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## DDA ACTION SUMMARY SHEET

**MEETING DATE:** January 20, 2026

**TOPIC** Contract – LOLive Concert Series

**BACKGROUND BRIEF:**

The DDA is again seeking to contract with 20 Front Street to bring a world class music series to the Gazebo in downtown. Last year received statewide attention and was regarded as one of the best public music series regionally. The contract is for a fixed amount of \$13,000 to deliver eight (8) concert days. The language provides that 20 Front Street is to not only provide and handle all talent fees, but the contract includes the costs of booking and royalty, and further requires marketing that includes not only the series but the benefits of the downtown. This marketing reach expands our network of tourism based marketing to a list of more than 15,000 dedicated followers.

We annually budget for this series, and the increase in talent, the addition of local opening acts, and the coordination of sound, weather and marketing are all leading to making this series a larger music based element of our Lakeshore Economy transformational strategy.

**FINANCIAL IMPACT:** This particular budget item is handled in a cross over fashion. We have budgeted \$14,500 in GL 248-729-880-001, anticipating this contract and ancillary marketing expenses. However, the budget expense is always on a lagging basis, meaning we pay as the series is performed NOT when its contracted. That means we paid for the summer 2025 series out of this present budget for 25-26.

By entering this contract it obligates the DDA to budget for the series expenses in the 26-27 budget, but it is necessary to contract for this now, to start the process of booking and promotion.

**RECOMMENDED MOTION:**

Move to approve the contract with 20 Front Street Concepts LLC for the booking, promotion and performance of the 2026 LOLive Concert Series at a cost not to exceed \$13,000 with funds to be budgeted and paid in the 26-27 Budget from GL 248-729-880-001.