



Agenda Item: Discuss and Consider Juneteenth Grantmaking Program Applications

Background:

In order to promote the development of Juneteenth activities and attract new overnight business in Galveston, the Trustees approved \$100,000 for a Juneteenth Grantmaking Program in the FY23 budget as line item “Juneteenth” under 7002 Contingency – Special Projects. As a result, staff at Visit Galveston and the Galveston Park Board have developed a targeted grantmaking program designed to enhance Juneteenth activities on the island. This program represents a new opportunity to highlight Galveston’s unique role in Juneteenth celebrations and the cultural history of Juneteenth on the island and draw overnight visitors to Galveston.

As part of the grantmaking process developed by staff, applications have been solicited from the community and staff have reviewed those applicants to determine feasibility and suitability of proposed projects. Eight (8) applications have been deemed suitable for funding by staff based on selected criteria. Those criteria include applicability to HOT statutes, proposed project, proposed marketing plan, proposed budget, expected return on investment of HOT funds, the organizer’s historical record of success in executing similar projects, and applicability to the program guidelines.

Staff Recommendation:

Staff recommends the approval of the accompanying grant applications and referral to the Park Board of Trustees for consideration.



Juneteenth Grant Program Term Sheet

Organization:

Club 68

Project Title:

Club 68 Zydeco Concert

Grant Request:

\$6,700

Proposed Activity Date:

June 17, 2023

Proposed Funding Use:

Club 68 plans to host a Zydeco band with the goal of promoting Juneteenth in Galveston by enhancing nightlife festivities and encouraging overnight stays. Funds will be used to hire a Zydeco band and promote the event. In particular, funding will pay for ticket costs, flyers, newspaper ads, and radio advertisement.

Proposed Marketing Plan:

Club 68 will work with businesses to post flyers, place ads with regional newspapers and radio stations, and target adults 30 and older.

Expected Attendance:

200 attendees

Staff Grant Award Recommendation:

\$6,700

The Club 68 Zydeco Concert is a unique opportunity to highlight traditional African American southern music while celebrating the legacy of Juneteenth in the region. This concert will cater to a niche audience and draw music lovers from a multi-state region. By highlighting the musical culture of southern Texas through the Zydeco genre, visitors will explore the musical traditions of communities that have celebrated Juneteenth for more than 150 years.

Staff recommends the award of this grant due to the organizer's extensive history of producing successful concerts and Juneteenth events; the niche audience of Zydeco lovers and live music enthusiasts that will visit; and the event's timing in the calendar of Juneteenth celebrations.



Juneteenth Grant Program Term Sheet

Organization:

Frelot Productions & Ragamuffin Productions

Project Title:

Juneteenth Comedy Show

Grant Request:

\$20,000

Proposed Activity Date:

June 17, 2023

Proposed Funding Use:

Funding will support a two-hour comedy show celebrating Juneteenth in Galveston and featuring four internationally renowned comedians including Myra J., J. Anthony Brown, Michael Colyar, and George Wallace. A portion of proceeds will be donated to a scholarship fund for local students. Funds will pay for marketing, talent fees, transportation and lodging, food, and the venue.

Proposed Marketing Plan:

Marketing efforts will include digital flyers, press releases to regional outlets, ads on various radio and television platforms, billboards, and social media advertising. Additionally, artists will participate in a regional press tour. Advertising efforts will focus on urban and mainstream markets to highlight the draw of nationally relevant acts.

Expected Attendance:

400 attendees

Staff Grant Award Recommendation:

\$10,000

The Juneteenth Comedy Show represents an opportunity to host internationally known comedians in Galveston for the Juneteenth weekend celebrations. This event will provide entertainment for adults traveling to Galveston to celebrate Juneteenth and will entice visitors to stay overnight in order to participate in this event and other night events planned for the entire weekend. Additionally, this comedy show will highlight Galveston as a diverse entertainment destination for Juneteenth celebrations.

Staff recommends this project for award due to the organizer's significant history of producing successful comedy shows; the drawing power of the comedians in the proposed line-up; the scheduling of the event on Saturday night representing an important time block for drawing overnight guests; the extensive marketing experience of the event organizers; and the detailed event plan submitted.



Juneteenth Grant Program Term Sheet

Organization:

Nia Cultural Center, Inc.

Project Title:

Juneteenth Emancipation Celebration Gospel Concert

Grant Request:

\$20,000

Proposed Activity Date:

June 16, 2023

Proposed Funding Use:

The Nia Cultural Center will use funding to present a signature gospel concert to celebrate the newly designated federal Juneteenth holiday in Galveston. This celebration will feature nationally recognized gospel artists and will honor and recognize national and regional civil rights advocates or advocates for making Juneteenth a national holiday. It will also attract local and out-of-town participation in Juneteenth activities. It will also help to identify Galveston as the center of Juneteenth celebrations both in Texas and nationally.

Proposed Marketing Plan:

Nia Cultural Center will launch a robust publicity campaign leading up to the 2023 Juneteenth holiday weekend. This campaign will include news releases, regional print, broadcast media, the Nia Cultural Center website, social media accounts, and newsletters. Additionally, the event will be included in the VisitGalveston.com Juneteenth event page, and push cards will be placed at local hotels, cruise terminals, and at the Juneteenth Legacy Project Headquarters.

Expected Attendance:

1,200 attendees

Staff Grant Award Recommendation:

\$20,000

Beginning in 2022, the Juneteenth Emancipation Celebration Gospel Concert has drawn crowds of people to Galveston to kick-off the Juneteenth weekend. Support for this event would produce a significant return on investment and provide a marquee event to bring people to Galveston for a weekend of Juneteenth celebrations.

Staff recommends this project due to Nia Cultural Center's significant history of successful Juneteenth events that draw overnight visitors; the capacity of Nia Cultural Center's staff to produce multiple signature events; the detailed event plan submitted; and the organization's commitment to highlighting the history and impact of Juneteenth in Galveston.



Juneteenth Grant Program Term Sheet

Organization:

Galveston Island African American Treasures

Project Title:

Galveston Juneteenth History Podcast

Grant Request:

\$20,000

Proposed Activity Date:

Year Round

Proposed Funding Use:

The Galveston Island African American Treasures group plans to produce a series of podcasts highlighting the history of Juneteenth in Galveston. This podcast will focus on capturing the history of black Galvestonians during the Juneteenth era, as well as subsequent generations of black Galvestonians affected by Juneteenth and General Order No. 3. Episodes will include audio and video elements, and will be made available on multiple platforms. Funds will be used for production costs as well as marketing costs to include sponsored social media ads.

Proposed Marketing Plan:

The podcast will be marketed using search engine optimization techniques during production to ensure that marketing efforts are streamlined across platforms. This will include using keywords in sponsored social media ads and promoting the episodes continually to build an audience. Embedded advertising opportunities will also help to promote the podcast across online platforms.

Staff Grant Award Recommendation:

\$10,000

As part of an effort to develop new tourism products in Galveston, Visit Galveston staff has identified the “Galveston Juneteenth History Podcast” as a tourism product that will enhance cultural tourism offerings to visitors. This product will provide widespread coverage of Galveston’s history through the African American lens, and promote cultural heritage tourism for the many visitors to Galveston that have personal and familial history on the island. A podcast’s ability to reach a geographically diverse audience encourages tourism to the island, particularly overnight visitors, and enhances the connections that people make with Galveston ensuring return visits.

Staff recommends this award due to the applicants’ experience with the broadcast and podcast mediums; the thorough business plan provided; the unique tourism product; the capacity to generate overnight visitation beyond the initial production of the podcast; and the enhancement of historical and cultural tourism markets.



Juneteenth Grant Program Term Sheet

Organization:

Reedy Chapel AME Church

Project Title:

Reedy Chapel Gospel Concert and Block Party

Grant Request:

\$20,000

Proposed Activity Date:

June 18 & 19, 2023

Proposed Funding Use:

Reedy Chapel is the site of the first documented celebration of Juneteenth. The church community seeks to re-enact the original march from old Galveston Courthouse to the Chapel for a block party, prayer service, and thanksgiving ceremony, as well as a Gospel concert from a local youth choir. This event will host diverse participants across two days. Reedy Chapel expects to host the prayer service and Gospel concert on Sunday, June 18th; and the Juneteenth march re-enactment and block party will take place on Monday, June 19th.

Proposed Marketing Plan:

Reedy Chapel plans to engage social media ads, regional radio stations, regional and national television programming, email marketing, flyers, and regional billboards. Sponsored social media ads will begin one month before the event.

Expected Attendance:

300 attendees

Staff Grant Award Recommendation:

\$10,000

The Reedy Chapel Gospel Concert and Block Party represents the continuation of one of the oldest Juneteenth celebrations in the country. This two day block party and concert will provide opportunities for overnight visitors to take part in a classic Galveston Juneteenth celebration. Additionally, the role of Reedy Chapel in the delivery of General Order No. 3 highlights Galveston's central role in Juneteenth history.

Staff recommends this award due to Reedy Chapel's long history of producing significant Juneteenth celebrations; the historical significance of the organization in celebrating Juneteenth; the timing of the events in relation to other Juneteenth celebrations, notably taking place over two days and during the daytime hours; and the event's ability to draw overnight visitors as one of the marquee Juneteenth celebrations in Texas.

Juneteenth Grant Program Term Sheet

Organization:

Galveston County Council of Greeks, and Old Central Cultural Center

Project Title:

Juneteenth Sneaker Ball

Grant Request:

\$20,000

Proposed Activity Date:

June 17 or 18, 2023

Proposed Funding Use:

Funding for the Juneteenth Sneaker Ball will be used to host a gala including a sit-down dinner and a silent auction. This event will establish an annual ball to support the Juneteenth holiday, highlight Galveston's role in the history of Juneteenth, and draw overnight visitors to Galveston to celebrate Juneteenth. Additionally, this event will collaborate with other Juneteenth events to offer a slate of festivities that will increase overnight stays. Funds will pay for the event venue, marketing, entertainment, and decorations. Proceeds from the event will support scholarships for local students, and programs at Old Central Cultural Center

Proposed Marketing Plan:

The organizers plan to utilize the wide network of each of the nine Greek organizations collaborating on the event through social media channels and sponsored social media ads; mail campaigns; radio, podcast, and television media; and print publications both local and national. The marketing plan will target the broad membership of each Greek organization; national organizations like the NAACP and National Urban League; sneaker enthusiasts and special interest groups; and celebrities and athletes.

Expected Attendance:

500 attendees

Staff Grant Award Recommendation:

\$20,000

The Galveston County Council of Greeks and Old Central Cultural Center propose to bring a new Juneteenth event to Galveston, the Juneteenth Sneaker Ball. This event would replicate similar Sneaker Ball celebrations that have been popular in other parts of the country. A Juneteenth Sneaker Ball would provide a marquee event on Sunday to attract overnight visitors seeking an upscale gala.

Staff recommends this project for award due to the Galveston County Council of Greeks' significant history of producing marquee events on the island. This includes their annual Mardi Gras Gala, and Holiday Ball. This organization also has a history of successful marketing efforts, and event organizers include individuals with extensive experience in promoting events. Additionally, this project will draw a national audience due to the group's significant network of Greek fraternities and sororities. These factors suggest an opportunity to generate considerable overnight stays, and highlight Galveston as the premier destination for celebrating Juneteenth.



Juneteenth Grant Program Term Sheet

Organization:

Galveston Symphony Orchestra

Project Title:

Galveston Symphony Orchestra and Galveston Heritage Chorale Juneteenth Concert

Grant Request:

\$20,000

Proposed Activity Date:

June 18, 2023

Proposed Funding Use:

Funding will be used to host a free concert of the Galveston Symphony Orchestra together with the Galveston Heritage Chorale performing traditional African American music in honor of Juneteenth. The concert would include 50-60 musicians led by Trond Saeverud and June Collins Pulliam. Funds will pay for marketing expenses and for musicians' performances.

Proposed Marketing Plan:

Galveston Symphony Orchestra will engage a marketing firm to develop an ad campaign targeting various regional print media and social media outlets. Marketing efforts will be focused in the South-Central Texas region with an emphasis on encouraging tourism related to the Juneteenth holiday.

Expected Attendance:

1,000 attendees

Staff Grant Award Recommendation:

\$10,000

The Galveston Symphony Orchestra and Galveston Heritage Chorale Juneteenth Concert will provide an opportunity for local musicians to highlight the history and impact of Juneteenth on Galveston's music community. This free concert will be an opportunity for visitors of all ages to participate in Juneteenth activities and will be an opportunity to host a diverse group of participants. Additionally, this event will promote the unique music heritage of Galveston and introduce regional audiences to Galveston's music community.

Staff recommends the award of this grant due to the organizer's extensive history of producing successful concerts; the event's placement in the Juneteenth weekend's schedule of celebrations; the availability of this event to a diverse audience; and the broad appeal of the subject matter.



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Juneteenth Grant Program Term Sheet

Organization:

Juneteenth and Beyond, LLC.

Project Title:

Juneteenth Tours

Grant Request:

\$9,000

Proposed Activity Date:

June 1-30; Year Round

Proposed Funding Use:

Juneteenth and Beyond intends to provide guided tours of the Galveston Freedom Trail which outlines the historical occurrence of Juneteenth. Tours will be managed and conducted by Dr. Araminta Sorrell, owner of Juneteenth and Beyond. These tours will represent the first such tours in Galveston. Thematic tours focused on cultural tourism will provide a unique opportunity for visitors to engage in the rich fabric that has influenced Texas and the South. Juneteenth Tours offers an opportunity to enhance and draw visitation to Galveston.

Proposed Marketing Plan:

Texas's population represents the largest overall black population in the country, representing more than 3.9 million people. Marketing will focus on regional efforts to connect with African American communities through travel media, radio and TV ads, social media campaigns, and print flyers targeting tourism businesses. This marketing plan will focus on drive markets in the Houston region and repeat visitors to Galveston, particularly those that frequent hotels, cruise ship terminals, shops, and restaurants.

Staff Grant Award Recommendation:

\$9,000

As part of an effort to develop new tourism products in Galveston, Visit Galveston staff has identified the "Juneteenth Tours" project as a tourism product that will enhance cultural tourism offerings to visitors. The lack of cultural heritage tours in Galveston is notable in light of the number of visitors seeking opportunities to connect with Galveston's history. Expanding these cultural heritage tourism opportunities is particularly important given many people's personal connections to Galveston, and the impact those connections can have on visitors choosing to stay overnight on the island.

This staff recommendation is based on the tour operator's experience with tourism, historical education, and community outreach; the thorough and extensive business plan including detailed budget analysis; the unique tourism product offering; and the capacity to expand the range of tourism products for Juneteenth celebrations.