



Kosciusko County Heritage Festival

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April 9<sup>th</sup>, 2024

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## Executive Summary:

The Kosciusko County Heritage Festival aims to celebrate the rich cultural heritage and diversity of the county while fostering community unity and engagement. By providing a platform for all residents of Kosciusko County to come together and participate in a family-friendly event, the festival not only promotes social cohesion but also exposes attendees to the various community services and leaders.

The importance of including all residents of Kosciusko County cannot be overstated. Inclusivity ensures that every member of the community feels valued and represented, fostering a sense of belonging and unity. By bringing together people from different backgrounds, ethnicities, and walks of life, the festival promotes understanding, appreciation, and collaboration among residents.

Moreover, the festival serves as an excellent opportunity for residents to connect with community services and leaders. Through interactive exhibits, informational booths, and networking opportunities, attendees can learn about the resources available to them and engage with local leaders who play pivotal roles in shaping the county's future.

Of course, the festival is not just about education and networking—it's also about fun! With a wide range of activities, rides, food vendors, and entertainment options, there's something for everyone to enjoy. From cultural performances to thrilling rides and delicious food, the festival promises a memorable experience for families and individuals alike.

The Kosciusko County Heritage Festival is more than just a celebration—it's a catalyst for community building and empowerment. By embracing inclusivity, promoting community services, and providing a fun-filled atmosphere, the festival strengthens bonds among residents and contributes to the overall well-being and vitality of Kosciusko County.



## Introduction (Vision and Goals)

The Kosciusko County Heritage Festival originated with the intention of uniting the Hispanic community with all residents to commemorate Hispanic culture. It aimed to introduce individuals, regardless of background, to the diverse civic and community resources accessible to them. Recognizing that intimidation might hinder individuals from seeking out these services, the festival strategically places them within a welcoming, family-friendly environment. By doing so, people are put at ease, allowing them to explore and discover the various opportunities their community has to offer.

**Purpose** –The purpose of the Kosciusko County Heritage Festival is to create a space where individuals from diverse backgrounds and cultures can come together to appreciate both their differences and similarities. Simultaneously, the event serves as an avenue for attendees to familiarize themselves with essential services that may benefit them now or in the future. By fostering a sense of unity and celebration of heritage, the festival aims to educate and connect community members in a lively and engaging setting.

**Scope:** This document provides a detailed plan for organizing the festival, including community engagement, logistics, programming, and sustainability.

**Vision:** The vision of the Kosciusko Community Heritage Festival is to celebrate and honor the rich cultural heritage and diverse traditions of our community. We aim to create a vibrant and inclusive festival that brings together people of all backgrounds to learn, share, and connect with one another. Through a variety of engaging activities and events, we strive to foster a sense of pride, unity, and belonging among residents and visitors alike.

**Goals:**

- **Celebrate cultural diversity:** The festival will celebrate the community’s cultural diversity through various performances, exhibitions, and activities featuring distinct traditions, music, art and artifacts, foods, and others.
- **Foster community engagement:** The festival will provide the community with various opportunities to engage and participate in the activities of the festival. Additionally, it will allow them to volunteer in various capacities, share proficiency, experience, experiences and participate in forums and workshops that will foster unity, social relatedness, multiculturalism, and cultural understanding.
- **Promote education and awareness:** The festival will offer attendees an opportunity to learn about the history, heritage, and contributions of different communities in Kosciusko through interactive displays and exhibitions, storytelling, and educational seminars and workshops.



- **Support local artisans and businesses:** The festival will provide local artisans, entrepreneurs, and vendors an opportunity to showcase and sell their items during the festival. This will generate income for artisans and entrepreneurs, boost the economic performance of the community, and improve environmental sustainability.
- **Ensure inclusivity and accessibility:** It is our priority to ensure that the festival is all-inclusive and accessible. The festival will invest in accessibility accommodations, diverse programming, and community partnerships to ensure that people of all ages, abilities, and backgrounds may participate in the festival.
- **Promote Environmental Sustainability:** We are committed to green practices and sustainability strategies across the festival, including waste reduction, encouraging recycling, and advocating responsible eco-vendors. It is our mission to be ecologically responsible in order to reduce our carbon footprint and persuade others to do the same. Through our shared mission and goals based on the shared values of cultural celebration, community interaction, education, inclusivity, economic development, and environmental sustainability, the Kosciusko Community Heritage Festival hopes to be a beloved annual event that transforms the lives of everyone involved.

## Planning and Organization

The planning and organization of the Kosciusko Heritage Festival, set in the central locales of downtown Warsaw, Central Park, and Center Lake, are meticulously designed to create a memorable and manageable event for its inaugural year. The decision to centralize the festival in these iconic locations of Warsaw is intentional, aiming to streamline event logistics, capitalize on the existing urban and natural amenities, and foster a strong sense of community engagement.

### Strategic Planning and Community Involvement

Initial planning phases involve setting clear objectives that align with the cultural and historical significance of Kosciusko County, ensuring the festival reflects the community's values and aspirations. Engaging local stakeholders—businesses, cultural groups, city officials, and residents—early in the planning process is crucial to building a festival that resonates with the community and encourages broad participation.

### Venue Coordination and Infrastructure

Downtown Warsaw, with its accessible public spaces and facilities, is ideal for hosting various festival activities. Central Park and Center Lake offer additional venues for larger events and outdoor activities, providing natural settings that enhance the festival experience.



The infrastructure setup will include stages, audience seating, vendor areas, and essential services, all arranged to facilitate easy movement, interaction, and enjoyment for attendees.

## Logistics and Services

Focused logistics planning will address transportation, parking, security, and crowd management, ensuring a safe and smooth experience for all festivalgoers. The centralized location facilitates better control of festival operations, from setting up efficient waste management systems to ensuring adequate power and lighting for all events.

## Safety, Security, and Emergency Preparedness

With a concentrated festival area, security measures can be more effectively implemented, including hiring trained personnel, and coordinating with local emergency services. A comprehensive emergency plan will be in place, addressing potential risks and ensuring rapid response capabilities.

By centralizing the Kosciusko Heritage Festival in downtown Warsaw and its adjacent parks and lake, the planning and organization are focused on creating a sustainable, engaging, and enjoyable event. This approach not only eases the logistical complexities of a widespread festival but also sets a solid foundation for future expansions, allowing the festival to grow organically in subsequent years.

## Timeline for Promotion:

**Pre-Launch Phase** (4-6 Months Before Festival) Objective: Generate anticipation and build an early audience.

- **Social Media:** Begin with teaser posts to hint at the festival theme and potential headliners. Launch a countdown campaign with periodic updates. Engage potential attendees with polls and questions about what they'd like to see.
- **Radio:** Partner with local radio stations for teaser announcements. Conduct interviews with festival organizers to discuss upcoming attractions without revealing too much.

**Launch Phase** (3 Months Before Festival) Objective: Announce the festival lineup and start ticket sales.

- **Social Media:** Officially announce the date, location, and lineup with vibrant visuals and videos. Start a hashtag campaign for the festival. Share content from performers and vendors participating in the festival.
- **Radio:** Official announcement of the festival details. Host interviews with some of the artists or performers. Offer giveaways to listeners as part of promotional contests.



**Momentum Building Phase** (2 Months Before Festival) Objective: Keep the excitement building and maintain visibility.

- Social Media: Regular posts featuring artists, vendors, and attractions. Behind-the-scenes looks at festival preparations. User-generated content campaigns encouraging followers to share their past festival experiences or how they're preparing for this year.
- Radio: Weekly updates on festival preparations and what attendees can expect. More giveaways and special offers for listeners. Interviews with local businesses and sponsors involved in the festival.

**Final Push Phase** (1 Month Before Festival) Objective: Drive final attendance and provide essential attendee information.

- Social Media: Countdown posts with "X days until the festival" updates. Share comprehensive "what to know before you go" posts including venue maps, parking information, and prohibited items. Live Q&A sessions to answer attendee questions.
- Radio: Daily mentions of the festival features. Traffic and travel tips for getting to the festival. Live interviews with organizers for last-minute updates and information.

**Festival Time** (Week Of and During Festival) Objective: Enhance the festival experience and engage with attendees in real-time.

- Social Media: Real-time updates and announcements throughout the festival. Live streams of performances and interviews with artists. Encourage attendees to share their experiences with the festival hashtag.
- Radio: Live broadcasts from the festival, including interviews and updates. Post-event highlights and thank-you messages to attendees and participants.

**Post-Festival** (1-2 Weeks After Festival) Objective: Gather feedback and maintain engagement for future events.

- Social Media: Share professional photos and videos from the festival. Solicit feedback through surveys and encourage sharing of personal festival stories. Tease future events or the next year's festival.
- Radio: Recap segments highlighting the festival's best moments. Interviews with organizers about the event's success and future plans. Thank listeners and attendees for their participation. Remember to tailor your content to the platforms you're using, keeping the audience and the specific features of each medium in mind. Consistency and creativity in your posts will help maintain interest and momentum leading up to your festival.



## Logistics and Infrastructure

For the Kosciusko Heritage Festival, we've chosen a central location in Warsaw, ensuring it is accessible and equipped to welcome our community and guests. This venue, pivotal for our festival, will be easily accessible, with ample parking and proximity to public transportation, facilitating a smooth experience for attendees.

Our infrastructure planning includes well-arranged stages for performances, audience seating, and sheltered areas for exhibitions and vendors. We're committed to creating a welcoming and organized environment, with clear signage to guide our guests efficiently through the various festival sections, ensuring safety and comfort.

Utility services will be robust, providing reliable power and lighting to accommodate all festival activities, including evening events. Our waste management strategy is designed with sustainability in mind, prioritizing cleanliness and environmental responsibility.

In coordinating with vendors and participants, we are meticulous, ensuring that everyone's needs are met, and that the festival's schedule flows seamlessly. This organizational effort is key to delivering a cohesive and enjoyable festival experience.

Security and safety are paramount. We have engaged professional security personnel to oversee the festival's safety, complemented by comprehensive emergency preparedness plans, including on-site medical support.

Our technology and communications infrastructure will support the festival's operational needs, ensuring strong Wi-Fi coverage and offering an event app to enhance attendees' experience. This digital integration is crucial for modern event management.

Transportation and parking logistics have been carefully planned. We are considering shuttle services to facilitate easy movement between venues and ample parking with clear guidance, making the festival experience pleasant and accessible for all.

In summary, the planning and logistics for the Kosciusko Heritage Festival are designed to create a seamless and memorable experience for our community and visitors, reflecting the vibrant spirit of Kosciusko County.

## Budget Overview:

- **Venue and Infrastructure:** Considering the centralized location in downtown Warsaw, Central Park, and Center Lake, the cost for venue rental, staging, and infrastructure setup is estimated at \$5,000-\$10,000.
- **Marketing and Promotion:** A budget of \$2,000-\$4,000 will be allocated for marketing efforts, including social media campaigns, local media advertising, and promotional materials.





- Talent and Performances: Allocating \$3,000-\$5,000 for hiring local artists, musicians, and performers will enrich the festival's cultural offerings.
- Logistics and Operations: Approximately \$2,000-\$3,000 will be needed for logistics support, including transportation, parking, security, and waste management.
- Contingency Fund: A contingency fund of 10-15% of the total budget is recommended to cover unexpected costs or emergencies.

## Funding Sources:

- Sponsorships: Targeting local businesses and corporations for sponsorships can significantly offset costs. Packages ranging from \$500 to \$1,500 will offer varying levels of promotion and benefits, catering to different sponsorship capacities.
- Vendor Fees: Charging food and entertainment vendors for space rentals at the event can generate substantial revenue. A detailed pricing model based on space size and location will be developed.
- Grants and Donations: Exploring grants from local government bodies, cultural foundations, and community organizations can provide additional financial support. Donations from the community and crowdfunding platforms may also contribute to funding.

## Sponsorship

Here's a structured approach for sponsorship packages at \$500, \$1000, and \$1500 levels that will allow further promotion and awareness of the festival. Not only will sponsorship letters be sent out, but we will invite nonprofit organizations and services providers that could benefit the community from all angles.

### **Bronze Sponsorship - \$500**

- Acknowledgment: Your logo featured on the festival website/social media page.
- Social Media Shoutout: A thank you post on the festival's social media pages.
- Event Brochure: Your logo listed in the event brochure distributed to attendees.

### **Silver Sponsorship - \$1000**

- Includes all Bronze benefits, plus: Enhanced Digital Presence: Your logo appears in event emails and digital communications.
- Banner Space: Space for your banner at the festival (banner provided by sponsor).
- Social Media Highlight: A dedicated post on social media channels featuring your brand and its contribution to the festival 3 months prior to event 1/month.



## **Gold Sponsorship - \$1500**

- Includes all Silver benefits, plus: Premier Logo Placement: Your logo featured prominently on all festival marketing materials, including posters, main stage backdrop, and event entry.
- Speaking Opportunity: Opportunity to speak at the event or be featured in a video presentation shown during the festival.
- Exhibit Space: Complimentary exhibit space for promotions or sales related to your business. Media Coverage: Mention in all press releases and interviews as a major sponsor of the festival. These packages aim to provide a range of benefits that cater to different levels of sponsorship investment, offering visibility, engagement opportunities, and exclusive access to enhance the sponsor's experience and return on investment. It's also beneficial to tailor these packages further based on the specific interests and business goals of potential sponsors.

## **Non-profit Exhibit Space - Free**

This exception is grounded in the recognition of the nonprofit sector's contribution to public welfare, education, and community development. By not having to pay for exhibit space, these organizations can allocate their limited resources towards furthering their missions, enhancing their programs, and expanding their outreach. Such support not only underscores the value society places on their work but also fosters a collaborative environment where nonprofits can share their achievements, challenges, and visions with a broader audience. This symbiotic relationship between nonprofit organizations and event organizers reflects a shared commitment to societal progress, making the waiver of exhibit space fees a practical manifestation of this collective goal.

List of Organizations to invite - see appendix.



## Sustainability and Impact

The Kosciusko Heritage Festival is integral, highlighting the event's long-term viability and its role in enriching the community. With the active involvement and partnership of critical local stakeholders, including the mayor's office and the Chamber of Commerce, the festival's foundation is robust, ensuring its continuation and growth. Their participation not only endorses the festival's significance but also leverages their networks, resources, and influence to maximize its reach and impact.

The mayor's office, by partnering in this initiative, underscores the festival's role in promoting community spirit and cultural pride, aligning it with broader city goals of inclusivity and engagement. Similarly, the Chamber of Commerce's involvement signifies the business community's support, recognizing the festival as a catalyst for economic activity and networking opportunities.

This collaborative effort enhances the festival's sustainability, as these partnerships help secure funding, resources, and logistical support, making the festival an anticipated annual event. It becomes a platform for celebrating Kosciusko County's heritage, driving social cohesion, and fostering economic growth.

The festival's impact extends beyond the immediate cultural celebrations, contributing to the community's long-term development and unity. It is envisioned as a transformative force, cultivating a sense of belonging, enhancing community ties, and promoting cultural understanding. Through these collective efforts, the Kosciusko Heritage Festival is set to be a sustainable and impactful event, leaving a lasting legacy in the county's cultural and social landscape.

## Conclusion

The Kosciusko Heritage Festival, as conceived and planned, stands as a beacon of cultural celebration and community unity in Kosciusko County. Through meticulous planning and organization, centered around the heart of Warsaw and its adjoining natural spaces, the festival is poised to offer a rich tapestry of experiences that reflect the diverse heritage and vibrant spirit of the community.

The festival's strategic emphasis on inclusivity, cultural diversity, and community engagement aims to bridge gaps, foster understanding, and strengthen connections among residents and visitors alike. The comprehensive program of activities, from music and dance to culinary showcases and historical exhibitions, is designed to offer something for everyone, enhancing the festival's appeal and impact.

Financially, the festival is underpinned by a sustainable model that leverages local sponsorships, vendor contributions, and community support, ensuring its viability and growth potential. The tiered sponsorship packages, alongside revenue from vendor fees, underscore a



community-centric approach to funding, reinforcing the festival's ethos of collaboration and mutual benefit.

As the festival unfolds, its success will be measured not just by attendance numbers or financial metrics, but by the lasting impressions and strengthened community bonds it fosters. The Kosciusko Heritage Festival is more than an event; it's a manifestation of the county's collective identity and aspirations, a celebration of its past, present, and future.

In conclusion, the Kosciusko Heritage Festival represents a significant step toward realizing a shared vision of cultural richness and community solidarity. As this inaugural event takes shape, it carries the promise of becoming a cherished annual tradition, nurturing the cultural landscape of Kosciusko County and enriching the lives of all who participate.

## Appendix

List of Food Vendors

Event Schedule

Community Support & Engagement Programs Lineup

List of Organizations to Invite

List of Contact Info for Key People

Slide Deck





# Food Vendor Lineup



## Armandos Tacos

(574) 551-4456

armando.tacos19@gmail.com



## Biryani Kitchen

(574)376-4349

kfbiryaniKitchen@gmail.com



## Hogs R Wild BBQ

(574)267-5757



## Fire N the Hole

(574)268-8306

stacey@firentheholepizza.com



## Shawnanigans

(574)267-5757

shawnaniganscatering@gmail.com



## The Twisted Tiki Food Truck

(574)527-5228

twistedtikitruck@gmail.com



## Taqueria El Tejano

(574)377-0165

taqueriaeltejano574@gmail.com



## Bomy's Authentic Indian Food

(574)385-2669

bomysauthenticindianfoodinc@yahoo.com



# Event Schedule



[Register Now](#)

[event link here](#)

## September 21

### AM

<b>Heritage Parade</b>	11am
Intro to festival	
Non Profit Expto	11am
3 on 3 Basketball Tournament	11am
Hosted by Mayor of Warsaw	

### Afternoon

Food/Vendor Kick Off	12:00PM
Tenderloin Competition	1:00PM
Local Artisans and Crafters Market	1:00PM
Historical Reenactments and Storytelling Sessions	2:00PM
Baile Folkroico	3:00PM
Farm-to-Table Culinary Event	3:00PM

### PM

Pickleball Tournament	4:00PM
Talent Contest	6:00PM
Live Music	7:00PM
Live Music	8:00PM
Night Market & Cultural Showcase	8:00PM
Outdoor Heritage Film Festival Screening American Teen	8:00PM
Lakeside Music & Fireworks Show	8:00PM

**Dance Party 9:00PM**

Prices to be awarded to best dancers



# Community Support, & Engagements Programs



[Register Now](#)

[event link here](#)

On Site 11am-7pm

Nonprofit & Community Services

One Warsaw

Orthoworx

KEDCO

Language Matters

Health Services Clinical Servies

Safe Harbor Child Advocacy Center

Local and State Representatives

Engagement Programs

Live Well Kosciusko

Big Brothers Big Sisters

Cardinal Services

Combined Community Services

Bowen Center

K County Community Foundation

Baker Youth Club

We Lead Kosiusko



**Nonprofit/Service Contacts**

**Directory**

<b>Company</b>	<b>Contact Name</b>	<b>Email Address</b>	<b>Address</b>
Travis Law	Travis McConnel	travis@travismclaw.com	115 North Buffalo St.
One Warsaw	Travis McConnell/Diana Diaz-Barriga	info@onewarsaw.org	116 North Buffalo St. Warsaw, In
1st Source Bank	Heather Lardino	<a href="mailto:lardinoh@1stsource.com">lardinoh@1stsource.com</a>	2804 E Center St. Warsaw, IN 46580
Indiana Tech	Leo Patiño	LDPatino@indianatech.edu	2928 Frontage Rd Warsaw, IN 46580
Lake City Bank	Karina Cervantes	karina.cervantes@lakecitybank.com	Lake City Bank
Language Matters	Lucas Fonseca	info@languagemattersprograms.com	no listed address
Titus Funeral Home	Cory Benz	info@TitusFuneralHome.com	2000 Sheridan St.
The Lab	Lyle Schrock	info@thelabrepair.com	120 E Center St, Suite A
Ministerio Hispano (Diocese FW & SB)	Esther	eterry@diocesefwsb.org	574-234-0687 Ext. 4211
Warsaw PD	Roy Navarro	rnavarro@warsaw.in.gov	2191 E. Fort Wayne St.
Bowen Center	Gamal	luis.hernandez@bowencenter.org	850 N Harrison St. Warsaw, IN 46580
Grace College	Benjamin Navarro	navarrb@grace.edu	1 Lancer Way Winona Lake, In 46590
Live Well Kosciusko	Lisa Harman	lisaharman@livewellkosciusko.org	1515 Provident Dr., Suite 150 Warsaw, IN 46580





Paddock Springs	Berto Nunez		2695 Shelden St, Warsaw IN 46582
DreamOn Studios	Jen Zaugg	jen@dreamonstudios.io	2160 N Pointe Dr. Warsaw, IN 46582
KEDCO	Dawn Wilkinson	dwilkinson@kosciuskoedc.com	207 S Buffalo St Warsaw, IN 46580
Zimmer Biomet	Tabatha McDonald	tabatha.mcdonald@zimmerbiomet.com	56 E Bell Dr. Warsaw, IN 46580
K21 Health Foundation	Jennifer Stewart		1101 Park Avenue Winona Lake, IN 46590
Patrick Industries	Juan Cervantes	cervantj@patrickind.com	203 S Huntington St Syracuse, IN 46567
Old National Bank	Sandra Parra	Sandra.Parra@oldnational.com	120 N Buffalo St. Warsaw, IN 46580
Gracie Perez	Gracie Perez	gperez@tsmlending.com	955 Fisher Ave Warsaw, IN 46580
Big Brothers Big Sisters	Tammy Smith	aj2607@gmail.com	<a href="http://www.bigbrothersbiggirls.org/locations/warrior-warrior">1603 N Detroit Street Warsaw, IN 46580</a>
Bright Point		800-589-2264	1515 Provident Dr. Suite 120 Warsaw, In
Health Services Clinical Services		574-372-3500	1515 Provident Dr. Suite 120 Warsaw, In
Healthy Families			1515 Provident Dr. Suite 120 Warsaw, In
Health Department Clinical Services		574-267-7028	1515 Provident Dr. Suite 120 Warsaw, In
Kosciusko Cares Youth Services		becca@kosciuskocares.org	1515 Provident Dr. Suite 120 Warsaw, In



Norther Indiana Hispanic Health Coalition	Liliana Quintero	Info@nihhc.com	1515 Provident Dr. Suite 120 Warsaw, In
Kosciusko County WIC Program			1515 Provident Dr. Suite 120 Warsaw, In
Safe Harbor Child Advocacy Center		574-253-17	1515 Provident Dr. Suite 120 Warsaw, In
Stillwater Hospice		800-288-4111	1515 Provident Dr. Suite 120 Warsaw, In
Medication & Dental Assistance			1515 Provident Dr. Suite 120 Warsaw, In
The Help Center		574-372-3500	1515 Provident Dr. Suite 120 Warsaw, In
State Representative	Craig Snow	h22@iga.in.gov	200 W Washington Street Indianapolis, IN 46204
State Representative	David Abbott	h18@iga.in.gov	200 W Washington Street Indianapolis, IN 46204
Animal Welfare League	John Lantz	jlantz72@hotmail.com	1048 S 325 E Pierceton, IN 46562
Beaman Home	Renea Salyer	rsalyer@thebeamanhome.org	603 Parker St Warsaw, IN 46580
Cardinal Services	Kyrie Maierle	Kyrie.Maierle@CardinalServices.org	504 N Bay Dr Warsaw, IN 46580
Combined Community Services	Kiira Churchill	kchurchill@ccsgives.com	1195 Mariners Dr. Warsaw, In 46580
Girl Scouts of Northern	Faith Van Gilder	faith.vangilder@gsnim.org	10008 Dupont Circle D E, Fort Wayne, IN 46825



Indiana-Michiana			
Heartline Pregnancy Center	Brenda Whitehead	bwhitehead@heartlinepregnancycenter.org	1515 Provident Dr. Suite 120 Warsaw, In
Court Appointed Special Advocates (CASA)	Janell Meyer	jmeyer@kcgov.com	121 N Lake St Warsaw, IN 46580
Fellowship Missions *	Tamara Drake	tdrake@fellowshipmissions.net	1520 Fellowship Missions Warsaw, IN 46580
ACRES Land Trust	Reena Ramos	rramos@acreslandtrust.org	<a href="#">1802 Chapman Rd Huntertown, IN</a>
Baker Youth Club	JR Gray	jr@bakeryouthclub.com	1401 E Smith Street Warsaw, IN 46580
Destiny Rescue	Amy Johns	amy.johns@destinyrescue.org	10339 Dawsons Creek Blvd, Suite C, Fort Wayne, IN
Habitat for Humanity	Ben Logan	ben@kosciuskohabitat.org	P.O. Box 1913 Warsaw, IN 46581
Healthier Moms and Babies	Madison Lyon Cummings	MLyon@hmbindiana.org	<a href="#">1025 W Rudisill Blvd, Fort Wayne, IN 46807</a>
Junior Achievement of Northern Indiana	Courtney Whetstone / Ashley Bruner	courtney.whetstone@ja.org	550 E Wallen Rd, Fort Wayne, IN 46825
Science Central	Colton Mishler	cmishler@sciencecentral.org	1950 N Clinton St, Fort Wayne, IN 46805
Senior Services of Kosciusko Community	Dave Neff / Joanna Van Curen	david@kcseniorservices.org, joanna@kosciuskoseniorservices.org	<a href="#">joanna@kosciuskoseniorservices.org</a>
Turnstone	Janell McIntosh	janell@turnstone.org	3320 N Clinton St, Fort Wayne, IN 46805



Watershed Foundation	Lyn Crighton / Paige Hubner	executive@watershedfoundation.org	<a href="mailto:paige@watershedfoundation.org">paige@watershedfoundation.org</a>
Dustin's Place	Viki Brown	vikibrown@dustinsplace.org	<a href="#">11802 Lincoln Highway, Plymouth, IN 46563</a>



**Contact Info for Key People**

<b>Services</b>	<b>Phone #</b>	<b>Service</b>	<b>Cost</b>
Police Service	574-371-7447		
Bug Control Vendor	TBD	Spray to limit bugs on site.	\$200
LRS Portables	574-328-0633	Port-a-potty	\$990
Stafford's Solid Waste Inc	574-269-2492	Trash	\$506
K and B Golf Carts	574-594-3036 574-527-6638	Gold Cart Rental	\$195
The Home of Ice		Ice	\$720
City of Warsaw - Parks & Recreation	574-372-9554	Picnic Tables, location, and stage	
Public works	574-372-9561	Street closure	
Party Shop	574-371-2151	Tables, Chairs, Canopys, Bounce Houses	



# Kosciusko County Heritage Festival

**Chris Plack, Cardinal Services**

**Corbin Holtsberry, Lake City Bank**

**Dawn Wilkinson, KEDCO**

**Diana Diaz-Barriga, Zimmer Biomet**

**April 9<sup>th</sup>, 2024**





## ACCESSIBILITY & INCLUSION



1. Celebrate cultural diversity
2. Foster community engagement
3. Promote education and awareness
4. Support local artisans and businesses
5. Ensure inclusivity and accessibility
6. Promote Environmental Sustainability

# Vision

# PLANNING

## PLANNING AND ORGANIZING





PROMOTIONAL FLYERS

PROMOTE EVENT  
SCHEDULE ON  
ALL PLATFORMS.

# Event Schedule



[Register Now](#)

[event link here](#)

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**Dance Party** 9:00PM

Prizes to be awarded to  
best dancers



# Food Vendor Lineup



**Armandos Tacos**  
(574) 551-4456  
armando.tacos19@gmail.com



**Biryani Kitchen**  
(574)376-4349  
kfbiryanikitchen@gmail.com



**Hogs R Wild BBQ**  
(574)267-5757



**Fire N the Hole**  
(574)268-8306  
stacey@firetheholepizza.com



**Shawnanigans**  
(574)267-5757  
shawnaniganscatering@gmail.com



**The Twisted Tiki Food Truck**  
(574)527-5228  
twistedtikitruck@gmail.com



**Taqueria El Tejano**  
(574)377-0165  
taqueriaeltejano574@gmail.com



**Bomy's Authentic Indian Food**  
(574)385-2669  
bomysauthenticindianfoodinc@yahoo.com

PROMOTIONAL FLYERS

PROMOTE FOOD VENDORS ON ALL PLATFORMS.

PROMOTIONAL FLYERS

PROMOTE  
COMMUNITY  
SERVICES AND  
ORGANIZATIONS

Community  
Support, &  
Engagement  
Programs



[Register Now](#)

[event link here](#)

On Site 11am-7pm

Nonprofit &  
Community Services

One Warsaw

Orthoworx

KEDCO

Language Matters

Health Services Clinical Services

Safe Harbor Child Advocacy  
Center

Local and State  
Representatives

Engagement Programs

Live Well Kosciusko

Big Brothers Big Sisters

Cardinal Services

Combined Community Services

Bowen Center

K County Community  
Foundation

Baker Youth Club

We Lead Kosciusko

# Marketing & Promotion



## 4 months prior to Festival

- Local media announcement
- Mail/email sponsorship letter to contact list

## 3 months prior to Festival

- Community outreach
- Distribute to local businesses, schools, and community centers

## 2 months prior to Festival

- Local influencer engagement
- Email campaigns
- Use free or low-cost email marketing services with existing databases

## 1 month prior to Festival

- Contests and giveaways
- Local merchandise or services vouchers as prizes
- Radio spots and interviews



# MARKETING & PROMOTION

## 2 weeks prior to Festival

- Community countdown events
- Social media posts

## During the Festival

- Live social media coverage
- Volunteer to manage social media
- Local media coverage

## Post Festival

- Thank-you Campaign!
- Save the date for following year

18

FIVE

19

# PROMOTION

1. AGE

2.

3.

## Pre-Launch Phase

- **Social Media** teaser posts
- **Radio** teaser announcements

## Launch Phase

- **Social Media** official announcement with festival details
- **Radio** official announcements with hosted interviews

## Momentum Building Phase

- **Social Media** featuring artists, vendors, and attractions.
- **Radio** weekly updates featuring artists, vendors, and attractions



# PROMOTION

## Final Push Phase

- Social Media countdown posts with “X days to the festival” updates
- Daily mentions of festival features

## Festival Time

- Real-time updates and announcements throughout the festival. Live streams of performances and interviews with artists.

## Post Festival

- Share professional photos & videos
- Radio recaps of segments highlighting the festival’s best moments.

# LOGISTICS AND INFRASTRUCTURE

## Venue Selection

- Central location such as Downtown Warsaw

## Infrastructure

- Arrange stages and seating for performances, seating, and tents for covered areas.

## Utilities and services

- Power and lighting- ensure sufficient power for lighting, sound systems and vendor booths

## Vendor and Participant Coordination

- Booth setup- coordinate with vendors, exhibitors, and workshop leaders on their space requirements, setup times, and specific needs.

## Technology and Communications

- Networking and Wi-Fi: ensure proper connection for vendors and attendees

## Transportation and Parking

- Shuttle services for larger festival for transporting people from parking locations far from event



# BUDGET AND FUNDING

## Sponsorship Packages

### Bronze Sponsorship - \$500

- Logo featured on the festival website/social media page.
- Social Media Shoutout: A thank you post on the festival's social media pages.
- Event Brochure: Your logo listed in the event brochure distributed to attendees.

### Silver Sponsorship - \$1000

- All Bronze benefits
- Banner Space
- Social Media Highlights

### Gold Sponsorship - \$1500

- Silver Benefits
- Speaking opportunities at event
- Complimentary exhibit space the day of the event

## NON-PROFIT EXHIBIT SPACE

ZB Center Lake pavilion will house non-profit booths at no cost to those organizations

Non-Profits will have opportunity to showcase services to underserved groups

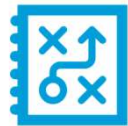
Festival goers will have the opportunity to learn about services available in a casual, family friendly atmosphere



# SUSTAINABILITY AND IMPACT



One Warsaw, a registered 501 c (3) Nonprofit Organization founded in 2019, has agreed to take on the expanded festival format



Provide playbook to One Warsaw as an extension of Celebrating Us



This festival is an extension of One Warsaw's mission.

# IMPACT

# Conclusion

- Kosciusko County Heritage Festival is a significant step toward a shared vision of cultural richness and community solidarity
- As the event takes shape, the promise of a cherished annual tradition for Kosciusko County will come to life

