



Liberty Plaza + American Rescue Plan Act Funds = Activation



Jessica Black, Recreation Supervisor
Cobblestone Farm, Park Rentals, Special Events and
Parks Customer Service Office



Timeline 2022

- **February/March**
 - Staff discussions & brainstorming about how to activate Liberty Plaza
- **May/June**
 - ARPA funding confirmed and temporary position created
- **July**
 - Liberty Plaza activation added to my responsibilities
- **August through today**
 - A blur of events and visits to Liberty Plaza!



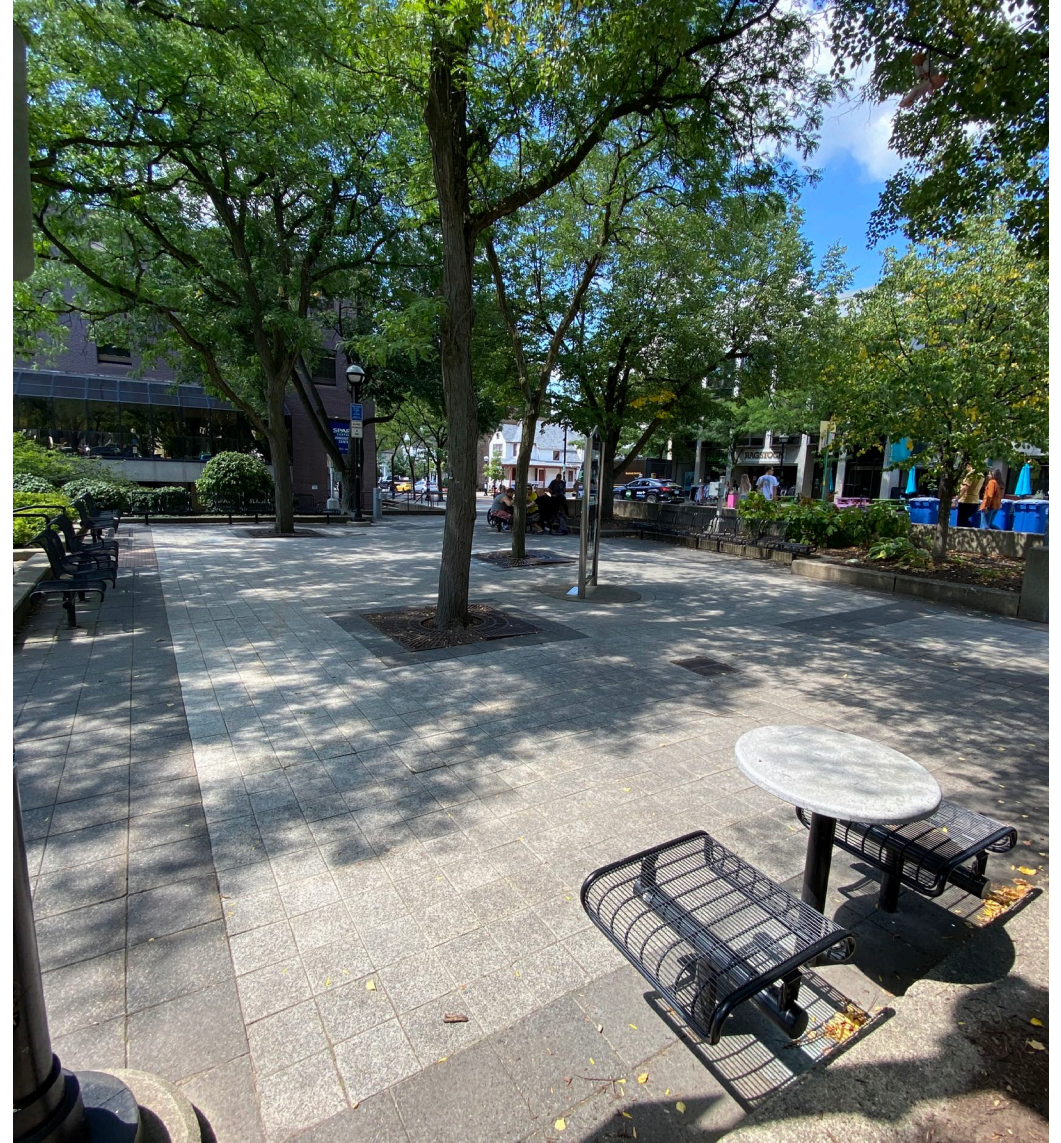
Immediate Action Items (physical)

Open the sightlines throughout the Park

- Trimmed tree limbs
 - Removed one unhealthy tree
- Removed tables and stools
- Removed damaged historical marker

Create a welcoming space

- Power wash all hard surfaces
- Added temporary decorative lighting
- Daily trash picking





Future Action Items (physical)

- Permanent decorative lighting and electrical
- Public Art
- Park signage
- Update landscape beds & plantings
- Replace damaged historical marker
- Outdoor storage shed
- Public Wi-Fi



2019 Events

13 unique events hosted on 105 separate days

2021 Events

11 unique events hosted on 50 separate days
COVID-19 limits on gatherings

2022 Events

18 unique events hosted on 89 separate days

Event Support

- Signage designed, printed, laminated and in-house
- Bagged parking meters
- Event related items available from Parks or coordinated through rental companies

Event Promotion & Marketing

- GovDelivery
- Social Media Posts
- NextDoor events and posts
- September 2022 Ann Arbor Observer article
- Liberty Plaza website

Event Challenges


- Mid-Summer start/launch
- Staff
- Organizers not sure of what they need or want for events
- Short timeline for planning events
- Lack of onsite storage



August 25 & 26 2022

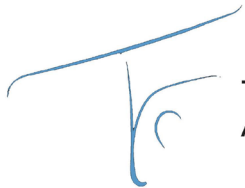
Annual free event – 2018, 2019 and 2022 – showcasing
local professional dancers.

shape // matter Movement Showcase



shape // matter

MOVEMENT SHOWCASE





Thursday and Friday
Aug. 25-26, 8 p.m.

Free Event | Enjoy performances from:

Suttle Dance | Dance Uprising
Chloe Gonzales | Kristen Hudecz
Sophia & El Kronox | Detroit Tap Repertory | Move-MI

facebook @shapemattershowcase
<https://shapemattershowcas.wixsite.com/shapematter>



To schedule an event in Liberty Plaza contact:
JESSICA BLACK, RECREATION SUPERVISOR
Cobblestone Farm, Park Rentals & Special Events
City of Ann Arbor Parks & Recreation
734.794.6230 x 0 | jblack@a2gov.org
"Together, we enrich life by cultivating exceptional experiences."



September 1 - 4 2022

1994 school bus converted into a mobile sewing factory traveling around the United States selling hands-on custom sandals and providing free sandal repairs.

Chaco Sandals

Fit For Adventure Tour



**FIT FOR
ADVENTURE TOUR**



The #ChacoTour is at Liberty Plaza Park!
September 1 - 4 | 12 - 6pm
Free Sandal Repairs • Custom Z/Sandals
Free Swag
*20% off a pair of custom sandals with a valid student I.D.
@chacofootwear chacos.com/tour



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September 8, 2022

U of M CEW+ are neighbors to Liberty Plaza.

U of M CEW+

Welcome event for scholarship & fellowship recipients.



Liberty Plaza is closed for a
private event for the
CEW+ Scholar Community

Find out more about CEW+ public events at:
[www.cew.umich.edu/
events-workshops](http://www.cew.umich.edu/events-workshops)



Scan to
join the
mailing list.

REGISTRATION IS NOW OPEN FOR:

- The 6th Annual CEW+ Advocacy Symposium, Wednesday, Sept. 21, noon-6 p.m.
- Weekly Mindful Meditation Practice (Virtual, Wednesdays, 12:15 p.m.)



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August 13, 2022

**Sunrise Movement Ann Arbor - Concert to
Shutdown Line 5**

September 25, 2022

Public Power in the Plaza

October 8, 2022

Women's March Ann Arbor

Public Protests & Political Events



Thursdays September 15 – October 20, 2022

Free event hosted by Whoa Silent Disco, locally owned small business. Headsets worn with three playlists to choose from.

Whoa Silent Disco

GRAB YOUR BOOGIE SHOES

Liberty Plaza,
Thursdays, 8-10 p.m.
for a **FREE** silent disco!

Upcoming Silent Discos

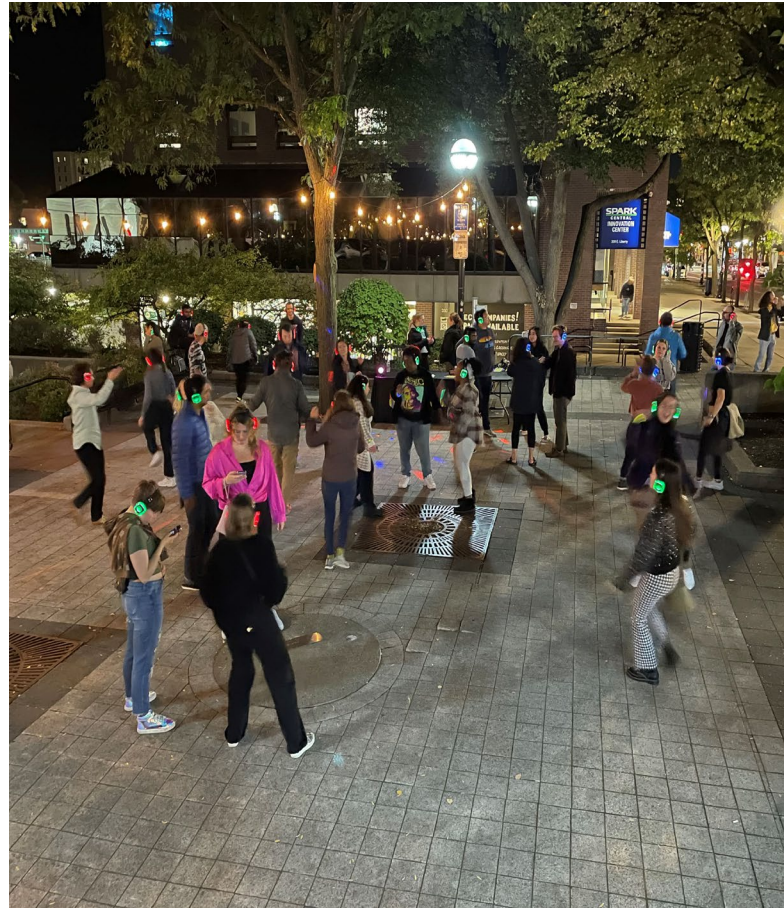
Liberty Plaza | 8:00pm-10:00pm | Free

- Sept. 15th | Glow Stick Night
- Sept. 22nd | Power Ballads & Rap
- Sept. 29th | 80s vs. 90s vs. 00s
- Oct. 6th | Top Pop
- Oct. 13th | Boy Bands & Girl Power
- Oct. 20th | Funky Feels

Reserve your spot at whoasilentdisco.com/events

Enjoy three music sets being played into a group wearing wireless headphones. Once you put on these special headphones you are linked up with a "WHOA!" Reserve your headphones at www.whoasilentdisco.com/events

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Still to come in 2022

- Liberty Plaza Holiday Gift Market
 - Friday Dec. 2, 5 - 9 p.m.
- Washtenaw County Shelter Association Hustle for Housing
- Thanksgiving Day Turkey Trot
- Chanukah Menorah Lighting event
- Vineyard Church of Ann Arbor Friday Night Homeless Ministry



Thank you for supporting Liberty Plaza