

SEP-25-2003 13:45

HARVARD SQ BUSINESS ASSOC



The Harvard Square
Business Association

Taking Care Of The Square

WWW.HARYARDSQUARE.COM

2003-2004
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Honorary Board Member
Sheldon Cohen
Former HSBA President

HSBA Staff
Robin Lapidus
Executive Director

Jennifer Martindale
Assistant Director

September 22, 2003

Cambridge City Council
c/o City Clerk's Office
Cambridge City Hall
795 Massachusetts Avenue
Cambridge, MA 02139

Dear Members of the City Council:

I am writing on behalf of the Board of Directors of the Harvard Square Business Association to ask for your permission to hang two temporary banners announcing our annual **Oktoberfest in Harvard Square** on Sunday, October 12th, 2003 from Noon to 6:00 p.m. We are so pleased to see banners hanging again in Harvard Square and thank you for your consideration in making that happen.

This year's **Oktoberfest** is our 25th annual festival! The event showcases a wealth of Cambridge craftspeople, business owners, and entertainers and a mix of outside vendor. We invite the departments of the City of Cambridge who do community outreach to join us in providing our attendee's with a fun and enlightening experience of Harvard Square and our great City.

This event, along with the Harvard Square MayFair, provides the HSBA with a substantial percentage of its annual operating budget - our events permit us to do marketing efforts beyond the scope of our membership dues. We have greatly appreciated the City's help in improving the event over the years and hope that you will allow us to hang our banner.

Regarding the specifications of the banners:

- **Specifications:** Our temporary banners are 4' x 25', made of 14oz. vinyl, has wind cuts and will be hung in locations based upon the discretion of the City Council and the Department of Public works.
- **Design:** The banners only state the event, date, and time as well as the sponsor logos. This year's sponsors include: Nantucket Nectars, Fitz Inn Parking, Charles Riverboat Co, Entercom, and the Boston Phoenix.
- **Raising of Banners and Maintenance:** The HSBA's bonds are renewed automatically and are on file at the DPW.

Thank you for considering our petition to hang banners announcing this community tradition. We hope to see you at our event!

Sincerely,

Robin Lapidus

TOTAL P.02

H134

Application & Petitions #5

An application was received from The Harvard Square Business Association, requesting permission for two temporary banners at JFK and Mount Auburn Streets and across Massachusetts Avenue in front of City Hall announcing Oktoberfest.

In City Council September 29, 2003

**APPROVED BY CITY MANAGER
ON SEPTEMBER 30, 2003**