

# JUNETEENTH 2022 PROPOSAL

## What is the Significance of Juneteenth?

Juneteenth (short for "June Nineteenth") marks the day when federal troops arrived in Galveston, Texas in 1865 to take control of the state and ensure that all enslaved people be freed. The troops' arrival came a full two and a half years after the signing of the Emancipation Proclamation. Juneteenth honors the end to slavery in the United States and is considered the longest-running African American holiday. The year following 1865, freedmen in Texas organized the first of what became the annual celebration of "Jubilee Day" on June 19. In June 2021, Congress established Juneteenth as a national holiday; President Biden signed it into law on June 17, 2021.

CSDD Has partnered with Circa 1865 and events throughout the county to create a multi-day tourism opportunity.

## Juneteenth: Reclamation - A Joyful Americana Jubilee

### Proposed Event Schedule

#### Saturday, June 18, 8:00 AM - 9:00 PM

##### 8:00 AM - 10:30 AM

##### *Throughout Downtown*

- Jubilee Run, in partnership with Fayetteville Running Club and following the Emancipation Parade route

##### 12:00 PM - 9:00 PM

##### *Franklin/Gillespie Street - Main Stage*

- 12:00 PM: Local Jazz Artist
- 1:30 – West African band
- 4:00- R and B
- 6:30 – Pop/Americana
- 8: 30- Hip Hip
- 9:00 PM: Fireworks, Lift Ev'ry Voice & Sing (Black National Anthem) final fanfare (Heritage Restoration Chorale)

##### *Maxwell St. - Aux Stage, Artists, History (12:00 PM - 7:00 PM)*

- **Artisan Row** - artist booths for visual, textile, pottery/glass etc. goods
- **Local Acts** - Musicians, Comedy, Poetry, Step Show, Transportation Museum
- Can Do Coldwell Banker Trolley - Historic Black Fayetteville fact tour

##### *Donaldson St - Jubilee Eats (12:00 PM - 9:00 PM)*

- Black-owned restaurants/food trucks
- Black-owned wineries (breweries?)

##### *Franklin Street - Juneteenth Walkabout (12:00 - 9:00 PM)*

- Additional vendors - Retail, Sponsors, Non-Profits, etc.
- Other entertainment: face painting, caricature artists, etc.

#### Sunday, June 19, 10:00 - 12:00 PM

- Keynote Speaker Jackie Shelton Green, NC Poet Laureate
- Heritage Brunch
- PROPOSED LOCATION: Franklin Street Parking Deck

#### Sunday, June 19, 12:00 – 6:00 PM

##### *Festival Park*

- National Touring Band
- MLK Presentation
- Vendors
- Artists Booths
- Note: Curated by Cumulus Broadcasting

## Budget Proposal

***Total Request: \$145,000***

Production: \$15,000

Openers: \$7,500

Site Development: \$3,000

Local Artists: \$2,000

Headliners: \$95,000

Incidentals: \$2,500

Fireworks: \$6,000

Marketing/Printing: \$4,000

Administrative Fee: \$13,000

# Juneteenth Jubilee



COOL  
SPRING   
DOWNTOWN DISTRICT



FAYETTEVILLE <sup>N.C.</sup>  
AMERICA'S CAN DO CITY

IN PARTNERSHIP WITH



JUNE  
18<sup>TH</sup>-19<sup>TH</sup>

DOWNTOWN  
FAYETTEVILLE

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# JUNETEENTH JUBILEE

JUNE | DOWNTOWN  
18<sup>TH</sup>-19<sup>TH</sup> | FAYETTEVILLE

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# **JUNETEENTH JUBILEE**

**JUNE 18<sup>TH</sup>-19<sup>TH</sup> | DOWNTOWN FAYETTEVILLE**

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# Juneeteenth Jubilee

JUNE | DOWNTOWN  
18<sup>TH</sup>-19<sup>TH</sup> | FAYETTEVILLE



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# Twentieth Jubilee

June  
18<sup>th</sup>-19<sup>th</sup>

**DOWNTOWN  
FAYETTEVILLE**



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