



# NAPLES INDIA FEST - 2014

By India Association of Naples, Inc.

A 501 (c) (3) Not-for-Profit Organization

## NIF 2014 - A Journey that brought Incredible India in Naples

As the saying goes, when you want something from the bottom of the your heart, all the universe conspires in helping you to achieve it, the story of Naples India Fest -2014 was something similar.

Over the years Naples India Fest has established itself as a great brand, and this year's event was suppose to take it to another level. The preparation for the event started off from early January itself, with all the enthusiastic volunteers meeting many times during this month to chalk out a plan, after all it was going to be our first outdoor venture, from vendors to appropriate venue, everything has to be worked at. But soon we zeroed in for Cambier Park, vendors were few; but as always our participants' enthusiasm and some early sponsors' trust kept us going.



### **A Road Block**

As we approached February, we faced a road block, the date we had reserved for the venue, 15th March, has to be changed, due to St Patrick's Day parade. And though it was just a matter of changing the date and communicating it to the community and changing few flyer templates etc...the matter somehow got unwanted attention from higher ups of city administration, and at one point the entire plan to organize the event at Cambier Park seemed out of question. Thanks to relentless efforts of India Fest committee, we could reserve the venue for 29th March, but with many restrictive clauses.

### **Spreading the word**

After getting past that, by mid February, our marketing team got in action. They went door to door, to distribute the event flyers, and had to put lot of effort in putting those ubiquitous India Fest "Yard Signs" all over Naples, and during the week of event, they were ready with Radio Advertisements, that aired continuously on 98.9 fm and 104.7fm throughout the week. Along the way, all that effort also resulted in winning us trust of few vendors - which proved to be so crucial for this year's event success!



### **Performers - Our Strength**

Unfazed from all that; as usual, our performers were chugging along, after all this has been our strength for so long. We did our final few rehearsals at Vineyard Park and in Fleischmann Park, all the participants could be seen brimming with confidence and excitement, and all that didn't go unnoticed by Photographer from Naples Daily News, and the event got full coverage in next day's newspaper.



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## D—Day & Miracle

D-day approached with its fare share of excitement, a week before the event and the event days forecast showed 70% chances of rain, unfazed by that, and keeping strong belief in almighty, everybody kept working on their part; but we kept our eye on the forecast, over the week it improved but the day before it still was 40% chance of rain, we did our part, it was time for universe to conspire for us, and it did - Rain God also decided to play in our favor from the point when first barricade was to be put on till the point last barricade was unassembled. At Cambier Park, rain was stopped at 7:30am in the morning and started again heavily at 4:30 pm that day.



## A Great Celebration Of Our Rich Cultural Heritage

So finally we did it, months of hard work came to fruition at Cambier Park on March 29th, and NIF 2014 deservedly turned out to be a grand gala celebration of our rich culture heritage! Thanks to our participants, each of their performance was spellbinding! Thanks to our volunteers, your effort on that day was a spectacle to be seen, setting up all the tents for vendors, tables and chairs for the audience, crowd control, parking etc, all that in short time we were allowed to access the facility.



| Event Statistics  |               |
|---|---------------|
|   | Amount        |
| Total Attendance (Inc. Kids/ Volunteers)  | ~ 1300 People |
| Total Ticketed Guests   | 905 Adults    |
| Total Food/Drinks Stalls  | 9 Stalls      |
| Total Merchant Stalls   | 9 Stalls      |
| Total Sponsorships  | \$ 6,701.00   |
| Total Revenue   | \$ 13,381.64  |
| Total Expenses  | \$ 6,839.31   |
| Net Proceeds  | \$ 6,542.33   |
| A portion of the proceeds will benefit to Hindu Temple of SW Florida and Lighthouse of Collier Charity. |               |

Around 1000+ people have attended the event making it a great celebration of our rich cultural heritage! Attached are some pictures and statistics that sum up whole event and feedback from the participants.

Please click [NaplesIndia YouTube Channel](#) for the event videos or [India Association of Naples, Inc.](#) Face book page for the event photos.



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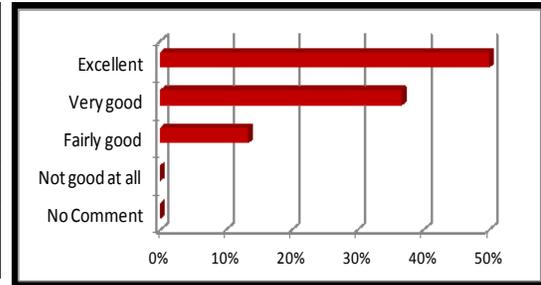
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## NIF 2014 - What our visitors think...

In order to help planning and organizing our future events in a better way a feedback survey was taken after the event from all the community members. Following analysis was recorded.

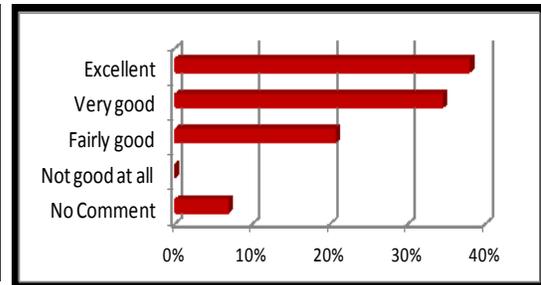
### 1. Overall, how would you rate our cultural entertainment?

| Answer Choices  | Total | Percentage |
|-----------------|-------|------------|
| Excellent       | 15    | 50%        |
| Very good       | 11    | 37%        |
| Fairly good     | 4     | 13%        |
| No Comment      | 0     | 0%         |
| Not good at all | 0     | 0%         |
| Total           | 30    | 100%       |



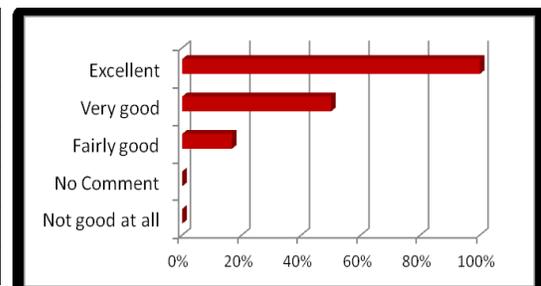
### 2. Overall, how would you rate our food?

| Answer Choices  | Total | Percentage |
|-----------------|-------|------------|
| Excellent       | 11    | 37%        |
| Very good       | 10    | 33%        |
| Fairly good     | 6     | 20%        |
| Not good at all | 0     | 0%         |
| No Comment      | 3     | 10%        |
| Total           | 30    | 100%       |



### 3. Overall, how would you rate the event?

| Answer Choices  | Total | Percentage |
|-----------------|-------|------------|
| Excellent       | 18    | 60%        |
| Very good       | 9     | 30%        |
| Fairly good     | 3     | 10%        |
| No Comment      | 0     | 0%         |
| Not good at all | 0     | 0%         |
| Total           | 30    | 100%       |



### Some of the comments from our community members—

“Great organization, excellent planning and professional advertisement. Kids were very talented and did a super job.”

“The performances were great! Food was also delicious. Very fun indeed”

“Made me homesick for India.”

“Finally India dawns on Naples, FL!!! Great awareness amongst the city cultures!”

“Amazing show and amazing team work, photo booth was excellent”

“Awesome experience of Incredible India!!!”