
La Crescent Outdoor Performance Venue

‘Creating Community Connections through Enjoyment of the Arts’

03.01.2023 Update


Greetings Friends of the La Crescent Outdoor Performance Venue Project!

Steady progress continues, as the OPV Steering Committee moves forward with a wide variety of project tasks. Perhaps the most significant of these tasks has been the continued development of our partnership with the City of La Crescent as we continue to strongly explore options to integrate the OPV into the city’s [strategic plan](#) for downtown redevelopment. The following is a brief progress report on other areas of work underway:

Marketing & Communications: The [Metre Agency](#) has joined our team as a project partner/sponsor. Work is underway to develop brand strategy, a marketing plan, and marketing materials for the summer concert series and OPV capital fundraising campaign. The marketing work will include the development of content for a web and social media presence, as well as a variety of print materials. In addition to the branding and marketing work with Metre, we continue to present the project throughout the community. Our next presentation is with the City of La Crescent’s Economic Development Commission on March 6th. Please let us know if you know of a group or organization we should reach out to with information on our OPV project (no audience is too big or small!).

Finance & Fundraising: Budget work for both expenses and revenue is nearing completion, along with work to solidify tax exempt/501c3 status through a partnership with the La Crescent Lions Club for the 2023 Summer Concert Series. Next tasks will include work to develop and define sponsorship opportunities to generate revenue for the summer concert series.

Facility Design/Site Selection/Construction: At its December meeting, the La Crescent City Council approved the services of the city’s architect to work with our steering committee to develop a concept plan for the OPV. Facility design/programming meetings are underway with the architect. We hope to have a preliminary conceptual plan for review and comment in late March/early April.



This will be a key step in support of developing a target for the capital fundraising campaign for the project. Also, as stated above, the possibility of locating the facility in a downtown location continues to increase. The downtown location offers great potential to support our mission to “Create Community Through Enjoyment of the Arts” in La Crescent.

Long-Term Sustainability/Event Planning: We are kicking off the project this year with a Summer Concert Series! Our first concert is May 30th at Vet’s Park with the well-known area band, TUGG. You can take in the Farmer’s Market while you enjoy the music as well. We’ll continue the Summer Concert Series with a performance in June, July and August with more details to come. Dust off your lawn chairs or grab a blanket! We can’t wait to celebrate the music of summer in La Crescent with you!

Thank you for being a friend of the La Crescent Outdoor Performance Venue and for taking the time to read this update. Questions, comments or signing up to help in any of the areas listed above can be directed to friendsoflcopy@gmail.com

Steering Committee members: Randy Rosenberg, Vanessa Machado, Dave Ebner, Patti Martell, Chris Fortsch, Dean Bergstrom, Monica Holman, Jeff Jewell, Ron Wilke, Teresa O’Donnell-Ebner