

**Green Street Productions
280 Green Street
Cambridge, MA 021349
617-868-3247**

June 14, 1998

David Hoicka
10 Lopez Street
Cambridge, MA 02139

Dear David,

The Central Square World's Fair did take place on Sunday, June 7th, and thousands of people attended. Also, thousands of people had a good time in spite of the rain. No one approached us before the fair and asked for their money back and/or told us it was going to rain. In fact, the Boston Globe weather report did not mention rain. The World's Fair committee made a decision based on expert advice to go on with the fair at 6:00 AM. The reports for the following weekend, our rain date, called for hurricane rains and flood watches. So we decided to go forward with the Central Square World's Fair.

After 2:00 PM we postponed the fair and contacted local and national weather services that assured us that the passing rain showers would end. We continued the fair at 3:00 PM and sometime before 5:00 PM were forced to end the fair because of more rain.

As I explained to you on the telephone, once the fair began we were obligated to pay for all stages, sound equipment, toilets, city fees, etc. So, your memo to the city council is inaccurate and dishonest.

You know we gave out free spaces. In fact, last year you got a free space for the Lucy Parsons Book Store and violated the rules of the fair and the trust of the committee by renaming the space the Central Square Neighborhood Coalition. This year you were the only person we turned down for a free space because you are a political candidate. All political candidates were charged a fee.

Your thinking that we sold 247 spaces for booths, at the cost of \$225 per booth for an income of \$55,575.00, shows that you can multiply, but not add. You could see on the day of the World's Fair that there were many empty spaces. We did not sell anywhere close to 247 spaces. In fact, we sold less than 170 spaces.

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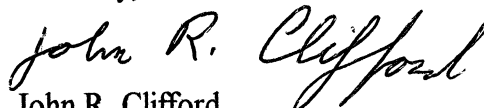
Our income was not \$55,000 from booth space but \$34,000. From our sponsors we received \$33,500 for a total income of \$67,500. Our expenses were: \$18,500 for bands and musicians; \$15,275 for rental equipment, (stage, sound, toilets, etc.); \$9,300 for city fees, including police, fire and license fees; \$2,000 for scholarship for Cambridge public school students; \$21,530 for administration costs (last years expenses, CSBA fees, advertising, postage , photography, electricity, bank fees; this brings the total expenses to \$66,605. We were left with \$895.

Therefore, I answered you correctly and truthfully by telling you there was no money to conduct another fair. I request that in the future you should be more morally correct and principled. Please do not use the city council to attempt exposure for your political campaign.

David, in order to conduct the Central Square World's Fair many volunteers, including myself worked hundreds of hours over the past six months. All of us wanted the fair to go on and we were stunned and disappointed with the rain.

As I have said in the past, I don't think that we are in competition with the River Festival, the Caribbean Carnival, the May Fest or October Fest. I think these fairs and festivals are good for Cambridge. I would encourage you as leader of the Central Square Neighborhood Coalition or any other group to organize your own festival. But please do not attempt to ruin the Central Square World's Fair. Thank you.

Sincerely,



John R. Clifford
President

cc: Cambridge City Council

Rain Floods Worlds Fair. Sunday June 7 was a washout, a flood for those who were there. Weather forecasts I reviewed predicted rain for Sunday afternoon, and indeed, the rain was heavy almost from the start, shutting down most booths, canceling most performing groups, and causing the program to be canceled. In fact, booths were being dismantled to protect them from the rain starting early in the afternoon. Attendance in the rain was sparse, and some media outlets reportedly announced last Sunday's fair had been canceled due to rain.

Promised Rain Date Ignored. The producer's press releases, vender and performer contracts announced a rain date for Sunday June 14. The producers have now refused to honor the rain date, claiming the worlds fair "was indeed held on June 7". Despite the large income, Mr. Clifford claimed to me he had "no money" to pay Police for details for the scheduled rain date, and therefore refused to conduct the rain date.

Although the rain was gushing and the music was shut down, Mr. Clifford persists in claiming that the Worlds Fair "actually took place", and there should be no rain date. He hopes thereby to save about \$5,000 of the \$75-100,000 he took in. By doing so, the little people, the small vendors and exhibitors like the First Baptist Church, are all hurt.

This is penny-wise and pound foolish, since he would receive good public relations by conducting the rain date – but complaints, disappointment and bad feelings by continuing to claim the Worlds Fair "actually took place" as promised.

Please Help. Therefore, I request the City Council use its moral and political influence with John Clifford and his Green Street Productions, to encourage him to reschedule the rain date to protect the 247 exhibitors and the people of Cambridge.



David Hoicka,
547-4000

cc. John Clifford



**SUNDAY, JUNE 7
CENTRAL SQUARE WORLD'S FAIR**

May 14, 1998

FOR IMMEDIATE RELEASE

For further information contact:
John Clifford or Lilli Dennison at (617)868-3247

RAIN
DATE

Don't forget—The eighth annual Central Square World's Fair is coming up on Sunday, June 7, 1998 from 1-6 p.m. (Rain date: June 14th). Below is a *partial* schedule with featured entertainment—note the great line-ups, including two great rock & roll Main Stages, a Gospel Stage, and Latin and Caribbean stages. Central Square will be closed to motor vehicles, with Norfolk St. becoming the Caribbean Street, Temple St. the House of Blues Street, Brookline St. the Latin Street, Pearl St. the Dance Street, Essex St. the Children's Street, and Douglas St. the Kaiju Big Battel Street. A Basketball Tournament will be held in the parking lot behind Fleet Bank on Massachusetts Ave.

'98 Central Square World's Fair Advance Schedule

- Main Street Stage:** The Jeff Robinson Trio, Laurie Geltman Band, Wooden Leg, Morphine, Rebirth Brass Band (from New Orleans);
- Sub Pop Stage:** Mike Ireland and Holler, The Blue Rags, Damon & Naomi, Six Finger Satellite, Les Savy Fav;
- Latin Stage:** Tolino, Kilombo, Ajidewe Son, Babaloo, Team Malin;
- Sir Cecil's Caribbean Stage:** Kolors, GoJam Vibration, Pressure Cooker, Jack Lee Diversity, Vibewise, Riddle Band;
- Gospel Stage:** hosted by Shorty Baker of the Silver Leaf Gospel Singers of Boston;
- House of Blues Stage:** Chris Korwin Band, Mickey bones Revue, Tarbox Ramblers, Entrain, Chris McDermott & His Wild Combo
- Dance Stage:** Anna Myer and Dancers, Dances by Isadora;
- Kaiju Big Battel Stage:** Monster Wrestling Spectacle
- Children's Stage:** Ha'penny Theatre, Alice Johnson & Andy Holiner, Li Min Mo, Brother Blue, Duncan Dance.

All performances are subject to change—please be on the alert for updated schedules!

GREEN STREET PRODUCTIONS, INC.
280 Green Street, Cambridge, MA 02139
Phone 617-868-FAIR FAX 617-492-7944

JUNE 1998 CENTRAL SQUARE WORLD'S FAIR VENDOR APPLICATION

④
RAIN DATE

Register me for Sunday, June 7, 1998 (and/or the rain date Sunday, June 14), for the following space(s):

Sale Items	Size	#of spaces	Fee + City License Fee	Total	Total Enc.
Crafts/Other	10' x 18'	_____	\$290+\$10	= \$300	\$ _____
Crafts/Other	10' x 12'	_____	\$240+\$10	= \$250	\$ _____
Crafts/Other	10 x 10'	_____	\$165+\$10	= \$175	\$ _____
Food*	10' x 18'	_____	\$290+\$35	= \$325	\$ _____
Food*	10' x 12'	_____	\$240+\$35	= \$275	\$ _____

Vendors taking more than one space, please locate them: Together Separately

*Food vendors must select a 10' x 18' or 10' x 12' vending space. This year we are requiring that each vendor agrees to accept five \$5 food vouchers (\$25) to enable us to feed the many unpaid volunteers. The Fair organizers will print and distribute the vouchers to the volunteers the day of the event. Licensed Cambridge food vendors can deduct the City license fee of \$25 from the total amount. Food vendors: upon receipt of your completed application, you will receive an ISD Supplemental Information for Temporary Food Service Applications form along with your confirmation letter. You MUST complete and return that form by May 18, 1998. If we do not receive your completed ISD form, we cannot provide you a booth space, and your confirmation will be rescinded. All fees are non-refundable unless we are unable to assign you a space. If there are two consecutive postponements due to rain, you will not receive a refund, however, you will receive a voucher for a free vendor space in the 1999 World's Fair. *Members of the Central Square Business Association and non-profit organizations are entitled to a \$25 discount per space and may deduct this amount for each space. Non-profit corporations taking the \$25 deduction must supply a Massachusetts Certificate of Exemption or they will not be registered.*

Your Full Name: _____

Name of Business: _____

Business Address/Zip Code: _____

Area Code and Telephone Number: _____

Fax Number: _____

Please describe your products, prices, and any special equipment you will use. Accurately listing the type and size of your vending equipment will assist us in placing you in a suitable location. Please print clearly:

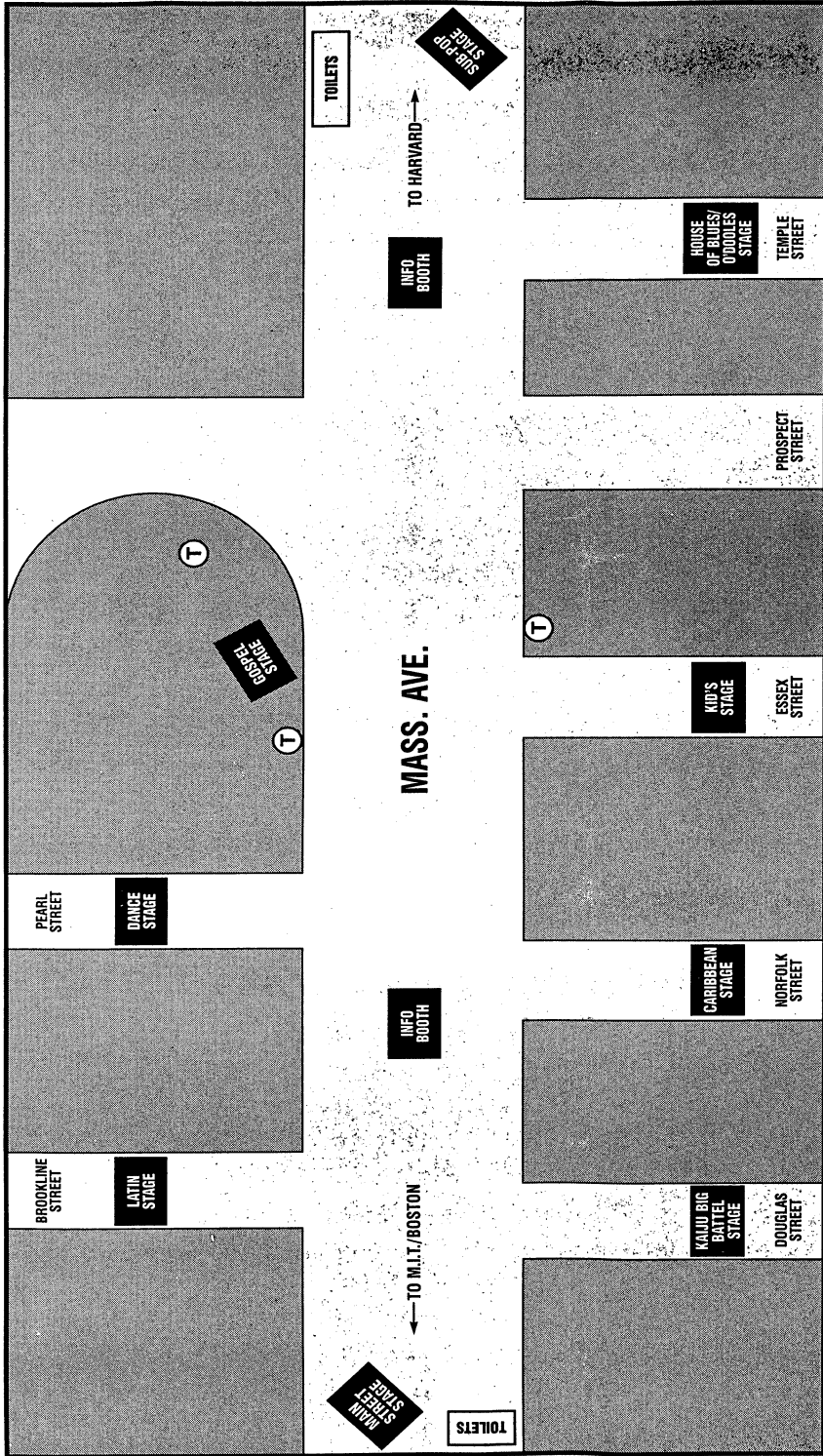
Register early for the best location. Do you have a location preference? (if available when registered): _____

It is hereby agreed that (Print your name) _____ holds Green Street Productions, Inc., and the City of Cambridge harmless from any liabilities which may arise from the sale of their products or any services which they offer. Booth space cannot be divided, given, sublet, or leased to any other party. It is not interchangeable. Also no music, speakers, radios, audio equipment, televisions, cameras, or dancing is permitted in any areas within the confines of the Central Square World's Fair except on authorized stages as designated by Green Street Productions, Inc.

Your Signature _____ Date _____

Return this form with your check or money order to: Central Square World's Fair, 280 Green Street, Cambridge, MA 02139. For information, call 617-868-3247.

CENTRAL SQUARE WORLD'S FAIR - SUNDAY, JUNE 7, 1998



VOTE DEMOCRAT JOHN O'CONNOR FOR CONGRESS 8TH DISTRICT

John O'Connor, businessman: Creates Jobs • Protects the Environment

• Protects Senior Citizens • Is for Universal Health Care

SUNDAY, JUNE 7, 1998

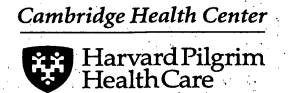
CENTRAL SQUARE

World's Fair

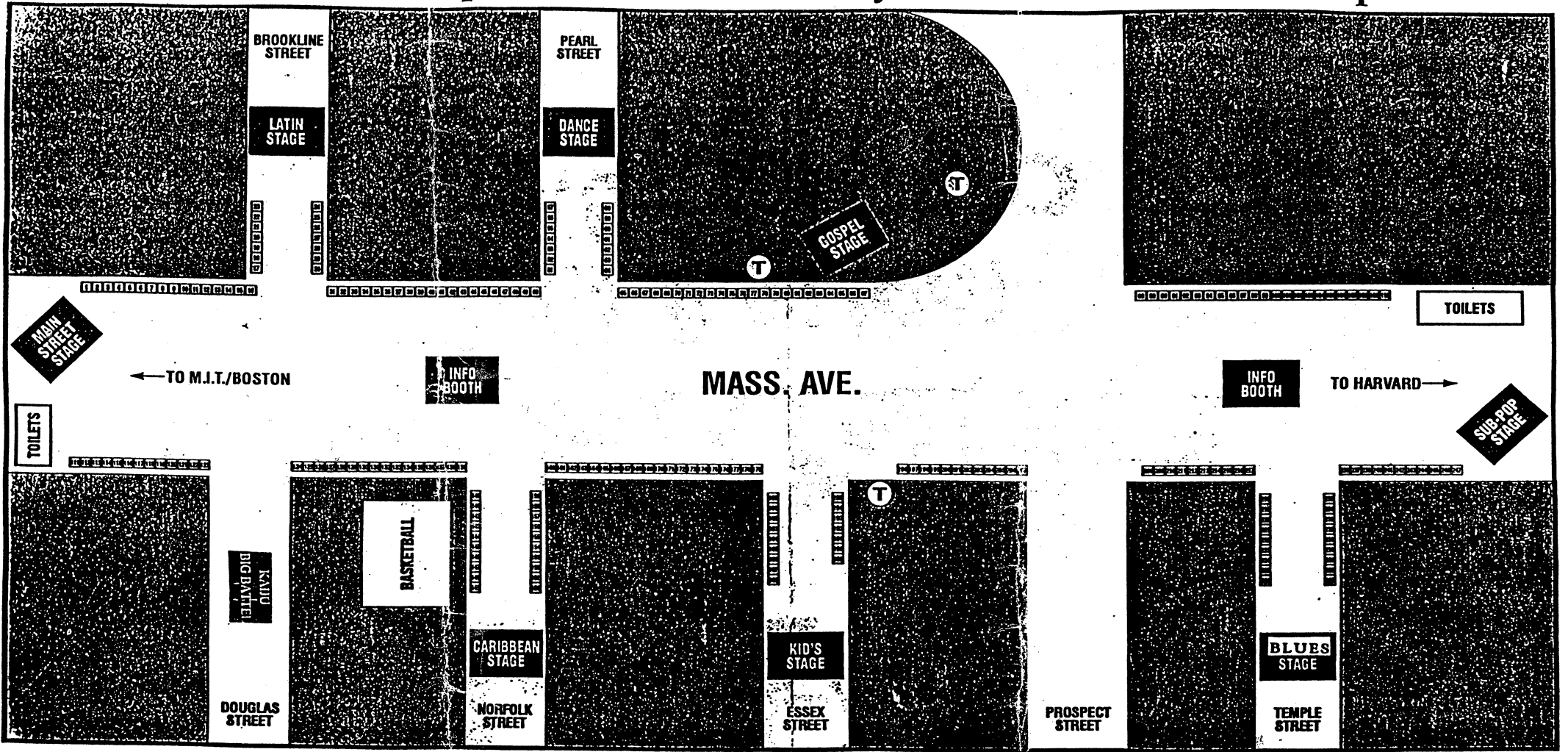
RAIN DATE: SUNDAY, JUNE 14

CELEBRATING UNITY AND DIVERSITY IN THE HEART OF CAMBRIDGE

THANKS TO THE CENTRAL SQUARE BUSINESS ASSOCIATION AND OUR CORPORATE SPONSORS:

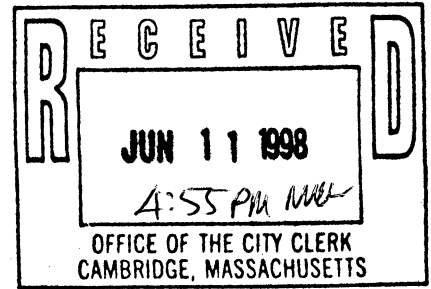


1998 Central Square World's Fair - Layout/Vendor Location Map



NOTES: _____

David Hoicka
10 Lopez Street
Cambridge, MA 02139
June 11, 1998



To the Honorable, the Cambridge City Council,

Central Square Worlds "Flood" – Where is Promised Rain Date?

I am writing to ask City Council use its moral and political influence to encourage John Clifford and the Green Street Productions to *do the right thing* and reschedule the rain date as promised for the Central Square Worlds Fair.

Cambridge People Hurt. Numerous people will be harmed if the rain date is ignored, or held on short notice with inadequate and conflicting publicity. Most of the exhibitors who purchased booth space were mom-and-pop businesses, non-profits, or individuals who can hardly afford to lose the hundreds of dollars they each spent in fees to the producers, and in preparing for the rained out Worlds Fair. For example, the First Baptist Church lost well over \$700.00. *Essentially all the exhibitors lost money. Numerous others lost money, and had their materials soaked, spoiled, ruined. In addition, most of the performers advertised were unable to perform due to the heavy rain.*

Profit-making business. The Central Square Worlds Fair is a profit-making business owned by John Clifford and the Green Street Grill/Green Street Productions. They purchased the Worlds Fair from the Central Square Business Association as a *going business* a couple of years ago. According to the records of the Secretary of State, Green Street Productions is a Chapter 156B "for-profit" corporation, not a charity or non-profit.

Large Income & Profits. As a hard-working businessman, John Clifford is entitled to make a profit. His worlds fair sold about 247 booths at prices ranging from \$175.00 to \$325.00 for each booth. Non-profits were required to pay, and some received a \$25 discount. At an estimated average of \$225 per booth, for 247 booths, the worlds fair took in \$55,575.00. In addition, the Worlds Fair sold sponsorships for thousands of dollars, sold advertising, and had multiple corporate sponsors – such as Microsoft, Intel, WBCN, BFI, and others who donated money, services, advertising and supplies. Clearly, the cash and "in-kind" income exceeded \$75,000, and possibly exceeded \$100,000.

On the expense side, the Police charged about \$1,100 for details, Public Works about \$1,500 to \$2,000, Traffic and Parking about \$1,500, Fire Department a few hundred dollars, and other agencies some hundreds of dollars. Portable toilets a few hundred dollars. Thus, there appears to be a large net profit of many tens of thousands of dollars.

Consent Communication #10 4435

A communication was received from David Hoicka, transmitting a request that the City Council encourage the Green Street Productions to reschedule the rain date as promised for the Central Square Worlds Fair.

In City Council June 15, 1998

PLACED ON FILE

