

Great Bend Economic Development

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Great Bend Alive and Lovegrass Music Festival Association Partner for Fridays on Forest Kick-Off Event, April 28th

GREAT BEND, KS - Great Bend Alive, the downtown arm of Great Bend Economic Development (GBED), and the Lovegrass Music Festival Association (LMFA) are excited to announce their partnership for the upcoming Fridays on Forest Kick-Off event on April 28, 2023. The event will take place on Forest Avenue, from Williams to Main, following a ribbon-cutting ceremony at 5 p.m. to open the entertainment district for the 3rd season. Ahead of their three-day music festival at Lake Wilson State Park in August, Lovegrass is bringing bluegrass to Fridays on Forest with three highly acclaimed bands, Gravel Yard from Arkansas, the Brook Blanche Band from Wichita, and Old Fangled from Lawrence, KS.

"We are thrilled to partner up to bring the 'Lovegrass Experience' to the Great Bend community for our kick-off event!" said Sarah Arnberger, President of GBED. "Our organizations have the shared goal of wanting to see more fun events and shared cultural experiences within our communities. Fridays on Forest is a great opportunity for our community to come together to enjoy fantastic music, food, and drinks. We are really excited to bring a new music genre to Fridays on Forest with the partnership with Lovegrass for our inaugural event!"

In addition to great music, attendees can also enjoy delicious food from Lumpy's, Los Dos Potrillos, Brand 17 BBQ, and The Spread, in addition to our alcohol vendors, Los Dos Potrillos, Lumpy's, Charlie's Place, and Dry Lake Brewing.

Great Bend Alive is looking forward to another great season of Fridays on Forest with a few new additions, and many amenities Great Bend has gotten used to having in the entertainment district. Mark your calendar for the last Friday of each month between April and October for all the Fridays on Forest events. Many sponsorships and partnerships are already in place but if you, your business, or your organization would like to get involved, please reach out to GBED staff at 620-796-2407 or marketing@gbedinc.com.

A couple of other new partnerships include Identifications, Co., and Volunteers in Action. Identifications will have an online store open soon for the purchase of Great Bend Alive merchandise. Volunteers in Action is allowing GBED to utilize its platform to source volunteers for

events. Fridays on Forest is always needing gatekeepers. Specifically, 12 volunteers are needed for each event. These one-hour shifts cover the three entrances to the entertainment district. Curious about volunteering? Sign up at: <https://volunteersinaction.galaxydigital.com>, and become a fan of Great Bend Economic Development to stay up to date on projects/events for which you can provide assistance. Another way to stay informed is to follow Great Bend Economic Development and Great Bend Alive on social media.

About Great Bend Alive:

Great Bend Alive has been designated as a Kansas Main Street Program by the Kansas Department of Commerce. Great Bend Alive, the downtown development arm of Great Bend Economic Development, has a focus on historic preservation, events/promotion, development/economic vitality, and design/streetscape.

For more information about Great Bend Alive visit: www.gbenedinc.com/gbalive, or follow us on Facebook, Instagram, and TikTok.

About GBED (Great Bend Economic Development):

The Great Bend Economic Development, Inc. is a public/private partnership focusing on the economic development efforts in Barton County, KS. Our mission is to improve the economic quality of life for working families in our community. We do this by creating jobs, through retention, recruitment and expansion of businesses, strengthening the workforce through recruitment, education and training, improving and increasing the number of living wage jobs, and expanding the tax base through increase capital investment.

For more information about GBED visit: www.gbenedinc.com, call 620-796-2407. Sara Arnberger, President of Great Bend Economic Development, Inc., can be reached via email at director@gbenedinc.com.

About LMFA (Lovegrass Music Festival Association):

The LMFA, a Kansas 501C-3 charitable organization, was founded in 2017 by fellow central Kansas residents who shared a desire to bring the bluegrass arts to their community. With that, an annual three-day bluegrass music festival was born at Lake Wilson State Park. August 10th-12, 2023 marks the 6th annual Lovegrass Music Festival. Each year the event has grown, with 1,200 attendees expected in 2023.

For more information about the Lovegrass Music Festival Association and the 2023 festival, please visit www.lovegrassmusicfestival.com or [@LovegrassMusicFestival](https://www.facebook.com/LovegrassMusicFestival) on Facebook. Aimee Riegel, President of Lovegrass Music Festival Association, can be reached via email at admin@lovegrassmusicfestival.com.

