
La Crescent Outdoor Performance Venue

11.08.2022 Update

Greetings Friends of the La Crescent Outdoor Performance Venue Project (formerly known as the bandshell project)!

Much has taken place since we met for the bandshell visioning meeting in August. The input collected at that meeting has been of great value to the OPV Steering Committee, not the least of which was supporting the creation of the project mission statement:

‘Creating Community Connections through Enjoyment of the Arts’

Other highlights include the establishment of a project steering committee, along with subcommittees for finance/fundraising, marketing & communications, facility design/site selection/construction, and long-term sustainability/event planning. The steering committee has been meeting twice a month and is steadily moving forward in each area of subcommittee work. The following is a brief overview of that work:

Marketing & Communications: Work has included presentations to groups throughout the community, including the Lions Club, Rotary, La Crescent Chamber of Commerce and officials from the City of La Crescent. Additional presentations are scheduled with the La Crescent Community Foundation and the Healthy Community Partnership boards. Please take time to review the attached slide deck from the presentations. All have expressed support, and excitement is building for the possibilities of an Outdoor Performance Venue in our little city between the “River and Bluffs”.

Finance & Fundraising: Budgeting work is underway to support a “portable” concert series for Summer of 2023, along with work to identify and recruit business sponsors to fund the series. Work is also underway to lay the groundwork for developing a concept design to inform and establish a facility construction budget. Additional finance work includes research on potential grant resources to support all aspects of the project.

Facility Design/Site Selection/Construction: Meetings are underway with city officials to coordinate facility design work and initial consideration of site options. There has been strong interest in the possibility to integrate the OPV into existing long-range plans. The Steering Committee will be presenting the project to the City Council on December 19th,

with a request for financial support to continue to develop and move the project forward. We will also be seeking City Council approval for the 2023 Summer Concert Series.

Long-Term Sustainability/Event Planning: The primary focus has been on planning for a Summer 2023 “portable” concert series. A number of concert and performing group/band options are under consideration. There has been significant interest in the series both on the part of potential sponsors, as well as a number of folks who have significant experience in planning and running events of this nature.

As stated above, this is a very brief overview of work underway. Space does not allow us to share all of the details of work underway. Perhaps more than anything else; **we need enthusiastic volunteers with a passion for the arts and community connections.** Please consider joining us. As our mission states, this encompasses ‘Community’. Specific areas of need include, but are not limited to, talent and experience in the following areas:

- Grant writing
- Fundraising
- Marketing/Branding/Messaging
- Graphic Design & Web Design/Social Media Expertise

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 friendsofocpv@gmail.com.

Steering Committee members: Randy Rosenberg, Vanessa Machado, Dave Ebner, Patti Martell, Chris Fortsch, Dean Bergstrom, & Ron Wilke

Attachments: OPV Slide Deck and Executive Summary

The following are links to existing outdoor facilities, and more importantly, the performance series that those facilities support. Please do not focus on the specifics of design, as these venues are being shared to create a greater sense of the vision for La Crescent, as stated in our Mission Statement: ‘Creating Community Connections through Enjoyment of the Arts’.

www.garberbandshell.com

www.stonehorsegreen.org