

Street Show Artists Unite for Justice (2020)

In late March 2020, as MN entered our first phase of Covid-19 shelter-in-place restrictions, the Nicollet team was planning the 2020 season. Recognizing the pandemic would make public space programming impossible, the team shifted to a virtual Street Show season.



Supporting the local artists and performers who had adopted and participated in the program for the past three years, Mpls DID created engaging content that downtown audiences could experience and share safely and remotely.

Season highlights

- 47 live streamed lunchtime performances
- 6 prerecorded and edited Street Show Gem performances
- 22,800 total views
- 483 average views per video
- Shows were streamed on Facebook live and YouTube on the DID, mdc and Aquatennial (Jeremy Messersmith only) channels

Social media

- 308 posts on Facebook and Twitter
- 11,755,000 Facebook and Twitter reach
- Pickups by Broadway World and StarTrib events account for 9 million
- \$108,700 valuation of Facebook and Twitter reach (Meltwater)
- 200 Instagram stories and posts

Top [Gem Show](#) views

1. King Pari – 5,538
2. Turn Turn Turn – 2,867
3. Lady Midnight – 1,905

Top [Street Show](#) live streams

1. Xibaba - 651
2. Diane Miller -531
3. The Roe Family Singers – 468

More than \$11,000 donated to select Social Justice Organizations

Beginning in July, Mpls DID began matching performer fees with contributions to organizations selected by the artists from a preapproved list of social justice partner organizations, including:

- American Composers Forum
- City of Lakes Community Land Trust
- Headwaters Foundation for Justice
- Juxtaposition Arts
- Kulture Klub Collaborative
- MAD DADS
- Street Voices of Change
- Street Works
- Voices for Racial Justice
- YouthLink
- zAmya Theater Project