

*Concord Multicultural Festival*  
*September 26, 2015 10<sup>th</sup> anniversary*  
*Greater Concord Area Taskforce on Racism and Intolerance*  
*Festival Organizer: Jessica Fogg Livingston*  
*Contact: Jessica@jfoggsocialinspirations.com*  
*www.concordmulticulturalfestival.org*



## *Planning a Multicultural Celebration in YOUR community*

### **Event Planners:**

- Organization with staff person or committee

### **Date/Time:**

- Check conflicting community events

### **Location:**

- Indoors or outdoors? Outdoors is ideal for festivals, but weather can be challenging

### **Permits:**

- There may be a permit requirement. Indoor events may require a facility fee

### **Event Insurance:**

- If an organization already has insurance, they could obtain a one day rider

### **Create Budget:**

- Include all anticipated expenses
  - Event Permit
  - Insurance
  - Porta Potties
  - Staging
  - Tables/Chairs/ Tents
  - Trash Crew
  - Police/ Security

- Buses/ Transportation
- Food service supplies (utensils, gloves, etc.)
- Other (supplies/petty cash)
- Include sponsorship goals, grant income and earned income

### **Create sponsorship levels with benefits:**

- One page sheet with sponsor levels
- List marketing benefits for each level
- Identify and solicit sponsors

### **Get started with committees:**

- Determine event details and sub-committees to execute

### **Logistics sub-committee:**

- Permits
- Insurance
- Tables, chairs, tents, staging, etc.
- Porta Potties
- Buses/ Transportation
- Trash crew
- Police detail

### **Marketing sub-committee:**

- Create marketing plan/ timeline
- Write and send press releases
- Design / update website
- Design print materials (posters, postcards, etc.)
- Arrange for advertising
- Work with media on publicity
- Post event to online calendars
- Manage social media

### **Performances sub-committee:**

- Research potential performers and receive inquiries
- Work with lead organizer on performer contracts and payments
- Ensure there is a good variety of cultures represented, with an emphasis on local and engaging performances
- Create and maintain performance schedule
- Work with emcee and DJ/sound company

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- Work directly with performers on specific needs, and bios for emcee
- Greet performers at the event

## **Commercial Food Vendors sub-committee:**

- Set price for vendors and create vendor registration form
- Identify and invite local restaurants that serve ethnic foods
- Work with local health department on food safety guidelines
- Check with City permitting office on vendor permitting fees

## **Non-Commercial Food Vendors sub-committee:**

- Determine vendor fee or if it will be waived
- Determine process for providing a stipend
- Create vendor registration form
- Work closely with local health department on food safety guidelines
- Arrange for food preparation locations
- Arrange for serve- safe volunteers to oversee

food production and enforce safety measures

- Work with vendors on menu pricing, supply needs (chafers, serving utensils, plates/bowls, cash envelopes, etc.) and make arrangements for them
- Provide cleaning supplies for all vendor tables
- Work with vendors on food descriptions and contextual information about the food
- Arrange for volunteers to assist with cash transactions, interpreting, etc. at the event

## **Craft and Artisan Vendors sub-committee:**

- Set price for vendors
- Create vendor registration form
- Identify and coordinate craft vendors that would be interested in selling their goods or doing a demonstration

## **Activities sub-committee:**

- Arrange for no-cost cultural activities  
Examples:
  - Henna

- Hair-braiding
- Beading
- Interactive dance demonstrations
- Storytelling
- Other cultural crafts
- Determine who will provide supplies (vendor or event)
- Work with people providing activities on needs (tables, chairs, tent, etc.)

## **Volunteer sub-committee:**

- Determine volunteer needs for day of event.  
Examples:
  - Setup
  - Food assistance
  - Activity assistance
  - Trash Cleanup
  - Welcome Tent
  - Crowd engagement, surveying, and evaluation
  - Breakdown
- Determine format for recruiting and organizing volunteers  
Example:  
[www.volunteerspot.com](http://www.volunteerspot.com)
- Determine method for thanking volunteers