

FOR IMMEDIATE RELEASE:

## Festevents New Community Development Program Empowers Local Small Business, Charities, Students in 2021

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**Norfolk, VA** – The Norfolk Festevents Community Development Program presented by Inman HomeServices made its debut during the 2021 Season of Events, successfully serving as a platform to empower local small businesses, non-profit organizations, and aspiring event industry professionals.

“We felt it was important to work even closer with the community than we already do,” said Norfolk Festevents CEO Ted Baroody. “We wanted to offer as much support and opportunity as possible for small business & charitable organizations.”

The Norfolk Festevents Community Development Program is comprised of three initiatives: the (1) Small Business Outreach Kickstart & Grant Program, the (2) Charity Fundraising Program, and the (3) Karen Scherberger Scholarship & Internship Program.

In 2021, the Small Business Outreach Kickstart Grants were awarded to five minority-owned local small businesses. The selected businesses were provided complimentary booth spaces at high-profile festivals, in addition to cost-free marketing exposure and guidance in acquiring business licenses, insurances, and additional event-related documentation.

Through the Charity Fundraising Program in 2021, Festevents contributed more than \$30,000 to local non-profit organizations and charities. Over the course of its 30+ year history, Festevents has raised more than \$3.5 million for local charities and organizations. The funds are raised through the sale of alcoholic and non-alcoholic beverages at Festevents events and festivals.

Lastly, the 2021 Karen Scherberger Scholarship was awarded to Avery Naperala for her demonstrated discipline, sacrifice, responsibility, and firm commitment to Festevents. Avery has worked in the Festevents’ Programming Department as a part-time employee for the past four event seasons. Avery graduated in 2021 from Christopher Newport University, where she earned a BS in Environmental Biology and minored in Business Administration & Leadership Studies. Avery is now attending Yale University at the Yale School of Public Health, where she is a Master’s Candidate in the Environmental Health Sciences department.

The Community Development Program will continue into the 2022 and beyond. The application window for the 2022 Small Business Kickstarter Program is scheduled to open in February. Additional information on the Norfolk Festevents Community Development Program presented by Inman HomeServices can be found online at [bit.ly/FesteventsCommunity](https://bit.ly/FesteventsCommunity).





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**Norfolk Festevents, Ltd.**, based in Norfolk, Virginia, is a private, not-for-profit organization dedicated to creating the most dynamic urban waterfront community in America through innovative programming and imaginative uses of its historic waterfront spaces. Norfolk Festevents has garnered international acclaim for its advocacy for public access to waterfronts, outstanding quality programming and development of public spaces, transforming Norfolk into one of the most progressive, fun, and livable waterfront communities in the country.

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