



# Memorandum

**TO:** EXECUTIVE COMMITTEE

**FROM:** Kerry Adams Hapner

**SUBJECT: PROPOSED FY 2023-2024  
FESTIVAL, PARADE, &  
CELEBRATION GRANT AWARDS**

**DATE:** April 28, 2023

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Approved

Date

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## **RECOMMENDATION**

Propose that the Arts Commission recommend that the City Council approve the proposed 40 FY 2023-24 *Festival, Parade, & Celebration (FPC)* Grant awards specified in Attachment A and subject to the availability of funds appropriated in the City's FY 2023-24 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 various 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 2023-24 guidelines, 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 grant program guidelines.

## **ANALYSIS**

The panel met on March 16 & 17, 2023 to complete its evaluation and was impressed by the overall quality and quantity of cultural offerings in San José.

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

The panel was comprised of the following members:

- **Richard Ajluni**, *Executive Director, JW House*
- **Jonathan Borca**, *Commissioner, San José Arts Commission*
- **Valéria Miranda**, *Executive Director, Santa Cruz Art League, and Pajaro Valley Arts*
- **Alfonso Perez**, *President, Filipino American Arts Exposition*

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 (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 OCA received 32 applications of which 30 were deemed eligible for the FY 2023-24 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 \$801,660.

The panel recommended funding for 26 of the 30 eligible applications based on the ranking of their scores in each budget category. Due to the City's pending development of the proposed Operating Budget for FY 2023-24, 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.

Additionally, fourteen FY 2022-23 FPC grantees who met the two-year eligibility to roll over their scores from the previous grant cycle are also included on the proposed list of FY 2023-24 FPC Grant Awards. With the panel recommended 26 applications, and the 14 two-year grantees, the total number of proposed FPC grant awards is 40.

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## **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 2023-24 FPC panel grant award recommendations, in alphabetical order
- B. List of recommended FY 2023-24 FPC Grant applicants and events proposed, in alphabetical order
- C. Grant review panel qualifications

**ATTACHMENT A: FY 2023-24 FPC Grant Recommendations**

Event	Score	Recommended % of funds in category	Proposed Award**
<b>Prior Actual Expense: \$1 - \$2 Million Recommended Allocation to Category A: 37%</b>			
Christmas in the Park	88	21.00%	\$55,095
Cinequest Film Festival	86	21.00%	\$55,095
Downtown Ice (SJDA)	89	22.00%	\$57,719
Gay Pride Celebration	83	14.00%	\$36,730
San Jose Jazz Summer Fest	89	22.00%	\$57,719
<b>Prior Actual Expense: \$98,000 - \$360,000 Recommended Allocation to Category B: 23%</b>			
Children's Cultural Fest Series (CDM)	92	13.00%	\$21,201
Every Thursday Activation (Urban Vibrancy)	74	0.00%	Recommend No Funding
Fountain Blues & Brews	90	12.00%	\$19,570
Italian Family Festa	87	11.00%	\$17,940
Juneteenth 2024	89	12.00%	\$19,570
Mosaic Festival	90	13.00%	\$21,201
Music in the Park (SJDA)	91	13.00%	\$21,201
Queer Afro Latin Dance Fest	86	10.00%	\$16,309
South First Fridays /subZERO	86	9.00%	\$14,678
SV Jewish Film Festival	81	7.00%	\$11,416
<b>Prior Actual Expense: \$35,000 - \$80,000 Recommended Allocation to Category C: 30%</b>			
Almaden Fall Fest	72	0.00%	Recommend No Funding
Bark in the Park	88	7.50%	\$15,954
CPAA Spring Festival Silicon Valley	87	6.75%	\$14,359
Culture Night Market (Local Color SJ)	83	6.00%	\$12,763
Dia de los Muertos (SJMAG)	87	6.75%	\$14,359
Dia de Portugal	83	6.00%	\$12,763
Dia de San Jose (SJDA)	85	6.50%	\$13,827
Enkulatash, Ethiopian New Year Celebration	81	5.50%	\$11,700
Guitar Fest	79	3.00%	\$5,000
Nikkei Matsuri Festival	89	7.50%	\$15,954
Rose, White, and Blue 4th of July	84	6.50%	\$13,827
Shakespeare in the Park	92	11.00%	\$23,399
Sikh Gurdwara – Hola Mohalla	81	5.50%	\$11,700
SV African Film Festival	92	11.00%	\$23,399
VeggieFest (Veggielution)	80	5.00%	\$10,636
Youth Music & Art Cultural Fest	81	5.50%	\$11,700

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Event	Score	Recommended % of funds in category	Proposed Award**
<b>Prior Actual Expense: \$0 - \$31,000</b>			
<b>Recommended Allocation to Category D: 10%</b>			
Back to School Fest (ICAN)	83	8.00%	\$5,673
Chile Mole Pozole	92	12.50%	\$8,863
Chinese Dragon Boat Festival	85	8.50%	\$6,027
Chopsticks Alley Art	81	8.00%	\$5,673
International Mother Language Celebration	80	7.50%	\$5,318
Jubilee Wellness (Project MORE)	84	8.50%	\$6,027
Luna Park Chalk Art Festival	88	8.50%	\$6,027
Pumpkins in the Park	83	8.50%	\$6,027
San Jose Poetry Festival	92	9.50%	\$5,000
SoFA Street Fairs (SJDA)	91	12.50%	\$8,863
Summer Bash (Giving with Aloha)	74	0.00%	Recommend No Funding
Taste of San Jose (SJ PAL)	70	0.00%	Recommend No Funding
VAR Black April Commemoration	82	8.00%	\$5,673
<b>TOTAL PROPOSED FPC FY 2023-24 GRANT FUNDING:</b>			<b>\$705,955</b>

**ATTACHMENT B: FY 2023-2024  
FPC Grant Recommendations Event Descriptions**

**Campus Community Association**

**Event: Bark in the Park**

Grant will support Bark in the Park, an annual neighborhood dog-centric family event, held yearly for the last 22 years. It promotes Naglee Park and Downtown San Jose Living. Proceeds support various local non-profit organizations. Scheduled for September 17, 2022.

**Children's Discovery Museum of San Jose**

**Event: Children's Cultural Festival 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 September 23, 2023 through June 19, 2024.

**Chinese Performing Arts of America (CPAA)**

**Event: CPAA Spring Festival Silicon Valley**

Grant will support CPAA's 15th Annual Spring Festival Silicon Valley (SFSV) scheduled for January -February 2024. 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.

**Chopsticks Alley Art**

**Event: Son Mai Art Making at Moon Festival 2023**

Grant will support Chopsticks Alley Art's art-making booth at the 2023 Moon Festival to teach participants how to make Son Mai paintings. This art form was revived and developed as a distinct genre of fine art painting by Vietnamese artists in the 1930s. Participants will be taught how to use premade scratchboards to make a reinterpreted and accessible version of Son Mai paintings to teach Vietnamese Americans the richness of this cultural artistic tradition.

**Christmas in the Park**

**Event: 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 24, 2023 - January 1, 2024.

### Cinequest

#### **Event: Cinequest Film Festival**

Grant will support the annual Cinequest Film Festival during February through March 12, 2024, in San Jose. 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

#### **Event: Dragon Boat Festival**

Grant will support the Dragon Boat Festival, a one-day event at the picturesque waterfront of Alviso Marina County Park. The highlight of the day will be the dragon boat races taking place on the water. The festival will also offer a variety of entertainment options including traditional drumming and dancing performances, hands-on dragon boat making workshops, and a lively fashion show.

### **CURATUS**

#### **Event: South FIRST FRIDAYS' Summer Series: SubZERO Festival & STREET MRKT**

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

### Ethiopian Community Services, Inc.

#### **Event: Enkutatash, 11th Annual Ethiopian New Year Celebration**

Grant will support 11th annual Ethiopian New Year's celebration Enkutatash, which will be held on Sunday, September 9, 2023, at Arena Green West in Downtown San José. 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.

### Fountain Blues Foundation

#### **Event: San Jose Fountain Blues Festival**

Grant will support the 40th Annual San Jose Fountain Blues and Brews Festival which will take place June 2024 at Plaza de Cesar Chavez in Downtown San Jose. The festival will offer a diverse line-up of national and regional musicians, ranging in 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.

### [Gay Pride Celebration Committee](#)

#### **Event: SV Pride Parade and Festival**

Grant will support the Silicon Valley PRIDE parade and festival on August 26 and 27, 2023 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](#)

#### **Event: Pumpkins in the Park**

Grant will support Pumpkins in the Park on October 7, 2023, 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.

### [International Children Assistance Network \(ICAN\)](#)

#### **Event: Back to School Fest**

Grant will support ICAN's Back to School Event to be held at the Vietnamese American Cultural Center. The event will bring together Latino, Vietnamese, and Filipino families who reside in East San Jose. More than 600 children and their family members are expected to attend. The event is to support the families of East San Jose and give children in East San Jose a fun experience before returning back to school.

### [Italian American Heritage Foundation](#)

#### **Event: 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 41st year, will be held August 19 and 20 at History Park San Jose and is a family-focused celebration of heritage and community through cultural exhibits, entertainment, artisan booths, lectures and cuisine.

### [Local Color SJ \(fiscal sponsor\)](#)

#### **Event: Culture Night Market**

Local Color is the 501(c)(3) Fiscal Sponsor of the Culture Night Market, a community gathering, and place where people can celebrate the distinct culture of San Jose through food, art, and music. The LatinX, Asian, Black and POC community, contributes a broad range of subcultures: This event is designed to empower small business, local entrepreneurs & artists by keeping the stream of income within our community. For the 2023-24 year, the Culture Night Market Proposes a series of 12 events beginning in July 2023.

### [Luna Park Arts Foundation](#)

#### **Event: Annual Luna Park Chalk Art Festival**

Grant will support the return of the annual Luna Park Chalk Art Festival on September 16, 2023 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.



### [Mosaic America](#)

#### **Event: Mosaic Festival Silicon Valley**

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. The event is scheduled for August 26 and 27, 2023.

### [Nikkei Matsuri, Inc.](#)

#### **Event: Nikkei Matsuri**

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.

### [Positive Alternative Recreation Teambuilding Impact \(PARTI\) Program](#)

#### **Event: Youth Music and Arts Festival**

Grant will support the Youth Music and Arts Cultural Festival which provides 25 youth artists and performers 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. The one-day event is youth built and youth led and will reach 2,500 virtual and in person participants.

### [Portuguese Heritage Society of CA](#)

#### **Event: 25<sup>th</sup> Annual Dia de Portugal Festival**

Grant will support the 25th Annual Dia de Portugal Festival which will be held at History Park, in Kelley Park, on June 11, 2023, 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 Foundation](#)

#### **Event: Jubilee Wellness Festival**

Grant will support the Jubilee Wellness Festival on September 16-17, 2023, a free LGBTQ+ and Ally community health and wellness festival. This unique community event serves marginalized and disproportionately affected people in Santa Clara County. Jubilee is hosted annually on a Saturday to coinciding and celebrate National Gay Men's HIV/AIDS Awareness Day.

### [Rose, White and Blue Parade](#)

#### **Event: Rose, White & Blue 4<sup>th</sup> of July Parade**

Grant will support the annual Rose White & Blue Parade and Festival on July 4, 2023, 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 Center for Poetry and Literature**

**Event: San Jose Poetry Festival**

Grant will support the 8th Annual San José Poetry Festival which will be held September 8-10, 2023, featuring national and San José talent in readings and workshops, collaborative opportunities for writers and audience, and economic opportunities for local small presses.

**San Jose Downtown Association (fiscal sponsor)**

**Event: Dia de San Jose**

Grant will support Dia de los Muertos San Jose (Dia San Jose) on October 16, 2023, at Plaza de Cesar Chavez. Dia 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.

**San Jose Downtown Association**

**Event: 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. Downtown Ice will operate from November 17, 2023, through January 19, 2024, at the Circle of Palms Plaza, Downtown San Jose.

**San Jose Downtown Association (fiscal sponsor)**

**Event: Music in the Park**

Grant will support Music in the Park’s three shows for FY 23-24 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. Dates: July 2023, August 2023, and an unscheduled date in June 2024.

**San Jose Downtown Association**

**Event: SoFA Street Fair**

Grant will support the SoFA Street Fair, the original family-friendly street festival for the South First Arts (SoFA) District, bringing together a diverse lineup of legendary San Jose and regional live bands for one day each Spring and Fall. The event is enhanced by local artisan craft booths, food trucks, street performers, participatory art and eclectic activities that showcase SoFA's vibrancy. Scheduled for: September 2023, and April 2024.

**San Jose State University Research Foundation**

**Event: International Mother Language Celebration**

Grant will support the 5th annual Mother Language Day festival, an event that celebrates cultural diversity through dance, food, language, and art. The festival aims to showcase the diversity of San Jose, strengthen community bonds, and promote local businesses.

### **San Jose Jazz**

#### **Event: 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 2023.

### **San Jose Multicultural Artists Guild**

#### **Event: Dia de los Muertos Festival and Celebration**

Grant will support the SJMAG's 26th Anniversary Dia de los Muertos Celebration which will include a procession (comparsa) starting at the Cesar Chavez Park or Park View Plaza and ending at the Dr. Martin Luther King Jr. Library on the San Jose State University Campus. A four-hour free community celebration and closing of a month-long art exhibition of approximately 25 altars created by local artists and participating community members will take place.

### **School of Arts and Culture @ MHP**

#### **Event: Chile, Mole, Pozole**

Grant will support Chile, Mole, Pozole (CMP) on Sunday, September 17, 2023, at the Mexican Heritage Plaza (La Plaza) in celebration of Mexican Independence Day, bridging the traditions of Mexico and East San José.

### **Sikh Guwarda - San Jose**

#### **Event: Hola Mohalla Festival**

Grant will support the “Hola Mohalla Festival”, an event held March 11, 2024, at the community asset called the San Jose Gurdwara.

### **Silicon Valley African Film Festival**

#### **Event: 14<sup>th</sup> 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**

#### **Event: Silicon Valley Jewish Film Festival**

Grant will support the Silicon Valley Jewish Film Festival, October to November 2023. 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**

#### **Event: 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.

### Veggielution

#### **Event: San José VeggieFest**

Grant will support San Jose VeggieFest, a free admission festival that attracts families from San Jose and the entire Bay Area region to come together to enjoy a day filled with multicultural live entertainment, delicious vegan food, and shopping from local small & micro businesses. This festival encourages tourism in the surrounding Downtown areas, helps small and micro businesses and encourages people to explore new cultures through art, music, dance, and food.

### Vietnamese American Roundtable

#### **Event: VAR's Black April Commemoration**

Grant will support the 12th 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.

**ATTACHMENT C: FY 2023-2024 FPC Grants  
Grant Review Panel Qualifications**

**Richard Ajluni**

*Executive Director, JW House*

Richard Ajluni is Executive Director of JW House in Santa Clara. Richard has served in leadership roles with local and international nonprofit organizations, including Catholic Charities, Gardner Family Health, and World Vision. A long-time community volunteer, Richard has served on the San Jose Arts Commission, the boards of MACLA, and Loaves & Fishes.

He has lived in San Jose's Historic Naglee Park neighborhood for 22 years. Richard's spouse Karen works at Stanford University and they have 3 children at different phases of education. Richard loves to cook for friends and is always up for a bike ride or a good book on politics or religion. Richard is a graduate of Bellarmine College Prep., and San Jose State University.

**Jonathan Borca**

*Commissioner, San Jose Arts Commission*

Jonathan Borca is an advocate, storyteller, and performing artist who currently serves as the Deputy Director for the School of Arts and Culture at the Mexican Heritage Plaza, or La Plaza for short. Borca is Mexican-Filipino, was born in Albuquerque, New Mexico, and was proudly raised in the Eastside neighborhood of Alum Rock, San Jose. With over a decade of experience developing and scaling programs for nonprofits and public entities, Borca also directed all efforts for the "California Arts Council Administrators of Color Fellowship" (CAC ACF); a statewide initiative aiming to uplift an inclusive workforce. Borca was appointed as Arts Commissioner for the City of San Jose by D5 Councilmember Magdalena Carrasco in June of 2022.

When not working, Borca dedicates his time and energy to local art and music projects. He is the resident emcee for 7th Street Big Band, performs rap and poetry with several jazz ensembles, and has produced several intergenerational three-act concert experiences ("Francis Experience") at local theaters. Most recently, he produced a music and art series, Colour Me GOLD, which aims to celebrate BIPOC creatives, small businesses, and producers.

**Valéria Miranda**

*Executive Director, Santa Cruz Art League, and Pajaro Valley Arts*

Valéria ("Val") Miranda is the Executive Director of Santa Cruz Art League and Pajaro Valley Arts, as well as a diversity, equity, and inclusion consultant. She is passionate about the power of the arts and culture to change individuals, communities, and society. Val has worked in and with arts organizations since 1992. Communities are central to the existence of any cultural organization and are an extremely important part of Valéria's professional and personal life. She is passionately committed to the sustainable power of collaborations and partnerships in leveraging cultural resources. Val was the Director of Education at the San José Museum of Art and at the Monterey Museum of Art. Her experience includes fundraising, curatorial practices, program development, management, and evaluation, and equity, diversity, and inclusion. She holds a MBA in Sustainable Management from Presidio Graduate School in San Francisco. A native of Rio de

Janeiro, Brazil, Valéria's artistic practice is in dance and visual arts. She spends lots of time in the art spaces, beaches, and woods of Santa Cruz County with her 17-year-old son and many friends.

**Alfonso (Al) Perez**

*Principal & Founder, Creative i Studio and President, Filipino American Arts Exposition*

Al Perez is principal and founder of Creative i Studio, which specializes in innovative and impactful graphic design solutions for corporate events and corporate identity programs. He has over 30 years' experience translating marketing objectives into creative strategies for Fortune 500, small business and nonprofit organizations. His services also include onsite project management for conferences, trade shows and corporate events around the country. Al keeps active in the Filipino American community and is currently serving as president of the Filipino American Arts Exposition (FAAE). For the last 20 years, Al has led community partners, artisans, performing artists and an energetic team of 200+ volunteers to produce the annual Pistahan Parade and Festival at the Yerba Buena Gardens, the largest celebration of Filipino community, culture and cuisine in the country.

Mr. Perez has also taken leadership roles in organizing community events such as:

- Filipino American Heritage Night series with the SF Giants, GS Warriors, Oakland A's, SJ Sharks, and Cal Bears Basketball
- Filipino American History Month Celebration at City Hall Rotunda
- Asian Pacific American Heritage Month Celebration at the Herbst Theatre & City Hall
- Kalayaan Philippine Independence Celebration Union Square

Al is a Commissioner on the San Francisco Entertainment Commission where he has served as Neighborhood Representative for 14 years. He advocates for sensible policies that elevate San Francisco's vitality and diversity. He also serves on the Board of San Francisco's Cow Palace, providing stewardship in promoting economic opportunities for small businesses in the agricultural industry.