

**Concord** #UNITY  
CommUNITY  
**MULTICULTURAL**  
**Festival**

**SUNDAY**  
**SEPT 18, 2022**  
**11AM - 4PM**  
**KEACH PARK**



**PLANNING**  
**COMMITTEE**

**#DiversityInThe603**  
**#UnityInCommunity**



## **WELCOME TO THE COMMITTEE!**

- There are many ways to help
- Varying levels of commitment
- Apply your skills or learn new ones!

# FESTIVAL LEADERSHIP



**JESSICA  
LIVINGSTON**

*Director*



**SINDY CHOWN**

*Co-Chair*



**GHANA  
SHARMA**

*Co-Chair*

# HISTORY OF THE FESTIVAL



2004 Discussion Circles:  
*"The Changing Face of Concord"*  
to address the new refugees being  
resettled here.

Community agreed that a public  
event would be a great way to  
welcome and get to know our  
newest neighbors.

# OUR MISSION



... to foster an appreciation for diversity by providing engaging opportunities to share and learn about the many different cultures of the Capital Region, creating a Welcoming Community **FOR ALL**



# VALUES

- AUTHENTICITY
- PRESERVING TRADITIONS
- EDUCATION
- ENGAGEMENT
- COMMUNITY



Participants presenting their own culture, or led by person representing a culture.

Cultural accuracy as much as possible  
Utilizing media to educate about each food, dance, craft form, tradition, etc.

Partnering with schools, youth groups, organizations to do projects for the Festival

Local community members get first priority.

Acknowledge conflict; focus on healing and unity.

# SUB-COMMITTEES

**FUNDRAISING**

**PERFORMANCES**

**MARKETING**

**FOOD VENDORS**

**ADMIN/LOGISTICS**

**ARTS + ACTIVITIES**

**WELCOMING WEEK**

# FUNDRAISING

---

ONLINE AUCTION

SPONSORS

GRANTS

COMMUNITY

VIP EXPERIENCES

SELLING SWAG

CHEF TOURS

**BUDGET \$20,000**

- Logistics (rentals, permits, etc)
- Performers + artists
- Food production
- Leadership stipends



**PARKER  
EDUCATION**

**NEW HAMPSHIRE  
CHARITABLE FOUNDATION**



**Bangor  
Savings Bank**



New Hampshire  
State Council on the Arts



Northeast Delta Dental



**AS INSURANCE AGENCY**  
AUTO • HOME • BUSINESS • LIFE  
**603-627-8000**



NEW HAMPSHIRE  
HOME CARE PROVIDERS



Neighborhood  
Access  
accessibility made easy



# 2022 INCOME

**SPONSORS: \$17,485**

**COMMUNITY: \$3000**

**AUCTION: \$2160**

**NH GIVES: \$800**

**VIP PACKAGES: \$300**

**CHEF TOURS: \$630**

**SWAG: \$500**

**VENDORS: \$1450**

# MARKETING

**MORE THAN AN EVENT !!!**

*Publicity helps us share our mission!*

**PHOTOS ON  
SOCIAL MEDIA  
WITH EDUCATION  
ABOUT THE  
CULTURE IN THE  
PHOTO**

**VIDEO  
INTERVIEWS  
WITH  
PARTICIPANTS.**

**STORIES  
PUBLISHED IN  
LOCAL  
NEWSPAPERS**



**E-NEWSLETTERS  
PRESS RELEASES  
ONLINE CALENDARS  
SOCIAL MEDIA  
LOCAL MEDIA  
COMMUNITY EVENTS  
PARTNERS  
BUSINESS CARDS, FLYERS, POSTERS**



**WELCOMING WEEK**

# ADMIN/LOGISTICS

---

## ADMINISTRATIVE TASKS

- Keeping track of permits
- Updating spreadsheets and info on website
- Preparing agendas
- Securing rental items

## LOGISTICS

- Festival Layout
- Welcome Tent Supplies + Processes
- Food Voucher Process
- Setup Schedule
- Signage
- Trash Coordination
- Safety

## VOLUNTEERS

- Saturday Food Prep + Dishes
- Event Setup + Breakdown
- Food Voucher Sales
- Runners
- Parking Attendants
- Vendor Greeters



# PERFORMANCES



- **BANDS, MUSICIANS, DANCERS, AND OTHER PERFORMERS WHO ARE FROM THE GREATER CONCORD AREA**
- **LOCAL COMMUNITY MEMBERS WHO WANT TO PERFORM.**
- **LOCAL CULTURAL ORGANIZATIONS WHO WANT TO PRESENT A PERFORMANCE**

*(Turkish Cultural Center, Capitol Center for the Arts, etc.)*



**FLAG PARADE**

**NATIVE AMERICAN  
OPENING CEREMONY**

**NATIONAL ANTHEM**

**WELCOMING REMARKS:  
EMCEE, SPONSORS,  
CITY DIGNITARY**

**4+ HOURS OF  
PERFORMANCES**



**FOOD  
VENDORS**



**RESTAURANTS  
FOOD TRUCKS  
INDIVIDUALS  
ORGANIZATIONS**



# FOOD VOUCHERS

*Because we have to pay State of NH  
Rooms + Meals tax*

FOOD CAN ONLY BE PURCHASED  
WITH VOUCHERS SO WE CAN KEEP  
TRACK OF SALES

3 VOUCHER SALES TENTS WITH  
2 VOLUNTEERS EACH

COUNTING + REIMBURSEMENT PROCESS



**Bangor**  
Savings Bank

**You matter more.®**

REEK



# ARTISTS + ACTIVITIES

ART/CRAFT VENDORS

HENNA

SARI WRAP DEMO

ACTIVITIES FOR KIDS

TRADITIONAL ARTS

RUSSIAN NESTING DOLLS

ABENAKI BASKET WEAVING

+ OTHER VENDORS\*



# COMMUNITY ENGAGEMENT

*Mission Opportunities*

**STUDENT PROJECTS**

**BUSINESS/ORGANIZATIONS**

**ATTENDING COMMUNITY EVENTS  
TO PROMOTE FESTIVAL + MISSION**

*Market Days, other Multicultural events,  
Christmas Parade, etc.*



# FLAG PARADE

**65 FLAGS FROM  
DIFFERENT COUNTRIES**

**PURCHASE 3-5 MORE EACH YEAR**

**COMMUNITY MEMBERS SIGN UP**

**AFTER PARADE - PHOTO OP!**



# REPRESENTATION MATTERS!





# WELCOMING WEEK

**SEPTEMBER 9-18**

*Through Welcoming Week, organizations and communities bring together neighbors of all backgrounds to build strong connections and affirm the importance of welcoming and inclusive places in achieving collective prosperity.*

**WORK WITH LOCAL BUSINESSES + ORGANIZATIONS  
TO HOST THEIR OWN EVENTS, PROJECTS, SPECIALS..**

**EDUCATIONAL  
PRESENTATIONS**

**MOVIE IN THE PARK**

**LIBRARY:  
CURATED BOOK DISPLAY**

**RESTAURANT:  
MENU SPECIAL**

**RETAIL:  
FEATURED ARTISTS**

**MEDIA:  
SPECIAL COVERAGE + STORIES**

**ART EXHIBITS**

**MAIN STREET  
FLAGS**

Concord #UNITY  
COMMUNITY  
MULTICULTURAL  
Festival

**QUESTIONS?**

**IDEAS?**

**VOLUNTEERS?**

