



CITY OF HARRISONBURG CITY MANAGER

409 SOUTH MAIN STREET, HARRISONBURG, VA 22801
OFFICE (540) 432-7701 • FAX (540) 432-7778

TO: Ande Banks, Interim City Manager
FROM: Andrea Dono, Executive Director, Harrisonburg Downtown Renaissance
DATE: 6/1/22
RE: Permission for HDR to use grass lot behind City Hall for three-year free concert series

Summary: Consider a request to grant Harrisonburg Downtown Renaissance (HDR) permission to use the grass lot behind City Hall to host a 10-12 week, free public concert series from July to September in 2023, 2024, 2025. HDR would like to apply for a Levitt AMP [Your City] Music Series Grant to receive \$90,000 over three years to produce this series. The grant application requires proof of the property owner's support for the use of the space for this programming. The Pavilion would be a back-up location during inclement weather. Because the grant would allow approximately \$6000 to be spent on each concert, it would be possible to attract nationally touring artists, which in turn could attract larger crowds and more visitors.

Background

The Levitt Foundation exists "to strengthen the social fabric of America." They offer the AMP Music Series Grant to help communities "activate underused outdoor spaces, creating welcoming, inclusive destinations where the power of free, live music brings people together and invigorates community life." HDR feels that the intention of the funder aligns with the values of the Harrisonburg community as well as the recommendations of the Downtown 2040 Master Plan to offer more programming and to be inclusive in our work. If successful in winning this grant award, HDR would work with a volunteer committee to assemble a line up of bands that showcase a diversity of genres and artists and to make the free series welcoming to all community members.

Key Issues: HDR would hire a facility rental company to set up a temporary stage in the grass lot, which would remain in place throughout the entire 10-12 week period. It would be subject to code regulations and inspection. Portable bathroom facilities would be delivered to the site and would remain there during the 10-12 week period. These would be serviced weekly and locked in between concert days.



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Environmental Impact: None

Fiscal Impact:

Prior Actions:

Alternatives: (a)
(b); or
(c)

Community Engagement:

Recommendation:

Attachments:

Review:

The initiating Department Director will place in Legistar, in sequence of transmittal, the names of each department that must initial their review in order for this item to be placed on the City Council agenda. The completion of review only addresses the readiness of the issue for Council consideration. This does not address the recommendation for approval or denial of the issue.

