

# **2025 AfricFest Summary Report**

## **Presented by Canadian Crowned Creations Association**

**Event Date: August 9, 2025**

**Location: Eau Claire Plaza, Calgary, Alberta**

### **Executive Summary**

The maiden edition of AfricFest was a resounding success, bringing together over 5,000 attendees throughout the day, with a peak of approximately 1,000 attendees at a time. More than 50 volunteers, 20 vendors and 20 talented local artists showcased African culture through food, music, dance, crafts, and interactive activities.

This report reflects our commitment to accountability, transparency, and integrity in event delivery. It details how resources were managed, what was achieved, the impact on the community, and lessons learnt. Our goal is to reassure sponsors, donors, and partners that their contributions were used effectively and that AfricFest is a valuable, sustainable investment in Calgary's cultural landscape.

### **1. Objective**

The primary objective of the 2025 AfricFest Report is to demonstrate accountability, transparency, and integrity in the planning, execution, and outcomes of the festival. By openly sharing our processes, achievements, and lessons learnt, we aim to strengthen the confidence of our sponsors, donors, government partners, and the wider community—encouraging them to continue and even expand their support for AfricFest in the years ahead.

### **2. Purpose and Scope**

This report serves a dual purpose:

1. Accountability to stakeholders – Providing sponsors, donors, government agencies, and community members with a clear record of how resources were managed and what was achieved.
2. Foundation for future growth – Serving as a reference for future grant applications, sponsorship proposals, and partnership discussions.

Scope of the report:

- Event Overview
- Planning and Execution
- Financial Summary

- Outcomes and Impact
- Challenges and Lessons Learned
- Future Plans
- Acknowledgements

### 3. Event Overview

- Event Name: AfricFest – African Cultural Festival. [www.africfest.com](http://www.africfest.com)
- Organizer: Canadian Crowned Creations Association (CCCA). [www.ccca-connect.com](http://www.ccca-connect.com)
- Date: Saturday, August 9, 2025
- Venue: Eau Claire Plaza, Calgary, AB
- Theme: Celebrating African Culture and Community
- Attendance: 5,000+ visitors throughout the day; peak 1,000 at one time.
- Participants: Over 20 vendors, 20+ performing artists, 50+ volunteers, community organizations, and cultural groups.

AfricFest was created to celebrate the rich diversity of African cultures in Calgary, foster cross-cultural understanding, and provide a platform for African-Canadian entrepreneurs, artists, and community leaders in an outdoor setting.

### 4. Planning & Execution

#### Timeline

- January–March 2025: Event concept finalization, initial sponsor outreach.
- April–June 2025: Vendor and artist recruitment, permit acquisition, marketing launch.
- July 2025: Final logistics, volunteer training, contingency planning.
- August 2025: Event setup, execution, and post-event evaluation.

#### Partnerships

- City of Calgary – event permitting, logistical support.
- Local businesses – sponsorships and donations.
- Community groups – cultural performances and volunteer recruitment.

#### Volunteer Engagement

Over 50 volunteers served in roles including event setup and tear down, games, logistics, fashion, vendor assistance, guest services, and cleanup.

#### Attendance & Demographics

- Total attendees: 5,000+
- Peak concurrent attendance: ~1,000
- Visitors included families, youth groups, and seniors.

- Strong representation from Calgary’s African diaspora as well as the wider community.
- Guests included the Mayor of Calgary, local councillors, and community leaders.

### **Program Highlights**

- Main Stage Performances: Afrobeat bands, traditional drumming, dance troupes.
- Cultural Demonstrations: African cooking, hair braiding and clothing boutique.
- Marketplace: West African food, crafts, fashion, and art, trying on African clothes
- Community Engagement: Talks on African Folklore, drum academy, and fashion exchanges.

## **5. AfricFest 2025 Financial Summary**

### **Income**

For the period ending **September 30, 2025**, the Canadian Crowned Creations Association (CCCA) recorded a total income of **\$20,597.84**, generated from:

- **Sponsorships:** \$10,900
- **Vendor Participation:** \$5,500
- **In-kind Donations & Community Giving:** \$4,197.84

### **Expenses**

Operating expenses totaled **\$32,107.89**, supporting the successful delivery of AfricFest activities, including:

- **Entertainment & Performers**
- **Equipment Rentals**
- **Marketing, Promotion & Design**
- **Security & Safety**
- **Volunteer & Committee Meals**
- **Administration & Event Logistics**

### **Financial Outcome**

AfricFest 2025 closed with a **temporary deficit of \$11,510.05**. This shortfall will be fully covered through future grant funding, ensuring the festival’s continued sustainability and growth.

## **6. Outcomes & Impacts**

- Cultural Impact: Strengthened pride and visibility of African heritage in Calgary.
- Economic Impact: Generated revenue for over 20 small businesses.

- Tourism Boost: Drew attendees from outside Calgary, including Edmonton and surrounding towns.
- Media Reach: Social media impressions and mention on local radio station on event day.

## 7. Challenges & Lessons Learned

- No grant was secured and limited financial sponsors.
- Weather contingency plan.
- Vendor space demand exceeded planned capacity – need to expand in 2026.
- Volunteer coordination was strong but could be improved with earlier assignment of leadership roles.

## 8. Future Plans

- Expand AfricFest to two or three days in 2026.
- Early Applications for Grants
- Early Reach Out to Corporate and Community Sponsors
- Increase vendor and artist capacity by 50%.
- Strengthen youth and school involvement.
- Enhance local TV/Radio marketing reach to draw more visitors from outside Calgary.

### 2026 Budget Estimate

Category	2026 Projected (\$)
Administrative & Supplies	1,000
Games & Activities	1,000
Event Production	30,000
Talent & Entertainment	30,000
Design, Marketing & Promotion	5,000
Photography & Videography	5,000
Social Media & Digital Ads	5,000
Security & Insurance	10,500
Volunteer & Committee logistics	9,000
Miscellaneous	1,500
<b>TOTAL</b>	<b>98,000</b>

## 2026 Planning Timeline

Phase	Duration	Key Outcomes
Initiation	Oct–Dec 2025	Committees, budget, venue, early grants
Planning	Jan–Mar 2026	Program design, sponsor/vendor onboarding
Mobilization	Apr–Jun 2026	Communities, Marketing push, logistics, partnerships
Preparation	Jul–Early Aug 2026	Training, readiness, setup
Event	Aug 7–9, 2026	Execution and live management
Review	Aug–Oct 2026	Financial report, impact summary, next cycle

## 9. Acknowledgements

We express our heartfelt appreciation to:

- Donors and Sponsors
- Government Partners: City of Calgary, Calgary Arts Development,
- Vendors: For bringing authentic African food, attires, impressions, colors, etc.
- MCs and Performing Artists: For Great African Music. Poetry, Dances, etc. largely on a pro bono basis
- Volunteers: Whose dedication made the event possible.

**Together we can grow the African Cultural Festival for future generations to come. A legacy of showcasing African Culture in Canada.**