

Cultural Global Market Pop-Ups: Program Summary 2024-2026

Program Locations: Moorhead, Fergus Falls, Pelican Rapids, Detroit Lakes, Breckenridge, Mahanomen

Program Objectives:

The Cultural Global Market Pop-Ups aim to foster community cohesion and economic empowerment by hosting monthly multicultural market events throughout Minnesota. These events will feature diverse vendors, cultural performances, food experiences, and community engagement activities. The goal is to celebrate cultural diversity while providing economic opportunities for local entrepreneurs, artisans, and small business owners.

By engaging residents from diverse backgrounds and showcasing a wide range of cultural expressions, the program aims to build cross-cultural understanding and support the economic inclusion of emerging entrepreneurs in the region.

Program Components:

- Market Events:** Monthly pop-up markets at various locations, featuring local vendors and cultural showcases.
- Cultural Performances:** Live music, dance, and artistic performances celebrating the heritage of participating communities.
- Business Support:** Workshops and networking opportunities for local entrepreneurs to build business skills and community connections.
- Community Engagement:** Activities designed to foster intercultural dialogue and understanding.

Budget Summary:

Category	Year 1	Year 2	Total
Program Staff (Coordinator, Assistants)	\$100,000	\$100,000	\$200,000
Venue Rentals	\$20,000	\$20,000	\$40,000
Marketing and Outreach	\$15,000	\$15,000	\$30,000
Cultural Performers/Artists	\$75,000	\$75,000	\$150,000
Business Support Workshops	\$15,000	\$15,000	\$30,000
Supplies and Equipment	\$10,000	\$10,000	\$20,000
Travel Expenses (Staff and Performers)	\$10,000	\$10,000	\$20,000
Administrative Costs	\$5,000	\$5,000	\$10,000
Total	\$250,000	\$250,000	\$500,000

Funding Request: \$500,000 for 2 years (including contingency and program expansion)