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Title: WHEREAS, Cheyenne Martin, founder of the Cheyenne Martin Foundation in 2015, grew up in Pittsburgh where she was active in community outreach at an early age, finding joy in serving and giving to others; and,

Sponsors: R. Daniel Lavelle, All Members

Indexes: PROCLAMATION - MR. LAVELLE

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WHEREAS, Cheyenne Martin, founder of the Cheyenne Martin Foundation in 2015, grew up in Pittsburgh where she was active in community outreach at an early age, finding joy in serving and giving to others; and,

WHEREAS, upon graduating from high school, Ms. Martin attended Contra Costa College in California with her sights set on becoming an actress, which prompted a move to Los Angeles to pursue her dreams; and,

WHEREAS, shortly after her arrival at LA, Ms. Martin began working for the legendary Berry Gordie of Motown Records and Jobete Publishing, playing a critical role in organizing the “Motown 30” celebration with several stars; and,

WHEREAS, other roles she pursued in LA included positions at Fox News, working as a personal assistant to rapper Heavy D, studying acting with acting coach Al Guarino, working for record label LA Confidential, and working as an agent’s assistant for Sharon Kemp of the Sharon Kemp Talent Agency, all of which provided her with the knowledge and experience to go out on her own as a talent manager and establish her first company, Cheyenne Martin Management, in 2007, as well as a film company, Emerald City Entertainment; and,

WHEREAS, for many years, Ms. Martin volunteered with the Los Angeles Mission and participated in their Thanksgiving and Easter drives and back to school giveaway events, and also served as an active member for Hoops for Hope where she coordinated the annual charity basketball games held at Staples Center, both examples of an altruistic spirit that sought to help those in need; and,

WHEREAS, it was precisely this spirit that inspired her to create the Cheyenne Martin Foundation in 2015, a non-profit benefiting underserved and underrepresented communities in Los Angeles and Pittsburgh, with the goal of empowering, inspiring, and positively impacting the lives of women disadvantaged by social or economic circumstances; and,

WHEREAS, the community created by the Cheyenne Martin Foundation combines philanthropy, mentorship, volunteerism, socializing and networking with women of diverse cultures and backgrounds;

NOW, THEREFORE BE IT RESOLVED, that the Council of the City of Pittsburgh does hereby declare February 2, 2021 to be “***Cheyenne Martin Day***” in the City of Pittsburgh.