

**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Economic Development Division*

**m e m o r a n d u m**

**TO:** Public Arts Commission

**FROM:** Pauline Tannos, Public Arts Intern

**DATE:** December 4, 2014

**SUBJECT: Final Grant Report by Mai-Lin Poon from the Asian American Cultural Center**

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**Update**

The University of Illinois Asian American Cultural Center has completed its final report on *The Asian American and Pacific Islander Heritage Month AsiaFest Celebration*, which took place on May 5, 2014. This project received \$750 from the Urbana Public Arts Grants Program.

**Recommendation**

Staff recommends that the Public Arts Commission review the attached documents and share any thoughts they might have with Mai-Lin Poon, who is presenting on behalf of the Asian American Cultural Center at the meeting on December 9, 2014.

Prepared by:

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Pauline Tannos

Attachment A. *AsiaFest's* Grant Form  
Attachment B. *AsiaFest's* Grant Report  
Attachment C. *AsiaFest's* Program

## **GRANT AWARD FORM**

**Grant Award Form:** Please complete the Project Questions below and include this page in your Final Report materials submitted to the address below.

The information provided in question #1 - 5 should be the same as the information on your Urbana Arts Grant Agreement with the City.

**1. GRANTEE:** Name of Applicant or Primary Contact:

University of Illinois Asian American Cultural Center

Address:

1210 W. Nevada, MC-149 Urbana, IL 61801

Project Title:

Asian American and Pacific Islander Heritage Month AsiaFest Celebration\_\_

**2. TOTAL AMOUNT OF GRANT FUNDS AWARDED:** \$750.00

**3. TOTAL AMOUNT OF GRANT FUNDS RECEIVED TO DATE:** \$750.00

**4. GRANT PERIOD:** \_\_January, 2014\_\_ through \_\_December, 2014.

**5. EXPENDITURE DEADLINE:** \_\_\_\_December, 2014\_\_.

**6. DATE OF PROJECT COMPLETION:** \_\_May, 2014\_\_.



**ASIAN AMERICAN CULTURAL CENTER**

**Office of Inclusion and Intercultural Relations**

Student Affairs • University of Illinois at Urbana-Champaign

**Final Report Certification:**

**Asian American and Pacific Islander Heritage Month AsiaFest Celebration  
May 3, 2014**

***“I hereby certify that I am authorized to approve this Report, that I have reviewed the attached invoices in the amount of \$750.00; that all costs claimed have been incurred for the Project in accordance with the Agreement between (name of GRANTEE) and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted.”***

**Mai-Lin Poon**

**Assistant Director**

***Asian American Cultural Center • Office of Inclusion and Intercultural Relations***

University of Illinois at Urbana-Champaign

1210 West Nevada Street, MC-149 • Urbana, Illinois 61801

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## Post-Project Evaluation

### **1. Accomplishments and how grant funds were utilized during the grant period**

Grant funds were utilized for honoraria for our nine performers at the event (See Fiscal Report for details). We were fortunate to also receive a grant from the UI Student Cultural Programming Fee as well as the UI Public Engagement Grant to support some of the expenses as well.

Highlights from the 7<sup>th</sup> annual Asian American Pacific Islander Heritage Month AsiaFest Celebration include:

- \*1500 attendees
- \*9 different cultural performances, incorporating approximately 100 performers
- \* 2 cooking demonstrations by 2 local restaurants
- \* 35 interactive cultural-educational booths outside in the tent areas, incorporating approximately 200 volunteers staffing different booths from campus and community organizations
- \* 5 interactive cultural-educational booths inside Japan House, incorporating approximately 10 volunteers staffing different booths from campus and community organizations

### **2. Impact that the grant funds had on your artistic/organizational development**

We are very grateful for the expansion opportunities the City of Urbana Festival Grant provided us in our 7th annual AAPI Heritage Month Celebration. Specifically, the funds allowed us to support and empower our community's AAPI performers' artistic development through small honoraria. Not only were they able to share their piece of Asian and Asian American heritage to attendees, but they are now able to invest in developing their art for more wide-spread exposure in the community.

Beyond the actual festival, the Urbana Arts Grant has also helped to give more weight and credibility to our Center and AAPIs on the community level. While we have worked on numerous occasions with the greater community in the past, this grant and event has opened more doors for collaboration in the community. On the University campus, it has also given us more credibility as a campus unit that is able to actively receive collaborative support from our community too.

### **3. The number of hours spent in completing the project, including planning, administration, promotion, production, and the final presentation**

While AsiaFest takes place in May, the planning for this event begins much earlier.

AACC staff hours:

Hourly graduate intern: planning/advertising- 75 hours, staffing day of- 5.5 hours  
3 hourly undergraduate interns planning/advertising-100 hours each  
14 interns staffing day of- 3 interns at 5.5 hours each, 11 interns at 3 hours each  
Assistant Director- 100 hours for planning, advertising, administration, event

Director- 10 hours  
Office Support Specialist- 12 hours

Japan House staff hours:

4 hourly student interns planning/advertising- 25 hours each

6 interns staffing day of at 5.5 hours each

Assistant Director- 100 hours - planning, advertising, administration, event

Director- 10 hours

Office Support Specialist- 12 hours

Total hours= 737 hours

**4. The number of participants in events or activities related to your grant project**

Due to the nature and openness of the festival, it is quite difficult to estimate hard numbers of participants. Our guestimate is approximately 1500 attendees (this includes people who did not stay the entire three hours, but that came and went throughout the event). We also had 100 performers for nine performances. We had two local restaurants with three instructors each doing two cooking demonstrations. There were also 40 total interactive educational booths led by 210 volunteers. We had a total of 250 volunteers who helped make this event possible with some helping staff booths and others aiding in set up and clean up.

**5. Description of experience working with collaborating partners**

The collaboration with both campus and community has been quite rewarding. Community and campus partners came together every month as we started planning this event in the Fall of 2014. Each partner brought their own contribution whether it was other collaborators, ideas, volunteers, and/or suggestions, which helped to bring together a more open, diverse and united program. In the end, the success of the program was due in part to the commitment and participation of many partners who worked hard with us. We were especially appreciative of our main collaborators, Japan House in the planning and execution of this event. We hope to continue the relationships established with campus and community partners while continuing to grow and expand in our collaborative efforts.

**6. Any additional comments**

**Project Documentation**

Please see attached photos. More photos can be seen on our [Facebook page](#). While videos can be seen at our [Youtube page](#).

## Fiscal Report

A: Personnel (Project Related)	Amount Requested from City	Funds received From City	Total Spent	Expenditure Notes (if applicable)
Artistic	\$1000	\$750	\$900	\$100 honorarium/ act =\$900  Acts: Gah Rahk Mah Dahng Hindu Temple Affiliates Chinese American Association of Central Illinois Philippine Student Association Illini Awaaz A Capella Mixed Motions Gyobass Champaign-Urbana Chinese Folkdance Ghungroo Dance Company
<b>Total Expenditures</b>	\$1000	\$750	\$900	



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**ASIAN AMERICAN CULTURAL CENTER**  
Office of Inclusion and Intercultural Relations  
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**日本館**  
**JAPAN HOUSE**



**Asian American & Pacific Islander  
Heritage Month**

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# ASIAFEST

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## CELEBRATION

**Saturday, May 3, 2014**

**2000 SOUTH LINCOLN AVENUE, URBANA  
1:00 PM - 3:30 PM**

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AsiaFest will feature a large pan-Asian celebration to showcase the rich diversity within Asian cultures with performances by many local artists and performers and with numerous interactive, cultural, & educational booths!

**THIS EVENT WAS FUNDED, IN PART BY:**

**UNIVERSITY OF ILLINOIS PUBLIC ENGAGEMENT GRANT**

**CITY OF URBANA ARTS GRANT**

**THE ILLINOIS ARTS COUNCIL**

**STUDENT CULTURAL PROGRAMMING FEE**



**WE WOULD LIKE TO THANK ALL OF OUR VOLUNTEERS!**

*Delta Kappa Delta*

*Deeper Roots in Christ*

*Sigma Beta Rho*

*Kappa Phi Lambda*

**Sponsored by the  
Asian American Cultural Center & Japan House**

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## PARTICIPATING ORGANIZATIONS



1. Asian American Student Housing Organization
2. Asian Educational Media Service  
Center for East Asian and Pacific Studies
3. Chinese Students and Scholars Association
4. AACC Craft 1
5. Dharma Hindu Student Organization
6. Counseling Center
7. Japanese Intercultural Network
8. Muslim Student Association
9. Society of Asian Scientists and Engineers
10. Philippine Student Association
11. Illinois Bridge to China
12. Pakistani Student Association
13. Myanmar Student Association
14. Intercultural Horizon 1
15. Intercultural Horizon 2
16. Indian Graduate Student Association
17. University YMCA
18. CCI Cricket
19. Office of Inclusion and Intercultural  
Relationship
20. Robert E. Brown Center for World Music
21. AACC Craft 2
22. AACC Craft 3
23. Urbana Free Library 1
24. Urbana Free Library 2
25. Illinois Chinese Adopted Siblings Program
26. Taiwanese American Student Club
27. International Student and Scholar Services
28. Rainbow International/Infusions
29. VOICES
30. Sigma Psi Zeta Sorority Inc.
31. Korean Student Association
32. East Central Illinois Bengali Association
33. Chinese American Association of  
Central Illinois
34. Intercultural Friendship Foundation
35. AACC Welcome 1
36. Volunteer Check-in 1
37. Volunteer Check-in 2
38. AACC Welcome 2



## PERFORMANCES

### Cooking demo from Ambar India Restaurant

**Gah Rahk Mah Dahng** - Korean traditional percussion group  
**Samulnori**

*Riki Saito, Jihye Yoon, Inae We, Julie Zhou, Jaewan Choi, Daniel Lee*

### Hindu Temple Affiliates

**Atulya Bharat**

*Ratan, Rajat, Diviya, Shreya, Shlok, Anikata, Ariyan, Arya, Advait, Kabir, Avantika, Ankita*

### Chinese American Association of Central Illinois

**Beautiful China**

### Cooking demo from Basil Thai

### Philippine Student Association

**Tinolabong**

*Sarah Bueno, Crystal Ponce, Cindy Tan, Adrienne Gimenez, Matt Hom, Reed Cabral, Hai Pham, Aaron Gamalinda*

### Illini Awaaz A Capella

*Mitali Dave, Arti Parikh, Meghana Srinivasan, Mira Chotalia, Saagar Ravi, Brad Smith, Yeunyang Chen, Sanjana Ramasubbu, Akash Binrajka, Megana Vemula, Malini Achar, Sneha Srivastav, Kavin Senguttuvan, Mihir Angal, Karthik Gudipati*

### Mixed Motions - Dance Performance Group

**K-Pop & Hip Hop Mix**

*Hanwool Choi, Jinny Park, Suhyun Kim, Joo Young Oh, Nick Lim, Jang Hyun Choi, Ju Ri Seo, Stella Lee, Junhee Cho, So Yeong Lee*

### Gyobass - Korean Band (Winner of Korean Student Association Talent Show)

**Cherry Blossom Ending and Growl & Smooth mashup**

*Ji Oh Park, Steve Chung, Kiwon Lee*

### Champaign Urbana Chinese Folkdance

**The Dazzling Popular Folkdance and Happy Yang Ger**

*Yanhui Mao, Qingmei Chen, Wendy Tang, Fangxiu Xu, Yunling Man, Ailing Zhao, Susan Zhao, Xiaohong Wang, LiSong Zhang*

### Ghungroo Dance Company - South Asian Dance Team

*Seema Balaney, Viraj Kamdar, Jasmine Patel, Disha Buch, Simran Devidasani, Sravya Gourishetti, Priya Naik, Shatya Roy, Rachel Owens, Nikita Thomas, Sonali Sharma, Teju Kapa*

*During AsiaFest, there will be many Children's Day activities including origami, ikebana, and Japanese calligraphy inside JAPAN HOUSE! Join us for a garden tour at 2:30pm at the JAPAN HOUSE entrance.*

