



SOMALI WEEK MINNESOTA 2026

RECAP REPORT:

EVENTS, MEDIA COVERAGE AND SOCIAL MEDIA PERFORMANCE

JUNE 26 TO JULY 7, 2026 | MINNEAPOLIS AND SAINT PAUL, MN

THEME: MIDNIMO (UNITY)



PREPARED BY:



People
in action

EXECUTIVE DIRECTOR: **DAUD MOHAMED**

PIACTION.ORG | SOMALIWEEKMN.ORG



EXECUTIVE SUMMARY

Final Recap and Community Impact Report | Submitted to the Minnesota Humanities Center

FUND

Arts and Cultural Heritage Fund | Clean Water, Land and Legacy Amendment

GRANT NO.

Cultural Heritage Grant No. 25.27-CHLG-56

GRANT AMOUNT

\$150,000.00

PROJECT PERIOD

June 26 to July 6, 2026

REPORT DATE

August 26, 2026

GRANTEE ORGANIZATION

People In Action (PIA), a 501(c)(3) nonprofit

AUTHORIZED REPRESENTATIVE

Daud Mohamed, Executive Director

ADDRESS

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CONTACT

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PROGRAM

Somali Week Minnesota 2026 | Theme: Midnimo (Unity)

Somali Week Minnesota 2026, organized by People In Action, was a multi-day, non-partisan cultural celebration held across the Twin Cities from June 26 through early July 2026, under the theme Midnimo (Unity) and in honor of America's 250th anniversary. With support from the Minnesota Humanities Center through the Arts and Cultural Heritage Fund, the program delivered a full slate of cultural heritage activities: a flagship street festival on Lake Street, community town hall dialogue, film screenings, youth athletics with cultural programming, live music and performing arts, and civic recognition events.

The 2026 program reached record scale. The Somali Independence Day Festival on June 27 drew more than 55,000 visitors in a single day, and cumulative visits across ten days of programming exceeded 185,000. Documented event-day social media coverage generated 2,040,714 verified views and 25,025 engagement actions, with visitors traveling from 18 U.S. states, 8 countries, and 4 continents. The program engaged 37 registered vendors and more than 60 Minnesota-based vendors, contractors, artists, and professionals, generating meaningful local economic impact alongside its cultural mission.

SINGLE-DAY VISITORS

55,000+

June 27 festival day

CUMULATIVE VISITS

185,000+

Ten days of programming

VERIFIED VIEWS

2.04M+

Event-day social coverage

ENGAGEMENT ACTIONS

25,025

Instagram + TikTok

18

U.S. states

8

Countries

4

Continents

37

Registered vendors

60+

MN vendors engaged

16

Contractor engagements

ABOUT THIS REPORT

This report integrates the full 2026 event lineup hosted by the organization, earned press and civic recognition gathered from news outlets and public sources, the event-day social media performance report delivered by media partner Somalisnaps, and the final grant financial summary and certification submitted to the Minnesota Humanities Center for Cultural Heritage Grant No. 25.27-CHLG-56.





OVERVIEW

People In Action (PIA), a Saint Paul based 501(c)(3) nonprofit, is the official organizing body behind the annual Minnesota Somali Week and Independence Day Festival. Led by Executive Director Daud Mohamed, PIA coordinated the multi-day lineup of cultural, civic and athletic events across the Twin Cities from June 26 through July 7, 2026, under the theme Midnimo, the Somali word for unity.

The 2026 edition marked the 66th anniversary of Somali independence and arrived at a moment of particular significance for the community. As Sahan Journal reported in its June 25 preview, celebrations followed a difficult winter in which the community was in the crosshairs of federal immigration operations, and organizers framed the week as a celebration of resilience, belonging and contribution. **Executive Director Daud Mohamed** told Sahan Journal he was looking forward to a bigger stage, more voices at the table and more celebrations, adding that the community is not just a guest in this country but a builder.

This report integrates three streams of documentation: the full 2026 event lineup hosted by the organization, earned press and civic recognition gathered from news outlets and public sources, and the event-day social media performance report delivered by media partner Somalishaps covering **Snapchat, Instagram and TikTok**.



HONORING AMERICA'S 250TH ANNIVERSARY · 1776-2026



FULL 2026 EVENT LINEUP

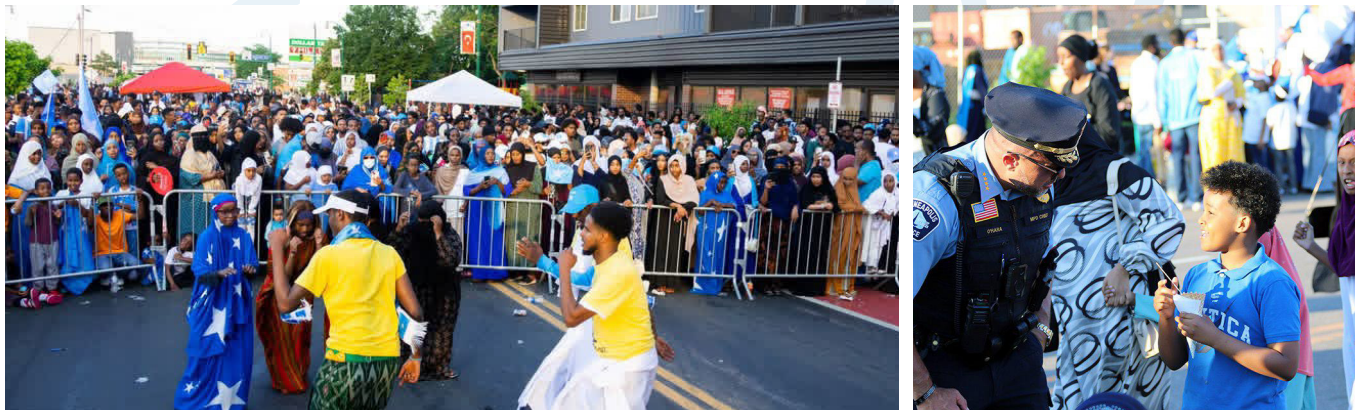
SOMALI AMERICAN TOWN HALL

Titled A Night of Dialogue, Democracy and Development, featuring keynote speaker and global democracy expert Mohamed Abdirizak.



INDEPENDENCE DAY FESTIVAL

The flagship free public street festival held on West Lake Street in Minneapolis, between Blaisdell Avenue S and Stevens Avenue S, on Saturday, June 27, 2026, with live music, food, vendors, henna, carnival games, a sambusa eating contest and family activities.





TOWN HALL FEATURED SPEAKER

Dr. Bruce Corrie



Dr. Bruce Corrie delivering remarks at the Somali American Town Hall. A globally recognized and locally celebrated award-winning economist, professor, and former Director of Planning and Economic Development for the City of Saint Paul, Dr. Corrie was one of the prominent speakers at this year's Town Hall, A Night of Dialogue, Democracy and Development, alongside keynote speaker Mohamed Abdirizak, former Minister of Foreign Affairs of Somalia.





SOMALI WORLD CUP SOCCER TOURNAMENT

Hosted at South High School in Minneapolis from June 26 to July 5, 2026, drawing diaspora teams and fans throughout the week.



NIGHTS OF CINEMA

Community film screenings highlighting regional and global Somali filmmaking, featuring titles such as Barni and The Gravedigger's Wife.

Nights of Cinema



THE GRAVEDIGGER'S
WIFE



BARNI



A TRIBE CALLED
LOVE





SOMALI BASKETBALL TOURNAMENT

Multi-day athletic tournament hosted in Eden Prairie from July 2 to July 5, 2026, led in partnership with the Minnesota Youth Association.

SOMALI BASKETBALL TOURNAMENT



This year PIA also collaborated with the cultural organization Hiddo Soor on the Lake Street festival, and the week anchored a broader statewide season of Somali Independence Day celebrations reported in Plymouth, Owatonna and St. Cloud later in the summer.





CIVIC AND COMMUNITY RECOGNITION

The Minneapolis City Council adopted a resolution recognizing Somali Week 2026, announced publicly by the office of Ward 6 Council Member and Council Vice President Jamal Osman. The Council has previously described Somali Week as the largest event of its kind outside of Somalia, and the City of Minneapolis has designated July 1 as Somali Culture Day.

Coverage of the June 27 festival circulating on social media also captured Minneapolis Mayor Jacob Frey addressing the crowd from the main stage, telling attendees that the city does not see the Somali community as immigrants but as family. The festival was additionally listed on the official Meet Minneapolis visitor calendar, extending its visibility to a general tourism audience.





PRESS AND MEDIA COVERAGE

LEADING UP TO THE EVENTS

Sahan Journal (June 25, updated June 26, 2026). Published a statewide guide to Somali Independence Day celebrations, naming People In Action as the organizer of the Lake Street festival and quoting Executive Director Daud Mohamed on the festival's growth and the community's role as builders. The article detailed the June 27 festival hours (**11 a.m. to 9 p.m.**), location and free admission, and noted the PIA and Hiddo Soor collaboration.

Wisconsin Muslim Journal (June 26, 2026). Syndicated the Sahan Journal piece under the headline Part of the American Fabric: Minnesota Somali Day Events Celebrate Community and Unity, carrying the coverage to a regional Midwest Muslim audience.

Insight News (June 8, 2026). Featured Somali Week 2026 in its Twin Cities summer celebration guide, highlighting the Midnimo theme, the 66th anniversary of Somali independence and organizer expectations of more than 45,000 attendees across the Twin Cities.

Meet Minneapolis. Listed the Somali Day Festival on Lake Street on the official city visitor calendar.





DAY OF EVENT

KARE 11 (June 27, 2026). Broadcast and published same-day coverage of the Lake Street festival, reporting that community members gathered to celebrate Somali Independence Day, that the event marks the start of Somali Week in Minnesota, and that the **2026 theme is Midnimo, meaning unity.**



OFFICIAL AND COMMUNITY CHANNELS

The official event website, somalaweekmn.org, presented the full June 26 to July 7 program, positioning the week as Minnesota's largest Somali cultural celebration and the largest sustained gathering of the Somali diaspora in North America. Community Facebook pages amplified the June 27 festival details in the run-up, and the Ward 6 council office shared the city resolution recognizing the week.





COMMUNITY MEDIA COVERAGE

Somali TV of Minnesota - June 28, 2026

Somali TV of Minnesota published a dedicated "SOMALI WEEK MINNESOTA" video on June 28, 2026, providing direct community-media coverage immediately following the June 27 Lake Street festival. At the time of review, the video had approximately 6,900 views and 178 likes, while the channel listed roughly 267,000 followers.

6.9K+

VIDEO VIEWS

Recorded at review

178

LIKES

Community engagement

267K

CHANNEL FOLLOWERS

Listed audience base

ANGLE & AUDIENCE RELEVANCE

This coverage extends Somali Week's earned-media footprint beyond general-market television and print into a large Somali-focused digital audience. It documents direct community interest and strengthens the record of Somali Week's visibility within Minnesota's Somali media ecosystem.

STRATEGIC SIGNIFICANCE FOR PEOPLE IN ACTION

The placement provides additional third-party evidence of cultural reach and community-market penetration. Combined with KARE 11, WCCO/CBS Minnesota, Sahan Journal, Insight News and regional community-media coverage already documented in this report, it demonstrates a diversified media footprint across mainstream, civic and Somali community audiences.

FOLLOW-UP OPPORTUNITY

Preserve the video in PIA's 2026 earned-media archive; request available audience and performance analytics; explore a structured 2027 media relationship that includes pre-event interviews, organizer and artist profiles, sponsor recognition, live festival coverage and a post-event recap; and incorporate verified community-media reach into future sponsor stewardship and grant reporting.

SOURCE NOTE

Public YouTube listing reviewed for Somali TV of Minnesota, "SOMALI WEEK MINNESOTA," published June 28, 2026. Audience metrics are point-in-time figures and may increase after publication.





ATTENDEES

Geographic Reach and Visitor Origin



Visitors
traveled from:

18 US States

8 Countries

4 Continents

Estimated total attendee traffic flow for the week: 32,202 visiting attendees.

Visitors traveled to Minnesota from across the United States and around the world for Somali Week Minnesota 2026, the largest sustained gathering of the Somali diaspora outside of Somalia, locally organized in Minnesota and globally anticipated and celebrated.



CHANNEL RESULTS

Snapchat performance

EVENT-DAY VIEWS

1.60M

Client-reported total

CAMPAIGN SHARE

78.4%

Of documented views

PRIMARY ROLE

REAL-TIME

High-frequency story coverage

READOUT

- Snapchat was the campaign's dominant visibility channel and delivered the widest same-day exposure.
- Its story format supported rapid publishing throughout the live event and repeated audience touchpoints.
- The 1.6M figure represents the total recorded for that day; it should not be interpreted as unique viewers.



CLIENT VALUE

Snapchat supplied the campaign's scale: immediate visibility, repeated event moments and broad circulation while Somali Week was happening.



CHANNEL RESULTS

Instagram and TikTok performance

INSTAGRAM REEL VIEWS

120,714

Crossposted to Facebook

ACCOUNTS REACHED

6,172

17s average watch time

TIKTOK VIEWS

320K

Three event-day videos

TIKTOK PLAY TIME

1,412h

33 additional minutes

READOUT

- Instagram delivered documented reach with 120,714 Reel views, 6,172 accounts reached, 3.0K likes, and 1.5K comments, extending festival visibility to Facebook through crossposting.
- TikTok's three event-day videos earned 45.5K, 74K, and 200.5K views and added 1,504 new followers combined, with 1,412 hours of total play time.
- The top TikTok video (200.5K views) paired a concise 22-second length with strong stage action, a model that should guide future event edits.
- Together the two channels generated 25,025 engagement actions, converting event-day attention into shares, saves, and replays that extended the campaign's shelf life well beyond June 27.

CLIENT VALUE

While Snapchat supplied same-day scale, Instagram and TikTok carried the campaign afterward: saving, sharing, and replay behavior continued through the week following the festival, providing stronger evidence of audience interest than raw impressions alone.





ONLINE ENGAGEMENT

Cultural Media Engagement and Total Reach

SOMALI WEEK ON THE MEDIA

20M+

Total online impressions

15M+

Worldwide livestream reach

2.04M+

Event-day social media views

2.5M+

Targeted outdoor impressions

WCCO/CBS · KARE 11 · Sahan Journal · Universal Somali TV
Somali Snaps · SNTV · Minnesota Somali Media

SOURCE NOTE

Figures represent combined estimated reach reported by contracted media vendors and partner cultural media platforms broadcasting Somali Week 2026 live and across Facebook, X (Twitter), Instagram, Snapchat, and TikTok, including Universal Somali TV and other globally watched Somali media outlets, together with coverage by Minnesota-based and international Somali social media influencers who traveled to Minnesota to create content during the week. The 2,040,714 verified event-day views documented in this report by Somalishaps are included within the 20M+ combined total.





ASSESSMENT

What worked and what to improve

WHAT WORKED

- Strong cross-platform visibility: more than 2.04 million documented views.
- Clear cultural recognition: Somali flags, coordinated colors and a dense crowd communicated the event instantly.
- High-value engagement: TikTok shares and saves showed redistribution and repeat interest.
- Real-time storytelling: Snapchat provided scale while Instagram and TikTok extended the campaign's shelf life.

NEXT CAMPAIGN PRIORITIES

- 1 Open with the strongest visual**
Lead with the clearest stage moment, crowd reaction or flag scene in the first second.
- 2 Sequence the campaign**
Publish teasers before the event, real-time stories during it and recap assets within 24 hours.
- 3 Strengthen organizer attribution**
Use consistent People in Action Org title cards, tags and closing calls to action.
- 4 Track conversion outcomes**
Add tagged links, registration clicks and attendee-source questions to connect visibility to attendance.

BOTTOM LINE

The campaign delivered exceptional awareness and meaningful engagement. The next opportunity is attribution: linking this visibility more directly to attendance, sponsor value and future registrations.





VISUAL IMPACT

Community presence and cultural pride



COMMUNITY IMPACT

The strongest creative asset was the event itself: a visibly large, intergenerational crowd gathered around Somali identity, performance and public celebration. The imagery gave the digital campaign authenticity and made Somali Week immediately recognizable.

DOCUMENTED VIEWS

2.04M+

Digital exposure delivered

ENGAGEMENT ACTIONS

25,025

Instagram + TikTok

TIKTOK PLAY TIME

1,412h

33 additional minutes

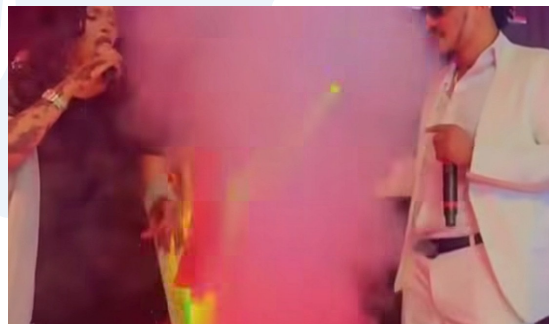
CLIENT-FACING INTERPRETATION

People in Action Org received more than raw impressions: the campaign created visible conversation, sharing, saving and replay around the event. Those behaviors are stronger evidence of audience interest than follower growth on the publisher's accounts.



CONCERT HIGHLIGHT

Somali Week Concert Featuring Ilkcase Day



FEATURED MOMENT

The Somali Week concert added a dedicated entertainment highlight to the celebration, bringing organizers, guests and featured artist Ilkcase Day together. The gallery captures both the live stage performance and the people and partnerships behind the concert experience.

VISUAL STORY VALUE

Combining live performance imagery with organizer and artist photographs gives the client a fuller record of the concert. It connects the public-facing entertainment with the relationships and planning that supported Somali Week programming.

**GRANT RECONCILIATION | PENDING MHC APPROVAL****Financial Summary and Certification**

BUDGET CATEGORY	PROPOSED FINAL AMOUNT
Contractors, cultural programming, artists and performers	\$118,444
Print, media and outreach (media production, documentation, publicity and social media)	\$31,556
Administration/overhead	\$0
TOTAL GRANT AWARD	\$150,000

COMPLIANCE STATUS

The proposed revised budget reallocates the former \$15,000 administration/overhead amount to three artist and performer vendors: Fadumo Mohamed (\$6,500), Lul Umur (\$5,000), and Kaafiyo Farah (\$3,500). This change adds no event-production costs. Production costs were covered by other grants, consistent with the signed Revised Project Scope. Detailed line items, the transaction report, invoices and W-9s are maintained by People in Action and will be provided through the MHC review and approval process as directed.

LEGACY AMENDMENT ACKNOWLEDGMENT

This activity is made possible by the voters of Minnesota through a grant from the Minnesota Humanities Center, thanks to a legislative appropriation from the Arts and Cultural Heritage Fund. The Legacy Amendment logo and funding acknowledgment were displayed across program materials, sponsor signage, the recap video and digital media.

INTERIM CERTIFICATION

I certify that the information in this report is true and accurate to the best of my knowledge. The 26 contractor, artist, vendor and media obligations have been incurred and documented. No vendor payment is represented as processed or paid. Payment remains contingent on MHC written approval, execution of any required amendment, and receipt of grant funds. Final payment dates, check numbers and proof of payment will be recorded after payment is issued.

Daud Mohamed

Executive Director, People in Action

Date: _____ (to be executed upon completion of vendor payments)



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COMMUNITY PARTNERS & SUPPORTERS



Somali Week Minnesota is a non-partisan, non-political cultural program, proudly made and based in Minnesota. It is made possible by the collective effect of community volunteers, the planning committee, community partners, and sponsors; no single organization, business or entity is solely responsible for its success. This event is open to the public, and all are welcome.

MAHADSANID | THANK YOU

Organized by People In Action | piaction.org



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