



SFCDMA COMMUNITY FUND



PROPOSAL | MARCH 2021





# WE ARE THE CHINATOWN MERCHANTS ASSOCIATION

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Founded in 1988 by May Louie, the San Francisco Chinatown Merchants Association (SFCMA) is an independent community organization dedicated to the revitalization of commerce and tourism in one of America's most unique historic neighborhoods. In 1991, shortly after the devastating Loma Prieta earthquake which destroyed the direct freeway link to Chinatown, SFCMA held our first Autumn Moon Festival. Through our annual sponsorship of tradition-based events like the Annual Autumn Moon Festival, the SFCMA seeks to help visitors and locals alike appreciate the rich cultural heritage of Chinatown and all those who live and work in the neighborhood.

# WITH THIS GRANT

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1. **MARKETING** - Historical project with QR code to add another experience for tourists and locals.
2. **ART INSTALLATIONS** - Art to cover vacant storefronts, attractive Chinatown signage, unique and colorful images on Grant Avenue intersections.
3. **FUNDING COMMUNITY EVENTS:**
  - 1) Explosive visual art light show showcasing the iconic Trademark building.
  - 2) Popular annual Autumn Moon Festival street bazaar.





THANK YOU



EVA LEE, CHAIRPERSON

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