

Welcome

Fest

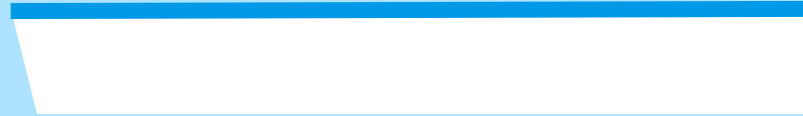
Key West



Key West is America's Carribean Island



*We have a unique opportunity to
expand Key West's tourism industry,
create new livelihoods, and
celebrate our rich Caribbean
heritage*



Key West is home to people
from countries across the
Caribbean each with its
own **carnival** customs,
music & culture



The Bahamas





Cuba



Trinidad & Tobago

Grenada





Dominican Republic



Puerto Rico



Let's celebrate our
caribbean cultures

Overview of Welcome Fest

- 2 day family friendly festival, occurring every quarter
- Attracts tourists with music, dance, food and costume from across the caribbean
- Creates new economic opportunities for locals





Tourists take part
in the parade

Focus is on kids
& family activities





Just think of
the food

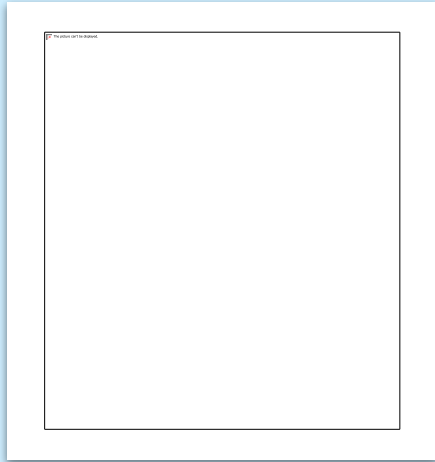
It's about culture & economics

- **Build local skills:** We will partner with schools and other organizations to create classes to teach music, performing arts, and costume design
- **Create jobs:** There will be new demand for food, costumes and dance lessons
- **Stimulate tourism:** The spectacle will attract new visitors year round





Meet the Team



Veronica Stafford



Aaron Castillo



*Margaret Carey
McCray*



Ray Rothman



Valerie Littlefield



Lenny Morgan



Wendell Boynes



Millicent Weech



Laurine Laxer



Anthony Parker



*Johnny Penny
Griffin*

Board of Directors



Eugenia Butler



Michael Pollydore



Daryl Waldron



*Marcia Sweeting-
Somersall*

We realize with COVID, it's a challenging time to think about organizing a festival

But an effort like this will require **significant planning** and **community involvement**. We'd like to start to prepare, so we're ready to launch our first festival within **90 days** of the government **lifting COVID restrictions** to allow large gatherings and festivals

Our plan...

- 1. City endorsement:** We'd like Key West's commitment to supporting this recurring festival, so that local time, effort, and money is not wasted
- 2. Start preparing:** We already want to start promoting the event to secure sponsors, organize local participants, and partner with local schools, non-profits, and churches
- 3. Build over time:** Our plan is to start small, but work toward our grand vision to make Welcome Fest one of the Keys premier attractions over the next few years and sustains itself for decades









A person is shown from the back, wearing a large, elaborate costume. The headdress is made of many long, colorful feathers in shades of pink, purple, and red. The person's back is covered by a large, circular, light-colored mask or panel decorated with intricate, swirling patterns in red and gold. They are wearing red gloves and a red sash. The background is bright and slightly out of focus, suggesting an outdoor festival setting.

We need your
support!

Key West

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