



Legislation Text

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Commending The Black Promoters Collective on their official formation as a 100 percent Black-owned organization.

WHEREAS, The Black Promoters Collective (BPC) announced its official formation as a 100 percent Black-owned organization on November 16, 2021. BPC is a coalition of the six of the nation's top independent concert promotion and event production companies including Black, veteran, and independent live entertainment promoters, dedicated to advancing the profile of independent Black promoters in the music industry and placing urban music back in the hands of Black promoters at a national and global level; and

WHEREAS, The BPC aims to be the world's leading producer and provider of culturally relevant live entertainment experiences. Through its roots in cultural integrity and social consciousness, the BPC's mission is to utilize its portfolio of brands to consistently deliver superior content and services while remaining dedicated to elevating the experience of the artists and fans while reinvesting in the community, adhering to the highest standards, striving for economic equality, and creating a legacy in the industry for future generations; and

WHEREAS, The unprecedented year of 2020 put the live entertainment industry on hold, however, the BPC used this opportunity to give voice to the often-overlooked indie Black promoters and spoke out against racial inequity throughout the industry; and

WHEREAS, The BPC's members each have decades of experience within the live entertainment industry, with 10-20 years minimum for some members and a maximum of over 40 years for others. The BPC's members have a combined production of more than 400 concerts and events across the country in 2020, with a total of \$104 million in concert gross business; and

WHEREAS, The BPC has representation from two Philadelphians: Bill Ingram (Platinum Productions) is a Principal, and Walt Reeder Jr. (Big Bloc Entertainment, Inc.) is a Talent Buyer. The other Principals include Gary Guidry (G-Squared Events), Troy Brown (one50one), Shelby Joyner (SJ Presents), Sulaiman Mausi (The Right Productions), and Lionel Bea & Janice Cotton (Bay Area Productions); and

WHEREAS, The BPC will cement this momentous accomplishment with its first twenty-five city tour beginning in March 2022; and

WHEREAS, Innovation, ingenuity, and dedication are at the heart of the BPC. Their efforts and devotion to the music industry, Black promoters, and artists are worthy of admiration and emulation; now, therefore, be it

RESOLVED, THAT THE COUNCIL OF THE CITY OF PHILADELPHIA, Hereby commends the Black Promoters Collective on their official formation as a 100 percent Black-owned organization.