



AGENDA REPORT

City Council

DATE:	June 3, 2025
TO:	Mayor Martinez and Members of the City Council
FROM:	Councilmember Jamelia Brown
Subject:	Allocation of \$6,000 to Support the 2025 Juneteenth Celebration
FINANCIAL IMPACT:	An appropriation of \$6,000 is available in the current Fiscal Year 2024-25 budget (Account String 01251151-400322).
PREVIOUS COUNCIL ACTION:	None
STATEMENT OF THE ISSUE:	The City's annual Juneteenth Celebration, a vital cultural event recognizing the emancipation of enslaved African Americans, is facing a \$6,000 funding shortfall. Without additional support, essential components—particularly the youth area—are at risk of being scaled back or removed. A one-time allocation from the City would ensure the full scope and quality of the event.
RECOMMENDED ACTION:	APPROVE a one-time appropriation of \$6,000 to support the 2025 Juneteenth Celebration, which will assist with key components of the event—including youth-centered activities, community engagement, and cultural programming - Councilmember Jamelia Brown (510-412-2050).

DISCUSSION:

The City of Richmond will host its [annual Juneteenth Celebration](#) in collaboration with local organizations, community leaders, and volunteers. This event commemorates the emancipation of enslaved African Americans and serves as a vital celebration of Black history, freedom, and cultural resilience.

While the City of Richmond has already provided valuable support to help make this event possible, the Juneteenth Planning Committee is still facing a critical funding gap of approximately \$6,000. Without this additional support, vital areas of the event—including youth programming—may be impacted.

We are respectfully asking the Council to consider this one-time allocation to fill the remaining gap. This support will:

- Ensure youth have a safe, dedicated space to engage and celebrate
- Cover essential costs related to equipment, rentals, and logistics
- Support community partners and performers already committed to participating
- Uphold Richmond's continued commitment to cultural celebration and public safety

The City's investment at this final stage will help ensure the Juneteenth Celebration is not only successful but safe, inclusive, and representative of the vibrant community it serves.

As part of the Fiscal Year 2025-26 budget development process, City Council can consider increasing the City's annual contribution from \$20,000 to \$26,000 to support the Juneteenth Parade and Festival, as well as the Cinco de Mayo Festival and Fiestas Patrias Parade (former Cinco de Mayo Parade). Richmond's Juneteenth and Cinco de Mayo events are two of the City's longest-running and largest events, attracting thousands of residents and visitors to Richmond.

DOCUMENTS ATTACHED:

None