



Memorandum

TO: EXECUTIVE COMMITTEE

FROM: Kerry Adams Hapner

**SUBJECT: PROPOSED FY 2024-25
FESTIVAL, PARADE, &
CELEBRATION GRANT AWARDS**

DATE: May 3, 2024

RECOMMENDATION

That the Executive Committee forward a recommendation to the Arts Commission to recommend that the City Council approve the proposed FY 2024-25 Festival, Parade, & Celebration (FPC) Grant awards specified in Attachment A and subject to the availability of funds appropriated in the City's FY 2024-25 Operating Budget.

BACKGROUND

Through the Office of Cultural Affairs (OCA), the City of San José provides a limited number of *Festival, Parade, & Celebration Grant (FPC)* awards each year to expand access for all City residents to a wide range of cultural experiences in the form of community festivals, parades, and celebrations, large and small. These events are often held in public spaces and are always open to the entire public. Most FPC-supported events have free attendance, while some have fee-based admission to some parts of or the entire event. In a variety of ways, these festivals contribute to the San José's cultural enrichment, vibrancy, and economic prosperity, while helping to promote the city to visitors.

As noted in the FPC 2024-25 guidelines, funding is granted through a competitive process. Applications are assessed each year by a review panel for their responsiveness to the evaluation criteria published in the grant program guidelines.

ANALYSIS

The panel met on March 14 and 15, 2024 to complete its evaluation and was impressed by the overall quality and quantity of cultural offerings in San José.

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The FPC Grant Review Panel is typically comprised of individuals experienced in special event production, community members familiar with the arts and/or special events in San José, and a representative from the Arts Commission.

The panel was comprised of the following members:

- **Sinohui Hinojosa**, *San Jose Digital Filmmaking Network and co-founder of the San Jose International Short Film Festival & the Yountville International Short Film Festival*
- **Samantha Hull**, *Museum Engagement and Operations Coordinator, de Saisset Museum at Santa Clara University*
- **Jennifer Laine**, *Executive Director, San Benito Arts Council*
- **Dylan Rice**, *Senior Analyst, San Francisco Entertainment Commission*
- **David E. Valdespino, Jr.**, *Production Manager, Content Magazine*

The panel evaluated each application against five criteria: event narrative & cultural, historical and/or neighborhood significance (30%); communications, marketing, outreach, and attendance (30%); financial and budgetary capabilities/leveraging of City funding (20%); ability to produce a well-planned, and safe event (10%); and economic impact as proportional to the mission and goals of the event (10%).

Due to the City's pending development of the proposed Operating Budget for FY 2024-25, the panel did not have specific dollar amounts to recommend at the time of its meeting. Instead, the panel made recommendations for approximate funding percentages, to be adjusted proportionally, when the final amount for distribution is available.

The OCA received 41 applications of which 39 were deemed eligible for the FY 2024-25 FPC Grants cycle, a 35% increase in applications. The panel recommended funding for 29 of the 39 eligible applications based on the ranking of their scores in each budget category. Applications were organized into four groups based on the most recent actual expenditures for the proposed event. Per the FPC Guidelines, events that have not been produced in the last five years may not receive more than \$5,000. Grant awards are also capped at the request amount, so no grant applicant may receive more than they request. (Typically, however, grant awards are much less than the request amount due to limited funds available). The recommended proposed grant amount for FPC is \$691,097. The OCA takes a fluid approach to its recommended portfolio distribution based on applications across programs based on available funding, the number of applications, and the requested grant amounts. The proposed grant recommendations are contained in Attachment A.

For the FY 24-25 FPC Grant cycle there were an additional 17 two-year rollover grantees. These organizations opted to roll over their score from the previous year rather than re-apply. With the panel-recommended 29 applications, and the 17 two-year rollover grantees, the total number of proposed FPC grant awards is 47 for FY 24-25. Last fiscal year, 43 FPC Grants were awarded.

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Of the 47 eligible FPC applications, 25 (53%) are BIPOC (Black Indigenous People of Color) led organizations, 25 organizations (53%) are both BIPOC-led and BIPOC serving organizations, and 47 (100%) are BIPOC serving organizations.

PUBLIC OUTREACH

Notices of granting opportunities were distributed to the OCA's e-mail contacts lists, posted on the OCA website, uploaded on the City of San José WebGrants platform, and shared via social media.

/s/

KERRY ADAMS HAPNER

Director of Cultural Affairs

Attachments:

- A. List of FY 2024-25 FPC panel grant award recommendations organized by score and event budget tier
- B. Descriptions of FY 2024-25 FPC events proposed
- C. Grant review panelists' qualifications

ATTACHMENT A: FY 2024-25 FPC Grant Recommendations

Event	Score	Recommended % of funds in category	Proposed Award
<i>Prior Actual Expense: \$350,000+</i>			
<i>Recommended Allocation to Category A: 39%</i>			
SJDA Downtown Ice	89	19.50%	\$52,717
San Jose Jazz Summer Fest	89	19.50%	\$52,717
Christmas in the Park	88	18.00%	\$50,662
Cinequest Film Festival	86	16.00%	\$47,470
AiMusic Festival	85	14.00%	\$35,848
Gay Pride Celebration	83	13.00%	\$32,146
		Total	271,560
<i>Prior Actual Expense: \$100,000 - \$349,999</i>			
<i>Recommended Allocation to Category B: 29%</i>			
Silicon Valley Shakespeare	93	9.00%	\$19,652
Silicon Valley African Film Festival	93	9.00%	\$19,652
Mosaic America Festival	92	9.00%	\$19,652
Childrens Discovery Museum – Cultural Fest	92	9.00%	\$19,652
Filco – Music in the Park	91	8.00%	\$17,468
AACSA - Juneteenth	89	7.00%	\$15,285
Chinese Performing Arts of America – Spring Fest	89	7.00%	\$15,285
PARTI – 25 th Anniversary Event	88	7.00%	\$15,285
Almaden 4 th of July Fireworks Festival	88	capped	*\$10,000
Friends of Levitt Pavilion – Fall Concert Series	88	6.00%	\$13,101
SJ Walls/Guadalupe River Park Cons./Empire 7	88	6.00%	\$13,101
Italian American Heritage – Family Festa	87	5.50%	\$12,010
Curatus – South First Fridays/subZERO Fest	86	4.50%	\$9,827
Fountain Blues – Blues & Brews Fest	85	4.00%	\$8,734
Silicon Valley Jewish Film Festival	84	4.00%	\$8,734
Little Italy Foundation	82	0%	Not Rec.
		Total	\$217,438
<i>Prior Actual Expense: \$50,000-\$99,999</i>			
<i>Recommended Allocation to Category C: 22%</i>			
Cashion Cultural Legacy	92	11.00%	\$15,250
Nikkei Matsuri Festival	90	9.00%	\$12,477
SJMAG- Dia San Jose	89	8.75%	\$12,129
Guadalupe River Park Cons.- Pumpkins in the Park	88	capped	*\$5,200
Project MORE – Qmunity Wellness Fest	88	8.25%	\$11,091
Campus Community Assoc. – Bark in the Park	88	8.25%	\$11,091

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Enkutatash, Ethiopian New Year Celebration	87	7.50%	\$10,398
Eastside Magazine - En Movimiento Festival	87	7.50%	\$10,398
sjDANCEco – Spring Fest	87	7.50%	\$10,398
SJDA- SoFA Street Fair	87	7.50%	\$10,398
Milagro Marketing – Dia San Jose	85	7.00%	\$9,705
Rose, White and Blue Parade	84	6.00%	\$8,318
Portuguese Heritage Society – Dia de Portugal	83	5.00%	\$6,932
Chopsticks Alley Art – Under One Moon Fest	83	3.00%	\$4,159
South Bay Guitar – Guitar Fest	80	2.50%	\$3,466
LEAD Filipino – FAHM Events	82	0%	Not Rec.
Sun Productions – San Jose Day	82	0%	Not Rec.
Assoc. of Indo Americans – Swades Fest	80	0%	Not. Rec.
		Total	\$141,410

Event	Score	Recommended % of funds in category	Proposed Award
<i>Prior Actual Expense: \$0 - \$49,999</i>			
<i>Recommended Allocation to Category D</i>			
History San Jose – Roots Fest	92	capped	*\$4,175
Culture Night Market	90	13.00%	\$9,913
San Jose Center for Poetry & Lit. – Poetry Fest	89	13.00%	\$9,913
Local Color – Local Color Fest	88	capped	*\$5,000
Luna Park Chalk Art – Chalk Art Festival	87	8.00%	\$6,100
CATS – AAPI Playright Festival	87	capped	*\$5,000
School of Arts & Culture – Mariachi Fest	86	8.00%	\$6,100
Vietnamese American Org. – Community Fest	85	7.00%	\$5,338
Vietnamese American Roundtable – Black April	84	6.00%	\$4,575
Latina Coalition of Silicon Valley – Equal Pay Day	83	6.00%	\$4,575
TWC Artist Colony at Mexica New Year	81	0%	Not. Rec.
New Ballet – Summer Showcase	80	0%	Not. Rec.
Catholic Charities – Season of Hope Concerts	80	0%	Not. Rec.
Fishnet Productions – SV Queer Film Fest	80	0%	Not. Rec.
Compasspoint Mentorship – Dragon Boat Festival	79	0%	Not. Rec.
Celebration Nation – Cultura in the Park	60	0%	Not. Rec.
		Total	\$60,689
TOTAL PROPOSED FPC FY 2024-25 GRANT FUNDING:		TOTAL	\$691,097

*Capped at request amount or because it is a first-time event

ATTACHMENT B: FY 2024-2025
FPC Grant Recommendations Alphabetically by Organizations with Event Descriptions

AACSA - African American Community Service Association - Juneteenth 2025

The Juneteenth Festival (the Festival) is a one-day event that will take place in the SoFA District in Downtown San Jose on Saturday, June 21, 2025. The African American Community Service Agency (AACSA) has been producing the Juneteenth Festival since 1981 to celebrate and unite the Black population of Santa Clara County (SCC). San José's Juneteenth is the largest and oldest African American Cultural event in the county, as well as the largest festival in Northern California. While there used to be several large African American festivals in the region, AACSA's is the only remaining Juneteenth Festival in SCC; indeed, it is the only festival produced by and focused on the African American experience in SCC.

Aimusic Festival

Aimusic.us will host a grand *International Aimusic Festival* including main events in May and extension events from January to May in 2025 to celebrate authentic traditional Chinese music, closely carrying out Aimusic's mission to preserve cultural heritages; create a community rich with ethnic intellectual diversity; and nurture students to serve others with the unique music. Beginning from the summer, we will start learning and preparing the classic music that will be presented in the Festival. This event is to celebrate our cultural richness, carry on our historically significant music tradition, and deepen it in our younger generation.

Almaden 4th of July Family Fireworks Festival

The purpose of the J4FF event is to provide a safe, patriotic, and fun filled place for the community to gather to acknowledge the American Cultural Tradition of celebrating the United States of America's Birthday, a national holiday, with a safe fireworks display in San Jose, CA—the third largest City in CA and the 14th largest city in the country. This event is free and open to the public.

Assoc. Indo Americans – Swades Fest (Not recommended for funding)

Swades is the annual festival celebrating the spirit of Independence Day. It is hosted by the Association of Indo Americans which is a diverse conglomerate of over 40 Bay Area non-profit organizations. Since its conception in 2016, Swades has become a unique platform for the Indian population across the Bay Area to come together in solidarity. By showcasing the diversity within the Indian diaspora through cultural performances, traditional rituals, and vibrant festivities,

Campus Community Association - Bark in the Park

Grant will support Bark in the Park, an annual neighborhood dog-centric family event, held yearly for the last 25 years. It promotes Naglee Park and Downtown San Jose Living. Proceeds support various local non-profit organizations.

Cashion Cultural Legacy- Folkloreadas Festival

Our FOLKLOREADAs are FREE one-day festivals featuring cultural music and dance performances, food, select artisan vendors, and family activities. The 2025 FOLKLOREADA will take place in the outdoor plaza at the School of Arts and Culture at the Mexican Heritage Plaza on Sunday, May 4, 2025.

Catholic Charities Season of Hope Concert Series (Not recommended for funding)

Catholic Charities and the Silicon Valley Arts Coalition (SVAC) proposes to re-launch the Season of Hope Performance Series, bringing our local arts and nonprofit partners together in support of vulnerable members of our community while providing free arts access to area residents and visitors in one of Silicon Valley's architectural and cultural gems in the heart of downtown San Jose.

CATS – Contemporary Asian Theater Scene - AAPI Playwright Festival

CATS team is launching its inaugural AAPI Playwright Festival on Saturday, July 27, 2024, which is a one-of-a-kind theater arts experience that is geared towards highlighting the existing and budding AAPI playwrights and theater artists (i.e., writers, directors, actors, etc.) community that exists in our local community of San Jose and Silicon Valley. At present, there is a small body of AAPI-focused plays that have been written by local Silicon Valley [award-winning] artists, but this is a space where we need to continue to expand.

Celebration Nation - Cultura in the Park (Not recommended for funding.)

Our second annual free community event, “Cultura in the Park”, at Cesar Chavez Park in Downtown San Jose, CA, will be held on the significant date of September 15th, 2024. This date holds profound meaning as it marks the independence month of various Latin American countries. The primary objective of this festival is to raise awareness about the richness of different Latin American cultures, embracing our cultural values and community members. We are committed to fostering a sense of unity and understanding by showcasing art, traditional ceremonies, land acknowledgement, vibrant Latin America dance performances, children's activity stations, resources, diverse food and art vendors. This creates an immersive experience for those in attendance.

Children's Discovery Museum of San Jose – Children's Cultural Series

Grant will support the Children's Cultural Festival Series comprised of eight celebrations reflecting Latino, Vietnamese, Chinese, Indian, LGBTQ and African American families in our community. Held within Children's Discovery Museum, children and families are invited to learn about other cultures during these festivals through music, dance, arts activities, foods, and traditional clothing. Planned in collaboration with and supported by Community Advisory Committees or partner CBOs, the festival series will begin in the fall of n2024 and go through the summer of 2025.

Chinese Performing Arts of America (CPAA) – Spring Festival

Grant will support CPAA's 16th Annual Spring Festival Silicon Valley (SFSV). SFSV is a colorful and vibrant multi-event festival that will entertain and engage over 9,000 residents in the South Bay during the Lunar New Year celebration season of 2025. The annual SFSV spans two locations and three weeks of arts and cultural programming.

Chopsticks Alley Under One Moon Fest

The Moon Festival (Mid-Autumn Festival) is a unique community celebration for the Vietnamese, Chinese, and Southeast Asian communities. The Moon Festival started as an event to commemorate a successful harvest in rural communities in ancient times. It has grown to become a significant historical and cultural celebration in many Asian cultures.

Christmas in the Park

Grant will support Christmas in the Park, a free holiday walk through event in Downtown San Jose. For over 40 years, this holiday festival has evolved to create lasting memories for the community and consists of more than 500 decorated trees, over 40 animated exhibits, live entertainment and so much more. The event is scheduled for November 29, 2024 - January 1, 2025.

Cinequest - Cinequest Film Festival

Grant will support the annual Cinequest Film Festival. This annual film festival features over 260 local, national, and international premiere films, 700 film artists, interactive forums and more in its annual celebration of the creation and discovery of cinematic art and innovation plus the connection of artists, innovators, movie lovers and students.

CompassPoint Mentorship – Dragon Boat Festival (Not recommended for funding.)

The Dragon Boat Festival, organized by CompassPoint Mentorship, is a vibrant event that aligns with the organization's mission of connecting children and mentors through educational frameworks, focusing on areas like history, culture, and physical education. The festival celebrates cultural richness and historical significance while highlighting the unique character of San Jose's neighborhoods.

Culture Night Market – Early Morning, Late Nights Market Series

The goal of event series like Culture Night Market and Feast Mode is to showcase local artists, musicians, and vendors; foster cross-cultural understanding and community connections; and support local businesses and economic development for a circular economy. EMLN events are free and cater to all ages providing areas for interactive activities like games, vendor item raffles, and art workshops.

Curatus - South First Fridays/subZero Festival

Grant to support SubZERO Festival and STREET MRKTs, urban street fairs full of artisans and live music lining South First Street in downtown San Jose's eclectic South of First Arts District (SoFA). Held in conjunction with South FIRST FRIDAYS' gallery walks on the first Friday of June, August, September, and October. SubZERO and the STREET MRKTs represent the funky side of the region's arts, entertainment, and cultural district.

Eastside Magazine – En Movimiento Festival

EASTSIDE Magazine's [EN MOVIMIENTO] is an annual celebration of East San José narratives, poetry, art, and livelihood. The purpose of the event is to bring people together to celebrate being a part of East San José, celebrating being and belonging. Recognizing the communal space as an essential need for residents in all its diversity to anchor us. The goal is to inspire the storyteller within oneself, to be seen because our stories matter, and are worthy of being told. We highlight the cultural vibrancy that is present in the community through the release of our quarterly magazine.

Ethiopian Community Services--Enkutatash, Ethiopian New Year Celebration

Grant will support 12th annual Ethiopian New Year's celebration Enkutatash. The event is an important way for Ethiopian Community Services to support the cultural and emotional needs of the Ethiopian community and to promote understanding and appreciation of Ethiopian culture among the broader public. It aligns with the organization's mission and their goal of enhancing the quality of life for Ethiopians living in Santa Clara County.

Filco Events - Music in the Park

Grant will support Music in the Park's three shows for FY 2024-25 at Plaza de Cesar Chavez. This has been San Jose's premiere after-work music series for 30-plus years, with performances by national musicians in a family-friendly setting.

Fountain Blues Foundation - Blues and Brews Festival

Grant will support the 41st Annual San Jose Fountain Blues and Brews Festival which will take place in June 2025 at Plaza de Cesar Chavez in Downtown San Jose. The festival will offer a diverse line-up of national and regional musicians, ranging in genres from traditional roots blues, gospel and R&B, to funk, soul, rock, and swing - plus a "Blues Beyond" stage featuring young Artists blending multiple-popular music genres rooted in blues influences.

Friends of Levitt Pavilion – Fall Concert Series

Friends of Levitt Pavilion San Jose (FLPSJ) is requesting funds for the Fall 2024 Levitt Pavilion San Jose Concert Series. The Fall 2024 Levitt Pavilion San Jose Concert Series is scheduled for four consecutive Sunday afternoons in St. James Park, downtown San Jose, in September and October 2024. Each concert includes an opening performing artist, a headlining performing artist, a tabling opportunity for at least one local nonprofit organization, food trucks, a beer garden, and a supervised hands-on art activity for children.

Gay Pride Celebration – Pride Silicon Valley Parade and Celebration

Grant will support the Silicon Valley PRIDE parade and festival at Plaza de Cesar Chavez in Downtown San Jose. The event aims to raising the awareness and visibility of LGBTQ+ community members and allies in San Jose and Silicon Valley.

Guadalupe River Park Conservancy - Pumpkins in the Park

Grant will support Pumpkins in the Park in October at Discovery Meadow. It is a one-day festival celebrating the environment and harvest season that features entertainment, arts, and other hands-on activities. Pumpkins in the Park has been held since 1995 and is a family tradition for many in San Jose and beyond.

History San Jose - Roots Fest

San José Roots is a vibrant celebration that showcases the history, heritage, and culture of San José. Its purpose is to acknowledge the city's deep-rooted history and provide a platform for cultural exchange, storytelling, and artistic expression. In doing so, the festival will reach its goal of instilling a sense of belonging and fostering community pride.

Italian American Heritage Foundation– Italian Family Festa

Grant will support the major outreach program of the Italian American Heritage Foundation (IAHF) which is the annual Italian Family Festa. The two-day community festa, now on its 42nd year, will be held in August at History Park San Jose and is a family-focused celebration of heritage and community through cultural exhibits, entertainment, artisan booths, lectures and cuisine.

Latina Coalition of Silicon Valley – Equal Pay Day Parade and Celebration

It's an esteemed privilege for San Jose to be selected alongside New York City and D.C. as the host city for the 2024 National Latina Equal Pay Day on October 3rd, marking the event's eighth anniversary. We will celebrate the contributions which Latinas make to all spheres of American Life. The parade will showcase the contributions which Latinas make to the Labor force (as the leading demographic in workforce participation) and look for opportunities to honor their labor and encourage employers to uphold San Jose's standard in recognizing all racial and ethnic contributions and promoting equitable compensation.

LEAD Filipino - FAHM Event Series (Not recommended for funding.)

We would like to use FPC funding to strengthen and expand our 2024 Filipino American History Month (FAHM) San Jose Event Series. Celebrated every October to commemorate the first recorded arrival of Filipinos in the United States (October 18, 1587), FACTsj plans a series of citywide events and activities strategically located in neighborhoods with high Filipino populations, being the Berryessa and Eastside communities and downtown San Jose. Planning begins several months in advance.

Local Color – Local Color Fest

Imagine a vibrant San José where cultural diversity radiates via strokes of color and creativity. Locals, especially communities and artists of color, should see their stories reflected in stunning murals, music performances, and engaging art activities. This is the vision behind the Local Color Celebration, a free, open-air festival designed to empower artists, foster community engagement, and celebrate the transformative power of art produced right here in the Silicon Valley!

Little Italy SJ Foundation – Little Italy San Jose Fest. (Not recommended for funding.)

The 7th annual Little Italy San Jose Festival is the largest Italian Festival in the Bay Area and for the 1st 6 years this event was a one-day festival drawing 15,000 – 20,000 people. This festival celebrating “all things Italian” features music, food vendors, music, a car show and more.

Luna Park Arts Foundation -Luna Park Chalk Art Festival

Grant will support the return of the annual Luna Park Chalk Art Festival in September 2024 at Backesto Park. Artists of all ages create colorful works of art on the pathways throughout the park. The event includes artists, musicians, food, and local vendors coming together with local school students and their families for a day of artistic celebration.

Milagro Marketing - Dia San Jose

Dia San Jose (aka Día de los Muertos San Jose) celebrates the Day of the Dead - a one-day family friendly event of Mexican, Spanish, Aztecs and other indigenous people that now cross cultures in San Jose. Día San Jose's popularity has grown, becoming one of Downtown San Jose's signature family-friendly events.

Mosaic America- Mosaic America Festival

Grant will support Mosaic Festival Silicon Valley, a weekend festival in East San Jose featuring free performances in music, dance, visual art and spoken word by artists representative of the many diverse communities that live in the region and serving a projected audience of 3,000. Mosaic Festival Silicon Valley is Mosaic America’s cornerstone event. Mosaic Festival has grown steadily over the past three years, from a single-day experience to a multi-day, multi-stage celebration serving over 3000 guests. Each festival has involved 50+ partners and featured arts and cultural events from dozens of culturally distinct communities.

Nikkei Matsuri, Inc. - Nikkei Matsuri Festival

Grant will support the Nikkei Matsuri (Japanese American ["JA"] Festival, a celebration of the JA culture and heritage, located in the heart of San Jose Japantown. Through traditional Japanese and contemporary JA cuisine, arts and crafts, performing arts (music, dance, martial arts, taiko, etc), and cultural displays (ikebana, bonsai, sword, kimono, etc.), the festival's goals are to educate and foster appreciation/understanding about JA culture among greater San Jose community and beyond.

New Ballet Summer Showcase (Not recommended for Funding.)

New Ballet was founded in 2016 by Executive and Artistic Director Dalia Rawson with the mission of providing exemplary classical ballet training and performance to the San José community. In service of this mission, New Ballet facilitates a range of artistic and educational programs designed to serve the community with accessible opportunities for elementary and secondary dance education focused on dancer health and individual development; and performance programming that appeals to audiences in San José and beyond.

PARTI Program – 25th Anniversary -Youth Music and Arts Festival

The PARTI 25th Annual Dr. Martin Luther King Jr. Stop The Violence Event youth led event is a two day celebration, January 17-18, 2025 organized by youth ages 12-24, from every city council

district (10) in San Jose, CA. Our activities express the heritage of our culturally diverse communities that make up Santa Clara County and California, especially in neighborhoods that are historically and economically underserved. We meet our community needs by extended projects that provide arts and cultural opportunities for youth, especially African American, Pacific Islander and Latin populations.

Portuguese Heritage Society of CA- Dia de Portugal Festival

Grant will support the 26th Annual Dia de Portugal Festival which will be held at History Park, in Kelley Park, on June 2024, and expects to draw 4,500 participants. It is a fun-filled day of cultural entertainment, food, and education about the Portuguese, an important population in San Jose's history and ethnic mosaic.

Project MORE - Qmunity Wellness Fest

For the 12th year, the Qmunity Wellness Festival, has uplifted the health and wellbeing of the LGBTQIA+ community. Guests will discover new ways to enhance your overall wellness through interactive demonstration, on-site care services, and community resources. The festival includes booths by LGBTQIA+ business owners and local vendors, and features queer-cultural art and entertainment. Coinciding with National LGBTQIA+ Wellness Week, the festival will be hosted on Saturday, March 22, 2025.

Rose, White and Blue Parade -4th of July Parade

Grant will support the annual Rose White & Blue Parade and Festival on July 4, 2024, a historic community celebration that brings together residents, businesses and organizations of San José and the greater Bay Area in celebration of diversity, public spirit, and floral/agricultural heritage through an annual parade and festival.

San Jose Jazz - Summer Fest

Grant will support the South Bay's largest music festival in Downtown San Jose. Summer Fest features 90+ community-accessible shows in a wide variety of musical genres over three days in August 2024.

San Jose Center for Poetry and Literature - San Jose Poetry Fest

Grant will support the 9th Annual San José Poetry Festival which will be held in September, 2024, featuring national and San José talent in readings and workshops, collaborative opportunities for writers and audience, and economic opportunities for local small presses.

SJ Walls - GRP- Empire 7 Mural Festival

Originating in Hawaii in 2010 as POW! WOW! Worldwide, Worldwide Walls festivals happen in over a dozen cities around the world. In 2017, seeing an opportunity to build community and raise the profile of contemporary public art in San Jose, Empire Seven Studios spearheaded bringing San Jose Walls (SJW) to our city as the only Northern California location. From 2017-2020, SJW activated multiple neighborhoods across San Jose including Japantown, Washington Guadalupe, Blossom Valley, Great Oaks, and Downtown. Since 2019, SJW has partnered with the Guadalupe River Park Conservancy to bring 12 murals to the Guadalupe River Trail through a joint initiative called the Guadalupe River Art Walk.

San Jose Downtown Association- Downtown Ice

Grant will provide support Downtown Ice – Downtown San Jose’s iconic ice-skating rink averaging more than 50,000 skaters and 110,000 additional spectators annually at the Circle of Palms Plaza, Downtown San Jose.

sjDANCEco- Spring Festival

Introduced in 2003, for more than 20 years sjDANCEco’s Spring Festival holds true to our mission which is “to nurture the creative spirit of professional and emerging dance artists and to inspire diverse audiences to discover dance. We achieve this through groundbreaking professional performances, community festivals, workshops and outreach to underserved populations.

San Jose Multicultural Artists Guild - Dia de los Muertos Festival and Celebration

Grant will support the SJMAG's 27th Anniversary Dia de los Muertos Celebration which this coming year involves a new partnership with the Guadalupe River Park Conservancy and a new location at Discovery Meadow. This expansion brings not only an improved venue but also a true partnership as the Guadalupe River Park Conservancy has committed to providing elements to the event that would be beyond SJMAG’s capacity.

School of Arts and Culture at MHP - Mariachi Fest

The School of Arts and Culture at MHP (SOAC) will host Fiesta del Mariachi (FDM) on July 27, 2024, at the Mexican Heritage Plaza (La Plaza). FDM will be a celebration of the music and dance that is at the center of Mexican cultural traditions. On Saturday night, a formal concert will feature top Mariachi performers from the area. We are currently working to confirm this year’s headliners. In 2023, the headliner was Mariachi Reyna de Los Angeles, the first all-female mariachi group in the United States. Mariachi Azteca from San José and Mariachi México de Gilroy also performed.

South Bay Guitar - Guitar Fest

The GuitarFest started in 2005 and is a 2 day event that is headlined by a concert on the Saturday evening presented by the Montenegrin virtuoso guitarist Goran Krivokapic. The festival also includes clinics, lectures, masterclasses, student adjudications, luthier displays, an open-mic, and performances by the Evergreen Valley High School and South Bay Guitar Society Guitar Ensembles.

Sun Productions - San Jose Day (Not recommended for funding.)

Celebrated on 4/08 of every year, San José Day (SJD) is an outdoor cultural event that welcomes all to celebrate San José’s diverse local live music, dance performances, poets, local artists and vendors, food, and classic car culture. By integrating a variety of San José creatives, this event platform fuels inspiration and collaboration across communities, creating a safe and culturally relevant environment that uplifts and preserves our culture. San José Day is always free to enjoy and welcomes all community members. 2025 will be the 7th Annual San José Day, and since the start has activated communities in Downtown San José and Eastside San José.

Silicon Valley African Film Festival - 15th Silicon Valley African Film Festival

Grant will support the 14th annual Silicon Valley African Film Festival (SVAFF), a showcase of over 80 films from about 30 African countries as well as performances, fashion show, arts and crafts, food, etc. The Cinema Cafe Series is SVAFF's year-round community engagement with virtual and in-person screenings in multiple San Jose locations.

Silicon Valley Jewish Film Festival

Grant will support the Silicon Valley Jewish Film Festival, October to November 2024. The festival screens films, including both documentaries, and features whose subject matter pertains, whether directly or indirectly, to Jewish culture, peoplehood, tradition, education, and history.

Silicon Valley Shakespeare - Free Shakespeare in the Park 2024

Grant will support the 2024 Free Shakespeare-in-the-Park Festival held at Bramhall Park, in the Willow Glen neighborhood from June 3 - 17, 2024.

Silicon Valley Queer Film Festival (Not recommended for funding.)

Towards this end, we are poised to make history by launching San Jose's FIRST Queer Film Festival, **The Silicon Valley Queer Film Festival (SVQFF)**. This event is created by non-profit 501(c)3 organization Fishnets & Film, Incorporated (F&F, Inc.) and is developed in partnership with non-profit 501(c)3 Poppy Jasper International Film Festival (PFIJJ).

Together We Create – Mexica New YEAR (Not recommended for funding.)

In 2017, TWC took space within the larger Mexica festival through the form of live painting on a larger scale for the weekend by painting relevant images that highlighted the Aztec culture. Since then, the CT and TWC have worked together to enrich Mexica New Year through the meshing of movement in time and space and visual art by building an artist colony within the existing event. Bringing together local artists to create in the theme of Mexica New Year creates another dimension to the event. While the Aztec dancers dance in a private circle, the TWC artists create a communal and interactive space where participants can take pictures, create alongside the artists, and network with professionals in the field.

Vietnamese American Roundtable - Black April Commemoration

Grant will support the 13th Annual Black April Commemoration which serves to honor the past and future goals of the Vietnamese American community since the Fall of Saigon over 45 years ago. Through multi-medium exhibits and performances, VAR seeks to evoke reflection upon the exodus of millions of Vietnamese boat people.

Vietnamese American Organization - Community Festival

One of our significant annual events is the "Community Festival", a celebration showcasing the richness of Vietnamese culture through history, art, music, dance, exhibits, and traditional foods. As an important celebration of Vietnamese culture, the Community Festival aims to preserve and perpetuate Vietnamese traditions. The Community Festival showcases our commitment to community service, promotes involvement, cultural celebration, and provides entertainment, unity, inspiration, and empowerment for all.

ATTACHMENT C: FY 2024-2025 FPC Grants Panelist Qualifications

Sinohui Hinojosa- *San Jose Filmwerks, Founder*

Sinohui is a storyteller, content creator and creative media consultant who works with filmmakers and independent creative artists as the organizer of the San Jose Digital Filmmaking Network. He is the co-founder of the *San Jose International Short Film Festival* & the *Yountville International Short Film Festival* he delivers World Class Short Films to receptive audiences in the SF Bay Area. He is the founder & Supervising Producer at Emerging Artist Productions, he continues to craft award-winning narrative & documentary film projects, and as the driving force behind EAP Creative, he works with clients including small businesses, non-profits and Fortune 500 companies to produce stories that matter throughout the Silicon Valley & beyond.

Samantha Hull- *Museum Engagement and Ops., de Saisset Museum at Santa Clara University*

Samantha is the Museum Engagement and Operations Coordinator with a decade of experience in the cultural heritage sector, She utilizes her skills as an administrator, researcher, project manager, and advocate to produce meaningful programs, publications, and community outreach initiatives. She is a committed arts advocate who is passionate about sharing the importance of art and history with the public. She also serves as a freelance editor for articles published by *Content Magazine*, the South Bay's quarterly creative magazine published by Silicon Valley Creates. She provides editorial and design feedback to managing editor.

Jennifer Laine - *Executive Director, San Benito Arts Council*

Jennifer is a passionate arts advocate and has spent the majority of her career increasing arts and cultural equity at the local, regional and state level. Since 2010, Jennifer has served as Executive Director of the San Benito County Arts Council where she has raised millions of dollars in arts funding for her rural community, built the county's largest Arts in Education Program and developed dedicated arts programs and services for some of the county's most under-resourced residents, including students with disabilities, incarcerated youth and economically-disadvantaged families.

Dylan Rice - *Senior Analyst, San Francisco Entertainment Commission*

Dylan is a Senior Analyst at the San Francisco Entertainment Commission. In this role, he develops policies, educational outreach, and promotion initiatives responsive to the needs of the local entertainment industry. He began his professional career in Chicago, where he helped launch the City of Chicago's first music office as Program Director of Creative Industries-Music at the Chicago Department of Cultural Affairs & Special Events. He oversaw the creation of policies, research, programs and networks to support the economic vitality and cultural vibrancy of Chicago's music sector. He played a key role in launching workforce and infrastructure development initiatives including Lake FX Summit & Expo, Chicago Music Summit, ChicagoMade, The Chicago Track, and the City's first Venue Licensing Toolkit. Prior to his work with the City of Chicago, he spent seven years producing concerts and festivals at Navy Pier, the Midwest's top-visited tourist destination, working for both the Metropolitan Pier & Exposition Authority and Navy Pier, Inc. At Navy Pier, Dylan spearheaded the Neighborhoods of the World festival and oversaw the booking and operations of the Beer Garden Summertime Concerts.

EXECUTIVE COMMITTEE

May 6, 2024

Subject: Proposed 2024-25 Festival, Parade & Celebration Grants

David E. Valdespino- *Production Manager, Content Magazine*

David is The Production Manager of Content Magazine, known internally as 'The Developer'. Having spent a decade in the bicycle industry prior to his current role, David has experience in community engagement, small business management, and program coordination. In addition to managing the production of the Content's print publication that features Silicon Valley's innovative and creative people, he is responsible for producing a quarterly magazine release party known as a 'pick-up party.' As part of a small team, he knows the broad range of requirements for planning a successful event. David is familiar with working with artists, vendors, venues, and permitting in the South Bay.