75 N.W 167TH STREET
NORTH MIAMI BEACH, FL. 33169
PHONE: 305-655-2222 • FAX: 305-655-1166
WWW.MEGANAVAL.COM

03/26/2012

Mr. Steven Johnson, City Manager of North Miami
776 NE 125th Street, Second Floor
North Miami, FL 33161

Mr. Steven Johnson, City Manager of North Miami:

Radio Mega (1700 AM) is an Arbitron Rated 24-hour Station which has been serving the Haitian Community for 10 years providing: Haitian news, local news, politic, music, talk shows and support especially during natural disasters such as hurricanes and earthquakes. My name is Alex Saint Surin, President/CEO of ***Radio Mega*** with 38 years of experience in the broadcasting industry.

Carnival or Mardi-Gras is one of the most sacred festivities in the Haitian community, where many Haitians from all over the world, particularly in the US, travel to Haiti to partake in this cultural celebration. This event is celebrated with all sorts of spectacular venues such as: floats, beauty pageants, elaborate costumes, seductive music and streets dancing. The most important element in carnivals is the music. For over three decades, those of us who could not travel to Haiti would go to Brooklyn, New York to participate in the celebrations.

The State of Florida, specifically South Florida has almost the same concentration of Haitian Nationals as New York. Being in this unique situation ***Radio Mega*** has heard the voices of the people reaching out by internet and other broadcasting partners that the Haitian people intend to maintain their traditions. In this spirit, I have gathered a team of professionals to materialize the wishes of the community and would like to request the support of the City of North Miami to bring this one-day ***North Miami Meganaval*** to all the people in this beautiful and multicultural city on Sunday, September 2, 2012 (before labor day). At a convenient time, we would like to address the distinguish members of the Council and/or all that maybe involved into bringing this dream to reality.

Respectfully

Alex Saint Surin

RECEIVED
APR - 4 2012
CITY MANAGERS
OFFICE

M

75 N.W 167TH STREET
NORTH MIAMI BEACH, FL. 33169
PHONE: 305-655-2222 • FAX: 305-655-1166
WWW.MEGANAVAL.COM

PROPOSAL FOR THE NORTH MIAMI MEGANAVAL:

The city of North Miami is one of the most ethnically diverse City in the country with a high population of Haitians who had made it their homes for well over two decades. Haitians everywhere make a yearly pilgrimage to Haiti to celebrate its Carnival which is one of the most cultural celebrations. As in direct result of the numbers of Haitians working and living in the City , many people reaching out to Radio Mega by telephone, internet and other broadcasting partners stating that the Haitian people want to maintain their traditions. The management of Radio Mega believes that this carnival will be directly tied to the Mission of North Miami which is "to enhance the quality of life, environment and safety of its citizens".

1. Therefore, we are proposing to the City of North Miami to consider granting us the opportunity to organize the NORTH MIAMI MEGANAVAL, which is a one day event not just for the Haitian Nationals but for all the residents of the city on Sunday (Labor Day Weekend) September 2, 2012. Between the hours of 12:00 pm to 8:00 pm.

2. Location will be on 125th Street from Griffin Road to NE 12th Avenue.

3. We would like to propose the continuation of this event for at least 5 consecutive years starting 2012 through 2017.

4. We anticipate that the City will benefit financially and culturally, since people will come not only from Florida as a whole, but from other states such as: New York, New Jersey, Massachusetts, Illinois, and Georgia to participate in this event, since we intend to market and advertise the event in these states.

5. We are asking the City of North Miami for a sponsorship in the amount of $270,650, which will cover half of our expenses. Any funds not used will be return to the city.

6. The other half of the funds will be raised by other sponsors doing business in the community and vendors that will participate in the event.

7. ***Radio Mega*** will be responsible for the total management of the project including and not limited to the following:

    - Contacting and negotiating with all the sponsors.
    - Hiring all the bands

- Negotiating all the equipment rentals
- Make sure that all costumes are done and delivered on a timely manner.
- All airlines and hotel arrangements are made for the non-local bands
- All the Marketing and Advertising.

8. Cautiously, we anticipate the cost of this event to run:

Sound Systems (6 complete sound systems)	$110,000
Float Material and Labor	$100,000
Media (radio, TV, newspaper, Internet, fliers)	$73,500
4 flat beds	$15,000
Band Fees (6 bands)	$78,000
Generators (6)	$3,300
Portable toilets (30)	$6,000
Costumes	$70,000
Hotels and accommodation 2 nights for non-local bands	$20,000
Police and security	$40,000
Salary for Staff and helpers	$10,000
Stand for dignitaries	$5,500
General Liability insurance	$3,753
Total	**$538,053**

A more detailed financial projection will be submitted at a later date. Until then, we at *Radio Mega* remain extremely grateful.

Alex St Surin