

Memorandum

TO: EXECUTIVE COMMITTEE

FROM: Kerry Adams Hapner

**SUBJECT: PROPOSED 2019-2020 FESTIVAL,
PARADE & CELEBRATION
GRANT AWARDS**

DATE: May 6, 2019

RECOMMENDATION

Recommend that the Arts Commission recommend that the City Council approve the proposed FY 2019-2020 Festival, Parade and Celebration Grant awards specified in Attachment A and subject to the availability of funds appropriated in the City's FY 2019-2020 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 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 February 28 and March 1, 2019 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:

- **Karen “KK” Kaneshiro**, *Events Professional (Director of Member Services, Fremont Chamber of Commerce)*
- **Barbara Lynn**, *Community Member*
- **Ron Muriera**, *San Jose Arts Commissioner*
- **Jennifer Pitzen**, *Events Professional (Events Manager/Board Member, San Jose Sports Authority REACH Youth Scholarship Program)*
- **Robert Ragazza**, *Community Member*
- **Dylan Rice**, *Events Professional (Senior Analyst – Community and Cultural Events, San Francisco Entertainment Commission)*

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>
\$1 - \$1.4 Million	35%
\$95,000 – \$460,000	28%
\$40,000 – \$94,000	27%
\$0 – \$38,000	10%

The OCA received 53 eligible applications for the FY 2019-2020 FPC Grants cycle. One application was withdrawn at the request of the applicant prior to the panel meeting and was not included in the review. 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 \$1,086,925.

At its February 2019 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 \$759,689 being available for FPC grants.

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The panel recommended funding for all 52 eligible applications based on the ranking of their scores in each 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 2019-20 FPC grant awards
- B. List of recommended FPC Grant applicants and events proposed, in alphabetical order
- C. Review panelist qualifications

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ATTACHMENT A: FY 2019-2020 FPC Grant Recommendations

Event	Review Score	Recommended % of funds in category	Proposed Award**
Prior Actual Expense: \$1 - \$1.4 Million			
Recommended Allocation to Category: 35%			
Downtown Ice	97.1	25.0%	\$65,000
San Jose Jazz Summer Fest	96.9	25.0%	\$65,000
Christmas in the Park	96.6	25.0%*	\$55,000
Cinequest Film Festival	96.0	25.0%	\$65,000
Prior Actual Expense: \$95,000 - \$460,000			
Recommended Allocation to Category: 28%			
Silicon Valley African Film Festival	96.2	11.0%	\$24,964
Almaden Art & Wine Festival	94.6	10.0%*	\$20,000
Silicon Valley Pride Parade & Festival	94.2	10.0%	\$22,837
Silicon Valley Jewish Film Festival	93.7	9.5%	\$21,774
Music in the Park	93.5	9.5%	\$21,774
Fountain Blues & Brews Festival	93.4	9.5%	\$21,774
Italian Family Festa	92.2	9.0%*	\$16,000
Dia San Jose	91.5	7.5%	\$17,519
International Aimusic Festival	90.7	6.0%	\$14,329
Summer in the Park	90.5	6.0%*	\$5,000
Rotary Fireworks	88.6	5.0%	\$12,202
Silicon Valley Pig Jig	86.8	4.0%*	\$5,000
Sevathon	85.7	3.0%	\$7,947
Anne and Mark's Art Party	79.0	2.0%	\$5,820
SCCF TET Festival	78.2	2.0%	\$5,820
Prior Actual Expense: \$40,000 - \$94,000			
Recommended Allocation to Category: 27%			
SJZ Boombox Concert Series	95.7	10.0%	\$22,078
Bark in the Park	95.1	10.0%*	\$20,000
San Jose Jazz Winter Fest	94.4	9.5%*	\$15,500
Dia de los Muertos/SJMAG	93.9	9.0%*	\$15,000
SoFA Street Fairs	93.5	9.0%*	\$18,000
Rose, White and Blue 4th of July Parade	93.3	9.0%*	\$19,000
Dia de Portugal Festival	92.3	8.0%*	\$10,000
Veteran's Day Parade	91.9	7.0%	\$15,924
Juneteenth	89.1	6.0%	\$13,873
Street Market/SubZero	88.8	5.5%	\$12,847
CPAA Spring Festival Silicon Valley	86.9	4.5%	\$10,796
Debutante Ball 2019	85.7	4.0%*	\$5,000
El Dia de San Juan	84.8	4.0%*	\$5,000
Viet Summer Fest	81.8	3.0%	\$7,719
International Children's Festival	80.8	2.5%*	\$5,000

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Event	Score	Recommended % of funds in category	Proposed Award**
Prior Actual Expense: \$0 - \$38,000			
Recommended Allocation to Category: 10.0%			
Luna Park Chalk Art Festival	95.4	9.0%*	\$7,000
San Jose Poetry Festival	93.2	8.5%*	\$5,000
Pumpkins in the Park	92.5	7.0%	\$6,885
Folksi Festival	92.4	7.0%	\$6885
Chile Mole Pozole	92.3	7.0%	\$6,885
Conscious San Jose	92.0	7.0%*	\$5,000
Folkloreada	91.9	7.0%*	\$5,000
Post Street Jubilee	91.8	7.0%	\$6,885
Fiesta Navideña	90.4	6.0%	\$6,125
sjDANCEco Annual Dance Festival	90.2	6.0%	\$6,125
Nikkei Matsuri SJ Japantown	88.7	5.0%	\$5,365
Guitar Solo & Ensemble Festival	88.7	5.0%*	\$4,000
YSI Wildlife Festival	83.2	4.0%*	\$3,000
Trung Thu Children's Moon Fest	78.1	3.0%	\$3,845
VAR Black April Commemoration	77.9	3.0%*	\$3,000
Korean Culture and Arts Festival	76.3	3.0%*	\$2,500
Youth Music and Arts Cultural Fest	75.5	3.0%	\$3,845
Dia de los Muertos/Catholic Cemeteries	75.1	3.0%	\$3,845
Total FPC Grant Awards Proposed			\$759,689

* Grant recommendation capped at amount of grant request.

** Final recommendations are pending approval by City Council.

ATTACHMENT B: FY 2019-2020 FPC Grant Recommendations Event Descriptions

African American Community Service Agency

Event: Juneteenth

Grant will support the 39th Juneteenth Festival on June 20, 2020 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 25 through May 2, 2020 at San Jose Community College, California Theater, and San Jose State University. 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 43rd annual Almaden Valley Art and Wine Festival on September 15, 2019 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.

Asian American Center of Santa Clara County (AASC)

Event: Santa Clara County Fairgrounds TET Festival

Grant request to support the 38th annual TET festival at the Santa Clara County Fairgrounds on January 25 and 26, 2020. The event celebrates the lunar new year, preserves, and promotes Vietnamese culture, raises funds for under-privileged youth and encourages youth leadership development and community involvement.

Bay Area Cultural Connections (BayCC)

Event: International Children's Festival

Grant will support the International Children's Festival in April 2020 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 22rd Bark in the Park event on September 15, 2019 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.

Cashion Cultural Legacy

Event: Folkloreada

Grant request to support Folkloreada on May 24, 2020 at the School of Arts and Culture at Mexican Heritage Plaza. This is a free outdoor community festival of dance and music performances and hands-on activities for children and families.

Catholic Cemeteries of the Diocese of San Jose

Event: Dia de los Muertos 2019

Grant request to support the 10th annual Dia de los Muertos on October 26, 2019 at Calvary Cemetery. This event is a celebration and remembrance of deceased family and friends and includes creating community altars, folk songs, dances, and free relevant activities for children.

Chinese Performing Arts of America

Event: CPAA Spring Festival Silicon Valley 2020

Grant will support the 12th annual Spring Festival Silicon Valley during February 13 through March 23, 2020. 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 2020.

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 29, 2019 through January 5, 2020. 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 30th annual Cinequest Film Festival during March 3 - 15, 2020 in San Jose. The 13-day film festival features over 291 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: 2019 Street MRKTs and SubZERO 2020

Grant will support 2019 Street MRKTs on August 2, September 6, and October 4, 2019; and SubZERO on June 5 - 6, 2020. 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 & Brews Festival

Grant will support the 39th annual Fountain Blues & Brews Festival on June 20, 2020 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 24 and 25, 2019. 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 12, 2019 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.

[India Community Center](#)

Event: Sevathon 2019

Grant will support Sevathon 2019 on September 8, 2019 at the Arena Green in downtown San Jose. The Sevathon is a walkathon, marathon and Family Day 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 Mamaskars (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 & 2020 TET Festival

Grant will support the Trung Thu Children's Moon Festival in September or October, 2019 and the TET Festival during January – February, 2020 at the Vietnamese American Community Center. 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 39th annual Italian American Family Festa on August 24 and 25, 2019 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 2019

Grant will support the Debutante Ball 2019: A Cultural Celebration of Youth in the Capital of Silicon Valley on November 30, 2019. 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.

[Korean American Community Services](#)

Event: Korean Culture and Arts Festival

Grant request to support the Korean Culture and Arts festival on September 28, 2019 at San Jose City College. The event consists of a variety of traditional Korean dances and music as well as K-POP dance; displays of Korean arts such as drawing, painting and crafts. The event provides an opportunity to learn about Korean culture and arts.

[Luna Park Arts Foundation](#)

Event: Annual Luna Park Chalk Art Festival

Grant will support the 12th annual Luna Park Chalk Art Festival on September 14, 2019 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 43rd annual Nikkei (Japanese American) Matsuri (Festival) in San Jose Japantown on April 26, 2020. 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 5, 2019 at the San Jose Municipal Stadium. The event is a combination of a music festival, amateur BBQ competition and fundraiser.

[P.A.R.T.I. Program](#)

Event: Youth Music and Arts Cultural Festival

Grant request to support the Youth Music and Arts Cultural Festival on August 24, 2019. The festival provides youth a grassroots platform where they can come together to share their culture and artistic expression through music and arts, while exploring new avenues for collaboration, action, and celebration.

[Portuguese Heritage Society of CA](#)

Event: Dia de Portugal Festival

Grant will support the 23rd annual Dia de Portugal Festival on June 14, 2020 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 21 and 22, 2019 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 12th annual Rose, White and Blue 4th of July Parade and Picnic on July 4, 2019. 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.

[Rotary Club of San Jose](#)

Event: 2019 Rotary Fireworks Downtown

Grant request to support the 5th annual 2019 Rotary Fireworks on July 4, 2019 at Discovery Meadow Park. Rotary Club has produced a world class, free fireworks display for the residents and workers in San Jose and Santa Clara County.

[Sangam Arts](#)

Event: FolkSi – Silicon Valley Folk Festival

Grant request to support FolkSi on March 28 and 29, 2020 at the School of Arts and Culture at Mexican Heritage Plaza. The two-day festival of music, dance, arts, and food includes four performances showcasing collaborative multicultural music and dance created by artists through a six-month residency funded by Sangam Arts.

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

Event: San Jose Poetry Festival

Grant will support the fifth annual San Jose Poetry Festival during September 5 – 10, 2019 at various venues in downtown 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 San Jose

Grant will support Dia San Jose on October 19, 2019 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 15, 2019 through January 12, 2020 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 2019 and June 2020 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 2019-20

Grant will support SoFA Street Fairs 2019-20 on September 22, 2019 and April 19, 2020 in the SoFA district with up to ten participating business venues serving as live music stages. The festival will activate 19 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, 2019 through June 30, 2020.

San Jose Jazz

Event: San Jose Jazz Summer Fest

Grant will support the 30th year of the San Jose Jazz Summer Fest during August 9 through 11, 2019 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 13 through March 1, 2020, at various venues in Downtown San Jose. 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 22nd annual Dia de Los Muertos Celebration on October 20, 2019 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.

San Jose Parks Foundation

Event: Summer in the Plaza

Grant request to support Summer in the Plaza from July through October 2019. Summer in the Plaza is program to activate and enliven Plaza de Cesar Chavez with free live music, art themed events, gourmet food trucks, a beer garden, lawn games and local vendors.

[San Jose Parks Foundation](#)

Event: 2019 San Jose Veteran's Day Parade

Grant will support the 2019 San Jose Veteran's Day Parade on November 11, 2019 in downtown San Jose. The annual parade is a family-oriented, educational event recognizing veterans, military servers and the families that support them. The event also collaborates with many service providers, from education to employment, for veterans and families.

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

Event: Chile Mole Pozole 2019

Grant will support Chile Mole Pozole 2019 on September 15, 2019 at the School of Arts and Culture at Mexican Heritage Plaza. The event is a celebration of Mexican Independence Day, bringing the traditions of Mexico and East San Jose, and connects community members through shared experiences of migration and the universal experience of food as a connection to place and family.

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

Event: Fiesta Navideña

Grant will support Fiesta Navideña on December 6, 2019 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.

[Silicon Valley African Film Festival](#)

Event: Silicon Valley African Film Festival

Grant request to support the 10th annual Silicon Valley African Film Festival at the Historic Hoover Theatre on October 3 through 6, 2019 and the African Cinema Café Series from Jan. thru June 2020 at various locations. The festival is a showcase of over 80 films from 30 African countries as well as performances, a fashion show, arts and crafts, food and more. The Cinema Café Series is a year-round community engagement with screenings in multiple San Jose locations.

[Silicon Valley Creates](#)

Event: Anne and Mark's Art Party 2019

Grant request to support Anne and Mark's Art Party 2019 at the Santa Clara County Fairgrounds during September 21 through 28, 2019. The event features visual art, spoken word, dance, music, film, performance, art cars, food and fashion.

[Silicon Valley Jewish Film Festival](#)

Event: Silicon Valley Jewish Film Festival

Grant will support the 2019 Silicon Valley Jewish Film Festival. The festival will run year-round during 2019, primarily during the Autumn festival during October - November 2019. The festival screens films whose subject matter pertains, whether directly or indirectly, to Jewish culture, peoplehood, tradition, education, and history.

sjDANCEco

Event: sjDANCEco 18th Annual Dance Festival

Grant will support the 18th annual dance festival on April 26, 2020 at Eastridge Mall. 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 2019

Grant will support the Conscious San Jose festival on September 21, 2019 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 16th Annual Guitar Solo & Ensemble Festival scheduled for March 7 and 8, 2020. 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.

Vietnamese American Roundtable

Event: VAR's Black April Commemoration

Grant will support the VAR's Black April Commemoration on April 30, 2020 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.

Vietnamese Voluntary Foundation (VIVO)

Event: VIVO's Summer Festival

Grant request to support the Summer Festival on July 27 and 28, 2019 in San Jose's Vietnam Town. This two-day event celebrates Vietnamese culture through a variety of cultural performances, music, arts & crafts, community talent show, carnival activities and more.

Western Region Puerto Rican Council

Event: El Dia de San Juan

Grant request to support the 41st year of the Dia de San Juan Festival on June 13, 2020 at History Park San Jose in Kelley Park. The festival celebrates Puerto Rican culture with music, food and festivities which attract an average of 1,800 attendees from the Bay Area. Highlights include a teen music stage, dance contest and recognition of leadership.

Youth Science Institute

Event: Youth Science Institute's 34th Annual Wildlife Festival

Grant request to support the 34th Annual Wildlife Festival on October 6, 2019 at Youth Science Institute (YSI) in Alum Rock Park. The event provides experiences for attendees that will enhance the public's appreciation of YSI and Alum Rock Park.

**ATTACHMENT C: FY 2019-20 FPC Grants
Review Panelist Qualifications**

Karen “K.K.” Kaneshiro

Fremont Chamber of Commerce

Director of Member Services

Ms. Kaneshiro is the Director of Member Services for the Fremont Chamber of Commerce, a position that capitalizes on her thirty-three years of experience in sales and marketing. As the director of Member Services, she is responsible for the welfare of the chamber’s membership which consists of 1,000 members. KK is on the management team for the Fremont Festival of the Arts, a production of the Fremont Chamber of Commerce. The largest street fair on the West Coast, this event brings in an average of 350,000 – 400,000 people to Fremont in two days. KK’s prior business experience includes owning her own skincare salon for eight years and has owned a floral design studio business for four years. She has also been a manager for a marketing company and at a VISA/Mastercard company. KK won the “Top Sales Award” for selling over \$1 million in floral products at B. Suyeyasu’s Wholesale Florist and was an assistant General Manager for L. Piazza Wholesale Florist. KK has hosted and produced three concurrent television shows. In 2003, for the “Chat Room” show, she won a national award for Television News. KK also co-hosts an annual televised music telethon for the Fremont Education Foundation’s “After School Band program.” She currently is the host for the “Community Conversations” show in partnership with the Fremont Unified School District. KK is also very active in the community and has served as President for the Fremont Adult School’s Advisory Committee Board from 2006-2009. She has served as a board member for Music at the Mission and was a community advisor for WyoTech. She is currently an Advisory Board member for Mission Valley R.O.P.’s Culinary Arts Committee; an Advisory Board member for Mission Valley R.O.P.’s Marketing Committee, an executive board member for Stage 1 Theatre Productions and on the LAM Research Scholarship Committee.

Barbara Lynn

San Jose Community Member

Ms. Lynn has been a resident of San Jose Japantown since 1995 and her family moved to Santa Clara County in the early 1960’s. She is a retired Spanish bilingual elementary school teacher as well as an extensive world traveler, including ten years as a flight attendant. Along with her spouse, Edgar “Zancudo” Sanchez (now deceased), Ms. Lynn has been active in the local arts community for decades, assisting with countless after school art, theater and mask making workshops. She participates in and attends many of San Jose’s arts and cultural events and programs. Ms. Lynn holds a Master of Arts degree in Teacher Leadership and a Bilingual/Cross Cultural teaching credential, earning both from San Jose State University.

Ron P. Muriera

San Jose Arts Commissioner

Non-profit administrator, educator, grants professional, performing artist (actor, musician, dancer, and comedian), community activist, advocate for children and youth -- for the last 20 years, Mr. Muriera has integrated his various experiences and knowledge into his current calling

serving communities locally in the San Francisco Bay Area, California and throughout the nation. As an education and grants consultant based in San José, he offers a wide range of services and solutions which include: grants research/identification, grant proposal writing, program evaluation, nonprofit systems assessment, board development, diversity training and group facilitation. Focused on social justice, educational equity, and arts & culture, his mission is to create a healthier, better educated and more equitable society. Passionate about helping organizations, educational institutions and community agencies better serve their constituents, Mr. Muriera partners and works with school districts, non-profit community-based organizations, faith institutions and universities & colleges to improve their effectiveness, expand their services, and target their resources to better serve their communities.

As a grant writer, he has over 15 years of experience in grant writing (federal, state, local, corporate, and foundation grants). He has been invited to participate on grant review panels for the following agencies and organizations: *U.S. Department of Education; California Volunteers/AmeriCorps; Arts Council of Silicon Valley (now Silicon Valley Creates) and the San Francisco Arts Commission*. Mr. Muriera also volunteers his service on several boards/commissions: *San José Arts Commission; California History Center and Foundation (Trustee); Mission College and De Anza College's Asian American Native American Pacific Islander Serving Institution (AANAPISI) Federal Initiative; Filipino American National Historical Society (National Trustee); History San José (Advisory Board member); and the San Francisco Filipino American Jazz Festival (Board Member)*. He is a member of the *Grant Professionals Association* where he currently serves as President for the Northern California chapter, is a member of the *American Evaluation Association*, and is a long-standing member of the following performing unions: *Screen Actors Guild-American Federation of Television & Radio Artists (SAG-AFTRA)*, and *Actors Equity Association (AEA)*.

Jennifer Pitzen

San Jose Sports Authority *REACH Youth Scholarship Program; Business Consultant Board Member (former)*

Ms. Pitzen was a board member of the San Jose Sports Authority REACH Youth Scholarship Program for 17 years. San Jose Sports Authority is a non-profit organization whose mission is to increase San Jose's economic development, visibility, and civic pride through sports. 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 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 also been a board member for the San Jose Hall of Fame for 11 years, board and 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.

Robertino Ragazza

San Jose Community Member

Mr. Ragazza is the founder and executive director of Lorde & Grayson, an arts-based production company which produces various local events such as the "All Womyn's Showcase" and San Jose Nuevo Flamenco's "Flamenco Friday Series" throughout San Jose and the Bay Area. He is currently the curator for Anno Domini's Phantom Galleries project at Caffè Frascati and Pho 69, two participating venues of the SoFA First Fridays Artwalk. Mr. Ragazza is an active participant in San Jose's arts and cultural community events. He is an award-winning photographer and ceramics artist, a teaching assistant in San Jose City College Photography Department, and an award-winning guest services agent and concierge at The Westin (formerly Hotel Sainte Claire). Mr. Ragazza has served on grant review panels for the Center for Cultural Innovation and Silicon Valley Creates. He was a 2013 Silicon Valley Creates Emerging Artist Laureate. Born in the Philippines and raised in San Jose, Mr. Ragazza dedicates many hours of his time, as well as his artwork, to supporting the local arts community.

Dylan Rice

San Francisco Entertainment Commission

Senior Analyst – Community and Cultural Events

Mr. Rice is Senior Analyst – Community and Cultural Events at the San Francisco Entertainment Commission. In this role, he researches, analyzes, and develops policies to improve the quality and sustainability of outdoor events. Mr. Rice began his professional career in Chicago, where he most recently helped establish the City of Chicago's first music office as Program Director of Creative Industries-Music at the Chicago Dept. 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 at the City of Chicago, he spent seven years producing music and cultural events 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, he spearheaded the Neighborhoods of the World festival and oversaw the booking and operations of the Beer Garden Summertime Concerts. Mr. Rice is also an accomplished rock singer-songwriter, performing solo and with a band at national venues and festivals, and releasing three albums independently. He has opened for Paula Cole, Shelby Lynne, Eric Hutchinson, to name a few, and was lead vocalist of the synth-rock band Software Giant. He holds a Bachelor of Arts degree in English and Creative Writing from Northwestern University.