



still
Spring **BLOSSOMS HERE**

2020 ANNUAL REVIEW

Press Conference – March 4, 2020

Jeffrey Reinbold, Superintendent, National Park Service - National Mall and Memorial Parks
Takehiro Shimada, Minister of Communications and Cultural Affairs, Embassy of Japan
Diana Mayhew, President and CEO, National Cherry Blossom Festival
Muriel Bowser, Mayor, Government of the District of Columbia
Greg O' Dell, President and CEO, Events DC



Ready, Set, Bloom!

As the cherry blossom trees were just starting to bud in early March 2020, the finishing touches were being finalized for the annual National Cherry Blossom Festival, scheduled March 20 to April 12.

Over three weeks and four anchoring weekends of fun cultural events, music, art, and engaging experiences were in store as DC was poised to embrace the coming season and welcome hundreds of thousands of visitors to the city for one of the world's greatest celebrations of spring.

Local businesses and restaurants brought the spirit of the Tidal Basin into neighborhoods through the collaborative City in Bloom campaign and Cherry Picks restaurant program. World-class Japanese performers were set to arrive for the Opening Ceremony co-presented with The Japan Foundation. Numerous entertainers and 14 of the nation's best marching bands were slated to parade down Constitution Avenue in the National Cherry Blossom Festival Parade® presented by Events DC. Award-winning professional kite flyers prepared to “wow” thousands at the Blossom Kite Festival presented by Otsuka America Pharmaceutical, Inc., and hundreds of community members were on deck to support the Festival through thousands of volunteer hours. An exhilarating closing weekend at Petalpalooza® presented by Chase, at the Capitol Riverfront, with 16 performances, more than 30 art and activity stations, and an epic fireworks display would close the Festival with a bang. The much-anticipated Pink Tie Party presented by ANA, was only 10 days away. Like the budding blossoms, the growing anticipation was reaching its peak.

Overlooking stunning views of the Tidal Basin, the dates for peak bloom were excitedly announced at a March 4 press conference where Mayor Muriel Bowser, the National Park Service, key media, and Festival stakeholders and sponsors gathered.

Then, less than 10 days before the Opening Ceremony, the National Cherry Blossom Festival began canceling its in-person events due to the COVID-19 global pandemic.

In just a few short days, what was to have been a live multi-week Festival began to take a new form. But what stood fast was the Festival's acknowledgment of the history and spirit of community that the Festival provides the city. The community still needed to commemorate the 108th anniversary of the gift of trees and celebrate the power of hope that they represent when they fill the city with blossoms each year.

Using a new format, the Festival retained the essence of an event series that is a pillar for ushering in spring, both in DC and globally.

For the 2020 Festival, the hope that the blossoms represented was a uniting force, demonstrating resilience and adaptability to take the events beyond the blossoms.

Bloom Where You Are Planted

EXPERIENCING SPRINGTIME TOGETHER, APART

Amid an environment of uncertainty, the Festival's dedication to its mission of embracing spring by enriching and unifying communities and cultures was paramount.

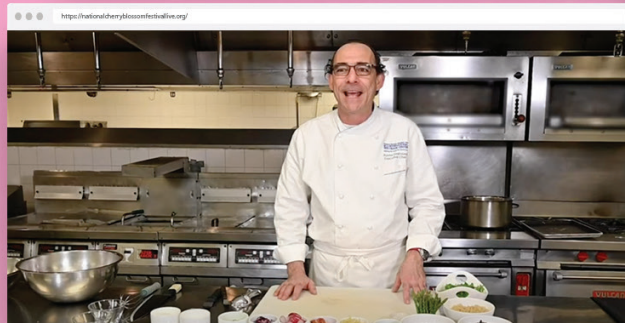
The Festival team sprang into action and worked with supporters, stakeholders, and media partners to quickly pivot—**essentially planning a second 2020 Festival.**

With support from locally based **VIVA Creative**, the team brought its program into the homes of participants around the region, country, and world on a **new digital platform.**

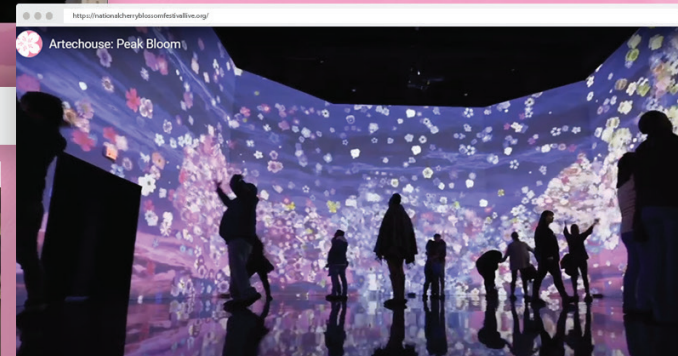
Each year, approximately 40 organizations present multiple events and activations, celebrating the spirit of the Festival across the region. While live events were canceled, many partners rose to the challenge and **produced video content** that was shared as part of the virtual Festival.



JWXperience, virtual Petalpalooza® performance



Xavier DeShaye, Executive Chef at the Ronald Reagan Building and International Trade Center demonstrates Pink Tie Party recipes



Artehouse shared their artistry with a behind the scenes tour of Peak Bloom

THE PLATFORM SHARED

28

CAPTIVATING VIDEOS

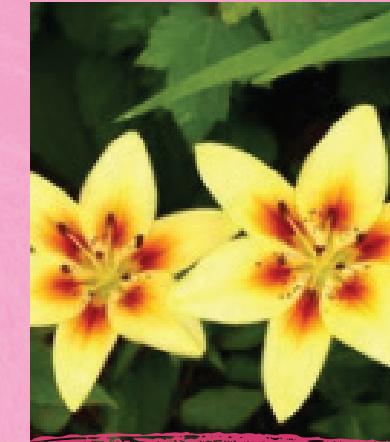
The first virtual National Cherry Blossom Festival engaged an audience of **HUNDREDS OF THOUSANDS** of participants from around the world.



"No one told the cherry blossoms the festival was canceled" #ShareYourBloom



Festival's own Petal the Garden Gnome



"Brighter Days are Coming" #ShareYourBloom

#ShareYourBloom

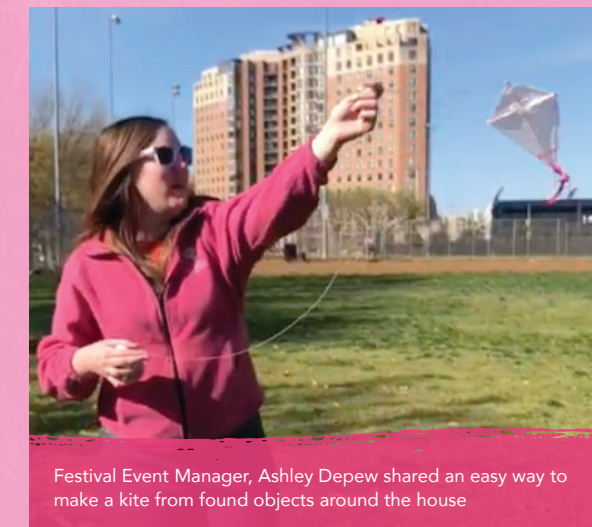
Festival fans celebrated spring by sharing pictures of blooming flowers in their community for a chance to win a Petal the Garden Gnome. The Festival team was delighted with not only beautiful photos, but **much-needed inspirational messages of hope and strength.**



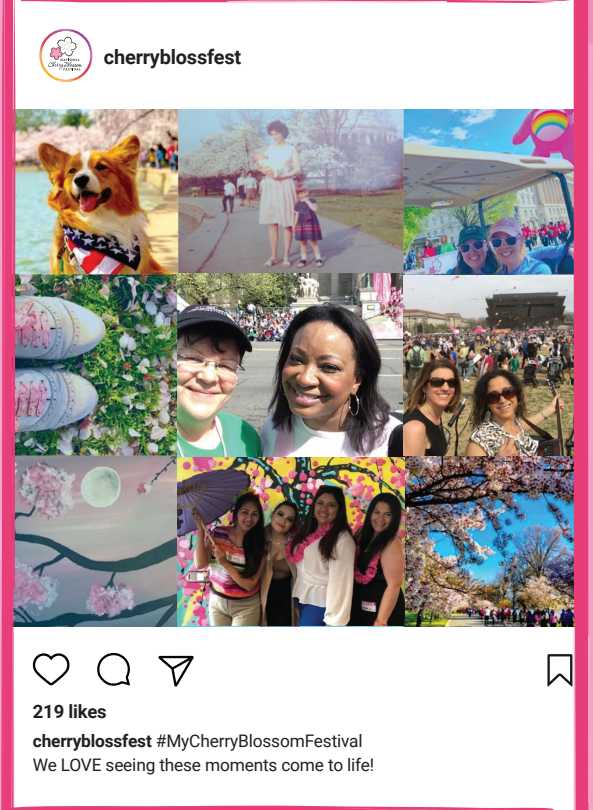
With stay-at-home orders still in place, the Festival turned house-bound blues to bliss with the **reintroduction of the "Blossom Kids" web page**, supplying an array of online games, crafts, and video tutorials.



Blossom art and artist



Festival Event Manager, Ashley Depew shared an easy way to make a kite from found objects around the house



#MyCherryBlossomFestival

Fans took a stroll down memory lane, sharing their favorite past Festival moments on social media.

Extraordinary Reach

The New York Times



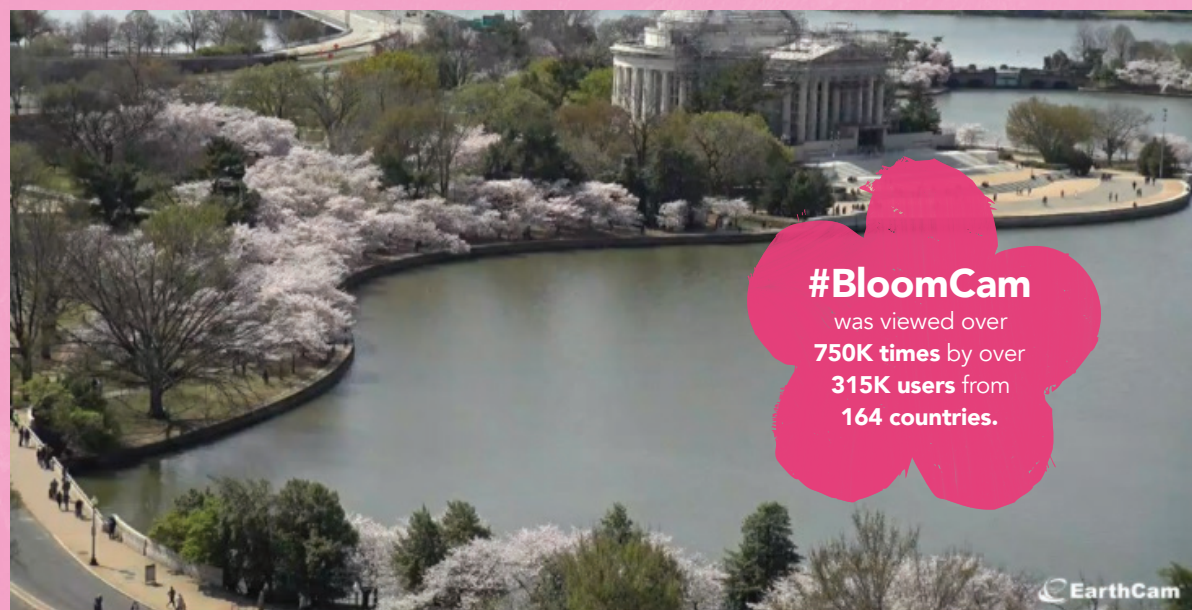
1) Washington D.C.

The U.S. capital makes for an engaging and varied virtual destination. Without leaving your sofa, you can commemorate the 100-year anniversary of American women winning the right to vote by visiting the Library of Congress's [online exhibition](#) about the suffrage movement, then click through another informative exhibition from [the National Archives](#). To explore the city further, [tour the buildings](#) around the Capitol, [wander through](#) the National Museum of Natural History, and explore the many online resources offered by [the National Air and Space Museum](#), [the National Gallery of Art](#) and [the National Museum of African American History and Culture](#). The annual Cherry Blossom Festival, which was due to run through April 12, has gone completely virtual. Visit the festival's website to take a video tour of the tidal basin and watch highlights from previous years.

The New York Times dubbed the Festival's Tidal Basin tour a "must-see" for those who wanted to tour the blossoms without leaving their couches.



Tidal Basin tour during peak bloom, led by Mike Litterst, National Park Service



#BloomCam

was viewed over **750K times** by over **315K users** from **164 countries**.

The Festival promoted the National Park Service and the Trust for the National Mall's joint installation of a BloomCam high above the Tidal Basin to offer fans a way of enjoying the blossoms from anywhere in the world.

The show must go on!

The National Cherry Blossom Festival Parade®, presented by **Events DC**, is one of the area's largest spectator events. This year, producers assembled a compilation of highlights featuring favorite performances from past years.



The Parade program was broadcast nationwide and aired locally on ABC7 and WJLA24/7.

The National Cherry Blossom Festival Parade® program was broadcast in

92.6%
OF U.S. MARKETS

Local and international media coverage and publicity

MORE THAN
3.5B
IMPRESSIONS

WORTH
\$46M
IN EARNED MEDIA



Diana Mayhew, Festival President, enjoys the Parade program at home

305 airings of the Parade Program were originally scheduled, but **final airings far surpassed that number as fans across the country tuned in!**

1,400
AIRINGS

3M
VIEWERS

Growth continued to be seen across the Festival's platforms

f
Facebook Followers
119k
+2.6%

t
Twitter Followers
15k
+6.3%

i
Instagram Followers
17k
+16.4%

e
Email Subscribers
28k
+16.8%

A Prominent Pillar

The brand prominence and appeal of the Festival is witnessed on the local and national level; present in creative visual campaigns and collaborative product partnerships.



EllaRue, winner of the retail window competition, small business category

Despite retail closures, the Retail Window Competition flourished. Online voting celebrated the artistry of local businesses and allowed consumers to vote for their favorite blossom infused window treatment.



Mr. Henry's Restaurant



Macy's Downtown, winner of the Retail Window Competition, large business category



The National Cherry Blossom Festival's cooperative partnerships further boosted the Festival's presence and visibility on both the national and local market levels.

Festival fans can take artwork with them when they're on the go. Metro printed 100K SmartTrip® cards featuring the 2020 Official Festival artwork. (Below)

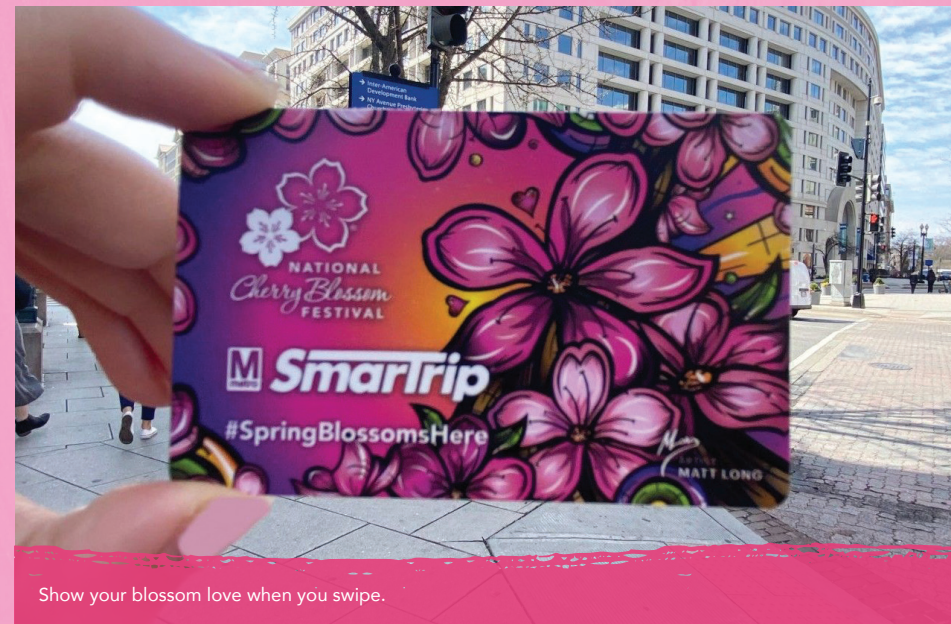


Blossom coolers sprouted up in grocers across the region

GT's Living Foods' limited-edition springtime kombucha, "Bloom," made a splash as custom cherry blossom coolers popped up in over 120 grocery stores across the region. (Left)



Dove® Midnight Fudge Cookie candy bar



Show your blossom love when you swipe.



Kendra Scott cherry tree charms for everyone!

Kendra Scott reintroduced its Cherry Blossom Tree Charm nationwide, contributing 20% of all online charm sales to support the Festival's mission. (Left)

SPRINGTIME RENEWAL THROUGH *Artistic Connection*

Community synergies were key to reimagining the 2020 Festival. Despite the outpouring of disappointment expressed over the cancellation of in-person events, devoted Festival fans showed immense support and appreciation for the opportunities to celebrate spring online.



Matt Long, a local Frederick Md. artist was chosen to create the Official 2020 Festival Artwork. His vibrant and whimsical design was unveiled at the Launch Event alongside Festival President, Diana Mayhew

A coloring page inspired by the 2020 Festival artwork was featured online and in the Festival's Official Guide, published in the Washington Post. The interactive element extended the artwork born in our backyard across the digital divide, creating a sense of community among festival fans, both near and far. (Below)

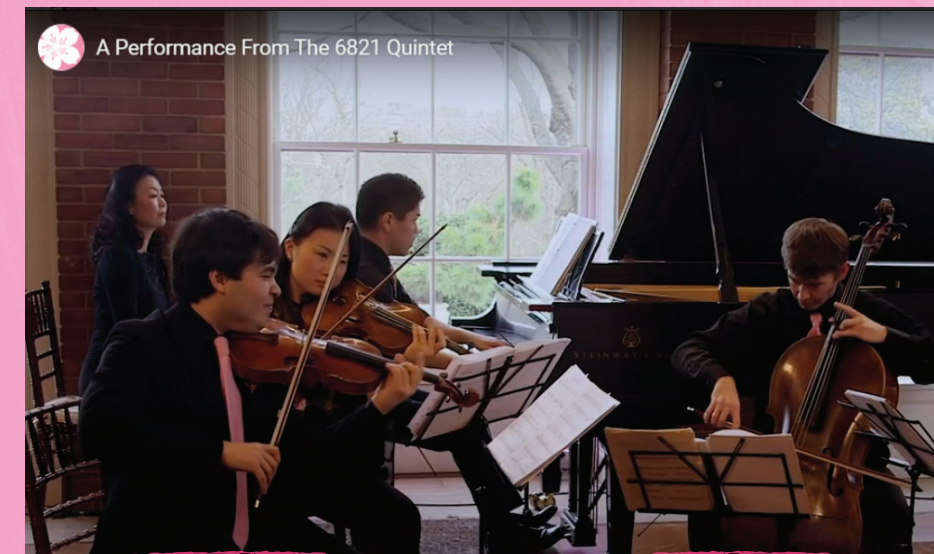


"With blooming regards, we are sending you 'our artwork' from Germany. I would love to create with you 'cherryblossomcommunity' around the world" -Hilia

The Student Art Contest, presented with the DC Arts and Humanities Education Collaborative was brought to an online platform this year. (Below)



"Best Friends Blossom," by Ty'ona B. of J.O. Wilson Elementary School, was voted the "People's Choice" award winner through online voting by the community



Performances by the 6821 Quintet provided with the support of the **Ryuji Ueno Foundation**



Sing Into Spring - January 27, 2020 Winning performers Aurora Martin and the GW Troubadours at the **Arena Stage**

VALUING THE PAST

Shaping the Future

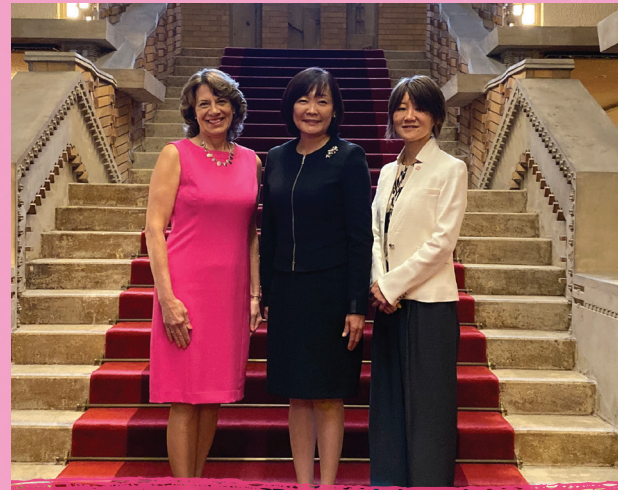
The 2020 Festival remained true to its legacy of cultural celebration, fostering international collaboration, and honoring the gift of trees and the lasting friendship between Japan and the United States.

"I believe that the cherry blossoms have the power to connect people - to move them and to enrich their hearts."

-A-NON, CHOREOGRAPHER WITH WHITE OUT TOKYO



White Out Tokyo, winners of Japan World of Dance



Akie Abe, spouse of the Prime Minister of Japan, greeted Festival President Diana Mayhew and Associate Reiko Hirai during their visit to Tokyo in October 2019

Despite not being able to travel to DC for the Opening Ceremony, the incredible presentations by the Japanese performers Naotaro Moriyama, Anna Sato x Toshiyuki Sasaki, and WHITE OUT TOKYO were one of the highlights of the digital Festival. They provided heartfelt messages from Japan to introduce their musical performances for the virtual Festival's Opening Ceremony.

To encourage learning about the history of the two nations' friendship, the Festival showcased Japanese culture through performances, historical videos, online kids' crafts, and other activities.



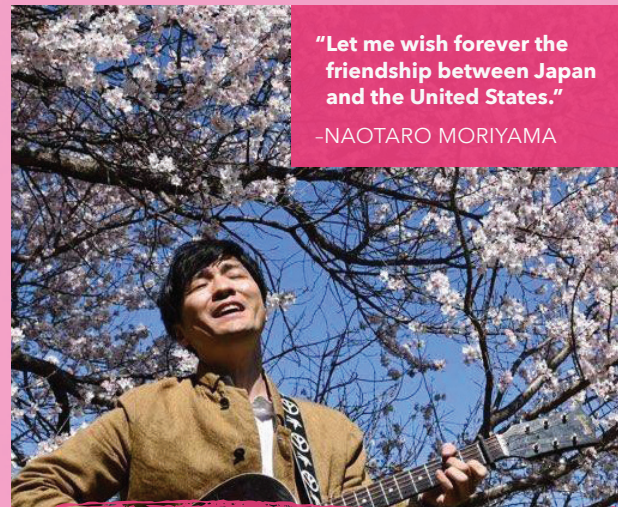
To celebrate the tenacity of local students, the Festival supported the 2020 Digital Japan Bowl, a Japanese language and culture competition, presented by the **Japan-America Society of Washington DC (JASWDC)**, by providing merchandise for giveaways and livestreaming the event on the Festival's social media platforms. The Festival's live stream of the event reached over 4,000 YouTube viewers. (Above)



Tree Planting, October 2019 Westgate Elementary School



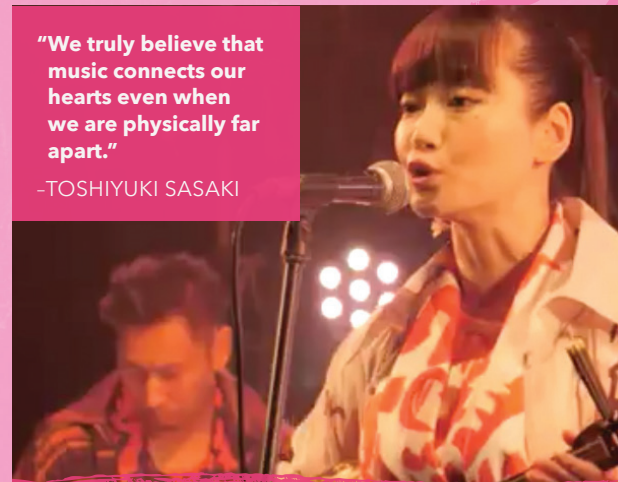
Tree Planting, November 2019 Lake Braddock Secondary School



"Let me wish forever the friendship between Japan and the United States."

-NAOTARO MORIYAMA

Naotaro Moriyama, performing his international hit "Sakura"



"We truly believe that music connects our hearts even when we are physically far apart."

-TOSHIYUKI SASAKI

Anna Sato and Toshiyuki Sasaki perform traditional Japanese Island Folk music



A Message from the Ambassador of Japan

His Excellency Shinsuke J. Sugiyama, Ambassador of Japan, shared an inspirational message of friendship



A portion of the proceeds from the Festival's annual collectible lapel pin supports the Cherry Tree Endowment.

The Festival proudly works with the Trust for the National Mall to raise funds that preserve and protect the iconic cherry trees by encouraging individuals and corporations to endow one of the 3800 cherry trees on the National Mall.



March 2020
Freedom Hill Elementary students celebrating early blossoming trees

When spring sprung, the blossoming trees inspired hope and connected teachers and students at home as they shared photos on social media.

With the generous support of ANA, the Festival collaborated with schools around the DC region to plant more than 30 cherry trees this past fall, bolstering the Festival's mission to inspire a love of nature and promote sustainability. (Above, Left)

2020 SPONSORS & SUPPORTERS

Leadership Circle

Events DC
All Nippon Airways (ANA)

Host Sponsors

Chase
DowntownDC BID
Mars, Incorporated
Ronald Reagan Building and International Trade Center Management Associates (TCMA, A Drew Company)

Special Thanks

Government of the District of Columbia
National Park Service
Sachiko Kuno Foundation
The Embassy of Japan
The Japan Foundation

Festival Associates

Destination DC
The Japan-America Society of Washington DC
The Jorgensen Law Firm PLLC

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Comcast
iHeart Radio
The Washington Post
NBC4 | Telemundo 44
Washington Business Journal
Washingtonian
The Washington Parent Magazine
The Washington Informer
Washington Blade
Orange Barrel Media
OutFront Media
CultureCapital.com
VisitorFun.com
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Friends of the Festival

11th Street Bridge Park
1331
Arena Stage at the Mead Center for American Theatre
ARTECHOUSE
Cherry Blossom Inc.
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D.C. United
Dai-ichi Life Group
DC Water
Earth Conservation Corps
Eastern National
Hotel Association of Washington, DC
ITOCHU International, Inc.
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Macy's
Milk Bar
Mitsui Fudosan America
Mosaic District
National Archives
NHK World-Japan
Restaurant Association of Metropolitan Washington
Smithsonian American Art Museum

Sumitomo Corporation of America Foundation
Take Five Meditation
Union Station
University of the District of Columbia
Visit Fairfax
Washington Metropolitan Area Transit Authority
Washington Nationals
Washington Wizards

NATIONAL CHERRY BLOSSOM FESTIVAL® EVENTS & PROGRAMS

Signature Events

Blossom Kite Festival presented by Otsuka America Pharmaceutical, Inc.
National Cherry Blossom Festival Parade® presented by Events DC
Opening Ceremony co-presented with The Japan Foundation
Petalpalooza® presented by Chase
Pink Tie Party presented by ANA and hosted by Trade Center Management Associates (TCMA, A Drew Company)
Tidal Basin Welcome Area and ANA Stage presented with the National Park Service

Premier Events

Anacostia River Festival produced by the 11th Street Bridge Park and the National Park Service
Cherry Blast presented by MGM National Harbor
SAAM Cherry Blossom Celebration produced by the Smithsonian American Art Museum
Sakura Matsuri - Japanese Street Festival produced by the Japan-America Society of Washington DC

Additional Programming

Cherry Picks Restaurants in partnership with the Restaurant Association of Metropolitan Washington
City in Bloom
Sing into Spring Competition
Student Art Contest and Show presented with the DC Arts and Humanities Education Collaborative
Goodwill Ambassadors Program

Festival Participants

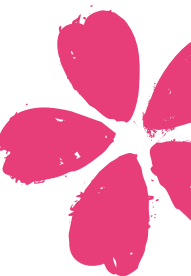
11th Street Bridge Park
ARTECHOUSE
Carpe DC Food Tours
Cherry Blossom Inc.
Children's Science Center Lab
D.C. United
District Winery
DowntownDC BID
Events DC
Frying Pan Park
Hirshhorn Museum and Sculpture Garden
Japan-America Society of Washington DC
Japan Information & Culture Center
Kendra Scott
Library of Congress
Macy's Metro Center
Meadowlark Botanical Gardens
MGM National Harbor
Miyako Taiko
Mosaic District
National Harbor
National Japanese American Memorial Foundation
National Park Service
National Turfgrass Federation
Office of the Arts and Torpedo Factory
Ryuji Ueno Foundation
Smithsonian American Art Museum
Smithsonian National Museum of Asian Art (The Freer Gallery of Art and Arthur M. Sackler Gallery)
Take Five Meditation
The Embassy of Japan and Blues Alley Society
The George Washington University Museum and The Textile Museum
The Japan Foundation
Visit Fairfax
Washington Nationals
Washington Wizards
Workhouse Arts Center



Launch Event - November 20, 2019
Erik Drucker, on behalf of Chase accepting a Silver IFEA Award for best single event within a festival, for Petalpalooza®, with Festival Executive Committee Chair, Rich Bradley and President Diana Mayhew



Launch Event - November 20, 2019
Chinyere Hubbard on behalf of Events DC accepting the Gold IFEA award for Best Full Length TV Program for the 2019 National Cherry Blossom Festival Parade®





Alison Starling, WJLA News, hosts the 2020 Parade Program

FESTIVAL AWARDS (IN RECOGNITION OF THE 2019 FESTIVAL)

Bestowed by the International Festival and Events Association

BRONZE: Grand Pinnacle
GOLD: Best Full Length TV Program
for the local broadcast of the National
Cherry Blossom Festival Parade®
presented by Events DC

GOLD: Best Media Relations
Campaign

GOLD: Best Commemorative Poster,
created by Simon Bull

GOLD: Best Pin, for the 2019
Commemorative Lapel Pin

GOLD: Best Overall Merchandising
Program, including custom pieces
inspired by the Official Artwork

SILVER: Best Single New Sponsorship
Opportunity, for Cherry Blast
presented by MGM National Harbor

SILVER: Best Event Within an Existing
Festival, for Petalpalooza® presented
by Chase

BRONZE: Best Organizational Website

BRONZE: Best Sponsorship Program
for an Individual Sponsor, for the Paws
& Petals Program with Mars Petcare

BRONZE: Best Volunteer Program

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Hilton Hotels

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Generator Washington DC

Georgetown Suites

Home2 by Hilton Woodbridge Potomac
Mills

Homewood Suites by Hilton DC, Capitol/
Navy Yard

Hyatt Regency Washington on Capitol Hill

Liaison Washington Capitol Hill

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The Alexandrian

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The Hotel at the University of Maryland

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Launch Event – November 20, 2019 National Cherry Blossom Festival Staff

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Jay Snap

Mark Tegethoff



Press Conference – March 4, 2020

Goodwill Ambassadors from left to right;
Rika Kaneshige, Marisa Morrison, Haruka Nibe, Scott Williams, Shule Chen, Mallory Vaughn



Springing Forward

A MESSAGE FROM FESTIVAL PRESIDENT & CEO DIANA MAYHEW

For many, spring and the National Cherry Blossom Festival bring a sense of vitality, hope, and renewal. While everything was changing around us, we remained rooted and unwavering in our dedication to our mission, values, and priorities and continued the tradition of embracing spring by enriching, unifying, and supporting our community.

This year, we continued to demonstrate the depth and breadth of the Festival's offerings and showcased groundbreaking programming beyond the blossoms. With a fresh approach to this unprecedented turn of events, we bloomed where we were planted. Despite incredible barriers and unforeseen limitations, the Festival drew new audiences and extended its global reach by increasing accessibility to Festival fans with virtual offerings and deepening local and global partnerships.

Looking forward to spring of 2021, the National Cherry Blossom Festival will:

- ✿ Foster public trust as the health and safety of our staff, attendees, sponsors and other Festival stakeholders is our first priority.
- ✿ Present a series of innovative, entertaining and engaging hybrid events and community outreach programs designed to incorporate both virtual and personal experiences while adhering to city and CDC guidelines.
- ✿ Emphasize inclusivity as a top priority, with most programming remaining free and open to the public.
- ✿ Leverage the Festival's brand and tradition by engaging with its extensive audience to support DC's economic recovery through the creation and promotion of revenue opportunities for local businesses.

We are profoundly honored by and greatly appreciative of the commitment of our staff and the loyalty of our stakeholders and partners. We joyfully and optimistically look forward to next year and the inspiring possibilities that the 2021 Festival holds.

Diana Mayhew

Diana Mayhew
President and CEO





NATIONAL
Cherry Blossom
FESTIVAL

#SpringBlossomsHere

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Washington, DC 20005

nationalcherryblossomfestival.org