



MEMO TO CITY COUNCIL

Request to Include Topic on the City Council Agenda

From: Cassandra Schiffler, Arts & Culture Coordinator
Meeting Date: April 21, 2026
Presenter: N/A
Estimated Time: N/A
Topic: Agreement with MDC for Meridian's Main Street Mix

Recommended Council Action:

Approve the agreement with MDC for Meridian's Main Street Mix concert series.

Background:

Meridian's Main Street Mix (formerly Concert on Broadway) is a rebranded mid-week concert event series scheduled to run on Wednesdays from July 8 through August 12, 2026, at Generations Plaza. The series aims to drive foot traffic to local businesses and enhance the cultural vibrancy of the downtown core.

As in past years, the Meridian Development Corporation (MDC) has committed to supporting downtown revitalization through the sponsorship of these concerts. This agreement formalizes a **\$10,000 contribution** from MDC specifically for the Meridian Main Street Mix.

These funds will be utilized to cover essential event costs, including musician stipends, technical production, and marketing efforts. In exchange for this contribution, the City will provide MDC with prominent logo placement on all promotional materials, verbal recognition during the events, and inclusion in digital outreach campaigns.