



LIGHT UP
* THE LAKE *
WAYZATA, MN



Panoway Activations

2020/2021 Final Report

Produced by The Musicant Group

The Goals

- Create a COVID-conscious social activity to support residents and the formation of community during the winter months.
- Leverage the social activity and activation resources to support downtown businesses.
- Pilot new features to guide the future wintertime programming and activation of the Panoway.
- Grow the enthusiasm and buy-in for the current space and for future phases.

The Strategy

Cold People Are Bored People, and Bored People Go Home

Create opportunities for people to warm up.

Consistency

Create weekly signature events, reinforced by an ecosystem of activities.

Partnership

Partner with Wayzata-area community groups and small businesses.

Iterative

Adjust features as needed to ensure success.



Local Partnerships

Seeking to keep resources local, build a sense of community-ownership, and support longer-term collaboration, we partnered with Wayzata-area community groups and small businesses.

Partnerships Secured

Hennepin County Libraries

Wayzata Branch | Letters to the Lake
Wayzata Branch | Read This Takeaway

Chuck & Don's

Wayzata Location | Pets of Panoway

Top Dog Country Club

Wayzata | Yappy Hours

Otten Brothers

Wayzata | Winter Garden Installation



Allocations

Staffing	\$19,000
Engagements	\$10,450
Physical Improvements	\$10,550
Total Budget	\$40,000

Featured Local Support

Prizes to Local Businesses	\$500
Local Artists	\$1,000
Local Performers	\$1,500
Printing & Supplies	\$8,700
Total Local Spending	\$11,700

56% of Programming Budget



building consistency

In order to remain responsive and iterative with the changing COVID-19 landscape, we adopted a gradual implementation that focused on consistency and serving the needs of the community members already present, while building to safe in-person gatherings for signature events. Each week added to the activities of the weeks before, allowing for more options to engage, and to create habits and rituals.



December

- Lawn Games
- Winter Activity Box
- Elfies
- Letters to the Lake
- Virtual Timed Engagement ideas

January

- Pets of Panoway
- Read This Takeaway
- Glowstick Giveaway
- 10,000 Step Challenge

February

- Winter Garden Installation
- 3M Dichroic Boxes Installation
- Ice Sculpture Installation & Community Class
- Community Ice Build Space
- Yappy Hour

March

- Trivia Night
- Play A Champion
- Llamas on the Panoway
- Open Curling



Panoway Testimonials

sharing stories

Over the course of the project, we heard some really wonderful feedback from the community!

“

This is such a cool place to be.
Thank you for making this happen!
- on **Dichroic Film Installation**

This is so much better than the parking lot!
- on **Open Curling**

I recently moved to Minnesota from California and was really missing my connection to water. This space is so beautiful, it feeds my soul just being here.
- on **Friendly Fires on the Panoway.**

We love the lake and the train!
- from **Letters to the Lake**

Will you be here in the Summer too?
- on **Pets of Panoway**

This was really fun! Thank you for an awesome night!
- on **Llamas on the Panoway**

What an incredible night to be here! I'm so glad we came out!
- on **Trivia Night on the Panoway**

You know, I've always wanted to try Curling! It's a great mud-season activity.
- on **Open Curling**

”





Recommendations

Successes

Community Support

- Return visitors during the event series
- More visitors on-site before the event times as series progressed

Public Awareness of the Panoway

- Marked increase in use of Panoway

Extension of the Light Up The Lake brand and experience

- Connected throughout the branding of the event
- Verbally communicated to visitors

Animals and family-friendly activities were a hit

- Llamas on the Panoway
- Lawn Games
- Friendly Fires
- Yappy Hours (dog focused programming)

Physical Improvements added visual interest, windbreak, and an enhanced social environment

- Light installations
- Winter Garden
- Dichromatic installation
- Heat Lamps
- Fire Pits
- Curling court

Lights

- The Ice sculptures and graffiti wall drew interest from passers-by and encouraged engagement
- The Star and Snowflake were well-used photo opportunities.

Music

- Live and streamed were both effective and popular methods of activating the space
- Dance parties and sing-alongs were common



Recommendations

Longer planning runway

While we are really pleased with the results, a longer planning timeline would be recommended to build stronger connections to the surrounding businesses, and more robust programming from the beginning.

- For a similar timeline, authorizing in early September would be ideal to ensure robust Dec - March activations.
- Allows for a fuller presentation of programming
- Creates more opportunity to collaborate with area businesses.
- Utilize an open project management system to keep everyone on the same page and reduce duplication of efforts.

Explore Promotion of Entire Spectrum of Activities

There is great opportunity to spread the brand and awareness of the space downtown by amplifying the promotion and connection between the daily experiences, weekly rituals, and signature events. Benefits include:

- Allows for more in-the-moment content.
- Creates a more seamless experience for digital users
- Grants partners opportunities to connect to their social media audiences for more robust collaborations.
- The campaign can generate more momentum and awareness by leveraging one location for all information.



Recommendations

Repeat Seasonal Programming

Reinforces patterns of behavior, anchoring the Panoway, and this extension of Light Up the Lake within the community.

- Many participants stated they wished this programming would continue next year and through the summer months.
- This affords additional dates for activations.
- Additional business partnership opportunities.

Event Signs

We observed that when the A-frame sign was present we had a marked increase of folks stopping in and joining activations.

- Leverage this to call attention to any actions needed, such as safety protocols.
- Consider a single large schedule of events for passers by to plan their participation.
- Leverage signs to promote and support partnerships.

Incentivize in-person activations

While limited by COVID safety restrictions this year, we observed that online activations were not as widely used as in person activations. We found more success in participation with activities that were incentivized over digital engagements.

- Additional dates for activations.
- Additional opportunities for branded giveaways.
- Additional business partnership opportunities.

