



CITY OF MARSHALL AGENDA ITEM REPORT

Presenter:	Steven Anderson
Meeting Date:	Monday, August 12, 2024
Category:	CONSENT AGENDA
Type:	ACTION
Subject:	Consider Approval for a Temporary On-Sale Liquor License for Visit Marshall
Background Information:	<p>Visit Marshall and SMSU will be hosting Prairie Jam at Mattke Field at the Schwan’s Regional Event Center on September 19th – September 22nd.</p> <p>Prairie Jam, Marshall's premier fall outdoor concert, is thrilled to announce country music star Lauren Alaina as the headliner for the 2024 festival taking place on September 19th on the campus of SMSU. Alaina, a Grand Ole Opry member and Big Loud Records artist, is a rising force in the country music scene. She's poised to take Prairie Jam 2024 all out with her electrifying energy and chart-topping hits.</p> <p>Lauren Alaina is a multi-faceted artist who has taken the country music world by storm. With three chart-topping hits, including the RIAA platinum-certified "Road Less Traveled," the 7x platinum "What Ifs" with Kane Brown, and the 2x platinum "ONE BEER" with HARDY + Devin Dawson, Alaina's music resonates with audiences nationwide.</p> <p>Opening Act will be 20-year-old singer/songwriter Blake Schmitz, who is a farmer from southwest Minnesota. On June 1st, 2023 he released his first EP “All Of You & Me” jumpstarting his music career. Blake has crafty rhymes along with catchy choruses that will leave you singing his sweet melodies throughout the day.</p>
Fiscal Impact:	
Alternative/ Variations:	None recommended.
Recommendations:	To approve the temporary on-sale liquor license for Visit Marshall/CVB