

# CAMBRIDGE DISCOVERY, INC.

OFFICE OF CITY CLERK

A NONPROFIT VISITOR AND RESIDENT INFORMATION CENTER

1992 JUN -4 AM 11:39

CAMBRIDGE MA.

P.O. Box 1987  
Harvard Square  
Cambridge, MA 02238

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### Executive Director

Charlotte B. Moore

29 May 1992

Councilor Jonathan Myers  
Cambridge City Hall  
Cambridge, MA 02139

Dear Councilor Myers:

For the last eight years, Cambridge Discovery has hired teenagers to work with us during the summer. The program, which both supports Cambridge-high school students and promotes the city of Cambridge, is one of the best job opportunities for local students available in the city. What is more, the students offer the only regularly scheduled walking tour of the city for tourists.

Besides giving tours, the teenagers have always worked in our Information Booth, assisting the volunteers who cannot handle the summer traffic by themselves. The teenagers also help in the office, performing secretarial tasks that cannot be undertaken during the year for lack of funds for permanent staff.

This summer, we are also running a trial project that will eventually be part of a future vocational education program in tourism. Our teenagers will work on creative projects like writing historical and news articles for our newsletter and adding handicap accessibility information to our Booth information and brochures.

As a nonprofit corporation, Cambridge Discovery has solicited businesses to sponsor the guides' salaries. We have never been able to generate enough commitments from the business community to hire our usual cohort of seven teens. The combination of a severely reduced city tourism services grant and lack of response by the business community means that we cannot hire guides to offer tours on weekdays, when many tourists are in Cambridge.

What is more, we have no money to advertise the tours with blanket press releases or to print the brochures that are generally dispersed in hotels and information centers in the Greater

Boston area and on the highways. This means we can offer the only tour of the city of Cambridge one day a week, Sundays, to people who happen to arrive at the information booth at the right time.

It is now too late to train the number of guides we need to carry on as we have in the past. I am, however, requesting your assistance in finding support for our bare bones program. In short, Cambridge Discovery needs:

❑ The guarantee of at least 4 positions from the Mayor's Job Program. We have identified two teenagers we must hire (they have already been trained or are in training). We need two more to work solely in the information booth.

❑ \$4,000 to cover salaries of three teen guides plus printing (this will complement \$750 from corporations plus a TeenWork position from Harvard) and to cover two teenagers working in the information booth between the end of the Mayor's Job Program and Labor Day.

I hate to see the program disintegrate for lack of funding. It represents the city's most direct contact with tourists. Guides have reported that people can't wait to tell friends and relatives about Cambridge, how beautiful it is, and how interesting it is to visit.

This program was designed to enhance communication between generations. It has worked far better than any of us had ever thought. The volunteers are mostly senior citizens who look forward to having the young people with them. The guides who started with us seven years ago still come back to see their volunteer friends.

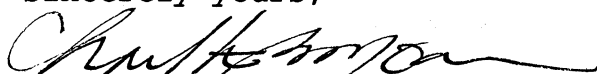
In fact, the program's goals match with our organization's mission to inspire civic pride, to provide meaningful experiences for our city's young people, and to communicate our city's special qualities to our visitors and residents.

The tour has received national recognition, is mentioned in guidebooks, has been used as a model by the National Trust for Historic Preservation, and was given special attention by *The Boston Globe*. It is also one of the reasons Cambridge Discovery received a national award for outstanding services to tourists.

This year, we can make do with \$4,000. For the years to come, we should have a budget of \$12,000 to hire the seven kids. Built into that is funding for training. It takes two months, one class a week, plus an average of 6 hours per guide to prepare them for the summer. This is serious work, which the kids take seriously and which benefits the city greatly. Having secure funding is necessary for its survival.

Thank you for your attention.

Sincerely yours,



Charlotte B. Moore  
Executive Director  
497-1631

CONSENT COMMUNICATION #2

5-481  
Communication received from Charlotte B. Moore, Executive Director, Cambridge Discovery, Inc., requesting funding and four positions from the Mayor's Summer Job Program to provide tours during the summer.

In City Council,

June 8, 1992

*Referred to the  
City Manager  
Copy sent to City Manager  
6/10/92 @.*