

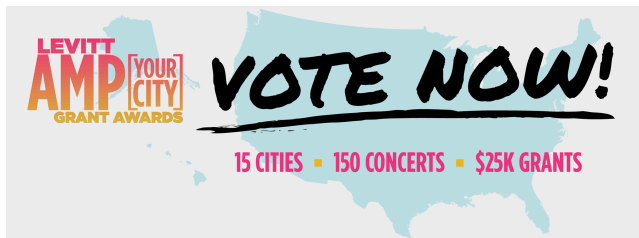


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For Immediate Release

## Voting Now Open for the 2016 Levitt AMP [Your City] Grant Awards

*Online public voting ends November 30, 5pm PST*



**November 2, 2015**—Due to a stellar applicant pool and demonstrated need to come together as communities, we're thrilled to announce that we've **expanded the number of Levitt AMP [Your City] Grant Awards in 2016 from 10 to 15 grants!** That's right, 15! Up to \$375K total will be awarded to 15 nonprofits serving small to mid-sized

towns and cities, collectively expanding the reach of America's largest free outdoor concert series by an additional 150 free concerts across the country.

And once again, we've opened the Levitt AMP selection process to YOU! **Starting today through November 30 at 5 pm PST, the public will choose the Top 25 Finalists through online voting.** From there, Levitt Pavilions will select the **15 winners, which will be announced January 5, 2016.**

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 15 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 <https://grant.levittamp.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, annual matching grant opportunity, serving small to mid-sized cities with metro populations up to 400,000. 15 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.

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**About Levitt Pavilions**

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

The Levitt network of permanent outdoor music venues collectively presents the largest free concert series in America. Located in places as diverse as **Los Angeles** and **Pasadena**, California; **Westport**, Connecticut; **Bethlehem**, Pennsylvania; **Memphis**, Tennessee; and **Arlington**, Texas—Levitt’s signature program serves 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 signature Levitt program is growing. Developing Levitt locations across the country include **Denver** (opening 2017) and **Houston** (opening 2018), amongst other cities. Learn more at <http://www.levitt.org> and <http://www.levittamp.org>.