



**People. Principles.  
Purpose. Partnerships.**

# MEMO

To: Mayor and City Council Members  
From: Yalondra M. Valderrama Santana, Heritage & Tourism Manager  
Date: July 17, 2024  
RE: **June Report**

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## **PAST EVENT**

### **Juneteenth**

Wed., Jun 19th from 12pm to 8pm  
Timmermann Park, 12616 Skimmer Run, Manor TX  
Approximate Attendees = 400

### **4<sup>th</sup> of July Celebration**

Thur., July 4th from 4pm to 10pm  
East Manor Development No. 1, 15317 Us Hwy 290 E. Manor  
Approximate Attendees = 5,500

### **Movie Night Out - SUMMER**

Fri., July 12th – The Marvels  
Timmermann Park, 12616 Skimmer Run, Manor TX  
Attendees=

## **UPCOMING SPRING & SUMMER SPECIAL EVENTS**

### **Movie Night Out – SUMMER**

Fri., July 26th – DC League of Super-Pets  
Fri., Aug. 9th – Migration SPONSORED by Independent Financial  
Timmermann Park, 12616 Skimmer Run, Manor TX  
Description: Movie Night Out is a FREE family-friendly community event at Timmermann Park!  
Manor will be showing a family-friendly movie and free popcorn SPONSORED by Forsythe Brothers.



**MANOR**

EST. **TEXAS** 1872

**Juneteenth**

Wednesday, June 19, 2024 from 12:00pm to 8:00pm

*(Relocated event due to weather conditions)*



Yalondra Valderrama Santana,  
*Heritage & Tourism Manager*

## I. Overview

- *Description:* The Manor Juneteenth event commemorates the end of slavery in the United States. Juneteenth 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. There will be a Juneteenth Ceremony, food trucks, vendors, live music, bouncy houses, and more.
- *Target Audience:* Families in the Manor Community & surrounding areas
- *Estimated Expected Attendees:* 500

## II. Timeline & Program

Day	Time	Details	Areas	POC	
18-Jun	11:00am-4:00pm	Noble Party Rental	Cooling Tent	AJ	
19-Jun	9:00am-9:30am	Staff start arriving			
	10:00am	DJ/Performing Program	Stage	Glynn Lindsey	
	10:00am-11:30am	Food Vendors Arrival	Food	Yalondra	
		Market Vendors Arrival	Food	Yalondra	
	11:00am	PD Arrival	Safety	Officer Allen	
	11:30am-11:45am	Final Walththrough	All	Yalondra	
	12:00pm-12:30pm	Welcoming & Introductions by <b>Mayor Dr. Chris Harvey</b>		Stage	Yalondra
		Invocation by			
		National Anthems by			
		Juneteenth Proclamation by Mayor Dr. Chris Harvey			
	1:00pm-2:00pm	Christopher D. Spivey & Company		Stage	Glynn Lindsey
	2:00pm-2:45pm	Candace Bellamy			
	3:00pm-3:30pm	Sherie Yvette Withers-Band - Whitney Houston Tribute			
4:00pm-5:00pm	Nayla Wilmore				
5:00pm-6:00pm	Enrico "Rico" Hampton - Michael Jackson Tribute				
6:00pm-8:00pm	Andrea Bridgeman & Soul 2 Soul				
8:00pm-10:00pm	Teardown		All	All	

## III. Planning

Planning Areas	Tasks	Done/Confirm By	POC	Details
Proclamation	Juneteenth	6/14/2024	Lluvia	Sent proclamation to by review by the Mayor on 5.1.2024 <b>DONE</b>
Marketing	SD Flier	6/6/2024	Yalondra	Created & posted on 5.14.2024 <i>Changed of location announcement on 6.18.2024</i> <b>DONE</b>

	Detail Flier	6/6/2024		<b>DONE</b>
	Social Media	6/6/2024		Send details to post on the event calendar to Scott Dunlop on 2.14.2024 <i>Changed of location announcement on 6.18.2024</i>
	City Wesite	6/6/2024		Send details to post on the event calendar to Scott Dunlop on 2.14.2024 <b>DONE</b>
	Advertising Groups	6/6/2024		Agreement <b>CONFIRMED</b> with Townsquare Media = \$3720 Sent Invoice and Vendor W-9 to Gracie on 2.16.2024 <i>Changed of location announcement on 6.18.2024</i>
	Printed Marketing	6/6/2024		<b>DONE</b>
	Video	6/6/2024		Agreement <b>CONFIRMED</b> with Adam = \$2800 Promotional video, event day videos and photos Sent Invoice to Gracie on 2.20.2024
	VIP Invitations	6/6/2024		<b>DONE</b> Sent on 2.12.2024
	<i>Location Change Announcement and E-mail</i>	<i>6/18/2024</i>		<b>DONE</b> Sent on <i>6.18.2024</i>
Attractions	Face Painting	6/6/2024	Yalondra	<b>CONFIRMED</b> with Zireart = \$771 (1 artist)
	Photo Booth	6/6/2024		Quote by Game Flash Events for Selfie Photo Booth = \$424.99; Open Air Photo Booth = \$774.98 (optional print add-on: \$149.99 per day) Quote by Captured Charms Photo Booths = \$400 <i>Didn't get it</i>

Activities	Bouncy House	6/6/2024	Yalondra	<b>CONFIRMED</b> with Amanzi Party Rental = \$6,961 <i>Change from water slides to indoor bouncies on 6.18.2024</i> <b>DONE</b>
	Arcade/Gaming	6/6/2024		PD Trailer <b>CONFIRMED</b>
	Arts & Crafts	6/6/2024		N/A
	Juneteenth Walk/Run (Opal's Walk/Freedom Run)	N/A		N/A
Entertainment	Sound/DJ/MC	6/6/2024	Yalondra	<b>CONFIRMED</b> Lance Stacy = \$5000 Includes stage, sound equipment, DJ, & MC Sent Invoice to Gracie on 2.27.2024
	Music/Artist	6/6/2024	Moore	Music Acts coordinator Glynn Lindsey = \$8,000 Music Acts: -Christopher Dr. Spivey & Company -Sherie Yvette Withers-Banks -Candace Bellamy -Nayla Wilmore -Enrico "Rico" Hampton -Mz. Dre & 2OneSoul <b>DONE</b>
	Cultural Performance	6/6/2024	Yalondra	Lannaya Drum & Dance Quote = \$1,500 <i>Didn't get it</i>
	Stage	6/6/2024		Lance Stacy = \$5000 Includes stage, sound equipment, DJ, & MC Sent Invoice to Gracie on 2.27.2024 <b>CANCELLED</b> & moved to Dec. event Event performance will take place in the Pavillion <i>Performance area was at the MNTHS's Gym</i> <b>DONE</b>
	Manor ISD Participation	6/6/2024		<b>No confirmation received</b>

Vendors	Food Truck	6/3/2024	Yalondra	E-Mail sent on 3.11.2024 Sent reminders on 3.18.2024, 4.2.2024, 4.29.2024, and 5.13.2024 <b>DONE</b>
	Market Vendors (Non-Food Vendors)	6/3/2024		E-Mail sent on 3.11.2024 Sent reminders on 3.18.2024, 4.2.2024, 4.29.2024, and 5.13.2024 <b>DONE</b>
	Event Detail E-mail	6/14/2024		<i>Sent email with location changed on 6.18.2024</i> <b>DONE</b>
	Sitting Area	6/10/2024		<b>CONFIRMED</b> Noble Party Rental = \$1790.94 <i>Only used the tables and chairs due to location changed</i>
Sponsorship	Find Sponsors	6/4/2024	Yalondra	Sponsorship package <b>DONE</b> See sponsor spreadsheet
Safety Plan	First Aid Station	6/10/2024	FD	<b>CONFIRMED</b>
	Lost Child		PD: Off. Tate	Working with on it
	Traffic Control			<b>CONFIRMED</b>
	Security			
Transportation	Shutters	6/13/2024	Moore	CapMetro was not able
	Map for Pick Up Locations			
Layout	Full Event Map	6/10/2024	Yalondra	<b>DONE</b> on 6.14.2024 <i>Rearrange the layout to fit the new venue and changed from outdoor to indoor on 6.18.2024</i>
	Vendor Map	6/10/2024		
Miscellaneous	Staff T-Shirts	6/10/2024	Tracey	<b>DONE</b>
	Swags/Giveaways	6/10/2024		Juneteenth T-Shirts = <b>DONE</b>
	Event Signs	6/10/2024	Yalondra	Ordered with Ideal Signs -Banner Received on 6.7.2024 <b>DONE</b>
	Event Timeline	6/7/2024		<b>DONE</b>
	Event Program	6/7/2024		<b>DONE</b>

Light Towers			In House - 4 <i>Didn't use due to location changed</i>
Trash Cans			In-House - 10
Port-a-Poties	6/4/2024	Lance	<b>CONFIRMED</b> with King's Portable Throne = \$1225.30 <i>Didn't use due to location changed but still paid since it was delivered before relocating event</i>
Wind Banner			In storage <i>Didn't use due to location changed</i>
Generator			PW has it <i>Used the generators due to power issues at the MNTHS</i>
Water for Public			2 Pallets <b>DONE</b>
Fans	6/4/2024		<b>CONFIRMED</b> with Bluebonnet donation <i>Cancelled due to location changed</i>
Staff Area/Cooling Tent	6/4/2024	Yalondra	<b>CONFIRMED</b> Noble Party Rental = \$1790.94 <i>Only used the tables and chairs due to location changed</i>
Performance Tent	6/4/2024	Lance	Green Room- Refreshments; -2: 10x20 tent (Glynn donated 1 of the 10x20 tent to city) -1: 10x10 4 parking spaces on the back for Glynn vehicles/equipment <b>DONE</b> <i>Didn't use due to location changed</i>
City Info. Table	6/4/2024	Tracey	<b>DONE</b>

**IV. Marketing**

- Programmatic Audio

- Digital Ads
- Flyers
- Social Media
- Austin/Manor Area Event Websites
- City Website

## V. Event Data

- Approximately Attendees: 400
- Weather:
  - Temperature: 73°/50°
  - Raining, windy and cloudy

Wed 19 | Day

**81°** 



Record High  
**104°**



Average High  
**92°**



Sunrise  
**6:29 am**



Sunset  
**8:36 pm**

Wed 19 | Night

**72°**



Record Low  
**65°**



Average Low  
**72°**



Moonrise  
**6:43 pm**



Moonset  
**4:12 am**

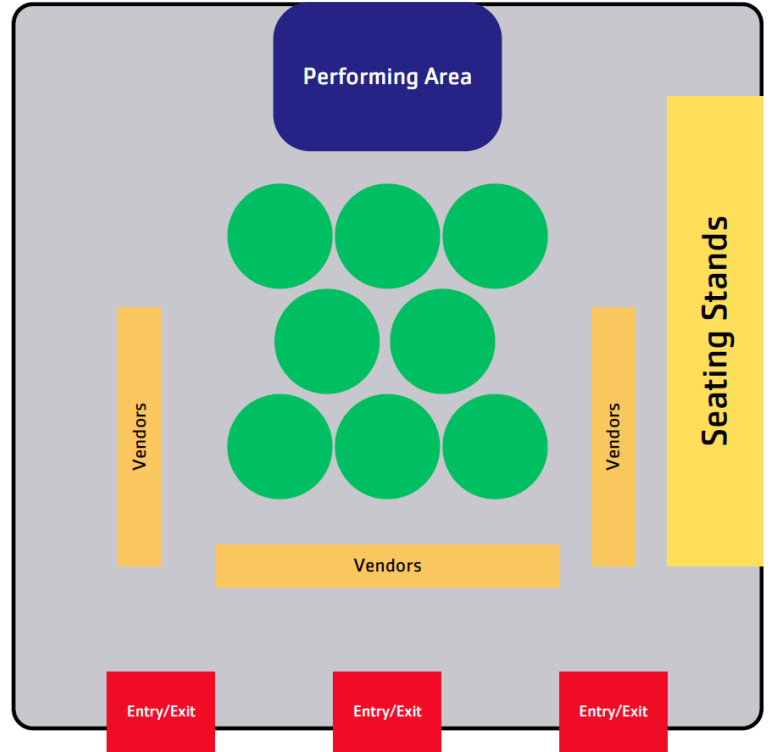
○ Waxing Gibbous

## VI. Staff

- Number of Staff
  - Street/Parks = 6
  - City Hall = 2
  - Police Department = 10
    - In-Duty = 5
  - Fire Department = 3
  - Community Development Departments = 1
- Staff Duties
  - Bouncy House Area
  - Vendor
  - Trash
  - Water Refills
  - City Table
  - Set-Up & Teardown
- Food & Refreshments
  - Breakfast Tacos = 30 tacos
  - 1 Juen Tacos
  - Snacks: chips, bars, crackers, & goldfish
  - Drinks = 13
    - Gatorades = 3 (18 pk)
    - Sodas = 10 can boxes
- Staff T-Shirts = 18



**VII.** Map & Layout



**VIII.** Kids Zone Area

- Bouncy Houses
  - Amazin Party Rental = 4 Bouncies
- Face Painting
  - Zirenart = 1 Artists

**IX.** Giveaways

- Juneteenth T-Shirts = 68

**X.** Market & Food Truck Area

- Total Vendors = 21
  - Food Vendors = 4
  - Food Trucks = 2
  - Art & Crafts = 3
  - Specialty = 1
  - Commercial/Businesses = 6
  - Non-Profit = 9

0000#	Business	POC	Vendor Type
1	JustServe	Margaret Carneiro	Non-Profit/Community Group
2	Street Treats	Gary Pena & Debora Tellez-Pena	Food Truck VIN: IGBHP32R0X3306785
3	KT's Boutique	Iris Tinajero	Commercial/Business

4	*Manor Area Youth Association	Robin Sheard	Non-Profit/Community Group
5	Commons at Manor	Valencia Williams	Commercial/Business
6	Texas Empowerment Academy	Shannon Kennard	Non-Profit/Community Group
7	Zirenart	Evenlyn Reategui-Zirena	Art & Crafts
8	Main Squeeze Goodz	Vernon Peoples	Commercial/Business
9	Mirchi Boyz	Ishtiaq Uddin	Food Truck VIN: 6018249Y
10	The Ojedas	Yuly Ojeda	Commercial/Business
11	Buckshot Beads	Leanne Arroyo Gollas	Art & Crafts
12	Senior Access	Marilyn Diaz	Non-Profit/Community Group
13	Taylor Embroidery	Ashlynn Taylor	Commercial/Business
14	Artesanias Mexicanas	Alma Arellano	Art & Crafts
15	Iglesia Cristiana Viento & Fuego	Daniel Balderas	Non-Profit/Community Group
16	Compass Rose Destiny	Dora Negrete	Non-Profit/Community Group
17	*Keep'n It Sweet Lemonade	Charlotte Nelson	Food Tent
18	*Lippi Lipgloss = Accessories	Shantai Bonner	Commercial/Business
19	Manor Heritage Society	Ruth Biscoe	Non-Profit/Community Group
20	I Juan Tacos	Gabriel Cruz	Food Truck VIN: 4UZAARDU8FCGR5837
21	Zeta Phi Beta Sorority - Alpha Kappa Zeta Chapter	Cassandra Walker	Non-Profit/Community Group
22	Black Men's Health Clinic	Cameron Morgan Sr.	Non-Profit/Community Group

- Total Attended = 9
  - Zirenart
  - Artesanias Mexicanas
  - Main Squeeze Goodz
  - Lippi Lipgloss = Accessories
  - Keep'n It Sweet Lemonade
  - I Juan Tacos
  - JustServe
  - Manor Area Youth Association
  - Iglesia Cristiana Viento & Fuego
  - Black Men's Health Clinic – *Left early without event organizer knowledge*
- Cancelled/Excused Vendors = 4
  - Taylor Embroidery
  - Mirchi Boyz
  - Street Treats
  - Senior Access
- No Show/No Call Vendors = 8
  - Buckshot Beads
  - KT's Boutique
  - Commons at Manor
  - The Ojedas

- Texas Empowerment Academy
- Compass Rose Destiny
- Manor Heritage Society
- Zeta Phi Beta Sorority - Alpha Kappa Zeta Chapter

**XI. Entertainment**

- Glynn Lindsey – coordinated all the performances
  - Christopher D. Spivey and Company
  - Sherie Yvette Withers-Banks – Whitney Houston show
  - Candace Bellamy
  - Nayla Wilmore
  - Enrico "Rico" Hampton – Michael Jackson Show
  - Mz. Dre & 2One Soul

**XII. Financials**

**Juneteenth**

Financials

**Expenditures**

Account#	Vendor	Item	Price	Quantity	Total	Payment Method	Confirmed
10-5811-51-51010	Townsquare Media	Marketing Programmatic Audio	\$3,720.00	1	\$3,720.00	Check	Yes
10-5811-51-51010	Ideal Signs	Banner	\$90.00	1	\$90.00	Check	Yes
10-5811-51-51010	Ideal Signs	Pole Banners	\$120.00	10	\$1,200.00	Check	Yes
10-5811-51-51010	Manor Journal	1/4 pg Color Ad	\$165.00	1	\$165.00	Check	Yes
10-5811-51-51010	Adam Grumbo Films	Videographer/Photographer	\$2,800.00	1	\$2,800.00	Check	Yes
10-5811-51-51011	Lance Stacy	Sound/DJ/Stage/MC	\$5,000.00	1	\$5,000.00	Check	Yes
10-5811-51-51011	King's Portable Throne	Portt-a-Potties	\$1,225.30	1	\$1,225.30	Check	Yes
10-5811-51-51011	Noble Party Rental	1 Tents, 8 tables & 64 chairs	\$1,790.94	1	\$1,790.94	Check	Yes
10-5811-51-51043	Glynn Lindsey	Entertainment Acts/Sound/DJ	\$8,000.00	1	\$8,000.00	Check	Yes
10-5811-51-51043	Zinerant	Face Painting - 1 artist	\$771.00	1	\$771.00	Check	Yes
10-5811-51-51043	Amazin Party Rental	4 Indoor Bouncies	\$6,961.00	1	\$6,961.00	Check	Yes
10-5811-51-51043	Walmart	Table Cloths	\$0.97	9	\$8.73	CC	Yes

10-5811-51-51480	Walmart	Refreshments for staff	\$159.10	1	\$159.10	CC	Yes
10-5811-51-51480	Casa Garcias	Breakfast for staff	\$89.70	1	\$89.70	CC	Yes
10-5811-51-51480	I Juan Tacos	Staff Food	\$102.84	1	\$89.70	CC	Yes
10-5811-51-51780	Holiday Inn Express	Hotel	\$157.07	1	\$157.07	CC	Yes
10-5810-51-51060-HR	Baby J's Custom Tees	T-Shirts	\$975.50	1	\$975.50	CC	Yes
					\$0.00		

Revenue	
Revenue Source	Total
Vendor Fees	\$250.00
	\$250.00

Summary	
Expense	\$33,203.04
Sponsorships	\$0.00
Revenue	\$250.00
Total	\$32,953.04

- XIII.** Sponsorship
- Bluebonnet: donated the fans

- XIV.** What went well?
- Staff did a great job adjusting to the venue change due to weather conditions
  - Mr. Moore managed to work with Manor ISD to change the outdoor venue to an indoor venue at Manor New Tech High School
  - Planning process and timeline worked
  - Artists performing did a great job
  - Kids zone area was well-managed and organized
  - Vendor area setup was well-managed and ran smoothly throughout the event
  - All trash was taken care of in a timely matter
  - Teardown went smoothly and everyone did a great job in their area
  - Face painting was very popular
  - Program works perfectly with the event
  - Marketing was successful and managed to announce the location changed due to weather conditions
  - Giveaway t-shirts were a hit, everyone loved them

- All staff and contracted vendors were on time

**XV.** What can be improved?

Areas to Improve	Recommendations
Performances	<ul style="list-style-type: none"> <li>• Make sure all performances are family-friendly</li> </ul>
Giveaways	<ul style="list-style-type: none"> <li>• More t-shirts and giveaway items</li> </ul>
Kids Zone	<ul style="list-style-type: none"> <li>• More activities such as arts &amp; crafts area, etc.</li> </ul>
Food/Market Vendors	<ul style="list-style-type: none"> <li>• More food trucks with a variety of food</li> <li>• One vendor left without permission. Remind all vendors that they must stay until the end of the event</li> </ul>
Timeline	<ul style="list-style-type: none"> <li>• Event starts dying down at 6:30pm. Have a big crowd-drawing performance to keep people until the end.</li> </ul>
Electrical Issues	<ul style="list-style-type: none"> <li>• Bring generators</li> <li>• Make sure all vendors bring generators</li> <li>• Check the plugs voltage</li> </ul>

**XVI.** Recommendations for Next Year:

- Keep indoor venue
- Use the same event timeline
- Kids Zone Ideas:
  - Arts & Crafts
  - Have superheroes for kids
- Attraction Ideas:
  - Photo booth/photo props area
  - Black History Display
  - Black Heritage Art Display
- Food/Market Vendors
  - More food trucks
- Giveaways
  - More t-shirts
  - Add more giveaways such as sunglasses, kids toys, etc.
  - Get adult-friendly giveaways

**XVII.** Next Year Event:

**Juneteenth Celebration**

Thursday, June 19, 2025 from 12pm to 8pm

TBD