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To: DDA Board of Directors  
From: Austin Colson, Director – Community & Economic Development/DDA Director  
Date: March 21, 2025  
RE: 3rd Annual Lathrup Village Music Festival – Performance Agreements

### **Background**

The 3<sup>rd</sup> 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 two performance agreements:

**Maurissa Rose** – Performance agreement (\$2,250) with a \$1,375 deposit

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

Following approval of these contracts, the festival lineup will be 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 agreements for Maurissa Rose (\$1,375 deposit) and Roots Vibrations (\$500 deposit) to complete the festival lineup.

**Suggested Motion:** *"Motion to approve the performance agreements for Maurissa Rose (\$1,375 deposit) and Roots Vibrations (\$500 deposit) for the 3rd Annual Lathrup Village Music Festival on September 13, 2025."*

