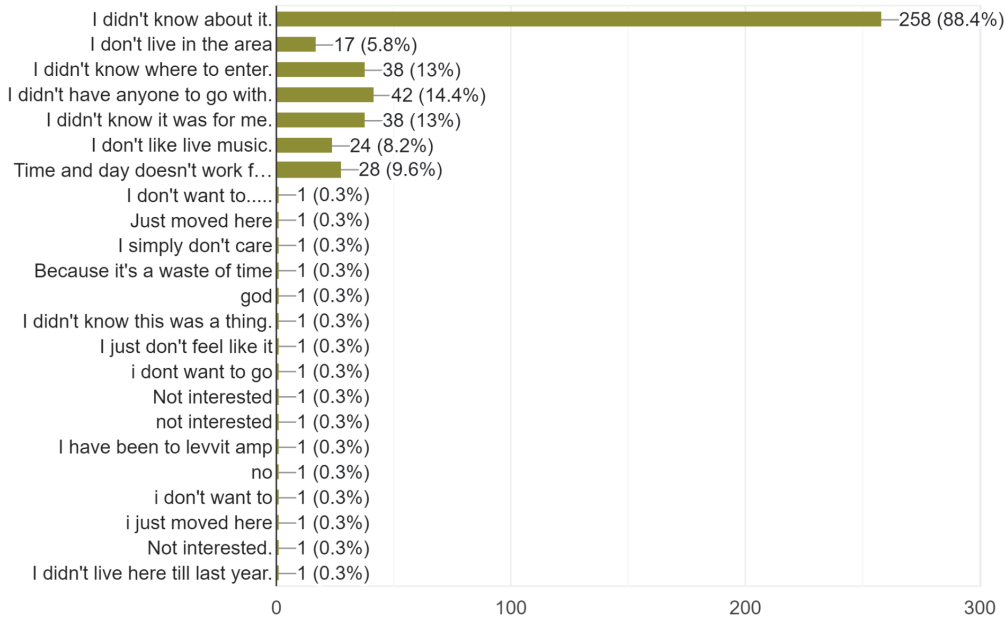
344 responses



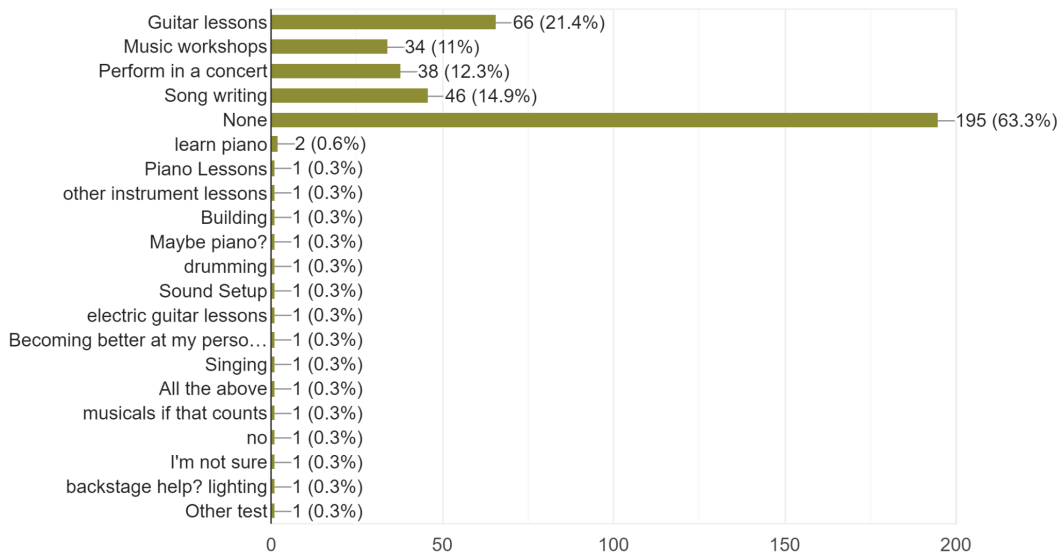
Have you ever attended a Levitt AMP Sheboygan Music Series event?



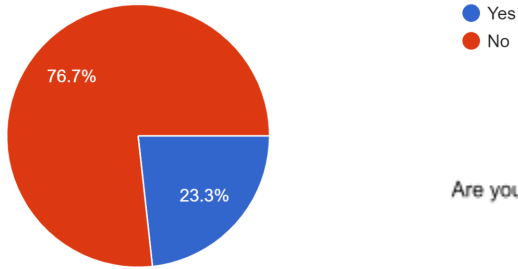
If no, why haven't you attended a Levitt AMP Sheboygan Music Series event?



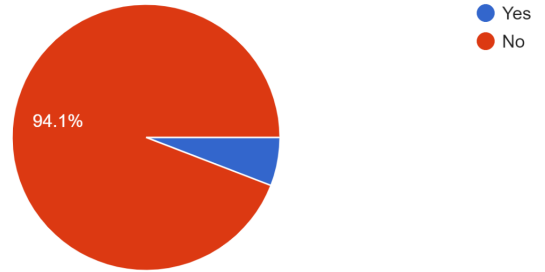
Are there music opportunities, skills, or experiences that you would like to develop or be a part of?



Would you like to be more informed about these events?

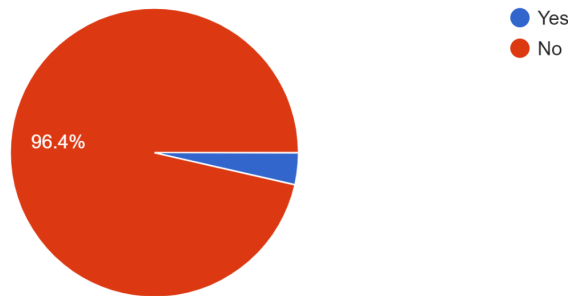


Are you currently part of a club and/or group that has a message to share with Sheboygan?



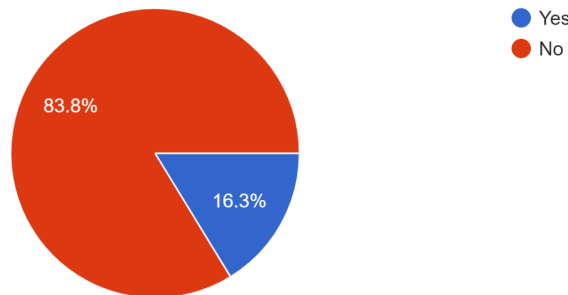
If yes, would this group be interested in setting up an exhibit in the Community Tent at Levitt AMP?

168 responses



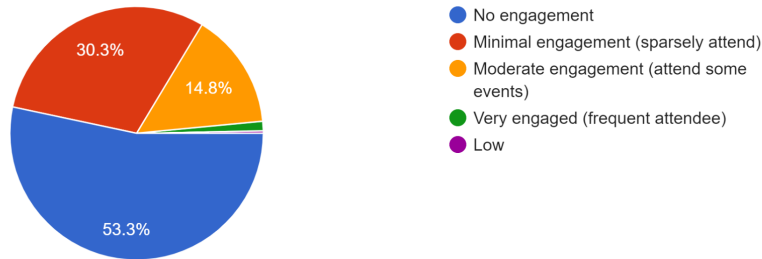
If you are or want to be involved in the arts, would you be interested in a performing arts internship? This may include exposure to research...nd musical acts, sound set-up, programming, etc.

320 responses



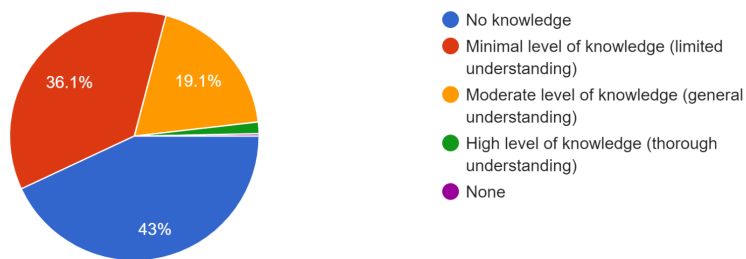
What is your level of engagement with local community events and decision making processes within the community?

330 responses



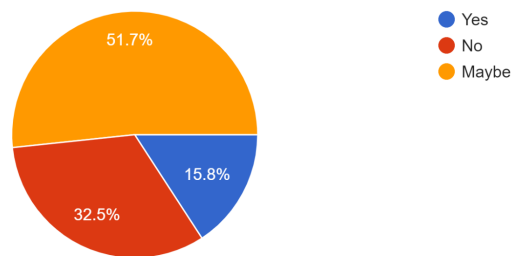
What is your level of knowledge about the local government and their decision making processes?

330 responses



Do you feel the youth voice and perspective is included in these processes?

329 responses



Is there anything else that you would like us to know about how the John Michael Kohler Arts Center can better engage with youth?

- good social media presence on many platforms and get youth in decisions
- Continue to bring in a variety of musicians and exhibits that interest people of all ages and backgrounds.
- Send out information to schools
- Allow kids to help set up for events, and give them opportunities for community service hours.
- I feel as though more events aimed towards youth changing the world as we know it would be useful
- I feel like to better engage the youth, our voices should be heard, there should be more events where students can express their concerns and thoughts about planning their future
- I wanna get into sound but don't know how to get an internship
- Perform at the youth schools or come to the school to interact for example talk to them listen all of those good stuff

- Be youthful
- Ask multiple youth about what kind of events they would like to attend.
- The John Micheal Kohler Arts Center could have more Pop bands to better engage with the youth.
- paint
- Promote events more
- Put more youth displays up to show how amazing this generation is and the next to come.
- Advertising it more
- Know what teens of today are into.

Community Report Back Data/ March Outreach Event

Pre-Arrival

How do you hear about events?

- Facebook (6 responses)
- Social media - fb stories, snap stories, instagram, tiktok (2 responses)
- Instagram (3 responses)
- Instagram reels
- Emails (2 responses)
- Direct email to organizations
- Newspaper
- Sheboygan Sun
- Billboards (2 responses)
- Radio (2 responses)
- Mailings (2 responses)
- Streaming
- App based tv ads
- Flyers (4 responses)
- Local business postings
- Word of mouth ("local buzz") (4 responses)
- schools/universities
- Google "events near me"
- Direct communication w/ cultural spaces (Las Brisas, Conquistadora, Farmer's Market)
- Hotel/apartment complex promotion
- Digital sign w/ puns on green space
- Member communication (JMKAC? Emails?)
- Community calendar
- Visual schedules
- Bike valet
- Vote for local openers or student favorites
- Delta publication (Beacon, Review, Xtra...)
- Depot
- Print
- Hmong student association
- Special education department
- Faith-based institutions
- Boys and girls club

What do you like to know before you go to an event?

- Rain plan
- Parking situation/cost for parking (2 responses)
- Event entry cost (3 responses)
- start/end time, duration (4 responses)
- Level of formality
- Where to enter
- Type of crowd
- Can food be brought in? (2 responses)
- Alcohol carry in?
- Can animals be brought in? (2 responses)

- Are children allowed?
- Food options and availability
- Type of music (2 responses)
- What to bring
- Who the event is for (2 responses)
- Outdoor or indoor?
- Location (2 responses)
- Will it be crowded?
- Will I be safe?
- Rules/regulations
- Generally what to expect
- Bring blanket/seating?

How do you get to events? Are there opportunities for improvement with that experience?

- Walk (2 responses)
- Bike
- Drive (2 responses)
- Scooters
- Uber
- Shuttle
- Bike racks - opportunity for improvement
- Sheboygan app - opportunity for improvement
- Bike amenities - opportunity for improvement
- Handicap parking spots - opportunity for improvement
- Uber/lyft dropoff area - opportunity for improvement

Is there another way you'd like to get to an event? If yes, what holds you back?

- Uber/lyft
- Trolley info (2 responses)
- Bus info (2 responses)
- "Key points in the city for bus rides"
- Credits for scooter rides or uber
- Shuttle from a parking lot
- Not knowing where to park
- Fees for parking
- American club shuttle
- Bus transfer station
- Are buses running after the concert?

At Event

What can be improved at the event?

- Quiet tent (sensory, nursing)
- Rental sensory kits
- Map to city green
- Carry-in policy
- Having visual boundaries
- Color-coordinated site map
- Better promotion of activities (include age ranges)
- Shorter lines
- Better bathrooms (2 responses)
- Make it clear that you can use art center bathrooms
- Larger signage
- More signs (2 responses)
- QR CODES
- More food options
- "brat barn" type food stall - could be fundraiser for other orgs
- Food delivery drop spot for downtown restaurants
- Event map app with all info included

- More prior info about food provided
- suggest arriving early to chat with friends
- More waste containers
- More social media promotion
- Collect emails for distributing communications (2 responses)
- Multi-language ads!! (2 responses)
- Spread food vendors out more
- Promo for next event at current event (signage, announcements) (2 responses)
- Reach out to businesses downtown to stay open later?
- Capacity (what if it is too full?)
- Festival green
- Research to consider capacity issues
- Publicize duration of event (how long does it go?)
- Event attendants walking around, visible by shirt, etc.
- Food on west/east side of event

Post Event

How can the event continue to engage you or others?

- Incentives to return
- Post-attendee survey (how accessible was the event?)
- Ready-to-go Spotify playlist
- More access to the music of bands
- Social posts - interactive IG stories, "ask me anything"
- Snapchat groups
- Social media feedback links
- Music channels
- Email survey
- entertaining music, variety of music
- Connections to the bands beyond Levitt
- Opportunities to donate \$ toward future Levitts (fulfill matching gift requirement & grow events beyond current resources
- gather info (email/phone #) of attendees for continued communication
- Other musical events (or other types of events) at the city green and/or JMKAC post-series
- More images of the event publicized
- Visit Sheboygan videos
- Presence on ig, tiktok
- Resource site/building area
- Freebies for advertising
- Other non-profit org
- MyCivic/Sheboygan, WI