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**Organization:** HAIBAYO Cares 501c3

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**Name:** Jennifer Pham

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**For which project type are you applying? (Choose one – You may apply for more than one type of assistance by completing a separate application form.)** Transit Station Activation Project (pilot program)

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**Transit Station Activation Project**

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**Describe your proposed activation project:**

The Argyle Mid-Autumn Moon Festival intends to add cultural value and meaning to the Asia on Argyle district in Uptown by celebrating the second-most important holiday behind the Lunar New Year from many different Asian countries. As music and performance will be the primary focus of this event, and as second-generation Vietnamese American community planners and organizers, we are in a unique position to include a diverse line-up of multi-generational, multicultural musicians and performers. The main purpose behind this proposed festival is not only to culturally share our stories, traditions, and heritage, but to create a lasting community impact. The Asia on Argyle community was first faced with 2 years of the shared streetscape project, where many businesses suffered financially, some even closing. The COVID-19 pandemic left an even harsher reality as many businesses faced a duality of challenges - the pandemic itself, and the anti-Asian hate stemming from the pandemic. As the CTA is starting the Red-Purple line modernization project beyond 2024, with Argyle Street at the heart of the construction, there will be even more barriers and roadblocks that these businesses face. We hope that this festival shines a spotlight on the area and reminds people to continue to support the 40+ year community built by immigrants and refugees trying to make a new home for themselves in a new land. To be able to carry on our family's legacy, and our community's legacy into the future is our true aim.

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**Where will the project take place? (State the name of the transit station or stop and the specific location where the activation project will take place. Please also note the name of the property owner if not on Service Board property.)**

The proposed Mid-Autumn Moon Festival, to take place in September 2024, will take place on Argyle Street, from Broadway to Winthrop Ave. The future Argyle Red Line station will reopen within this location.

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**How much funding are you requesting? Please detail the expenses (estimates are fine).**

We are requesting \$20,000 to host this festival consisting of cultural performances, arts and crafts vendors, and multi-cultural, multi-generational programming in the heart of the Asia on Argyle District.

**BUDGET**

Licensing & Permit & Insurance - \$1,000

Equipment - \$5,500

Performances - \$8,500

Staffing - \$5,000

TOTAL = \$20,000

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**What is the timeline for this activation? (i.e. What is your thinking about the time of day, day of the week, month, for your proposal)**

We plan for this event to take place on September 20th and 21st, 2024.

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**Will the project process include activities in which the general public will be invited to participate? If so, please describe:**

This proposed project is open and free to the public to engage. We plan to not only have performances for audiences to take in but there will be participatory programming throughout the 2-day event. We aim to have opportunities for audiences to engage in learning experiences through the cultural arts. We aim to have cooking demos, cultural dance learning sessions, healing sessions, as well as participatory art boards for community members to engage in sharing their experiences.

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**Is your organization currently in communication with the relevant transit agency and/or property owner? Do you anticipate needing assistance in making contact?**

The main organizers of the event will be opening a brick-and-mortar at 1132 W Argyle Street within the coming months, just steps away from the future renovated Argyle Red Line station. Both organizers are connected to the Uptown Chamber of Commerce, as staff and board members. Through our community leadership work in the community, we have connections to local property owners as well as CTA representatives.

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**Describe any experience you have with implementing something similar to your proposal:**

HAIBAYO Cares has previously hosted two years of outdoor festivals in the Argyle community. In 2021, HAIBAYO hosted the Argyle Activation Walk in May and the Mid-Autumn Moon Festival in October. In 2022, we hosted the Mid-Autumn Moon Festival on September 10, 2022, and the Argyle Activation Walk on October 8, 2022. We took a year off in 2023 to work on the build-out of our brick-and-mortar cultural event space business at 1132 W Argyle and are resuming programming in 2024. We are hosting an event on the corridor on May 18th, in honor of AAPI month that will have programs activating the street. We are also in partnership with Uptown United to curate programming for 2 of the Argyle Night Markets in July and August of 2024. We have experience in organizing such events.

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**What resident or community support do you have or would like to gain for the proposed activation?**

We already have established partnerships and support from the 48th Ward, local block clubs, supporting businesses, and also the Uptown Chamber of Commerce and Uptown United. We also work closely with Chinese Mutual Aid Association as they were our fiscal sponsors prior to obtaining 501(c)3 status. All of our events are in partnership and collaboration with local institutions that have a strong history and impact in the area. We will continue to maintain those partnerships in all events and activations moving forward.

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**Is there any additional information you want us to know?**

We were previously grantees of the Chicago Presents Grant from DCASE. The DCASE Community Healing grant, and in partnership with Qideas, a local business at the DPD Chicago Recovery Grant to build out space on Argyle. Lastly, all three of the core organizers of this event have been part of Choose Chicago's Uptown documentary sharing history, culture, stories of the Argyle Area. Our aim is to continue the cultural preservation of the Asia on Argyle community through various facets.

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**Please upload a map of where specifically the activation will take place:**

<https://www.formstack.com/admin/download/file/16101816889>

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## **Closing Questions**

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**How did you find out about the call for projects? (Select all that apply)**

Other: Word of Mouth

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**What resources did you find helpful as you apply for the call? (Select all that apply)**

Web page FAQ  
Receiving assistance from CMAP or RTA staff  
Technical assistance flow chart

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**How difficult was it to fill out this application?**

Somewhat easy

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