

**Diversity, Equity, and
Inclusion Initiative**

**Multicultural Night,
City of Duluth, GA**

Detailed description of the event

Multicultural Night celebrated the vibrant diversity of our community through music, dance, art, and food, offering attendees a joyful and immersive experience. The event brought together people from all walks of life, creating a dynamic space that embraced and honored the rich tapestry of cultures in our community. The evening came alive with a dynamic lineup of cultural performances hosted by the lively DJ Jessica It's All Good. The main stage showcased acts spanning traditional and contemporary styles, including the passionate rhythms of Berdolé Flamenco, the high-energy Southern Pearls of Atlanta Step Dance, the intricate grace of Classical Indian Dance, the lively footwork of Carpenter School of Irish Dance, the mesmerizing movements of Mahealani's Polynesian Dance, the vibrant Chinese Dragon Dance, and the dazzling spectacle of Bollywood Dance. Each performance celebrated the depth and beauty of global traditions, inviting attendees to experience the richness of cultures through music and movement. In Parsons Alley, the festive sounds of Mariachi Mexico blended traditional Mexican melodies with popular favorites that crossed cultural boundaries. Jake and Joonie's Henna attracted steady crowds with their intricate traditional designs, showcasing a beloved art form celebrated across cultures. Interactive stations provided hands-on opportunities to connect with traditions, including step lessons from the Southern Pearls and a Polynesian cultural station featuring traditional instruments, tools, and artifacts. These experiences allowed guests to engage directly with diverse customs, fostering appreciation and understanding. The Town Green gazebo sparkled with a stunning display of colorful lanterns designed by community members during a workshop earlier in the week. Participants created lanterns reflecting their cultural heritage or embracing a multicultural theme, using stickers, symbols, and decorations. Many incorporated personal drawings or printed images to highlight meaningful cultural aspects. The lanterns featured designs such as Irish flags, Black history icons, Indian art, and Korean symbols. Around the gazebo, diverse skin-toned handprints and paper cutouts adorned the columns, with many attendees adding their names to symbolize unity and inclusion. A nearby world map invited attendees to mark their ancestral origins with push pins, which by evening's end showcased the incredible diversity of the community, with flags spanning every continent. Food trucks offered a culinary journey around the globe, serving dishes from Hawaii, Vietnam, Jamaica, Argentina, Mexico, Hungary, and more. Attendees sampled an array of flavors, transforming every bite into a celebration of culture. Vendors further enriched the event by showcasing handmade crafts, multicultural literature, and youth advocacy resources. At the Gigglebark Tree, Miss Luvdrop captivated audiences with multicultural stories that celebrated shared humanity and traditions. Nearby, the lantern-making tent provided over 1,000 lantern kits, where volunteers helped participants craft unique lanterns inspired by cultural elements from China, Mexico, the United States, and beyond. The night concluded with a breathtaking Lantern Parade, led by a live salsa band, stilt walkers, and a glowing 20-foot-wide peacock that illuminated the night. Nearly 1,000 participants carried their hand-decorated lanterns, each symbolizing a personal story and the collective spirit of the community. The parade was a dazzling display of light, color, and unity, as attendees marched together in celebration of diversity and togetherness. Multicultural Night was more than an event—it was a meaningful experience that encouraged attendees to learn, celebrate, and connect through the expressions of diverse cultures. This gathering beautifully reflected the richness of our community, fostering unity, mutual appreciation, and lasting memories for all who attended.

Detailed description of the DEI impact of the event/initiative

Multicultural Night created an immersive space to celebrate and honor the many cultures represented within our community. By highlighting diversity through music, dance, art, food, and interactive activities, the event offered individuals from all backgrounds a chance to feel seen, valued, and included. Main stage performances showcased rich cultural heritages to a wide audience, blending entertainment with education to foster understanding and break down barriers. Interactive experiences, such as the Polynesian cultural station and step dance lessons, provided attendees hands-on opportunities to engage with traditions outside their own. Lantern-making activities encouraged participants to express their cultural heritage or celebrate multicultural themes, fostering both pride and mutual appreciation. The world map, where attendees marked their places of ancestry, visually demonstrated the global roots of the community, emphasizing the richness brought by diverse stories. Similarly, the gazebo, adorned with lanterns, handprints, and names, symbolized the event's core message: that every individual contributes to the shared fabric of the community. By hosting multicultural vendors and food trucks, the event supported small businesses, elevated underrepresented voices, and exposed attendees to new global flavors and crafts. The Lantern Parade served as a stunning culmination of the event's DEI impact, with nearly 1,000 participants marching under the glow of their decorated lanterns. This shared experience symbolized unity, demonstrating how diversity and individuality can come together to create something extraordinary. Multicultural Night went beyond celebration to foster real connections, mutual respect, and shared understanding among attendees. Through representation, educational opportunities, and shared experiences, the event advanced diversity, equity, and inclusion in a meaningful and lasting way.

Estimated number of attendees?

6,300

Testimonials or community feedback

Dear Jessica, I just wanted to send you a quick thank you note for the fantastic festival this past Saturday. We were thrilled to be part of such an inclusive celebration of our community's diversity. It was a wonderful opportunity for us to spread the word about the work of NYAP La Jornada Duluth and we were able to connect with so many people. We look forward to participating again next year and will definitely check the website to see upcoming events in which we can participate. Again, thank you and your entire team. Best regards, Parisa Abolfathian Foster Parent Growth and Retention Specialist NYAP La Jornada, Duluth































MULTICULTURAL NIGHT

— AND LANTERN PARADE —

Hosted by DJ Jessica It's All Good

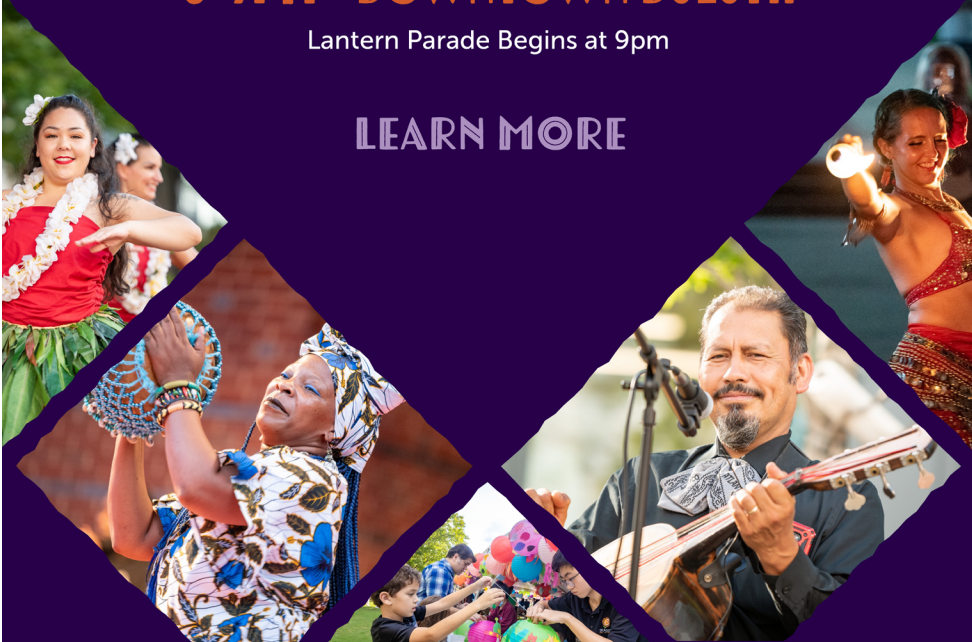
Join us for a vibrant celebration of culture featuring Flamenco dancers, Mariachi bands, Polynesian entertainers, African drummers, Chinese Dragon dancers, Indian classical dancers, and a wide array of food trucks!

AUGUST 24

6-9PM • DOWNTOWN DULUTH

Lantern Parade Begins at 9pm

LEARN MORE



MULTICULTURAL

NIGHT

AND LANTERN PARADE

Hosted by DJ Jessica It's All Good

Main Stage

- 6:00 pm Berdole Flamenco
- 6:40 pm Step Dance
- 7:00 pm Classical Indian Dance
- 7:20 pm Carpenter School of Irish Dance
- 7:45 pm Mahealani's Polynesian Dance
- 8:15 pm Chinese Dragon Dance
- 8:45 pm Bollywood Dance
- 9:00 pm Lantern Parade

Town Green

- 6-8:30 pm Lantern Making
- Cultural Stations
- Photo Ops
- Mark your heritage on the world map

Parsons Alley

- Mariachi Mexico
- Free Hennah

Gigglebark Tree

- 6:30 & 7:30 pm Story time with Miss LuvDrop

Learn more at DuluthGA.net/Events

MULTICULTURAL
NIGHT
—◆— AND LANTERN PARADE —◆—

Food Trucks

6Pack Subs Vietnamese Cuisine

Eggroll Boyz

Hapa Kitchen

Island Chef Cafe

Kona Ice

Mrs Rosa

Papalote and More

Sweet Chimney Bakery

Learn more at DuluthGA.net/Events

After Action Report:

Event: Multicultural Night

Coordinator: Jessica Gross

Event Pre-Set: throughout week

Event Set Up: 10am-6pm

Attendance at 6PM:

Event Time: 6pm-10pm

Attendance throughout night:

Event Break Down Friday: 10-11:30pm

Date: Saturday, August 24

Weather:

Description of Event: Join us for Multicultural Night on Saturday, August 24th, where the main stage will light up with performances from across the globe, hosted by DJ Jessica It's All Good. Get your camera ready for iconic landmarks and immerse yourself in cultural music, dance, and delicious international cuisine.

Don't miss the Lantern Parade starting at 9 p.m.! See you there for a night to remember!

Staffing:

- Jessica: 10-11
- Victoria: 12-11
- John: 2-10
- Garin, Marcel, Ty, Jordan: 3-12
- Jason Rogers: 3-10
- Alex

Budget: \$17,000

Budget	Entertainment:	Vendor
300	Henna	Joonie & Jake's
3000	Community Art Project and Lantern Parade Supplies	Amazon
0	Classical Indian Dance	Parma Roy Bardhan
1500	Mariachi Mexico	luis vazquez
2400	Sound Solutions	
0	Belly Dancer	Damali Baccus
1040	Tent	
500	MAHEALANI'S POLYNESIAN	

3600	Liquid Sky	
0	Photography	DV Photo
1000	Chinese Lion Dance	Chien HOng School of Kung Fu
0	Lantern Assembly	SKA
700	DJ/Emcee	Jessica It's All Good
1500	Step Group	Southern Pearls of Atlanta
600	Flamenco Dancers	Berdole
425	Story Times	Miss LuvDrop
400	Carpenter Academy of Irish Dance	
16965		

Vendors:

Category:	Business:
Sponsor	Renewal By Anderson
Food Trucks	Kona Ice
	6Pack Subs Vietnamese Cuisine
	Island Chef Cafe
	Mrs Rosa
	Sweet Chimney Bakery
	Hapa Kitchen
	EGGROLL BOYZ
	Papalote and more
	Refresca
Mix and Match/Business	Rochale's Paint Spot
	Mi Familia en Acción
	Duluth Public Library
	Kim Lucretia mobile book boutique
	BinBin Giftshop

	Puppy Haven
	Code Wiz- Lawrenceville
	Gwinnett County Government
	National Youth Advocate Program
	Asian Americans Advancing Justice ATL
	National Youth Advocate Program

Preplanning Action To Sustain 2024:

1. Contract and brainstorm with Liquid Sky:
 - a. Parade: focus on cultures not represented on stage or by vendors.
2. Eventeny applications to open by the start of June; vendor approval 2 weeks later.
3. Lantern Design On-Site:
 - a. Discuss theme and supplies with SKA
 - b. Order supplies (depending on budget, half ordered early in year so they cans start design and half ordered in new fiscal year.)
 - c. Make copies of designs as needed.
 - d. Assist as needed. (This was the first year they asked us to help cut out. Due to time constraints we were not able to provide much help. Remind SKA to keep in mind these requests must be confirmed when designs are finalized.)
 - e. Confirm the number of premade and onsite lanterns to be made.
4. Community Art Project: (August 22)
 - a. Design Eventeny tickets and advertise.
 - b. Purchase supplies
 - c. Print clip Art to be used
 - d. Make examples and schedule staff.
 - e. Description: At this workshop, you'll create a lantern to be carried in our lantern parade or featured in our community art project during Multicultural Night on August 24th, from 6-9 PM. Your finished lantern will be part of a beautiful display located at the gazebo near 6S Brewing. If you'd like your lantern returned after the event, we'll provide instructions on how to include your email address inside the lantern. Please note, while we will make every effort to return lanterns to those who request it, we cannot guarantee returns due to the outdoor nature of the event.
You're encouraged to design your lantern to reflect your cultural heritage, or you can opt for a general multicultural theme. We'll provide a variety of

stickers, printed cultural symbols, and other décor for you to use. While we've carefully curated a selection representing diverse cultures, feel free to bring your own drawn or printed pictures or text that highlight any specific cultural aspects you'd like to include. The workshop will take place at the Duluth Festival Center, located at 3142 Hill Street. Free parking is available at the parking deck at the Courtyard by Marriott, just across the street. The Festival Center doors will open at 6 PM, and you are welcome to join us anytime between 6 PM and 8:30 PM. Please be aware that there could be a short wait for those who join us later in the evening. We recommend allowing 20-40 minutes to craft your lantern, and if supplies are available, you may even create more than one. We look forward to seeing you there! All Art Month classes are offered at a discounted rate, subsidized by the City of Duluth's Art Month. Value of course: \$10/person***

5. Hire DJs and sound for Main Stage and Music for Parsons:
 - a. Mariachi Mexico: Parsons
 - b. Jessica It's All Good: Main Stage DJ and Emcee
 - c. Sound solutions for main stage
6. Order tent from Atlanta Event Rentals
 - a. 20'x40' with lights
 - b. Friday Delivery, Sunday Pickup
7. Marketing coordinator scheduled photographer:
8. Main Stage Lineup:
 - a. 6pm: Berdole Flamenco
 - b. 6:40 pm: Step Dance
 - c. 7pm: Classical Indian Dance
 - d. 7:20pm: Carpenter School of Irish Dance
 - e. 7:45pm: Mahealani's Polynesian Dance
 - f. 8:15pm: Chinese Dragon Dance
 - g. 8:45pm: Bollywood Dance
 - h. 9:00pm: Lantern Parade leaves from Fountain
9. Book Additional Entertainment
 - a. Story Time at the Gigglebark
 - b. Free Henna
 - c. Mahealani's Cultural Station
 - d. Duluth Public Library
10. Schedule staff as needed.
11. Find Volunteers. See volunteer list in City Events.

12. Order Food for Staff (publix)
13. Provide Run of Show for both DJ's
14. Determine any road closures and notify merchants. (none this year)
15. Find and/or order signs for Road closures and activities.
16. Purchase supplies

Week of Action To Sustain 2024:

- Prior to Saturday:
- Early Setup:
 - Set tables and chairs in tent for SKA (See diagram)
 - Place Food Truck Load in Flag
 - Umbrella in Parsons: *Umbrellas and tents MUST be properly weighted
 - Test Power
 - Set up 2 Tents in tree line closest to gazebo (White and Duluth.)
*Umbrellas and tents MUST be properly weighted
 - 1 table and 2 chairs per tent
 - Wind Signs: Add Multicultural Night Signs to frames and place in the 4 regular spots
 - Lantern Supplies to tent prior to SKA Arrival at 3:30
- 2:30-3:00 Arrival: Sound Solutions: 6-10pm – Main Stage
 - Leaving equipment overnight
 - Need Run of Show
- 3:30 Setup:
 - Place City Council Swag and Duluth Life (Victoria) at Community Chat table.
 - Set table community Art Project table with multicultural hand and people cutouts and pens
 - Clean up parsons Alley: Sweep, Move tables and chairs as needed
 - Barricades for Parade route
 - High Boys in city Hall Lot:
 - Yum this Way Arch
 - Stage Lights On
 - Pull out Lot Full wind sign at the upper level of the parking deck and put it to one side so that it is visible if someone tries to pull in.
 - Save parking spots
 - Set PA for Story Time (Garin)
- 3:30-4:30: Load in

- 3:30 Arrival: SKA: 6-8:30pm – Town Green 404-510-9389
 - Need Certificates
- 4:30-5:00 Arrival: Berdole Flamenco: 6-6:30pm: Main Stage
 - Will set up dance floor
 - (Elena: 786-303-2964; Julie: 404-277-1499)
- 4:30-5:00 Arrival: Jessica It's All Good :6-9pm – Main Stage 678-978-5234
 - Needs Run of Show
- 5pm Arrival: Joonie & Jake: Hennah: 6-9pm – Parsons Alley. Toya:
- 5:45 Arrival: Mariachi Mexico: 6-9pm – Parsons Alley – 678-508-5142
- 6pm: Event Begins
 - Staff Assignments:
 - Main Stage Coordinator: Jessica/John
 - Social Media: Victoria
 - Community Art Display: Jason
 - Gigglebark Story Time: Garin
 - Parade Leader: Garin
 - Parsons Alley: Marcel
 - City Hall Parking Lot: Tyjuan
- 6:00 Arrival: Miss LuvDrop: 6:30-7pm and 7:30-8pm – Story Time at the Gigglebark Tree 404310-4833
 - Needs PA
- 4pm Arrival: Liquid Sky: 6:40-6:50: Step Group: Main Stage / 9pm: Lantern Parade and Step Group 404-444-1408
- 6:20/6:30 Arrival: Parama Roy Bardhan - Classical Indian Dance: 7:00-7:20 – 4703348422
- 6:30 Arrival: Carpenters Academy of Irish Dance: 7:20-7:35 – Main Stage 678.699.9326
- 6pm Arrival: Mahealani's Polynesian Dance: 6:30-7:30: Cultural Station on Town Green 7:45-8:30 – Main Stage
 - iPhone hookup
 - Will need one table for cultural display
- 7:30-7:45 Arrival: Chien Hong School of Kung Fu of Atlanta: Chinese Dragon Dance: 8:30-8:45 – Town Green (Staring at Main Stage)/9:00 Lantern Parade (Meet at Fountain) 404 547 8671
- 8:30 Arrival: Damali Bacchus: 8:45-8:55 – Main Stage (404) 747-0222