



Vancouver Sustenance Festival



Vancouver Park Board Sustenance Festival



Aims to serve Vancouver as a platform for community groups, artists, and social service organizations to celebrate and push the boundaries of food innovation



Includes workshops, dialogues, celebrations, art exhibition and talks

Our Goal

To evaluate Sustenance Festival events to create promotion material and identify possible areas of improvement

Relevance



Evaluations can inform future grant applications and aid in funding



Feedback can inform organizers on how to make events more accessible and inclusive

Our Approach



Attended events



Posted on Instagram



Wrote reflections and posted on Sustenance Festival website

Results



Events ----- 13 attended



Instagram ----- 142 new followers 11 posts



Reflections ----- 12 reflections posted

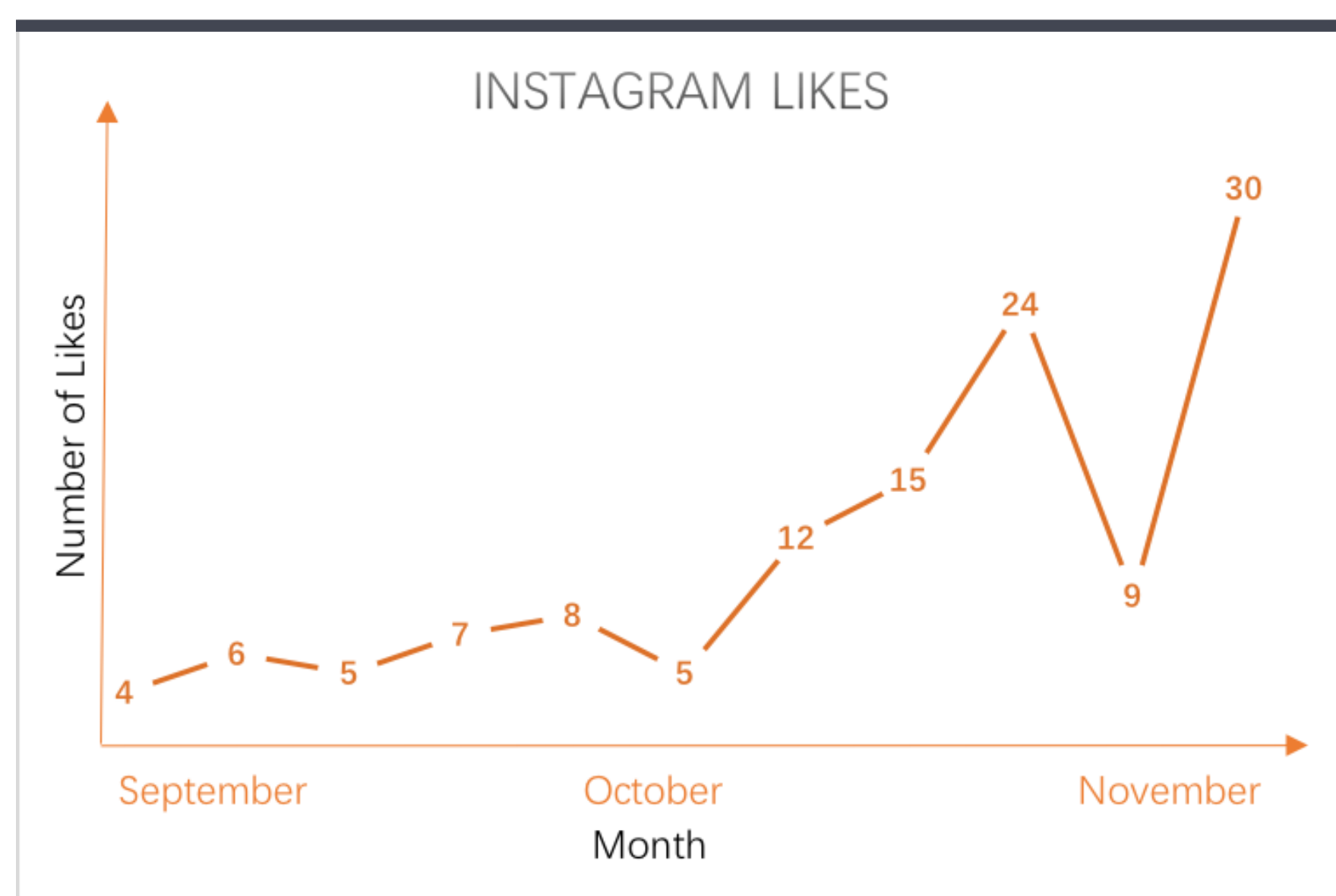
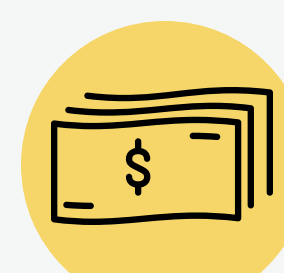


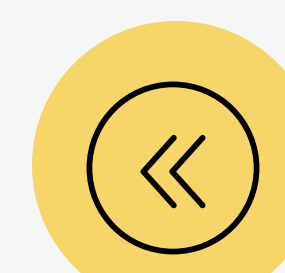
Fig 1. Self-collected one week after posting on Instagram

Reflection Results

Three main areas of improvement



Financial



Rhetoric



Awareness

Successes

Sliding scales available

Welcoming overall

Increased social media awareness using Instagram - more likes and followers

Challenges

Alternative payment options not well publicized

Marginalizing rhetoric
Mostly accessible to highly educated population

Social media more accessible to younger and affluent demographics

Suggestions

Advertise and communicate sliding scales and "pay-by-donation" entry fees

Frame criticism as constructive and strive for an inclusive environment for all

Advertise the festival at general events
Post on Instagram before the events happen

Take-Home Message

Diverse people will most likely attend events that: they are aware of, are monetarily accessible, and acknowledge and respect their cultural values.

Through event evaluation, Vancouver Parks Board can report results, increase funding, and identify areas of improvement in order to enhance and promote the Vancouver Sustenance Festival.

SOURCES:

Vancouver Parks Board 2 - Sustenance Festival - Vancouver Food Conversations. (n.d.). Retrieved from <https://wiki.ubc.ca/Course:LFS350/Projects/F2018/VanParksBoard2/sustenancefest>. (2018, September 21). All posts [like count]. Retrieved from <https://www.instagram.com/sustenancefest/?hl=en>