



Contact: Vanessa Silberman  
Senior Director of Communications  
& Strategic Initiatives  
310.275.5628  
vanessa@levittpavilions.org

For Immediate Release

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

*\$25K matching grants will bring free concerts to small and mid-sized cities*

**July 22, 2014**---Calling all small to mid-sized cities across the country: America's largest free outdoor concert series is about to get even larger, and the spotlight is on you!



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. And in another first, **the public will decide the Top 20 finalists** through an online voting process this November. So get ready to rally your family, friends, colleagues and neighbors to vote and bring free, live music to your city!

“We are thrilled to bring the spirit of the Levitt program to more cities across our country,” says Sharon Yazowski, Executive Director of the national nonprofit, Levitt Pavilions. “We’ve witnessed first-hand how people of all ages and backgrounds come together for the free performances, inspired by the music and the welcoming outdoor atmosphere. Levitt concerts create a shared sense of community and connectedness that is incredibly important in today’s world.”

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."

Important Dates	
July 15	Grant applications available
July 29	AMP Webinar
Sept. 12	AMP Webinar
Oct. 15	Grant applications due
Nov. 1–30	Online voting
Dec. 15	Awards announced
May 1, 2015–April 30, 2016 Levitt [AMP] Music Series!	

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."

In addition to the monetary award, Levitt AMP recipients will receive the Levitt AMP [Your City] Toolkit containing valuable resources to help them successfully produce the concert series.

**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.

**Online applications are due October 15 and are available at [www.amp.levittpavilions.org](http://www.amp.levittpavilions.org)**

An online public voting process in November will determine the Top 20 finalists. Levitt Pavilions will then review the Top 20 applications in December and the 10 selected Levitt AMP [Your City] Grant Awards recipients will be announced December 15. Funding for the Levitt AMP [Your City] Grant Awards is made possible by the Mortimer & Mimi Levitt Foundation, a private family foundation.

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**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>