

Subject: Asian Summer Food & Music Festival on the Water

Dear Downtown Development Board of Clearwater,

We are Chris Lee Chittarath and Sira Atchison, organizers of the Mega Night Market.

We are looking forward to bringing our high-energy traditional and cultural 3-day Asian Summer Food & Music Festival on the Water event to downtown Clearwater.

Our focus is providing family-friendly events for the community and accessibility for all. We strive to attract families by providing free activities such as face painting, bounce houses, and a petting zoo. When possible, we offer free entry and free parking so more communities can enjoy our events.

During COVID, we began our market at a nonprofit community center as the first Asian night market in the Tampa Bay area. Our goal of providing families opportunities to earn income as well as establishing a venue for the community to enjoy a safe and fun environment has fostered substantial growth over the years and allowed us to scale our events and achieve a following that look forward to our events and where we will be next. Mega Night Market hosts monthly, 3-day events as well as special events throughout the year, often in collaboration with different staples of our cities and communities. We have inspired many new competitors since we've started and have grown to be the largest and most popular Asian night market in the Tampa Bay area.

We boast great attendance with an average of 10k attendees to our monthly, 3-day markets. Our special events generate even greater attendance:

HAAPI Festival cohosted with the City of St. Petersburg (1-day event) 11k attendees

Lunar New Year cohosted with the Hardrock Casino & Hotel Tampa (1-day event) 9k attendees

Mid Autumn Festival hosted at Curtis Hixon Park (3-day event) 20k attendees

Grand Opening at the Win! Derby (3-day event) 25k attendees

As we host events to celebrate these special occasions, we attract both locals and tourists from around the US to join us in celebration. Our communities follow us from venue to venue contributing to our growth and the scope at which we are able to provide local businesses the opportunity for not only substantial, recurring business, but a customer base they may not otherwise be able to reach.

When a customer walks into a brick and mortar, they have the intention to support one business. When customers come to our events, they have the opportunity to support up to 100 businesses and their families.

The grant we graciously appeal for will enable us to host an event free to the public, allowing for greater access and higher attendance. Additionally, the grant will permit us to reduce vendor fees, an action that will be most welcome during these uncertain economic times. Overall, it will assist in hosting a memorable event bringing in diverse communities to explore downtown Clearwater.

The Asian Summer Food & Music Festival on the Water would be the perfect way for families to end the summer, creating lasting memories in downtown Clearwater while leaving the desire to return.

We are looking forward to showing the Downtown Development Board the value of partnering with the Mega Night Market and delivering our contributions to the city.

Please feel free to reach out directly.

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