



LMA Events 2019



—Lakeland Multicultural Association—

Mission and how we do it

- Established in May 2018
- Building culturally diverse communities
- Inclusion
- Diversity
- Community partnerships to enhance diversity in the Lakeland region
- Arrange events that highlight different cultures
- Include elements from various cultures in the events organized by LMA
 - E.g. Clogging at the Diwali event, along with traditional dances from India.
- Lakeland region has very diverse population, but very few events that showcase that diversity. LMA is looking to change that through diversity in entertainment, food, dances, sports, and more!

Events 2018

September 15 - Film Festival

This was a half- day, family friendly weekend festival where we presented two Indian movies along with Indian food and interactive activities. Interactive activities included a Reading Nook (presented by the Cold Lake Library); an interactive quiz, Henna Corner and an Interactive Dress Up photo booth.

November 10 - Diwali Night

This evening event featured interactive activities, music, dance performances and popular culinary delights from Indian cuisine. This was a family friendly, high octane event with an open dance floor at the end of the event.

November 24 - Mosaic-A Pop-up Museum

The Mosaic Pop-up Museum was a temporary exhibit created by community members to bring in things that showcases their cultural heritage. We had items showcasing various parts of the world, along with live performances highlighting cultural dances and music from Aboriginal, European and Indian cultures.

Film Festival 2018



The film festival was a half day event with 2 foreign film screenings and a meal. Subjects of movies include poverty and the life of the differently abled.

\$500
In kind
donations

\$4586.79
Total Cost of
the Event

~180
Number of
Volunteer Hours
for event planning
and Set up

175
Total number
of Attendees

3
Community
Partnerships

Diwali 2018



Diwali was a cultural showcase event in which we presented a variety of cultural programs by local artists and out of town professionals. The event included food as well.

\$200

In kind
donations

\$9797.61

Total Cost of the
Event

~180

Number of
Volunteer Hours
for event planning
and Set up

310

Total number
of Attendees

3

Community
Partnerships

Mosaic 2018

Mosaic was a pop up museum event in which we encouraged community members to bring in artifacts from their cultural history that they are proud of.



What are people saying about our 2018 events?

I was just wondering if there was any way of getting 1 to ticket anywhere, beantrees and north side pizza are sold out.

*Thank you
Katja*

More of them
[events]!

*I thought everything was great. I am quite happy with one movie and dinner. However, I am grateful for the choice - IFFA 2018
Attendee*

Hosted by the LMA, Diwali Night was SUCH a treat!
Thank you for creating this opportunity to bring culture, a touch of spice, and new learnings to our small community! -
Danielle H

Wonderful event for the whole family!
Great way to expose my child to different cultures

Thanks for the wonderful night of dinner and multicultural entertainment. -
Ed M

Our Events for 2019

- June 30 - Games from Near and Far
 - The event will have three major activities: Sport Competition, Indoor Family Games, and Group Games.
 - Top three teams in the Sports competition will get prizes
- September 21 - Folktales-A Storytelling Festival
 - A full day event with 2 portions- a free morning family event with storytelling, story writing, light lunch and treasure hunts and an evening component with live storytelling (dance theatre and other local storytelling talent).
- November 2 - Diwali Night
 - A Fun evening of diverse Live Entertainment, Dinner and Dance

Approximate cost of events

- Games from Near and Far - Total Cost~\$2000
 - \$500 Venue Rental/\$500 Event Promotion/\$500 Event Supplies/\$500 Event Prizes
 - Volunteer hours: 40 volunteers x 4 hours = 160 hours
 - In kind donations: Board Games, Sports Supplies, Decorations, etc.
- Folktales- Total Cost ~\$6000
 - \$500 Venue Rental/\$500 Event Promotion/\$500 Event Supplies/\$2000 Event artists/\$1000 Food
 - Volunteer hours: 40 volunteers x 4 hours = 160 hours
 - In kind donations: Beverages, Decor Supplies, Photography
- Diwali Night - Total Cost~\$9000
 - \$500 Venue Rental/\$500 Event Promotion/\$500 Event Supplies/\$3000 Performers/\$1000 Travel and Accommodation / \$3500 Food
 - Volunteer hours: 40 volunteers x 4 hours = 160 hours
 - In kind donations: Flowers, Silent Auction Items, Decorations, Food Serving Supplies

What value we add to the city?

- LMA events bring more **vibrancy and excitement** for the city and its residents
- People from various ethnic cultures would **look to call Cold Lake home** with LMA providing a platform for them to share and keep their culture alive
- Keep **event costs low** by using volunteers in planning and executing the events
- Events **bring people in from neighbouring towns** and villages translating in benefits to local businesses
- Contribute to local organizations through **local volunteering and partnerships**

How can the city help?

- Games
 - The event could be the Grand Opening for the Artificial Turf field
 - Can be part of the Canada Day celebrations
 - Venue rental costs/Promotion/Event Management
 - Chairs and Tables and use of common passage area
- Folktales
 - Staffed bouncy castles at fieldhouse and Staffed rock climbing wall use for 4 hours
 - Portion of artist travel costs to Cold Lake- Kehewin Dance Theatre (50%)
- Diwali
 - Very successful event in 2018, already gathering interest from people for 2019
 - Can be part of annual events in Cold Lake
 - Performer travel and accommodation costs - \$1000
 - Cost of venue, promotions and decor- \$800
 - Fireworks or help with fire permit
- Financial contributions from the city would be acknowledged at the appropriate sponsorship level

Closing Comments

- Less than 1 year old
- City support in motivating newcomers and new societies
- City's support trickles down in other community partner supports
- Build Cold Lake as a vibrant, cultural venue
- Future partnerships based on mutual benefit- grants and other sponsorships
- Make events accessible to all