

## Friends of Little Saigon

### *The purchase of multimedia equipment*

**Application Contact**

Quynh Pham, Executive Director

**Mailing City** Seattle

**Organization Director**

Quynh Pham, Executive Director

**Council District** 8

**Website**

[www.flssseattle.org](http://www.flssseattle.org)

**Incorporated** 11/16/2015

**Operating Revenue 2020** \$828,245

**Operating Revenue 2019** \$266,066

**Mission**

The mission of the Friends of Little Saigon is to preserve and enhance Little Saigon’s cultural, economic, and historic vitality.

**Short Project Description**

We intend to purchase multimedia equipment to increase accessibility and participation for our arts and cultural programming at our cultural center and around Little Saigon.

**Project Discipline / Choice Criterion**

Heritage

**Venue Address**

Little Saigon Creative  
1227 S Weller St, Suite A  
Seattle WA 98144

**Amount Requested** \$2,580

**Total Project Budget** \$3,380

**Venue Council District** 8

**Project Venue Notes or Comments**

**Project Description**

With growing interest in the preservation of Little Saigon, we have seen an increased demand for and participation in our arts and cultural programming. Programming is typically held at the Little Saigon Creative, our ~2,000 sq ft cultural center, and around the neighborhood.

We have seen growing interest among artists of Vietnamese descent who want to submit artworks to our annual art exhibit. Submissions more frequently include a multimedia A/V component. Until now, FLS has relied on partners and volunteers for temporary loans of multimedia equipment such as headphones, monitor displays, and media players. As our

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gallery gains more visibility and credibility, it is a priority for FLS to be able to lend artists high-quality equipment so that their artworks can be displayed as they originally intended.

With larger and increasingly complex events being held in the Little Saigon Creative and out in the neighborhood, we intend to purchase additional tablets to supplement our one existing tablet. This would allow for staff the liberty to operate from multiple stations and perform tasks such as ticket and retail sales, attendee check-ins, book rentals, etc.

We provide low-cost rentals of the Little Saigon Creative space to individuals and groups who want to host public events. These events range from art workshops, live music, panel discussions, film screenings, fundraisers, and more, and typically include an A/V component. It is a priority for FLS to provide mobile (rather than fixed) display options for events with large audiences. As such, we intend to purchase a digital projector and large projector screen, so renters can provide high-quality visuals for their events.

Lastly, FLS is frequently asked to host neighborhood walking tours for groups of various sizes and affiliations. These groups have an interest in the history, preservation, and sustainability of Little Saigon. In the absence of tour headsets, we have had to limit the size and frequency of our tours to maintain a level of quality and so everyone can hear the tour guide. FLS intends to purchase tour headsets and microphones so that we can increase access and expand our capacity to engage larger audiences.

### **Project Impact**

We are nearing the third anniversary of operating the Little Saigon Creative, our cultural center. Over the past three years we have seen participation and demand for our free and low-cost arts and cultural programming grow significantly due to our visibility throughout the region. Each year we hold three signature events (Lunar New Year, Celebrate Little Saigon, and Meet the Maker), two 10-week Vietnamese language and culture courses, 12 monthly "1st Saturday" events, and at least two other events per month in partnership with other hosts.

We are outgrowing the equipment we started with, which previously was intended to serve smaller audiences and on fewer occasions. Furthermore, with more frequent and specific use cases, we are now able to justify buying our own equipment rather than depending on temporary equipment loans from partners and community members.

With our own multimedia equipment, we will be better able to accommodate the diversity of programs and events that community members have come to expect from Friends of Little Sài Gòn. Additionally, the quality of the programs and events that we host or co-host will be much higher with up-to-date equipment that fully meets the needs of our guests and participants. This will alleviate staff from having to regularly solicit partners for

equipment loans and focus on delivering high-quality and consistent programming and service at our events.

With the various equipment we intend to buy, we will be better prepared to engage larger audiences with greater frequency. In turn, this will allow more people to be immersed in Little Saigon's unique history and culture. Improved audience engagement, more people will be compelled to join us in our mission of preserving the cultural, economic, and historic vitality of Little Saigon.

### **Relevant Expertise / Experience / Accomplishments**

This equipment was largely selected by our Arts & Culture Program Coordinator who oversees all of our arts and culture programming. FLS leadership supported her in making decisions and prioritizing requests. A graduate of UW, she has a background in fine arts, museum and gallery curation, and event planning. She has worked and consulted extensively with professional working artists and museum and gallery leaders to furnish the Little Saigon Creative space and identify the equipment that we currently use.

She has identified the gaps in our existing equipment and considered which equipment may be better suited for the types of events and programming that we offer. For example, we determined that we were unable to fulfill large group requests for neighborhood tours because we didn't have a way for a large group to hear the tour guide. After working with the Wing Luke Museum, we learned about their tour headset kit and determined that this could address our issue. As another example, for the art gallery, we assembled a multimedia display (headphones, media player, monitor) for one of our artists using equipment lent from different partners. The full display was functional but not ideal, requiring the artist to modify their original vision for their exhibit. Moving forward, we have decided to purchase multimedia equipment for the art gallery that can work together more seamlessly and have a more cohesive appearance to the viewer.

For the equipment that was selected, we considered a combination of the item's size, cost, quality, and storage feasibility. The items that we intend to buy satisfied all of those considerations. Arts & Culture Program staff will be responsible for caring for these equipment.

### **Project Implementation**

January 2024: purchase equipment. First use of iPad, projector, and screen for various Lunar New Year events and activities.

February 2024: First use of multimedia player, headphones, and monitor display in our 2024 art exhibit, which will launch in February. The equipment would be ready to lend to artists as needed.

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February/March 2023: First use of tour headsets, coinciding with the grand opening of the Little Saigon Park. We anticipate with improved weather and the opening of the Park, more people will be interested in resuming walking tours of the neighborhood.

Fundraising: We currently have requests to two other funders for our Arts & Culture Program, the Seattle Office of Arts & Culture and the Mellon Foundation. Portions of those funds would go toward equipment purchases and allow us opportunities to purchase more equipment or supplement 4Culture's contribution. If we do not get full funding for equipment we would prioritize the gallery equipment (monitor display, headphones, media player) and tour mic and headset kit.

Insurance: We do not plan to buy insurance. However, in FLS's general operating budget, we have funds for general IT support, warranties (if needed), and software subscriptions. If the equipment is lent to one of our renters, we would follow our current policy which is to charge a damage deposit of \$200 for any A/V equipment use.

Maintenance and storage: Equipment will be stored securely in our storage area when not in use, and only accessible by staff. Equipment will be used regularly due to the frequency of events; therefore, we will regularly assess any maintenance needs and take action accordingly.

**Project Budget\***

Expenses		Estimate
Planning		<input type="checkbox"/>
Design		<input type="checkbox"/>
Construction		<input type="checkbox"/>
People	\$0	<input type="checkbox"/>
Soft Costs		<input type="checkbox"/>
Facility Purchase		<input type="checkbox"/>
Fundraising		<input type="checkbox"/>
Services		<input type="checkbox"/>
Supplies		<input type="checkbox"/>
Promotion		<input type="checkbox"/>
Transportation/Shipping	\$250	<input checked="" type="checkbox"/>
Documentation/Assessment		<input type="checkbox"/>
Equipment/Fixtures	\$3,130	<input checked="" type="checkbox"/>
In-Kind	\$0	<input type="checkbox"/>
Other	\$0	<input type="checkbox"/>
<b>Total:</b>	<b>\$3,380</b>	
Income		Confirmed
Applicant	\$0	<input type="checkbox"/>
Foundations	\$400	<input type="checkbox"/>
Corporations	\$0	<input type="checkbox"/>
Government	\$400	<input type="checkbox"/>
Individual Donors	\$0	<input type="checkbox"/>
Earned	\$0	<input type="checkbox"/>
In-Kind	\$0	<input type="checkbox"/>
Other	\$0	<input type="checkbox"/>
4Culture Request	\$2,580	
<b>Total:</b>	<b>\$3,380</b>	

\* Empty budget fields were not included in this application.

**Project Budget Notes**

Wireless mic transmitters & receivers (qty 2): \$1,139.98, Amazon  
 80" projector screen (qty 1): \$149.99, Best Buy  
 Digital projector (qty 1): \$799.00, Amazon  
 Electronic monitor display (qty 1): \$99.86  
 Stands for monitors (qty 4, stacked two high): \$145.92, Lowe's  
 Digital media player (qty 2): \$81.98, Amazon  
 Mini HDMI (qty 2): \$17.58, Amazon  
 Headphones (qty 2): \$33.98, Amazon  
 iPad (qty 2): \$658.00, Apple  
 iPad cover (qty 2): \$45.96, Amazon

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Estimated sales tax: \$212.59

Estimated total: \$3,384.84

Foundations:

Mellon Foundation: \$400

Government:

Seattle Office of Arts & Culture: \$400

## Summary – IRS Form 990 OR 990-EZ

IRS Form		990-EZ	990	990
Revenue	FY 2017	FY 2018	FY 2019	FY 2020
Donations/Grants		\$45,182	\$185,860	\$796,656
Membership*				
Fundraising Events*		\$26,918		
Related Organizations				
Government			\$87,559	\$490,427
Other Contributions			\$98,000	\$306,229
In-Kind				
Program (See Notes For Items)		\$104,364	\$79,304	\$31,267
Investments			\$283	\$322
Sales				
Other			\$619	
<b>Total Revenue</b>		<b>\$175,464</b>	<b>\$266,066</b>	<b>\$828,245</b>
Capital Revenue				\$424,623
Contributed Income		\$72,100	\$185,860	\$796,656
Contributed Income %		41.09%	69.85%	96.19%
Earned Income		\$104,364	\$80,206	\$31,589
Earned Income %		59.48%	30.15%	3.81%
Earned Income Gap		(\$27,919)	(\$119,949)	(\$317,424)
<b>Expenses</b>				
Salaries/Benefits		\$89,142	\$164,855	\$199,464
Member Benefits				
Other		\$23,608	\$65,300	\$149,549
Fees For Services*		\$11,633	\$7,060	\$60,408
Advertising/Promotion				\$319
Office*		\$4,293	\$5,556	\$24,511
Information Technology			\$1,985	
Occupancy/Rent*		\$3,607	\$11,477	\$35,908
Travel			\$517	\$273
Interest				
Insurance			\$2,247	\$3,573
In-Kind				
<b>Total Expenses</b>		<b>\$132,283</b>	<b>\$200,155</b>	<b>\$349,013</b>
Program			\$100,948	\$222,773
Management			\$54,448	\$90,891
Fundraising			\$45,359	\$35,349
Capital Expenses				\$424,623
Surplus		\$43,181	\$65,911	\$479,232
<b>Balances</b>				
Beginning Balance		\$36,328	\$79,509	\$148,433
End Balance		\$79,509		\$627,665
Cash/Investments		\$70,280	\$137,092	\$180,070
Buildings/Equipment				\$380,791
Depreciation				\$3,628
Other		\$15,861		
Total Assets		\$86,141	\$135,748	\$666,042
Total Liabilities		\$6,632	\$7,189	\$38,377
Ratio		1298.87%	1888.27%	1735.52%
Net Assets		\$79,509	\$128,559	\$627,665
Unrestricted				\$627,665
Restricted				
Permanently Restricted				

\* For 990-EZ, items are separate lines, not subtotals. For 990, items are subtotals.

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<b>Budget Notes FY 2017</b>
<b>Budget Notes FY 2018</b>
<b>Budget Notes FY 2019</b>
<b>Budget Notes FY 2020</b>
Program Service Revenue (Part VIII, 2a-f) a. Community engagement \$28,410 b. Language classes \$2,857  Other Expenses (Part IX, 24a-e) a. Professional development \$5,014 b. Subscriptions/membership \$3,947 c. Arts & culture \$3,892 d. Translation services \$2,694 e. Other \$4,428  FLS received a few COVID relief grants to conduct support to small businesses outside of our regular small business support services.

### Support Materials

*Support materials may include Work Sample Description, Externally Hosted Work Sample URLs, Board of Directors, Activities List, and/or Equipment List in addition to other attachments.*

### BOARD OF DIRECTORS

Josh Brevoort, 3 years, architect

Tam Dinh, 3 years, social work professor

Leeching Tran, 3 years, business owner

Mytoan Nguyen-Akbar, 3 years, arts researcher and administrator

Huy Pham, 3 years, historic preservation professional

Steve Scheele, 3 years, land use attorney

Vy Nguyen, 3 years, public policy professional

Hong Chhuor, 3 years, fundraising professional and small business owner

### ACTIVITIES

- Lunar New Year celebration, banh tet workshop, LNY market (once a year, ~200 attendees)
- Celebrate Little Saigon (once a year, between 300-700 attendees)
- Meet the Maker (once a year, ~200 attendees)
- 1st Saturdays at the Little Saigon Creative (12x/year ~100 attendees/day)
- Two 10-week Vietnamese language and culture course (twice a year, 25 students/cohort)
- Rotating art exhibit (once a year, 6-8 artists, ~4,000 viewers per month)