



JUNETEENTH CELEBRATION WEEKEND: June 17, 18, 19
COALESCING COMMUNITY PROGRAMMING

Overview: The Consortium of Create a comprehensive –collaborative – cooperative-educational weekend to celebrate the JUNETEENTH holiday, Friday, June 17 – Sunday, June 18! Additional goals surround pushing the BRAND of the City of Shreveport and Parish of Caddo as integral to the success of a weekend celebration surrounding JUNETEENTH.

1. LEADERS of the JUNETEENTH CONSORTIUM!

- A. LET THE GOOD TIMES ROLL Festival: Fred Moss ,Vencil Holmes, Kenneth Thomas
- B. North Louisiana JUNETEENTH Coalition – Michael LaFitte, Billy Anderson
Demetrius Norman and Angela Myles
- C. 'art-ish by Envision – Drayden Dunn, Christin Reed, Sara Patterson and
KaDavien Baylor – Mural
- D. Northwest Louisiana and Bayou State Trail Riders Associations OR Northwest Louisiana
Two-Steppers/Swing Dancers – moving from the Trail Riding to Dancing in the Parade:
Johnetta Jackson, Willie Davis - Trail Boss, Andre Wilson,
- E. Juneteenth Spoken Word & Mural & Recording with QR Code – Poetic X,
Caddo Parish Poet Laureate
- F. Demetrius Norman – Power Coalition for Equity and Justice
- G. City of Shreveport/Shreveport Public Assembly & Recreation: Shelly Ragle, Director;
Charles Hymes – Events Director and Esther Weiland Event Services; Lyman McKellar -
City of Shreveport Communications Office
- H. Shreveport Regional Arts Council – Exzavia Mitchell, Natorshau Davis, Pam Atchison
(Promotion and Fiscal Agent for the Consortium, per Contract with the City of
Shreveport)

2. JUNETEENTH Partners:

- A. Steven Jackson – Caddo Parish Commissioner
- B. LeVette Fuller – City Councilwoman
- C. Stacy Brown – Shreveport – Bossier Convention and Tourist Bureau
- D. Liz Swaine – Downtown Development Authority

3. THE JUNETEENTH CELEBRATION WEEKEND EVENTS:

Thursday, June 16: 6:00 pm – 9:00 pm - Shreveport-Bossier African American Chamber of Commerce Awards Banquet, - Sam's Town; (after 5 attire) Tickets are \$75 on Eventbrite.

Friday, June 17:

4:00 pm – 5:30 pm – OPENING PARADE, “Ain’t No Stopping Us!” -Commerce Street to Crockett Street and into Festival Plaza; floats will continue to Clyde Fant Blvd. and return to the original “Loading area.” There is a “Grand Stand Area for Seniors and Performances.

5:30 pm – OPENING CEREMONY for JUNETEENTH CELEBRATION WEEKEND –Festival Plaza

6:00 pm – OPENING of LET THE GOOD TIMES ROLL Festival! ZYDECO NIGHT!

Saturday, June 18 –

8:00 AM – 1:00 PM: FARMER’S MARKET, LET THE GOOD TIMES ROLL HEALTH FAIR – @ Festival Plaza

9:00 AM – *Let the Good Times Roll* Run – starts @ Festival Plaza

12:00 noon – 10:00 pm: ‘artish by Envision - \$5 admission @ The Lot and completion of JUNETEENTH MURAL by KaDavien Baylor with Poetic X @ Edwards St.

Transportation from ‘artish to LTGTRF from 4:00 pm – 11:00 pm

4:00 PM – 12:00 MIDNIGHT - LET THE GOOD TIMES ROLL FESTIVAL @ Festival Plaza

9:20 PM – FIREWORKS AND JUNETEENTH “GLO” on the Bakowski Bridge of Lights on the Texas Street Bridge

SUNDAY, JUNE 19-

4:00 PM – 12:00 MIDNIGHT LET THE GOOD TIMES ROLL FESTIVAL

4:00 PM - LAUGHS FOR LIBERATION – Laugh Out Loud; 618 Commerce Street

LOGISTICS!

Friday, June 17

1, **OPENING PARADE – Themed, “Ain’t No Stopping Us!”** Parade includes ALL JUNETEENTH WEEKEND PERFORMERS, VENDERS, ARTISTS.

A. **TIME FRAME:** 2:00 pm – Set Up! 4:00 PM – ROLL! 5:30 PM Enter the Festival Plaza for the Opening Ceremony

B. **Parade Route:**

- a. COMMERCE Street to Crockett Street – turn left onto Crockett Street and go into the Festival Plaza.
- b. Continues to the STAGE before the “Let the Good Times Roll Festival”
- c. PARADE stops: at Festival Plaza to bring all Consortium Members and Partners together to officially OPEN the **JUNETEENTH CELEBRATION WEEKEND**

C. **Parade PARTICIPANTS:**

a. **Elected Officials**

- i. Mayor, Grand Marshal
- ii. Honorary Grand Marshals: Dr. Joe Gant, Mr. Roy Griggs, Ms, Ursula Dickerson Hardy, Ms. Maxine Sarpy, and Ms. Gloria Gipson
- iii. City Council
- iv. Parish Commission
- v. State Representatives and State Senators
- vi. School Board

b. **North Louisiana Juneteenth Coalition** – 11 – 20 groups

- i. Port City All Star Band – Mr. Emmanue Hudson (Ro Omega)
- ii. Color Guards: Barksdale Air Force Base
- iii. Corvette Club
- iv. Port City Exotic Rides
- v. SUSLA
- vi. Mardi Gras Floats: Sobeck, Highland
- vii. Robert Trudeau - 2nd Line

c. **RO OMEGA** (Omega Psi Phi) Fraternity

- i. Vendors/Artists/Bands with “LET THE GOOD TIMES ROLL FESTIVAL”

d. **art-ish Participating Artists**

E. PARADE LOGISTICS:

a. LINE UP

- i. Michael Lafitte (Juneteenth Coalition) determines order of the Parade
- ii. SET UP TIME: 2:00 pm
- iii. Complimentary Coke/Water/Power Aid for the Parade Participants - Michael
- iv. PARADE ROLLS: 4:00 PM
- v. ARRIVE @ FESTIVAL PLAZA for Opening Ceremony – 5:30 pm

b. Parade Banners

- i. Start and name of Parade: Shreveport Public Assembly & Recreation
- ii. Banners (JUNETEENTH LOGO) along the Parade Route and throughout downtown wherever there is an activity– KaDavien Design – JUNETEENTH LOGO - SPAR Production/DDA installation

c. THROWS: Participants throw: *The JUNETEENTH “BRAND” FOR THE WEEKEND...*

- i. RUBBER WRISTBAND with JUNETEENTH LOGO& 2022 (red, green, black and kente colors)
- ii. Beads: Red, Green, Black
- iii. T-shirt Cannon shoots **Rally Sports Towels** with “JUNETEENTH LOGO”
- iv. Possible Confetti Cannons – 5 - on a float or flat bed trailer
- v. Candy
- vi. Koozies and Cups with Logo

d. Documentation: Drone Shots of the Parade – ENVISION MARKETING

2. 5:30 pm: OPENING PROGRAM @ “LET THE GOOD TIMES ROLL FESTIVAL” –‘

Speaker Line UP:

- a. Emcee, Big Ant – Cumulus Radio
- b. Pledge – and Presentation of Colors: Barksdale Air Force Color Guard
- c. National Anthems
 - Attorney Felicia M. Hamilton
 - Charita Hagans
- d. Caddo Commissioner Steven Jackson
- e. City Councilwoman – LeVette Fuller
- f. Port City Band Performs
- g. Michael LaFitte – North Louisiana JUNETEENTH COALITION
- h. Drayden Dunn – ‘artish Line Up
- i. Fred Moss and Vencil Holmes – Line Up for LET THE GOOD TIMES ROLL FEST
- j. Poetic X – Juneteeth Spoken Word
- k. Mayor Perkins – (Grand Marshall – Opening the JUNETEENTH CELEBRATION WEEKEND

3. 6:00 pm – ZYDECO MUSIC @ “LET THE GOOD TIMES ROLL FESTIVAL”

SATURDAY, JUNE 18:

1. Festival Plaza: 8 am – 1:00 pm: Farmer's Market and LTGTRF Health Fair
2. Festival Plaza and Clyde Fant Pkwy: 9:00 am - JUNETEENTH RUN
3. The Lot: 12:00 noon – 10:00 pm: artish by Envision - \$5 admission
4. Edwards Street across from The Lot: 12:00 noon – 10:00 pm - Mural "opening"/completion by KaDavien Baylor with Poetry by Poetic X.
5. LET THE GOOD TIMES ROLL FESTIVAL: 4:00 PM – 12:00 MIDNIGHT
6. GET A "TROLLEY" TO TRANSPORT from LTGTRF to 'artish and Mural – 4:00 pm – 11:00 pm
7. 9:20 Fireworks - @ Riverview Theatre

SUNDAY, JUNE 19

1. 4:00 PM – 12:00 MIDNIGHT : LET THE GOOD TIMES ROLL FESTIVAL
2. 7:00 PM - LAUGHS FOR LIBERATION – Laugh Out Loud; 618 Commerce Street

4. BRANDING / Marketing

- A. **BANNERS** located throughout the JUNETEENTH Festival Sites – KaDavien – design; Shreveport Public Assembly & Recreation production; Downtown Ddevelopment Authority - installation
- B. **FLYER** with all Events – SRAC or Envision
- C. **SB FUNGUIDE**
- D. **318Forum News Magazine**
- E. Special feature in **THE SUN**
- F. **KSLA news 12** Television Station as Sponsor...record Testamonials by North Louisiana Juneteenth Coalition
- G. Feature interviews by **THE TIMES**
- H. *SB Focus/Inquisitor* Feature

5. Providing the Resources:

A. City of Shreveport – \$67,500

- a. Produce 75 Pole Banners
- b. Event Personnel for ALL events - (City Holiday Weekend = Doubletime pay)
- c. Parade Facilitation (Street Closure, Set Up, Chairs, Tables, Trash, Barricades/Equipment)
- d. Festival Facilitation (Tables, Chairs, Staging) @ Festival Plaza
- e. 'artish Faciitaiton – (Tables, Chairs, Staging/Sound)
- f. Use of Riverview Festival Plaza and Convention Center
- g. Sportran Shuttle for Transport #1 to and from festival; A-1 Trolley needed

B. Shreveport Regional Arts Council – \$15,000

- a. Event Coordination and Scheduling
- b. Event Promotion: Press Release and Flyers
- c. Events (4) Facilitation
- d. JUNETEENTH Light Design on the Bakowski Bridge of Lights (\$10,000)
- e. Fiscal Agent for the Consortium / Inventory/Ordering Services

C. PARISH OF CADDO – CADDO PARISH COMMISSION - \$31,000

Funds are used to support each Consortium Member’s participation. Funds are not distributed to the groups; rather they will pay invoices incurred by each group as follows:

a. North Louisiana Juneteenth Coalition: Parade

Support the creation/production of Parade Banners, 100 “Black & White” poster Testamonials to be displayed throughout the Parish, Support the JUNETEENTH themed Parade Trhows and the Design Fee: Sports Towels T-Shirt and Confetti Cannon Rentals Confetti, Koozies/Cups, Silicone Bracelets Hand-held Fans.

Subtotal: \$ 10,850

- b. **ENVISION Media ‘artish:** Support 50% of the Cost of the permanent **JUNETEENTH Mural** by KaDavien Baylor & Team on the Post Office/HUB building: Support the documentation of the JUNETEENTH CELEBRATION WEEKEND to include Drone Footage – the Documentation will be used to promote the 2023 JUNETEENTH CELEBRATION WEEKEND; Support for 50% of the Trolley Service (A-1) for transportation to and from ‘artish and the Let The Good Times Roll Festival.

Subtotal: \$ 16,700

c. LET THE GOOD TIMES ROLL FEST

Support the other 50\$ of the A1 Trolley and Purchase 250 Let the Good Time Roll Admission TICKETS @ \$15 (instead of \$20) for Parade Participants (25 Units x 10 tickets per unit).

Subtotal: \$ 4,450

TOTAL: \$ 31,000