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To: DDA Board of Directors
From: Austin Colson – Community & Economic Development /DDA Director
Date: September 20, 2024
RE: LVMF - Review

The recent Lathrup Village Music Festival was a resounding success, drawing over 500-600 attendees, which was comparable to last year's numbers, highlighting the festival's sustained popularity. The event featured 20 diverse vendors, including businesses from our DDA and main street district, offering everything from organic beauty care products to educational booths on the benefits of a strong urban tree canopy. Additionally, five food trucks, two of which were local businesses, provided a variety of culinary options, contributing to a dynamic and community-focused experience.

The festival's success was largely attributed to the dedication of over 45 volunteers, most of whom were current or former residents of the city. Their hard work was instrumental in creating a welcoming environment and ensuring the event was successful. The music lineup included local talent, with the opening act composed of residents who regularly perform together, adding a personal and community-centered touch to the festival. Local acts have begun to reach out regarding their desire to participate in next year's festival.

A notable 78% increase in concessions and merchandise sales from last year reflects the growing support and engagement from festival-goers. This year's event also spurred increased interest from city residents and employees, who are eager to contribute to future festivals. The planning committee has already begun preparations for next year's event, with plans to introduce a family-oriented section for kids. We are creating and developing a detailed how-to guide for planning the festival to ensure the event becomes an annual tradition for our community.

Overall, the festival fostered a strong sense of community, with residents, businesses, and volunteers coming together to create a memorable and enjoyable event for all. We are excited to continue building on this success, making the music festival a staple of our city's annual events.