



Celebrate Nashville 2021 Report

The first ever hybrid
event paired an
in-person experience
at Centennial Park with
live-streaming and
virtual performances

The Festival at a glance

- Celebrate Nashville Cultural Festival was presented by Nashville Metro Parks and “Powered by Asurion”
- Took place on Saturday, October 2, 2021, from 10 AM to 6 PM at Centennial Park
- Paired an in-person experience at Centennial Park with live-streaming and virtual options on the Festival website and social media platforms
- Consulted with the Nashville Health Department to offer a safe in-person experience with pandemic protocols in place

**Over 142,051 people
were engaged during
Celebrate Nashville
— in-person, and
on six platforms!**

We were here:



**And also here: Facebook,
LinkedIn, Vimeo, YouTube,
Instagram, and of course,
celebratenashville.org**



Festival Highlights

The Asurion Stage

- The largest stage at the Festival, this stage was “Powered by” Asurion, the Festival’s Presenting Sponsor
- Featured traditional music, singing, and dancing from around the world
- Located on the Great Lawn next to the Parthenon
- Spectators brought blankets and chairs to enjoy nonstop entertainment all day
- The Asurion Stage performances were live-streamed to the Celebrate Nashville website
- Festival-goers were welcomed by Judge Ana Escobar, General Sessions, Div. 3 and Marisa Richmond, Ph.D., Past Chair of the MHRC

The World Bazaar

Artisans, Global Village, Community Partners

- Presented by Metro Human Relations Commission
- Offered an authentic look at the customs and traditions of the participating cultures
- Heard within the World Bazaar: traditional music and native languages of each represented area
- Spotted within the World Bazaar: clothing, instruments, and other cultural artifacts
- Vendors offered unique hand-crafted and imported items from around the world for purchase
- Attendees were invited to learn about various nonprofits and service organizations that support and benefit the diversity in our community

Inclusion Works: A Fair Job Fair

- Presented by Metro Human Relations Commission & Metro Action Commission
- Objective: provide employers with a diverse pool of candidates and enhance career opportunities for individuals seeking employment within the Middle Tennessee Area
- The job fair brought together the hiring needs of employers and matched it with candidates from a wide range of Nashville communities

The Harmonde Stage

- Sponsored by Humanities Tennessee
- Offered an intimate, interview-style, behind-the-scenes look at Celebrate Nashville participants.
- Performers spoke about their cultural background and meaning behind their performances
- Artisans shared information about their crafts
- Food vendors described the spices and flavors that go into the recipes for some of the delicious foods you can sample
- Audience learned about companies and organizations that are committed to supporting diversity in our community

Kidsville Children's Area

- Coordinated by Centennial Park Conservancy's Kidsville — the creative force behind the kids' activities offered at Musicians Corner and the Parthenon
- Local organizations hosted take-home and socially distanced activities, plus virtual programming online
- Masks were required in this area

TEENS UNITED

at Celebrate Nashville

- Presented by OASIS CENTER and ITOP (Nashville's International Teen Outreach Program)
- Hosted activities reflective of teens' heritage and their current lifestyle
- Teens coordinated music and dance performances throughout the day on the Teens United Stage

The International Sports Field

- Nashville Soccer Club hosted its IMPACT Soccer pop-up program on the Great Lawn in front of the Parthenon
- Presented by BODYARMOR, IMPACT Soccer provided family-friendly soccer activities, inflatable pitches, soccer skill-drills, and 3v3 tournaments
- The Nashville Soccer Club and BODYARMOR Street Teams were onsite providing fanfare, prizes & giveaways

Centennial Art Center

- Presented the Get Cultured art exhibit featuring international artists
- Exhibits included paintings, ceramics, fiber art, mixed media art, drawings, photography and sculpture
- Located in the northeast corner of Centennial Park
- Provided ADA parking with shuttle service to the main Festival area
- Masks required to enter building

The Parthenon

- FREE admission during festival hours
- World's only exact-size and detail replica of the original temple in Athens, Greece
- 42-foot statue of Athena inside
- Houses permanent art collection of 63 paintings by 19th and 20th century American artists
- Masks required to enter building

Nashville Health Department's Mobile Vaccination Clinic

- COVID-19 vaccinations and testing were available onsite during Festival hours
- Services were free and provided by health professionals from the Nashville Health Department
- No appointment was necessary

Oktoberfest Beer Garden & Picnic Area

- Made possible by the Centennial Park Conservancy
- Located in a shady grove of trees close to the Children's Area and Food Vendors
- Offered German-style beers
- Picnic tables were available so patrons could take food in to relax and enjoy with their beer
- Children were welcome in the picnic area, but patrons had to be 21 years old to drink

The Food

- 25 food vendors in attendance representing global cuisines
- Delicacies sold via both food trucks and booths
- Picnic tables were available in the beer garden for dining and drinking
- Dishes included Empanadillas, Alcapurrias, Baklava, Tandoori Chicken, Bourma, Nazouk, Baozi, Char Siu, Tasso Kabrit, Nam Vanh, Papaya Salad, Gourmet Popcorn, Sticky Rice, and Spanakopita, just to name a few

By the numbers

Reach

Facebook Reach

89,927

[The number of people who saw any content from our Page or about our Page, including posts, stories, ads, social information from people who interact with our Page and more.]

Instagram Reach

7,808

[The number of unique accounts that saw any of our posts or stories at least once.]

Website Views

18,774

Reach

Total Impressions

116,509

(Plus, in-person attendance)

In-person Attendance

25,000

(Estimated)

Top Countries that tuned in:

USA • Argentina • Canada • Cayman Islands • Chile • China • Colombia
Costa Rica • France • Germany • Greece • Iceland • India • Indonesia
Iraq • Ireland • Israel • Japan • Mexico • Netherlands • Nigeria • Peru
Philippines • Puerto Rico • Russia • South Korea • Spain • Tanzania
Tunisia • United Kingdom • Ukraine • United Arab Emirates

Number of Languages that interfaced: 25

Spanish • Arabic • French • Portuguese (Brazil) • Japanese • German
Russian • Chinese • Italian • Thai • Vietnamese • Azerbaijani • Turkish
Hindi • Indonesian • Filipino • Swahili • Dutch • Swedish • Danish
Serbian • Armenian • Macedonian • Portuguese (Portugal) • English

8044 People engaged in Tennessee virtually/digitally

Nashville	4530	Lebanon	129	Chattanooga	51	Lewisburg	27
Murfreesboro	547	Gallatin	125	Ashland City	47	Manchester	26
Clarksville	330	Spring Hill	111	Knoxville	44	Gladeville	22
Franklin	265	Columbia	86	Fairview	41	Greenbrier	21
Hendersonville	239	Goodlettsville	75	Nolensville	40	Tullahoma	19
Smyrna	225	Memphis	73	White House	39	Pleasant View	19
Mount Juliet	195	Springfield	57	Cookeville	38	Arrington	18
La Vergne	182	Dickson	52	Portland	35	Bon Aqua	18
Brentwood	138	Shelbyville	51	Christiana	30	Kingston Springs	18

Event Sponsors

2021 Sponsors



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