

LOWELL COMMUNITY FESTIVAL AND EVENT PLANNERS RESOURCE GROUP



Mosaic Lowell

December 6, 2023 Meeting, 6:00 pm, LTC

More than 20 people attended, and the meeting kicked off with round-robin introductions.

Ways to break into groups

- Types of Events
 - o Fundraisers
 - o Cultural Festivals
 - o Private Events
- Groups of Event Size
 - o How is event size determined?
 - Budget
 - Number of attendees
 - Attract from within Lowell or outside Lowell
 - o Could start talking about small or large and move size
- Topics
 - o Physical resources
 - o Volunteers
 - o Transportatoin/parking
 - o Fundraising and budgeting
 - o Marketing and promotion
- Goal to grow the circle with nonprofits, fundraisers

Decision: Each meeting will be a different topic, and breakout groups will be semi-random and all discuss the same topic

Defining Events by Size

- Big events
 - o Lowell Kinetic Sculpture Race: 4-7,000 attendees, \$50k budget
 - o Points of Light: 1,000 attendees, \$30k budget
 - o Black Joy, 5K race (Happens outside Lowell) \$300-350k raised
 - o African Festival: 3-4,000 attendees, \$25k budget
- Medium events
 - o Lowell Celebrates Kerouac (Series) 500-1,000 attendees \$10k budget
 - o Multicultural Festival: 700-900 events
 - o Juneteenth: 700-900 attendees, \$5-7k budget
 - o LHS: 250 attendees, \$10-\$15k budget
- Small events including fundraisers
 - o Black History Ball (Fundraiser): 220 attendees

- Flagraising: 100 attendees, \$2k budget
- E for All: 100 – 250 attendees per event
- Sommerville Fest: 100 attendees, \$6k budget
- Senior Center events: 20+ attendees
- DIY Lowell events: 50+ attendees
- Speed painting events: 50-200 attendees
- Small music events: 100-120 attendees

Other Ideas Discussed

- Volunteers
 - Create shared pool
 - Work with agencies and businesses
 - Get stuff for volunteering
 - Work with Chamber
 - Sponsor volunteers
 - National Guard Group – does kids’ activities including bounce house
- Marketing
 - Reciprocal sharing on social media
- Fundraising
 - Discuss equity in fundraising?

Plan for 2024

- January: Volunteers
- February: Fundraising
- March: Marketing (Later switched)
- Future:
 - Collaboration
 - Physical resources
 - Transportation
- Collaborative Impact Model – Thaddeus can share
- Submit questions beforehand