

SOUNDS OF SOUTH PARK



CASE STUDY: Activating public space with local music. South Park BID, Los Angeles

PROGRAM OBJECTIVES

Activate the streets of South Park in a way that creates an exciting urban vibe that is engaging, open to all residents and attractive to local businesses.

SOUTH PARK CONSTRAINTS

- Limited budget for programming
- Limited time, staff and resources

INITIATIVE

SOUNDS OF SOUTH PARK

- Free Friday evening concert series from 6-8pm featuring local artists.
- Launched on March 26, 2021. Concerts are hosted weekly.
- Located at South Park Commons, a small downtown “pocket park” surrounded by a mixture of business and residential buildings.
- South Park staff use the Stagehand platform to source, contract, schedule and pay artists.

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Sounds of South Park has helped us expand our public art strategy in a manageable way, both in terms of financing and staff-time. For years we focused on murals and visual art, but programming live music allows us to build community by working with local musicians and providing a live experience for neighbors to share in a public space.

ELLEN RIOTTO, EXECUTIVE
DIRECTOR, SOUTH PARK BID



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RESULTS

RESIDENT ENGAGEMENT

- Diverse performances (R&B to Opera) drew 60-100 residents from a diverse group of ages, economic status and ethnicities, including families.
- The format and location engaged residents in a way that felt passive and therefore inclusive.
- Overwhelmingly positive feedback from residents, businesses and performers.

BUSINESS SUPPORT

- 8 businesses now sponsor the program despite South Park NOT being a 501(c)(3).
- Adjacent buildings refer to the program as a selling point when leasing.
- South Park buildings use it as an opportunity for tenant engagement and regularly post about it on social media.

SUSTAINABILITY

- Business sponsorship now pays for the program.
- "Sounds of South Park" was recognized in an extensive strategic planning process for the BID and highlighted as a program to continue & grow.
- A diverse and growing list of talented artists (50-75) have applied to be part of the program.
- A neighboring BID recently started a similar program which allowed for collaboration and information sharing on the Stagehand platform.
- The program is managed in minutes per week. Most recently 6 performances were booked in 15 minutes.

KEY LEARNINGS

- Programming Live music through Stagehand enabled South Park to expand their public art strategy in a sustainable way. Previously public art programs focused on murals and visual art. Live music by local musicians provided new opportunities for community building in a public space.
- The program was easy to execute despite no in-house music industry expertise.
- Live music in a public space is an inclusive way to engage the entire community in a way that feels passive and inviting.
- There is an abundance of excellent & affordable local talent available that is valuable for placemaking.
- Sustainable programming is essential to placemaking.

BACKGROUND

South Park Business Improvement District (SPBID) is nestled in the Sports and Entertainment District of Los Angeles and manages a 52-block area that also contains the STAPLES Center, L.A. LIVE, Los Angeles Convention Center, California Hospital Medical Center, and the Pico Metro station. The mission of the SPBID is to continually support the unique living and commerce experience for its residents and businesses by facilitating a safe, clean, collaborative and wholesome environment, while leveraging the opportunities that arise due to its location and role in the historic transformation of DTLA.

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In my 5 years at the BID this program had the highest community impact for the lowest effort.

WALLIS LOCKE

SOUTH PARK STAGEHAND PROFILE

WWW.STAGEHAND.APP/VENUES/186

Reach out to Stagehand for a free consultation:

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 **STAGEHAND**
www.stagehand.app

