



27400 Southfield Rd  
Lathrup Village, MI 48076  
(248) 557 - 2600  
[www.lathrupvillage.org](http://www.lathrupvillage.org)

To: DDA Board of Directors  
From: Susie Stec, Director – Community & Economic Development /DDA Director  
Date: April 18, 2024  
RE: 2<sup>nd</sup> Annual LVMF Overview

---

Planning is underway for the 2<sup>nd</sup> Annual LVMF which is scheduled for August 10<sup>th</sup> from 1 – 11. Just as we did last year, the event is intended to be LV-centric. The Board of Directors has budgeted \$10,000 for the event, and \$1,000 (Giffels Webster) has already been secured. The committee is actively soliciting musical artists, vendors, and volunteers for the event, as well as sponsorships. Artwork has been updated for this year and a “Save the Date” has already been advertised. The committee continues to secure quotes for lighting, stage, and sound.

We have a verbal commitment from Thornetta Davis, Nadir Omowale, and Cast-Iron Cornbread (returning from last year). We also have a verbal commitment from Dog & Pony Show Brewery to once again provide frosty libations. Last, but certainly not least, we already have 28 volunteers to assist at the event.

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

**Suggested motion #1:** Authorize the DDA Director to complete and submit a MLCC Special License Application on behalf of the Lathrup Village DDA for the Lathrup Village Music Festival on August 10, 2024, an event to be held in Municipal Park (27400 Southfield Road).

**Suggested motion #2:** Authorize the DDA Director to enter into a contract/agreement with Thornetta Davis to perform at the LV Music Festival on August 10, 2024 for a cost of \$2,500 and provide a 50% deposit of \$1,250, with the balance to be paid following the performance.

**Suggested motion #3:** Authorize the DDA Director to enter into a contract/agreement with Nadir Omowale to perform at the LV Music Festival on August 10, 2024 for a cost of \$2,200 and provide a 50% deposit of \$1,100, with the balance to be paid following the performance.