

Festival LATiNO

Presented by

HONDA

Sponsor Report 2012

75,000 Attendees!

33.3% increase from 2011

102 volunteers donated more than 438 hours

33 children's activities

28 generous sponsors

23 food vendors

20 community leaders on the steering committee

12 community service organizations

11 marketplace vendors

10 music acts

(6 international, 4 local)

4 dance groups

2 visual artists

MISSION: "To provide the community with an opportunity to experience traditional and contemporary Latin American culture through the presentation of the performing and visual arts, educational workshops, and authentic cuisine."



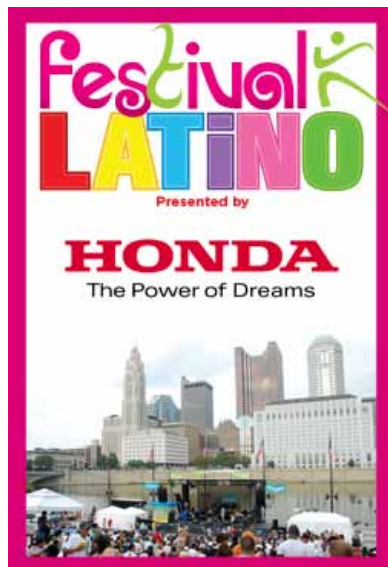
All photos by
Randall L. Schieber



Collaborative Partnerships

Initiatives in the Children's Area, the Dance Plaza, the Culture Fashion Show, and Artists' Showcase allowed CAPA the opportunity to partner and leverage resources with the following community organizations:

- 200Columbus
- Advanced Language Access
- After School All Stars
- Amaya Productions
- Azteca
- Big Brothers Big Sisters of Central Ohio
- Bounce Columbus
- Centro Esperanza Latina/ Center for Latin Hope
- Columbus Crew
- Columbus Museum of Art
- COSI
- Damas Latinas
- El Sol de Ohio
- Greater Columbus Arts Council
- Kidslinked
- La Jornada Latina
- La Mega
- Latina Mentoring Academy
- La Raza
- L.E.O.N. (Latino Empowerment Outreach Network)
- L.U.L.A.C. (League of United Latin American Citizens)
- Metro Parks
- O.C.H.L.A. (Ohio Commission on Hispanic/ Latino Affairs)
- Telemundo
- The Mascot Organization
- Who's Who in Latino Columbus
- YMCA of Central Ohio



New This Year

Expanded Entertainment

Festival Latino 2012 presented more international recording artists than ever before with performances from Tony Vega, Johnny Rivera, Obie Bermudez, Toby Love, and Miriam Cruz—all free of charge to festival goers! More than 75,000 came out to enjoy a wide variety of traditional and modern Latin sounds with dancing encouraged.



Audience Surveys

We received more than 600 surveys from Festival-goers. Of those surveyed, 37% said their favorite part of the festival was the music and 36% said food. Suggestions included physical expansion of the Festival (16%) and additional entertainment (14%). Almost 96% of survey responders who answered the question "Do you plan to attend Festival Latino next year?" said yes.

The survey results have identified the following as the goals for Festival Latino 2013:

- Expand the existing site plan
- Add a second stage
- Expand offerings and activities in the Children's Area
- Widen our reach beyond central Ohio to attract additional patrons



Testimonials

"Columbus is a diverse, open community and Festival Latino is one of those special events that helps to highlight the people and places that make our entire community special. Every year I look forward to heading to our vibrant downtown neighborhood for a great weekend at Festival Latino."—Eileen Y. Paley, Columbus City Council member



"2012 marked the second year of State Auto's partnership with the Columbus Museum of Art at Festival Latino. Assisted by our good friends at CAPA, we presented a booth that featured hands-on art projects for kids and adults and promoted the work of Latino artists on display at the Museum.

The Museum is striving to become a destination for all Columbus families, just as the Festival is bringing so many in Columbus closer to our growing, vibrant and engaged Latino population.

State Auto is committed to our community and all who make it culturally richer and economically vibrant. Muchas Gracias y Felicidades a Festival Latino y el Museo de Arte."
— Win Logan, Director of Community Relations, State Auto

"The 2012 Festival Latino gave us the opportunity to introduce new products in an environment rich in Latino flavor. CAPA's choice of artists allowed us to share our culture with families and individuals whom we have not yet reached out to. We look forward to participating next year to continue to share the Latino culture and our Argentine artistry."—Omar D'Angelo, D'Angelos

"We had fun, hope to do it next year!"—Ricky G. Holland, F&K Iglesia de Cristo

"Congrats on a fabulous festival."—Sarah J. Rogers, Deputy Director for Institutional Advancement, Columbus Museum of Art

"Thank you for the help and support that you gave to IDT. We really appreciate your help and we can't wait to do it again next year. The location of our tent was perfect. Tons of traffic and couldn't have asked for a better spot."—Jose Martinez, IDT

"Congratulations on a great event, Festival Latino was awesome!"—Lauren Emond, Festival Attendee

New Web Site and Logo

In 2012, CAPA had the opportunity to create a new and improved web site for Festival Latino. Launched in July, it hosted nearly 11,000 visitors in August with new visitors



making up 76% of web traffic. The home page and the main stage artists' page were the most visited pages.

A new logo was created to refresh the festival's brand and was used in 2012 collateral.

Increased social media efforts through Facebook,



Twitter, and YouTube also provided the community with updates and information on Festival activities.

Looking Ahead

Building on the success of years past, Festival Latino 2013 will continue to expand, adding a second stage at Bicentennial Park programmed with family entertainment including music, activities, and water park. The expansion will also allow for additional food and merchandise vendors, as well as increased sponsorship opportunities.

Misa Cubana ("Cuban Mass") written by Cuban composer and pianist José María Vitier premiered at the Cathedral of Havana in 1996, and will make its Columbus premiere at Festival Latino in 2013.

