



REQUEST FOR GRAND RAPIDS EDA ACTION

AGENDA DATE: July 10, 2025

STATEMENT OF ISSUE: Consider approval of a Downtown Entertainment Loan to KAXE Northern Community Radio for the 2025 Riverfest.

PREPARED BY: Rob Mattei, Executive Director

BACKGROUND:

KAXE Northern Community Radio has applied for a \$75,000 Downtown Entertainment Loan for the 2025 Riverfest to be held on September 6, 2025. The total budget for this entertainment festival, held on the north side of the Grand Rapids Area Library, is approximately \$380,000 dollars.

Contracts with the performers are executed and the lineup was publicly announced and tickets for the event went on sale in April.

Two Commissioners will assist staff with review of the application and bring their recommendation to the meeting.

If GREDA approves the request a formal approval of a loan agreement will be considered by GREDA at a later meeting date.

RECOMMENDATION:

REQUIRED ACTION: Pass a motion approving a Downtown Entertainment Loan to KAXE Northern Community Radio for the 2025 Riverfest.