# 2021 Davis Cherry Blossom Festival

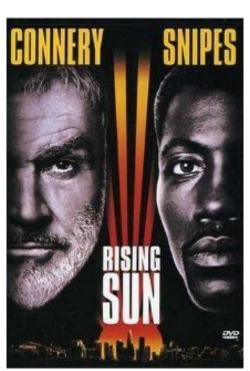
**Student Programming Fund Presentation** 

### Why Davis Cherry Blossom Festival?

- Identifying the problem
  - Why have a Davis Cherry Blossom Festival?
- 2021 Davis Cherry Blossom Festival Proposal
  - Proposed budget and justifications
- COSAF Questions
  - Answers to provided questions

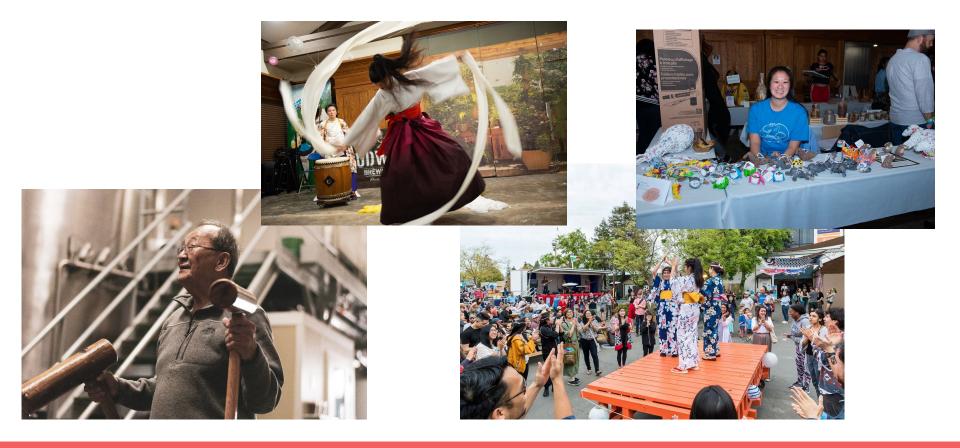
# Why have a Cherry Blossom Festival?

### **Problem: Asian-American Representation**

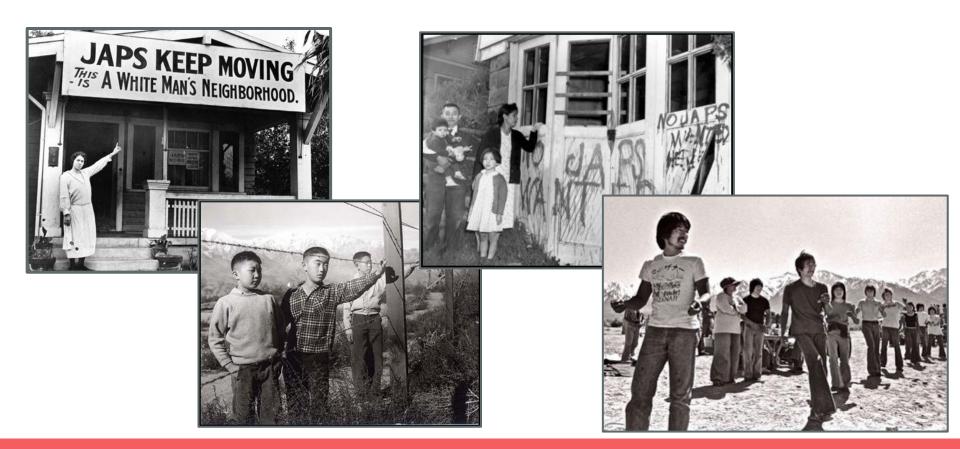




### **Davis Cherry Blossom Festival**



### Lessons from the Japanese American Experience



### **Goals of Davis Cherry Blossom Festival**

- Celebrate and promote greater understanding of issues relating to cultural diversity and the Asian American or immigrant experiences.
- Promote ongoing efforts for social justice.
  - Donate proceeds from beer and food sales from Sudwerk to a designated local charity.
    - 2018 = Puerto Rico Hurricane Relief
    - 2019 = My Sister's House
    - 2020 = Tsuru for Solidarity





### **New Visions for the 2021 Festival**

Our 2021 festival vision emphasizes:

- Educational speakers and cultural knowledge holders.
- Focus on showcasing living Asian-American arts and the diversity within our student body and community.
- Professional video/photo documentation and post-event knowledge sharing.

## **Budget and Justifications**

# A. Lecture/Entertainment; Honoraria/Performers \$2,850



### Cultural Performances = \$700 Honoraria For Speakers/Performers = \$2,150

- In the past, 2019,
  - o \$3,810 for 19 performers
- Now, focus on diverse, cultural performers + speakers!
- Estimated gas reimbursement for visiting student performance groups = \$200.





# B. Publicity \$750



### Inkmonkey + Online Media = \$250

- Print Flyers
- Social media
  - Sponsored FB ads
- Logo design
  - o For t-shirts, media, presentations
  - 2019, logo design ~ \$160
  - Contract students or recent grads



### Photography/Videography = \$500

- 2019-
  - Volunteers only
  - \$10 and a shirt for each student photographer (~6).
- Increased amount of speakers, professionals, and workshops call for professional recordings to document and share their cultural message to the public
- Raise awareness for charity



# D. Decoration (Cultural Activities Supplies) \$1,100



### Crafts Booths Supplies = \$700

- \$579.63 spent on paper lanterns alone
- Looking to expand with paper fans, origami, photobooth area, + more

### **Ikebana Supplies = \$200**

- Ikebana = \$100 for two workshops
- They are generous enough to donate flowers for charity fundraising

### **Mochi Pounding Supplies = \$200**

\$200 for one day of mochi pounding

# **E. Facility** \$4,950



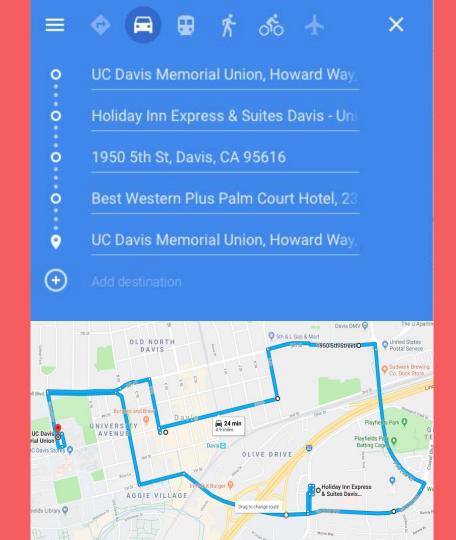
### **Professional Staging/Audio = \$4,350**

- 2019-
  - 2 stages and a smaller, indoor stage
  - $\circ$  Total = \$3,425.00
- Upgrade to 3 main stages for increased amt. of performers
- Professional setup for performers
  - Includes stage risers, speakers, sound management, etc.
- Recording speakers

### **Portable Toilets = \$600**

- 2 portable toilets were not sufficient for our 5000+ attendees
  - Sudwerk's bathrooms broke down because of influx in visitors.

# F. Transportation \$2,000



### **STS** = \$2,000

- Specialized Transportation Services (a sister organization to Unitrans) through the ASUCD at UC Davis
- 2019
  - o spent \$1,700 for public bussing for two days (11:30 10:30 PM Sat, 11:30 9:30 PM Sun).
  - STS reported transporting 120 people on Saturday and 90 people on Sunday.
- Make accessible to student population
- Ensure safe forms of transportation with large crowds by decreasing traffic

G. Other \$1,350







### Davis Cherry Blossom Festival

**APRIL 4-5, 2020 | SUDWERK BREWERY** 



A FREE COMMUNITY FESTIVAL AND CHARITY CONCERT

IN SUPPORT OF HUMAN RIGHTS AND FREEDOM

MUSIC BIG STICKY MESS • THE BROTHERS REED • BUSY LIGHTHOUSE • DEREK FRESQUEZ & CUTTIN' THE CHORD • GREEN EYED MISFITS • GÜERO • HEAR IN COLOR • J. ANTHXNY • JADE AGUIGUI • JESSICA MALONE • JIMMY TOOR TRIO • KATGRÜVS • LILLIAN FRANCES • LO & THE MIX • ROWAN MCGUIRE • RUDY KALMA • SMOKEY THE GROOVE • SUNBABI • THE PRESSURE LOUNGE • TRACE REPEAT • YUPPIE LIBERATION FRONT • VIDEOGAME ORCHESTRA

#### **TAIKO COMMUNITY**

BAKUHATSU TAIKO DAN • CAL RAIJIN TAIKO • HANABI ENSEMBLE • JITEN DAIKO • KOHAKU • KYLE ABBOTT AND SU BUNJAMIN • MIYO UCHIDA • PLACER UME TAIKO • SACRAMENTO TAIKO DAN • SONOMA COUNTY TAIKO • TAIKO SOBA • TIFFANY TAMARIBUCHI

#### **ACTIVITIES AND MORE**

ARTIST GALLERY • FESTIVAL GAMES • IKEBANA DEMONSTRATION • LIVE PAINTING • MOCHI POUNDING • ORIGAMI • PAPER LANTERN DECORATING • TAIKO LESSONS









Supported, in part, by a grant from the City of Davis Arts and Cultural Affairs Prograi

### **Security** = \$1,350

- 2019-
  - \$400 on security
  - 2 security guards who only checked IDs
  - Sudwerk helped fund other costs for insurance, permits, etc.
- Additional security guards + attendance tracking
  - ID check, attendee count, attendee management
- Safety of student population and Davis community in a public domain
  - 5,000+ attendees
  - Aim is to increase funding to encompass parking management, visitor management, waste management, insurance, and other expenses.

## COSAF Questions

## If this event/program is not fully funded with Student Development Funds, can the event/program take place with partial funding?

- We also look for other sources of grant funding. Sources include UC Davis Global Affairs, Yolo County Visitors Bureau, and the City of Davis (Arts and Cultural Affairs Fund). We also received a \$700 grant from receiving the UC Davis Principles of Community Gold Award, which we used to register for 501c3 status.
- Though the festival can happen without full funding, our festival are *only* as large as the funding we receive. Therefore, we hope we can secure this funding so we can make these goals happen.

### What portion of participants are UC Davis students compared to community members?

- At least 1/5 of attendees.
- Are a majority, if not all, of the people who make the festival happen: includes student volunteers, organizing staff, visual artists, and performers.

Do you receive funding from sources other than COSAF? How was this event funded in previous years? What was the total budget last year?

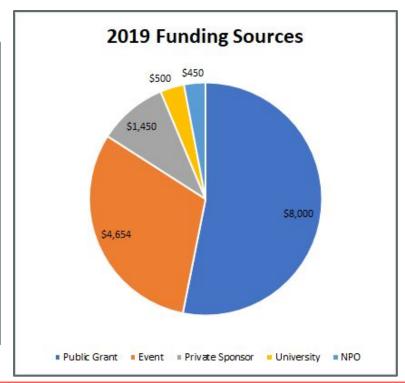
### **Funding Sources**

- Public Grants:
  - City of Davis Arts and Cultural Affairs Fund
  - Visit Yolo/Visit Davis Grants
- Private Sponsorships:
  - o Davis Food Co-op, Farm Fresh to You, SAFE Credit Union, etc.
- Other NPO:
  - Davis Odd Fellows Lodge, Bike City Theater Company
- Vendors and Booths at the Festival
- Sales and Donations at Festival
  - Participation in crafts is free, though small price to keep lanterns (cost cover)
  - Game booths generate some revenue
- Some cost sharing from Sudwerk

### 2019 Funding

• Total Budget: **\$15,054** 

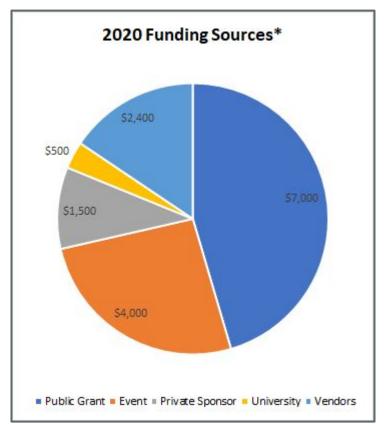
Funding	Source	Category
\$4,653.89	Sales and Donations	Event
\$250.00	Bike City Theater Company	NPO
\$200.00	Davis Odd Fellow Lodge	NPO
\$1,000.00	Sudwerk	Private
\$150.00	Korndogg Balloon and Face Art	Private
\$100.00	Farm Fresh to You	Private
\$100.00	Kobe Mini Mart	Private
\$100.00	Safe Credit Union	Private
\$6,000.00	City of Davis Art and Cultural Affair Fund	Public Grant
\$2,000.00	Vist Yolo	Public Grant
\$500.00	UC Davis Global Affairs	University



### 2020 Funding

Total Budget\* Estimated: \$15,400

Amount	Source	Category
\$4,000	Sales and Donations (Estimate)	Event
\$1,000	Sudwerk	Private Sponsor
\$500	Daivs Food Co-op	Private Sponsor
\$5,500	City of Davis Arts and Cultural Affairs Fund	Public Grant
\$1,500	Visit Yolo	Public Grant
\$500	UC Davis Global Affairs	University
\$2,400	Compined Vendor Agreements	Vendors



• Festival was postponed from April 4-5, 2020 due to COVID19

## Given that the event takes place off-campus, how do ensure UC Davis student accessibility?

- Bus service
- Bike racks
- Parking management
- Publicity
  - Flyering
  - Social media
  - Local news
  - Publicizing at UCD events
  - Student org/club partnership
    - Service organizations and fraternities = Alpha Phi Omega, Rotaract, Phi Sigma Pi
    - Japanese organizations = Nikkei Student Union, Japanese American Student Society
    - Inprint art/literary magazine publicized in our Artist Gallery

#### How do you measure attendance?

- 2019:
  - ~5,000 attendees
    - ID Check: ~4,500 people from given wristbands to those over 21
    - Social media responses: 3,753 people responded as "going/interested" on Facebook
    - Unaccounted: those under 21/those who didn't consume alcohol
      - Higher than past years
      - Estimated ~500 children & young adults
- In the future, in addition to our security personnel, we will aim to have designated counters situated at the entrance of our festival in anticipation of larger crowds.

## The application mentions that you partner with the Arboretum, Department of Anthropology, and Design Museum. What do they provide to the event?

- Department of Anthropology Museum (2017)
  - Japanese material culture exhibit
  - A digital version of that exhibit is still on display on the <u>Museum's website</u>.
- UC Davis Arboretum (2017)
  - o mobile flower and pollinator exhibit at an interactive booth
- The **UC Davis Design Museum** (2019)
  - Free shibori dyeing workshop

We coordinate with partners on campus to further joint missions in education and in creating culturally diverse experiences.

### It boils down to two things...

### COMMUNITY

## ASIAN-AMERICAN CULTURE



### **Additional Info**

- Davis Cherry Blossom Festival is a 501c3 nonprofit organization
- Sudwerk donates ~25% of beer proceeds to our annual charity
- Provides a venue to student artists and cultural performers
- Breakdown of funding spending from major sponsors.