



OFFICE OF THE CITY CLERK

CITY OF CAMBRIDGE

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D. MARGARET DRURY
CITY CLERK

DONNA P. LOPEZ
DEPUTY CITY CLERK

TO: ROBERT W. HEALY, CITY MANAGER

FROM: *DMD*
D. MARGARET DRURY, CITY CLERK

DATE: October 23, 1996

RE: Agenda item #2 and Communication #13

Agenda #2, the same being an order requesting the appropriation of a grant from the Massachusetts Cultural Council to provide funds for an archival assistant to maintain the archives and a marker program coordinator to assist in the development and installation of 16 new historic markers. Councillor Reeves requested more information from the City Manager.

Communication #13, the same being a request from Trey Helliwell, Festival Organizer Baitfish Productions, for permission for a Street Fair to be held Sunday, April 20, 1997 from 12 noon to 6:00 P.M. on Massachusetts Avenue in Central Square. Councillor Davis would like to know whether this request is appropriate and what are the costs that the City will incur. Councillor Duehay wants to know that the music will not be too loud.

CAMBRIDGE MUSIC FESTIVAL

Baitfish Productions

86 Buckingham St. #22 Cambridge MA, 02138

phone: 617-497-4919 E-mail: loud@baitfish.com

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CAMBRIDGE MA.

Honorable Mayor and City Councilors,

October 16, 1996

This music festival was inspired by and created to showcase the excellent variety of music pouring out of the Northeast. Networking opportunities arise when there is a gathering of so many bands and industry representatives; a win - win situation. Similar to South by Southwest held every March in Austin Texas, the Cambridge Music Festival will rise to the level of this and other major national festivals. For the last four years this music festival has lived and matured, where it was conceived, in Northampton, MA. but has outgrown the resources of the that fine small city.

I have been a resident of Cambridge for the past four years and have spent the last ten years coming to Central Square for food and music. Last summer I met with WBCN which sponsored last year's event and they proposed the question, "Would I consider bringing my Music Festival to Cambridge?" At the same time I was approached by Joseph and Nabil Sater, representing the International Restaurants of Central Square with the same idea. These proposals were precisely what I had in mind for some time.

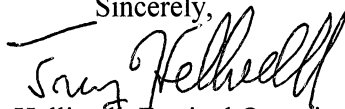
Over the past ten years Central Square has established itself in many ways. Locally, because of the rich cultural mix, the Square produces some of the finest ethnic dining in all of New England. Nationally, Central Square has become known as the breeding ground for some of the best music in the world. Throughout the music community, from industry level to the band that has not left their garage, Central Square is the hotbed for new music. It is a place to get a chance to play, a chance to see the next superstar before they are huge, or to get a glimpse of a real superstar stopping by to make the scene. The Cambridge Music Festival will focus on and reinforce the fact that Cambridge and Central Sq. are still the trend setters for tomorrow.

The Festival generated \$500,000 for Northampton last year, it could easily generate over \$1,000,000 for Cambridge this year. Within three years, the Cambridge Music Festival is expected to generate well over \$2,000,000 in the local business community. The key is that the Festival runs for four days meaning all types of businesses benefit from the out of town guests. The Festival varies from the World Fair because it actually draws people in from all over the country as well as New England . It creates an influx of out of town dollars for the local economy.

Attached is a rough outline of the Festival in Cambridge April 17 - 20. I would respectfully request City Council for a favorable letter to the City Manager endorsing the closure of Mass. Ave. for a Street Fair in conjunction with the Loud Music Festival Sunday April 20 from 12:00 PM to 6:00 PM. This Street Fair will dramatically increase the economic impact of this Festival on the Cambridge business community. The Festival is expected to draw 8,000 but with a street fair the attendance will jump up to 25,000. I will work closely with police, traffic, parking and the DPW to insure no interruptions in the daily life of the community.

This Festival will put Cambridge on center stage uniting the scene under one event. Making this event city wide and even cities wide will make it truly successful. This Festival is asking everyone to get involved, and to shine the light on our strong music scene proving it is one of the best in the country. Thank you for the opportunity to present my proposal to the City Council on behalf of the Cambridge Music Festival .

Sincerely,



Trey Helliwell, Festival Organizer
Baitfish Productions

1997 Cambridge Music Festival Schedule

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Thursday April 17:

Registration	3:00 - 10:00 PM
Opening Party	6:00 - 8:30 PM
Three big shows that night	9:00 - 1:00 AM

Friday April 18

Registration	12:00 AM - 10:00 PM
Panels	1:00 - 6:00 PM
Keynote	6:00 PM
Corporate Parties	6:00 - 9:00 PM
Music at all venues	8:00 - 2:00 AM

Saturday April 19

Registration	12:00 AM - 10:00 PM
Panels	1:00 - 6:00 PM
Keynote	6:00 PM
Corporate Parties	6:00 - 9:00 PM
Music at all venue	2:00 PM - 2:00 AM

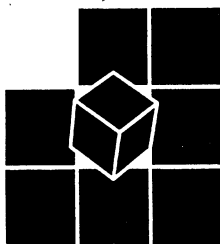
Sunday April 20

Street Fair	12:00 - 6:00 PM
Music in all venues	2:00 PM - 12:00 AM

Street Fair include:

- Four stages and twelve bands including marching band
- Skate Park featuring street course and half pipe, and professional demonstrations
- Local merchandising tables food and consumer products
- Industry tables, record labels, radio stations, management, agents, etc.
- Voter Registration
- Drug Counseling/Reach Out
- Aides booth free safe sex stuff

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CENTRAL SQUARE BUSINESS ASSOCIATION

P.O. Box 391884 • Cambridge, MA 02139

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13

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Putnam Furniture
Leasing Company
617 354-3358

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Massave Realty Trust
George R. Metzger
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John Clifford
Green Street Grill
John K. Dietrich
Classic Copy & Printing
David Levine
Central Square Florist
James Moore
Enrolled Agent
Philip A. Trussell
Massachusetts Institute
of Technology

*Public Relations/
Information*

Chris Connaire
Telephone/Facsimile
617 864-3211

7 October 1996

Honorable Mayor Sheila Russell
and City Councilors
City Hall
Cambridge, MA 02139

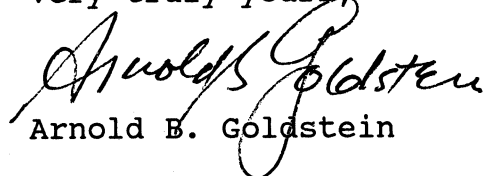
Dear Ladies and Gentlemen,

I am writing as Vice President of the Central Square Business Association and Chair of the Central Square Management Planning Committee, requesting your support and consideration for having the Cambridge Music Festival in Central Square next spring. In addition to the necessary permits, we would hope that the City would endorse the closure of Massachusetts Avenue in Central Square for a Street Fair on Sunday, April 20, 1997, from 12 noon to 6 p.m.

Mr. Joseph Sater of the Middle East Restaurant is in the early stages of organizing this event in behalf of the Central Square Businesses and Community. This event, if properly managed and controlled could be a permanent source of revenue and entertainment for Central Square.

Your cooperation is appreciated.

Very truly yours,


Arnold B. Goldstein

EXECUTIVE BOARD

John Clifford
Chairman
Green Street Grill
280 Green St. 876-1655

Frank Mastromauro
Co-Chairman
La Groceria Ristorant Italiano
853 Main St. 876-4162

Mohan Singh
Treasurer
India Pavillion
17 Central Square 547-7463

Ghandi Restaurant
704 Mass Ave. 491-1104

Joseph Sater
Secretary
Middle East Restaurant
472 Mass Ave. 354-8238

ASSOCIATE MEMBERS

Oh Calcutta
468 Mass Ave. 576-2111

TT the Bear's Place
10 Brookline St. 492-0082

Toscanini's Ice Cream
899 Main St. 491-5877

Korea Garden Restaurant
20 Pearl St. 492-9643

George's Pub & Grill
12 Central Sq. 661-8555

A.W. Sinha
Tandoor House
567 Mass Ave. 661-9001

Heather Baiany
Saffron Grill
795 Main St. 441-9020

Jerry Coleman
The Field
354-7345

Steve Mathews
Picante
735 Mass Ave. 576-6744

Harry Katis
The Fishery
12 Central Sq. 868-8840

Mathew Carberry
Carberry Bakery
74 Prospect St. 576-3530

Susan Finegold
Anago Bistro
798 Main St. 876-8444



853 Main Street, Cambridge, MA 02139
Tel: (617) 876-4162 • Fax: (617) 864-9566

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CAMBRIDGE MA.

October 10, 1996

Honorable Mayor and City Councilors,

The International Restaurants of Central Square would like to endorse the Cambridge Music Festival on April 17, 18, 19, and 20. This five year old Festival will flourish because of the resources available in Cambridge and Central Square. The idea of bringing people in from out of town, some for the first time, for three or four days, will benefit the business community as a whole. This type of promotion for Cambridge is great in two major ways. First, out of town guests generate revenue. Secondly, travelers return home and report on the great Cambridge. The International Restaurants of Central Square would like to work closely with this Music Festival to promote the best that Cambridge and Central Square has to offer.

Also we would like to endorse the closure of Mass Ave. on Sunday April 20 for a street fair to attract business and awareness to our community. I will be the contact for the International Restaurants of Central Square with Festival Organizers to insure all proper execution of what could be the next World's Fair. Thank you for your time.

Sincerely,

John Clifford
Chairman

Communicatrion was received from Trey Helliwell, Festival Organizer Baitfish Productions, requesting permission for a Street Fair to be held Sunday, April 20, 1997 from 12 Noon to 6:00 P.M. on Massachusetts Avenue in Central Square. Letters in support for the Street were received from Arnold B. Goldstein and John Clifford and are attached with the petition.

In City Council October 21, 1996

Referred to City
Manager with power