



## 2020 FREQUENTLY ASKED QUESTIONS

### GENERAL

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#### **What is the Levitt AMP [Your City] Grant Awards timeline?**

*The Levitt AMP [Your City] Grant Awards is an annual grants competition. 2020 Levitt AMP grant applications will open July 10, 2019 and close September 20, 2019. Following the close of the application period, all submissions will be screened and select applications will move on to the online public voting stage, which will take place November 1 – 20, 2019. Members of the general public will vote for their favorite proposals to determine the Top 25 Finalists. In December, the Levitt Foundation will review the Top 25 Finalists and determine which nonprofits will receive a Levitt AMP grant. Levitt AMP winners will be announced December 20, with Levitt AMP Music Series taking place between May 1 and October 31, 2020.*

#### **What will be discussed during the Levitt AMP Webinar?**

*During the Levitt AMP webinar, the Levitt Foundation will present the goals of the Levitt AMP [Your City] Grant Awards, eligibility criteria, online application process and key instructions, matching funds requirement, online public voting process, and benefits of the Levitt AMP Toolkit. At the end of the presentation, webinar participants will be able to ask questions through an online chat feature.*

#### **What does “[Your City]” stand for in the Levitt AMP [Your City] Grant Awards and Levitt AMP [Your City] Music Series?**

*In the **Levitt AMP [Your City] Grant Awards**, “[Your City]” is part of the formal name. In the **Levitt AMP [Your City] Music Series**, “[Your City]” is a placeholder that will be replaced by the name of each town and city where a Levitt AMP Music Series will take place. For example, if an organization located in Ann Arbor, Michigan were to receive a Levitt AMP Grant Award, the concert series they present would be formally referred to as the Levitt AMP Ann Arbor Music Series.*

**What kind of organizations can apply for a Levitt AMP [Your City] Grant Award?**

*Any nonprofit organization with 501(c)(3) tax-exempt status, as recognized by the IRS, can apply.*

**Where can I get additional information or help if something in the instructions is unclear?**

*If you cannot find an answer to your question in the Levitt AMP FAQs, webinars, or website, you may email your question(s) to [amp@levitt.org](mailto:amp@levitt.org).*

**What is the Levitt AMP Toolkit?**

*The Levitt AMP Toolkit contains valuable resources for Levitt AMP grant recipients, such as: a sample entertainment contract; a sample press release; a hosted page on the Levitt AMP website; eblast and social media templates; Levitt AMP graphics; a list of talent managers and music agents from across the country; sample sponsorship packet; and consultation with national program staff at the Levitt Foundation.*

**When will I be notified if my organization has been awarded a Levitt AMP [Your City] Grant Award?**

*All applicants will be notified via email on November 21, 2018 regarding whether they are a Top 25 finalist, as determined by the online public voting process. All Top 25 finalists will be notified via email on December 18, 2018 regarding whether they are a Levitt AMP grant recipient.*

**Does my town have to be part of a MSA in order for my organization to be eligible to apply?**

*No. A town is not required to be part of a MSA in order to be eligible for the Levitt AMP [Your City] Grant Awards. If you are unsure if your town or city meets the Levitt AMP population eligibility criteria, you may email your town/city name, county and state to [amp@levitt.org](mailto:amp@levitt.org) and the Levitt Foundation will respond letting you know whether your town or city is eligible.*

**Are we at a disadvantage because our town has a population of less than 10,000?**

*Absolutely not! Towns and cities of all population sizes up to 400,000 are encouraged to apply for a Levitt AMP [Your City] Grant Award. All applicants will need to encourage their communities and networks—including family, friends, colleagues, and neighbors—to vote online for their proposed Levitt AMP [Your City] Music Series. The Top 25 finalists will be weighed equally, regardless of population size, based on the quality of their application. Please refer to the About page of the Levitt AMP website to review the factors which will guide the Levitt Foundation in determining the 15 Levitt AMP grant recipients. Competitive applications will reflect the core values of the Levitt Foundation and our mission of community through music.*

**How does my organization become a Top 25 finalist?**

*The Top 25 finalists will be determined by an online public voting process taking place between November 1-20, 2018. The 25 applicants that receive the most votes during the online public voting period will be announced as the Top 25 finalists on November 21, 2018. The Levitt Foundation will provide applicants with sample social media posts, a customized image and a press release that can be sent to your contacts asking them to vote for your proposal. Be sure to rally your community and networks—including family, friends, colleagues, and neighbors—to vote online for your proposed Levitt AMP [Your City] Music Series!*

**How will the Levitt AMP [Your City] Grant Awards recipients be determined?**

*An online public voting process taking place between November 1-20, 2018 will determine the Top 25 finalists. The Levitt Foundation will then review the Top 25 applications and up to 15 selected Levitt AMP grant recipients will be announced on December 18, 2018. Please refer to the About page of the Levitt AMP website to review the factors which will guide the Levitt Foundation in determining up to 15 Levitt AMP grant recipients. Competitive applications will reflect the core values of the Levitt Foundation and our mission of community through music.*

**How are communities selected for multi-year Levitt AMP grant awards?**

*In 2018, the Levitt Foundation selected three communities to each receive a multi-year Levitt AMP grant based on demonstrated significant impact in their communities since the launch of the Levitt AMP [Your City] Grant Awards. This invitation-only grant opportunity exempts the grantee from the Levitt AMP online voting competition and provides three consecutive years of funding to present the Levitt AMP Music Series. The funding availability for multi-year Levitt AMP grants will be determined by the Levitt Foundation on an annual basis.*

**My organization just applied for our 501(c)(3) tax-exempt status and is awaiting approval from the IRS. Are we eligible to apply for a Levitt AMP [Your City] Grant Award?**

*No. Only organizations with 501(c)(3) tax-exempt status are eligible to apply for a Levitt AMP [Your City] Grant Award. If your organization is a not-for-profit entity, you may qualify to be a partner organization as part of an application submitted by an organization that is already recognized by the IRS as a 501(c)(3) tax-exempt organization.*

**Are current Levitt AMP grantees eligible to apply again?**

*Yes. Current Levitt AMP grantees may reapply each year.*

**Can funders and sponsors other than the Levitt Foundation be recognized in our Levitt AMP [Your City] Music Series marketing materials?**

*Yes. Funders and sponsors which are providing contributions, both cash and in-kind, to help make your Levitt AMP Music Series possible should absolutely be recognized for their meaningful support. Their logos can appear on your concert series marketing materials, including brochures, banners, flyers, t-shirts, etc., as well as on the Levitt AMP website which hosts a web page for each Levitt AMP Music Series. Series supporters can also be recognized during pre- and post-concert stage announcements and through visibility created through customized on-site recognition opportunities.*

**Can our Levitt AMP [Your City] Music Series have alcohol sponsors?**

*Yes. Your Levitt AMP Music Series may have alcohol sponsors, however presenting or title sponsors of your concert series may not be an alcohol company or brand, including beer, wine, and liquor as well as any alcohol-focused stores or brands of any kind.*

**Can our Levitt AMP [Your City] Music Series include the name of another organization or a title sponsor, such as the “Downtown Partnership Levitt AMP [Your City] Music Series” or “XYZ Company Levitt AMP [Your City] Music Series?”**

*No. Every Levitt AMP grant recipient must name their concert series “Levitt AMP [Your City] Music Series.” No other organization or company name may appear in the series name. Presenting organizations and title sponsors can be recognized as follows: “Downtown Partnership presents the Levitt AMP [Your City] Music Series” or “Levitt AMP [Your City] Music Series presented by XYZ Company.” Presenting organizations and title sponsors may not be an alcohol company or brand, including beer, wine, and liquor as well as any alcohol-focused stores or brands of any kind. Note: your Levitt AMP [Your City] Music Series may only have one presenting sponsor, organization, or previous series name associated with the name of the concert series. For example, “XYZ Company presents the Levitt AMP [Your City] Music Series supported by ABC, Inc.” and “Levitt AMP [Your City] Music Series presents Music on Main presented by ABC, Inc.” are not acceptable.*

**Will we be required to change the name of our already existing concert series if we receive a Levitt AMP [Your City] Grant Award?**

*Yes. Every Levitt AMP grant recipient must name their entire concert series “Levitt AMP [Your City] Music Series.” However, the name of your current series may be combined with “Levitt AMP [Your City] Music Series” upon approval from the Levitt Foundation. For example, “Levitt AMP Denison Music Series presents Music on Main.” Note: there may only be one sponsor, organization, previous series name, etc. associated with “presenting” recognition.*

**May we apply for a Levitt AMP [Your City] Grant Award to expand or enhance an already existing concert series in our community?**

*Yes. You may apply for a Levitt AMP Grant Award to expand or enhance an already existing concert series such as increasing the number of concerts in the series, expanding the diversity of the music lineup, elevating the caliber of artists presented, and/or activating community engagement strategies. However, the entire concert series must be called the Levitt AMP [Your City] Music Series, it must meet all of the [Levitt AMP Eligibility Criteria](#) and it must comply with the [Levitt AMP Official Rules](#).*

**There is an existing Levitt venue in my metro area. Is my organization eligible to apply for a Levitt AMP [Your City] Grant Award?**

*All Levitt AMP [Your City] Music Series must take place in a public space that is at least 75 miles away from an existing Levitt venue. This expands the reach of free Levitt concerts by providing people who live beyond the areas already served by Levitt venues with access to high quality, free outdoor concerts*

**What if another organization from my community is also applying? Can my organization apply separately, or must we apply together?**

*You can choose whether you would like to apply separately or together, however it is important to note that an entity can only be affiliated with one Levitt AMP application either as a primary organization or as a partner. For example, if your local chamber of commerce has agreed to partner with another organization in your community that is also applying, it cannot partner with your organization as well. Also, an organization cannot apply as a primary applicant on one application and as a partner on another application.*

**Can an organization be affiliated with more than one application, either as a primary applicant or a partner?**

*No. An organization can only be affiliated with one Levitt AMP application either as the primary organization or a partner. For example, if your local chamber of commerce has agreed to partner with another organization in your community that is also applying, it cannot partner with your organization as well. Also, an organization cannot apply as a primary applicant on one application and as a partner on another application.*

**Will the Levitt Foundation notify applicants if there are multiple Levitt AMP applications submitted from the same city?**

*Yes. All application submissions will be reviewed during the first two weeks of October. Factors such as application completion, eligibility, and alignment with the Levitt AMP goals will determine which applicants will advance to the November voting phase. If multiple applications from the same city are selected to advance*

to the voting phase, the Levitt Foundation will notify each applicant accordingly. Applicants from the same city will then have the option to either advance to the voting phase separately, or collaborate and submit one revised application with one primary applicant and the other applicants as partners; this revised application would then be displayed on the Levitt AMP website as a single proposal during the online public voting period.

## **APPLICATION**

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### **Once my application has been submitted, when will it be visible on the Levitt AMP website?**

Following submission, the Levitt Foundation will review your application. Applications that are complete, meet the [Levitt AMP Eligibility Criteria](#), comply with the [Levitt AMP Official Rules](#), and are invited to continue to the voting phase of the application process will be posted on the Levitt AMP website for public viewing by October 16, 2018 and will remain on the Levitt AMP website throughout the online public voting period taking place between November 1-20, 2018.

### **What sections from our Levitt AMP application will be displayed for public viewing on the Levitt AMP website during the online public voting period?**

During the online public voting period, your answers to questions marked “(PUBLIC)” on the Levitt AMP application will be visible to the public, including the image submitted as part of your application that best reflects your community and proposed Levitt AMP [Your City] Music Series.

### **Will I be notified if my application is missing a required answer or document?**

Yes. If your application is considered incomplete, the Levitt Foundation will notify the primary contact via email and you will have a window of three business days to complete your application. Note: only completed applications will be posted on the Levitt AMP website during the online public voting period. Incomplete applications will be deemed ineligible.

### **What if after my application is submitted, something changes such as a partner organization or our selected public space?**

You should notify the Levitt Foundation immediately of any material changes that will alter your proposed Levitt AMP [Your City] Music Series as described in your submitted application. Failure to do so may result in your application being deemed ineligible.

### **Can I change my answers or uploaded documents after my application is submitted?**

No. All submitted applications, which includes your answers and uploaded documents, are considered to be in final form. However, if there is a material

*change to your proposed Levitt AMP [Your City] Music Series, such as a partner organization or your selected public space, the Levitt Foundation should be notified immediately.*

**Can I submit my application by sending it in the mail?**

*No. All applications must be submitted online via the Levitt AMP website, [levittamp.org](http://levittamp.org).*

**What kind of image should I upload as part of my application?**

*The image you upload can be a photo, logo, collage, etc. It will be visible on the Levitt AMP website during the online public voting period and should best reflect your community and your proposed Levitt AMP [Your City] Music Series. Text on the image, if any, should be limited to the name of your city or music series.*

**What if I don't have enough space for my answers when completing the application online?**

*All applicants must submit answers that fit within the allotted space provided for each field or question. Additional documents for extended answers cannot be submitted. Note: character limits include spaces.*

**In addition to the required Levitt AMP application uploads, may I submit supplemental materials to support my application?**

*No. Supplemental items, such as additional documents or photos to support your application, will not be accepted. Applicants may only submit the documents requested in Section 6 of the application.*

**Does the primary contact have to be from the primary organization?**

*No. The primary contact will be the individual receiving communications from the Levitt Foundation about the Levitt AMP [Your City] Grant Awards and your application. This individual should be actively engaged with your Levitt AMP Music Series and committed to receiving and sharing these communications with those involved with your concert series.*

**FINANCE**

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**If awarded a Levitt AMP [Your City] Grant Award, when will funds be disbursed to my organization?**

*The total Levitt AMP Grant Award will be disbursed in three payments upon the Levitt Foundation's receipt of specific deliverables as outlined in the Levitt AMP Grant Agreement: 25% will be disbursed 10 weeks prior to the launch of your Levitt AMP Music Series; 50% will be disbursed six weeks before the launch of your concert series; and the final 25% will be disbursed upon completion of your concert series*

*and submission of the final report (the report form will be provided by the Levitt Foundation).*

**Can a Levitt AMP [Your City] Grant Award be used to purchase sound and lighting equipment?**

*No. A Levitt AMP Grant Award may not be used to purchase permanent equipment of any kind for your organization or for your partner(s).*

**Our organization is going through a capital campaign, specifically to build a performance venue. Can a Levitt AMP [Your City] Grant Award go towards our capital campaign?**

*No. A Levitt AMP Grant Award may not go towards a capital campaign. All funds received in support of your Levitt AMP [Your City] Music Series, including Levitt AMP grant funds, must be used to produce and promote the concert series and related pre- and post-concert audience activities.*

**Does Levitt Foundation cover ASCAP/BMI/SESAC fees for Levitt AMP [Your City] Grant Award recipients?**

*No. Levitt AMP grant recipients are responsible for directly paying performance rights fees for their own Levitt AMP Music Series. This expense is a required line item in your Levitt AMP Budget. You are encouraged to speak with the entity that manages the site where your concert series will take place to see if your series can be covered under an existing license; if so, the portion of the cost of the existing license applicable to your Levitt AMP Music Series should be reflected in your Levitt AMP Budget as in-kind.*

**Can volunteer hours count towards in-kind matching funds?**

*Volunteer hours can only be counted as in-kind if the hours are for a pro bono service that your organization would otherwise pay for with cash funds. For example, a graphic designer who is donating time to design Levitt AMP [Your City] Music Series flyers or a sound technician who is donating time to set up and run the sound system for each concert. Hourly rates should be determined at fair market value. It is anticipated that on-site volunteers will be part of producing your Levitt AMP concert series—standard volunteer tasks such as distributing flyers, setting up an information booth, helping with post-concert clean-up, etc. are not considered pro bono services and therefore would not count towards in-kind matching funds.*

**If my organization is not charged to use the public space where our Levitt AMP [Your City] Music Series will take place, can use of that public space count towards in-kind matching funds?**

*If the entity that owns or manages the public space typically charges a fee for use of that space, and your organization will not be required to pay that fee, then the amount of that fee can count as an in-kind contribution. However, if the fee is*



typically waived for nonprofits that use the space, it would not count as an in-kind contribution.

**What percentage of matching funds in our Levitt AMP [Your City] Music Series budget may be in-kind?**

*Of the \$25,000 minimum of matching funds required, up to 50% may be in-kind contributions and the rest must be cash donations, sponsorships and/or grants. If at least \$12,500 in cash matching funds is secured, there is not a limit to the amount of in-kind contributions that can be raised in support of your Levitt AMP Music Series.*

**What is an in-kind contribution?**

*In-kind contributions are goods and services that are donated to a project by individuals or entities other than the producing organization. The dollar value of these non-cash donations should be calculated at fair market value and included in your project budget as in-kind. In-kind contributions are often donated space, supplies, equipment, professional services, etc.*

**Can a portion of staff member salaries be included in our Levitt AMP [Your City] Music Series budget?**

*Yes. You may prorate staff member salaries based on the number of hours anticipated that they will spend working on your Levitt AMP Music Series and include that amount on the personnel (non-production) expense line item of your Levitt AMP budget.*

**Can fees or sales generated from on-site vendors, such as food and beverage vendors and local artisans, count towards cash matching funds?**

*Revenue generated from vendor fees or on-site vendor sales during your Levitt AMP Music Series may count towards your cash matching funds requirement and should be indicated by selecting "pending" on the Levitt AMP Budget Form of your application. However, it is important to note that revenue generated from vendor fees may be nominal and the total revenue generated from on-site vendor sales will be unknown until the completion of your concert series. Therefore, a budget that includes a significant portion of cash matching funds from a vendor source(s) will not be a competitive Levitt AMP application.*

**What if our organization receives a Levitt AMP [Your City] Grant Award and raises more than \$25,000 in matching funds?**

*The Levitt Foundation will award \$25,000 in matching funds to each Levitt AMP grant recipient. If your organization raises more than \$25,000, the funds raised from grants, sponsorships and donations must be used towards producing your Levitt AMP [Your City] Music Series and to enhance the series by developing audience engagement activities before or after the concerts, increasing the number of free*

concerts presented, providing additional hospitality to performers and volunteers, expanding marketing and outreach efforts, etc. Income earned on-site—including vendor fees, food and beverage sales, and individual donations received at the concerts—are not required to be used towards your Levitt AMP Music Series. All funds raised and contributions received in support of your concert series, as well as all income earned on-site during your concert series, must be reported in the Final Finance Report.

**What happens if my organization receives a Levitt AMP [Your City] Grant Award, but we secure less in matching funds than proposed in our application?**

*Levitt AMP is a dollar for dollar \$25,000 matching grant award, so your organization will receive grant funds equivalent to the amount you raise locally. Levitt AMP grant funds will only be awarded upon proof of matching funds. The minimum amount an organization must raise in matching funds is \$25,000, of which up to \$12,500 may be in-kind contributions. It is required that a minimum of 10 free Levitt AMP concerts be presented. If your organization is unable to present the minimum 10 concerts because it has not raised sufficient funds locally, your Levitt AMP grant funds will be forfeited.*

**Must all of our matching funds be secured before submitting our application?**

*No. As part of your application, you are asked to indicate source, dollar amount, and level of commitment for all matching funds on the Levitt AMP Budget Form. Level of commitment for each matching funds source should be indicated by selecting “secured,” “pending,” or “not yet approached” on the dropdown menu. Competitive applications will display high levels of commitment for matching funds. If you receive a Levitt AMP Grant Award, all matching funds, whether cash or in-kind, must be secured prior to the first grant disbursement which is scheduled for 10 weeks prior to the launch of your Levitt AMP Music Series.*

**Is there a minimum amount that must be raised as matching funds?**

*Yes. The minimum amount an organization must raise in matching funds is \$25,000, of which at least \$12,500 must be cash and the remainder may be in-kind contributions.*

**Can we charge a suggested donation at the concerts to help with the costs of producing our Levitt AMP [Your City] Music Series?**

*No. Your organization cannot charge or suggest a specific dollar amount donation at Levitt AMP concerts. Every audience member should feel welcome at a Levitt concert regardless of ability to pay. The opportunity to donate may be presented, however no one should be made to feel that they are obligated to give. Donations received on-site during your concert series may, though are not required to, be*

used towards your Levitt AMP Music Series. All on-site donations received during your concert series must be reported in the Final Finance Report.

**If a musician or band offers to donate their performance, may we accept their offer?**

No. All performers must be of professional status and compensated for their performance, even if they offer to donate their time and services. The Levitt Foundation is a musician-friendly organization and believes that artists should be compensated for their performances. Even though audience members are offered free access to high quality shows, performers are always paid to perform on a Levitt stage.

## **PARTNERS**

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**Can my organization apply on its own or are we required to have a partner?**

Your organization can absolutely apply without a partner if you determine that you have the sufficient resources to produce a high-quality Levitt AMP [Your City] Music Series. Although not required, a partner organization(s) may bring more resources that can be leveraged to increase the overall impact of your concert series in your community.

**What is the difference between a letter of commitment from a partner and letters of support?**

If your organization is partnering with another organization or individual to produce your Levitt AMP [Your City] Music Series, a letter of commitment from each partner is required; each letter should detail the partner's role in producing your concert series—refer to the application instructions for additional information regarding format. Letters of support are optional; these letters can be from various individuals and organizations in your community, expressing how the Levitt AMP Music Series will impact your town or city and why the free concert series is needed in your community.

**How many partners are allowed?**

Your organization may partner with up to five separate not-for-profit entities to produce your Levitt AMP [Your City] Music Series. Entities may include municipalities, schools, universities, 501(c)(3) nonprofits, chambers of commerce, professional associations, etc. Your organization may also partner with an individual who will be integrally involved in producing your concert series as an independent contractor or consultant, though not someone who is a staff member of either the primary organization or a partner organization.

**What is the difference between a partner and a sponsor?**

*A sponsor provides only cash or in-kind support for your Levitt AMP [Your City] Music Series. A partner is integrally involved in producing or promoting your Levitt AMP Music Series and plays an active role in making the concert series a success, beyond providing cash or in-kind support. For example, a partner may coordinate outreach efforts to engage specific audiences, take the lead on booking talent, or help secure sponsorships.*

**Can an individual be a partner?**

*Yes. A partner may be an individual who will be integrally involved in producing your Levitt AMP [Your City] Music Series as an independent contractor or consultant. This individual cannot be a staff member of either the primary organization or a partner organization.*

**What types of organizations qualify to be a partner organization?**

*Any not-for-profit entity qualifies to be a partner organization, such as municipalities, schools, universities, 501(c)(3) nonprofits, chambers of commerce, professional associations, etc. Your organization may also partner with an individual who will be integrally involved in producing your Levitt AMP [Your City] Music Series as an independent contractor or consultant, though not someone who is a staff member of either the primary organization or a partner organization.*

**PROGRAMMING**

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**Can some of our Levitt AMP concerts be designated as 21 and over?**

*No. Every concert which is part of your Levitt AMP [Your City] Music Series must be inclusive of all ages and family-friendly.*

**Are Levitt AMP concerts required to take place only in the evenings?**

*No. Your Levitt AMP [Your City] Music Series may take place any time of the day. It is recommended that your concert series be scheduled at a time that allows for the participation of as many community members as possible. You may also schedule your Levitt AMP concerts at different times or days of the week within the 10 to 12-week period to ensure you are including as many groups from your community as possible. Note: if the concerts are scheduled at different times and days of the week during your Levitt AMP Music Series, it is recommended that there be some consistency within the overall schedule to help build your audience and create continuity.*

**Is our Levitt AMP [Your City] Music Series required to take place as a summer concert series?**

*No. Your Levitt AMP Music Series can be presented during any 10 to 12-week period when weather is optimal in your area for outdoor concerts. Note: the 10 to 12 weeks must be consecutive and must occur between May 1, 2019 and October 31, 2019.*

**What is the minimum and maximum number of weeks our Levitt AMP [Your City] Music Series must occur?**

*Your Levitt AMP Music Series must have a minimum of 10 concerts presented over a minimum of 10 consecutive weeks to a maximum of 12 consecutive weeks. One concert must be presented each week of the concert series, though you may skip one or two weeks during the series to accommodate your town or city's local traditions and annual events, such as the county fair weekend or the annual 4th of July celebration. Note: if your Levitt AMP Music Series has more than 10 concerts, the concert series may extend beyond 12 consecutive weeks.*

**Can our Levitt AMP [Your City] Music Series include more than 10 concerts?**

*Yes. Your Levitt AMP Music Series must have a minimum of 10 concerts presented over a minimum of 10 to 12 consecutive weeks. You may choose to present more concerts as part of your series, either within the 10 to 12 weeks or during additional weeks, if your resources allow. For example, your Levitt AMP Music Series may include 15 concerts over 10 weeks or 12 concerts over 12 weeks. Note: all concerts that are part of your Levitt AMP Music Series must be free, appropriate for all ages, and feature professional, high caliber entertainment.*

**Can one or more of the 10 concerts of our Levitt AMP [Your City] Music Series be part of a festival or other event?**

*Yes. Your Levitt AMP [Your City] Music Series may incorporate a festival or other event as part of your 10 Levitt AMP concerts. However, the entire concert series must be called Levitt AMP [Your City] Music Series, it must meet all of the Levitt AMP Eligibility Criteria, and it must comply with Levitt AMP Official Rules. Note: your Levitt AMP Music Series must have a minimum of 10 concerts presented over a minimum of 10 to 12 consecutive weeks. One concert must be presented each week of the concert series, though you may skip one or two weeks during the series to accommodate your town or city's local traditions and annual events.*

**Can concerts that are part of our Levitt AMP [Your City] Music Series incorporate theater, film, and/or dance?**

*Yes. Concerts that are part of your Levitt AMP Music Series may incorporate other forms of the performing arts and visual media, as long as music is the focal point of each concert.*

**Our region has a rich history with a specific music genre, can our Levitt AMP [Your City] Music Series focus only on that genre?**

*No. Each Levitt AMP Music Series must present a broad range of music genres throughout the 10 to 12-week period. Your concert series should be inclusive of all music tastes, providing the opportunity for your community to experience a variety of music performances. To celebrate local traditions and history, opening acts may be programmed to highlight a specific music genre.*

**Can our Levitt AMP [Your City] Music Series feature only local musicians?**

*No. You should book your Levitt AMP Music Series so that it includes a variety of local, regional and national talent featuring a range of music genres, from acclaimed, emerging musicians to seasoned, award-winning artists. Your concert series should provide the opportunity for your community to experience artists beyond your local music scene. To celebrate the talent of your community, opening acts may be programmed to feature local artists and bands.*

**Is it required that musicians presented during our Levitt AMP [Your City] Music Series be local to our community?**

*No. You should book your Levitt AMP Music Series so that it includes a variety of local, regional and national talent featuring a range of music genres, from acclaimed, emerging musicians to seasoned, award-winning artists.*

**Can local and nonprofessional artists perform as openers during our Levitt AMP [Your City] Music Series?**

*Yes. Although all Levitt AMP headliners must be professional and include a variety of local, regional, and national talent, opening acts may be programmed to celebrate the talent of your community by featuring local and nonprofessional artists, bands and performance groups.*

**Does the Levitt Foundation provide a list of talent from which we select artists to book for our Levitt AMP [Your City] Music Series?**

*No. The Levitt Foundation does not provide a list of talent for Levitt AMP grant recipients to book for their Levitt AMP Music Series. For ideas regarding professional, high caliber entertainment to book for your concert series, you are encouraged to review the artist lineups of permanent Levitt venues and current and past Levitt AMP grantees. The Levitt Foundation does provide Levitt AMP grant recipients with a list of talent managers and music agents from across the country who represent artists with performance fees ranging from \$1,000 to \$5,000. This list is provided as part of the Levitt AMP Toolkit, however you are not required to book artists represented by these managers and agents.*

**Who books the talent for our Levitt AMP [Your City] Music Series?**

*Each Levitt AMP grant recipient is responsible for booking all talent for their own Levitt AMP Music Series. As part of the Levitt AMP Toolkit, Levitt AMP grant recipients will receive a list of talent managers and music agents from across the country who represent artists with performance fees ranging from \$1,000 to \$5,000.*

**Are we required to include the artist lineup for our Levitt AMP [Your City] Music Series in our application?**

*No. In Section 4: Narrative Questions of the application, you are asked to provide information about how you will program your Levitt AMP Music Series according to Levitt programming guidelines. You are encouraged to include certain artists and music genres that you plan to make part of your concert series, though a complete artist roster is not required as part of your application. Levitt AMP grant recipients must submit their complete artist roster to the Levitt Foundation for approval approximately 10 weeks prior to the start of their Levitt AMP Music Series.*

**How do we find professional, high caliber entertainment to be presented during our Levitt AMP [Your City] Music Series that fall within our established talent fee range?**

*The Levitt Foundation will provide Levitt AMP grant recipients with technical assistance and resources including the Levitt AMP Toolkit. The toolkit will include a list of talent managers and music agents from across the country who represent artists with performance fees ranging from \$1,000 to \$5,000. If your organization does not have prior experience with booking high caliber artists, it is highly recommended that you partner with an organization or individual who does. For ideas regarding professional, high caliber entertainment to book for your concert series, you are encouraged to review the artist lineups of permanent Levitt venues and current and past Levitt AMP grantees.*

**What is considered to be professional, high caliber entertainment?**

*Professional, high caliber entertainment is an artist or band who is an established musician, or group of musicians, who creates original music that is sold to the public via digital downloads or CDs, has a website or similar online presence, has representation such as a manager or agent, and regularly performs for the public in a variety of venues.*

**SITE**

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**Are vendors allowed on-site during our Levitt AMP [Your City] Music Series?**

*Yes. It is encouraged that vendors be present during your Levitt AMP concerts. Food and beverage vendors and local artisans all contribute to a festive atmosphere, making the Levitt AMP concerts even more enjoyable for your audience. While on-*

*site vendors are encouraged, audiences should always have the option to bring their own outside food and drinks.*

**Is alcohol permitted on-site during our Levitt AMP [Your City] Music Series?**

*Yes. As long as your organization is in compliance with all local, state, and federal laws and regulations related to alcohol consumption and sales, it is at your discretion whether beer and wine may be permitted at your Levitt AMP concerts.*

**Can our Levitt AMP [Your City] Music Series take place on a college campus?**

*Yes. Your Levitt AMP Music Series may take place on a college campus as long as the space is outdoors and open to all community members.*

**What if it rains or there is threatening weather when a Levitt AMP concert is scheduled to take place?**

*If it is raining or there is threatening weather when a Levitt AMP concert is scheduled to take place, you may move the concert to an indoor location. It is recommended that an alternate indoor location be secured prior to the launch of your Levitt AMP [Your City] Music Series to prevent canceling a concert due to inclement weather.*

**Can our Levitt AMP [Your City] Music Series be held indoors?**

*No. All Levitt AMP Music Series must take place outdoors. Outdoor concerts in open lawn settings foster social interactions among people of all ages and backgrounds, which is central to the Levitt Foundation's mission of strengthening the social fabric of America.*

**How does the Levitt Foundation define a "lawn-like" setting?**

*A lawn-like setting is an open space that does not have permanent or fixed seating. While a space may have minimal seating such as park benches along pathways, the majority of the space must be open and conducive to people sitting on picnic blankets and lawn chairs, so that they may easily interact with one another and have a "360" experience, meaning they are able to connect with those in front of, behind, and to each side of where they are sitting. A lawn-like setting allows people to get up and dance freely and children to run freely. While some communities may not have an open and expansive lawn available for their Levitt AMP [Your City] Music Series, a "360" audience experience must be created. A proposed space that only allows for standing and does not allow people to comfortably sit on picnic blankets and lawn chairs will not be a competitive Levitt AMP application.*

**Can a Levitt AMP [Your City] Music Series take place at a site with tiered, cement seating?**

*No. A tiered, cement seating area is not conducive to audiences sitting on picnic blankets and lawn chairs and does not allow for a "360" audience experience,*



meaning they are able to connect with those in front of, behind, and to each side of where they are sitting. A tiered audience seating area may be considered if the area is a lawn-like setting, which allows for picnic blankets and lawn chairs, the “360” audience experience, and the ability for people to get up and dance freely and children to run freely. If you are unsure if your site meets the Levitt AMP eligibility criteria, you may send a photo of the proposed site to [amp@levitt.org](mailto:amp@levitt.org) and the Levitt Foundation will respond letting you know whether the site is eligible.

**Is there a minimum size or attendance capacity for the site of our Levitt AMP [Your City] Music Series?**

*No. The selected public space where your Levitt AMP Music Series will take place should be reflective of 1) your town or city's population size and 2) the average number of people, adults and children, anticipated to attend each concert.*

**Are all the concerts of our Levitt AMP [Your City] Music Series required to take place at the same location?**

*Yes. Reflecting Levitt's mission to transform underused public spaces into welcoming and thriving destinations, all 10 concerts of your Levitt AMP [Your City] Music Series are required to take place at the same location throughout the 10 to 12-week period. The impact of creative placemaking and developing meaningful third spaces in communities stems from consistent use of a public space over a period of time.*

**What if the proposed site for our Levitt AMP [Your City] Music Series is privately owned?**

*A privately-owned site may be considered as the location for your Levitt AMP Music Series if it is open to the public on a daily basis and only closed for limited nighttime hours. In Section 3 of the application, you should describe why this proposed site is the best location for your Levitt AMP Music Series.*

**What does the Levitt Foundation consider to be a public site for the purpose of this grant?**

*The Levitt Foundation considers a public site to be an outdoor location, owned by a public entity—usually a municipality—that is open to the public on a daily basis and only closed for limited nighttime hours.*

## **VOTING**

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**Once the online public voting period begins, will votes be tallied online so that we can see our progress?**

*Yes. Throughout the online public voting period, a leaderboard will be visible on the Levitt AMP website which will display your organization's ranking based on votes received. The leaderboard will be updated on a regular basis throughout the online public voting period. Those who sign up to vote may find your Levitt AMP proposal*

by searching the leaderboard by your organization's name or by your city and state. To assist in getting the word out to your supporters, the Levitt Foundation will provide applicants with sample social media posts, a customized graphic and a sample press release that can be sent to your contacts asking them to vote for your proposal. Be sure to rally your community and networks—including your family, friends, colleagues, and neighbors—to vote online for your proposed Levitt AMP [Your City] Music Series!

### **I am having trouble voting. What do I do?**

Please contact us at [amp@levitt.org](mailto:amp@levitt.org) before the end of the online voting period and we will troubleshoot the specific issue you are experiencing. In your email, please provide as much detail as possible including your name, method of logging-in (username and password, Facebook, or Google), a description of the issue you are experiencing, and a contact phone number where you can be reached. Because there are varying email providers, web browsers, and online security systems (such as firewalls, anti-virus, ad-blockers, etc.), it is not always possible to avoid log-in or voting issues, though the Levitt Foundation will provide assistance to anyone who has registered to vote and has contacted us to ensure that your issue is addressed and that your vote is cast for your favorite Levitt AMP proposals.

### **How many times can I vote during the online public voting period?**

An individual may vote for up to five different Levitt AMP [Your City] Music Series proposals, but can vote for each proposal only once.

### **How do I vote?**

To vote for a Levitt AMP proposal, log-in on the Levitt AMP website using either Facebook, Google, or your username and password, and click on View Proposals. To find your favorite Levitt AMP proposals, you can sort by top votes, alphabetical order, or city and state. When you see the proposal you would like to vote for, click the VOTE NOW button to automatically place your vote.

### **Who can vote?**

All voters for the Levitt AMP [Your City] Grant Awards must have a valid email address, Facebook or Google account; be residents of the United States and its territories; and be at 18 years of age or older at the beginning of the online public voting period. Levitt Foundation employees, board members, and interns are prohibited from voting for any Levitt AMP proposals during the public voting period.

### **When is the online public voting period?**

Online public voting for the Levitt AMP [Your City] Grant Awards opens November 1, 2019 at 10:00 AM Pacific Time and ends November 20, 2019 at 5:00 PM Pacific Time.

**How do I sign up to vote for a Levitt AMP proposal?**

*To vote for a Levitt AMP proposal, you must first sign up to vote on the Levitt AMP website. To create your Levitt AMP voter account, you will need an active email address or you can log-in using Facebook or Google. Captcha security is used to prevent spam and ensure that your email, Facebook, or Twitter account is valid. Once you create an account, you will then be able to log-in and vote for your favorite Levitt AMP proposals.*

**If I registered to vote for a Levitt AMP proposal in the past, do I have to register again?**

*No. If you registered to vote for a Levitt AMP proposal in the past, you do not need to register again. Simply log-in with your user name and password from last year to submit your vote. If you do not recall your password, you may reset your password and then vote for your favorite Levitt AMP proposals.*