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Levitt at the Falls Celebrates a Record-Breaking 2025 Season

[Photo and video assets can be found here.](#)

Since its launch in 2019, Levitt at the Falls has grown into a cornerstone of community life in Sioux Falls—and this summer marked its most successful season yet. Presented by MarketBeat, the 2025 season ran from May 23 through August 30 and featured 50 free concerts, showcasing 109 performance groups and more than 600 artists on the Levitt stage in downtown Sioux Falls.

An estimated 120,317 people participated in Levitt programming this summer—an all-time record—with average attendance of 2,344 per concert. In addition, more than 175,541 individuals engaged with Levitt programming through livestreams on Facebook and YouTube.

“We are celebrating the conclusion of a banner year for Levitt at the Falls,” said Nancy Halverson, President and CEO of Levitt at the Falls. “We’ve had an incredible lineup of artists who delighted audiences all summer long. Now in our seventh year of bringing free music programming to the community, we’re thrilled to see record-setting growth—25% more audience members, expanded education programs, and the exciting start of our new indoor expansion.”

Highlights of the 2025 Season

- **Record Attendance:** For the first time in Levitt Sioux Falls history, a band performed on two consecutive nights. *Brulé* drew nearly 15,000 people across its July 11 and 12 performances, marking the largest crowds of the season. The new partnership festival *That Sounds Decent* brought 5,501 fans to see headliner *Soulcrate*, making it the second-largest concert of the year.
- **Festival Collaborations:** Levitt partnered with community organizations to present four major festivals in 2025, collectively drawing 23,631 attendees. Highlights included the

Festival of Cultures with LSS Multi-Cultural Center (June 14), the *That Sounds Decent Festival* (June 28), the *ADA Festival* celebrating the 35th anniversary of the Americans with Disabilities Act (July 26), and the *All My Relatives Festival* with SDSU's Wokini Initiative (August 23), which alone welcomed more than 6,000 people for a day of Native American music, art, fashion, and culture.

- **Youth Engagement:** Levitt Jam Camps provided hands-on learning for 46 local students, with programs in music exploration, hip-hop, and songwriting in partnership with Augustana University's School of Music. Each camp concluded with student performances on the Levitt stage.
- **Expansion Project:** On August 28, Levitt broke ground on its long-anticipated Levitt indoor expansion project alongside the City of Sioux Falls. The east-side addition—including artist green rooms and dressing spaces—is expected to be completed by May 15, 2026, in time for next summer's season. Office and indoor programming spaces will open later that fall.
- **Volunteer Support:** This record-breaking season was made possible by 222 dedicated volunteers, who together contributed 4,446 hours to ensure access to free, live music for the community.

About Levitt at the Falls

Levitt at the Falls is part of a national network of changemakers dedicated to strengthening communities through free, live music in outdoor public spaces. The Sioux Falls Levitt is managed and supported by the nonprofit Friends of Levitt Sioux Falls, presenting high-caliber talent across a wide range of genres in a welcoming, inclusive environment.

In 2025, the Levitt network is presenting more than 650 free concerts in 50+ cities across the country, with audiences approaching one million people. Beyond concerts, the Levitt Foundation advances equitable music ecosystems through research, funding, and partnerships.