

STRENGTHENING OUR COMMUNITY ECONOMICALLY

➔ Over 13,000 People



Over thirteen thousand people got on /off Trimet at the festival venue, Pioneer Square. Although we didn't have that many people all at once, we know that approximately 3,000 people made purchases from our 15 Black owned businesses. Over three hundred people stopped by the North By Northeast Community Health Center in Partnership with Kaiser Permanente Booth of which over 120 received free blood pressure check services.

| Stop ID | Station | Ons | Offs |
|---------|---|-------|-------|
| 7777 | Pioneer Courthouse/SW 6th Ave MAX Station | 1,589 | 1,427 |
| 7646 | Pioneer Place/SW 5th Ave MAX Station | 1,580 | 1,677 |
| 8383 | Pioneer Square North MAX Station | 2,280 | 980 |
| 8334 | Pioneer Square South MAX Station | 1,311 | 2,159 |

➔ Top methods used to engage the community



loading...

We were intentional with our community outreach and engagement. We hired a professional marketing firm to distribute 2,000 flyers and reached over 150 thousand people on Facebook. We also directed people to visit our website, getting us over 2,000 website visits.

➔ Businesses & Purchases



WHAT HAPPENS NEXT?

As an already successful model, the festival will begin to introduce a greater variety of events, venues, and program partners. With the Pioneer Courthouse Square serving as the nucleus of all activity for the first five years, the festival will eventually migrate to either a waterfront venue or a venue owned and operated by the Pan African Festival to provide a year-round Pan African marketplace as well as an annual festival.

The 2019 Pan African Festival will be on **August 10th at 12pm-8:30pm at Pioneer Courthouse Square.**

www.panafricanfestivalor.org

PAN AFRICAN FESTIVAL

EXPERIENCE THE CULTURE

ABOUT THE FESTIVAL

The Pan African Festival is an exhilarating celebration of performing arts, outdoor entertainment, and community spirit. It is a one-day gathering that offers dozens of performances, activities, exhibitions, and health screenings, dance, drumming, comedy, streets arts, and family entertainment. It is also a platform for Black owned business to sell their goods outside their retail spaces.

As the festival enters this next phase of its development, it continues to attract a diverse audience of thousands, and excellent performers from around the state and Washington to a celebration that revels in welcoming theme.

As witnessed two years in a row, the festival is becoming a cultural and social destination, rather than a specific concert-going experience. The projected growth of the festival in size and range of offering, parallels its growth in reputation as a major cultural event in the Pan African(African, African American, Caribbean and Afro-Latinx) community, and as a premiere artistic enterprise in the local festival-presenting arena.

THE 2018 PAN AFRICAN FESTIVAL

The 2018 Pan African Festival was one to remember! We've successfully brought people together to address substantive issues that matter to them in the context of celebration and economic development. It was a great revenue generating festival for the black owned businesses that participated. We had a total of 15 Black owned businesses that had approximately 3,000 people that bought something from them.

Thanks to the support of our wonderful sponsors, we were able to offer stipend that was a 100% increase from last year to our local artists and performers. We've also managed to consume the majority of the cost for food vendors to be able to participate in the festival.

We'd like to extend a special thank you to our platinum and host sponsors, Urban League of Portland, Clackamas County, Providence Health & Services, and Multnomah County Health Department. We had over 70 amazing volunteers, thank you so much, we couldn't have done without you.

Please join us in making next year an even more successful festival for Oregon. If you would like to partner with us or sponsor the 3rd annual Pan African Festival, please call us at **503-752-2102.**