

PACIFIC ARTS MOVEMENT

2024 YEAR END REPORT

25TH SAN DIEGO ASIAN FILM FESTIVAL



PACIFIC ARTS MOVEMENT

501c3 Non-Profit ▪ Tax ID# 33-1001523

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LETTER FROM EXECUTIVE DIRECTOR, ALEX VILLAFUERTE

Hello!

As we reflect on the success of the 25th Annual San Diego Asian Film Festival, we are deeply grateful for the incredible support of our sponsors who made this milestone celebration possible. Together, we created a vibrant platform for storytelling, culture, and connection, showcasing the diversity and richness of Asian and Native Hawaiian Pacific Islander experiences through the transformative power of film.



During our 10-day festival we had thousands of San Diegans and visitors, meaningful community engagement, and memorable programming that would not have been possible without your partnership. From hosting acclaimed filmmakers and artists to engaging thousands of attendees through screenings, panels, and events, your contributions helped us fulfill our mission of inspiring, educating, and connecting audiences.

In this report, we are pleased to share the impact of your sponsorship, including audience engagement metrics, event highlights, and the lasting impression the festival has made on our community and region. Your support has played a pivotal role in advancing representation in the arts and building a robust cultural landscape.

Thank you for being an integral part of this journey.

We look forward to continuing this partnership as we create new opportunities to share stories that matter.

Best regards,

A handwritten signature in black ink, appearing to read 'Alex Villafuerte'.

Alex C. Villafuerte
Executive Director, Pacific Arts Movement

ABOUT US

FOUNDED IN 2000 | Pacific Arts Movement presents Asian, Asian American, Native Hawaiian, and Pacific Islander (AANHPI) media arts to San Diego residents and visitors to inspire, entertain and support a more compassionate society.



Pac Arts is a prominent media arts organization that hosts one of North America’s largest film festivals, celebrating Asian cinema, arts, and culture.

We fulfill our mission through year-round programming, which includes the Spring Showcase, Reel Voices Youth Filmmaking, Spotlight Screenings, Membership Mixers, and our flagship event—the San Diego Asian Film Festival (SDAFF).



IMPORTANT DATES IN 2025

- April 25 - May 1: Spring Showcase
 - October 7: Chew the Scene
 - November 6 - 15: SDAFF
 - November 8: Awards Gala



ONE OF NORTH AMERICA’S LARGEST ASIAN CINEMA FILM FESTIVALS!

SAN DIEGO ASIAN FILM FESTIVAL (SDAFF)

LARGEST ASIAN AND ASIAN AMERICAN FILM FESTIVAL IN NORTH AMERICA.

November 7 - 16, 2024 - 3 Venues, 10 days

FILM PROGRAM:

- Total Films: 170+
- 55 Features
- 16 Shorts Programs

FILMMAKER INTERACTION:

- 30 Q&A Sessions
- 96 Filmmakers Attended

GLOBAL REPRESENTATION:

- 35+ Countries Represented
- 35+ Languages Featured

PREMIERES:

- 2 World Premieres
- 2 International Premiere
- 5 North American Premieres
- 2 US Premiere
- 12 West Coast Premieres

LOCATIONS

- Edwards Mira Mesa, 92126
- Embolden Brewing, 92121
- Rich's Nightclub, 92103
- EVE, 92101
- University of San Diego, Camino Hall, 92120
- San Diego Natural History Museum, 92101
- Museum of Photographic Arts (MOPA@SDMA), 92101

EARNED MEDIA:

- 250,000+ Digital Media Reach
- 65+ Notable Press Mentions & Interviews



**OVER 10,000 GUESTS
ATTENDED 2024'S SDAFF!**



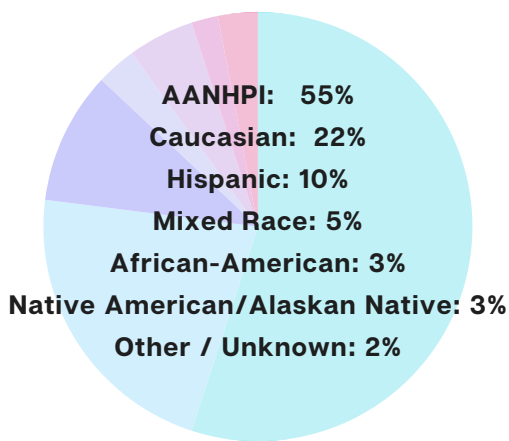
**THANK YOU FOR SUPPORTING PACIFIC ARTS MOVEMENT AND
JOINING US FOR THE 25TH SAN DIEGO ASIAN FILM FESTIVAL!**

OUR AUDIENCE & MEMBERS

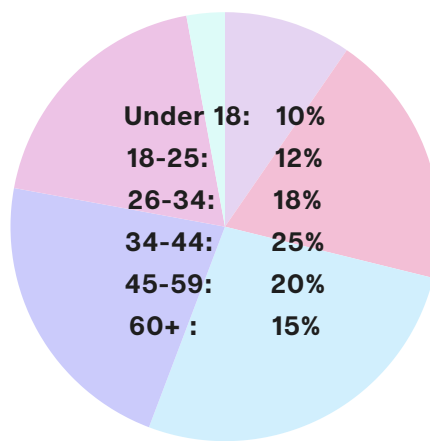
We take pride in our diverse and engaged audience, whose interests and demographics make them an ideal target for sponsors seeking brand recognition and consumer engagement from the AANHPI communities, as well as their friends.

Our attendees are discerning consumers who appreciate quality products and services. With a greater inclination toward travel and leisure, they actively seek experiences that enrich their lives and are more likely to support companies with which they resonate.

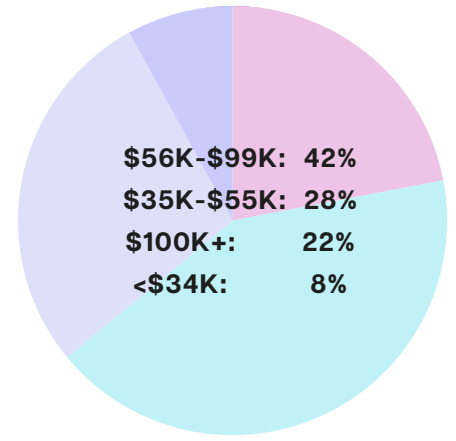
RACE



AGE



INCOME



Film Industry Connection

Our events draw hundreds of both established and emerging film professionals, including producers, directors, cast members, and crew. Sponsors gain exposure to influential voices and access valuable insights that enhance their brand visibility within the industry. We provide unique opportunities to connect with these influencers throughout the festival.

PROGRAM GUIDES, TRAILERS + RECAP VIDEOS

Promotional materials, such as the festival website (sdaff.org/2024), program guide, and official trailer, are distributed extensively in the months and weeks preceding the event, including during our one-month kickoff celebration.

Additionally, our Recap videos serve to commemorate our initial and concluding weekend to promote the festival further!



Official Festival Trailer: <https://youtu.be/7Adt5vNP0-U?feature=shared>

Opening Weekend Recap: <https://www.youtube.com/watch?v=ddwFbH1evv8>

Closing Recap: <https://www.youtube.com/watch?v=ueG3mgA6w0s>

2023 SDAFF Schedule Guide: <https://sdaff.org/2024/schedule/>



FESTIVAL HIGHLIGHT: REEL VOICES

Since 2005, Pacific Arts Movement's Reel Voices program has empowered high school students, providing them with the tools to learn the art of documentary filmmaking. Each summer, we engage students from diverse backgrounds in an 8-week intensive program, equipping them with invaluable storytelling skills and technological proficiencies, with the aim of inspiring the next generation of storytellers. To facilitate the curriculum, we hosted a premiere with a reception during the festival.

In 2024, Pacific Arts Movement supervised a cohort of eleven high school-aged students who completed the Reel Voices program, resulting in the creation of eleven documentaries that premiered at the 25th San Diego Asian Film Festival. This year's cohort spent their summer forging new connections, fostering camaraderie, and acquiring tangible STEAM skills applicable to real-world scenarios. Additionally, they honed their public speaking abilities during Q&A sessions and enjoyed a max capacity screening!

Thanks to the generous support of our sponsors and foundations, Pacific Arts Movement provided each student with a \$500 stipend. Furthermore, we submitted their films to other festivals, enlisted instructors and aides to facilitate the curriculum, and hosted a premiere with a reception during the festival.



FESTIVAL HIGHLIGHT: REEL VOICES



2024 REEL VOICES DOCUMENTARIES

KEEPING THE BEAT - Directed by Kayla Yoo

DISABILITY ≠ INVISIBILITY - Directed by Miranda Fecher

TIMELESS TRINKETS - Directed by Hanson Loh

UNTOLD STORIES - Directed by Michael Schaffer

BINARY BRUSHSTROKES - Directed by Minhtu Nguyen

BROTHERS - Directed by Joshua Duff

TIGER - Directed by Jayden Zhang

SMALL HAIR, 할머니 - Directed by Audrey Song

TOGETHER AS ONE - Directed by Mariska Nouvong

EL QUE VIVE - Directed by Aysha Lopez

BEYOND THE BREAK - Directed by Joshua Kim

2024 REEL VOICES DOCUMENTARY PLAYLIST: <https://bit.ly/ReelVoices24>

STUDENT TESTIMONIALS



“Being in the program and having people around me push me to [believe] you are an artist, and you did [Reel Voices], and like, it made me feel confident in that way.”

**Aysha Lopez,
2024 Reel Voices Student**

URL: bit.ly/AISHALOPEZ



“I felt like I was part of an actual organization because Pac Arts is so local and integrated with the community that I immediately felt like I was a part of something.”

**Audrey Song, Reel Voices Student
2024 Reel Voices Student**

URL: <https://bit.ly/AUDREYSONG>



“The reason why we have film as an art form is to tell stories, and it’s to tell untold stories and overlooked stories of the human experience.”

**Patrick Jang,
2023 Reel Voices Alum**

URL: bit.ly/PATRICKJANG

FESTIVAL HIGHLIGHTS

YOUTH DAYS

Youth Days, a cherished program by Pacific Arts Movement in its 18th year, offers students a free day of movies during the film festival, engaging over 700 students from 20 schools across San Diego County in 2024. Featuring student-made films, AANHPI cinema, and discussions with filmmakers, the program aims to inspire and educate while breaking down barriers to access diverse film experiences for youth in the region. Additionally, every student was treated to a free lunch!



SHORTS FOR SHORTIES!



On our first Saturday of the festival, we hosted our short film program, a community favorite just for elementary students and their parents!

After the program, children were ready to ask questions to the youth filmmakers!

FREE YOUTH TICKETS

Continuing our platform to inspire youth, we began to offer free tickets to high school-aged youth and under. By providing free access, we further reduced barriers to arts and culture, building a future generation of arts, culture, and film festival supporters!



EVENT PHOTOS



EVENT PHOTOS



OUR TEAM



Alex C. Villafuerte
Executive Director



Brian Hu
Artistic Director



Glenn Heath Jr.
Managing Director



Carmela Prudencio
Director of Marketing &
Communications



Zia Sinclair
Director of Development



Alissa Tu
Grant Writer &
Programmer



Jamuelle B. Zumel
Video Production Coordinator



Charles Thunyakij
Education Coordinator

OUR BOARD



EXECUTIVE COMMITTEE

Huy Ly | Chair

MyMy Lu | Vice-Chair

Shirley Sanz | Secretary

Alex Yamashiro | Treasurer

MEMBERS AT LARGE

Brett MacLeod

Charmaine Orcino-Gonzales

Christian Garcia

Harlen Bayha

Jane Lee

Kat Flores

Kathy Ilacqua

Samantha Trinh

Walton Chan

Brian Sun

Deborah Hall

Gary Wong

Stephen Chin

Wendy Gillespie

THANK YOU TO OUR 2024 SPONSORS & COMMUNITY PARTNERS!

MAJOR GRANT



COMMUNITY PARTNERS



PRODUCER SPONSOR



MEDIA PARTNERS



PREMIERE SPONSOR



SPOTLIGHT SPONSOR



IN-KIND PARTNERS



SUPPORTING SPONSOR



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