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To: DDA Board of Directors
From: Austin Colson – Community and Economic Development/DDA Director
Date: February 20, 2026
RE: Performance Agreement LVMF – Wayne Gerard

Background

The 4th Annual Lathrup Village Music Festival (LVMF) is scheduled for September 12, 2026, and planning efforts are well underway. The LVMF has become a signature downtown and community-building event, drawing residents and visitors while supporting local businesses and reinforcing the DDA's mission to promote economic vitality and placemaking.

Staff is requesting authorization to execute a \$1,500 performance contract with Wayne Gerard and to issue payment of their required \$750 deposit to secure the band for the festival date. Based on the band's dependability, strong audience appeal, and performances at all previous Lathrup Village Music Festivals, staff believes Wayne Gerard is exceptionally well suited to the goals and atmosphere of the event. Over the years, they have become a crowd favorite and are becoming regarded as the house band for the music festival.

Financial Impact

The DDA has budgeted \$10,000 toward the cost of producing the music festival. Due to the festival being under budget during last year's production, sufficient funds are available within the music festival's general ledger expenditure account to cover the requested deposit. Consistent with prior years, staff anticipates that the full cost of the festival will ultimately be offset through sponsorships.

Suggested Motion: *"I move to approve the performance agreement for the Wayne Gerard in the amount of \$1,500, including authorization to issue a \$750 deposit, for their performance at the 4th Annual Lathrup Village Music Festival on September 12, 2026."*