



Legislation Text

File #: ID 22-198, **Version:** 1

Subject:

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

Presented By: Andrea Dono, executive director of Harrisonburg Downtown Renaissance

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.

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.