

FOR IMMEDIATE RELEASE:

Festevents' Community Development Program Drives Support for Local Businesses, Charities and Students

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Norfolk, VA – The Norfolk Festevents' Community Development Program successfully served as a platform to empower local small businesses, non-profit organizations, and aspiring event industry professionals throughout the 2023 Season of Events.

"The annual season of special events is designed to be a diverse collection of fun, memorable experiences while also serving as a powerful economic engine for the region. An important piece of this includes generating awareness and donations for some of the area's hardworking charities and service organizations," said Festevents CEO Ted Baroody.

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.

The Small Business Outreach Kickstart Grant was awarded to Esculturas y Artesanias Alcazar in 2023. The selected business was provided complimentary booth space at the Norfolk Latino Music & Food Festival, in addition to purchasing the special event business license, cost-free marketing exposure, and guidance in acquiring event-related documentation.

Throughout its 40-plus-year history, Festevents has raised more than \$3.5 million for local charities and organizations through the Charity Fundraising Program, including more than \$65,000 in 2023 alone. These contributions are raised through the sale of alcoholic and non-alcoholic beverages at Festevents' events and festivals.

Lastly, the 2023 Karen Scherberger Scholarship was awarded to Isabella Esprit for her demonstrated discipline, sacrifice, responsibility, and a firm commitment to Festevents. Isabella has worked in the Festevents' Programming Department as a part-time employee throughout the 2023 event season. Isabella attends Tidewater Community College and is pursuing a degree in Visual Arts and Fine Art/Painting.

The Community Development Program will continue into 2024 and beyond. The 2024 Small Business Kickstarter Program application window is scheduled to open in February. Additional Norfolk Festevents Community Development Program information can be found online at bit.ly/FesteventsCommunity.

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



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programming, and development of public spaces, transforming Norfolk into one of the country's most progressive, fun, and livable waterfront communities.

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