



SHARING THE MESSAGE OF MULTICULTURALISM IN UNPRECEDENTED TIMES.

Because it is as important to celebrate multiculturalism today as it ever has been, we decided to bring our festival online. We will include:

- A virtual Festival based on this year's Map of expected events, complete with dances, recipes and pictures from all participating COUNTRIES AND CULTURES,
- A history page with thousands of images of our festival, our cultures, our television coverage, our founders and so much more,
- A live feed of past and present events including recipes from local homes and kitchens, dances both local and worldwide (in Alberta Health Service approved formats),
- An online site to peruse and purchase cultural goods,
and (with the approval and oversight of Alberta Health Service),
- An online cultural food purchase and pickup/delivery program (HeritageFestToGo).

We are developing this program, cooperatively, as quickly as we can and things are changing daily, but, if we can pull it off, as well as continuing an uninterrupted legacy of support of multiculturalism, this will support local cultural groups, the Edmonton Food Bank, local delivery drivers and all the subsidiary companies that rely on the festival community.

Please read the following carefully.

We will be forwarding updates to the contracts that you already signed!

Thanks, Jim



Part 1 – Electronic Festival

Required

The website will include three primary components.

1. A virtual map,
2. a history page, and
3. a live feed.

A portion of the website will launch Monday July 20th and we will make more pages visible over the following weeks.

We will require a lot of content to create this virtual festival.
Please check any or all of the following that you are able to supply.

- ☐ Historic Photos
- ☐ Historic Videos (or links)
- ☐ Pre-recorded performances we can play live
- ☐ Recipes (paper)
- ☐ Recipes –(Video)
- ☐ Information or articles on the history of the pavilion at Heritage Fest
- ☐ history of your cultural group in Edmonton.
- ☐ interviews with members of your organization on the history of the pavilion at Heritage Fest or history of the country/culture. These interviews will be recorded over Zoom and must be arranged with Deb prior to June 1st)

Please send a list of this content to

Deborah@heritagefest.ca or
Chelsea@heritagefest.ca

Fees

There are no fees to participate in the Virtual Festival. There is only a minimal time commitment to providing content.

Written permission: We will require that you sign a document allowing us use of the images and videos. That document will follow.



Part 2 – Cultural Goods

Optional

We will be selling HF merchandise via our Virtual Festival website.
We invite any groups that want to sell their cultural items to participate.

Dates

The website's shop will be open from July 27th to August 8th.

Payments and Fees

EHFA will accept all orders and payments on behalf of the participating groups. An approximate 15% fee will be charged (based on cost of money). Delivery will be an additional cost to the customer.

What we need from participating groups

For each item we will require a photo of the item, the price, what it is made of, what it is, any cultural significance or other details. Items that can be put up for sale include: cultural artwork, jewelry, clothing, home wares, and others.

Delivery format is to be decided and will depend on the current restrictions. The current plans for volunteers to gather the items ordered, wrap and package them into boxes preparing them for delivery. EHFA will provide boxes and wrapping materials.

Please choose either or both of the following:

- ☐ We will be selling cultural goods.
- ☐ Our vendors will be selling cultural goods. Please work with them and give us ____% of the gross sales.

And forward to

Jimgibbon@heritagefest.ca

Or

Chelsea@heritagefest.ca





Ordering - Our website will allow people to purchase food items on line starting Saturday July 25th.

Final food Preparation will take place at the Public, a set of kitchen spaces located behind MacEwan University (see below). On the same street there is also room for several tents, and food trucks. We will fill the entire West side of 107 street. A close look at the picture below will show the front of the building which also includes several interesting parking stalls that can host BarBQues with weather coverage.



Tracking of Orders tracking of orders will be done through our website. We recommend that organizations keep a log..

Discrepancies or Issues - The groups supplying the website order weekend to assure a smooth running affair.

Customer Payment - The Edmonton Heritage Festival Association on orders via the ordering system. A 15% fee will be taken from each order to cover EHEFA's costs.

Disbursement

Participating organizations will be paid as soon as possible.

Delivery

Delivery providers have not been determined at this time. Delivery will be added on top of the order and will not be charged to the cultural organization. Delivery fees will be determined once a provider has been acquired.



AHS – Process and Procedures

We will work with AHS to determine all the necessary requirements to keep our cultural groups, patrons, staff, volunteers and customers safe. It MAY include no more than 3 people in a kitchen at a time, kitchen staff must work 2 meters separation, masks and gloves etc. Order compilation will be via one way systems with six foot separation.

Delivery or pick up is the customers choice with an added cost for delivery AND likely forced pick up for customers further from the site. Pick up and delivery will be behind two fences roughly two meters apart with orders handed across with “grabber sticks” Orders will be scanned via attached scanners maintaining touch free pick up and delivery.



Prep and service

All participating groups must work from the Kitchen space we’ve acquired, onsite tents, mobile kitchens or food trucks. Preparation in advance can be at any approved AHS facility, but, in order for receiving orders, pick-up and delivery to be feasible all groups must reside in the same location. You will know, in advance, all orders required. All customer orders MUST be in place before the festival.

Cost to participate

To participate in the food delivery & pickup portion we are charging \$500 to each participating group. If an organization has already paid their fees for 2020’s on-site version, we will put that money towards the delivery/pick-up version of the festival. Fees paid above \$500 can be rolled over to 2021 or refunded. Your \$500 deposit will be returned after the festival.

Menu

A new form has been sent out to participating pavilions where they will fill in their updated menu items. To keep things simple each organization will only be allowed 3 items to prepare. Items may be prepared and sold ready to eat OR pre-prepared for cooking at home (as long as the cooking instructions are on our website in advance).

ALL information is be due by June 1st

There are limited sites. It is first come first served.

Contact:

Jimgibbon@heritagefest.ca

Or

Chelsea@heritagefest.ca