

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





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

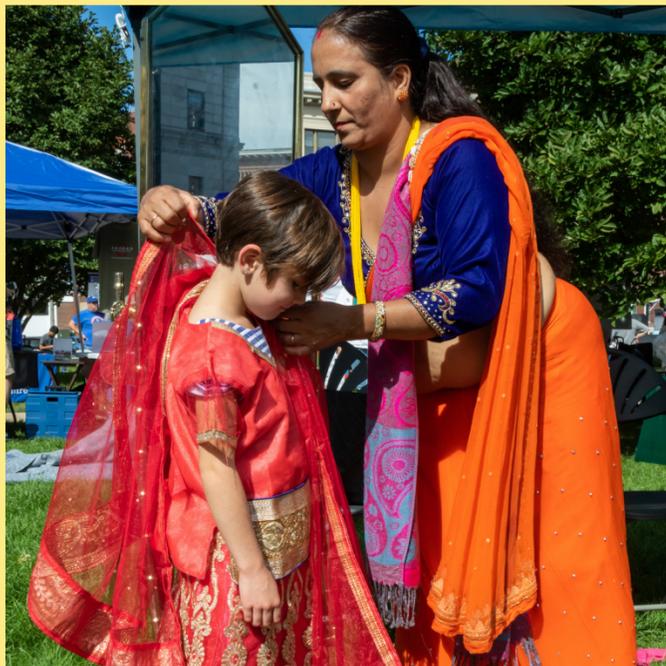
COUNTING + REIMBURSEMENT PROCESS



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**

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QUESTIONS?

IDEAS?

VOLUNTEERS?

