

MetroHealth
CLEVELAND
JUNETEENTH

FREEDOM
FEST

EVENT RECAP

6.19.21 | 📍 Mall C, Downtown Cleveland



After the 2020 protests in Downtown Cleveland and the subsequent community recognition and pledge to actively combat racism as a public health crisis, festival organizers pledged to act and do things differently—to create a place that reflects the deep roots and rich history that makes Cleveland so unique. As our organizations found pathways to advance our work, we began to talk about how the community could coalesce around Juneteenth in 2021.

In less than 6 weeks MetroHealth, along with Karamu House, Downtown Cleveland Alliance, Ingenuity Cleveland and 70+ sponsors, supporters, and organizations quickly organized to introduce the inaugural MetroHealth Cleveland Juneteenth Freedom Fest. The group's aim is to educate, celebrate, and activate participants around the history of Black culture.

Nearly 10,000 Clevelanders showed up to celebrate and enjoy moments of education, family friendly activities, vendors, a full day of performances and the fireworks show finale. We continue to receive raving reviews from festival goers about the diversity, the energy, and our way of highlighting the richness of Black culture right here in Cleveland —despite a little bit of rain.

Freedom Fest organizers continue to work hard to represent the community we serve, provide opportunities for black owned businesses and working artists, as well as activate the community around Black history, structural racism and social determinates of health. Rain or shine—we'll see you June 18, 2022, for the second annual MetroHealth Cleveland Juneteenth Freedom Fest!

PRODUCED IN PARTNERSHIP WITH:

Karamu House

Downtown Cleveland Alliance

Ingenuity Cleveland

"The soulful sounds from Karamu singing group was amazing! Seeing all of the artwork throughout the area was also very touching, meaningful, and inspirational."

- 2021 Festival Attendee



BY THE NUMBERS

10K

ATTENDEES

4.5★

OVERALL SATISFACTION RATING

54%

MBE PARTICIPATION

28.4 million

EARNED IMPRESSIONS ACROSS EARNED
MEDIA OUTLETS

34%

SPEND WITH BLACK OWNED
BUSINESSES + CONTRACTORS

50

VENDORS

32

COMMUNITY PARTNER
ORGANIZATIONS

100+

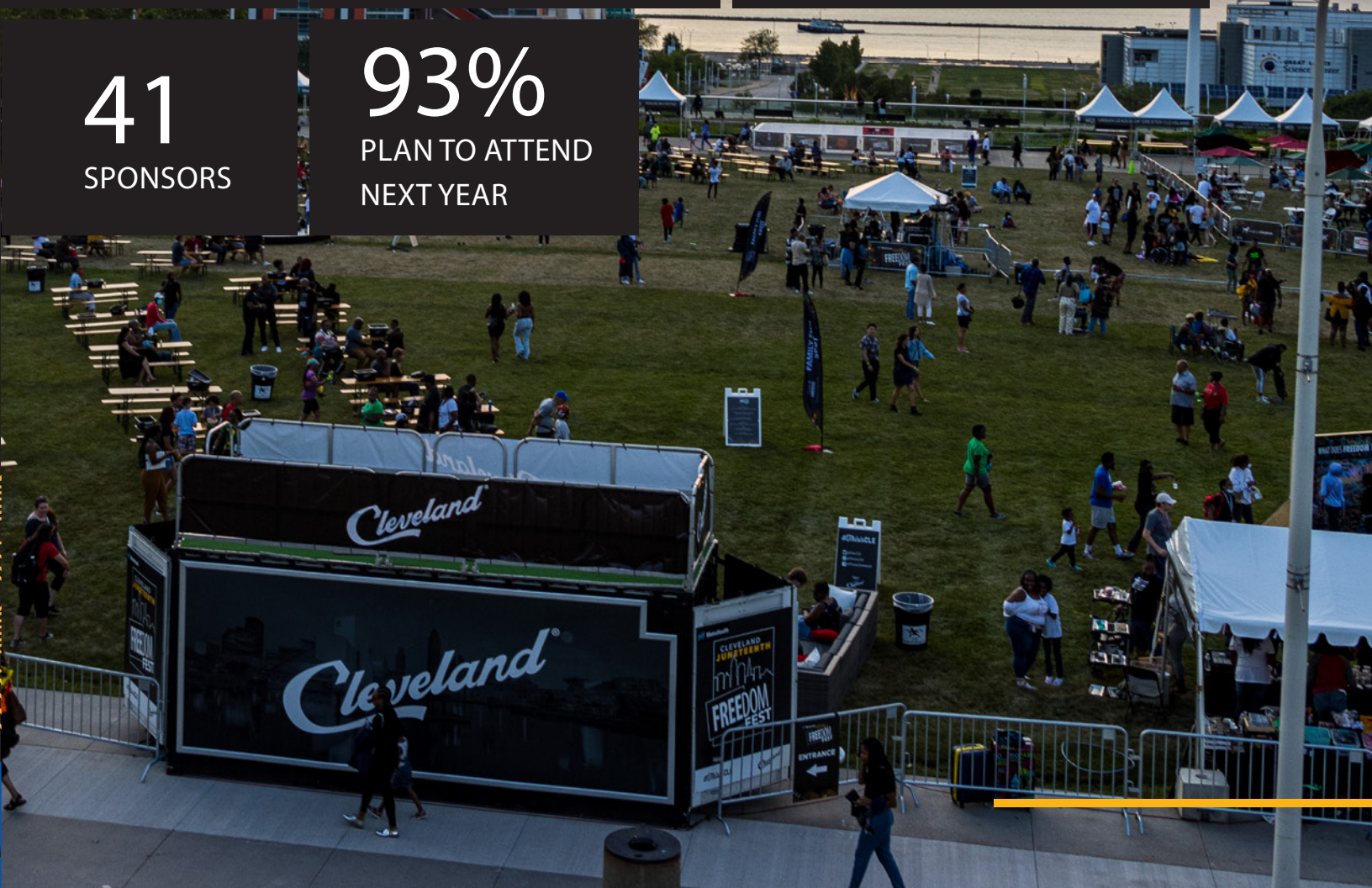
ARTISTS, MUSICIANS +
PERFORMERS

41

SPONSORS

93%

PLAN TO ATTEND
NEXT YEAR



THE EXPERIENCE

ARTISTS + PERFORMANCES

More than 20 murals from #VoicesofCLE artists were displayed throughout the festival grounds providing a beautiful backdrop for attendees selfies and photos. Festival goers had the opportunity to leave their mark on a few murals as well, writing messages of hope and inspiration answering questions like, "What does FREEDOM mean to you?"

The day was also filled with back-to-back performances featuring some of our communities most talented youth and performance arts organizations.

FEATURED LIVE ARTIST:

Jerome White, Stina Aleah, Rashaun Dillard, September Shy, and Antwoine Washington.

FEATURED WORK:

Isaiah Williams, Brandon Graves, Kevin Ballou and Jail Coalition, St. Clair Superior Teen Center and Sankofa Arts Plus, Lauren Webster, September Shy, and Rashaun Dillard.

COMMUNITY GROUPS AND PARTNERS: #VoicesofCLE, Ingenutiy Cleveland, Playhouse Square, Sankofa Arts Plus, Deep Roots Higher Art, The Visit Art Collective, Center for Arts Inspired Learning, 10k Movement, Fab House and Cleveland Public Library.

PERFORMANCE GROUPS: Temple of Passions, Djapo Cultural Arts Institute, Karamu Kids Camp, Leon Bibb, Ma'Sue, Leon Bibb, Lil' Dee of Our Brown Boy Joy, CAVS Powerhouse & 216 STICKS, Shooting Without Bullets, and 10K Movement.

MUSIC

Hosted by DJ HazzMatt of 93.1 WZAK, the festival kicked off with many family favorite tunes setting the tone for the day for all to enjoy. One of the most memorable moments by festival attendees was our impromptu line dancing break where festival staff, security officers, vendors and attendees of all colors and ages danced for more than 30 minutes straight!

One of our key goals for this festival was to give Karamu House the platform to bring their long tenured and world class performances outside of their theatre walls. At 2pm when the Karamu ensemble performed "For Every Mountain" the rain stopped and the sun shined bright just in time for their Kids camp dance performance on the community stage.

FEATURED SINGERS + MUSICIANS:

Mariama Whyte and the Karamu House Ensemble

HEADLINE ACT:

Terri Lyne Carrington + Social Science with special guests Ms. Lisa Fischer and Maimouna "Mumu Fresh" Youssef

ACTIVITIES

There was just about everything you could think of for families and friends of all ages to enjoy. From Cleveland boxes filled with a variety of table games to play, the recess and gym activities at the Nestle Family Fun Spots, roller skating, 3D printing, make and take crafts and so much more!

GAMES & ACTIVITIES:

#ThisisCLE Board games, Rollin Buckeyes roller skating rink, Kids Book Bank book give away, Recess CLE kids and family friends games, and Chess Your Next Move Chess Club of Cleveland.

COMMUNITY EDUCATION + ENGAGEMENT PARTNERS:

Cuyahoga County Board of Election and League of Women Voters Voter Registration, Cleveland Department of Public Health COVID-19 Vaccines, Splice Cream Truck, Sankofa Arts Plus make and take crafts, Cleveland Public Library, Women of Color Foundation, Karamu House, Cleveland Community Police Commission, Cuyahoga County, and Citizens for a Safer Cleveland.

WORKFORCE DEVELOPMENT PARTNERS: Urban League of Greater Cleveland, MetroHealth, and JACK Entertainment.





MetroHealth CLEVELAND
JUNETEENTH
**FREEDOM
FEST**



VENDORS

50 black owned businesses, entrepreneurs, artists and community partner organizations participated in the JACK Entertainment Vendor Village at no cost to them. Here's a snapshot of the day and what they had to say about their experience:

Overall Experience.

4.7

AVERAGE RATING



What did you like about the event?

"I loved the peace in the atmosphere, the thoughtfulness and placement of the decor, the encouragement of unity, the crowd was amazingly supportive, the staff was SO VERY helpful, the set-up of our booth before we got there was done in extreme excellence, the help with the transport of our inventory was needed and appreciated."

- Laeh Stringer, Owner, LT Squared

"Well Organized! Friendly workers. We were extremely busy!"

- Bertha Abston, CEO, Ladies Meaty Delight

"It was so diverse and family friendly. We made a lot of money and are extremely grateful for this opportunity."

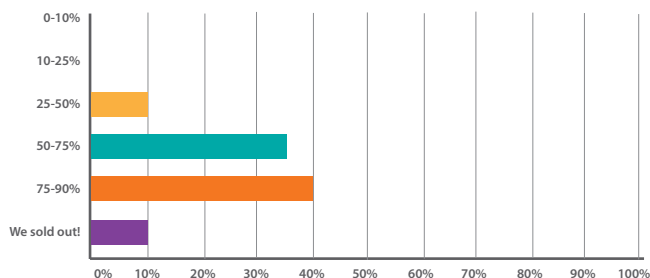
- Deborah Aarons, Co-Owner, Pretty Girl Pout LLC



85% OF VENDORS

SOLD MORE THAN 50%

OF THEIR AVAILABLE INVENTORY.



AVERAGE NET SALES PER VENDOR:

\$1,767.54

100%

WANT TO PARTICIPATE AGAIN NEXT YEAR

"Our favorite moment was the Karamu Kids. Earlier that week, Karamu House reached out to us and placed a special order for one of our signature tees for their students. We never asked why, nor were we told why they would be wearing them. So it was pretty cool to see this group of young teens, not only wearing our shirts but representing by doing a dope dance routine as well!"

- Keenan Williams, CEO, nyceCO





PARTICIPATING VENDORS

10K Movement

AdeptChambr Prints/Swimr arts LLC

Art it Yourself

Black Leaf Naturals

Blendichi

Bumber Chess

Candlecity216

Center for Arts-Inspired Learning

Citizens for a Safer Cleveland

Cleveland Community Police
Commission

Cleveland Department of Health

Cleveland Public Library

College Now Greater Cleveland

Cote divoire

Cuyahoga County

Deep Roots Higher Arts

DorNee Products

East Coast Custard

Excellence Noit

Fab House

FLEX High School Cleveland

Gear 2 Go

Karamu

Kelli Kremes & Trends

Kids Book Bank

Lady's Meaty Delight

Linda's Bee Farm, LLC

LT Squared

MoBite's

Mor Promotions

Never Fails Kustomz

nyceCO Prints

Our Brown Boy Joy

Positive Vibes by Ty

Pretty girl pout llc

Reading-R.A.M.M. Youth Renaissance

Sankofa

Step Forward

The Education People Educational
Services

The Food Depot

The Intergenerational Schools

The Visit Art Collective

TheInternetGhost

Urban Chick Naturals

Urban League of Greater Cleveland

UZURI Handcrafts

#VoicesofCLE

Voter Registration

Women of Color Foundation

Your Next Move Chess Club of Cleveland

ATTENDEES

Overall Experience.

4.5

AVERAGE RATING

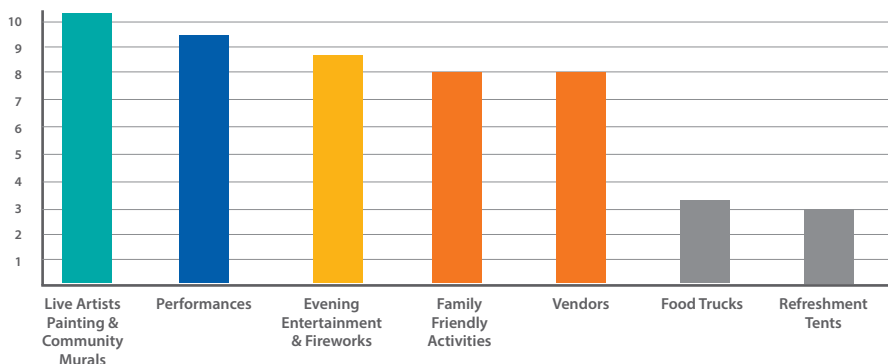


What would you like to see next year?

"More food!"

"Sell event t-shirts"

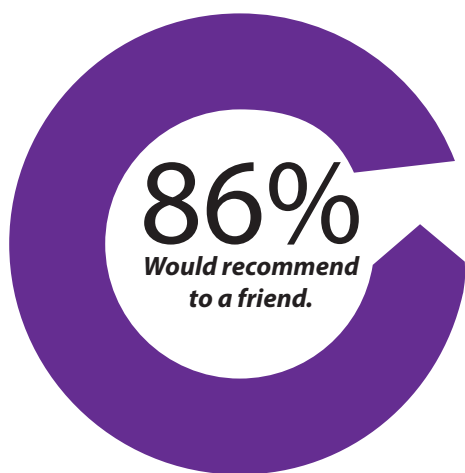
What did you enjoy most?



100%

SAY THE EVENT WAS EXTREMELY >> VERY

CLEAN AND SAFE + STAFF & VOLUNTEERS WERE FRIENDLY



"Loved the live artists painting on the boards. The overall vibe was outstanding!"

"I saw a little girl who went to a policewoman, give her a hug and did not want to let go of her."

"Seeing everyone line-dancing was amazing! Some of us got out from behind our booth and joined in!"

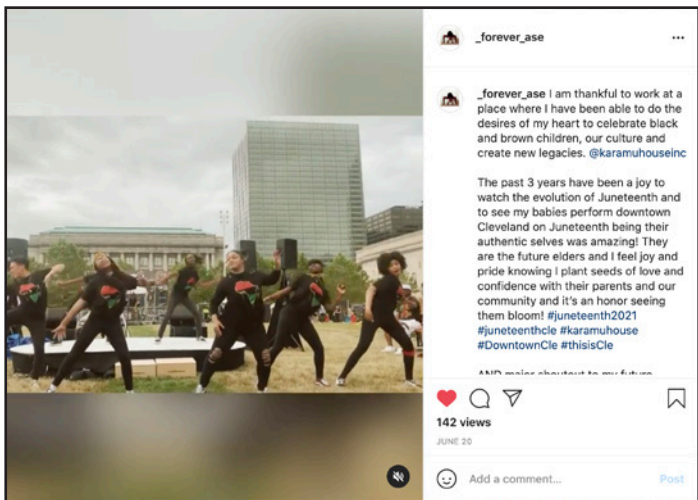
"We liked the variety of vendors, food, entertainment, and layout design for festival. The fireworks were outstanding. It was spacious with all the seating, table games, stages, kids activities and performances. The large art murals were a vibrant pop of color and fun photo background with positive inspiring messages. People seemed actively engaged at every corner."

"Sitting under the fireworks with my family
enjoying the opportunity to be in a trusted safe
environment. Knowing that my freedom was
celebrated. We had a beautiful time!"

-Pretty Girl Pout The Brand



STORYTELLING



For this inaugural event festival organizers joined forces and used the combined power of their owned social media channels to **reach more than 500K followers across all platforms**

28.4 MILLION

OVERALL IMPRESSIONS



BLACK GIRL IN CLE // "Celebrate Juneteenth: Cleveland's Juneteenth Freedom Fest and Other Local Events" [\[read\]](#)

CLEVELAND.COM+THE PLAIN DEALER // "Cleveland's First Juneteenth Freedom Festival held downtown a success as attendees celebrate emancipation of enslaved people" [\[read\]](#)

"With end of Ohio's COVID emergency, income tax time bomb starts ticking: The Wake Up for Monday, June 21, 2021" [\[read\]](#)

"Cleveland to host Freedom Fest on Juneteenth" [\[read\]](#)

"Terri Lyne Carrington + Social Science headline list of performers at Cleveland's first Juneteenth Freedom Fest" [\[read\]](#)

"Outdoor fitness fun, Juneteenth celebrations, ultimate NE Ohio Yelp sushi guide & more: Your weekend 'In the CLE' to-do guide" [\[read\]](#)

"21 things to do in Greater Cleveland the weekend of Juneteenth" [\[read\]](#)

CLEVELAND JEWISH NEWS // "MetroHealth Cleveland Juneteenth Freedom Fest June 19" [\[read\]](#)

CLEVELAND MAGAZINE // "Here's Why Juneteenth Matters In Cleveland" [\[read\]](#)

"5 Things To Do This Weekend In Cleveland: June 18-20" [\[read\]](#)

CLEVELAND SCENE // "Everything We Saw At the Inaugural Juneteenth Freedom Fest on Mall C in Downtown Cleveland" [\[read\]](#)

"Details Announced for Inaugural Juneteenth Freedom Fest in Downtown Cleveland" [\[read\]](#)

"20 Things To Do in Cleveland This Weekend (6/17-6/20)" [\[read\]](#)

COOL CLEVELAND // PHOTOSTREAM: Juneteenth Freedom Fest by Anastasia Pantsios" [\[read\]](#)

"There Are Juneteenth Celebrations All Around Town" [\[read\]](#)

CRAIN'S CLEVELAND BUSINESS // "Personal View: For downtown Cleveland, there's no time like the present" [\[read\]](#)

ETHNIC CLEVELAND

FRESHWATER CLEVELAND // "First annual downtown Juneteenth Freedom Fest is scheduled for summer" [\[read\]](#)

"A community affair: Details released for this weekend's Juneteenth Freedom Fest" [\[read\]](#)

NEWSBREAK // "Cleveland Juneteenth celebrations planned to commemorate liberation of slaves" [\[read\]](#)

PATCH // "Grammy Winners To Headline Cleveland's 1st Juneteenth Celebration" [\[read\]](#)

"Cleveland Area Events" [\[read\]](#)

Q104-104.1FM // "Cleveland to host inaugural freedom fest to commemorate and celebrate Juneteenth" [\[read\]](#)

SPECTRUM NEWS 1 // "Cleveland Freedom Fest to celebrate historical significance of Juneteenth" [\[read\]](#)

THE LAND // "A year after downtown protests, Juneteenth Freedom Fest aims to bring community together" [\[read\]](#)

THIS IS CLEVELAND/DESTINATION CLE // "Celebrate Juneteenth 2021 at These Events Happening Throughout Cleveland" [\[read\]](#)

WEWS-NEWS 5 CLEVELAND // "Destination Cleveland gearing up for a busy summer as festivals and concerts return" [\[read\]](#)

"Cleveland's May 30, 2020 riot leads different businesses to different decisions a year later" [\[read\]](#)

"Return of Walnut Wednesdays marks the start of several festivals to come this summer" [\[read\]](#)

"Northeast Ohio organizations celebrating Juneteenth with festivals and speakers this weekend" [\[read\]](#)

"Cleveland Juneteenth Freedom Fest—Everything to know about citywide festival celebrating end of slavery" [\[read\]](#)

WOIO-CLEVELAND 19 // "Juneteenth events scheduled around Cleveland to celebrate 1st year as federal holiday" [\[read\]](#)

WJW-FOX8 // "Northeast Ohio celebrates Juneteenth 2021" [\[read\]](#)

"Cleveland celebrates Juneteenth with song, art, and reflection" [\[read\]](#)

"Kenny previews Cleveland's Juneteenth festivities" [\[read\]](#)

"First Juneteenth Freedom Fest kicks off in downtown Cleveland this weekend" [\[read\]](#)

WKYC-3 // "Celebrating Juneteenth, Cleveland style!" [\[read\]](#)

"Celebrations Around Cleveland Began Today For Juneteenth." [\[read\]](#)

"Celebrations mark Juneteenth in Cleveland" [\[read\]](#)

"City of Cleveland to host inaugural 'Freedom Fest' in honor of Juneteenth" [\[read\]](#)

"Summer fun guide: Laura DeMarco's 12 must-do adventures throughout Northeast Ohio" [\[read\]](#)

"City of Cleveland to host inaugural 'Freedom Fest' in honor of Juneteenth" [\[read\]](#)





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- with the support of -



- Fireworks Finale presented by -



- Vendor Village presented by -



- Family Fun Spots presented by -



- Community Programming & Education Activities supported by -



- Sincere thanks to all of our Freedom Fest Sponsors -



- Community Partners -





SAVE THE DATE

Saturday, June 18, 2022

Interested in learning more about these upcoming events?

2021

Nov 2021 - Mar 2022 Winterfest

2022

Jan. 2022	Ice Fest
Feb. 2022	#VoicesofCLE Pop-Up Art Gallery
	Downtown Cleveland Restaurant Week
Jun. - Sept. 2022	Walnut Wednesday
Jun. 2022	MetroHealth Cleveland Juneteenth Freedom Fest
Jul. 2022	Light Up the Lake- 4th of July Fireworks Show
	Tall Ships Festival Cleveland