



# MEMORANDUM

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**To:** Mayor and Members of the City Council

**From:** Montre' Freeman, City Manager

**Date:** May 24, 2024

**Re:** Consideration – Authorization to Submit Application to TDA – 20<sup>th</sup> Annual Juneteenth Celebration

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***BACKGROUND / ANALYSIS:***

The River City Community Development Corporation (River City CDC) has submitted an application requesting tourism dollars for their 20<sup>th</sup> Annual Juneteenth Celebration. The event will consist of three days of festivities taking place from June 14 – 16, 2024. Total costs are estimated at \$30,000, of which \$5,000 is requested in City funding.

The application detailing a breakdown of the event and anticipated costs and revenues is attached to this memorandum.

***STAFF RECOMMENDATION:***

By motion, authorize the City Manager to submit the attached application to the Tourism Development Authority for \$5,000 in funding to support River City CDC's 20<sup>th</sup> Annual Juneteenth Celebration.



**Elizabeth City – Pasquotank County Tourism Expenditure Restricted Funds APPLICATION**

*Please complete the following form and questions to submit your funding request.*

Local Government Name	River City Community Development Corporation
Contact Person & Title	Michelle Moore, Executive Vice President
Email Address	mwwmoore@rivercitycdc.org
Phone Number	252-331-2925 ext. 223
Project Name	20 <sup>th</sup> Annual Juneteenth Celebration
Project Address	501 E. Main Street, Elizabeth City NC 27909
Website	www.rivercitycdc.org
Total Cost of Project	\$30,000
Tourism Funding Requested	\$5,000

***Please thoroughly answer the following questions.***

1. Provide a detailed description of Project. Include goals and outline intended results.

Juneteenth, also known Jubilee Day, Emancipation Day, and Freedom Day is a federal holiday in the United States commemorating the emancipation of enslaved African Americans. Juneteenth is an opportunity to reflect on all the ways our society has deprived (and in many ways, continues to deprive) Black Americans of their freedom and humanity, from slavery to segregation and beyond, but it is also a day to celebrate freedom for all, shine a light on the power of justice, and pray for continued change in the future. RCCDC’s Annual Juneteenth Festival brings together citizens from throughout the community and adjacent counties for a multicultural street festival, in celebration of our diverse cultures and heritages, while commemorating the ending of slavery for all African Americans. This festival emphasizes education, achievement, self-improvement, and future expectations.

The three-day event will kick off Friday evening at the Arts of The Albemarle with an educational opportunity about the holiday. This business after hours sponsored by the Chamber of

Commerce and Arts of the Albemarle will be filled with conversation, hors d'oeuvres, and light entertainment. Saturday is the main festival with an opening ceremony flanked by retail and service vendors. This 20th Annual Festival will continue with last year’s layout – family reunion style – with

free food stations, entertainment, games, and a children's area at Mariner's Wharf. Sunday will conclude the event with a sunrise prayer breakfast.

2. What is the anticipated Project timeline, including start and finish dates?

The Celebration spans over three days, June 14-16, 2024.

June 14<sup>th</sup>-Business After Hours Kick-Off – Arts of the Albemarle – 5pm-7pm

June 15<sup>th</sup>-Juneteenth Celebration Festival – Mariner's Wharf – 3pm-9pm

June 16<sup>th</sup> – Community Prayer Breakfast – 7am-9am

3. Provide an outline of the scope of work and anticipated costs, including an itemized budget.

**Scope of Work**

- A. Submit application to the City to secure Mariner's Wharf.
- B. Submit application for funding from Visit Elizabeth City.
- B. Submit application to DOT for Water Street road closure between Main St. and East Church St.
- C. Form Juneteenth Committee (meetings start two months prior)
- D. Submit application of funds from major donors.
- F. Contact previous sponsors and vendors.
- G. Advertise Celebration one month prior (radio, tv, print, social media.)
- H. Secure talent, volunteers, food vendors, and merchandise.

Budget attached...

4. Describe information about proposed firm or partnership contracted for the project, if any.

N/A

5. Does this Project have the potential to attract new overnight visitors? Explain.

With this event being held over the course of the weekend of June 14-16, it is anticipated to entice approximately 30 overnight visitors.

6. Does this Project have the ability to attract visitors on a continuing basis? Explain.

Since this event has been held for over 19 years, tourism is developed by several hundred people visiting our area to attend the celebration. Approximately 500 guests attended last year's celebration. The event brings a family friendly atmosphere for family fun. Juneteenth will draw residents from surrounding counties and eastern Virginia. They will have an opportunity to touch our beautiful downtown, which in turn would cause repeat visits.

7. Describe how this Project will increase the economic impact to the region.

The expansion of the Celebration will offer many more visitors opportunities to participate as it is a three-day event. More businesses have opened in our downtown area, which is also an attraction for retail sales. The event space is central for guests to visit historical sites, the museum, boutiques, gift shops, and breweries. Those staying overnight will have opportunities to enjoy the delicious dining options or takeout shops that will satisfy a variety of appetites. The increased socio-economic impact of this weekend will be increased due to the new residents and visitors that will be attracted



to our City. Juneteenth is inclusive as a multi-cultural festival that will bring multiple races together to celebrate freedom for all people, which in turn will increase the economic impact for the city. This event is a catalyst for unity and peace within our community, which contributes to our city as a chosen travel destination.

8. How will this Project enhance Elizabeth City and Pasquotank County as a travel destination?

The event will expose visitors to our downtown district. The reach of social media will continue long after the event ends. It is our desire to give visitors of other cultures and ethnicities an opportunity to experience our Harbor of Hospitality hoping they will leave with a sense of inclusion that will create a wonderful experience for their return. We will gather the people and the City will promote itself with so much more to offer now.

*The EC-PC TDA reserves the right to bring up questions, request additional or supporting information.*

**Submit Completed Applications to:**

Visit Elizabeth City | 400 S Water St. | Elizabeth City, NC 27909

[Hailey@VisitElizabethCity.com](mailto:Hailey@VisitElizabethCity.com)

\*Applications must be received at least 90 days before the date of event in order to be placed on the upcoming committee agenda and subsequent Authority meeting agenda. [Check our website](#) or call to confirm up-to-date meeting schedules as meetings are not held every month.

**LEGALITY**

As adopted by State legislation HB351 in 2005, the City and the County are authorized to levy a six cent occupancy tax on lodging. The proceeds of this tax are remitted to the Elizabeth City – Pasquotank County Tourism Development Authority, which is a public authority under the Local Government Budget and Fiscal Control Act.

As it specifically pertains to the City and the County, the legislation states,

*“The Authority shall use the net proceeds of the occupancy tax levied under this section as follows:*

*... twenty-five percent (25%) [of the First Three Cents] for tourism-related expenditures that are recommended by the Elizabeth City Council and approved by the Authority.*

*... twenty-five percent (25%) [of the First Three Cents] for tourism-related expenditures that are recommended by the Pasquotank County Board of Commissioners and approved by the Authority.”*

Under Sec. 2.1. Definitions – the following definitions apply in this act:

Tourism-related Expenditures – *“Expenditures that, in the judgement of the Tourism Development Authority are designed to increase the use of lodging facilities, meeting facilities or convention facilities in the County, or to attract tourists or business travelers to the County. The term includes tourism-related capital expenditures.”*

The Local County Occupancy Tax was enacted into law for the purposes of creating a dedicated funding stream to promote and develop the tourism industry and stimulating economic growth within Elizabeth City and Pasquotank County. Tourism expenditure funds dispersed to the City and County must meet the intent of the tax by supporting the implementation of programs designed to promote and increase tourism in Elizabeth City and Pasquotank County, as well as initiating projects relating to capital and infrastructure investments supporting the further development of the tourism industry with a focus on increasing overnight visitation.

The Elizabeth City – Pasquotank County Tourism Development Authority (EC-PC TDA) has developed the following guidelines to assist with the facilitation of the City/County restricted funds. All requests for funding go to the Visitor Experience Committee for review and making recommendations for funding allocations. The recommendations will be forwarded to the EC-PC TDA Board of Directors for final approval of all funding allocations.

Please note these guidelines are just that – a guide. The EC-PC TDA reserves the right to bring up questions, request additional or supporting information. Our goal is to ensure a clear and direct return on any investment made with occupancy tax dollars, bringing us new and increased future tax collections.

## 2024 JUNETEENTH CELEBRATION PROJECTED BUDGET

### BASIC INFO

Project Name	2024 Juneteenth Celebration
Total Cost of Project	\$30,000.00

### REVENUE SOURCES (PROJECTED)

Admission ticket sales	\$0
Tourism / TDA	\$5,000
Sponsorships	\$15,000
Applicant/Vendor fees	\$500
Donated ad space or printed collateral (SKY4)	\$2,500
Arts of the Albemarle (in-kind)	\$2,000
NAACP (in-kind support)	\$5,000
<b>TOTAL REVENUES</b>	<b>\$30,000</b>

**EXPENSES**

<b>Administrative Expenses</b>	
Insurance (certificate of insurance percentage)	\$500
Other (please explain)	\$
Other (please explain)	\$
<b>Sub-total Administrative</b>	<b>\$500</b>
<b>Supplies</b>	
Promo Items *T-shirts, water bottles, koozies, wrist bands, fans, etc.	\$6,000
Food & Beverage	\$3,000
Paper goods	\$500
Other (office supplies)	\$500
Other (please explain)	\$
<b>Sub-total Supplies</b>	<b>\$10,000</b>
<b>Venue Expenses</b>	
Venue Rentals (fees)	\$1,000
Entertainment/Talent	\$5,500
Soundsystem / AV	\$2,500
Photographer (ground and drone)	\$500
Prizes and Giveaways	\$1,000
Other (Security)	\$1,000
Other (EMS)	\$500
<b>Sub-total Operating</b>	<b>\$12,000</b>

<b>Marketing Expenses</b>	
Print Advertising Newspaper	\$500
Brochures / Posters / Event Cards *Flyers, posters, souvenir books, flags	\$4,000
Email blasts	\$500
Social Media/Digital platforms	\$500
TV (SKY 4)	\$500
Radio (WRVS 89.9, REJOICE 100.9)	\$500
Signage (road banners, yard signs)	\$1000
Other (please explain)	\$
Other (please explain)	\$
<b>Sub-total Marketing</b>	<b>\$7,500</b>
<b>TOTAL EXPENSES</b>	<b>\$30,000</b>