



Memorandum

TO: EXECUTIVE COMMITTEE

FROM: Kerry Adams Hapner

**SUBJECT: PROPOSED 2018-2019 FESTIVAL,
PARADE & CELEBRATION
GRANT AWARDS**

DATE: May 3, 2018

RECOMMENDATION

Recommend that the Arts Commission recommend that the City Council approve the proposed FY 2018-2019 Festival, Parade and Celebration Grant awards specified in Attachment A and subject to the availability of funds appropriated in the City's FY 2018-2019 Operating Budget.

BACKGROUND

Through the Office of Cultural Affairs (OCA), the City of San Jose provides a limited number of Festival, Parade & Celebration Grant (FPC) awards each year in order 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, although a few have fee-based admission to some parts of or the entire event. In various ways, these festivals contribute to the City's cultural enrichment and economic enhancement, and they help to promote the City to visitors.

As noted in the guidelines, FPC funding is granted through a competitive process. Applications are weighed each year by a review panel for their responsiveness to the evaluation criteria published in the program information booklet.

ANALYSIS

The panel met on March 1 – 2, 2018 to complete its evaluation and was impressed by the overall quality and quantity of cultural offerings in San Jose.

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The FPC Grant Review Panel is comprised annually of individuals experienced in special event production, community members familiar with special events in San Jose and a member of the Arts Commission.

The panel was comprised of the following members:

- **Cindy Bonior**, *Events Professional (President and CEO, Fremont Chamber of Commerce)*
- **Melanie Elvena**, *Artistic Director, Asian Pacific Islander Cultural Center*
- **Smita Garg**, *San Jose Arts Commissioner*
- **Roberto Hernandez**, *Events Professional (Founder and Owner, Latin Zone Productions)*
- **Jennifer Pitzen**, *Events Professional (Events Manager/Board Member, San Jose Sports Authority REACH Youth Scholarship Program)*
- **Luana Rivera Palacio**, *Community Member*

The panel evaluated each application against six criteria: Event narrative & cultural, historical and/or neighborhood significance (30%); Marketing, outreach and attendance (30%); Financial and budgetary capabilities/leveraging of City funding (20%); Ability to produce a well-planned, safe event (10%); and Economic impact (10%).

The panel did not have specific dollar amounts to recommend for distribution at the time of its meeting. Instead, the panel made recommendations for the percentage distribution of total FPC funds across the categories. The panel also supported the following percentage distributions within each of the four expenditure categories so that when approximate funding amounts were available, precise numbers could be calculated per its recommendation:

<u>Prior Year's Event Expenses</u>	<u>% of Total FPC Funds</u>
\$900,000 - \$1.4 Million	36%
\$94,000 – \$450,000	25%
\$35,000 – \$93,000	29%
\$30,000 and under	10%

The OCA received 46 eligible applications for the FY 2018-2019 FPC Grants cycle. Applications were organized into four groups based on the most recent actual expenditures for events covered by grant applications. The combined value of eligible grant requests was \$890,000.

At its February 2018 meeting, the Arts Commission recommended that 15% of the available funds in the Cultural Funding Portfolio be allocated to the FPC grant program. This recommendation results in \$608,330 being available for FPC grants.

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The panel recommended funding for 44 of the 46 eligible applications based on the ranking of their scores in a given budget category.

The panel's initial percentage recommendations were translated into actual dollars after a specific funding amount was available. The recommendations are contained in Attachment A.

PUBLIC OUTREACH/;

Notices of granting opportunities were distributed to the OCA's e-mail contacts lists, posted on the OCA website, shared via social media, and published in multiple languages in several local newspapers prior to the grant application deadlines.


KERRY ADAMS HAPNER
Director of Cultural Affairs

Attachments:

- A. List of recommended FY 2018-19 FPC grant awards
- B. List of recommended FPC Grant applicants and events proposed, in alphabetical order
- C. Review panelist qualifications

ATTACHMENT A: FY 2018-2019 FPC Grant Recommendations

Event	Review Score	Recommended % of funds in category	Proposed Award**
Prior Actual Expense: \$900,000 - \$1.4 Million			
Recommended Allocation to Category: 36%			
San Jose Jazz Summer Fest	94.2	26.0%	\$56,985
Christmas in the Park	93.7	25.5%*	\$55,000
Cinequest Film Festival	92.9	25.0%	\$54,795
Downtown Ice	90.6	23.5%	\$51,510
Prior Actual Expense: \$94,000 - \$450,000			
Recommended Allocation to Category: 25%			
Silicon Valley Pride Parade and Festival	92.5	13.5%	\$20,576
Silicon Valley African Film Festival	92.4	13.5%	\$20,576
Music in the Park	91.8	13.3%	\$20,196
SJZ Boombox Concert Series	90.7	12.3%	\$18,675
Silicon Valley Jewish Film Festival	90.6	12.25%*	\$18,000
Italian Family Festa	90.5	12.25%*	\$16,000
Street Market/SubZero	87.4	10.0%	\$15,253
Aimusic International Festival	82.7	7.0%	\$10,691
Sevathon	80.8	6.0%	\$9,170
Prior Actual Expense: \$35,000 - \$93,000			
Recommended Allocation to Category: 29%			
Juneteenth	94.1	9.0%	\$15,922
Fountain Blues Festival	93.9	9.0%	\$15,922
Dia de los Muertos (SJDA)	93.7	9%*	\$10,000
Bark in the Park	93.6	9.0%	\$15,922
La Ultima Parada	92.7	8.0%	\$14,158
San Jose Jazz Winter Fest	92.6	8.0%	\$14,158
Veterans Day Parade	92.5	8.0%	\$14,158
Dia de Portugal Festival	92.2	8%*	\$10,000
Dia de los Muertos (SJMAG)	91.4	7%*	\$10,000
Almaden Art & Wine Festival	90.9	7.0%	\$12,394
SoFA Street Fairs	90.7	7.0%	\$12,394
CPAA Spring Festival Silicon Valley	88.5	5.0%	\$8,866
5th Family Fun & Fireworks	88.4	5.0%	\$8,866
Rose, White and Blue 4th of July Parade	86.0	4.0%	\$7,102
Debutante Ball 2018	81.9	2%*	\$2,500
Little Italy	81.8	2.0%	\$3,573
International Children's Festival	80.7	2.0%	\$3,573
Viet Summer Fest	64.1	No Funding Recommended	\$0

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Event	Review Score	Recommended % of funds in category	Proposed Award**
Prior Actual Expense: \$0 - \$30,000			
Recommended Allocation to Category: 10.0%			
Fiesta Navideña	93.5	10.0%	\$6,130
San Jose Poetry Festival	93.5	10%*	\$5,000
Luna Park Chalk Art Festival	93.4	10%*	\$6,000
Pumpkins in the Park	91.4	8.5%	\$5,217
sjDANCEco Annual Dance Festival	91.3	8.5%	\$5,217
Nikkei Matsuri SJ Japantown	91.0	8.5%	\$5,217
Silicon Valley Bikes! Festival & Show	90.9	8.5%*	\$5,000
Guitar Solo & Ensemble Festival	90.5	8%*	\$3,500
Conscious San Jose	90.2	8.0%	\$4,914
Willow Glen BBQ Competition	89.9	8.0%	\$4,914
Post Street Jubilee	89.1	4.5%	\$2,785
VAR's Black April Commemoration	88.2	4.0%	\$2,500
Trung Thu Children's Moon Festival	86.2	3.5%	\$2,500
Silicon Valley Pig Jig	82.4	3.0%	\$2,500
Viet American Dance & Music Fest	69.5	No Funding Recommended	\$0
Total FPC Grant Awards Proposed			\$608,330

* Grant recommendation capped at amount of grant request.

** Final recommendations are pending approval by City Council.

ATTACHMENT B: FY 2018-2019 FPC Grant Recommendations Event Descriptions

African American Community Service Agency

Event: Juneteenth

Grant will support the 38th Juneteenth Festival on June 15 and 16, 2019 at the Plaza de Cesar Chavez in downtown San Jose. Juneteenth recognizes the emancipation of slaves in the United States and is celebrated annually in more than 200 cities across the country. The event includes music, ethnic food, dance and art for all ages.

Aimusic School

Event: Aimusic International Festival

Grant will support the Aimusic International Festival: Intangible Chinese Heritage Celebration on April 26 through May 5, 2019 at City Hall Rotunda, San Jose Community College, California Theater and the Chinese Cultural Garden. The festival promotes traditional Chinese music and performing arts.

Almaden Valley Women's Club

Event: Almaden Valley Art and Wine Festival

Grant will support the 42nd annual Almaden Valley Art and Wine Festival on September 16, 2018 at Almaden Lake Park. The festival includes juried arts and crafts with over 90 artists, international food, local entertainment, and a children's area of arts, crafts and sports activities.

Almaden Valley Women's Club

Event: Family Fun Festival and Fireworks Show

Grant will support the fifth annual Family Fun Festival and Fireworks Show on July 4, 2018 at Almaden Lake Park. The free event provides a safe place for all people to celebrate the national holiday and includes an afternoon festival with local entertainers, music, food and numerous local non-profit groups providing resource booths.

Bay Area Cultural Connections (BayCC)

Event: International Children's Festival

Grant will support the International Children's Festival in April 2019 at Discovery Meadow Park in San Jose. The festival has been organized as a flagship event which brings families of different cultures together. The festival includes performances, arts activities and food.

Campus Community Association

Event: Bark in the Park

Grant will support the 22nd Bark in the Park event on September 15, 2018 at William Street Park in the Naglee Park Neighborhood of San Jose. The family-oriented event centers around the family canine and offers an educational stage, activities areas, demonstrations, kids' activities, food, live entertainment and vendor booths featuring local businesses and non-profit groups.

[Chinese Performing Arts of America](#)

Event: CPAA Spring Festival Silicon Valley 2019

Grant will support the 11th annual Spring Festival Silicon Valley during February 17 through March 25, 2019. The event will take place at the Center for Performing Arts and the International Performing Arts Center. This multi-event festival will entertain and engage people during the Lunar New Year celebration season of 2019.

[Christmas in the Park](#)

Event: Christmas in the Park

Grant will support the annual month-long Christmas in the Park festival, featuring a free outdoor holiday exhibit at the Plaza de Cesar Chavez Park in downtown San Jose from November 26, 2018 through January 1, 2019. The exhibit features over 40 animated and interactive displays, over 600 community, high school and corporate decorated trees, five miles of twinkling lights, daily community entertainment, a 60-foot Community Giving Tree and a free Santa experience.

[Cinequest](#)

Event: Cinequest Film Festival

Grant will support the 29th annual Cinequest Film Festival during February 27 through March 11, 2019 in San Jose. The 13-day film festival features 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.

[Curatus](#)

Event: 2018 Street MRKTs and SubZERO 2019

Grant will support 2018 Street MRKTs on August 3, September 7, and October 5, 2018; and SubZERO on June 7 - 8, 2019. The events are urban street fairs of artisans and live music held in conjunction with the South First Fridays gallery walks in June, August, September and October.

[Fountain Blues Foundation](#)

Event: San Jose Fountain Blues Festival

Grant will support the 38th annual Fountain Blues Festival on June 23, 2019 in Plaza de Cesar Chavez Park. Showcasing top names from the national and regional Blues scene for a day-long concert filled with music, food and activities for all ages.

[Gay Pride Celebration Committee](#)

Event: SV Pride Parade and Festival

Grant will support the Silicon Valley PRIDE parade and festival on August 25 and 26, 2018. The event aims to raise awareness and visibility of the LGBTQ+ community of San Jose and Silicon Valley.

[Guadalupe River Park Conservancy](#)

Event: Pumpkins in the Park

Grant will support Pumpkins in the Park on October 13, 2018 in 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](#)

Event: Silicon Valley Bikes! Festival & Bike Show

Grant will support the fifth annual Silicon Valley Bikes! Festival & Bike Show on May 5, 2019 at History Park San Jose. The festival brings together San Jose's diverse bicycling communities, non-profit organizations, local artists, and the public for a day of family fun, food trucks, craft beer, demos, music, BMX stunt riders, and kids' space and exhibitions.

[India Community Center](#)

Event: Sevathon 2018

Grant will support Sevathon 2018 on August 19, 2016 at the Arena Green in downtown San Jose. The Sevathon is a walkathon that aims to set the standard as the largest social and service platform of its kind. Participants support a variety of non-profit organizations by walking or running the 5k/10k/half-marathon or performing Surya Namaskars (Sun Salutations using yoga), followed by a cultural festival with a variety of activities for all ages.

[International Children's Assistance Network \(iCAN\)](#)

Event: Trung Thu Children's Moon Festival

Grant will support the Trung Thu Children's Moon Festival in September or October, 2018 at Emma Prusch Farm Park. The event celebrates and shares the Vietnamese Trung Thu cultural tradition with activities that include lantern making, games, cultural performances, and a lantern contest and parade.

[Italian American Heritage Foundation](#)

Event: Italian Family Festa

Grant will support the 38th annual Italian American Family Festa on August 25 and 26, 2018 at History Park San Jose. The two-day regional festa is a family focused celebration of heritage and community through cultural exhibits, entertainment, artisan booths, and food.

[Ivy Rose Community Foundation](#)

Event: Debutante Ball 2018

Grant will support the Debutante Ball 2018: A Cultural Celebration of Youth in the Capital of Silicon Valley on November 24, 2018. The event is a cultural celebration in the tradition of the African-American debutante ball, with a focus on preparing youth to become successful members of society.

[Little Italy San Jose Foundation](#)

Event: Little Italy San Jose

Grant will support the third annual Little Italy San Jose Street Festival on October 7, 2018 in downtown San Jose, specifically in the streets of the Little Italy Neighborhood to highlight the accomplishments the Italian community has made to transform the once blighted neighborhood into a thriving downtown San Jose culture and business area.

[Luna Park Arts Foundation](#)

Event: Annual Luna Park Chalk Art Festival

Grant will support the 11th annual Luna Park Chalk Art Festival on September 15, 2018 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.

[Nikkei Matsuri](#)

Event: Nikkei Matsuri SJ Japantown

Grant will support the 42nd annual Nikkei (Japanese American) Matsuri (Festival) in San Jose Japantown on April 28, 2019. The festival celebrates the culture and heritage of the San Jose Japanese American community through traditional Japanese food as well as Japanese American and Asian American arts, crafts, music and cultural displays.

[NephCure Kidney International](#)

Event: Silicon Valley Pig Jig

Grant will support the Silicon Valley Pig Jig on October 6, 2018 at the San Jose Municipal Stadium. The event is a combination of a music festival, amateur BBQ competition and fundraiser.

[Oriki Theater](#)

Event: Silicon Valley African Film Festival

Grant request to support the ninth annual Silicon Valley African Film Festival at the Historic Hoover Theatre on October 5 through 7, 2018 and the African Cinema Café Series from Jan. thru June 2019 at various locations. Highlights include “Africa in Shorts” a screening of short films for middle school students, opening ceremonies red carpet walk and VIP reception, parade of flags, libation ceremony, live performances, and film screenings.

[Portuguese Heritage Society of CA](#)

Event: Dia de Portugal Festival

Grant will support the 22nd annual Dia de Portugal Festival on June 8, 2019 at History Park San Jose in Kelly Park. The festival is an ethnic, cultural, family-oriented event that brings together members of the Portuguese immigrant and heritage generations and the greater community for a day of food, fun and festivities.

[Project MORE Foundation](#)

Event: Post Street Jubilee

Grant will support the Post Street Jubilee on September 29 and 30, 2018 on Post Street in downtown San Jose. The event is a health fair that transitions into a street party celebration of health. The annual all-ages event occurs on the Saturday night coinciding with National Gay Men's HIV/AIDS Awareness Day.

[Rose, White and Blue Parade](#)

Event: Rose, White & Blue 4th of July Parade

Grant will support the 11th annual Rose, White and Blue 4th of July Parade and Picnic on July 4, 2018. Over 100 groups participate in the parade that traverses the historic Shasta/Hanchett and Rose Garden Neighborhoods and finishes on the Alameda with a festival and picnic.

[San Jose Center for Poetry and Literature](#)

Event: San Jose Poetry Festival

Grant will support the fourth annual San Jose Poetry Festival on October 20 and 21, 2018 at History Park San Jose. The festival features San Jose talent in readings and workshops, collaborative opportunities for writers and audience, and economic opportunities for local small presses.

[San Jose Downtown Association](#)

Event: Dia de los Muertos

Grant will support Dia de los Muertos San Jose (Dia San Jose) on October 20, 2018 at Plaza de Cesar Chavez. The all-ages event celebrates the Day of the Dead with music, dance, Lucha Libre, live painting, arts market and other activities.

[San Jose Downtown Association](#)

Event: Downtown Ice

Grant will provide support to build, produce, manage, and promote Downtown Ice – downtown's iconic ice skating rink averaging more than 50,000 skaters and 110,000 additional spectators annually. Downtown Ice will operate from November 16, 2018 through January 13, 2019 at the Circle of Palms Plaza.

[San Jose Downtown Association](#)

Event: Music in the Park

Grant will support the Music in the Park concert series of four shows planned for July and August 2018 and June 2019 at Plaza de Cesar Chavez. Shows include both national-caliber headliners and local talent performing a wide variety of music in a family-friendly environment.

[San Jose Downtown Association](#)

Event: SoFA Street Fairs 2018-19

Grant will support SoFA Street Fairs 2018-19 on September 23, 2018 and April 22, 2019 in the SoFA district with up to ten participating business venues serving as live music stages. The festival will activate 20 indoor and outdoor stages and showcase more than 100 acts.

[San Jose Jazz](#)

Event: San Jose Jazz Boom Box Mobile Stage

Grant will support the SJZ Boom Box Mobile Stage Concert Series leveraging the 26-foot box truck mobile stage to create a series of free public concert performances throughout San Jose. The series brings live music and art to neighborhoods that do not typically receive such programming. Series will be various dates from July 1, 2018 through June 30, 2019.

[San Jose Jazz](#)

Event: San Jose Jazz Summer Fest

Grant will support the 29th year of the San Jose Jazz Summer Fest during August 10 through 12, 2018 in downtown San Jose. The festival will include 120+ concerts across 12 stages while highlighting the musical and cultural heritage of San Jose's richly diverse community.

[San Jose Jazz](#)

Event: San Jose Jazz Winter Fest

Grant will support the Jazz Winter Fest during February 14 through 27, 2019 at various venues in the SoFA district. The Winter Fest features jazz, Latin Jazz, world music, youth ensembles and nationally renowned performers.

[San Jose Multicultural Artists Guild](#)

Event: Dia de los Muertos Festival and Celebration

Grant will support the 21st annual Dia de Los Muertos Celebration on October 21, 2018 at San Jose State University. The event includes a procession (Comparsa) starting near Cesar Chavez Park and finishing at the Dr. Martin Luther King, Jr. Library on the San Jose State University campus, where a free community celebration and closing of a month-long exhibition of 25 altars will take place.

[School of Arts and Culture @ MHP](#)

Event: Fiesta Navideña

Grant will support Fiesta Navideña on December 7, 2018 at the School of Arts and Culture at Mexican Heritage Plaza. It is a community arts and cultural fair that will act as a neighborhood celebration for the entire Mayfair area of East San Jose. This event incorporates ethnic food and drink, professional performances, and culminating performances by students.

[School of Arts and Culture @ MHP](#)

Event: La Ultima Parada

Grant will support La Ultima Parada on October 27 and 28, 2018 at the School of Arts and Culture at Mexican Heritage Plaza. La Ultima Parada: A Celebration of Life on the Day of the Dead incorporates a Cumparsa (parade), La Viejada (community masked-dance with over 200 participants), live musical presentations, ethnic food and drink, Day of the Dead visual art displays, hands-on art activities and a Mercado (marketplace).

[Silicon Valley Jewish Film Festival](#)

Event: Silicon Valley Jewish Film Festival

Grant will support the 2018 Silicon Valley Jewish Film Festival. The festival will run year-round during 2018, primarily during the Autumn festival during October - November 2018. The festival screens films whose subject matter pertains, whether directly or indirectly, to Jewish culture, peoplehood, tradition, education and history.

[sjDANCEco](#)

Event: sjDANCEco 17th Annual Dance Festival

Grant will support the 17th annual dance festival on April 28, 2019 at Santana Row. This free community dance festival celebrates the richness and diversity of South Bay dance artists by presenting works of more than 50 dance troupes featuring approximately 150 dancers with styles ranging from ballet, jazz and folklorico to modern, Chinese, and social dance.

[Social Good, Inc./Be the Change Yoga](#)

Event: Conscious San Jose

Grant will support the Conscious San Jose festival on September 22, 2018 at St. James Park. The festival celebrates our local wellness culture with a day full of yoga, art, and music. It emphasizes well-being for the community by encouraging connection and community service.

[South Bay Guitar Society](#)

Event: Guitar Solo & Ensemble Festival

Grant will support the 15th Annual Guitar Solo & Ensemble Festival scheduled for March 2 and 3, 2019. The event's activities take place at Santa Teresa High School and Le Petit Trianon Theatre. The festival features soloists and ensembles, evening concerts, vendor displays, six free guitar clinics and a master class.

[United Veterans Council of Santa Clara County](#)

Event: 2018 San Jose Veteran's Day Parade

Grant will support the 2018 San Jose Veteran's Day Parade on November 11, 2018 in downtown San Jose. This event celebrates the 100th anniversary of the signing of the Armistice of WWI with approximately 150 organizations representing the cultural, ethnic and generational diversity of San Jose.

[Willow Glen Business & Professional Association](#)

Event: Willow Glen "BBQ in the Glen" BBQ Competition

Grant will support the Willow Glen BBQ Competition on September 22, 2018. This community event features amateur and professional BBQ teams competing for prizes and pride.

[Vietnamese American Roundtable](#)

Event: VAR's Black April Commemoration

Grant will support the VAR's Black April Commemoration on April 30, 2019 at San Jose City Hall Rotunda. The annual event serves to honor the past and future goals for the Vietnamese American community through multi-media exhibits and performances. The event recognizes the exodus of millions of Vietnamese boat people.

**ATTACHMENT C: FY 2018-2019 FPC Grants
Review Panelist Qualifications**

Cindy Bonior

Events Professional

Ms. Bonior currently serves as the President and CEO of the Fremont Chamber of Commerce and Festival Director of the Fremont Festival of the Arts, Fremont Burger & Brew Fest, and Fremont Street Eats. Her experience includes event programming, budgeting, logistics, and expense control through the development of income/profit cost centers. Ms. Bonior also serves as Commissioner of the City of Fremont Economic Development Advisory Commission. She is a graduate of San Jose State University. Ms. Bonior has worked in planning and executing large corporate events, trade shows and festivals, and is successful in securing sponsorships and strategic alliances.

Melanie Elvena

Events Professional

Ms. Elvena is an arts producer and curator of cultural programs and events in the San Francisco Bay Area. Her goal is to connect creatives, support artists, and build community along the way. With an intersectional background in music, dance, theater, and visual arts, she received her B.A. in Art History from the University of California Irvine with an emphasis in Contemporary Art and has since worked with arts organizations Kearny Street Workshop, Asian American Women Artists Association, and Bindlestiff Studio. Ms. Elvena currently serves as Artistic Director at Asian Pacific Islander Cultural Center and Programs Manager at Asian American Women Artists Association. She has extensive experience in the nonprofit arts sector, including curation and coordination of the APature Festival of multidisciplinary arts and the annual United States of Asian America Festival.

Smita Garg

San Jose Arts Commissioner

Ms. Garg is a Bay Area artist and art educator with over 20 years of teaching experience. Armed with a doctorate in Arts Education, she loves to research and create youth-centric art programs. Her work with students (ranging from kids to adults) covers academic, creative/expressive as well as therapeutic aspects of art making. In her teaching practice, Ms. Garg draws in influences from various subject areas, cultures, and art forms. Her work has been published and presented at national and international conferences. Ms. Garg's engagement with local community and educational foundations is extensive. She is founder and chairperson of the Campbell Union High School district Ed Foundation, and Vice President with the Music Boosters club at her daughter's high school. Apart from visual arts, she is passionate about music, cinema and writing. Ms. Garg was recently appointed Arts Commissioner for the City of San Jose.

Roberto Hernandez

Events Professional

Mr. Hernandez has been the executive producer of the San Francisco Carnival Festival and Grand Parade for more than 21 years. Founder and owner of Latin Zone Productions, he has produced a wide variety of public and private special events including lowrider car shows, Dia

de Los Muertos, 24th Street Cultural Festival, Cinco de Mayo, and many more. Mr. Hernandez is an active community leader and organizer in San Francisco's Mission District.

Jennifer Pitzen

Events Professional

Ms. Pitzen is entering her 17th year as a board member of the San Jose Sports Authority REACH Youth Scholarship Program. San Jose Sports Authority is a non-profit organization whose mission is to increase the City of San Jose's economic development, visibility and civic pride through sports. Serving as the City's sports commission since its inception in 1991, the Sports Authority has provided leadership and support to attract or host hundreds of sporting events in San Jose and the South Bay. Ms. Pitzen is also founder and CEO of Look Beyond, LLC, a consulting company offering services in executive management coaching, personal development coaching, paralegal work, and health and wellness education. Ms. Pitzen's experience includes serving as an educator, corporate executive, and most proudly as mother to three daughters. She is a native Californian and has lived in the Bay Area for the last 36 years. Ms. Pitzen has served for many years in her local community as a volunteer in the fields of education, child welfare, and sports. She has been a board member for the San Jose Hall of Fame for 11 years, board member for San Jose Sports Authority REACH scholarship for 16 years, board member for Think Together, educational reform for 16 years, council member for five National United States Tennis Association terms and a founding member for National Tennis Championships Foundation for 22 years.

Luana Rivera Palacio

Community Member

Ms. Rivera Palacio has made San Jose her home since 2006. The following year, she opened Hālau Nāpuaokamokihanaoha, a school dedicated to perpetuating Hawaiian cultural arts. In addition to leading her hālau, Ms. Rivera Palacio is education program manager at the Guadalupe River Park Conservancy and a member of the Multicultural Arts Leadership Institute. She also volunteers as an EMT with the American Red Cross – Silicon Valley Chapter. Ms. Rivera Palacio believes her purpose is found in the connections between culture, community, and the natural environment.