



Levitt AMP Gallup Music Series 2020/21

Presented by:

Gallup MainStreet Arts & Cultural District, in partnership with City of Gallup

Overview:

The purpose of the Levitt AMP Music Series, funded in part by the Mortimer & Mimi Levitt Foundation, is to bring the joy of free, live music to people of all ages and backgrounds, transforming underused public spaces into thriving community destinations. As a result of winning this grant (one of only 20 communities selected in part by a national vote), Gallup is part of a national network of Levitt AMP concert sites in 2020 strengthening communities through the power of FREE music. At Courthouse Square, we will bring area residents together and activate this public place for all to enjoy 10 free concerts. The Levitt AMP Gallup Music Series is a perfect way to make our downtown a vibrant space for our community and the entire region.

Event at a glance

Target audience: residents; day-travelers from Four Corners region

Attendance (10 concerts): 5,000

Volunteers: 100

COVID-19 Postponement:

Due to the public health crisis and the uncertainty of mass gatherings and restriction throughout the summer and fall of 2020, and in order to support a successful first concert series, the event has been postponed by one year. Thanks to the support of Levitt Foundation, Gallup will not need to reapply for the grant. The concerts will take place July – October 2021.

COVID-19 Additional Support from Levitt Foundation:

In an effort to support communities during this time – when most have had to postpone, shorten, or move to virtual concert series – Levitt Foundation is offering financial and programmatic support by:

- 1) Hosting a national virtual concert series, offering support to Gallup to pay a regional musician to perform for the series
- 2) Write and promote dedicated digital content about Gallup on Levitt's platforms, highlighting arts, culture, and resiliency
- 3) Offering a \$5,000 grant to organize a creative, community-focused event that will bring people together and support the arts – however it is safe to do so

Funding + Partner Support for Concert Series

Levitt Foundation: \$25,000

City of Gallup (Lodger's Tax): \$40,000

*Additional grants, donations, and sponsorships to offset city match to be secured and solicited by Gallup MainStreet Arts & Cultural District.

Concert series organization & administration: GMSACD

Marketing & promotion: City of Gallup, with GMSACD

Site logistics: City of Gallup, with GMSACD

Evaluation & reporting: GMSACD

City of Gallup Funds Disbursement

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GMSACD will put funds in a restricted account and will track and report on all used funds.

Levitt Foundation Funds Disbursement

The Grant will be disbursed in three (3) payments, in the following order: 25% will be disbursed upon Grantee providing Levitt with proof of matching funds and the confirmed artist roster for the Series, subject to the approval of Levitt per Section IV.I. of this Agreement; 50% will be disbursed no earlier than six (6) weeks prior to the launch of the Series and upon Grantee providing Levitt with proof of insurance; and the final 25% will be disbursed upon submission of the Report. Grantee understands that delivery of any portion of the Grant will take up to four (4) weeks following submission of the required documents to Levitt.