

2021 Hispanic Heritage Month & Open House Celebration

Event Description:

The 2021 Hispanic Heritage Month & Open House Celebration is an annual celebration in honor of Hispanic Heritage Month (September 15 – October 15) to recognize, honor, and celebrate the contributions, talents, and successes of our local Hispanic Community.

Each year the ICAI's Hispanic Outreach Center hosts a celebration for Hispanic Heritage Month as our Open House at our downtown Clearwater office. Due to COVID-19 and the concern for the safety and well-being of our guests, we will move the event this year from an indoor format to an open air, outdoor space.

Our goal is to kick-off the celebration of Hispanic Heritage Month in a meaningful and dynamic way. The event will have musical performances and dances from the different countries and cultures in the Hispanic community. It will showcase local artisans, who will have stalls to display and sell their hand-made merchandise (such as jewelry and artwork) to guests. The event will include the Hispanic Heritage Month Proclamation from the City of Clearwater Mayor Hibbard and student perspectives on why they are proud to be Hispanic. Additionally, we will recognize and award individuals, volunteers and partner agencies in the community who have supported and helped the Hispanic Outreach Center and Hispanic community at large through an awards ceremony.

This event is being held in collaboration with the DDB's Dine Out for a Difference. Immediately following the event, the guests will be invited to patronize the local restaurants in downtown Clearwater to support local businesses, knowing that 10% of their bill will support the Hispanic Outreach Center's Gabe Cazares Memorial Scholarship for first-generation Hispanic students at St. Petersburg College.

Channel 8's Tampa Hoy anchors will co-host the event as MC's and promote the event.

Supporting Downtown Clearwater

The event will support downtown Clearwater as it will bring guests downtown for the event and also to encourage them to patronize the local restaurants. We expect about 50 guests to attend. On average (Pre-COVID-), we would average 80-100 guests for the evening.

Furthermore, we will have local musicians and artists downtown to showcase and sell their merchandise as we promote the local Hispanic artists and small businesses. This event not only invites key leaders from non-profit agencies and governmental partners to the downtown but also invites the local Hispanic community from Clearwater to the downtown as well and welcomes them into the larger community.

HOC Contribution

HOC will contribute the event management through planning, communication, and execution of the event. Additionally, we will use our staff and volunteers to run the event. We will supply items such as water for guests, staff and volunteers. Additionally, we will support the event through marketing and advertising by posting and sharing the information for the Dine Out for a Difference event on our website, Facebook page, and email list.