



Contact: Vanessa Silberman  
Senior Director of Communications  
& Strategic Initiatives  
213.201.6106  
vanessa@levittpavilions.org

For Immediate Release

## Voting Now Open for the Levitt AMP [Your City] Grant Awards

*Online public voting ends November 30, 11:59pm PDT*

**November 1, 2014**—Each summer, America's largest free outdoor concert series reaches over 500,000 people in six cities across the country. Seeking to increase our impact even more, Levitt Pavilions is spreading the power of free, live music beyond major metro areas with the **Levitt AMP**



**[Your City] Grant Awards**, an exciting new matching grant program that will award up to \$250K total to small and mid-sized cities. Starting in 2015, grantees will produce their own Levitt AMP [Your City] Music Series, extending the reach of the national Levitt program by an additional 100 free concerts.

With the application phase now over, and reflecting our mission that all Levitt projects be community-driven, we've opened up the grant selection process to the public.

**Starting today through November 30 at 11:59 pm PST, the public will choose the Top 20 Finalists through online voting.** From there, Levitt Pavilions will select the **10 winners, which will be announced December 15, 2014.**

A successful Levitt AMP campaign depends on community participation to get as many online votes as possible to bring the concert series to town. Community support, as measured by the number of online votes received, will be one of the key factors when Levitt Pavilions selects the 10 winners. To rally their communities, Levitt AMP applicants are encouraged to spread the word via social media, using Facebook, Twitter, Instagram and more to draw attention to their proposals.

Supporters are asked to visit <http://amp.levittpavilions.org/voter-registration-page> to sign up and vote.

### **About the Levitt AMP [Your City] Grant Awards**

The Levitt AMP [Your City] Grant Awards is an exciting, new matching grant opportunity, created by Levitt Pavilions, serving small to mid-sized cities with metro populations up to 400,000. 10 nonprofits, or municipalities partnering with a nonprofit, will receive up to \$25K each in matching funds to produce their own Levitt AMP [Your City] Music Series—an outdoor, free concert series featuring a diverse lineup of high caliber entertainment.

The acronym “AMP” speaks to the goals of the grant awards, which are threefold:

- **Amplify** community pride and the city’s unique character
- Enrich lives through the power of free, live **Music**
- Illustrate the importance of vibrant public **Places**

While Levitt’s celebrated signature program of 50+ free concerts annually at each Levitt venue is tailored to large cities with metro populations of over 400,000 (due to financial sustainability and audience development considerations), the Levitt AMP [Your City] Grant Awards are specifically designed to meet the needs and capacity of smaller cities. “Over the years, we’ve received numerous calls from small to medium-sized cities, hoping to bring the Levitt program to their communities,” explains Yazowski. “While these cities don’t meet our population requirements for permanent Levitt venues, we believe that these new grants will make a meaningful impact across America, activating public spaces through high quality arts experiences for all to enjoy.”

Since these are matching grants, each applicant must secure a dollar-for-dollar match up to \$25K from other sources such as foundations, businesses, municipalities, 501 (c) (3) nonprofits, individual donors, etc. Up to half of the matching requirement may be in-kind, such as donated sound equipment or contributed marketing. Yazowski says the matching grant requirement reflects the organization’s overall commitment that Levitt projects be “community-driven with local support.”

**The most competitive submissions will depend upon a variety of factors, including:**

- The characteristics of the public space where the free concert series is to be presented— preference will be given to those spaces that are easily accessible to a range of socio-economic groups.
- A programming philosophy that is inclusive, family-friendly and represents a wide range of music genres, in keeping with the national Levitt program.
- A proven track record presenting professional quality concerts or partnering with an individual or organization that has done so.

\*\*\*

**About Levitt Pavilions**

Levitt Pavilions is a national nonprofit organization that exists to strengthen the social fabric of America. We partner with cities to transform neglected public spaces into welcoming destinations where the power of free, live music brings people together and invigorates community life.

Levitt Pavilions is a national network of outdoor music venues presenting the largest free concert series in America. The Levitt program is six cities strong—in places as diverse as **Los Angeles** and **Pasadena**, California; **Westport**, Connecticut; **Bethlehem**, Pennsylvania; **Memphis**, Tennessee; and **Arlington**, Texas— collectively serving more than half a million people annually through 300+ free, family-friendly concerts. Each Levitt venue is its own 501 (c) (3) Friends of Levitt nonprofit organization, presenting 50 free concerts every year featuring acclaimed, emerging talent to seasoned, award-winning performers in all music genres. Due to accelerating interest from cities and engaged citizens, the Levitt program is growing. Developing Levitt locations across the country include **Denver** (opening 2016) and **Houston** (opening 2017), amongst other cities. Learn more at [www.levittpavilions.org](http://www.levittpavilions.org) and <http://www.amp.levittpavilions.org>