



City of Cambridge

82.

IN CITY COUNCIL

April 27, 1998

MAYOR DUEHAY
COUNCILLOR TRIANTAFILLOU

- WHEREAS: The Harvard Square Business Association is hosting its 15th Annual Harvard Square MayFair on Sunday, May 3; and
- WHEREAS: The Harvard Square MayFair continuously grows in venues and attractions to highlight the many opportunities our City presents to residents and visitors, including: the Harvard Square Book Festival; the Harvard and Radcliffe arts celebration, ARTSFIRST; DanceMonth; street performers and puppeteers; art studios; and live music performance venues such as the House of Blues, Cambridge Center for Adult Education and Club Passim; and
- WHEREAS: Harvard Square is proud of, and grateful for, the cooperative spirit and efforts of the Harvard Square businesses and the City's License Commission, Inspectional Services, Community Development, the Department of Public Works, Fire Department, Police Department, and Traffic and Parking crews, that improve the MayFair each year; and
- WHEREAS: The MayFair enhances the City of Cambridge's tradition of eclectic and interesting events, grand entertainment, diverse shopping and maintains our great reputation as host to the world; now therefore be it
- RESOLVED: That Sunday, May 3, 1998 is MayFair Day in the City of Cambridge and the entire City Council wholeheartedly celebrates and applauds the success of this community event.

In City Council April 27, 1998.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script that reads "D. Margaret Drury".

D. Margaret Drury
City Clerk

April 24, 1998

Late Order

Mayor Duchay

14-

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CITY CLERK

APR 24 AM 9:03

Harvard Square MA.

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NEIGHBORHOODS

THURSDAY, MARCH 5, 1998

CAMBRIDGE CHRONICLE

Harvard Square preps for annual MayFair

Harvard Square's 15th annual "MayFair," a collection of 200 vendors of artistic crafts, jewelry and clothing, and other gifts, is scheduled for Sunday, May 3.

Organizers expect 55,000 revelers in the square. The rain date is Sunday, May 10, which is Mothers Day.

Applications are now being accepted for vendors. To request vendor information and an application, call the Harvard Square Business Association at 617-491-3434, or request via e-mail: hsba@harvardsquare.org. The application deadline is April 17.

MayFair '97 received a #11 ranking on the Boston Business Journal's list of largest single-day events, ranked by attendance. History shows that MayFair breaks its attendance record each

year, as event organizers work to incorporate new items and attractions.

There are several new highlights for MayFair '98. The 4th Annual Harvard Square Book Festival will be part of the weekend, with an estimated 15-25,000 attendance at the outdoor fair Sunday, May 3. MayFair also caps off a four-day festival of the arts produced by Harvard and Radcliffe students, and the fair is a featured venue for DanceMonth in Cambridge. An outdoor Open Air Art Studio and Puppet Piazza are also fresh additions.

For more information on being a MayFair sponsor, contact Cynthia Miller at the Harvard Square Business Association, 491-3434. The e-mail address is hsba@harvardsquare.org.

Harvard Square MayFair 1998



Fact Sheet

- Date and Time:** Sunday, May 3, 1998 (raindate: *Mother's Day*, Sunday, May 10), Noon - 6:00 p.m.
- Location:** Four square blocks in the heart of Harvard Square (JFK Street, Brattle Street and Mass. Ave., Charles Square). Admission to MayFair is FREE.
- Crowd:** Over 55,000 participants expected. MayFair breaks the attendance record each year!
- Purpose:** This 15th annual festival celebrates the rites of Spring and the diverse and eclectic atmosphere of Harvard Square. MayFair features a collection of over two hundred Harvard Square merchants and vendors of artistic crafts, jewelry and clothing, and other gifts from around the world along with a wide variety of ethnic cuisine and free entertainment for children and adults.
- Entertainment:** MayFair bursts with entertainment, including three stages of live music, children's rides, face painters, balloon twisters, puppeteers, dance troupes, and Harvard Square's famous street performers. The Harvard Square Book Festival will take place the same day, adding a literary allure to the weekend.
- Artisans:** A collection of over two hundred vendors of artistic crafts, jewelry and clothing, and other gifts from around the world...as well as from right around the corner!
- Food:** In addition to the festival fare of food vendors, MayFair brings many of Cambridge and Harvard Square's international restaurants into the streets.
- Event Producer:** The Harvard Square Business Association (a non-profit organization serving the business community's needs since 1910). Proceeds from MayFair subsidize numerous HSBA sponsored programs throughout the year.
- Event Sponsors:** The Boston Phoenix, Nantucket Nectars, and WZLX-100.7, *Cellular One*
(Past Sponsors include: AT&T, Dunkin' Donuts Coffee Coolatta, Harvard Pilgrim Health Care, the New England Revolution)
- Traffic Detours:** Traffic detours will be in effect for MAYFAIR. Closed between 7am-8pm are: Mass. Ave. southbound from Church Street.; JFK Street from Mt. Auburn Street.; and Brattle Street to Church Street. Additionally, Memorial Drive will be closed to vehicle traffic starting at 9am for the Walk for Hunger. We suggest taking the RED LINE MBTA to Harvard Station for MAYFAIR
- Contact:** Cynthia Miller
Harvard Square Business Association
18 Brattle Street, Ste.256
Cambridge, MA 02138
(617) 491-3434
FAX: (617) 491-6976
e-mail: hsba@harvardsquare.org



The Harvard Square
Business Association

Taking Care Of The Square

April 23, 1998

Ms. Margaret Drury
City Clerk
City of Cambridge
795 Massachusetts Avenue
Cambridge, MA 02139

Dear Margaret:

As you may know, the Harvard Square Business Association has been working hard to coordinate the upcoming MayFair in Harvard Square. Sunday, May 3 is nearly here, and this will be our *15th Annual spring festival!*

Each year, we go through our roster of what city departments we need to meet with, what our goals are for promoting Harvard Square and Cambridge, and the best ways to present our day of "organized chaos" so that the over 55,000 people we host in that one day KNOW that they have been to Harvard Square, one of the world's most special and eclectic areas.

May I respectfully submit a request for a Proclamation or Resolution from the City Council and Mayor's Office recognizing Sunday, May 3, 1998 as MayFair Day in Cambridge? Such a proclamation would recognize not only the immense draw and popularity of this one-day event, and also, a proclamation would be a grand tip of the hat to all of the City workers and businesses who work diligently to ensure MayFair is safe, fun, well-attended, and truly a Cambridge community event!

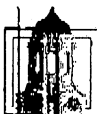
Without the cooperative spirit and efforts of the Harvard Square businesses and the City Council, License Commission, Inspectional Services, Community Development, the Department of Public Works, Fire Department, Police Department, and Traffic and Parking crews, the MayFair would not have achieved the recognition and longevity we are so proud of!

Margaret, the Harvard Square Business Association would appreciate having our request officially proclaiming Sunday, May 3, 1998 MayFair Day in the City of Cambridge put forward to the Mayor and the City Council at the upcoming meeting. Please let me know if this request is possible, and if the HSBA needs to provide your office with additional support or information regarding this petition.

We look forward to hearing from you....and to seeing you at MayFair!

Sincerely,

Cynthia A. Miller
HSBA Associate Director



The Harvard Square
Business Association
Taking Care Of The Square

PLEASE DELIVER THIS FAX TO:

NAME: MS. MARGARET DRURY
COMPANY: City Clerk, City of Cambridge
FAX NUMBER: 349-4269

ANY PROBLEMS WITH THIS FAX, PLEASE CONTACT:

NAME: Kristin Sudholz / Cynthia Miller
FROM: HSBA
COMMENTS: 5 pages total

In Harvard Square

Sunday, May 3!!!



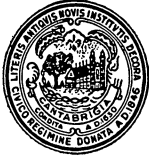
Sun. May 3, Noon - 6pm
(Raindate: Sunday, May 10)

Dear Margaret: Following, please find a request for a proclamation or resolution from the City Council regarding Harvard Square's 15th Annual MayFair! Additional event information is also attached. Please let me know if our request will meet the appropriate deadline to have May 3 declared MayFair Day in Cambridge! Thank you.

Cynthia Miller
491-3434

18 Brattle Street • Cambridge, Massachusetts 02138

Tel (617) 491-3434 • Fax (617) 491-6976 • e-mail: hsba@harvardsquare.org



City of Cambridge

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COUNCILLOR TRIANTAFILLOU

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Attest:- D. Margaret Drury, City Clerk.

A true copy;

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Consent Order #82

R-522

Mayor Duehay re: the 15th Annual Harvard
Square MayFair on Sunday, May 3, 1998.

In City Council April 27, 1998

ORDER ADOPTED