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To: DDA Board of Directors
From: Austin Colson – Community & Economic Development/DDA Director
Date: January 17, 2024
RE: 3rd Annual Lathrup Village Music Festival (LVMF) Overview

Planning is well underway for the 3rd Annual LV Music Festival (LVMF), scheduled for September 13, 2025. As with previous years, the event will focus on being LV-centric and community-focused. The planning committee has already received a pledge of \$3,000 from Community Congregational Church. The committee is actively soliciting musical artists and sponsors for the event.

Key Updates:

1. Funding and Sponsorship:

- The planning committee has already received a **\$3,000 pledge** from the Community Congregational Church.
- Efforts are ongoing to secure additional sponsors and musical acts for the event.

2. Musical Performers:

- We have verbal commitments from four musical acts:
 - **Alise King**
 - **Duane Hewins**
 - **Steven Gulian**
 - **Cast Iron Cornbread**
- To secure these acts, we are requesting authorization to provide deposits totaling **\$2,050**. These deposits will be covered from **FY25 funds**, with the remaining balances of **\$2,000** paid from **FY26 funds**. The total contract cost for the four acts is **\$4,050**.

3. Reimbursement:

- Deposits will be reimbursed to the DDA upon receipt of the \$3,000 pledge from the Community Congregational Church.
- Additional costs, including the remaining balances for these acts, will be covered through sponsorships and revenue generated on the day of the event.

4. Volunteers:

- Majority of last year's volunteers have expressed interest in assisting again, ensuring strong community involvement.

There are three (3) motions to be considered by the DDA Board of Directors:

Suggested motion #1: Authorize the DDA Director to enter into a contract/agreement with Alise King to perform at the LV Music Festival on September 13, 2025, for a cost of \$2,250 and provide a 50% deposit of \$1,150, with the balance to be paid following the performance.

Suggested motion #2: Authorize the DDA Director to enter into a contract/agreement with Cast Iron Cornbread to perform at the LV Music Festival on September 13, 2025, for a cost of \$900 and provide a 50% deposit of \$450, with the balance to be paid following the performance.

Suggested motion #3: Authorize the DDA Director to enter into a contract/agreement with Steven Gulian to perform at the LV Music Festival on September 13, 2025, for a cost of \$250 and provide a 50% deposit of \$125, with the balance to be paid following the performance.

Suggested motion #4: Authorize the DDA Director to enter into a contract/agreement with Duane Hewins to perform at the LV Music Festival on September 13, 2025, for a cost of \$650 and provide a 50% deposit of \$325, with the balance to be paid following the performance.

The LVMF Committee will return to the DDA in the coming months with additional approval requests, including:

- Securing additional musical performers.
- Contracts for sound, stage, and lighting services.