



27400 Southfield Rd
Lathrup Village, MI 48076
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www.lathrupvillage.org

To: DDA Board of Directors

From: Susie Stec, Director – Community & Economic Development /DDA Director

RE: LV Music Festival discussion

Date: August 21, 2023

Background:

DDA staff was approached by residents interested in hosting a concert, which the DDA had already been intending to do. Needless to say, we combined forces and began planning the Lathrup Village Music Festival! The planning committee consists of DDA staff, Promotions Committee, Adam Laurie, Jason Hammond, and Lauren Beras. There is a total event budget of \$8,500 which is comprised of DDA funds (\$5,000), Michigan First Credit Union sponsorship (\$2,500), and The Do-Gooders donation (\$1,000).

Summary:

LV Music Festival is being planned to be LV-centric. The event is being held on Saturday, September 30th (rain date: October 1st) in Municipal Park from 2 – 8 pm. It will feature 6 – 8 musical performers who have some connection to Lathrup Village or the surrounding area. We have lined-up jazz musician [Dave McMurray](#) as the headliner. His total performance fee is \$2,500 and a deposit of \$1,250 is required to secure him as a performer. All other musicians and related sound/stage equipment will each be under \$600.

There will be approximately 24 local businesses – both from the commercial corridor and home-based/makers, as well as a beer tent and food trucks. We have already confirmed two Lathrup Village-based food trucks: 44 Burrito and Wetzels Pretzels, as well as several resident makers.

Promotion of the LV Music Festival will be multi-faceted and will include social media posts, newsletter and website announcements, signage, posters at LV businesses, etc. We would also like to run a half-page ad in the Southfield Sun on September 6th and a quarter-page ad on 20th for a total of \$1,361.

In addition to local vendors there will be a beer tent to contribute to the atmosphere. As such, the DDA will need to submit to the MLCC for a Special License which is available to non-profits and municipalities. There is a fee of \$50 – 100. The LV Music Festival planning committee is working to secure sponsors for the alcohol sales.

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 September 30, 2023, 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 David McMurray to perform at the LV Music Festival on September 30, 2023 and provide a deposit of \$1,250, with the balance to be paid following the performance.

Suggested motion #3: Authorize the DDA staff to advertise the LV Music Festival in the September issues of the Southfield Sun for an amount not to exceed \$1,361.