

**Application for  
Best Event Over \$75,000**

**12th Annual Knox Asian Festival,  
Asian Culture Center of TN**

**Judges' score: 9.78**

**Detailed description of the event:**

The 12th Knox Asian Festival is widely recognized as one of the best and most impactful cultural festivals in Tennessee, welcoming 40,000 attendees and generating an estimated \$4.9 million in economic impact for the Knoxville region. Produced by the Asian Culture Center of Tennessee, the festival is a cornerstone cultural event that celebrates Asian arts, culture, food, and community while advancing education, inclusion, and economic development. A defining highlight of the 12th Knox Asian Festival was the return of four professional Sumo wrestlers from Japan, offering a rare and authentic cultural experience for audiences in Tennessee. The Sumo wrestlers presented multiple live demonstrations throughout the festival, and each performance attracted approximately 3,000 attendees, making these demonstrations among the most highly attended attractions of the festival. The performances combined athletic excellence with centuries-old tradition and deeply engaged audiences of all ages. The festival also featured: World-class cultural performances representing multiple Asian countries, including traditional and contemporary music, dance, drumming, and martial arts Authentic Asian food vendors, supporting Asian-owned small businesses and showcasing regional cuisines Cultural and educational booths with hands-on learning opportunities The Passport Program, encouraging families and students to explore Asian countries and traditions Local and regional commercial vendors, contributing to downtown Knoxville's economic vitality Beyond the festival weekend, the Knox Asian Festival creates lasting educational impact. Festival proceeds are reinvested into year-round educational and outreach programs that serve K-12 students, youth organizations, and community groups throughout East Tennessee. These programs introduce Asian arts, cultural traditions, and global perspectives, helping young people develop cultural awareness and the skills needed to become globally minded citizens. In addition, the Asian Culture Center of Tennessee is proud to have established a new scholarship for the Sister City Homestay Program, funded directly by festival proceeds. A total of \$5,000 was donated to support the Sister City Homestay Program, enabling students to participate in immersive cultural exchange experiences. This scholarship strengthens international relationships while giving young participants the opportunity to live with host families, deepen cross-cultural understanding, and build lifelong global connections. The festival is intentionally designed to be inclusive, accessible, and family-friendly, supported by strong community partnerships and multigenerational programming. Through its exceptional attendance, significant economic impact, international cultural programming, and reinvestment into education and exchange, the 12th Knox Asian Festival sets the standard for cultural excellence in Tennessee. By transforming festival success into year-round learning opportunities and scholarships, the event demonstrates how a festival can create meaningful, long-term impact for both the local community and the next generation of global citizens.

**Estimated number of attendees?**

40,000

**Environmental or pet-friendly? Explain how.**

The Knox Asian Festival is both environmentally conscious and pet-friendly. To reduce environmental impact and plastic waste, we partnered with Knoxville Utilities Board (KUB) to provide free water refill stations throughout the festival site. Attendees were encouraged to refill their bottles, and free reusable water bottles were distributed to help reduce single-use plastic bottle waste. This initiative significantly minimized plastic consumption while ensuring easy access to drinking water for attendees, performers, and volunteers. The festival is also pet-friendly, welcoming pets as long as they are kept on a leash. This policy allows families to fully enjoy the event with their pets while maintaining a safe and comfortable environment for all attendees. Through these efforts, the Knox Asian Festival demonstrates a commitment to sustainability, community well-being, and inclusive public spaces.



# Our Mission

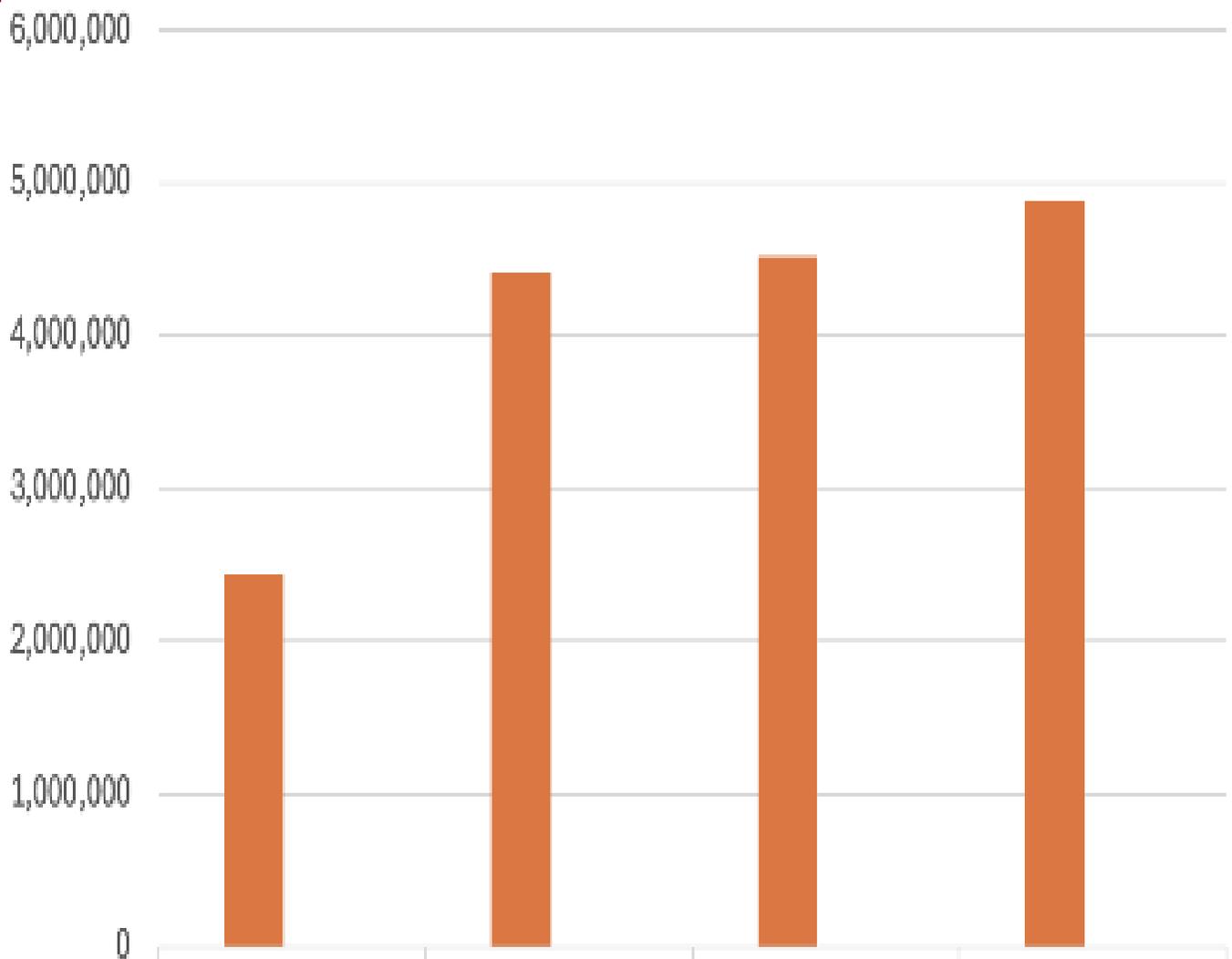
To create a welcoming community by sharing our Asian Arts  
The Festival strives to bring together people from various cultures  
promote peace, harmony, unity and a healthy lifestyle  
We are promoting a diverse and harmonious society that prepares  
take the stage as true global citizens.



# History of Economic Impact

38,000 attendees \$4.8

History of Economic Impact



	1	2	3	4
\$	2,436,048	4,417,667	4,521,700	4,879,955
year	2022	2023	2024	2025

■ \$ ■ year

Where our visitors coming from !  
They are from all over the USA and Europe



City

Knoxville

Nashville

Atlanta

Detroit

La Vergne

Chicago

Mobile

Maryville

Antioch

Jackson

Sevierville

Pigeon Forge

Oak Ridge

McMinnville

Chattanooga

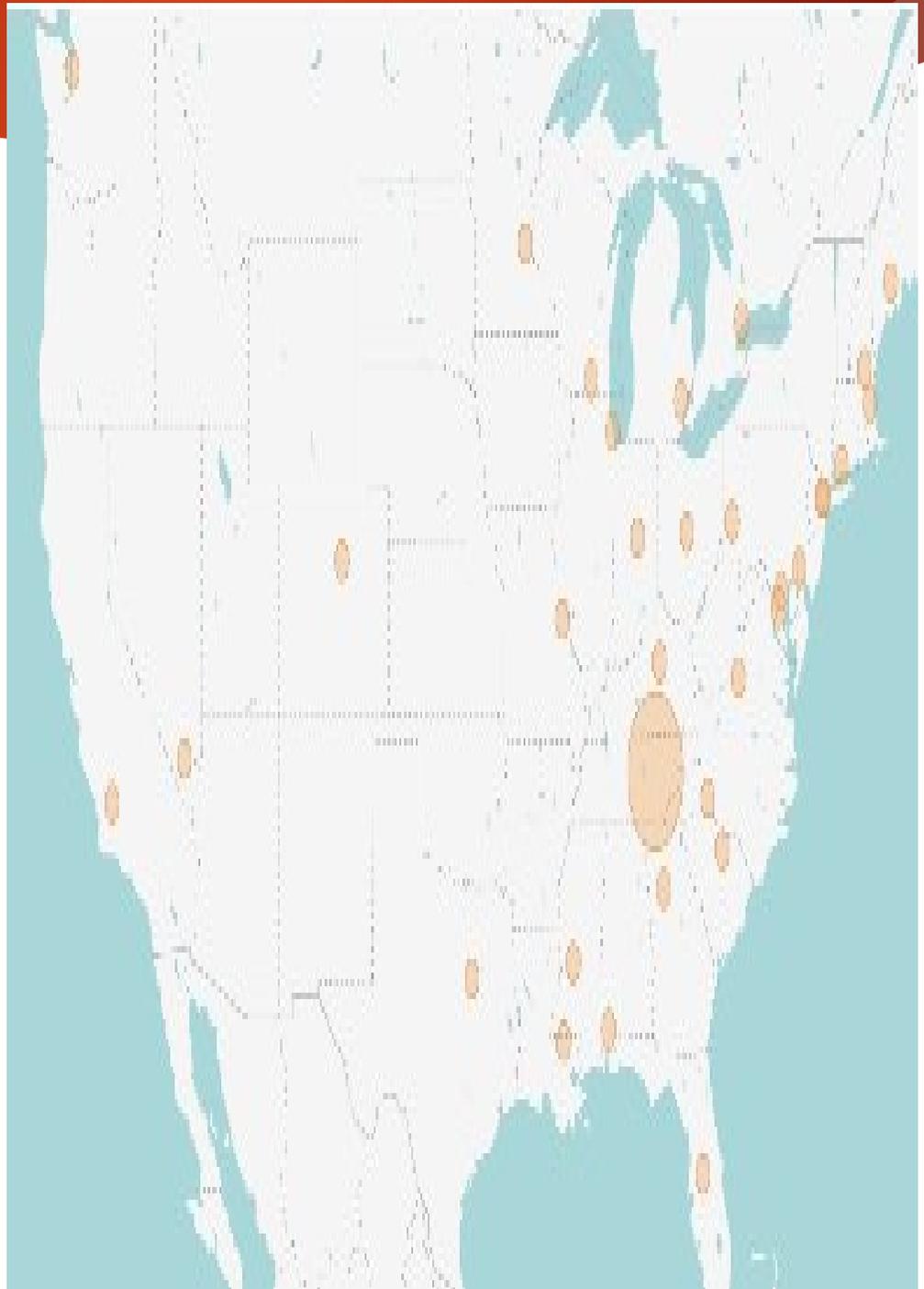
Minneapolis

Athens

New York

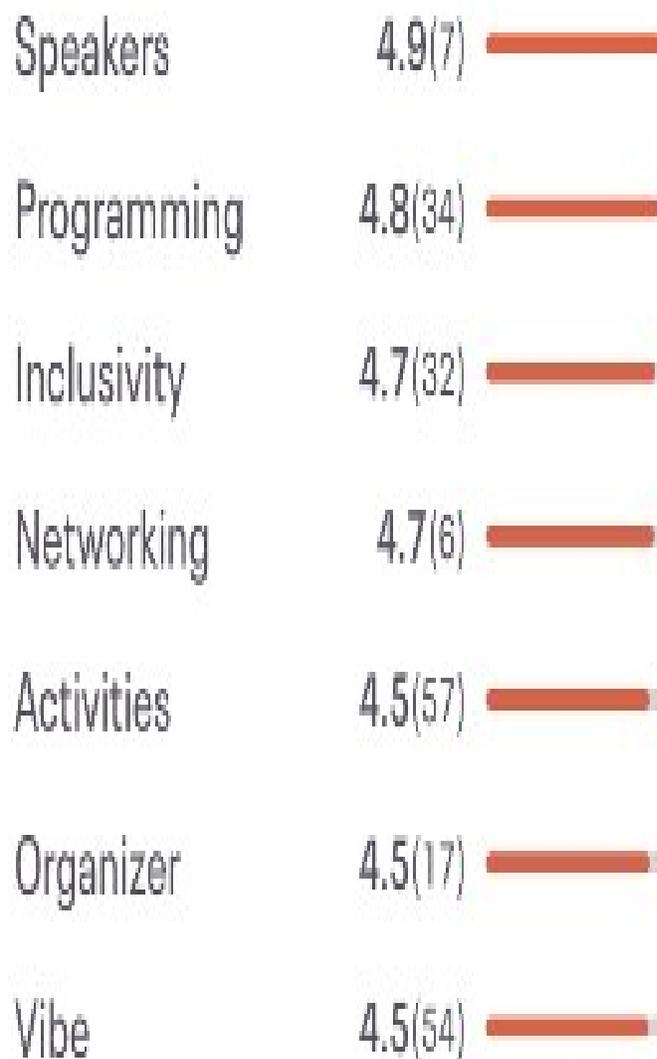
Lenoir City

# USA Cities



# Customer Review and Rating

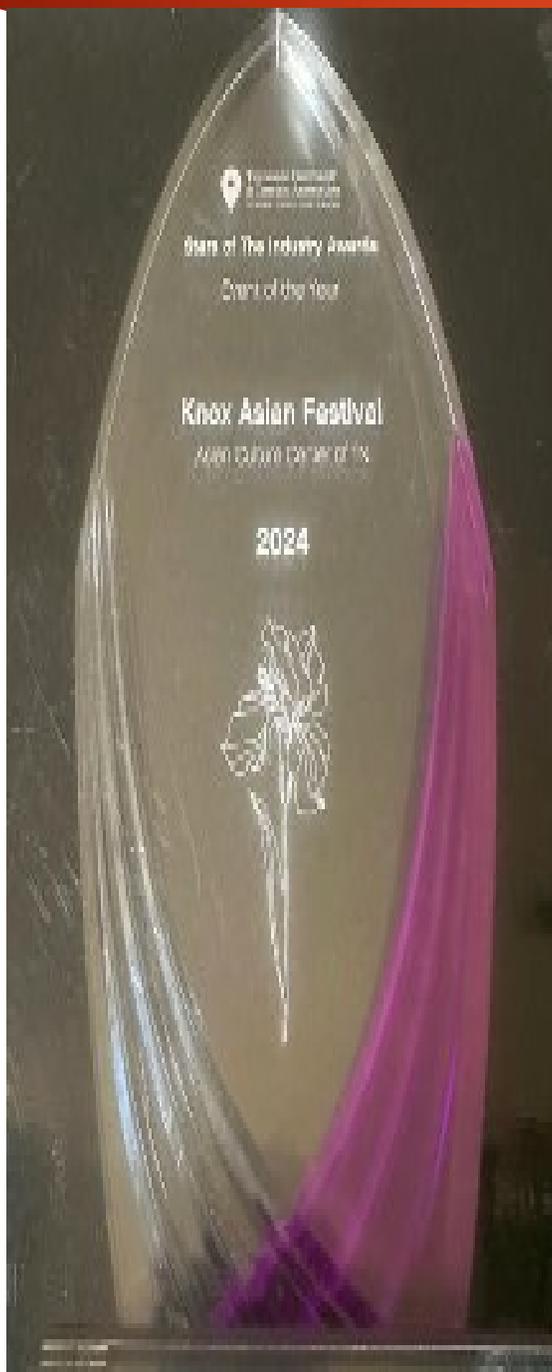
## All quality ratings



# Award -BEST Festival Award in 2024 Southeast Festival and Events Ass



# Iris Award 2024 - Stars of Industry (Department of Hospitality) BEST in



Executive Director, Kumi Alderman received the  
Community Leadership award in 2025. Only C  
receive this award in the South EAST area



**World Fair park – 52 Food vendors, 14 As  
Country Pavilions, 103 Craft and vendors  
of Performance,**



# Our Story – Authentic Vendors



USA Sumo came to the 12th Asian Festival. Kids and family enjoyed the show and learned about Japanese National sport.



Amphitheater holds 1,250 people.  
not enough seats for Sumo Show



# Passport Program – Visit 14 Asian Countries and learn their culture – 3,000 people

## Passport Program

Explore the different cultures of the countries represented at the 12th Annual Knox Asian Festival by participating in the Passport Program!

### HOW TO PARTICIPATE

1. Visit each country and get a stamp
2. Pick your favorite country booth
3. Take a photo with your favorite culture booth while holding up your passport
4. Post the photo on social media with the hashtag #KnoxAsianFestival

The first 3000 visitors will receive a paper passport booklet! Visit the Main Information Booth to claim your prize. Don't forget to snap a photo with your completed passport and share it on social media with #KnoxAsianFestival 📸

**The Top 10 Photos Will Receive a FREE T-Shirt!**



Japanese Dance. Bnetanya came form Japan to sha  
Japanese Chindonya culture.



# Philippines

PAAET, Inc. group practice dance

together from 3 month before the Festival – They be  
a Knoxville Family



Thailand had **Loy Krathong Festival**. The floating krathongs represent the hopes, wishes, and gratitude of individuals as they navigate rivers, lakes, or canals during the festival.



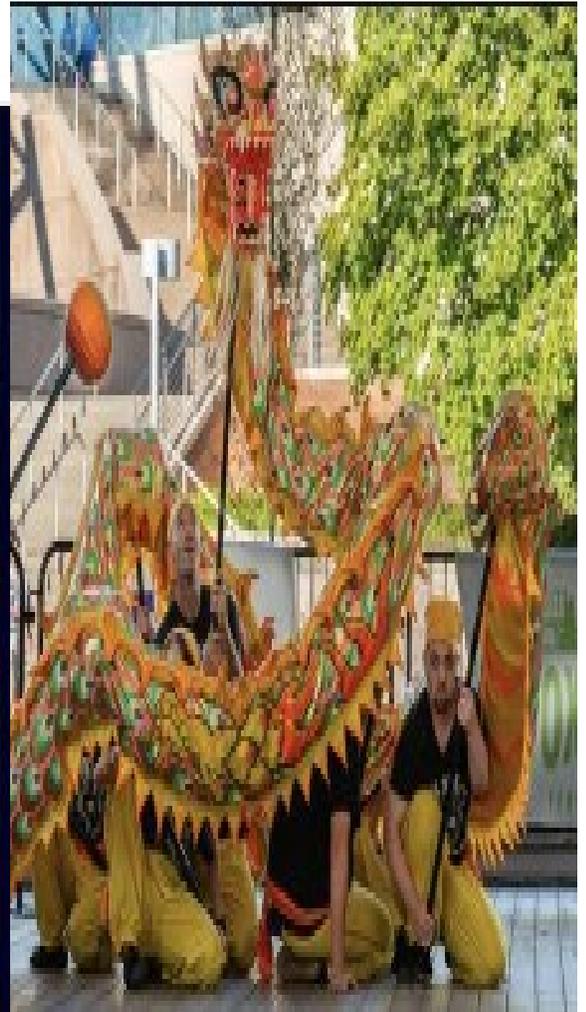
# WAH LUM Kung Fu Team brought Lion and Dragon Dance. 12 years of partnership. Thank you so much

**Knox Asian Festival and Wah Lum Kung Fu of Knoxville**  
September 11 · 9

👉 Do you know who decorated our Amphitheater with bamboo and dragons?

Yes! Wah Lum Kung Fu School in Knoxville has been creating this beautiful setup for us. It always brings good luck and excitement to the festival.

A big THANK YOU to Sifu Larry and all his amazing students for their hard work and dedication! 🙏🏻



First Time – Singapore Culture introduction – Knox Asia  
proud of each country representation from real Local pe  
passion to share their culture. Thank you so much.



**Shirley Goh Elkins**

September 2 · 🌐

I'm pretty proud of myself for having a Singapore 🇸🇬 booth at [Knox Asian Festival](#) this year! 🙌 It was great to promote Singapore and made this tiny dot a little more visible in this part of the world.

Though it was very tiring (Only remembering that I probably need a Singapore signage just the day before & so didn't sleep much to finish it the night before 😅😅) it was very fun and I managed to connect with 3 other Singaporean families living here! We will soon be able to connect as a group soon! ❤️

Thanks to all the friends who visit my booth and friends helping out! Thanks [Jess Eckberg](#) for playing Singapore popular songs and worship songs. I am thankful to have a chance to pray for a young lady after seeing my "free prayers" sign too! 🙏❤️

# Local Chinese Group performance



Indonesia - Practice Dance together for Knox Asian Festival. Made new friends



# India and Korean Dance



# Mobile Tea house – UTK Interior Architecture made Green tea house for Knox Asian Festi



# Our Story-Educational Institutions

► Some educational Institutions organized the trip for students to

Hello,

I'm a Chinese teacher at Cass High School in Georgia. I had attended this festival last year with my family and we absolutely love it. I would like to take my students to the Asian festival this year to give them the opportunity to gain better appreciation towards the diversity and acquire positive experiences with multiculturalism. I would like to bring around 15-20 students and 1 chaperone.

Thanks,

Leo Long



Robbshana Samman • Knoxville Asian Festival • United States

48 / 1507110

Knoxville Asian Festival - 2023

It was awesome experience going to Knoxville Asian Festival second time with new and returning international students from Maryville College (held in Knoxville, TN) where we met people from all over Asia, including Indonesia, Japan, Philippines, Korea, India and many others and exchanged our cultures. Asian people are very hospitable and warm like Americans when it comes to welcoming people and you feel like home when you're surrounded with Asian community ❤️

There were diversity of food and drinks from Asia and can't describe the taste of them in a few words. It was so cute seeing how even little children are involved in dance shows and events. You ought to plan to visit this festival next year, feel the vibes and I assure you that you will gain a lot of insights about Asia, its beautiful culture and people!

Thank you so much to Maryville College Center for Global Engagement for organizing the trip to here!! Your support is highly appreciated!

# Our Story - Community Review



**Erica Hitchcox**

This was our second year to attend. Last year we spent more time visiting booths and this year more time watching the shows...both were wonderful experiences!! I got my first henna from the Bangladesh booth and it is beautiful! I have received lots of compliments today. Thank you so much to all who make this festival amazing and unforgettable!! Your time, effort, energy, and donations absolutely do not go unnoticed!! Keep up the great work!!



**Tosha Hicks**

It was my first one and unforgettable experience i look forward to many more!! Its just so beautiful seeing cultures being celebrated and recognized 🥰🥰

# Our Story - Community Review



Top fan

前田 しげみ

Together we can make a difference, thank you for your support! 🌟  
and I love all, I enjoy working with young generation and good  
teammates all volunteer. Again, I thank you for many young people  
come out help work through and keep up what you do and see you  
next year again ❤️ I love Knox Asian Festival しげみ

# Our Story - Community Review



**Luis Garcia**

Happy to have been a part of such a strong bond that the Knox Asian Festival brings out in our community. It was beautiful to see the array of so many Pan Asian cultures. Grateful to you!



**Joy Webb Cude**

It was wonderful to be at this event this year! From Sumo/Sushi on Saturday evening to all day events on Sunday, celebrating Asian culture's and traditions! Love this festival & forever fan of Sumo!!

# Festival Proceeds goes to Education



\$5,000 Donation to the Sister City Students trip in 2025 from the Proceeds of 12<sup>th</sup> Knox Asian Festival.

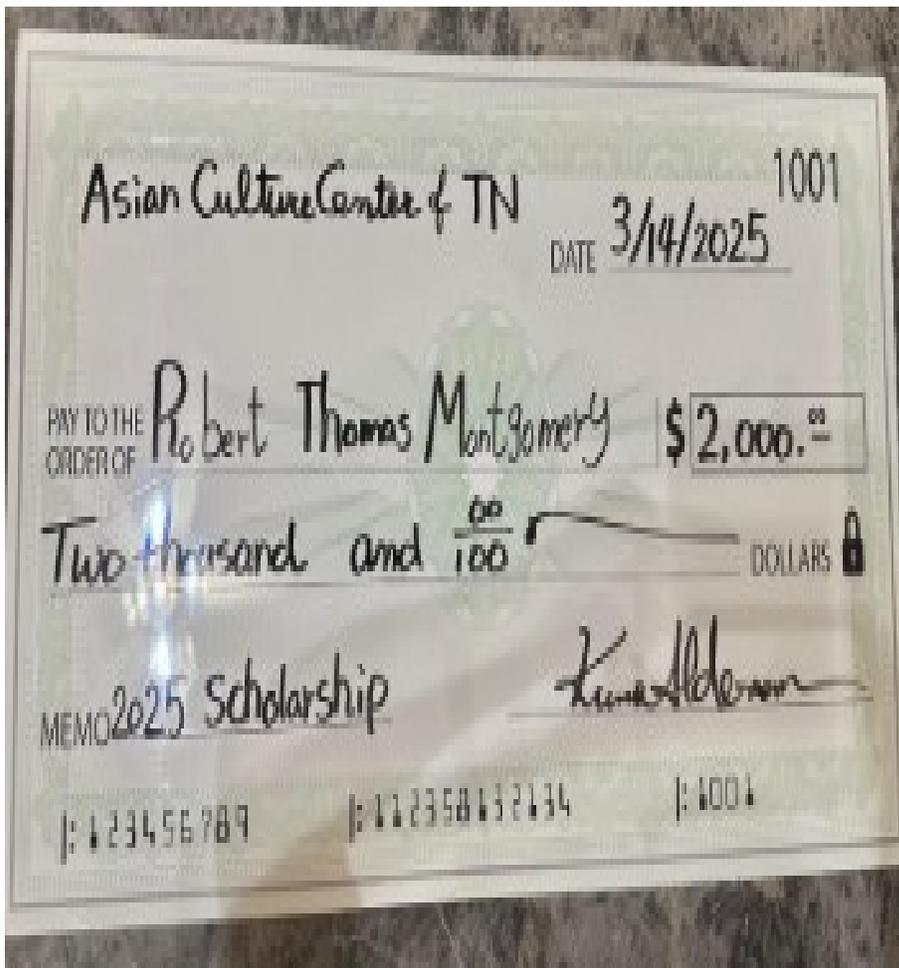


# Educational Scholarship \$2,000 awarded to Robert Thomas Montgomery

## Educational Scholarship

He has been accepted to Temple University in Tokyo, Japan to complete the remainder of his 2 year studies starting his first semester in Tokyo in May 20, 2025. He spent 1 month in Japan in May of 2024 for study and has absolutely fallen in love with the country and culture of Japan.

His single mom is very proud of this as the big step for his education. Congratulations Robert.



# Created NEW Asian Outreach Educational Programs from proceeds of Festivals in Japan, India , Taiwan

## ACTIVITIES WE OFFER //

- Origami
- Calligraphy
- Karahiki (Japanese Folk Tale Reading)
- Japanese Traditional Toys
- Japanese Culture Presentation
- Japanese Language Lesson
- Japanese Seasonal Events
- Yukata (Traditional Summer Kimono)
- Japanese Food Cooking
- Tea Ceremony
- Furisode (Traditional Wedding Cloak)
- Ikebana (Japanese Flower Arrangement)
- And more activities upon request



## WE WILL VISIT:

- K-12 Schools/Child Care Centers
- Universities/Colleges
- Museums/Libraries
- Nursing Homes
- Cultural/Seasonal Events
- Any Organizations & Groups

## LANGUAGE //

Do you want to learn Japanese? We offer Japanese lessons for Children and adults by Native Japanese Teachers.



Have you ever tried Japanese food? Do you want to learn how to make Onigiri (Rice Ball), Okonomiyaki (Japanese Pancake) and Sushi?

## FOOD //

Learn Japanese Calligraphy and Origami



## CULTURES //

"What is KIMONO?" A kimono is a traditional Japanese garment. It is typically hand-sewn into a "T" shape from four single pieces of fabric called tana and tied with an obi, or belt.



## ARTS //



**Kimono & Kawaii**  
Introduction to kimono and kawaii culture

**What is KIMONO?**  
A kimono is a traditional Japanese garment. It is typically hand-sewn into a "T" shape from four single pieces of fabric called tana and tied with an obi, or belt.

**Kimono & Kawaii**  
Introduction to kimono and kawaii culture

## Activities

**Movement & Exercises through Music/Dance**  
(Focus on South India)

**Indian Street Food**

**Arts and Crafts**

**Handmade Jewelry**

**Calligraphy**

**The Math of Kites**

**Celebrating Colors with Rangoli**

Join our mission and become our sponsor. Thank you so  
Contact [info@knoxasianfestival.com](mailto:info@knoxasianfestival.com)



# Sponsors Speech 2025 – Thank much for joining us



Thank you so much Sponsors. We had 46 Sponsors to support our mission to create a welcoming community. We could not organize without your support. Thank you so much.



**STAR**  
**102.1**

**CLASSIC**  
**ROCK 93.1**



**HOT**  
**104.5**

**100.3**  
**THE WOLF**



# Asian Culture Center of TN





# ANNUAL REPORT

2024-2025

Asian Culture Center of Tennessee

**Asian**  
Culture Center  
OF TENNESSEE



Mana Muramatsu

# THE 2ND YEAR OF JOI AND TOP 3 ACHIEVEMENTS

August 2024 - July 2025

During my first year as a JOI Coordinator, I was able to engage with 4,388 people through various cultural events and outreach activities. Entering the second year, I embraced the keyword "INVOLVE"—a reflection of what I had learned during the first year: there are limits to what one person can do alone. By seeking help and working collaboratively, we can expand the impact and reach of our initiatives.

I also understood that this would be my final year, and I needed to plant seeds for ongoing cultural exchange—efforts that would continue to bloom even after my departure.



As a result,

I was able to reach a total of 10,811 people. Three major activities particularly taught me the value of collaboration:

- THE KNOX ASIAN FESTIVAL
- THE JAPANESE LECTURE SERIES IN ATHENS
- THE HIGH SCHOOL JAPAN TRIP

# 1 KNOX ASIAN FESTIVAL

The Knox Asian Festival is one of the largest annual events at my host site, where 14 Asian countries gather to celebrate their cultures through food, performances, and cultural booths.

In 2023, the event welcomed over 75,000 attendees.

In 2024, I took on three major leadership roles:

- Head of the Japan Pavilion (one of the largest at the festival)
- Leader of the Yosakoi Dance Team
- Leader of the Bon Odori (Japanese summer dance) program



For the Japan Pavilion, I managed volunteers, coordinated tent layouts and maps, and developed attendee lists.

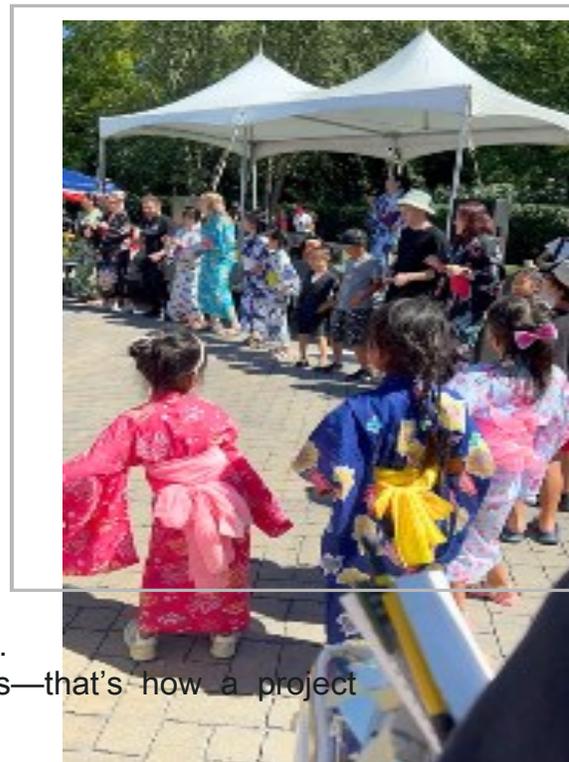
For the Yosakoi dance, We needed at least 40 participants to perform on the main stage. This required a strong commitment—members practiced throughout summer break. Ultimately, we successfully performed with 40 members, including students from East Tennessee State University, the University of Tennessee in Knoxville, and people from community. Through our practices, I was able to build deeper relationships with participants—something that would have been difficult through one-time outreach visits.

As the Bon Odori leader, I partnered with the local Japanese school to gather dancers and contacted the Chamber of Commerce in a certain county in Japan to obtain the original song and performance rights. I also contacted Nashville Taiko to add their lively drum beat while dancing. Thanks to their generous support, I was able to form a large and enthusiastic dance group.

On the day of the festival, we first reviewed the choreography together, then invited audience members to join us in a large circle. It turned into a truly memorable cultural moment—for both the local community and the Japanese students exploring their heritage.

This experience taught me that integrating into a new culture doesn't mean giving up your own. Rather, it's about embracing both with respect and openness.

None of these efforts would have been possible without collaboration. When you involve others, you invite new perspectives and ideas—that's how a project grows and becomes meaningful.



# 2 LECTURE SERIES IN ATHENS, TN

Athens, TN—located about an hour from Knoxville—is home to a DENSO factory and has a sister city relationship with Isahaya, Japan. During my first year, I visited Athens occasionally. But starting in the second year, I committed to a monthly Japan-themed workshop series in partnership with the Athens–Isahaya Sister City Committee.

Although the city accepts students from Japan every year, not all residents in Athens know about this connection. We believed the lecture series could help building deeper awareness and appreciation for Japan within the community. This led to the creation of our monthly Japanese lecture series, which ran 10 sessions and reached a total of 269 participants. Every session was fully booked, often with a waitlist.

Topics included:

Sushi making, Japanese postcard art, Rice ball making, Calligraphy, Origami Valentine cards, Tea Ceremony, Japanese business etiquette, Bento box lunch preparation, Japanese wrapping cloth, and Japanese sports day.

These workshops were originally designed to spark interest in Japan, but they grew into a powerful tool for community building. I noticed familiar faces returning and people engaging in conversation and friendship. Seeing this, I began arranging group seating to encourage interaction.

I am deeply grateful to Victoria White, a dedicated committee member who supported me throughout. She secured venues, managed registration, promoted the events, and provided local knowledge. While I knew how to teach about Japan, it was her support that made these events possible.

As a result of our commitment for a year, we got a proclamation from Mayor of Athens.



# 3 JAPAN TRIP

## NEW PERSPECTIVES: JAPAN



In my first year, I focused on providing local Japanese cultural experiences. But in my second year, I wanted to offer a deeper, life-changing opportunity—something students would carry with them forever. I reflected on how my own passion for cultural exchange began with a homestay in the U.S. when I was 12. I felt warmly welcomed and deeply connected—truly a once-in-a-lifetime experience.

So, we decided to carry out the very first Japan Study Tour for local high school students.

In October, we began information sessions, but turnout was low. After discussions with my supervisor, we changed ways to approach. Rather than hosting random public sessions, we reached out directly to school principals, requested permission to visit schools, and held information sessions during school hours. This built trust with parents and students. Following the sessions, we interviewed each student and their parents to ensure understanding and alignment with our goals.

Before departure, I conducted 8 sessions covering:

- Basic Japanese language and customs
- Student presentations about destinations
- Cultural etiquette and travel skills

Our itinerary included:

- 3 days in Tokyo
- 1 week homestay in Takamatsu
- 3 days in Kyoto



Although I had traveled to over 20 countries independently, leading students was a completely different experience. Initially, I felt pressure to be the “perfect” teacher, but I soon realized that leadership also means trusting and growing together. The students supported me just as much as I supported them.

Each morning during the homestay, we gathered for an hour of journaling and reflection. I cherished the questions they asked—“Why do Japanese people do this?”—because they mirrored the curiosity I once had.

One Japanese student at host school even told me, “I want to do what you do.” That moment made me realize the impact went both ways. Though I traveled with just 7 students, they were welcomed by over 800 students at the host school, along with their teachers and homestay families. And back in the U.S., they’ve shared their stories with families and peers, continuing the ripple effect.

This was not just a sightseeing tour. It was a journey of personal discovery, of seeing the world from new perspectives—and of realizing their own potential.

# IMPACT

IN NUMBERS

10,811  
PPL



reached out total 10,811 people in 2 years.  
Kindergarteners to Seniors.

112

ORG/GROUPS



collaborated with 112 organizations including  
elementary school to colleges, senior centers,  
local WFO, and companies.

316  
EVENTS



hosted/visited 316 events, workshops and  
classes in West TN to East TN and NC

\$8,650

DONATION/  
SPONSORSHIP



donation/sponsorship for my outreach  
activities from county, local committee and  
private school.

\* Not including reimbursement for the actual cost of materials

# LOCAL RECOGNITION

## Knox County

OFFICE OF COUNTY MAYOR GLENN JACOBS

February 21, 2025

Mana Muramatsu  
Asian Culture Center of Knoxville  
325 Hixley Street  
Knoxville, TN 37902

RE: Letter of Recognition

Dear Mana,

I first want to thank you for making the personal sacrifice to come to the United States and for your tremendous work with the Japan Outreach Initiative Programs in Knox County, Tennessee. From the weekly Japanese Culture Class to the Japan Horowitz Program, your work with the Japan Outreach Initiative has been tremendous in raising awareness about Japan in Tennessee.

You stated that "to my experience, people love culture exposure. I believe cultural experiences make our life more beautiful and enriched." I know that this is something that you live out each day. You make people in your country, and in those, your joy and excitement for sharing Japanese culture with others is infectious. For many Tennesseans, traveling to Japan is not a reality but through your activities, presentations, and hands-on experiences you give them the gift of cultural awareness without having to leave home.

The world can seem so large and our differences vast but working together, bridging the gap of cultural awareness, and sharing our similarities teaches us all so much. We have more in common than our differences and being able to learn more through your work with the Japan Outreach Initiative is an incredible opportunity for Knox Countyans. Thank you for your commitment to sharing with us and providing experiences to learn more about Japan.

I wish you continued success throughout the remainder of your stay in the United States and again am grateful for your hard work, dedication, and your friendship.

Sincerely,  
Glenn Jacobs  
Knox County Mayor

## City of Athens, TN

PROCLAMATION

WHEREAS, the City of Athens, Tennessee, is proud to have a resident who has made significant contributions to the community through her work with the Japan Outreach Initiative Programs in Knox County, Tennessee;

AND WHEREAS, Mana Muramatsu has demonstrated exceptional dedication and commitment to sharing Japanese culture with the community through her weekly Japanese Culture Class and the Japan Horowitz Program;

AND WHEREAS, her efforts in raising awareness about Japan in Tennessee have been instrumental in fostering cultural understanding and appreciation among the residents of Athens;

AND WHEREAS, her work has provided a unique opportunity for the community to learn more about Japan and its rich cultural heritage;

THE CITY OF ATHENS, TENNESSEE, hereby recognizes and honors Mana Muramatsu for her outstanding contributions to the community and her dedication to fostering cultural awareness and understanding.

Given Under the Great Seal of the City of Athens, Tennessee, this 21st day of February, 2025.

Mayor Glenn Jacobs

## Maryville College

MC  
MARYVILLE COLLEGE  
Center for Global Engagement  
Global Engagement Partner of the Year 2024-2025  
Mana Muramatsu

# SUSTAINABILITY

Sustainability is one of the most important—and most challenging—aspects of the JOI role. While we can bring cultural experiences during our two years, what happens after we leave? Who will continue to nurture what we've started? That question was always in my mind.



## THE CONTINUED CLASSES

In some workshops, I served as the instructor, but more often, I focused on laying a foundation that would last beyond my time. Fortunately, Knoxville has many knowledgeable and qualified instructors, which allowed me to entrust these programs to professionals best suited to lead them. Instead of doing everything myself, I sought out these experts who could lead the programs with confidence and consistency. I concentrated on the behind-the-scenes work: designing flyers, calculating minimum attendance and fee, sending reminders for classes and helping the classes if needed. This approach helped ensure that our host site could continue offering Japanese programs sustainably.

Some initiatives launched during my tenure include:

- A Japanese language course for local adults by Mahagi-sensei
- A Japanese Culture School in Knoxville for children by Asami-sensei
- A Japanese Calligraphy Club at the University of Tennessee by Eda-sensei

These programs now have dedicated instructors and growing momentum. By stepping back and empowering others, we were able to create something truly sustainable.

— When we involve others, we make things bigger, better, and longer-lasting.

## DONATIONS AND SPONSORS

As highlighted in the “Impact in Numbers” section, many organizations and institutions generously supported the outreach program through donations and sponsorships. Their contributions made it possible for me to continue providing meaningful opportunities for cultural exchange and education. I am especially pleased to share that one organization not only sponsored activities during my term but also committed to becoming a sponsor of the Knox Asian Festival in 2024—and even for 2025, after the end of my assignment. By becoming a sponsor, organizations receive benefits such as promotional booths and mentions on local radio, creating a mutually beneficial partnership.

I am truly proud that my outreach activities helped build lasting, win-win relationships and contributed to the financial sustainability of my host organization. While financial resources are not everything, ensuring long-term impact requires strategic efforts to maintain stability.

I would like to express my heartfelt gratitude for your generous support and for believing in our mission.

# CONCLUSION



I am deeply grateful to everyone who supported me on this journey. Being a JOI Coordinator came with many challenges—language barriers, cultural differences, and moments of uncertainty—but every kind word and helping hand gave me the strength to keep going.

I especially want to thank my incredible supervisor, Ms. Kumi Alderman. From the beginning, she believed in me. No matter what idea I brought, she always responded, “Yes! Let’s do it.”

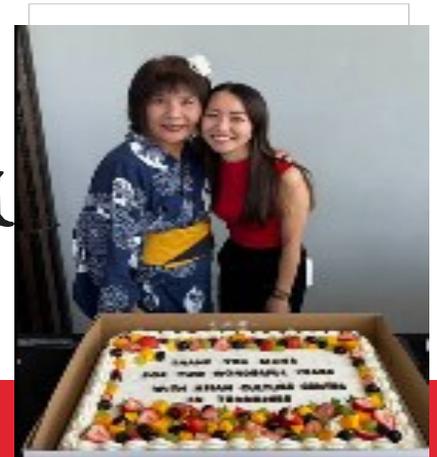
Her unwavering support, encouragement, and wisdom helped me overcome countless challenges. I’ll never forget when we had few sign-ups just a week before an event. I was nervous, but she simply said, “If no one comes, let’s just enjoy it ourselves!” That positive mindset gave me the courage to act—and the event turned out to be a success.

This is just one of many examples of her leadership and kindness. Even in moments of disagreement, she always listened with respect and reminded me that as long as we share the same mission, we’ll find a way forward. Her mentorship has been one of the greatest gifts of this program.

Through hundreds of events, I improved my English, leadership, and communication skills—but more than anything, I grew as a person. Serving as a JOI Coordinator at the Asian Culture Center of Tennessee has truly been an honor and a life-changing experience.

# COMMENT KUMI ALDERMAN

The Executive Director  
Asian Culture Center of Tennessee



It has been an absolute honor to serve as Mana Muramatsu’s supervisor during her two years as a JOI Coordinator.

Mana brought not only exceptional professionalism and creativity, but also deep compassion and dedication to every project she led. From developing a strong cultural presence at the Knox Asian Festival, to building trusted partnerships in Athens, and successfully organizing a homestay program in Japan for local high school students, her impact has been extraordinary. Her ability to connect with diverse communities and inspire others—both in Tennessee and Japan—has planted seeds that will continue to grow for years to come. Mana’s spirit, leadership, and heartfelt commitment to cultural exchange will always remain a part of our organization.

Thank you so much Mana! Please remember you have a Knoxville family here in TN who love & care about you very much!

Asian Culture Centr of TN Buget	FY2025 B
<b>REVENUE</b>	
Sales(Tickets Sale)	40000
Government Grant	10,000
Foundation	60,000
Corporations	95,000
TN state Grants	25,000
Local government	40000
Vendor Fees	30000
Individual Contributions	1,000
Festilva Sales	74000
Total CASH Revenue	375,000
Total In kind Revenue	25000
<b>EXPENSES</b>	
Salaries	
Director	47,000
Program Cordinator	6,000
Clerical/Accounting support	6,000
Grant Writer	3,000
Volunteer Manager	6,000
Personnel Totals	68,000
<b>Operational Expenses</b>	
General Office supply	1,500
Web Hosting	1100
Advertisement	200
Insurance	750
Phone	1740
Internet service	840
Total	6,130
<b>Festival Event Expense</b>	
Rent World Fair parks	18,000
Performing arts Fee	40,000

Volunteer t-shirt and food	5,000
Security Company Fee	20,000
Insurance	5000
Tent/table rental fee	15,000
Bath room rental fee	2000
VIP room rental and foods	2500
Advertisement	10,000
Poster Contest	500
Asian Film Festival	2,000
Comntracted work (Police, Secutiry )	30,000
Sytage Music & screen Equipemnt	5,000
	155,000
<b>Out reach Program Expense</b>	
Cordinator Support	5000
Rental office	6000
Apartment/ Home for Coordinator	11500
Foods and Gas	1000
Program materials	2500
Travel fee	2000
Total	28000
Total Expenche	257,130

**Statement of Activity**  
**Asian Culture Center of Tennessee**  
 January 1-December 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Income</b>	
Corporate Sponsors	150,650.00
Donations	30,220.72
Grant Income	98,548.00
Knox Asian Festival Sales	140,241.77
Vendor Fees Collected	84,312.78
<b>Total for Income</b>	<b>\$503,973.27</b>
<b>Gross Profit</b>	
<b>\$503,973.27</b>	
<b>Expenses</b>	
Administrative Costs	
Auto Expense	214.92
Auto Fuel Expense	361.69
Auto Repairs & Maintenance	1,140.64
Bank Charges	100.00
Education Fee	3,241.77
Insurance	5,941.46
Memberships & Subscriptions	2,573.73
Merchant Fees	4,469.29
Office Supplies	4,933.15
Parking	163.98
Phone	141.33
Postage	995.24
Professional Fees	8,090.00
Security	37.15
Software and Apps	1,180.69
Taxes Paid	20.47
Utilities	2,699.05
Web Hosting	1,816.74
<b>Total for Administrative Costs</b>	<b>\$38,121.30</b>
Asian Festival	\$0.00
Advertising/Promotional	27,089.08
Audio Equipment	3,750.00
Catering	9,140.00
Contract Labor	29,234.50
Fire Department Inspector	160.00
Insurance	6,547.07
Parking Space Rental	16,400.00
Performer(s)	12,062.80
Permits and Licenses	1,148.61
Photography	350.00
Project Supplies	12,745.77
Security	6,981.25

**Statement of Activity**  
**Asian Culture Center of Tennessee**  
 January 1-December 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Space Rental	840.49
Sponsor Communication Fee	607.90
Storage Rental Fee	18,449.29
Sumo Wrestling	28,023.15
Tables/Chairs/Tents Rentals	12,125.05
Travel	6,900.70
Volunteer Appreciation	885.00
<b>Total for Asian Festival</b>	<b>\$193,440.66</b>
Asian Festival Scholarships	8,048.00
Charity	953.00
Meals	8,623.13
Other Projects	
Assistant Director Payment	1,472.59
Japanese Speech Contest	3,100.00
<b>Total for Other Projects</b>	<b>\$4,572.59</b>
Outreach Program	
Communication	2,589.37
Contract Labor	8,256.00
Outreach Program Project Supplies	8,038.96
Outreach Program - Rent & other supports	6,650.00
Space Rentals	678.24
Tea Ceremony	1,450.97
<b>Total for Outreach Program</b>	<b>\$27,663.54</b>
Payroll Fee	1,375.00
Payroll Tax	9,133.50
Retirement	1,650.00
Salary & Wages	83,350.00
<b>Total for Expenses</b>	<b>\$376,930.72</b>
<b>Net Operating Income</b>	<b>\$127,042.55</b>
<b>Net Other Income</b>	
<b>Net Income</b>	<b>\$127,042.55</b>



**Inside of Knoxville**

Outstanding festival!!! Just keeps getting better and better!

21w [Like](#) [Reply](#) [Hide](#)

2

Knox Asian Festival replied · 1 Reply



**Kenton Yeager**

Awesome as always

21w [Like](#) [Reply](#) [Hide](#)

Knox Asian Festival replied · 1 Reply



**Jeri Sutton**

Thank you

21w [Like](#) [Reply](#) [Hide](#)

Knox Asian Festival replied · 1 Reply



**Bob Steiner**

I hope you can bring back the Japanese drummers next year, they are fantastic!

21w [Like](#) [Reply](#) [Hide](#)

3

Knox Asian Festival replied · 1 Reply



**Erica Hitchcox**

This was our second year to attend. Last year we spent more time visiting booths and this year more time watching the shows...both were wonderful experiences!! I got my first henna from the Bangladesh booth and it is beautiful! I have received lots of compliments today. Thank you so much to all who make this festival amazing and unforgettable!! Your time, effort, energy, and donations absolutely do not go unnoticed!! Keep up the great work!!

21w [Like](#) [Reply](#) [Hide](#)

2



**Sandra Brown Hitchcox**

Great time!!! Can't wait until next year!

21w Like Reply Hide



 Knox Asian Festival replied · 1 Reply



**Erica Hitchcox**

This was our second year to attend. Last year we spent more time visiting booths and this year more time watching the shows...both were wonderful experiences!! I got my first henna from the Bangladesh booth and it is beautiful! I have received lots of compliments today. Thank you so much to all who make this festival amazing and unforgettable!! Your time, effort, energy, and donations absolutely do not go unnoticed!! Keep up the great work!!

21w Like Reply Hide



 Knox Asian Festival replied · 1 Reply



**Chance Bishop**

Can wait for next year! We had an amazing time. Thank you for all the hardwork everyone put in to make this possible.

21w Like Reply Hide



 Knox Asian Festival replied · 1 Reply



**Tosha Hicks**

It was my first one and unforgettable experience i look forward to many more!! Its just so beautiful seeing cultures being celebrated and recognized 🥰🥰

21w Like Reply Hide



 Knox Asian Festival replied · 1 Reply



**Aimee Bridges**

Always such a blessing to be a part of this event and share our love of Knoxville's sister city- Muroran, Japan.

21w Like Reply Hide



**Kevin Tippens**  
Great time! Thank you

21w Like Reply Hide 

 Knox Asian Festival replied · 1 Reply

Top fan

前田 しげみ

Together we can make a difference, thank you for your support! 🌟 and I love all, I enjoy working with young generation and good teammates all volunteer. Again, I thank you for many young people come out help work through and keep up what you do and see you next year again ❤️ I love **Knox Asian Festival** しげみ

21w Like Reply Hide Edited

2 

 Knox Asian Festival replied · 1 Reply

Top fan

**Mucho Gusto 4 U**

What an Amazing Day 🥳

Loved working it but I would have loved to spend time enjoying it. Great Festival 🥳🥳🥳

21w Like Reply Hide



 Knox Asian Festival replied · 2 Replies

**Stacey M Diamond**  
It was great

21w Like Reply Hide 

 Knox Asian Festival replied · 1 Reply

**Amudha Vaz**

We had so much fun at our Indian tent. Can't wait to be part of this amazing festival next year!

21w Like Reply Hide

4  



Top fan

**Nonny Lumy Chong**

Always the best 🥰❤️🥰 thank you for all support staff of Asian Festival and thank you very much . Special thank you to **Kumi Alderman San**



21w Like Reply Hide

Knox Asian Festival replied · 2 Replies



Top fan

**Estrella C. Baldonado**

Enjoy the beauty of Asian culture 🇸🇬 We were there yesterday @ the Knox Asian Festival.! 🇸🇬🇸🇬🇸🇬🇸🇬🇸🇬

21w Like Reply Hide

Knox Asian Festival replied · 1 Reply



**Leslie Lampman Pratt**

Every year it just gets better!



21w Like Reply Hide

Knox Asian Festival replied · 1 Reply



**Jen Saver**  
Fabulous day!!!!!!!!!! 🍌🍌🍌🍌🍌🍌

21w Like Reply Hide 2 👍👎

Knox Asian Festival replied · 2 Replies



**Sandy Larson**  
We loved it! Thank you **Kumi** and everyone who had a part! My favorite is the entertainment! And of course the food is wonderful!

21w Like Reply Hide 2 👍

Knox Asian Festival replied · 1 Reply



**John Marklund**  
My wife (a newly arrived Filipina) enjoyed the Festival. Pleasantly surprised to see so many of "her people."  
See ya next year!

21w Like Reply Hide 1 👍

Knox Asian Festival replied · 1 Reply



**Jill Song**  
Can not wait to see all of you next year !!!!it is an amazing and fun festival! Love it soo much

21w Like Reply Hide Edited 3 👍👎👍

Knox Asian Festival replied · 2 Replies



**Ramona Gayaku**  
It was awesome **Knox Asian Festival** !! Thank you!! ❤️❤️❤️

21w Like Reply Hide 1 👍

Knox Asian Festival replied · 1 Reply



**Joy Webb Cude**  
It was wonderful to be at this event this year! From Sumo/Sushi on Saturday evening to all day events on Sunday, celebrating Asian culture's and traditions! Love this festival & forever fan of Sumo!!





**Jacque Rem**

Had an amazing time as always, thank you!

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Knox Asian Festival replied · 1 Reply



**Meme Bush**

My first in cultural booth!! It was chaotic fun ... always room for improvement for next time!!

21w Love Reply Hide



Knox Asian Festival replied · 2 Replies



**RJ Foster**

Had an Amazing time 😊

21w Like Reply Hide 2



Knox Asian Festival replied · 1 Reply



**Jennifer Ann Morrow**

Excellent festival!

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Knox Asian Festival replied · 1 Reply



**Chim Cheewasopit**

Can't wait for next year! 🎉 it was so much fun 🥳

21w Like Reply Hide



Knox Asian Festival replied · 1 Reply



**Sandy Xu**

Thank you!

21w Like Reply Hide



Knox Asian Festival replied · 2 Replies



**Cai L. Shafer**

Thank You!!!

21w Like Reply Hide 2



