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To: DDA Board of Directors
From: Austin Colson, Director – Community & Economic Development/DDA Director
Date: April 25, 2025
RE: Roots Vibrations Performance Agreement – Lathrup Village Music Festival

Background

The 3rd Annual Lathrup Village Music Festival (LVMF) is scheduled for September 13, 2025, and planning efforts are well underway. To finalize the artist lineup, the DDA Board's approval is required for one of the performance agreements:

Roots Vibrations – Performance agreement (\$1,000) with a \$500 deposit

Following approval of this contract, the festival lineup will be nearly fully secured, allowing the planning committee to shift focus toward sponsorship outreach and new festival additions, including a "Family Fun Zone".

Budget & Sponsorship Updates

Sponsorships Secured: \$2,045 received.

Sponsorships Pledged: \$3,250 (pending), plus \$10,000 donated by the DDA.

Total Artist Booking Expenses: \$4,450 (including these two contracts)

Action Requested

The DDA Board approval of the performance agreement for Roots Vibrations (\$500 deposit) to complete the festival lineup.

Suggested Motion: *"Motion to approve the performance agreements of \$500 Roots Vibrations for the 3rd Annual Lathrup Village Music Festival on September 13, 2025."*