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Henri B. Marchand
Director
Office of Cultural Affairs and Special Events

TO: Eileen Donoghue, City Manager *EMD*
FROM: Henri Marchand, Director
DATE: March 11, 2020
RE: C. Chau: Req. City Mgr. Provide A Report Regarding The Feasibility Of Holding A South East Asian New Year Event At The JFK Plaza In April

As a follow up to this motion I have met with Councilor Chau to review the intended scope of his motion and to offer suggestions for exploring and organizing such an event. While this April would not allow time to organize such an event we determined that a Saturday afternoon event in April of 2021 would be a reasonable target.

The goal is to bring together multiple Asian community groups that may not currently be involved in other events to create a “Pan-Asian” New Year festival that includes Indonesian, Thai, Myanmar, Nepalese and Lao communities. Working together, these groups could create a new and exciting festival showcasing their unique traditions and foods that adds to our rich list of cultural festivals.

Council Chau will reach out to the various communities to gauge their interest and secure their support for a joint organizing effort.

Cultural Affairs and Special Events welcomes the opportunity to advise the group once established and to identify and coordinate any needed city services as we do with other ethnic festivals and will work to minimize costs. JFK Plaza would make for a nice, central venue for this event with multiple options for vendor booths, music and performances.

We look forward to working with Councilor Chau to bring this idea to fruition.

Please let me know if you would like further information at this time.