

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Rockford in the Running for the Levitt AMP [Your City] Grant Awards *RACVB partnering with the YMCA and RAVE in hopes of bringing free concerts to Davis Park in 2016, public vote to help decide winners*

FOR IMMEDIATE RELEASE

November 2, 2015

Rockford, IL – Rockford is now in the running to host a 10-week live music series in downtown Rockford during the summer of 2016, and the community will help play a role in making it happen.

Rockford Area Convention & Visitors Bureau, along with its grant application partners the **YMCA of the Rock River Valley** and the **Rockford Area Venues & Entertainment Authority**, hopes to qualify as one of the 15 winning organizations competing in the Levitt AMP [Your City] Grant Awards, sponsored by Levitt Pavilions, the national nonprofit behind the largest free concert series in America.

A successful campaign for Rockford 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.

Supporters are asked to visit <https://grant.levittamp.org/voter-registration-page/> to register and vote. **Online public voting is now open and ends Nov. 30 at 7 p.m. Central Time.** The Top 25 finalists will be selected through online public voting. Levitt Pavilions will then review the proposals of these 25 finalists and the 15 Levitt AMP winners will be announced on January 5, 2016.

“With the momentum building for an amazing summer in 2016 as Sportscore Downtown opens and as more visitors begin to experience the core of our community, we wanted to find a way to enhance the downtown experience,” said John Groh, President/CEO of the RACVB. “Best of all, with the help of this grant, this concert series will be free for the community. Ultimately the community will help to determine if we win the grant through their participation in the online voting contest.”

The Levitt AMP [Your City] Grant Awards is an exciting matching grant opportunity created by Levitt Pavilions to serve small to mid-sized towns and cities up to 400,000 people. Fifteen nonprofits, or municipalities partnering with a nonprofit, will receive up to \$25,000 each in matching funds to produce their own Levitt AMP Music Series— a free outdoor concert series featuring a diverse lineup of professional musicians.

The proposed venue site is Davis Park in downtown Rockford. Davis Park is an ideal location for the concert series because of its open lawn seating, views of the Rock River, and its central location making it accessible for as much of the community as possible. RACVB’s proposal is now posted on the Levitt AMP website for public voting. <http://levittamp.org>

"We are extremely excited at the prospect of Rockford hosting this live music series in Davis Park" said Mike Brown, President/CEO of the YMCA of the Rock River Valley. "This directly aligns with the Y's mission of serving all, so we will be working hard to spread the word and gain support from the community."

RACVB asks supporters to start spreading the word to family, friends, colleagues and neighbors and rally the community to sign up and vote for Rockford's proposal.

About Levitt AMP Music Series

The Levitt AMP Music Series was created in 2014 by Levitt Pavilions, a pioneer in the creative placemaking movement and the national nonprofit behind the largest free outdoor concert series in America. Levitt AMP brings the joy of free, live music to people of all ages and backgrounds living in small to mid-sized towns and cities, transforming neglected public spaces into thriving community destinations. Learn more at <http://levittamp.org>

The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. www.gorockford.com

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FOR MORE INFORMATION:

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