

JUNETEENTH KC CELEBRATION HISTORY

2012-2016

www.Juneteenth-kc.com

Juneteenth is the oldest known celebration commemorating the ending of slavery in the United States. Brought to Kansas City in 1980 by Horace M Peterson III, founder of the Black Archives of Mid-America INC, Juneteenth is an annual heritage celebration and platform that celebrates the emancipation of enslaved Africans in America and provides the backdrop to pay tribute to the founders of our community.

What is JuneteenthKC??

JuneteenthKC is one of KC's premiere annual community heritage celebration hosted within the 18th & Vine Historic District that features a vast variety of musical performances, live entertainment, a variety of retail, food, non-profit/public service, and youth oriented vendors in addition to the MetroPCS Main Stage featuring KC's best live entertainment all aiming to promote the celebration and commemoration of African American Heritage in a festival setting.

Features: African American visual art and cultural festival with live entertainment throughout the evening.—1 day.

Attendance: projected to attract an attendance of at least 3,500 local attendees. Our main audience is 19-55 in age making an average salary of \$41,069 with most common occupational category of management professionals.

Attractions: A variety of diverse artists presenting fine art, jewelry, clothing and an abundance of unique items. MetroPCS Live Main-Stage featuring a variety of live entertainers and an urban performances highlighting cultural trends of the past to present. The festival also features Youth Zone entertainment for children and interactive activities for the family as a whole.

Why support JuneteenthKC??

- Every June, hundreds of thousands of people across the United States crowd the streets of their cities to celebrate the Juneteenth holiday, as they once did in Kansas City over 20 years ago. The streets of downtown Kansas City were once filled with fascinating sights, and reverberated with the sounds of vibrant KC talent and smells of authentic home style Barbeque.
- Traditionally Juneteenth is known as a cultural event that celebrates the emancipation of slaves in America in 1864. Legacy Development in partnership with District Stakeholders and African American Cultural/Educational agencies to evoke not only a spirit of remembrance and independence, but also to host a cultural event that allows people from all backgrounds to celebrate the progression of the African American community and enjoy the spirit of unity/personal independence.

JuneteenthKC 2012 -2016 Celebration Summary

JuneteenthKC 2012: Remembering Pete

Location: Parade Park

Projected Attendance: 865-925

Admission Type: Charged (\$10 for youth, \$15 for adults)

JuneteenthKC 2013: Picking up the Torch

Location: 18th & Paseo to 18th & Woodland

Projected Attendance: 965-1,025 ** Event rained out at 2:30 pm**

Street Closed @ 5:00 pm

Admission Type: FREE

JuneteenthKC 2014: Celebrating and Making History at the Same Time

Location: 18th & Paseo to 18th & Woodland

Projected Attendance: 1,865-2,105

Admission Type: FREE

JuneteenthKC 2015: The Movement

Location: Parade Park

Projected Attendance: 1,225-1,285

Admission Type: Charged (\$1.00 for youth, \$10 for adults)

JuneteenthKC 2016 **

Location: 18th & Paseo to 18th & Woodland

Estimated Attendance: 1,750-2150

Admission Type: FREE

Juneteenth 2012: Remembering Pete

Date: June 16, 2012

Time: 5:00-10:00 p.m.

Location: Juneteenth 2012: Remembering Pete, a cultural festival, hosted within the heart of the 18th & Vine Historic District (Parade Park).

Presented by: Legacy Development & Women of Imagery, a 501-(c)3 non-profit organization

Event Results:

- In 2012, the “Juneteenth 2012: Remembering Pete” Festival attracted an estimated 867 visitors to Parade Park program festivities, and over approximately 2,600 additional patrons to the 18th & Vine District throughout the evening!!!
- The Juneteenth 2012 Festival attracted patrons as far as the **EAST COAST**, to attend program activities within the Historic 18th and Vine District!!
- As reported by 2012 Attendees the festival overall was a comfortable family friendly environment for all allowing attendees to attend alone, in pairs or with the entire family!!!
- A large amount of attendees visited the Juneteenth 2012 Festival as a group of three or more, one reserved group having a section with over 35 family members!!!!

JuneteenthKC 2013: Celebrating and Making History...

Date: June 15, 2013

Time: 2:00-11:00 p.m.

Presented by: Legacy Development, the 9th Inning & the KC Juke House

Location: 18th Street (18th & Paseo to 18th & Woodland)

Event Details:

In honor of Horace Peterson III, organizers challenged JuneteenthKC supporters to join their mission to raise funds for the Kansas City Missouri Make a Splash swim campaign and provide free swim lessons for 50 inner city youth.

Community leaders, such as City Councilman Jermaine Reed and re-known KPRS radio talk show host Sean Tyler, will be among an expected 5000 patrons. JuneteenthKC will have various outdoor events and a day long showcase in the Gem Theater located on 18th & Vine. Showcase and events are as follows:

- Gospel Jubilee 12:30-3:30PM
- Juneteenth Idol & Youth Explosion 4:00-5:30PM*
- Battle of the DJ's/ Spin off 6-8:30PM*
- Community Fashion Show 6-8:30 PM*

Event Results:

In 2013, the “Juneteenth 2013: Making & Celebrating History” festival attracted an

estimated 550 visitors before 3:30 pm (only 3 hours in to event execution)!! However, due to devastating weather conditions our festival grounds were forced to close.

Severe Thunderstorms Moved Across Kansas City June 15, 2013

(Provided by NOAA Weather Report)

Severe Storms developed over Miami and Linn Counties in Kansas and moved through the Kansas City metro area on Saturday, June 15, 2013. These storms produced damaging winds and very heavy rain. In addition, there were some reports of hail, but the main issue was wind damage and flooding. The storms moved through the area from around 3:15pm CDT through around sunset.

[hJp://www.crh.noaa.gov/eax/?n=june152013severestorms](http://www.crh.noaa.gov/eax/?n=june152013severestorms)

JKC 2013 successfully secured 7 Food Vendors, 5 Non-Profit, and 15 Retail Vendors to showcase their business/organization within the district who seized the opportunity to premiere their food, services or products to JKC 2013 Festival audience. Committee members forecast that despite the devastating storm the event was more than capable of transcending event goals by attracting and audience of over 2,500 event patrons by event close at 11:00 pm!!

JuneteenthKC 2014: Picking Up the Torch

Date: June 14- June 30th

Hosted by: Hosted by: Legacy Development, KC Greek Picnic, Ladies of Zeta Phi Beta Sorority

Description: FREE COMMUNITY BLOCK PARTY

Attendance:

The 2014 JuneteenthKC Planning & Execution Coalition hosted a diverse array of celebration events throughout the month of June attracting an average attendance of 50-250 patrons including:

- JuneteenthKC: Picking up the Torch- One (1) day Kick-Off event on June 14th projected to attract an attendance of at least 3,500 attendees
- KC Greek Picnic (Swope Park) June 28th projected to attract an attendance of at least 2,500 attendees Events
- *The Main Stage will feature live entertainers and community performances developed by KC's Crème' de la Crème, in addition to featuring entertainment for children in an exclusive Kid Zone and interactive activities for the family as a whole throughout the district.
- JuneteenthKC 2014 GEM Theatre Community Showcase 12:00-10:00 pm
- Juneteenth KC Archival Workshop Hosted by the Black Archives of Mid-America INC. June 14th (Saturday)

--Main Stage--

Opening Ceremony-11:30 am

****Hosted by the Black Archives of Mid-America inc.****

Community Performances 3:00-5:00 pm

Lonnie Bush, Steppers of KC, Ladies of Zeta Phi Beta, McStorm Neely, A. Ward, Lawryn Manley

Official Remarks Ceremony 5:30-5:45

****Hosted by the Black Archives of Mid-America ****

****Reenactment**

****KC Friends of Alvin Ailey**

****Horace Washington**

****Blood Stones Tribute**

****Awards Ceremony**

Featured Entertainment

****Lee Langston & Prototype 6:00-7:00 pm**

****Chris "Cee Note" Nickens 7:30-8:30 pm**

Juneteenth Community Showcase

GEM Theatre

Doors Open @ 11:30 am

Juneteenth Gospel Jubilee

12:00-3:00 PM

JuneteenthIdol

3:30-5:00 pm

Hosted by Ladies of Zeta Phi Beta inc.

Juneteenth Battle Royal (High School Step Show)

5:30-7:00 pm

Hosted by KC Greek Picnic

Laughin Hella Hard Comedy Show

7:30-9:30 pm

Hosted by StanDaMan Productions & SAVEE Events

District Partner Events

Black Archives of Mid-America Inc.

Family History Preservation Workshop

Full Employment Council

Career Fair Secondary & Post Education Fair

Social Service Fair

Negro Leagues Baseball Museum

Discounted Admission/Discounted Combo Ticket with AJM

American Jazz Museum

Civil Rights "mini-tours" that help to link the Juneteenth audience members to the exhibits and films in the museum with an eye to highlighting how the music (jazz) was an important catalyst in the movement.

BOGO museum admission and drink special rate in the Blue Room.

KC Friends of Alvin Ailey

Community Dance Lessons (5 years & older)

Agency Meet & Greet
Class Watch & Experience Event (Middle School & High School)
Blood Drive hosted by Omega Psi Phi & the American Red Cross
11:00-4:00 pm
Atrium of Jazz Museum

Additional Activities

****Essay contest on history/meaning of Juneteenth****

In celebration of the Black Archives of Mid-America's 40th Anniversary the planning committee of Juneteenth2014: Picking up the Torch challenges the 10th Graders of the Greater Kansas City, MO area to compose an essay on the topic of L**“Why All Americans Should Study Black History.”**

If selected by our judges – the winner's composition will appear in the 40th Anniversary Commemorative Archival Griot AND A PAID SUMMER INTERNSHIP!!

****Horace M. Peterson III Leadership Scholarship Award***

The Horace M. Peterson III Leadership Award recognizes high school seniors who demonstrate the character and ability to influence and motivate others to accomplish a change that resulted in substantial contributions to the African-American community. Special consideration is given to activity at the grassroots level, as it best illustrates the broad impact that a single individual can have by inspiring creative social change across communities.

Leadership Award winners receive a book scholarship: first-place winners receive \$500; second-place winners receive \$300; and, third-place winners receive \$100. All high school seniors actively engaged in community service eligible for nomination for the Leadership Award.

****Horace M. Peterson III Lifetime Achievement Award****

Horace M. Peterson III Lifetime Achievement Award

The Horace M. Peterson III Lifetime Achievement Award honors the individual who over a sustained period of time (20 years or more) demonstrates a commitment to the highest standards of excellence and dedication in community service (including social service), health care, the environment and education. This person's efforts should reflect a consistent and distinguished record of noteworthy accomplishments that are innovative, high impact and resulting in a significant contribution to the community.

JuneteentKC 2015 the Movement

Date: June 15, 2013

Time: 2:00-11:00 p.m.

Presented by: Legacy Development, the KC Juke House, Never Give Up Foundation, Giggles N Jiggles Family Fun Center, Metro PCS and More!!

Location: 18th Street (18th & Paseo to 18th & Woodland)

Event Details:

Hosted by Magic 107.3 personality Sean Tyler , Cortez Carter the Comedian , Darron Story, Reggie Brown and more!!!

The JuneteentKC 2015 Giggles & Jiggles Youth Fun Zone hosted by the [Never Give Up Foundation](#) and Magic 107.3's Health Mobile is designed to focus on preventative healthcare and healthy lifestyle education for children within the Greater Kansas City area.

The Giggles N Jiggles JuneteentKC Kids Youth Fun Zone will feature Health Screenings, Inflatable Obstacle Courses, Inflatable Slides, face painting, cartoon impersonators, free books from KC public library and much more! With special guest performances by the Sassy Divas & Marching Pythons!!

NOON-10:00 pm

OFFICIAL OPEN OF FESTIVAL GROUNDS **GENERAL STREET FESTIVAL ACTIVITIES**

MADJACKS RETAIL & FOOD VENDOR MARKET OPEN NOON-10:00 pm

1:00-5:00 pm

GigglesNJiggles Kid Zone

SPECIAL ACTIVITIES HOSTED BY:

*Never Give Up Foundation

*the Black Archives of Mid-America

*Exclusive Entertainment

*Party Ventures

*the Boys & Girls Club of Greater Kansas City, MO

*the KC Public Library

*KC Friends of Alvin Ailey

*Thandis Thrift Boutique

*the Full Employment Council

1:00-4:30 pm Juneteenth Gospel Jubilee featuring James Fortune

****Jay McShann Pavilion****

5:00-9:00 pm MetroPCS Main Stage featuring Mark Woods & LAKESIDE, LaVelle & the Esquire Band, Lee Langston, Community Acts, and the Official Remarks Ceremony hosted by the Black Archives of Mid-America Inc. starting at 5:00 pm!!!