

FOR IMMEDIATE RELEASE:

Festevents Community Development Program Empowers Local Small Business, Charities, Students in 2022

Date: Monday, December 19, 2022

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 over the course of the 2022 Season of Events.

“We were excited to have a full season of special events return not only for the economic impact and guest experiences, but also to support the community through programs such as this,” 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.

In 2022, the Small Business Outreach Kickstart Grant was awarded to Julia Alcazar and Esculturas y Artesanias Alcazar. The selected business was provided a 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.

Through the Charity Fundraising Program in 2022, Festevents contributed more than \$55,000 to local non-profit organizations and charities. Over the course of its 40+ 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 2022 Karen Scherberger Scholarship was awarded to Aaron Naperala for his demonstrated discipline, sacrifice, responsibility, and firm commitment to Festevents. Aaron has worked in the Festevents’ Programming Department as a part-time employee for the past four event seasons. Aaron is a nursing major at Old Dominion University and will graduate in 2023.

The Community Development Program will continue into the 2023 and beyond. The application window for the 2023 Small Business Kickstarter Program is scheduled to open in February. Additional information on the Norfolk Festevents Community Development Program 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 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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