

# City of Philadelphia



Council of the City of Philadelphia  
Office of the Chief Clerk  
Room 402, City Hall  
Philadelphia

(Resolution No. 260646)

## RESOLUTION

Honoring and Celebrating Walter Reeder Jr. of Big Bloc Entertainment Inc on the Occasion of Black Music Month in the City of Philadelphia.

WHEREAS, Established in 1979, Black Music Month formally recognizes and honors the profound contributions of traditionally Black musical genres, including blues, jazz, hip-hop, as foundational pillars of American history and culture. Black Music Month provides an opportunity to celebrate the influential artists, innovators, and trailblazers whose talent and creativity have shaped and advanced Black music; and

**WHEREAS**, Walter Reeder Jr. is a Philadelphia based entertainment executive whose distinguished career spans more than twenty-five years of leadership, entrepreneurship, and cultural impact within the live entertainment industry. In 1999, he founded Big Bloc Entertainment Inc., a booking agency rooted in integrity, professionalism, and a steadfast commitment to elevating Black music and culture on stages nationwide; and

**WHEREAS**, Mr. Reeder has negotiated and secured premier talent for concerts, national tours, festivals, and major live productions across the country. His portfolio includes work with internationally acclaimed artists such as Maxwell, Mary J. Blige, Chaka Khan, Patti LaBelle, Gladys Knight, Stephanie Mills, October London, and the legendary group New Edition, among a host of other distinguished performers. He has supported national tours and large-scale arena and theater productions that celebrate the depth, legacy, and evolution of Black artistry; and

WHEREAS, As Partner and Senior Vice President of Talent Acquisition for the Black Promoters Collective, the largest Black-owned live music company in the United States. Mr. Reeder plays a pivotal role in sourcing and securing premier talent for national touring platforms. His leadership contributes to sold-out performances, economic impact in major cities, and expanded opportunities for Black ownership and representation within the live entertainment industry; and

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*RESOLUTION NO. 260646 continued*

WHEREAS, Throughout his career, Walt Reeder Jr. has remained committed to building sustainable infrastructure within entertainment, fostering strategic partnerships, mentoring emerging professionals, and demonstrating that ownership, collaboration, and cultural stewardship are essential pillars of generational progress; and

WHEREAS, During Black Music Month, we proudly recognize and honor Walt Reeder Jr. for his outstanding contributions to entrepreneurship, economic empowerment, and the ongoing advancement of Black culture in Philadelphia and across the United States; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, Honor and celebrate Walter Reeder Jr. of Big Bloc Entertainment Inc on the occasion of Black Music Month in the City of Philadelphia.

FURTHER RESOLVED, That an Engrossed copy of this Resolution be presented to Walter Reeder Jr., further evidencing the sincere respect of this legislative body.

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*RESOLUTION NO. 260646 continued*

CERTIFICATION: This is a true and correct copy of the original Resolution, Adopted by the Council of the City of Philadelphia on the eleventh day of June, 2026.

Kenyatta Johnson  
PRESIDENT OF THE COUNCIL

Elizabeth McCollum  
CHIEF CLERK OF THE COUNCIL

Introduced by: Councilmember Gilmore Richardson

Sponsored by: Councilmembers Gilmore Richardson, Phillips, Thomas, Jones, Landau, Lozada, Brooks, O'Rourke, Driscoll, O'Neill, Squilla and Ahmad