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To: DDA Board of Directors  
From: Austin Colson, Director – Community & Economic Development/DDA Director  
Date: March 20, 2026  
RE: LVMF Stage, lighting, and Sound Equipment Contract

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**Overview**

The fourth Annual Lathrup Village Music Festival on Saturday, September 12, 2026, requires professional stage, lighting, and sound equipment to support our performers. We recommend entering into an agreement with Robert Jensen, who provided similar services for past two festivals with excellent results. The expense for this contract will be covered entirely by sponsorship contributions.

**Request for Quotes**

Planning Committee conducted extensive outreach to obtain quotes for stage lighting, and sound stage, sound, lighting, and backline equipment for the 2026 Lathrup Village Music Festival. A summary of vendor engagement is provided below:

Company Name	Efforts Requesting Quote
Pegasus Entertainment	<p><b>2-4-26:</b> Initiated outreach to Pegasus Entertainment, and spoke with a representative (Zack) regarding the City’s stage and sound needs for the Festival.</p> <p><b>2-6-26:</b> Provided detailed event specifications via email to both Zack and Derek (Pegasus representatives) for the preparation of a formal quote.</p> <p><b>2-19-26:</b> Conducted a follow-up call with Zack, who indicated that Derek had been out of town and that the company was currently behind on preparing quotes. Zack stated he would attempt to prioritize the request; however, no proposal was received.</p> <p><b>Despite multiple outreach attempts and follow-ups, Experienced ongoing challenges in obtaining timely responses from this vendor.</b></p>
Oakland County	<p><b>2-6-26:</b> Call to Oakland County Parks and Recreation Department, received email of individual in charge of stage bookings.</p>

	<p><b>2-6-26:</b> Emailed stage specs to representative at Parks and Recreation Department.</p> <p><b>2-11-26:</b> Received an email back from Oakland County informing the stage was not available. They also do not offer sound, tech, lights, and other equipment needed for stage production.</p>
AEP Events	<p><b>2-10-26:</b> Emailed representative (John) at AEP for a quote.</p> <p><b>2-19-26:</b> Messaged John to confirm he received email with specifications.</p> <p><b>2-20-26:</b> Reached out to John who said has not able to locate email with specifications. Offered to resend. Following a phone call and John said he was pulling a quote together.</p> <p><b>3-5-26:</b> Provided quote totaling \$13,896.25.</p>
Robert Jenson and Neil Sever	<p><b>1-5-26:</b> Message sent to Neil to see if he was available again. He has been the contractor for the first three Festivals.</p> <p><b>1-6-26:</b> He is available and would love to do it again. Submitted an invoice asap.</p> <p><b>1-23-26:</b> Neil sent his quote of \$6100 including additional lights for dance area, speakers outside the fenced in area, and DJ between sets, (no MC). Increased price by only \$400 from last year for the additional items.</p>
Mercury Sound and Lighting	<p><b>2-19-26:</b> Phone call made to owner. They had a power outage that day and said he may not be able to look at it until tomorrow. Emailed required specifications.</p> <p><b>2-20-26:</b> They do not provide all of the required specifications, their services are limited to sound and lighting.</p>
4Wall Entertainment (Detroit)	<p><b>2-19-26:</b> Phone call made to Detroit 4 Wall. Emailed representative (Connor) specifications for a quote. Connor responded via email and forwarded the request to Ray, their Detroit-based contact, who followed up via email regarding lighting details.</p> <p>The vendor does not provide staging but can subcontract that component. They can manage music playback, however, this would require use of the City's Spotify account.</p> <p>A preliminary quote is being prepared excluding staging, which can be added separately once subcontractor pricing is obtained.</p> <p><b>2-20-26:</b> Received a quote from 4 Wall. The quote was broken down to Sales, Rental, Crew, and Delivery. Quote received was priced at \$46,167.22</p>

Display Group	<p>2-19-26 Called Display Group. They stated a sales person would follow up..</p> <p>2-20-26: The vendor advised that a site visit would be necessary, however, due to their focus on larger-scale events, they declined to provide a quote.</p>
On Site Specialists	<p>2-19-26: Called "On Site Specialists" and spoke with Paul. Event specifications were provided via email for a quote. Paul responded indicating they can supply most of the core equipment; however, they are unable to provide the following:</p> <ul style="list-style-type: none"> <li>• In-ear monitors</li> <li>• Boom mic stands</li> <li>• 50' drop box and drum snake</li> <li>• Standard concert instrument microphone package</li> <li>• A stage roof structure</li> </ul> <p>They indicated they will provide a quote for the items they are able to supply.</p> <p>2-20-26: Paul responded via email indicating they do not have sufficient equipment available to support the event that weekend.</p>

### Vendor Feedback

Based on outreach efforts, Planning Committee determined that many vendors were either unable to meet the full scope of services, unavailable, or significantly higher in cost. As a result, the proposal from Robert Jenson and Neil Sever represents the most comprehensive, cost-effective, and reliable option.

### Provider Performance

During last year's event, Robert Jensen provided high-quality mixing consoles, line arrays, monitors, and cabling with unwavering reliability. Their team handled setup the day prior, remained on site throughout the event for technical and sound support, ensuring uninterrupted performances and completed the stage teardown the following day. The quoted rate is consistent with last year's package, with a modest increase of \$400, for a total of \$6,100. The additional cost reflects expanded services, including additional lights for dance area, speakers outside the fenced in area, and DJ services between sets (no MC this festival). These enhancements, particularly the inclusion of on-site stage management, will enable the Planning Committee to concentrate on other critical event operations during the festival.

### Budget Impact

Funding for this activity is included in the FY27 LVMF budget and is fully funded through sponsorships, resulting in no impact on DDA general funds.

**Suggested Motion:**

*"I move to approve the selection of Robert Jensen and Neil Sever to provide stage, lighting, and sound services for the 2026 Lathrup Village Music Festival, and to authorize the DDA Director to execute all necessary agreements in an amount not to exceed \$6,100, consistent with the proposal presented."*