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To: DDA Board of Directors
From: Austin Colson – Community and Economic Development/DDA Director
Date: January 14, 2026
RE: Performance Agreement LVMF – Thornetta Davis

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 presenting the option of engaging Thornetta Davis as the headlining performer for the 2026 LVMF. Ms. Davis performed during the 2024 Lathrup Village Music Festival, where her performance was very well received. Despite a mid-afternoon performance slot, she drew a large crowd, demonstrated strong audience engagement, and contributed to increased festival attendance. She has a substantial regional following and is recognized as a strong draw for community music festivals.

Staff notes an important scheduling consideration for Board review. While Thornetta Davis is available to perform on the scheduled festival date, she would not be available to perform on the designated rain date, which is intended to serve as the make-up date should the festival be postponed due to weather.

The proposed performance agreement is in the amount of \$3,000, which requires a \$1,500 deposit. The agreement includes a provision that, should the festival be postponed and the performance not occur, the deposit would secure her performance at the 2027 Lathrup Village Music Festival or another City-sponsored event within a 12-month period, subject to scheduling availability.

Board Consideration

Staff is requesting direction from the DDA Board on whether it wishes to proceed with Thornetta Davis as the festival headliner under the proposed terms, including approval of the \$3,000 performance agreement, authorization to issue the \$1,500 deposit, and acceptance of the limitation that she would not be available for the designated rain date.

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 with Thornetta Davis in the amount of \$3,000, including authorization to issue a \$1,500 deposit, for her performance as the headlining artist at the 4th Annual Lathrup Village Music Festival on September 12, 2026, with the understanding that the artist will not be available to perform on the designated rain date and that the deposit may be applied toward a performance at the 2027 Lathrup Village Music Festival or another City-sponsored event within twelve (12) months."*