

A photograph of a band performing on a stage outdoors. The background is a dense forest of green trees. The band consists of several members, including a guitarist on the left, a bassist on the right, and a drummer in the center. The scene is dimly lit, suggesting an evening or dusk setting. The text 'La Crescent LIVE' is overlaid in the upper center, and '2026 Season Kick-Off' and 'We Love It Here!' are in the middle. A date 'April 10, 2026' is in a black box at the bottom center. The foreground shows the backs of several audience members' heads.

*La Crescent*  
LIVE

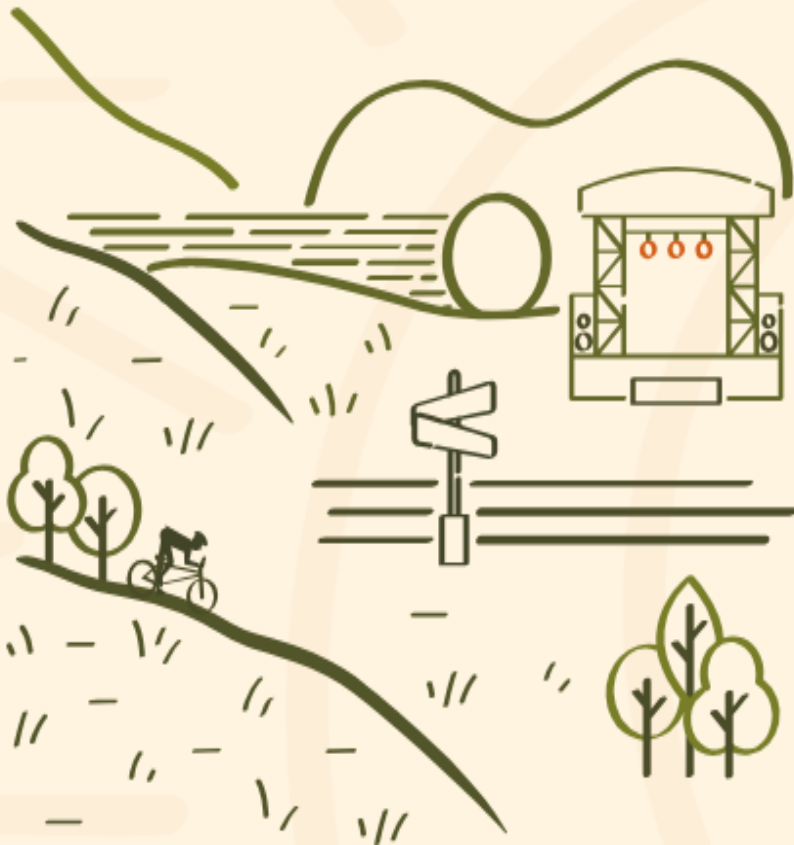
## 2026 Season Kick-Off

We Love It Here!

April 10, 2026

# HISTORY

## La Crescent LIVE



La Crescent Live was born out of the vision and dedication of the La Crescent Lions Club, an esteemed community organization committed to service and fostering unity among residents. Recognizing the transformative power of music, the Lions Club envisioned an event that would celebrate the spirit of togetherness while showcasing the immense talent within and beyond our community.

We invite you to join us on this remarkable journey as we celebrate the beauty of music and create unforgettable moments under the open sky. Whether you're a music aficionado, a supporter of the arts, or simply seeking a vibrant community experience, La Crescent Live offers something for everyone.

# La Crescent Live: By The Numbers

Sponsors:

2023: 30

2025: 40

Attendance:

2023: 175 - 200

2025: 350 - 750+

Non-Profits/Service Orgs. Supported

2024 - 2025: 11

# By The Numbers Cont.

## From the Levitt Family Foundation/Levitt Music Series & Venues

**Scale:** 7–10 free outdoor concerts per year in 50+ communities

### Reported Impact:

- Levitt Foundation notes “**incredible positive impact...spurring additional investments supporting the local economy**” in communities hosting free outdoor concerts.
- Emphasis on **revitalizing underused public spaces**, increasing foot traffic, and strengthening local business ecosystems.
- See more at [Home - Levitt](#)

### Relevance to La Crescent Live:

- Levitt programs are a close national model for free, community-driven outdoor music.
- Their published outcomes often include:
  - Increased local spending
  - Growth in adjacent business activity
  - Long-term community development benefits



# Creating Community Connections Through Enjoyment of the Arts...

We Love It Here!

La Crescent Live 2025 -  
Thank You all for another  
successful season!



Thank you to our 2025  
Corporate & Non-Profit  
Sponsors and Partners...

*La Crescent*  
LIVE



# HALL OF FAME



Angie Wilson – Gerrard-Hoeschler Realtors



Barrel Inn Bar & Grill



Edward Jones – Eric Minor



Jon Wilson – Gerrard Hoeschler Realtors

# HALL OF FAME



Lions Club of La Crescent



Metre



Morrie's Onalaska Chevrolet



Pat's Insurance Agency

# HALL OF FAME



Rotary Club of La Crescent



TimeOut Tavern

## VIP

Alerus

ESB Banking & Insurance

Merchants Bank

Oak Street Designs

The Community Handyman

# GRANDSTAND

**Chiropractic First of La Crescent**

**Dairyland Power**

**Dewey Enterprises**

**Emplify Health by Gundersen – La Crescent  
Clinic**

**Free Range Exchange**

**Johnson Livings**

**New Albin Savings Bank**

**Woodman's**

## MUSIC FAN

AcenTek

American Landscape

Connected Family Chiropractic

Kaddy's Kafe

MiEnergy Cooperative

Wieser Precast – Doric Vault

---



*Applesseed*  
Community  
Theatre



**ACT**



A HEALTHY COMMUNITY PARTNERSHIP PROGRAM

Thank you to our 2025  
Individual Donors...



# HALL OF FAME

Anonymous Donor

## VIP

Anonymous Donor

Bringe, Marv & Bobbie

Wilke, Ron & Karen

## GRANDSTAND

Bergstrom, Dean & Sally

Gasner, Donn & Renee

Hill, Don & Kathy

## MUSIC FAN

Guillien, Cheryl

Krenz, David & Eileen

Tlougan, Ed & Kristi

Ulland, Paul & Judy

Special Thanks to the City of La Crescent



Growing from River to Ridge

Support La Crescent Live - Learn More At: <https://lacscentlive.org/donate/>

## SPONSORSHIP TIERS

### HALL OF FAME \$1,000+

Logo and name placement on main stage-front signage.

Logo and name placement on social media, website and email promotions.

Live announcement of sponsor name before each concert.

### VIP \$500+

Logo and name placement on social media, website and email promotions.

Live announcement of sponsor name before each concert.

### GRANDSTAND \$250+

Logo and name placement on social media, website and email promotions.

### MUSIC FAN \$100+

Family name placement on social media, website and email promotions.

### FOR MORE INFORMATION, PLEASE CONTACT:

La Crescent Live  
c/o La Crescent Lions Club  
PO Box 123 La Crescent, MN 55947  
Email: [friendsoflcopv@gmail.com](mailto:friendsoflcopv@gmail.com)

Creating Community Connections through Enjoyment of the Arts.

# 2026 – A New Season



## June 10 – Mr. Blink



## June 24 – Double Take



## July 8 – Ryan Howe & Flashback



# Lancer All School Reunion

## July 17 (Fri.) – LP and the 45s



*La Crescent*  
LIVE



# August 5 – High Mileage



# Bonus Concert



**2026 USA CYCLING  
GRAVEL NATIONAL CHAMPIONSHIPS**

September 12, 2026 | La Crescent, MN

# Sept. 12 (Sat. noon – 3:00 @ Abnet Field) MadLee Band



An Eye to the Future!



## The Ultimate Goal...

We continue to work closely with the City of La Crescent to plan for a permanent Outdoor Performance Venue in the heart of La Crescent. You may have heard that plans are underway for a new Library, City Hall and Police Department in La Crescent. The Outdoor Performance Venue will enhance those City plans and fits in with the City's strategic plan for downtown development. We will continue to inform you on the project and let you know when we are ready to launch our capital campaign.



## La Crescent Live's Nonprofit Journey

La Crescent Live is taking an exciting next step in its journey by establishing itself as a nonprofit organization. This transition will strengthen our ability to bring accessible arts, music, and cultural experiences to our community. Becoming a nonprofit opens the door to new grant opportunities, deeper partnerships, and expanded programming that supports local artists and engages residents of all ages. It also positions us to pursue a major long-term goal: the creation of a permanent outdoor performance venue that will serve as a cultural anchor for the region. As we complete the final stages of our 501(c)(3) application, we're grateful for the community members, volunteers, and partners who continue to champion our mission. Together, we're building a vibrant creative future for La Crescent and our surrounding region.



# Join the Fun!



**La Crescent Live Steering Committee ~**  
L to R: Vanessa Machado, Karen Wilke, Ron Wilke, Randy Rosenberg, Dean Bergstrom,  
Dave Ebner, Chris Fortsch, Teresa O'Donnell-Ebner, Monica Holman, Patti Martell, Jon Wilson, Jeff Jewell

## Volunteers Welcome...

**CONTACT US** at [friendsoflcopv@gmail.com](mailto:friendsoflcopv@gmail.com) OR reach out to one of our Steering Committee members to:

- **ASK** questions.
- **VOLUNTEER** to help at an event.
- **SHARE** your passion for the Arts by joining our Steering Committee.
- **DONATE** at <https://lacscentlive.org/donate/>
- **LEARN** more at <https://lacscentlive.org/>

Steering Committee members:

Randy Rosenberg, Venessa Machado, Dave Ebner, Patti Martell, Chris Fortsch, Dean Bergstrom, Monica Holman, Jeff Jewell, Ron Wilke, Teresa O'Donnell-Ebner, Jon Wilson, Karen Wilke, Cheryl Guillien

The background features a light beige color with faint, stylized line art illustrations. At the top, a large sun with radiating lines is depicted. Below it, there are rolling hills, a cyclist on a path, and a stage structure with lights on the right side. The overall aesthetic is clean and modern.

*La Crescent*  
**LIVE**