

Snowhawk Productions' A Lo Cubano - Cuban Salsa Event

\$1,000 Grant from the Alex Wilson Legacy Fund – May 12-14, 2023

Report by Joseph Snowhawk

Introduction

We are pleased to present this summary report on behalf of Snowhawk Productions, the recipient of the grant that funded the "A Lo Cubano - Cuban Salsa Event" held May 12– May 14, 2023. This report encapsulates the event's objectives, accomplishments, and financial aspects, providing an overview of the successful execution made possible by the grant.



Grant Objective and Purpose

The grant was awarded to Snowhawk Productions with the specific aim of supporting the planning and execution of the "A Lo Cubano" event in Boulder, Colorado. The primary purpose was to foster an understanding and appreciation of Cuban dance and culture within the local community. Key grant objectives included introducing Cuban music and dance to the Boulder audience while promoting cultural enrichment.

Event Overview

The "A Lo Cubano - Cuban Salsa Event" was a three-day cultural extravaganza designed to immerse participants in the world of Cuban Salsa. The event featured:

- Cuban Cultural Showcase: We successfully curated an authentic Cuban experience by bringing in a talented band from California and enlisting expert instructors and DJs from Florida, California, and Nevada.
- Diverse Programming: Attendees were treated to a diverse range of activities, including dance workshops, live music performances, and social dance sessions, offering an all-encompassing Cuban cultural experience.
- Community Engagement: The event served as a valuable platform for engaging the Boulder community in celebrating Cuban music and dance, fostering cross-cultural dialogue and appreciation.



Event Outcomes

Despite certain challenges, the "A Lo Cubano" event achieved noteworthy outcomes:

- **Cultural Awareness and Education:** The event effectively heightened awareness of Cuban dance and culture within the Boulder community. Attendees gained insights into the cultural significance of Cuban Salsa.
- **A Memorable Experience:** Participants thoroughly enjoyed the event, praising the high-quality music, dance lessons, and the vibrant social atmosphere that characterized the event.

Challenges and Financial Implications

However, it is important to note the challenges faced during the event:

- **Lower Than Expected Attendance:** Due to three other competing Salsa events during the same weekend, our attendance fell short of projections. Approximately 70 participants attended, well below the expected 200.
- **Financial Setback:** The event incurred a financial deficit due to the lower attendance. This financial setback was primarily a result of substantial expenses related to hiring the band and instructors from various locations, as well as the costs associated with securing event space for three days.

Conclusion

In summary, the "A Lo Cubano - Cuban Salsa Event" successfully celebrated Cuban dance and culture in Boulder, thanks to the grant provided by the Alex Wilson Legacy Fund. This support allowed us to introduce Cuban music and dance to our community and raise cultural awareness. Despite the financial challenges, the event delivered an enjoyable experience for attendees.

Snowhawk Productions extends its heartfelt gratitude for the Fund's invaluable support in bringing this cultural event to fruition. Our commitment to promoting cultural diversity and enrichment in our community remains steadfast, and your assistance has played a crucial role in advancing this mission.

