



LITTLE SAIGON TẾT PARADE ASSOCIATION
TAP THE CHIEN SI VIET-NAM CONG-HOA HAI NGOAI
(Assembly of Republic of Vietnam Veteran Associations Oversea)
VIETNAMESE AMERICAN FEDERATION OF SOUTHERN CALIFORNIA

SUMMARY:

Little Saigon Tet Parade Association – a 501-c3 non-profit association, Tap The Chien Si Viet-Nam Cong-Hoa Hai Ngoai (Assembly of the Republic of Vietnam Veteran Association Oversea – a 501-c3 non-profit association, (here-after abbreviated as *Tap The Chien Si* or TTCS), and Vietnamese American Federation of Southern California (here-after abbreviated as VAFSC) would like to submit this proposal to the City of Garden Grove to organize the 9th Tết Parade in Garden Grove on the 2nd Lunar New Year day, that is Saturday February 13th, 2021 from 9am to 12pm.

The event will be similar to the 2020 Tet Parade in Garden Grove which had taken place on January 26th, 2020 of this year on Westminster Avenue. In addition to the parade, to brighten the spirit of Tet Celebration for all, we would like to request a partial use of the Garden Grove Park and/or Atlantis Playground for a one-day concert and displays of the parade floats for children and family members to take pictures, enjoy music. Details to be planned with City staffs.

Just as with the 2020 Tet Parade, Little Saigon Tet Parade will be reimburse the City for all City related cost and will be paying the full deposit amount at the date specified by the City.

LITTLE SAIGON TẾT PARADE:

1. **Event Time:** 9am – 12pm Saturday February 13th, 2021, (the 2nd day of Lunar Year of the Buffalo – Tân Sửu)
2. **Parade Route:**
 - a. **Option 1:** Westminster Avenue, Garden Grove – From East of Brookhurst to Taft Street.
 - b. **Option 2:** Westminster Avenue, Garden Grove – From West of Brookhurst to Atlantis Street.
3. **Special Opening Ceremony:** We plan to have three sky-divers with large USA South Vietnamese flags diving, and sponsor flag
4. **Cost to the Public:** The event is FREE to the public to watch on both side of the street and also be free for those who want to enter the Festival area. Paradee will pay a small fee for each group of up to 75 people.
5. **Budget:** \$150,000 to be funded by donation from businesses and individuals.
6. **Estimated Number of Participants:** With much large parking availability of so much more shopping centers at Westminster/Brookhurst shopping centers,

and .at Westminster/Magnolia, comparing to the Bolsa Avenue stretch between Magnolia and Bushard, plus ease of asset to local street parings even during street closure as both Magnolia, Bushard, and Brookhurst remain opened, we expect a bigger crowd will line up along both side of Westminster Avenue and in the Garden Grove Park to celebrate the new year and watch the parade.

- a. **Paradees:** 5,000 people in the parade, 100 groups, 12 floats, 5 to 10 marching bands,.
 - b. **Local Viewers:** 10,000 – 15,000
 - c. **Worldwide Viewers:** 20 million people via local TV channels, Facebook and YouTube live streams.
7. **Benefits to Garden Grove City:**
- Merchants especially restaurants and tea/coffee house will see boosted revenue as dozen thousands of potential customers lining the parade route in past parade have driven up sale revenue.
 - The Parade will boot Garden Grove brand ID as tens of millions world wide will view the parade on-line and local/network TVs. Twenty million viewers worldwide can be a huge potential for tourism growth to city of Garden Grove.

Contact:

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