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Title **Asian Pacific Islander Cultural Festival** 03/22/2024  
id. 45984450

by **Jeff Cambra** in **2024 Cultural Arts and Arts Programming RFP**

P.O. Box 1343  
Alameda, California  
94501  
United States  
(510) 865-7369  
forwardalamedainc@gmail.com

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**Original Submission** 03/22/2024

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Score n/a

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Enter the name of your public art proposal Asian Pacific Islander Cultural Festival

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Are you a nonprofit organization or government agency? Yes

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Please provide the name of the nonprofit organization or public entity submitting this proposal Forward Alameda, Inc.

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Please provide the name of primary point of contact. Jeff Cambra

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Provide the daytime phone number for the primary point of contact +15108657369

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Provide the email address for the primary point of contact jeffcambraalameda@gmail.com

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Please provide the name of secondary point of contact Stewart Chen

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Provide the daytime phone number of the secondary point of contact

+15109133828

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Provide the email address for the secondary point of contact

alamedadc@yahoo.com

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Please provide the address for the organization or public entity submitting this proposal

P. O. Box 1343  
Alameda  
California  
94501  
US  
37.76931  
-122.25989

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Which level of grant are you requesting?

\$10,000

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Where will the proposed cultural arts or arts programming be held?

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Alameda Point

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Please describe the organization's interest in the project, initial vision for the work, and relevant experience or background (Letter of Interest).

Forward Alameda (FA) is a 501 C 3 Nonprofit Organization whose mission is to promote cultural awareness and support communities who have been excluded from full participation in society due to structural barriers, historical bias, and systemic marginalization.

It accomplishes this mission by sponsoring social, educational, and cultural events, collaborating with other mission aligned nonprofits , and producing fundraising events to support youth scholarship programs and distributing community grants to local nonprofit organizations who embrace the values of diversity, equity, and inclusion.

FA seeks to reestablish the Asian Pacific Islander Cultural Festival that was produced by Festival Productions in 2011 – 2012 at South Shore Shopping Center in which logistic support was provided by Festival Productions and cultural programming was provided through organizations associated with the Oakland Asian Cultural Center and Alameda Sister City.

For the proposed Asian Pacific Islander Cultural Festival, FA's vision is to provide the logistic support necessary to produce an outdoor festival in the city, which facilitates the display of cultural materials and live performances by organizations who can supply authentic resources that recognize the individual cultures and countries that make up what is generally referred to as the "Asian Community" and the numerous countries and archipelagos that are grouped under the "Pacific Islander" category.

As noted above, Festival Productions produced several Asian Pacific Islander Cultural Festivals in the City of Alameda, and the same individuals that produced the original API events are looking to restart an annual tradition under the auspices of Forward Alameda using the same personnel and resources that provided the cultural assets for the earlier events and expand the outreach to more groups, organizations, and associations.

Respectfully,

Jeff Cambra – President  
Forward Alameda

Note: Forward Alameda Inc. is not connected with Alameda Forward - the organization that recently advocated for Measure E

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Please provide a summary of the overall program being proposed (Concept of Proposed Program).

The Asian Pacific Islander Cultural Festival will be a one-day no admission outdoor production highlighting the unique cultural aspects of the many countries of the Asian Pacific Islander community by creating “country pavilions” containing displays, exhibits, and activities developed by individuals who represent each unique culture. See General Site Plan below.

Specifically, Forward Alameda (FA) will provide the assets and management of the overall production and establish “culture committees” consisting of local residents and organizations to provide content representative of the country.

The committees would be encouraged to highlight various aspects of their culture through exhibits, displays, activities, and demonstrations. Committees would receive additional funding and production support from the FA production team so that traditional foods and beverages that require special tenting, prep and cooking equipment, and regulatory compliance could be offered. The production team will also provide and manage a main stage and sound system so that culturally appropriate major performing arts could be presented to a larger audience.

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Please provide a description of each of the components of the overall program, major component activities, timelines and the roles of key personnel, as well as involvement of any other partner organizations (Program Description and Work Plan).

The “country pavilions” will be the main component of the event and the focal point for culturally distinctive exhibits, demonstrations, and activities as determined by each “culture committee.” The current site plan is designed to accommodate six 20’ x 20’ canopies and will include an adjacent optional Alameda County Environmental Health Department approved 10’ x 10’ food service booth area where simple food preparation could be prepared and sold. The pavilions can be reconfigured into additional smaller pavilions to accommodate up to approximately 40 countries. Each pavilion will also have an adjacent open air “demonstration” area where activities such as martial arts demonstrations could be presented.

In addition to the pavilions, FA will supply a covered stage with a concert quality sound system. Culture committees will select acts and performances, which are representative of the country. Food service would be provided through both canopy and food truck vendors as deemed appropriate by the committees, and there will be a seating area for diners.

#### Production Timeline

Beginning in April, FA will outreach to the organizations to form the cultural committees. Monthly meetings would be scheduled to determine what content would be included and determine what additional logistical support might be needed.

Beginning in July, publicity and marketing materials would be developed and distributed. The Save the Date campaign would begin on social media August 1st. August would be the time to hire the volunteer coordinator, finalize all supply, services, and equipment rental orders.

In August, the production team will submit permit applications to Alameda County Health Department, State Board of Equalization, Alcohol Beverage Control and vendor information will be sent to all participants.

#### Roles for Key Personnel

##### Jeff Cambra & Karen Platt

Create list of needed production equipment or services including tents, canopies, seating, sanitation, waste removal, traffic management, security, sound, first aid, bike valet parking, etc. File all necessary permits. Oversee supplier performance and beverage service manager.

Support Steward Chen and committees to develop list of needed supplies and equipment.

Coordinate entertainment activities between A-Town Agency and various performers.

##### Steward Chen

Meet with committees to assist in developing exhibits, displays, activities, food service, etc. to be presented in the pavilions. Provide information and logistical support for the committees on the morning of the event. Organize opening ceremony activities.

#### Partner Organizations

FA will leverage local Alameda organizations who share its values, goals, and objectives of the event. It will work closely with Alameda Sister City to connect with the Korean, Filipino, and Japanese communities. Rhythmix Cultural Works has also been a valued resource for international performers and would collaborate with them to seek out highly respected performers. FA would also work with the Frank Bette Center for the Arts to locate visual artists. Working through the culture committees, FA would outreach to local Alameda restaurants to provide menu items representative of the country. An obvious resource is Dr. Chen's continued involvement and association with the Oakland Asian Cultural Center and his connection to the Oakland Chinatown community.

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Please provide a statement of the program's goals and indication of the steps to be taken to achieve those goals. Response should provide an indication of how progress toward goals would be evaluated or monitored (Goals).

Goal #1: The geographical size of what is commonly referred to as Asia spans an enormous area and is the location of a constellation of diverse geopolitical interests. The primary goal of the event is to provide a venue for individual Asian countries to introduce their culture to the public through art, performances, exhibits, activities, demonstrations, dialogue, food, etc.

This goal would be measured by the number of countries being represented at the event.

Goal #2: Economic Support. In addition to promoting cultural awareness by producing events like the Asian Pacific Islander Cultural Festival, FA is committed to supporting communities that have experienced systematic marginalization by providing fundraising opportunities within their space through the sale of merchandise, food, promoting their fundraising event, and soliciting donations. Additionally, FA hopes that this event could also function as a fundraising opportunity to create grant opportunities to local Alameda individuals and nonprofits who support Asian interests.

Success of this goal would be measured by the amount of funds raised.

Goal #3: In recent years, the Asian community has experienced an increase in violence and other forms of race-based hate. This event provides an opportunity to educate attendees on both past and present forms of bias, racism, and discrimination against Asian people. FA will provide a number of no charge spaces to organizations like Stop AAPI Hate to increase public awareness about this problem and how individuals and organizations can be part of the solutions that further diversity and inclusiveness.

FA would measure success of this goal by working with each organization to assess the benefit to the participating organization through an informal survey distributed after the event.

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Please provide the proposed program budget. Submission can include a combination of narrative and table(s) that convey how fund dollars would be dedicated to the various components of the proposed program and its administration. Response should also indicate whether/how any other funding sources would be leveraged to implement the program (2 page maximum).

[FA\\_Proposed\\_Budget\\_FINAL.pdf](#)

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Please provide a schedule for your proposal. Submission should include the proposed date(s) that the cultural arts or arts programming will be held along with key milestones leading up to the specified date(s). The submission should also include a proposed program for the the cultural arts or arts programming (e.g. schedule of event(s)).

[FA\\_Production\\_Timeline\\_Schedule\\_of\\_Performances.pdf](#)

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Please provide a description of the proposer's organization, including its history, track record for providing art and cultural programming, and ability to carry out the work proposed (Organizational Capacity).

Festival Productions produced the original Asian Pacific Islander Cultural Festival, and the same two individuals (Jeff Cambra & Dr. Stewart Chen) will produce the 2024 event under the auspices of Forward Alameda using many of the same personnel and resources that provided the cultural assets for the earlier events and expand the outreach to more groups, organizations, and associations. Jeff Cambra is a professional event producer specializing in large scale art and wine festival production under the business name Festival Productions and celebrates his 40th anniversary in the event production business. He was the co-producer along with Dr. Stewart Chen of the original API event in 2011 and 2012. Stewart Chen was responsible for programming the original API festivals and returns to that role for this event. He has served on the board of the Oakland Asian Cultural Center for twelve years with three of those years as its board president. Dr. Chen's continuing relationship with OACC provides an important connection with Forward Alameda and ready access to the type of high quality authentic performers necessary to present an educational and entertaining cultural event. Karen Platt is a native Alamedan and is a Project/Events Manager for a national trial consulting company and plans events of varying sizes managing both client and attendees needs. She has been the "on site" vendor services manager for Festival Productions for three years and has provided administrative support for all aspects of event production management.

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Please upload videos, images or other materials relevant to the proposer's organization, including its history, track record for providing art and cultural programming, and ability to carry out the work proposed.

[API\\_Reel.mp4](#)

[FA\\_Site\\_Map\\_Main\\_Area.jpg](#)

[API\\_Main\\_Site\\_Map\\_Legend.jpg](#)

[API\\_Parking\\_Signage.jpg](#)

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Please also provide an organizational chart showing personnel (2 page maximum).

[FA\\_Org\\_Chart\\_V2.jpg](#)

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By checking this box, checked  
you are attesting to  
the following: I, as  
the primary contact  
of the organization or  
public entity,  
solemnly swear that I  
have reviewed and  
completed this  
application in its  
entirety and fully  
understand its  
contents. The  
answers given to  
each and every  
question, any  
information or any  
and all  
documentation  
furnished for  
processing the grant  
application, or  
otherwise contained  
herein are full and  
true to the best of my  
knowledge and belief  
under the penalty of  
perjury.

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Signature of primary contact of organization or public entity     Jeff Cambra

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Title of signatory (e.g. Executive Director)     Board President

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## Production Timeline

March 30 – Submit Special Events application to City of Alameda for Saturday

- April
- Establish Culture Committees. Set up first general meeting.
  - Develop “Save the Date” publicity and distribute.
  - Create and distribute Sponsorship materials – ongoing.
  - Contact suppliers and reserve production equipment or services including tents, canopies, seating, sanitation, waste removal, traffic management, security, sound, first aid, bike valet parking, beverage service, ice, etc.
  - Outreach to vendors and food trucks.
  - Obtain general liability insurance once permit is approved.
  - Confirm Workers Comp coverage through FP.
- May
- Meet with individual Culture Committees to review proposed activities.
  - Continue with April activities.
- July
- Start social media advertising campaign.
  - Meet with Culture Individual Committees for confirm bookings.
  - Select main stage performances, book acts, and prepare contracts.
- Aug.
- Finalize all production equipment orders & distribute initial site map.
  - Hire volunteer coordinator and develop instructions for set up, vendor support, beverage service, and strike teams. Community outreach.
  - Meet with Content/Culture Individual Committees for final activities report.
- Sep. 1
- Submit permit applications to Alameda County Health Department, State Board of Equalization, Alcohol Beverage Control. Send space assignments to vendors.

## Week of Event Schedule

- Sept. 9<sup>th</sup>      Site visit. Notify City of any hazards.
- Sept. 13<sup>th</sup>     Mark spaces
- Sept. 14<sup>th</sup>     Equipment delivery and setup. Position tables & chairs. Vendor set up. Committees to set up displays. Set up barricades and place parking signs. Meet overnight security at 6 PM.
- Sept. 15
- 7:00 AM – release security
  - 7:00 AM – set up event info booth and vendor check in
  - 7:30 AM – Production staff meeting
  - 9:00 AM – Volunteer meeting and assignments
  - 10:00 AM – Event starts
  - 5:00 PM – Event Ends. Begin strike
  - 8:00 PM – Site inspection with janitorial team

## Program Schedule

### Individual Pavilions

Each country pavilion will have a smaller performance area set up adjacent to its canopy for prescheduled activities such as martial arts demonstrations, cooking demonstrations, larger art installations, etc. that will appear on a large scheduling board located near the main stage.

The mainstage entertainment will begin at 10 AM with approximately one half hour time slots for individual live performances of musicians, dance companies, theater, spoken word, martial arts demonstrations, etc.

At noon, there will be an opening ceremony with a traditional Lion Dance entry to lead local dignitaries onto the stage. Invited dignitaries will be invited to give a short welcoming greeting to the audience.

## Roles for Key Personnel

### Jeff Cambra & Karen Platt

Create list of needed production equipment or services including tents, canopies, seating, sanitation, waste removal, traffic management, security, sound, first aid, bike valet parking, etc. File all necessary permits. Oversee supplier performance and beverage service manager. Support Steward Chen and committees to develop list of needed supplies and equipment. Coordinate entertainment activities between A-Town Agency and various performers.

### Steward Chen

Meet with committees to assist in developing exhibits, displays, activities, food service, etc. to be presented in the pavilions. Provide information and logistical support for the committees on the morning of the event. Organize opening ceremony activities.

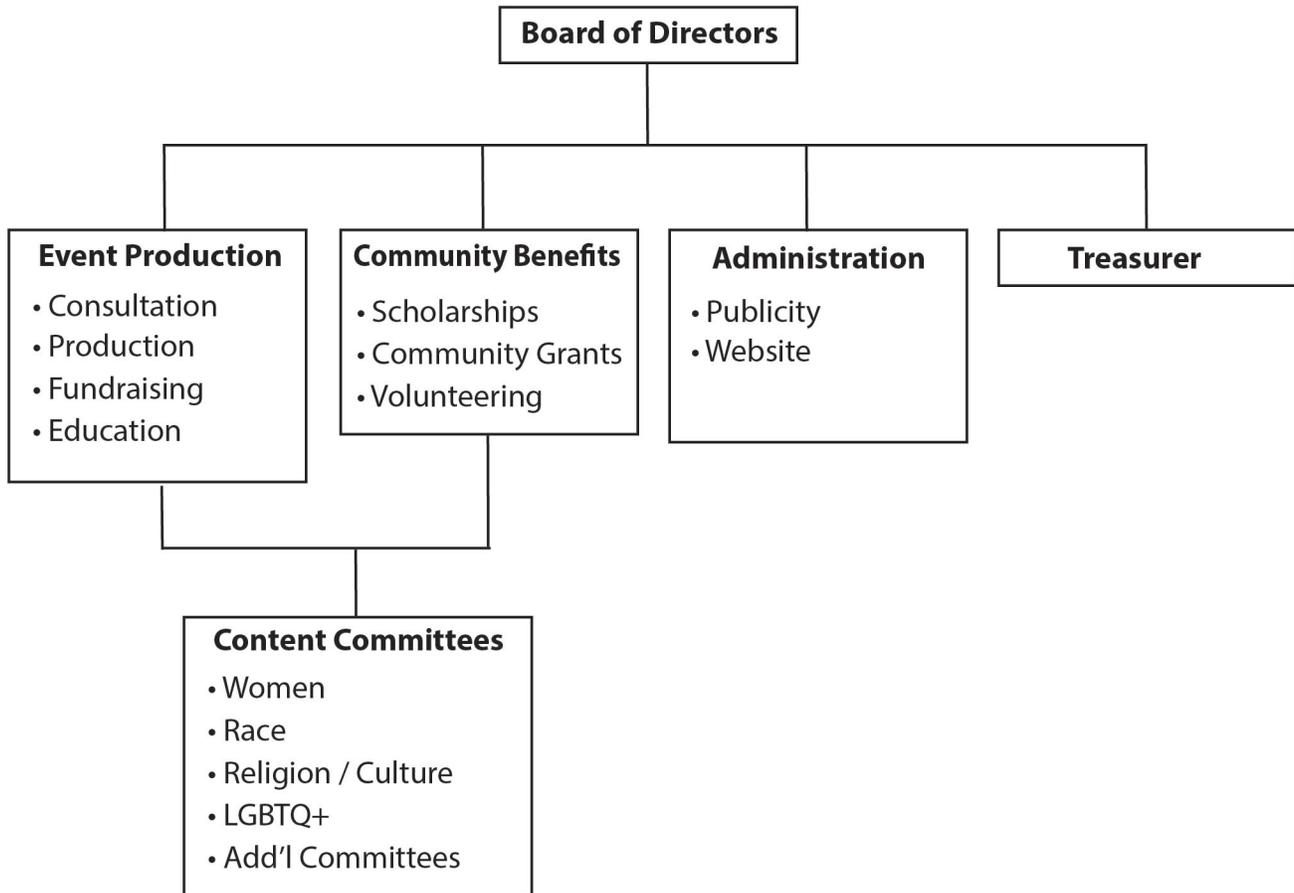
Funds from the grant would be used to provide the main stage, sound system, and pavilions for the culture committees to present the content. Remaining grant funds would go to the entertainment budget line item. As noted, FA has obtained a matching grant (money and in-kind services) proposal of \$10,000 to supplement the City’s grant.

Forward Alameda Inc.  
**Asian Pacific Islander Cultural Festival**  
 Pro Forma Budget

<b>INCOME</b>	
Vendor Fees (10)	\$ 1,000.00
Food Truck Commissions (20%)	\$ 300.00
City of Alameda Arts Grant	\$ 10,000.00
Matching Grant	\$ 10,000.00
Beverage Sales	\$ 5,000.00
Sponsorship	\$ 5,000.00
<b>Total Revenue</b>	<b>\$ 31,300.00</b>
<b>EXPENSES</b>	
Administration	\$ 3,000.00
Barriers & Signage	\$ 200.00
Bike Parking	\$ 300.00
Entertainment	\$ 3,000.00
First Aid - Alameda Fire Department*	\$ 1,140.00
Food booths (6)	\$ 2,100.00
Insurance - General Liability & Host Liq.	\$ 1,500.00
Insurance - Workers Comp. **	\$ -
Pavilion Canopies (6)	\$ 2,980.00
Sanitation - ACI dedicated green bins	\$ 500.00
Sanitation - ACI Waste Bins	\$ 1,980.00
Sanitation - Janitorial & Diversion	\$ 1,000.00
Sanitation - Portable Toilets	\$ 2,400.00
Security - Alameda Police Department	\$ 1,770.00
Security - Private	\$ 560.00
Sound	\$ 2,880.00
Stage with Green Room	\$ 2,960.00
Table & Chair	\$ 330.00
<b>SUBTOTAL</b>	<b>\$ 28,600.00</b>
Contingency of 10%	\$ 2,860.00
<b>TOTAL</b>	<b>\$ 31,460.00</b>

\* One ambulance staffed by one EMT from 10 AM to 5 PM  
 \*\* Any paid staff will be hired by Festival Productions who will maintain the Works Compensation Insurance Policy

# Organization Chart



## Board of Directors

Jeff Cambra - President  
 Dr. Stewart Chen - Vice President  
 Karen Platt - Secretary  
 Elizabeth Page - Treasurer

## Volunteer Staff

Jeff Cambra - Event Production, Community Benefits  
 Dr. Stewart Chen - Content Committee  
 Karen Platt - Administration  
 Elizabeth Page - Accounting

## Culture Committees

Culture Committee seats are made up of community members with interest in, special knowledge of, and connection to the group it represents. Additional committees can be added as desired.

For the API Cultural Festival, members of the committee will be individuals from the numerous unique cultures that make up the Asian community.