

2021 Hispanic Holiday Event

Event Description:

The Hispanic Holiday Event 2021 is a joint annual event that gives us the opportunity to share with our clients from the HOC and the Hispanic families from Clearwater the magic of Christmas.

Our goal is to bring the joy of the Christmas season to the Hispanic families and our community through enjoying the American traditions at Christmas with a DJ playing Christmas music, food, a movie on a large screen at night, popcorn and cotton candy machines, games, crafts, and activities such as cookie decorations, ornaments making, etc. This event will be free and open to the public. We will focus on inviting Hispanic families to participate. We will also have a "Picture with Santa" open to the public. Families can pre-register with the HOC to have a free family portrait taken in preparation of "Santa Claus coming to town."

The event will also showcase local Hispanic artisans, the women who participate in the HOC jewelry program, who will have stalls to display and sell their hand-made merchandise (such as jewelry and Christmas decorations) to guests. The proceeds from these sales will support the HOC Jewelry program.

We expect to have a minimum of 150 people, including counting children and adults participate in the event.

Each year the ICAI's Hispanic Outreach Center hosts a celebration for Christmas in our downtown Clearwater office. Due to COVID-19 and the concern for the safety and well-being of our guests, we will have the event this year using an outdoor space at Station Square Park. This will also allow us to have the event in a public space and attract more guests and participants to join us this year.

Supporting Downtown Clearwater

The event will support downtown Clearwater as it will bring guests downtown for the event and to encourage them to visit other local business. We expect about 150 guests to attend, including children and families.

HOC Contribution

HOC will contribute the event management through planning, communication, and execution of the event as well as with some operating supplies. Additionally, we will use our staff and volunteers to run the event. We will also support the event through marketing and advertising by posting and sharing the information for the dinner with Santa and Jewelry Fair event on our website, Facebook page, and email list.

Vendors

Other than HOC, there will be no other vendors participating the event. HOC is going to sell tickets to the participants so that they can use the ticket to buy the decorated pillows, jewelry and other crafts created by the women attending the Jewelry Program at the HOC. The funds generated will be used to fund the program itself.