

Harvard Square Business Association

18 BRATTLE STREET, CAMBRIDGE, MASSACHUSETTS 02138

Telephone: (617) 491-3434

CAMBRIDGE, MASS.

To: The Harvard Square Business Community
From: Harvard Square Business Association
Re: The Harvard Square Celebration Weekend
Saturday, March 30, and Sunday, March 31

On Saturday, March 30, Harvard Square will celebrate the completion of two major projects which now make Harvard Square an even more exciting destination for visitors: the end of the T construction with the opening of the Alewife station, and the dedication of the Charles Square complex of shops, offices, condominiums, and hotel.

In order to make this a truly outstanding celebration, we plan to join Charles Square and the MBTA in making March 30-31 a special occasion in Harvard Square.

Here's how you can help: We want to ensure that all those who visit Harvard Square on Saturday, March 30th, will see our stores and "diversions" in the best possible light. This means getting retail windows and restaurants in tip-top shape, creating attractive displays of merchandise inside and outside, weather permitting -- perhaps offering refreshments, balloons, or flowers to customers -- and even joining in the parade following the official opening at Charles Square.

To add to the festivities, the Association will distribute rolls of red streamers to businesses along the parade route which runs from Mt. Auburn to Putnam Square, left on Mass. Ave. to the kiosk, and back to Charles Square via Brattle and Eliot streets. You can help us make the Harvard Square Celebration a success by decorating your doors, lightpoles, parking meters, etc., with big red bows.

The day will be highlighted by a ribbon-cutting by Governor Dukakis at Charles Square and the unveiling of a ceremonial Gateway (the result of the cooperative effort and combined genius of five Cambridge artists).

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The official dedication of Charles Square begins at 10:15 a.m. and is followed by a performance by the Cambridge Harmonica Orchestra (some 100 harmonicas strong!) and a huge parade in honor of Harvard Square which will attract even more attention along the way.

The parade will form at Charles Square immediately after the ceremony and will include many political leaders, celebrities (maybe even Miss Massachusetts), and entertainers.

Other festivities continuing throughout the afternoon and weekend will feature a Saturday street fair, a "live-remote" broadcast, and non-stop entertainment at Charles Square.

We want the Harvard Square Celebration on March 30-31 to attract hundreds of people to rediscover the "new, improved" Harvard Square, so help us tie a big red bow on our celebration weekend by making your business a visible part of these festivities.

We're eager to hear your ideas, comments, and suggestions. Please let us know what you're planning for the weekend of March 30-31, so we can tell the world. (And don't forget to remove your red streamers after the celebration is over.)

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ESTABLISHED 1910

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ATTENTION: MAYFAIR PARTICIPANTS!

- DATE: Sunday, May 5 (with rain-date set for Sunday, May 12)
- TIME: Noon until dusk (set-up begins at 10:00 AM, with clean-up completed by 8:00 PM)
- PLACE: The Cambridge Common, Harvard Square, Cambridge
-- The main entrance is at the corner of Mass. Ave. and Garden St.
- COST: \$100 per space, plus \$50 for each wine and beer stall (Above fee of \$150 includes a one-day wine and malt beverage license fee for each participating merchant. Wine and beer sales are limited to licensed premises and distributors.)
- SPACES: Each measures 10 feet in length, assigned by the Association on a first-come, first-served basis. As a participant, you may reserve as many spaces as you like. Since time is limited, please send your payment in full as soon as possible to reserve your space(s).

DESCRIPTION OF MAYFAIR

- 1) The Business Association is sponsoring its second annual MayFair, as an International Spring Festival, on the Cambridge Common.
- 2) Spaces are leased to businesses interested in selling food, wine, beer, crafts, clothing, flowers, and souvenirs emphasizing the international variety of goods and services available in Harvard Square.
- 3) Multi-national entertainers (musicians, dancers, clowns, and jugglers) will perform in costumes throughout the afternoon. MayFair will also feature live llamas, amusement rides for children, cotton candy, balloons, wine bar, and beer garden.
- 4) We recommend that you and your staff wear authentic costumes and decorate your booths with flags from various countries. The more international and colorful MayFair is, the more festive it will be for everyone.
- 5) The Business Association is seeking public donations (\$1.00 for adults, children free) to support our Care for the Square campaign and to help defray our costs for the MayFair.
- 6) We are promoting the MayFair through a series of public-service announcements to radio and TV stations, newspapers, and magazines. And, the Cambridge Tab has offered to publish a special MayFair supplement in their April 29th edition. (For details, call Scott Ziegler at the Tab, 969-0340 extension 271; deadline on the supplement is Monday, April 22nd.)

INFORMATION FOR MAYFAIR PARTICIPANTS

1) The Business Association will assign all booth spaces. Your area will be marked off and numbered on the morning of the event.

2) Loading vehicles must be driven on the paved pathways at all times to protect any soft or newly sodded ground. All vehicles must be removed immediately after loading.

3) Beer, wine, coffee, and soft drinks will be sold by paper cup only. This is a condition of our one-day license to sell on the Common. It is also imposed for the safety of everyone at the MayFair.

4) Booths with non-electrical needs are preferred. The City will provide only a few electrical outlets (8-10), randomly placed around the Soldier's Monument. Availability will be tenuous at best, so please restrict your electrical usage to a minimum to allow access by others.

5) The Business Association will provide police security, supervision, on-site portable toilets, posters, promotion, and clean up. We will decorate the Common with flags and banners. Participants are required to provide their own tables and tablecloths at the MayFair, as well as any electric appliances and extension cords.

6) Clean up becomes more important each year as our events grow. The Business Association will assist you with trash removal during the day, but please make every effort to clean your immediate area after the MayFair and prepare for the City's pick-up.

Thank you for your cooperation. EVERY LITTER BIT COUNTS!

MAYFAIR On The Common, 1985

I wish to be a participating merchant in the MayFair on the Cambridge Common, Sunday, May 5 (rain-date May 12.)

Please reserve _____ space(s) at \$100.00/per space to cover the cost of my permit and to help defray expenses of sponsoring the MayFair, including charges for security, sanitation, supervision, and clean-up. (In addition, I wish to sell wine or beer at the MayFair, and have enclosed an extra \$50.00/per space.

My check for _____ is enclosed. (Please return this form plus your check to: Harvard Square Business Association
18 Brattle Street, Room 256
Cambridge, Massachusetts 02138)

(name of business)

(business telephone)

(business address)

(zip code)

(Telephone number where I can be reached in case of postponement is _____). Raindate information will be available by recorded message at the Association's office phone, 491-3434.)

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