



Season 38 Snapshot

In a 'typical' year..

A2SF's mission is to present a world-class celebration of arts and entertainment that enriches the cultural, economic, and social vitality of the region.

Over 80,000 people participate in 200+ concerts and events that take place in June and July at *Top of the Park* on Ingalls Mall and throughout Ann Arbor. A2SF was founded as partnership between the City and University of Michigan and presented its first full season in 1984.

Following the cancellation of the 2020 season last March, A2SF moved many events online, created new digital experiences, and produced a series of socially-distanced concerts and movie nights. A season recap video can be [seen here](#).





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Approach to 2021

On March 11, A2SF announced that traditional activities at Top of the Park on Ingalls Mall and indoor performances would not take place. A2SF has planned a series of experiences throughout the city that will allow us to better manage crowd sizes and safety protocols while bringing arts experiences to a broader portion of our community.

The full season will be announced in May. An early preview of two, new anchor programs, Tiny TOPs and Live Here Now are included in this packet along with an overview of some of the types of programming that will be offered.



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Tiny TOPs

The first anchor program is called Tiny TOPs. This program will not utilize the community event fund contributions, but will be an important part of the A2SF season.

Tiny TOPs are intimate concerts that can be reserved or gifted by individuals for small groups of family or friends. Beginning in May, a roster of 20 artists will be available for booking. Patrons select a time and location for an artist play within a 15 mi radius of downtown Ann Arbor. We expect a minimum of 150 concerts to be booked during the first wave. The Festival will work directly with artists to set fees and provide logistical support. A2SF will also be funding a number of prepaid bookings made available to those who can't pay.





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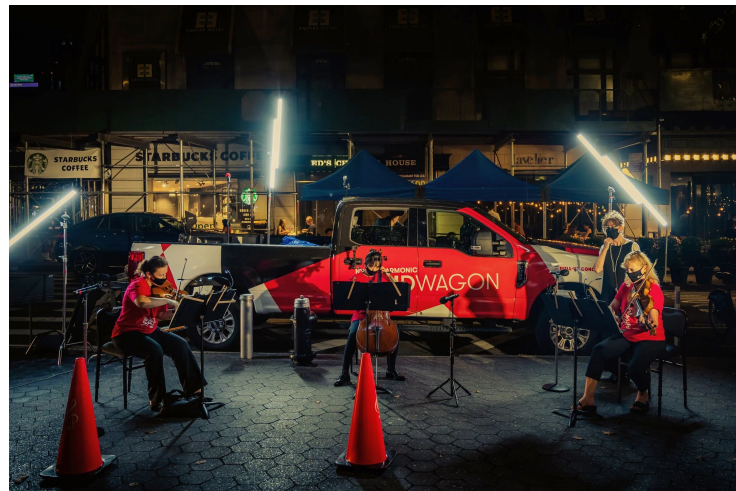
Live Here Now

Live Here Now is series pop-up concerts and events that will take place in outdoor public spaces throughout Ann Arbor and Ypsilanti. There will be approximately 10 in each city, with a few additional larger events in Ann Arbor.

Each event will feature a 45-75 min musical performance that will feel intimate and somewhat spontaneous in nature (~50-150, bring your own chair) that will be nicely framed by a mobile performance space. Behind the scenes, there will be months of extensive outreach work with local captains and stakeholders.

Concerts will take place in all five wards and include local partners including AADL, AAHC, and A2ZERO.

The New York Philharmonic launched a similar program called Bandwagon in Manhattan during the 2020 pandemic summer





Live Here Now, continued West & Fuller Park Events

Building on the success and safety model we developed for last summer's *Not Too Close* events at West and Fuller Parks, A2SF is planning a few larger scale concert and film offerings. Dating and format will depend on local guidelines for crowd size, will include an advance RSVP element and be more broadly promoted to residents than the neighborhood-focused pop-ups.



Dani Darling performing at West Park Bandshell in 2020



Screening of *The Wiz* at Fuller Park in 2020



Live Here Now, continued West & Fuller Park Events

Events will be recorded and streamed later for residents unable or uncomfortable with attending.



Joan Belgrave performing at West Park in 2020





Season 38 Full Announcement in May

Each year, A2SF announces its full season in May. This will include a list of participating artist, event locations, and additional special offerings.

Programming will reach all five wards of the city, involve broad community participation (e.g. Sidewalk Chalk Day) and most offerings will be free of charge.





Season 38 Approach to Safety

A2SF is a seasoned performing arts presenter with decades of experience producing public events. We follow national trends, employ best practice, and will be developing customized safety plans for each individual event in the coming months. Plans will be responsive to current guidelines in our city and county.

Last summer, A2SF developed a COVID safety plan for the *Not Too Close* series of events at West and Fuller Park. This plan was endorsed by Ann Arbor Parks & Recreation and it was requested the A2SF plan be used as an exemplar model for future park rentals. [A copy can be found here.](#)





Thank you.

As our community emerges from this pandemic, A2SF is ready to play an important role in our collective healing and recovery. In addition to planning for a return to a full-scale, in-person season in 2022, we're developing plans for additional events in the fall or winter to be responsive to community need.

If there are ways we can be support of city-wide initiatives, please don't hesitate to reach out. Thank you for your partnership.

