

TO: Richard Rossi, Assistant City Manager

FROM: Annabelle Hebert, Executive Director *AH*

SUBJECT: Cambridge River Festival 1986

DATE: March 10, 1986

The following cash summary for this year's (1986) Cambridge River Festival closely adheres to (or follows) the pattern established in previous year's festivals taking into account all special projects, community and school residency projects and programs, artists' commissions, etc., already committed for this year.

In-kind donations are not included in this budget. Donations from private sources of space, materials, supplies and services have always been an important source of additional support to the River Festival, but have not been specifically designated a monetary value.

Security for the part of the community parade not on MDC land is provided by the Cambridge Police Auxiliaries on a volunteer basis. Other city police security for special events in previous years has always been paid for by the Cambridge Arts Council.

Artists' residencies involving Cambridge Public Schools are provided to the schools without charge. This year, for example, the Cambridge Rindge and Latin is hosting a week-long residency by the famed New York Hispanic theatre group "La Familia"—a \$20,000 project funded entirely by the Arts Council through grants from the Massachusetts Council on the Arts and Humanities, the National Endowment for the Arts and private contributions.

The City's investment in River Festival has been essentially confined to the labor and services provided by the Department of Public Works. Bill Ryan of DPW estimates that they used at an approximate value of \$3855. Their major efforts involve setting up the main stage and a smaller stage for Festival Day (early Saturday morning), the small stage for the Street Performer's Festival and providing dumpsters and extra trash cans. We estimate that at least half the crew time went into setting up and removing the main stage.



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This activity and labor takes place out of necessity during time other than the regular work week hours due to the River Festival's schedule and the necessity of installation time as per the MDC. The River Festival activities are partially scheduled to allow for the busy and diverse schedules of Cambridge residents, so that they may enjoy the festival with their families during non-working hours.

Direct cost to the City of Cambridge represents less than 5% of the nearly \$100,000 festival budget. Benefits to the city go far beyond the immediately visible festival events and entertainment. Businesses benefit from increased revenues and the City itself becomes a major focus of the arts and local culture.

The City of Cambridge and its residents should be justifiably proud of the Cambridge River Festival, marking its tenth anniversary this June. The River Festival has been nationally recognized as one of the country's preeminent community festivals, and the Cambridge Arts Council is confident that the 1986 festival will uphold the tradition of the past nine years.

Cambridge River Festival 1986 Budget

Expenses

Artists' Fees (all programs)	\$57,250
Administration	15,300
Production	9,500
Technical Support	5,100
Security (MDC)	2,000
Supplies and Misc.	1,100
Documentation	500

\$96,700

Income

Foundation, Corporate and Individuals	\$68,700
Grants: NEA	8,000
Mass Council	14,000
New England Touring	1,000
Musician's Union	800
Usage and Clean-Up Fees	4,200

\$96,700

The Cambridge Arts Council has always regarded the River Festival as its most important public arts activity, both in terms of its visibility and in its impact on the city as a whole. (This is consistent with the Arts Council's official designation at the city's Department of Public Celebrations.)

Traditionally the River Festival is an "annual celebration of the season, the arts and the people of Cambridge." In each of the past nine years, the Festival has been organized to represent and celebrate the diversity of the city—in all its neighborhoods, ethnic groups and cultural traditions. During the Festival, events are scheduled and located in different areas of the city and are developed in cooperation and with the assistance of community groups within those areas. Special attention has been focussed on the multi-cultural neighborhoods in East Cambridge, Central Square, Cambridgeport and Riverside. Artists sponsored and funded by the Arts Council also work with community groups in the neighborhoods before the Festival, to develop projects for the parade and other activities.

Throughout the past years many activities and projects have occurred. A few examples are:

Harvard Square - a Street Dance and Street Performers' Festival

East Cambridge - Animal Fair, Community Festival (Food, entertainment),
and a Multicultural Dance Festival

Central Square - Food Festival, International Day

River Banks - Gospel Tent, Caribbean/Haitian Festival

Such emphasis and encouragement on outreach and cooperative programs is pivotal in order to insure the involvement of all the diverse populations in Cambridge. Without the active participation and support of many individuals and community groups the Festival would not be possible.

Cambridge River Festival 1986 SCHEDULE

A preliminary schedule of Festival events for this year is described below. Various structures have been explored for the Festival over the years, but the one that seems to have worked the best is the seven- or eight-day format that we are returning to this year, with the Festival Day at the end. This permits an intense Festival experience that builds from a series of neighborhood events into a grand gathering of the whole city on the final Festival Day, June 14, 1986, on the banks of the Charles.

Symbolically, the various parts of the city are drawn together by the community parade that begins Festival Day; community groups celebrate their diversity in unity, and the city population—old and young, from every neighborhood—comes together to enjoy a day of the arts. Professional artists and performers join in celebration with veteran festival goers and newcomers to partake of a joyous celebration which they indeed play key roles in creating.

BRIDGES - The theme of the Festival this year reaffirms and emphasizes the Cambridge Arts Council's commitment to creating and nourishing those connections, links, and "bridges" uniting the peoples and diverse neighborhoods which comprise the City of Cambridge. "Bridges" remind all of us of the nearness and value of our neighbors.

Planning for the 1986 Cambridge River Festival is well underway. The Festival schedule has been defined, a publicity campaign begun, and the "Call to Arts" has gone out to over 100 performing and visual artists. Artist selections will be made in the first two weeks in April.

River Festival week is June 7 through 15, 1986. The following events are free to the public:

Sat. June 7 - 3rd Annual Street Performers' Festival, Cambridge Common, 10-7

Sun. June 8 - Opening Day Ceremony, at City Hall - special fanfare for the arts going forth into the community, 1-3 p.m.

Tue. June 10 - East Cambridge Celebration, a multi-cultural performance event, 5-9 p.m.

Wed. June 11 - Carribean/Haitian Festival, Riverside Press Park, 5-9 p.m.

Thu. June 12 - Childrens' Festival, in cooperation with the Cambridge Youth Council, afternoon.

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Sat June 14 - (raindate June 15), Festival Day, on the banks of the Charles River between Western Ave. and the Larz Anderson bridge - an extravaganza of events starting with the community parade, including the 5th International Sculpture Race, three performance stages, wandering minstrels, World of Food, environmental art works on land, air, and bridges. A major performer will close the day on an exciting and positive note.

Sun June 15 - The Royal Sonesta Fireworks, evening.

Associated events include:

May 9 - Folk Concert in Sanders Theatre, in cooperation with the Black Sheep Review, featuring Jonathon Edwards, Geoff Bartley, and Rory Block. 8 p.m., admission charged.

June 1-8 - Residency of La Familia, Hispanic Theatre Company from New York City, in conjunction with Cambridge Rindge and Latin School. Performances on June 6 and 7.

June 1-15 - Residency of muralist Daniel Galvez, who will be completing a mural in Central Square, and giving a lecture on the Mexican Mural tradition.

Premiere of the Arts On The Line film.

Commemorative 10th anniversary silk-screened poster from Mission Graphica.

Gift of giant fan crafted by artist Chris Mesarch to be presented to Yatabe, Tsukuba Science City, Cambridge's Sister City in Japan, by the Cambridge Arts Council for the City of Cambridge. Small fans will be available as fund-raising premiums for major donors. Presentation will be at a major Cambridge hotel.

Art Up Front, the City of Cambridge will become a giant gallery with the display of art works in store-front windows, in cooperation with the Cambridge Art Association.

Central Square Special, music and projection piece at City Hall.

The
Cambridge
Arts
Council

CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139

(617) 498-9033

March 10, 1986

TO: Richard Rossi, Assistant City Manager

FROM: Annabelle Hebert, Executive Director

SUBJECT: Cambridge River Festival Memo Addendum

For your information I am enclosing a copy of the 1985 Cambridge River Festival program which recently won a newspaper illustration award in a contest sponsored by the New England Press Association. A copy of the article citing this award is also enclosed.



Press award

Continued from page 3

published a complete guide to the Cambridge Arts Council's River Festival for the past four years. Last year marked the first time that the newspaper published a full-color cover.

Wiegand, who also serves as managing editor for the other newspapers published by the Chronicle's parent company, Dole Publishing, has been editor of the Cambridge paper for the past five years. He worked previously for the now-defunct Washington Star-News, as assistant editor of the Northern Virginia Sun and as editor of the Amesbury News. He holds a bachelor's degree in English and a master's in journalism from The American University in Washington, DC.

The Chronicle's sister paper, the Somerville Journal, also came away a winner at the NEPA convention. The Journal won a second place award in investigative reporting for its coverage of the Somerville Housing Authority and a se-

cond place in the special award category for its story on the five-year anniversary of the 1980 chemical spill in Somerville.

Recipients of the special award were Journal Editor Kat Brown, Weekender Editor Nick Tate and reporters Joe Arena and George Donnelly. Tate and Arena were cited for the investigative reporting award.

Publisher William P. Dole, in congratulating his papers on their awards, said, "We have attracted the best and the brightest journalists in the area in our continuing effort to provide our readers with lively and in-depth coverage of their communities. The recognition of their talent by NEPA, as represented in these awards, means a great deal to our editors and reporters and to all of us. What is also important is that these awards will only serve to encourage us to work even harder to give our readers our best every week of every year."



TOTAL COVERAGE—Shown above is a reduced-scale, black and white version of the cover of last year's Cambridge River Festival guide, published by the Cambridge Chronicle.

Wiegand wins top press group honor

Cambridge Chronicle Editor David Wiegand won a prestigious first place award for newspaper illustration in the annual newspaper

contest sponsored by the New England Press Association (NEPA).

The award, presented at NEPA's 37th annual convention banquet Friday at the Boston Sheraton, honors Wiegand acrylic painting of an oarsman on the Charles River which served as the cover illustration for last year's Cambridge River Festival special section.

NEPA is comprised of weekly and daily newspapers throughout Massachusetts, Rhode Island, Connecticut, Maine, Vermont and New Hampshire. Wiegand's award was presented for the best illustration for weeklies in the Chronicle's circulation class.

In awarding the cover illustration 90 out of a possible 100 points, the contest judges credited the painting for bringing the reader immediately into the subject matter of the special section.

Although the Chronicle has



DAVID WIEGAND

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CITY OF CAMBRIDGE

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EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
DEPUTY CITY MANAGER

March 24, 1986

To the Honorable, the City Council:

In response to a request made by Councillor Vellucci regarding the costs and sources of funding for the Annual Cambridge River Festival, I submit the attached report from Annabelle Hebert, Director of the Arts Council.

Very truly yours,

Robert W. Healy
City Manager

RWH/mbf
Enc.

K-99

Re: costs & sources of funding for the
Annual Cambridge River Festival.

In City Council,

March 24, 1986

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