



MAY 2019

MayDay Celebration

COMMUNITY ENGAGEMENT

JUXTAPOSITION ARTS | IMAGINE DELIVER + HOBT





Strategies and Scope



Juxtaposition Arts (JXTA) worked with Imagine Deliver, Amplify DMC and In the Heart of the Beast Puppet and Mask Theater staff and board members to create a platform for engaging community members -- especially people who attended the 2019 MayDay celebration -- about the future of the festival. Engagement tools included a paper survey/conversation guide, an online version of this survey promoted through social media and the MayDay tabloid, and a station in the Resource Fair in Powderhorn Park to talk with festival goers. People who completed the survey in the park could have their picture taken in the Picture Wagon photobooth.



Strategies and Scope

We collected 312 surveys from roughly over 350 people during May.

About 190 surveys were completed at Powderhorn Park during the MayDay 2019 celebration, and the rest (122) were completed online.

All raw data will be shared with Imagine Deliver and HOB T, along with this reflect-back piece.

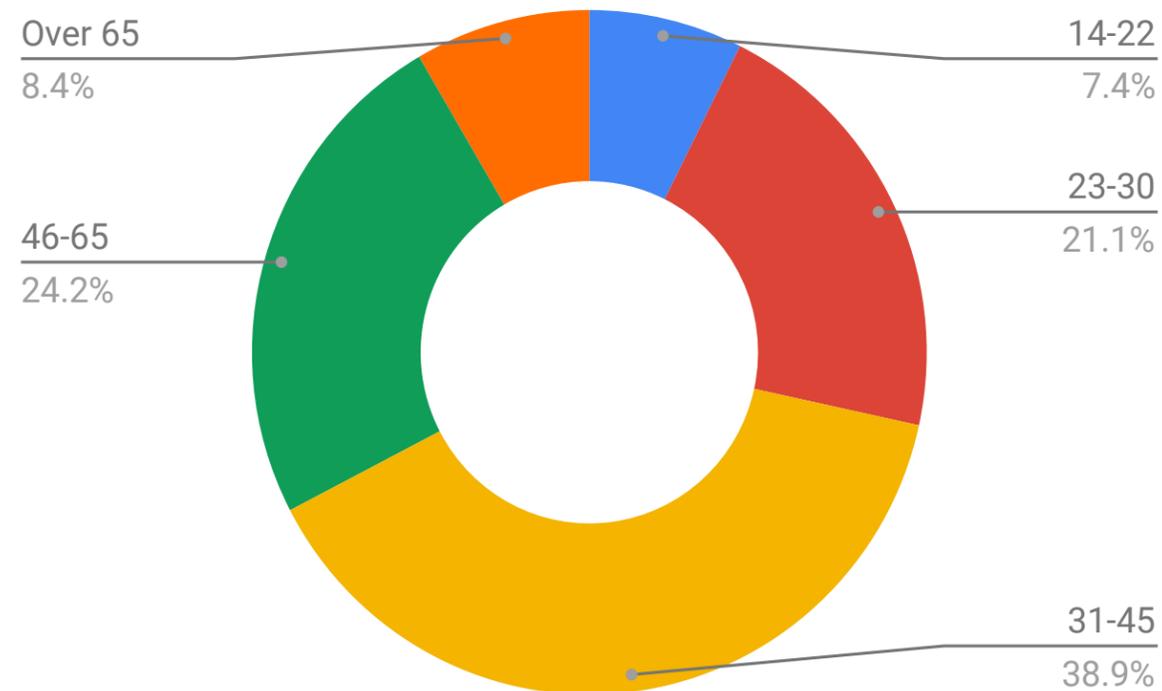




Demographic Information

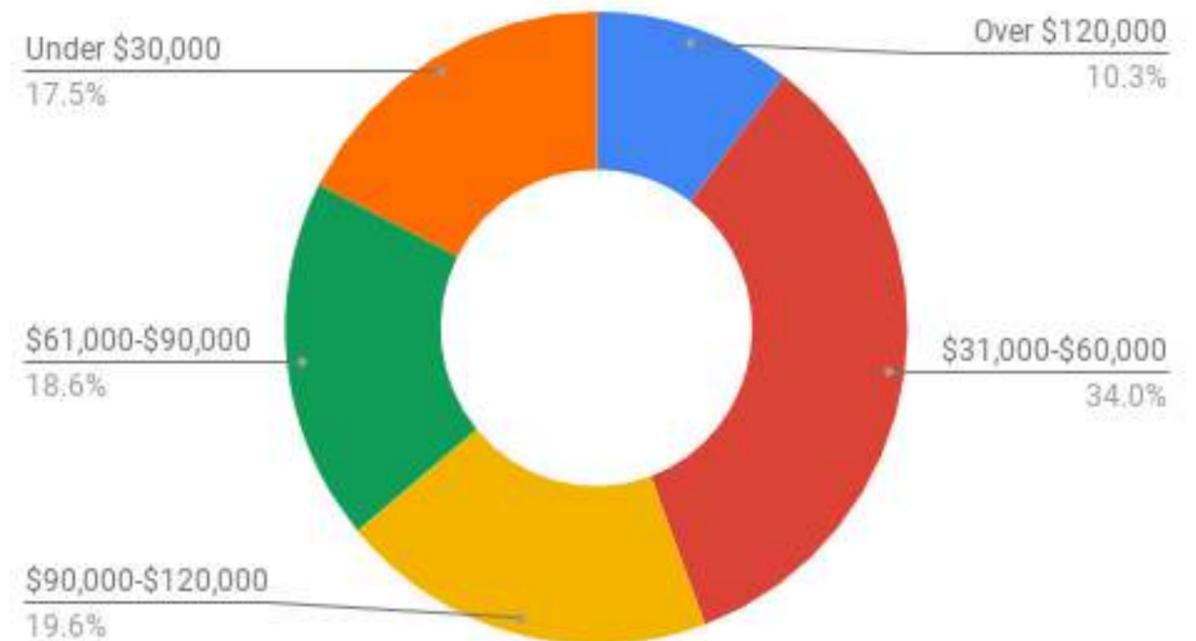
About 280 people shared their age:

Almost 40% of people who took the survey and shared their age are between 31 and 45 years old.



About 225 people shared their household income:

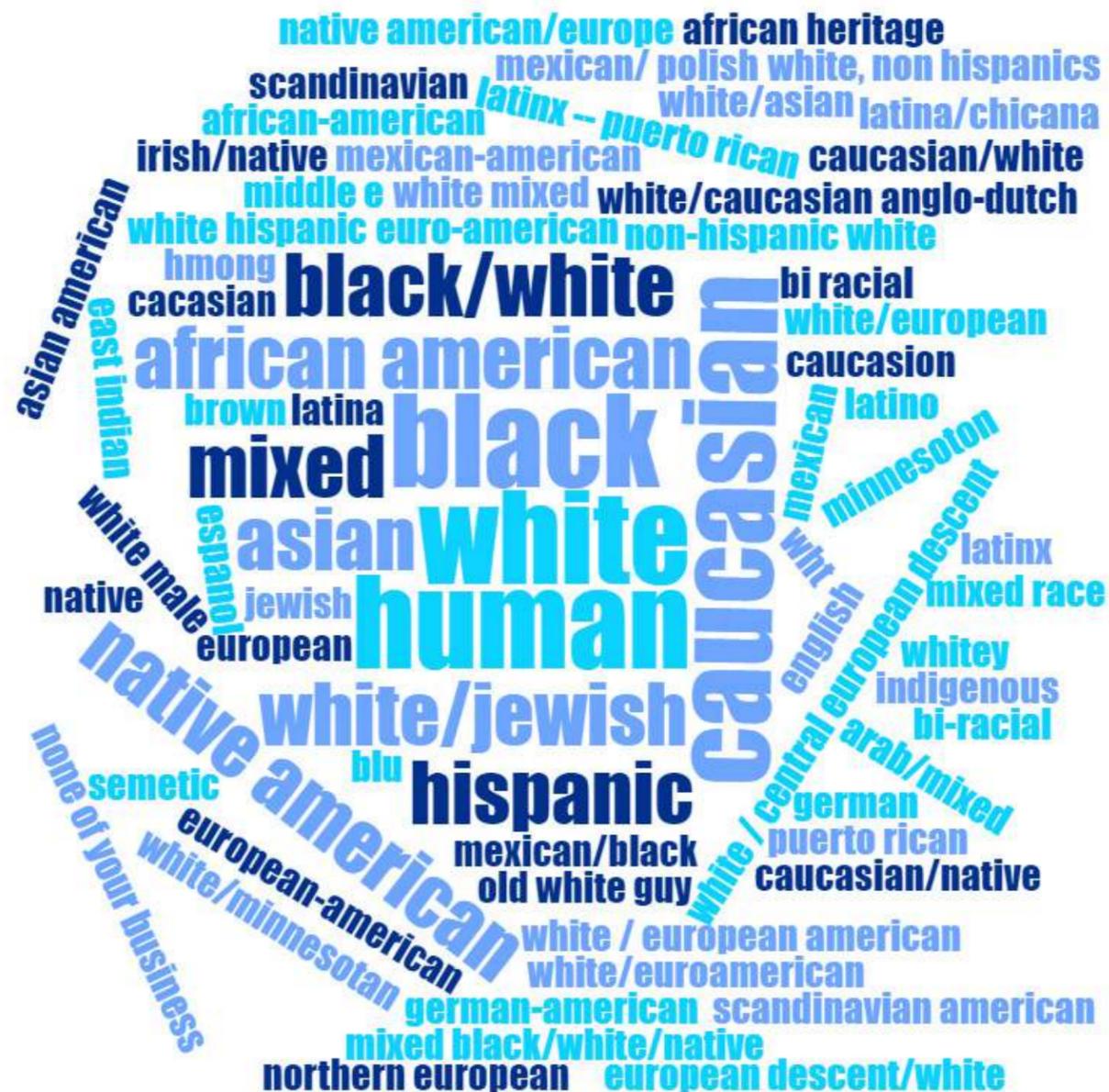
A third of people who responded make between \$31,000 and \$60,000.





Demographic Information

We invited people to share their race and ethnicity in their own words:



We asked what languages are spoken at home.

The most common answers were:

91%
(260 people)
English

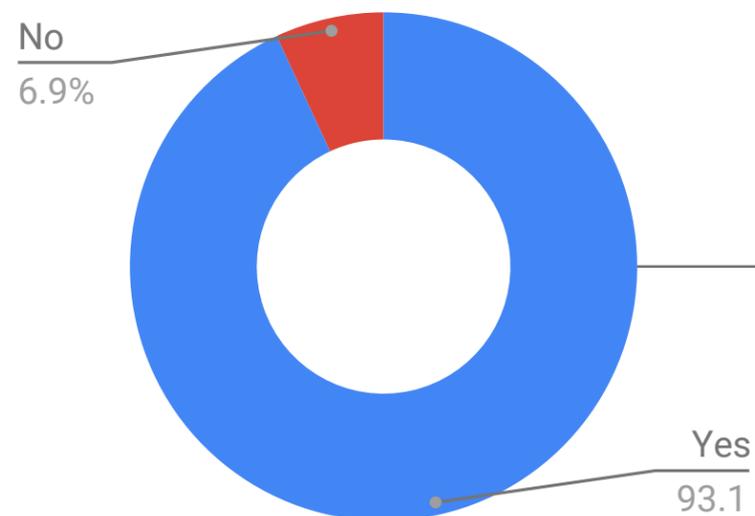
5%
(14 people)
Spanish

People also responded: French, Gaelic, Greek, Hindi, Hmong, Japanese, Russian, Somali, and Tagalog.

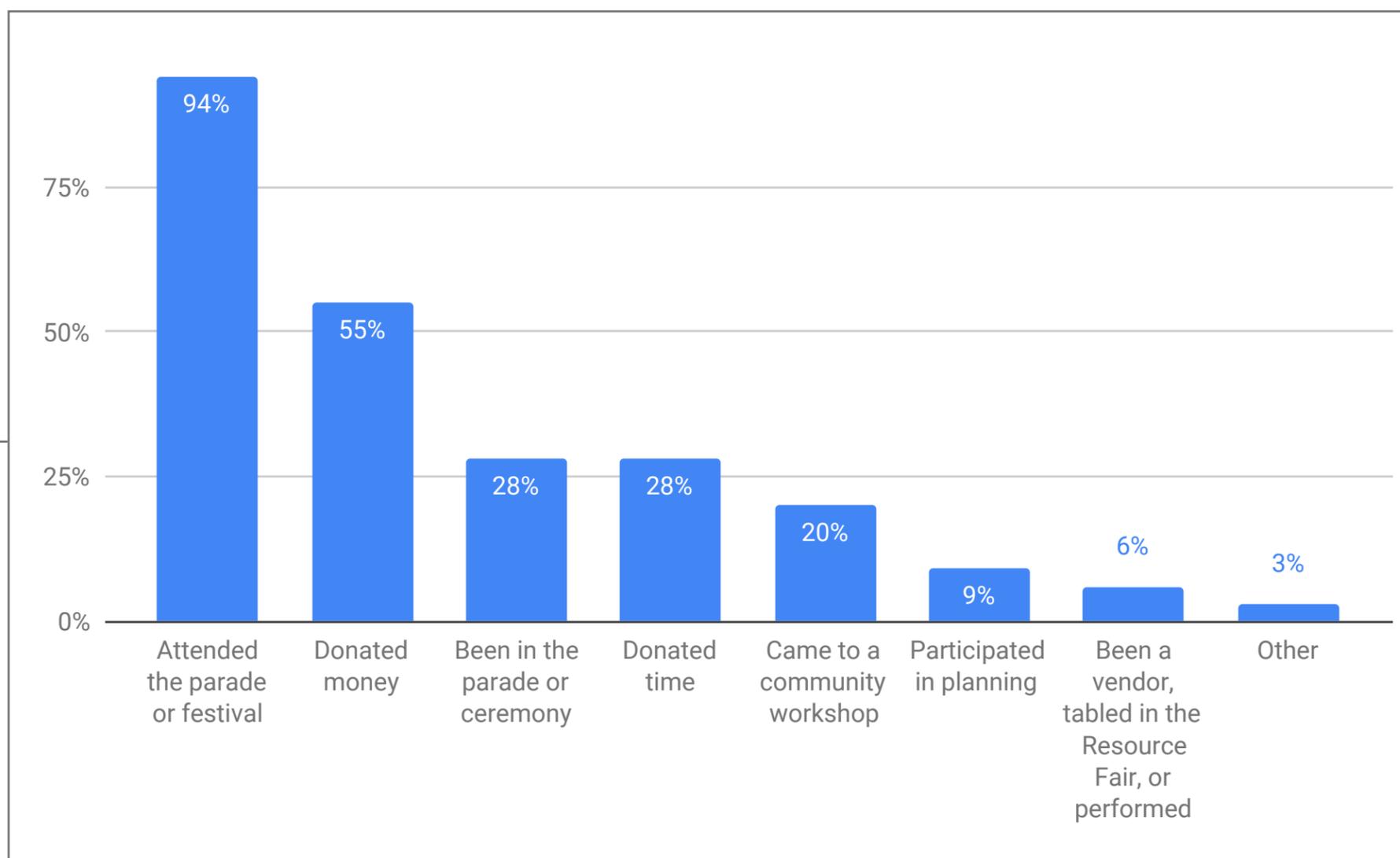


MayDay Participation

93% of people who took the survey said they have attended or participated in MayDay.



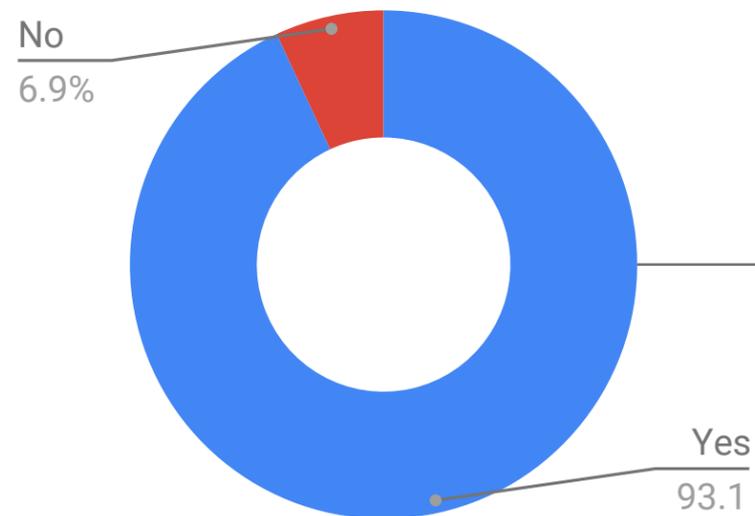
94% of those people have attended the celebration and over 50% have donated money.



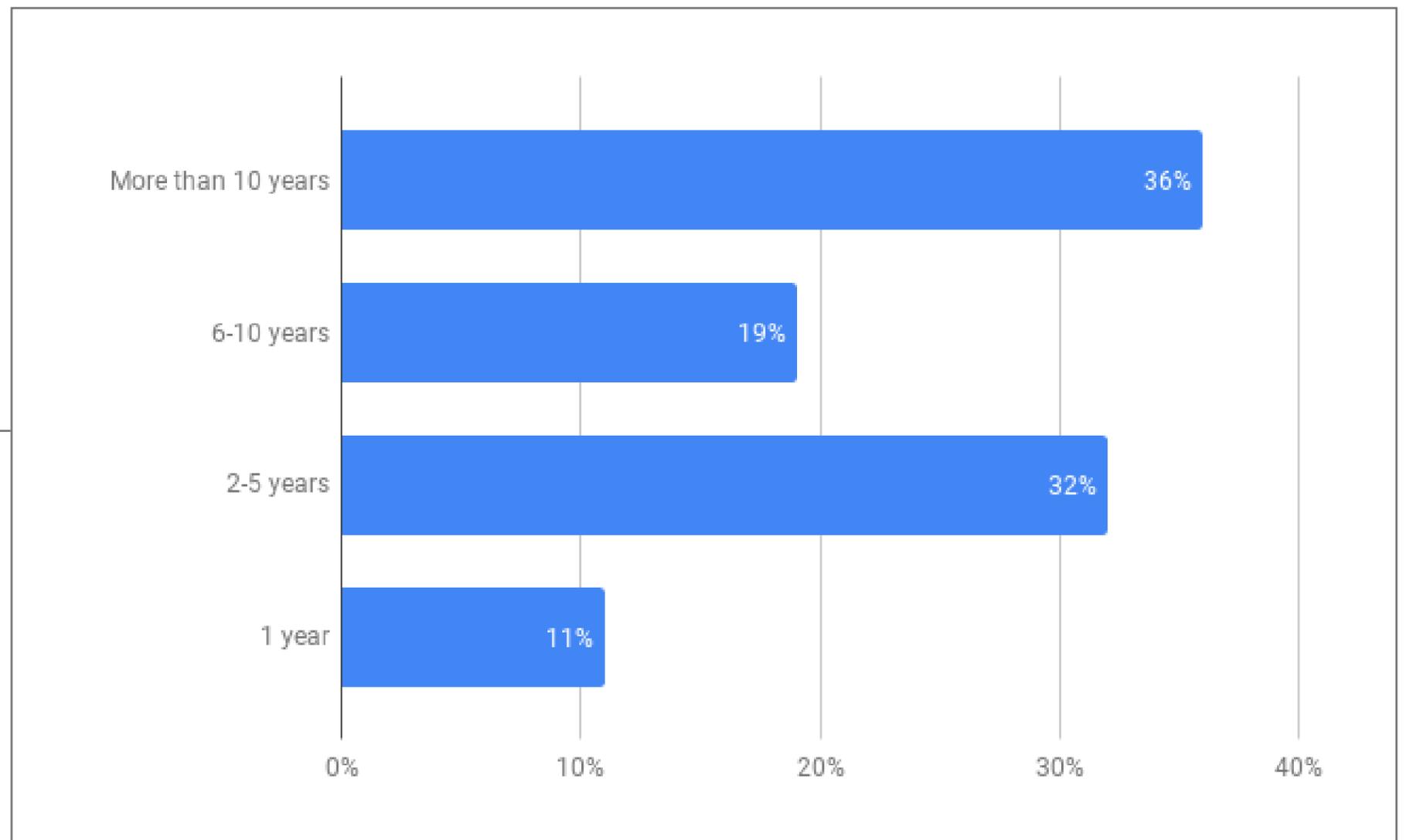


MayDay Participation

93% of people who took the survey said they have attended or participated in MayDay.



Over half of these people have participated for more than five years, and 36% for more than 10 years.





MayDay Participation

Over 280 people shared reasons why they attend and participate. A number of themes emerged, and many of these overlapped in what people shared.

A beloved community celebration & family tradition

It's my favorite day of the year. All of my best friends who live elsewhere come back home for MayDay weekend. It's so incredible to see all the beautiful people and communities come out to celebrate spring, art and communities with each other. May Day is the closest thing I have to a religion.

The themes of justice, activism and community

May Day is a magical day of community, justice, and future-imagining. It's the best day of the year.

My parents took me starting when I was an infant, and I've tried to come every year since! Now I'm 26, so that's quite a few May Days. It remains my most important yearly tradition. A time of peace, community, and the end of our long winter.

Welcoming spring, feeling hopeful

May Day is an important holiday to me and I love seeing it recognized - worker's rights! The change of season also deserves a celebration - WE deserve a celebration after making it through the MN winter. It is such a great community celebration - there are so many people there. It's not commercialized! It's pure and real, and you can see the people that make it.

Art, creativity, puppets and beauty



MayDay Participation

In addition, for many people,

**MayDay is quintessential
Minneapolis and Powderhorn**

*I stay in Minneapolis
because of MayDay.*

*I love community
events and MayDay
is the biggest, the
best, and unique to
Minneapolis.*

MayDay is fun!

*Because it's an
awesome time!*

*Its a great community and
a fun place to be. Lots of
friends and family here.*

*The May Day celebration brings me
together with my tribe, and gives me the
courage to do the work I need to do to
make the world a better place*

**MayDay is both a place to
be with like-minded people
and a diversity of people**

*I love May Day - I'm connected to
many of the artists involved, and
live in the Central neighborhood.
It's a Mpls tradition and crucial
transformation and gathering place
for community. I have loved the
increased visibility and participation of
BIPOC artists in the last 6 years and I
increased my participation as a result.*



MayDay Participation

About 20 people shared reasons why they haven't or don't participate:

Didn't know about it

Don't know how to participate

*Never heard of it
until this year.*

Schedule, crowds, health, and/or location make it difficult to participate

*In the past it has
conflicted with my work
or school schedule*

Lack of relevance/interest

It's not for me.



Community Celebrations

About 280 people shared ways they love to celebrate with their community. Themes included:

With puppets!!!!!! And generally, creative expression, rituals that allow for collective experience, food and music.

I love to participate in outdoor events like MayDay, Porchfest, Open Streets, and the farmers markets. I like these venues because of the variety of information and artistic expression in one place, the wealth of activities for all different tastes and ages, and the connection to our neighborhood. Being out with others in my city is inspiring.

Gathering with food and art, including singing, music and dance
Over 60 people mentioned celebrating with food and eating together

Festivals like MayDay, Open Streets, and parades, as well as block parties and smaller gatherings

Many people (about 50) mentioned MayDay specifically as a way they love to celebrate specifically

Being outdoors, with other people

Listening, protesting, exchanging, learning

By getting outside and celebrating love with my neighbors

Shared experiences that encourage exchange of ideas



Community Celebrations

We asked what makes a community celebration truly inclusive:

**Welcoming everyone,
extending an invitation to
everyone**

*Where everyone feels welcome.
Where the event organizers
reach out to the diversity of
their community to make them
feel welcome to participate in
the event or as an attendee.*

**Accessibility, in terms
of cost (free), ways to
participate, location, transit,
attention to access for
people of different abilities,
etc.**

*Accessibility for folks of all abilities,
decentering whiteness and uplifting
BIPOC, acknowledging the stolen
land the celebration takes place on,
having a range of food options for
dietary restrictions, availability of
public transit to get to event, having
bike parking racks available*

People also talked about
diversity and **inclusive
planning** and, related to this,
**being genuine with your
intention**

*Honoring the stories + voices
that are typically marginalize,
equitable leadership.*

*This is a big question. An open
heart. Not just being progressive
and saying the right things, but
genuinely going about it all with an
open heart and creating conditions
in which other people can also open
their hearts.*



Who is MayDay for?

Most people (about 150) shared that they feel MayDay is **for everyone**. Some people specified that it is for **people who love art and justice**.

Everyone that wants to come.

Some people (about 35) mentioned geography, connecting MayDay more specifically to the **Powderhorn and Phillips neighborhoods or the city of Minneapolis**.

I like that MayDay celebrates the communities in South Minneapolis and especially Powderhorn, while remaining welcoming to all who want to be there.

People called out race and class in who MayDay is for -- some people (about 25) called out that MayDay is for **marginalized people, people of color and indigenous people**, while several others (about 5) **see MayDay as being for white people**.

MayDay is for kids and neighborhood folks and indigenous voices and POC and nonbinary folks and art weirdos and anarchists and anticapitalists and hippies and anyone willing to express their love/joy of living here right now in a big loud way.



Who is MayDay not for?

People shared that MayDay is not for **bigots or "haters"** (about 20 people),

... or for **close-minded people,**

... or for **politicians, capitalists or corporate interests**

May Day is not for people who hate

May Day is not for corporations and capitalism. May Day is not for advertising.

I love that MayDay does not have corporate sponsors who may want to influence the design and execution of MayDay

It is not for those who would oppress others in our community.

MayDay is not for those who can not listen to others, and is not for those who can not accept that discrimination exists.



Whose voices are missing?

The largest theme people shared here (about 30 people) is that the voices of **communities of color** are missing, in particular - **East African, African American, Latinx, Asian, and Native voices.**

I would love to see more space made for BIPOC communities, especially those living in the neighborhood.

The festival needs more expansive black/poc/indigenous leadership

People (about 15) also named **disabled** voices as missing.

I have seen many, many more white people at MayDay than people of color. I believe there are many voices of people of color and a variety of large Minneapolis communities missing. Even when Indigenous people and POC are more visible in the parade and/or the pageant, do large numbers of people from those communities come to be part of the day? Watch the parade? I don't know, but I'm guessing not always. Also missing are voices of people with disabilities.

Several people (about 5) also named the voices of **poor people** as missing, and that the cost of food at the event is out of reach for some.

Missing are the poorest and most struggling in our community



What would you like to see in MayDay festivals in the future?

When thinking about future MayDay festivals, one the top themes we heard was **a desire for MayDay to continue.**

Some of these comments focused on **continuing MayDay as it is.**

Definitely a date for next year & very important that it keeps happening. Important to have a spring festival.

I love it as it is. I love the continuity.

Perhaps more explicitly child-friendly spaces?

Some mentioned **"more"** in the context of continuing the festival. **More puppets, more activities, more amenities, etc.**

...I'd like to see more participatory things to do in the park that are free and accessible. Welcoming people to join in like I've seen in other festivals like Northern Spark and the Art Shanties in winter.

I would love to see more places people can get involved in the art.



What would you like to see in MayDay festivals in the future?

A second major theme people shared is a desire for **more diversity and inclusivity, deep community participation, and more leadership by communities of color and indigenous communities.**

I just want it to keep happening, and I want it to reflect the people who live here and create it. And I want it to stay radical and inclusive (whatever that might mean in the future).

More black and brown folks and artists of color

Deep empathy, deep connection and community, diversity of income, diversity of religion

I feel really open to it significantly changing, although I'm not sure quite how. What if it was even more strongly led by indigenous leadership? What if there was a collaboration of cultural groups, collaborating in a way I've never seen before, sharing ways to welcome spring. What if the audience was brought into deeper participation and connection and didn't attend as much as consumers.



What would you like to see in MayDay festivals in the future?

Another theme was a desire to **keep corporate money and influence out of the festival.**

Some people also described ways that MayDay could change, including **smaller MayDay celebrations or integrating with other festivals, or ending MayDay.**

Would like to see community ownership and sponsorship without any corporate involvement.

A continued lack of corporate sponsorship.

Make Open Streets co-mingle with MayDay...

Would there be a way to make it smaller and more manageable to sustain? A shorter route, keeping it closer to the park, etc.? I mean really I'd like to see some version of it continue because I think it's the soul of Minneapolis.

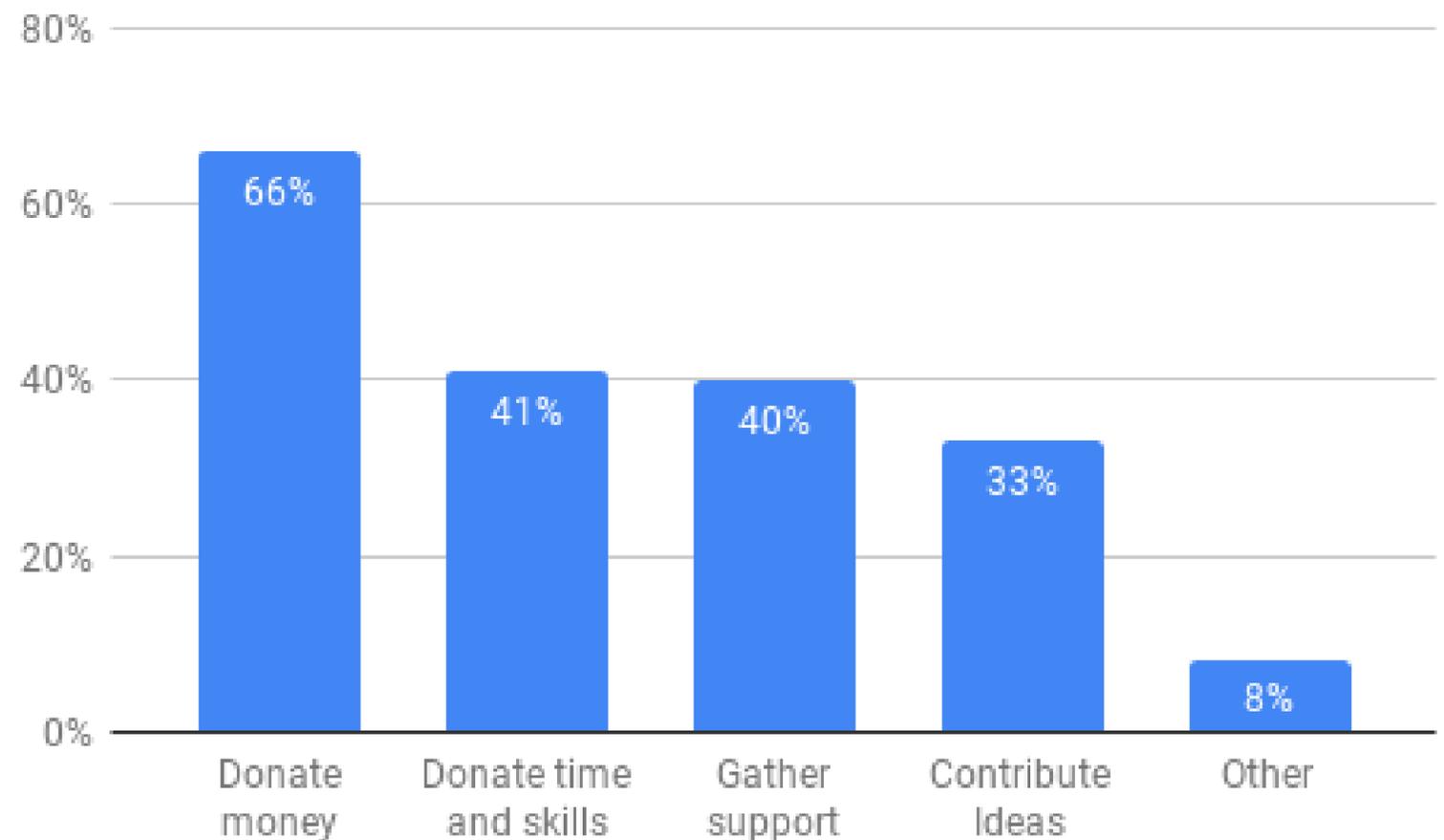
MayDay is over. Time to let it go and move on, and take the money you've raised and use it for new ventures. It's been the same parade for years now. Same puppets, same style, same participants. Let it go!



What can you commit for MayDay 2020?

Approximately 265 people responded about what they can commit for MayDay in 2020.

Over 60% said they can donate money. Approximately 40% said they can donate time and skills, as well as gather support.





Additional Work and Next Steps

Additional engagement and meaning making work to do might include:

Engaging specifically with people who don't attend

Analyzing responses specifically of people who have participated for 2-5 years and 6-10 years, and who have been in the parade and attended community workshops

Sharing responses and themes with community members to check themes and collectively reflect on what has been shared