

Ist Dar es Salaam Pedestrian Festival

HELD NOVEMBER 26TH, 2011 AT LUMUMBA STREET

Report Prepared By
Karimah Gheddai



Day ee Salaam
Pedestrian Festival



Our Sponsors

Thanks Kindly to our 2011 Sponsors of the 1st Dar es Salaam Pedestrian Festival



Dar Tourism- A Destination Marketing Organization promoting Dar es Salaam as a tourism destination www.dartourism.com

Sustainable Cities International- An NGO based out of Vancouver Canada whose mission is to catalyze action on urban sustainability in cities around the world. - www.sustainablecities.net

The Kesho Trust-An international NGO in Tanzania whose mission is to facilitate and support community led activities that foster positive relationships between local communities and the conservation of their protected areas. - www.thekeshotrust.org

Coastal Aviation - An airline company operating out of Dar es Salaam that offers air charter services in East Africa and flying safaris to various destinations in Tanzania. - www.coastal.cc

NewAfrica Hotel - Located in the heart of the city center New Africa hotel is one of the premium hotels in Dar es Salaam. - www.newafricahotel.com

Dar es Salaam City Council (DCC)- is one of the 4 Local Government Authorities in Dar es Salaam that coordinates urban planning and development among the 3 Municipalities of Ilala, Kinondoni and Temeke.

The Danish Embassy-The representative body of Denmark in Tanzania www.ambdaressalaam.um.dk

The French Embassy- The representative body of France in Tanzania www.ambafrance-tz.org

AfriRoots-A tour company based out of Dar es Salaam and offering walking tours of the city. www.afri-roots.co.tz

Organizing Team:

Mr. Charles Lupilya- CEO Dar Tourism- clupilya@hotmail.com
Karimah Gheddai* F*Y-- Project Officer for Local Tourism Initiatives-Sustainable Cities International
Network Africa Program (SCINAP)- kmgheddai@gmail.com
Neema Kinyagu-Tourism Officer, Dar es Salaam City Council (DCC)-neemajms@yahoo.com
Frank Mwasalukwa *Y- One Stop Youth Center- fmwasalukwa@gmail.com

Emcee

Gaston Makwembe

Vendors/ Exhibitors

Dar Tourism
I 6 Sanaa Painting Studio
Shamba Boys Arts Group
Investours and Woodcarvers who were part of the Investours program
Afriroots tour company
Fasta Cycle Messengers
UWABA Cycling community Dar es Salaam
WonderWelders
A5 Fashions

Performers & Participants

Tanzania House of Talent
Jembe Group
Amka Productions
Kigamboni Acrobatics Group

Guests of Honor

His Worship Mr Jerry, Slaa,- Mayor of Illala Municipality
Mr. Bakari Kingobe- City Director, Dar es Salaam City Council (DCC)
Mr. Abdukadir Luta Mohammed- Dar Tourism Board Member

Volunteers

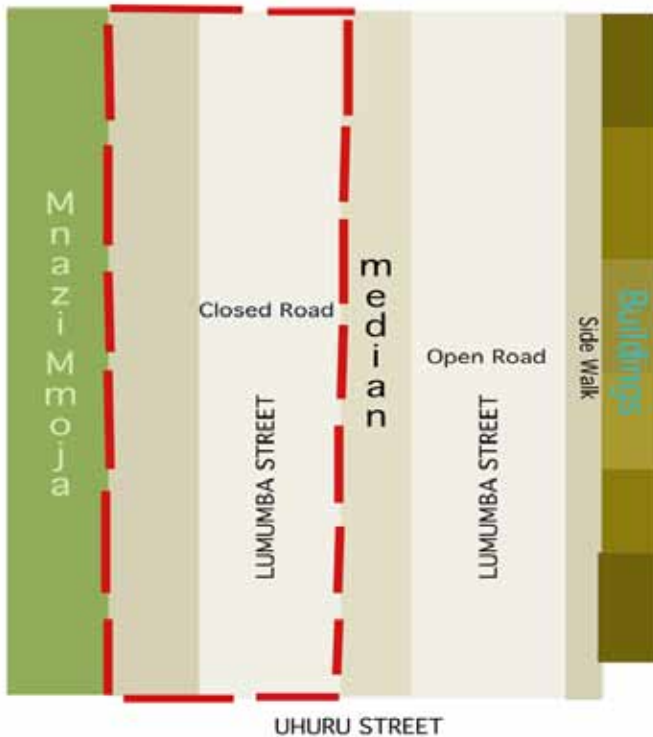
Bashiru Kamote*Y
Edwin E. Ganela*Y
Francis F. Shirima*Y
Dionisa Meney *Y* F
Mwanahamis Amir *Y* F*
Sensius Kamela *Y*
Paul B. Pastory*Y
Paul David*Y
Kristina Lugo Y* F*
Christina Klecker Y* F*
Alexie Dhruve Y* F*
Elizabeth West Y* F*
Diana Makombe *F

*Y denotes Youth Participants under the age of 35

*F denoted Female Participants

Photographs of the event taken by Karimah Gheddai and Kristina Lugo

Planning for the Festival



Location of the Festival

The festival location was to be located at Lumumba Street (near the Landmark Mnazi Mmoja Grounds).

Proposed Budget

This was the proposed budget set out by the organizing team of the festival which was used to approach potential sponsors

Budget Items	Estimated Cost
Advertising	
Advertisements in local magazines (ex: What's Happening in Dar, Dar Guide, Dar Life, Advertising Dar, etc.) and newspapers (Daily News, The Guardian, The Citizen, Mwananchi, Nipashe)	1,500,000 /=
Banners to display around city (Selander Bridge, Airport, Ubungo, Kilwa Road, Chanombe, two at Lumumba St.)	300,000 /=
Flyers to distribute at key tourist locations (1000 copies @ 500 /= per copy)	500,000 /=
Audio/Visual Equipment	
PA system, speakers, generator, stage	250,000 /=
Festival Activities	
MC for the day (hiring fees and transport)	100,000 /=
Two performance groups (hiring fees and transport)	1,000,000 /=
Logistics	
Portable toilets and public toilet hire	140,000 /=
Organizing Committee	
Communications costs	100,000 /=
Food and beverage costs	100,000 /=
Transportation costs	100,000 /=
Press / PR	
Habari Maelezo / Press release for local newspapers	100,000 /=
Press conference (Channel 10, TBC, ITV)	60,000 /=
Security	
Security personnel	200,000 /=
Shading	
Portable tents or umbrellas	1,000,000 /=
Waste Collection	
Waste collection services (bins, truck, etc.)	1,000,000 /=
TOTAL BUDGET	6,450,000 /=

Branding and Advertising the Festival

The Logo

The footprints were chosen to represent the pedestrian aspect of the festival while the bubbles were chosen to represent Dar es Salaam and its characteristics. The blue bubble to represent the Indian Ocean, the yellow bubble the sandy characteristics of the coastal areas and the purple bubble the vibrancy of the city, and its people. The font "If i had one wish" was used as it has a playful excited tone to it.



Online Advertisements

Advertisements were placed on sites popular with Dar es Salaam residents including:

Zoom Tanzania
Michuzi Blogspot
Facebook
ChickAboutTown.com

TV Advertisements

Four advertisement spots were given to us by Channel 10 and the ads were broadcast in the two days before the festival during the 8.00 o'clock news hour.

Website

A website on a free hosting service was created and customized for the festival. The website can be found at www.darpedestrianfestival.yolasite.com



Pre-Festival Information Meeting

A pre-festival information meeting was held at the Sustainable Cities Dar es Salaam office. This was a chance for all the participants-volunteers, vendors, performers- in the festival to get detailed information about the festival and to have their questions regarding the event answered. As well it was also a chance for the organizers to note any last minute questions that we did not anticipate so that we may use it for future planning of the Dar es Salaam Pedestrian festival.



Pre-festival Meeting attendees listening to Mr. Charles Lupilya as he discusses plans for the festival



A group photo of the festival organizers and some of the participants of the 1st Dar es Salaam Pedestrian Festival

Festival Schedule

Below is what the schedule that was handed out at the festival looked like



YOU ARE INVITED
TO ATTEND THE:

Dar es Salaam Pedestrian Festival

NOVEMBER 26TH 2011
LOCATION: LUMUMBA STREET
(ADJACENT TO MNAZI MMOJA)
10am-5pm

www.darpedestrianfestival.yolasite.com

The poster features a central title in a stylized font, surrounded by colorful circles and footprints. On the left and right sides, there are vertical panels with silhouettes of people in various activities: a person carrying a basket, a person performing a dance move, and a person walking with a child.



PROGRAM

9.30AM: MUSIC STARTS

10.00AM: WELCOME ADDRESS BY MC AND PERFORMANCE BY JEMBA GROUP

10.30AM: OFFICIAL OPENING OF THE FESTIVAL AND WALKING OF THE STREET BY GUESTS OF HONOR.
OPENING ADDRESS BY DAR TOURISM AND THE DAR ES SALAAM CITY COUNCIL (DCC).

11.00 AM: OPENING ADDRESS BY HIS EXCELLENCY THE HONORABLE MAYOR OF ILLALA MUNICIPALITY MR. J. SLAA

11.25AM: PERFORMANCE BY JEMBA GROUP

11.30AM: ARTIST EXHIBITIONS AND PRESENTATIONS FOLLOWED BY A SILENT AUCTION OF THE ARTISTS WORK
BASED ON PEDESTRIANIZATION AND PUBLIC SPACE (16SANAA AND SHAMBA BOYS).

12.20PM: PUBLIC DEBATE ON PEDESTRIANIZATION AND PUBLIC SPACE IN DAR ES SALAAM

1.00PM: TRADITIONAL AND MODERN DANCE (TANZANIA HOUSE OF TALENT)

1.20PM: ACROBATICS SHOW

2.00PM: JEMBA GROUP PERFORMANCE

2.30 PM: TRADITIONAL AND MODERN DANCE (AMKA PRODUCTIONS)

3.00PM: PLAY ON PEDESTRIANIZATION AND PUBLIC SPACE (TANZANIA HOUSE OF TALENT)

4.00PM: CLOSING ADDRESS AND PERFORMANCE BY TANZANIA HOUSE OF TALENT

GROUND'S ACTIVITIES:

- PLAYBACK MUSIC
- FACE-PAINTING
- VENDORS
- WOODCARVERS
- BANNER SIGNING BY FESTIVAL PARTICIPANTS
- QUESTIONNAIRES
- VARIOUS STREET GAMES. HOPSCOTCH, ETC.

Program

The festival began at 10.00am with the emcee Mr. Gaston Makwembe welcoming the crowd to the 1st Dar es Salaam Pedestrian Festival, he briefly explaining the concept behind the festival, he then introduced a performance by **Jembe Cultural group** followed by an introduction of the guests of honor.



The guests of honor included Mr. Jerry Slaa (Mayor, Illala municipality), Mr Bakari Kingobe (City Director, DCC) and Mr. Abdukadir Luta Mohammed (board member, DarTourism). They Officially opened the festival with a "Cutting of the Ribbon Ceremony" and then alongside festival participants and a representative from the Danish Embassy (Mr. Nicklas-Meiner Jensen) took part in the "Walking of the Street" where they were accompanied by the Jembe Cultural performance group, who led the way with their song and dance.



The Official "Opening Walk"

Program

A welcome speech was given by his excellency the Honorable City Director Mr. Bakari Kingobe of the Dar es Salaam City Council (DCC) as well as Mr. Abdukadir Luta Mohammed of DarTourism. A signing of the official banner on the stage was followed after all the speeches. (This banner has been given to the Dar es Salaam City Council as a commemoration of the event).

Mr Jerry Slaa the Mayor of the municipality of Illala (The area where the festival was held) gave the official opening address of the festival. In his speech the mayor said that the festival was a celebration of Pedestrianization; which is a strategy to improve urban public space through local initiatives that remove automobile traffic from key streets on a temporary or permanent basis. This strategy he said, was developed in the 1920s in Germany and has since been practised in various cities around the world. He also mentioned that the goal of festival was to celebrate the arts and culture of Dar es Salaam and to showcase what Dar es Salaam offers to its public and visitors alike. while also increasing awareness on pedestrian safety, It also provides space for tourists and locals alike to socialize and interact in an area free from traffic congestion.



City Director Mr. Bakari Kingobe



Abdukadir Luta Mohammed of DarTourism signs the festival banner



Media covering the Mayor of Illala's speech

Program

A performance by Jembe group followed the mayor's speech and then a play regarding Pedestrianization and public space was performed by the AfriKats of Tanzania House of Talent. The play was titled "Space" and brought up many issues regarding the topics which the crowd could relate to and found quite entertaining. The Afrikats also performed a couple of dances to entertain the crowd following the play. The Kigamboni Acrobatics group followed them and thrilled the audience with their crazy maneuvers.



Performers from AfriKats of Tanzania House of Talent perform their play on pedestrianization



Afrikats Dance Performance

Program



The Crowd is wowed by the Acrobatics group from Kigamboni



The Group takes a bow

Our two artist groups, the Shamba boys and the Sanaa I 6 group showcased their special artworks especially made for the pedestrian festival.



Sir Alora of the Sanaa I 6 painting Studio explains his artpiece on pedestrianization to the crowd

Program



Performance by Kigamboni Acrobatics Group



Open discussion on Public Space and pedestrianization took place with festival participants voicing their concerns and opinions on the topic

Program



Traditional Dance Performance by AMKA productions



Audience Looks on



Performer

Around the Festival Grounds



Around the Festival Grounds



Representatives of Investours Christina Klecker and Neil Gundavda at the Investours Booth



The Afri Roots Booth

Closing It Off



Festival Volunteers having their say on the pedestrian festival



Karimah Gheddai thanking festival participants on behalf of the organizers



Day es Salaam

Pedestrian Festival



~A very special thanks to all those who made this inaugural event possible~
