



NEWS RELEASE

TODAY'S DATE: November 1, 2016

RELEASE DATE: IMMEDIATE

CONTACT: Thondra Lanese

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***Rock'n Riverwalk* Concert Series Up for Levitt AMP [Your City] Grant Award**

Public Votes Needed to Support Free Waterfront Concert Series

STUART, FL – November 1, 2016 – Stuart Main Street is now in the running to bring a 12 week live music series to Stuart in the summer of 2017 as part of the popular *Rock'n Riverwalk* concert series. Sponsored by the Mortimer & Mimi Levitt Foundation, a national foundation dedicated to strengthening the social fabric of America through free live music, Stuart Main Street hopes to qualify as one of 15 winning organizations competing in the Levitt AMP [Your City] Grant Awards.

The Levitt AMP [Your City] Grant Awards are an exciting matching grant opportunity created by the Levitt Foundation to serve small to mid-sized towns and cities with populations up to 400,000. Up to fifteen nonprofits will receive \$25,000 each in matching funds to produce their own Levitt AMP Music Series—an outdoor, free concert series featuring a diverse lineup of professional musicians.

Stuart Main Street submitted the proposal for Stuart. The proposed venue site is the Riverwalk Stage in Downtown Stuart – which is already home to the *Rock'n Riverwalk* concert



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series Sunday afternoons. By applying for the program, Stuart Main Street hopes to establish the popular *Rock'n Riverwalk* concerts year round.

Stuart Main Street's proposal is now posted on the Levitt AMP website for public voting. <http://levittamp.org>. A successful campaign for depends on community participation to get as many online votes as possible in support of the concert series. Community support, as measured by the number of online votes received, will be one of the key factors when the Levitt Foundation selects up to 15 winners.

Supporters are asked to visit <https://grant.levittamp.org/voter-registration-page/> to register and vote. **Online public voting is now open and ends November 21 at 5:00 p.m. Pacific Time.** The Top 25 finalists will be selected through online public voting. The Levitt Foundation will then review the proposals of these 25 finalists and will select up to 15 Levitt AMP winners, which will be announced on January 5, 2017.

"Rock'n Riverwalk is what drives people to come downtown on a Sunday," said Stuart Special Assistant to the City Manager, Teresa Lamar-Sarno. "It has become a tradition to go to the green market, stay for the music and squeeze in some shopping and dining. It is a signature event that makes the downtown vibrant!"



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Stuart Main Street asks supporters to start spreading the word to family, friends, colleagues and neighbors and rally the community to sign up and vote for the *Rock'n Riverwalk* proposal. Supporters can learn more at <http://levittamp.org>.

Stuart Main Street is a 501(c)3 historic preservation-based program dedicated to building a vital downtown through community self-reliance and a focus on traditional assets: personal service, local ownership, unique architecture, and sense of community. Formed in 1987, the group follows the Main Street Four-Point Approach® as established by the National Trust for Historic Preservation's National Main Street Center and practiced in over 1600 communities across the country. Recent projects include the Downtown Outdoor Dining Platforms, expansion of the Riverwalk to Colorado Avenue, the *Shop Local | Shop Smart* program, and the *Rock'n Riverwalk* free weekly concerts. Stuart Main Street meets the second Tuesday of every month at 4:30 p.m. in the City Hall Chambers at 121 SW Flagler Avenue, Stuart. For more information, call 772-286-2848 or visit stuartmainstreet.org.

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Lovers of free outdoor music can vote to support funding for *Rock'n Riverwalk* at levittamp.org now through November 21, 2016.