

Application #SP025

Q1. Applicant Information

Name (first and last)	Candace Nguyen
Email address	davischerryblossom@gmail.com
Phone number (xxx) xxx-xxxx	(925) 421-5093
Name of Department/ Unit/ Student Organization	Bakuhatsu Taiko Dan
What is your role or position within the Department/ Unit/ Student Organization?	Assistant Cherry Blossom Director

Q2. Event/ Program Information

Name of the Event/ Program	Davis Cherry Blossom Festival www.davischerryblossomfestival.weebly.com
Date(s) of Event/ Program	Estimated date: April 4-5, 2020 and April 3-4, 2021
Location	Sudwerk Brewery (2001 2nd Street, Davis, CA 95616)
Estimated Attendance (if applicable)	5,000+
Funding request amount from COSAF (Student Programming Fund) (\$x,xxx)	\$13,000
TOTAL event/ program budget (\$x,xxx)	\$20,000

Q3. Please provide a detailed description and purpose of the event/ program.

The Davis Cherry Blossom Festival, now in its 5th year, is a free community festival featuring music, art, and cultural demonstrations by students at UC Davis and members of the Davis Community. The festival is organized by students in Bakuhatsu Taiko Dan and hosted in collaboration with Sudwerk Brewing Company in Davis. This year's festival (2020) will be on Saturday, April 4 (11:00 am - 9:00 pm) and Sunday, April 5 (11:00 am - 8:00 pm) at the Sudwerk Dock Store in Davis. Through partnerships developed with other organizations at UC Davis and in the greater Sacramento Area, the festival has the ability to draw a diverse set of performers and collaborators for the festival, demonstrated by past festivals. The festival has also been successful in gaining support from the City of Davis and the Yolo County Visitors Bureau. We have partnered in previous years with the UC Davis Arboretum, the UC Davis Department of Anthropology Museum, and the UC Davis Design Museum to bring educational programming to our event. We are seeking additional funding to bring in qualified and cultural meaningful speakers or performers to help enrich the educational experience of the event. The broader mission of the festival is to encourage community engagement, open dialogue, and cultural exchange while celebrating cultural and artistic diversity in our community. Through the festival's demonstrations and activities, participants in the festival will be exposed to the many cultural and artistic communities that thrive in Davis and Sacramento.

Q4. Please enter estimated numbers of students who will benefit from this event/ program.

1,000+ (includes attendees, ~100 student volunteers, organizing staff, artists, and performers)

Q5. Has your Department/ Unit/ Student Organization put on this event in the past?

- Yes
- No
- Uncertain

Q6. Please provide the following information on the previous event(s).

Event date(s) (Month(s)/ Date(s) / Year)	April 9, 2016; April 8, 2017; April 7-8, 2018; April 6-7, 2019
Location	Sudwerk Brewery (2001 2nd Street, Davis, CA 95616)
Total attendance	Approximately, order according to list above: ~500, ~1000, ~2500, ~5000

Q7. Who is the target audience of the event/ program? (e.g. students, program participants, users of a specific service)

Our target audience is the Davis community at large, though our festival does draw visitors from the Greater Sacramento and San Francisco Bay Areas. The Davis Cherry Blossom Festival aims to celebrate the local artistic and cultural community, and also has family-friendly speakers and activities that draw young children and their parents. A generous number of college students attend the festival as well. This includes Asian-American students, taiko performers, and young adults who showcase their talents, run the festival, and attend the festival to support their fellow peers.

Q8. What will be learned? (i.e. acquired knowledge, skills or abilities, a new awareness/ sensitivity/ perspective, an adopted practice)

As a Japanese-American performing arts group that regularly performs for university and community clients, we often present our art without cultural context. This is often the case for other ethnic performing arts ensembles. Our festival seeks to provide cultural context for taiko in the API community and share that with the broader Davis community. We invite other student groups to participate in our festival as well and share their experiences. Through such a platform, we aim to develop participants' senses cultural awareness and community sensitivity. The Davis Cherry Blossom Festival has brought that opportunity to Davis with interactive activities related to traditional and modern Japanese culture, which includes and is not limited to: •Taiko •Ikebana (flower arrangement) •Shibori (indigo) dying •Minyo (folk dance) •Shishimai (lion dance) •Japanese mochi pounding •Origami demonstrations •Shamisen demonstrations We also believe that awareness of social issues and being involved in the community is relevant and important. The Davis Cherry Blossom Festival donates all of its proceeds to a designated charity. In the past, we have raised money for Puerto Rico hurricane relief and My Sister's House, a Sacramento non-profit dedicated to alleviating domestic violence in the Asian-American Pacific Islander community. We also host local artists, vendors, and students, which includes and is not limited to: •Student and local artists •Student and/or local musicians •Local charitable student and volunteer organizations •Other student groups •Local vendors and businesses

Q9. What program, activity, or service will be provided? (e.g. six-week training program, instructional class or activity, structured community program that exposes students to new ideas and experiences)

Festival celebration that showcases the local Japanese-American and artistic communities, and charitable organizations. Activities include, but are not limited to: •Shibori (indigo tie-dying) •Origami •Mochitsuki (mochi pounding) •Ikebana demonstrations (flower arrangement) •Minyo (folk dancing) •Chochin (paper lantern) making •Japanese festival games •Community taiko lessons •Taiko performances •Live painting demonstrations •Diverse musician performances •An Artist's Gallery featuring student/local artists •Local food vendors For the 2020-2021 year, we want to emphasize cultural education opportunities for the public, along with hosting an even more interactive and diversified version of our current setup. Our main priority will be bringing in speakers representing the Asian-American community in order to let their stories reach our local audience, especially to the student community where most impact may be found. These speakers can include educators from Asian-American Studies and other related majors and activists in surrounding communities. During our festival, a featured main speaker will be highlighted on the main stage while other speakers will be on an ongoing schedule alongside other activities. We would also like to hire professional videographers and photographers (instead of student volunteers) so we can properly record these workshops for the public. Additional goals for our future festivals is to be able to provide better compensation for many performers and organizations who have offered to travel to Davis and perform for free/little money. We would also like to recruit professional taiko teams from the Bay Area for public workshops and performances (previously we have invited collegiate groups and other groups who would perform for free/little money); honorariums to properly compensate speakers and performers; continue to provide public bussing services; and acquire quality audio and stage equipment, such as external speakers and risers, for a professional sound these artists deserve.

Q10. How will the learning be shown or what does the learning look like? (e.g. demonstrated knowledge of course material, change in behavior, a practiced skill, a task achieved)

A typical festival-goer who experiences a number of our interactive cultural activities should leave with a deeper understanding and perspective of the spectrum of Japanese-American culture. Through experiencing several spheres of our community, attendees will leave with more awareness and support given to our diverse artist/performer/charity lineup. Quantitatively, we can measure how many people our festival has affected through a record of audience turn-out compared to past years and an audience satisfaction survey to compare. Recordings of speakers and panels will allow us to share their experiences through our website, and therefore, give the public to reference our festival as an opportunity for personal and academic growth. We can use our resources to our advantage and even go as far as facilitating/recording small snippets of focus groups and discussions worth noting for our participants.

Q11. How does the event/ program provide services that are of growing interest to students? (if applicable)

Our festival provides a wide array of current artists, businesses, and charities in-need for students to support and experience. Overall, we plan for the festival to be a resource for cultural education and understanding. Within our festival is a desire to bring a platform of engagement for the Davis community. All active local and student performers, speakers, vendors, businesses, and charitable volunteer organizations are present and available as resources for community awareness and interaction. Students are able to meet with such artists and organizations in an intimate setting, while artists have the freedom to create connections. The Davis Cherry Blossom Festival allows students to showcase their artistry, find creative leads, and engage with the local community all in one setting.

Q12. How does the event/ program foster diversity? (if applicable)

The Davis Cherry Blossom Festival creates an open, safe space for individuals to understand different culture and arts in the community. Through exposure and connections, the Davis Cherry Blossom Festival aims to create a space for participants to learn from each other through open dialogue. This includes increased awareness of Japanese-American culture through many of the activities that the Davis Cherry Blossom Festival hosts, and a diverse lineup of artists, performers, vendors, and charity volunteers. Whether it's learning about relevant cultural and social history or witnessing the diversifying and evolving work of younger generations, the festival aims to create a multicultural and intergenerational celebration.

Q13. How does the event/ program provide crucial services to students? (if applicable)

In a society that is increasingly polarized, we believe that cultural relevance and a commitment to the local grassroots community is a fun and inspiring experience that can bring different communities together. Whether it's allowing them to experience the richness of other cultures, showcase their passions and talents, or finding new friends and interests in a collaborative space, community festivals like the Davis Cherry Blossom Festival are rare, but memorable and transformative for those who are still searching for what they can offer to their community, and vice-versa.

FUNDING AMOUNT REQUESTED FROM COSAF

Name of Event/Program: Davis Cherry Blossom Festival

**AMT REQUESTED FROM
COSAF**

A. Lecture / Entertainment: Honoraria / Performers

Item			
1.	Cultural Performances (shamisen, shishimai, taiko)	\$	\$ 700.00
2.	Honoraria for Speakers & Performers	\$	\$2,150.00
3.		\$	

B. Publicity: Flyers / Posters / Ads / Mailing / Printing

1.	Inkmonkey, Online Media	\$	\$250.00
2.	Photographer & Videographer Compensation	\$	\$500.00
3.		\$	
4.		\$	
5.		\$	

C. Food: Refreshments, Breakfast, Lunch, Dinner (Include cost per person)

1.		\$	
2.		\$	
3.		\$	
4.		\$	
5.		\$	

D. Decorations / Props

1.	Supplies for Craft Booths and Workshops (lanterns, paints, origami paper, etc.)	\$	\$700.00
2.	Flower supplies for Ikebana Demo/Ikebana International	\$	\$200.00
3.	Supplies for Mochi Pounding (rice, anko, sugar, shoyu, kinako)	\$	\$200.00
4.		\$	
5.		\$	

E. Facility: Room Rental / Room Setup Fees / Equipment Rental / AV

1.	Sound Systems and Staffing/Electron Pro Audio; 3 stages	\$	\$2,400.00
2.	Sound Lighting/Electron Pro Audio; Sat & Sun	\$	\$600.00
3.	Portable Toilets	\$	\$600.00
4.	Stage Risers/Electron Pro Audio	\$	\$1,350.00
5.		\$	

F. Travel: Transportation / Parking / Lodging

1.	Specialized Transportation Services for the Public (Unitrans), 10 hrs Sat & Sun	\$	\$2,000.00
2.		\$	
3.		\$	
4.		\$	
5.		\$	

G. Other

1.	Security	\$	\$1,350.00
2.		\$	
3.		\$	
4.		\$	
5.		\$	

**Total Amount
Requested from
COSAF**

\$ 13,000.00