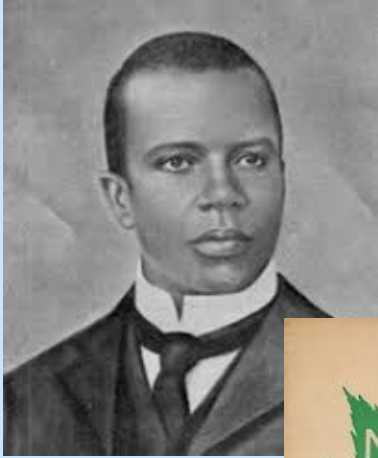


The image is a poster for the Scott Joplin International Ragtime Festival. It features a light blue background on the right and a collage of aged, yellowed musical manuscript pages on the left. The manuscript pages show various musical notations, including staves with notes, rests, and dynamic markings like 'mf'. At the top of the manuscript, the text 'SCOTT JOPLIN' is printed in a serif font, with 'Composer of "Maple Leaf Rag"' written below it in a smaller font. A dark grey horizontal bar is superimposed over the center of the image, containing the festival's title in white, sans-serif text. In the bottom right corner, the author's name is written in a dark grey, sans-serif font.

Scott Joplin International Ragtime Festival

By Julianna Sonnik

The History Behind the Ragtime Festival



Scott Joplin - pianist, composer, came to Sedalia, studied at George R. Smith College, known as the King of Ragtime

-Music with a syncopated beat, dance, satirical, political, & comical lyrics

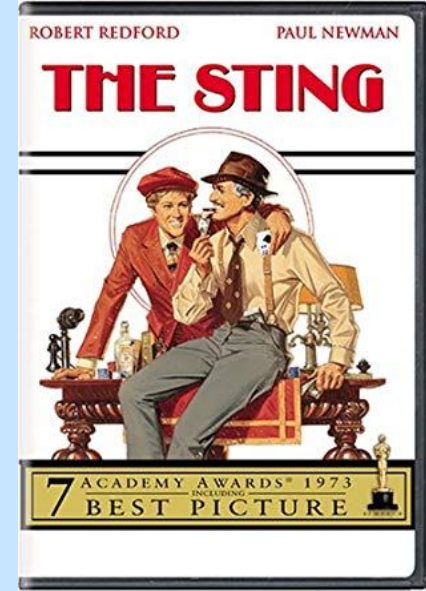
Maple Leaf Club - controversial, shut down by the city in 1899

Maple Leaf Rag (1899) - 76,000 copies sold in the first 6 months of being published

-Memorial concerts after his death in 1959, 1960 by Bob Darch

Success from the Screen

- Ragtime featured in the 1973 movie “The Sting”
- Made Joplin’s “The Entertainer” and other music popular
- First Scott Joplin International Ragtime Festival in 1974, 1975, then took a break until 1983
- 1983 Scott Joplin U.S. postage stamp
- TV show possibilities
- Sedalia realized they were culturally important, had way to entice their town to companies



The Festival Today

- 38 festivals since 1974
- Up to 3,000 visitors & performers a year, from all over the world
- 2019: 31 states, 4 countries (Brazil, U.K., Japan, Sweden, & more)
- Free & paid concerts, symposiums, Ragtime Footsteps Tour, ragtime cakewalk dance, donor party, vintage costume contest, after-hours jam sessions
- Highly trained solo pianists, bands, orchestras, choirs, & more



Scott Joplin International Ragtime Festival

-Downtown, Liberty Center, State Fairgrounds,
Hotel Bothwell ballroom, & several other venues

-Scott Joplin International Ragtime Foundation,
Ragtime store, website

-2020 Theme: Women of Ragtime, May 27-30

-Accessible to people with disabilities

-Goals include educating locals about their town's
culture, history, growing the festival, bringing
in younger visitors



Impact on Sedalia & America

- 2019 Local Impact: \$110,335
- Budget: \$101,000 (grants, ticket sales, donations)
- Target Market: 50+ (56% 50-64 years)
- Advertising: billboards, ads, newsletter, social media
- Educational Programs: Ragtime Kids, artist-in-residence program, school visits
- Ragtime's trademark syncopated beat **influenced** modern America's music- hip-hop, reggae, & more

