



City of Cambridge

ORIGINAL ORDER

O-3.

IN CITY COUNCIL

October 29, 2001

COUNCILLOR REEVES

WHEREAS: The recent tragedy of September 11 has unarguably had a profound impact upon the nation in general and our city in particular, economically as well as socially; and

WHEREAS: Many small businesses in the city, whose success in large part depends upon tourism and business travel, have seen their revenues decrease dramatically over the past thirty days, in many instances to a mere fraction of their usual sales; and

WHEREAS: The city's restaurants in particular are hard hit by the effects of decreased business and tourist travel to the city; and

WHEREAS: The continued success of the city's restaurants is not only critical to preserving a significant share of the city's revenues for basic services, but an integral factor in maintaining our well-deserved reputation as an international destination of the highest quality; now therefore be it

ORDERED: That the City Manager be and hereby is requested to direct the Office of Tourism establish a budget for and implement a 'Campaign to Promote the International Restaurants of The City of Cambridge;' and be it further

ORDERED: That the Office of Tourism be and hereby is requested to submit a detailed report to the Council, outlining their progress in their efforts to revive the lagging activity at Cambridge restaurants, within ninety days.



City of Cambridge

AMENDED ORDER

O-3.

IN CITY COUNCIL

October 29, 2001

COUNCILLOR REEVES
COUNCILLOR BORN
COUNCILLOR BRAUDE
COUNCILLOR DAVIS
COUNCILLOR DECKER
MAYOR GALLUCCIO
VICE MAYOR MAHER
COUNCILLOR SULLIVAN
COUNCILLOR TOOMEY

WHEREAS: The recent tragedy of September 11 has unarguably had a profound impact upon the nation in general and our city in particular, economically as well as socially; and

WHEREAS: Many small businesses in the city, whose success in large part depends upon tourism and business travel, have seen their revenues decrease dramatically over the past thirty days, in many instances to a mere fraction of their usual sales; and

WHEREAS: The city's restaurants and hotels in particular are hard hit by the effects of decreased business and tourist travel to the city; and

WHEREAS: The continued success of the city's restaurants and hotels is not only critical to preserving a significant share of the city's revenues for basic services, but an integral factor in maintaining our well-deserved reputation as an international destination of the highest quality; now therefore be it

ORDERED: That the City Manager be and hereby is requested to direct the Office of Tourism establish a budget for and implement a "Campaign to Promote the International Restaurants and Hotels of The City of Cambridge" and to promote "Cambridge as a Destination;" and be it further

ORDERED: That the Office of Tourism be and hereby is requested to submit a detailed report to the Council, outlining their progress in their efforts to revive the lagging activity at Cambridge restaurants and hotels and "Cambridge as a Destination" within ninety days.

In City Council October 29, 2001.

Adopted as amended by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

D. Margaret Drury
City Clerk

From: **SAlbano@CI.Cambridge.MA.US (Sandra Albano)**
Organization: **City of Cambridge, Massachusetts USA**
To: **pcrane@CI.Cambridge.MA.US (Paula Crane)**
Date sent: **Fri, 19 Oct 2001 09:33:45 -0400**
Subject: **revised order from Councillor Reeves**
Priority: **normal**

03

Paula-

This came in the email this morning--a revised version of the order I emailed you yesterday. Thanks. Sandra Albano Assistant to the City Council

Order #

**CALLING UPON THE OFFICE OF TOURISM TO IMPLEMENT A CAMPAIGN TO PROMOTE
THE INTERNATIONAL RESTAURANTS OF THE CITY OF CAMBRIDGE**

Submitted by:

Councilor Reeves

WHEREAS: The recent tragedy of September 11 has unarguably had a profound impact upon the nation in general and our city in particular, economically as well as socially; and

WHEREAS: Many small businesses in the city, whose success in large part depends upon tourism and business travel, have seen their revenues decrease dramatically over the past thirty days, in many instances to a mere fraction of their usual sales; and

WHEREAS: The city's restaurants in particular are hard hit by the effects of decreased business and tourist travel to the city; and

WHEREAS: The continued success of the city's restaurants is not only critical to preserving a significant share of the city's revenues for basic services, but an integral factor in maintaining our well-deserved reputation as an international destination of the highest quality; now therefore be it

RESOLVED: That the Council orders the City Manager to direct the Office of Tourism establish a budget for and implement a 'Campaign to Promote the International Restaurants of The City of Cambridge;' and be it further

RESOLVED: That the Council directs the Office of Tourism to submit a detailed report to the Council, outlining their progress in their efforts to revive the lagging activity at Cambridge restaurants, within ninety days.

From: MHorgan@CI.Cambridge.MA.US (Mary A. Horgan)
Organization: City of Cambridge, Massachusetts USA
To: pcrane@CI.Cambridge.MA.US (Paula Crane)
Date sent: Thu, 18 Oct 2001 15:14:20 -0400
Subject: Attached order from Councillor Reeves
Priority: normal

Hi! Attached is an order from Councillor Reeves. Hope this reaches you safely. Mary Horgan

Order #

**CALLING UPON THE OFFICE OF TOURISM TO IMPLEMENT A CAMPAIGN TO PROMOTE
THE INTERNATIONAL RESTAURANTS OF THE CITY OF CAMBRIDGE**

Submitted by:

Councilor Reeves

- WHEREAS: The recent tragedy of September 11 has unarguably had a profound impact upon the nation in general and our city in particular, economically as well as socially; and
- WHEREAS: Many small businesses in the city, whose success in large part depends upon tourism and business travel, have seen their revenues decrease dramatically over the past thirty days, in many instances to a mere fraction of their usual sales; and
- WHEREAS: The city's restaurants in particular are hard hit by the effects of decreased business and tourist travel to the city; and
- WHEREAS: The continued success of the city's restaurants is not only critical to preserving a significant share of the city's revenues for basic services, but an integral factor in maintaining our well-deserved reputation as an international destination of the highest quality; now therefore be it
- RESOLVED: That the Council orders the City Manager to direct the Office of Tourism to develop and implement a 'Campaign to Promote the International Restaurants of The City of Cambridge;' and be it further
- RESOLVED: That the Council directs the Office of Tourism to submit a detailed report to the Council, outlining their progress in their efforts to revive the lagging activity at Cambridge restaurants, within ninety days.

From: HeadleyJ@aol.com
Date sent: Wed, 17 Oct 2001 19:54:25 EDT
Subject: Order Submitted By Councilor Reeves
To: mhorgan@ci.cambridge.ma.us

Hello there,

Please find attached an order submitted by Ken, to be placed on the agenda for the next regular City Council meeting. Please e-mail me back or call me to let me know you got this and that everything is in order....

Also, I heard that this coming Monday the City Council will have a roundtable discussion, instead of the regular Council meeting, and that any orders will be discussed the next week (October 29th). Can you confirm for me whether this is true?

Thanks, and let me know if I need to do anything else.

Jubi Headley
(617) 497-7724 office
(617) 803-8737 cell

OK

Mary -
I emailed Jubi
& please email order
to Paula
Thanks

Order #

**CALLING UPON THE OFFICE OF TOURISM TO IMPLEMENT A CAMPAIGN TO PROMOTE
THE INTERNATIONAL RESTAURANTS OF THE CITY OF CAMBRIDGE**

Submitted by:

Councilor Reeves

- WHEREAS: The recent tragedy of September 11 has unarguably had a profound impact upon the nation in general and our city in particular, economically as well as socially; and
- WHEREAS: Many small businesses in the city, whose success in large part depends upon tourism and business travel, have seen their revenues decrease dramatically over the past thirty days, in many instances to a mere fraction of their usual sales; and
- WHEREAS: The city's restaurants in particular are hard hit by the effects of decreased business and tourist travel to the city; and
- WHEREAS: The continued success of the city's restaurants is not only critical to preserving a significant share of the city's revenues for basic services, but an integral factor in maintaining our well-deserved reputation as an international destination of the highest quality; now therefore be it
- RESOLVED: That the Council orders the City Manager to direct the Office of Tourism to develop and implement a 'Campaign to Promote the International Restaurants of The City of Cambridge;' and be it further
- RESOLVED: That the Council directs the Office of Tourism to submit a detailed report to the Council, outlining their progress in their efforts to revive the lagging activity at Cambridge restaurants, within ninety days.

From: HeadleyJ@aol.com
Date sent: Thu, 18 Oct 2001 21:05:25 EDT
Subject: Revised Order
To: SAlbano@ci.cambridge.ma.us

Oops. I forgot to attach the revised order. Here it is.....

Jubi

PREVIOUS MESSAGE:

Sandy,

Thanks for getting back to me. Since this won't be on the agenda until the 29th, I'd like to submit a slightly amended version of the order. Essentially, there's a language change in the first "Resolved." Let me know if you have any questions....

Jubi
Campaign Manager
Re-Elect Ken Reeves 2001

10/19
*Son - I sent the attached revised
some results from to Paula by
email.*

From: HeadleyJ@aol.com
Date sent: Thu, 18 Oct 2001 20:45:15 EDT
Subject: Re: order
To: SAlbano@ci.cambridge.ma.us

Sandy,

Thanks for getting back to me. Since this won't be on the agenda until the 29th, I'd like to submit a slightly amended version of the order. Essentially, there's a language change in the first "Resolved." Let me know if you have any questions....

Jubi
Campaign Manager
Re-Elect Ken Reeves 2001

From: Sandra Albano <salbano@ci.cambridge.ma.us>
To: pcrane@CI.Cambridge.MA.US (Paula Crane)
Subject: revised order from Councillor Reeves
Date sent: Fri, 19 Oct 2001 09:33:48 -0400

Paula-

This came in the email this morning--a revised version of the order I emailed you yesterday. Thanks.

Attachments:

H:\My Documents\Word\Council\Reeves\Revised KER order.doc

Order #

**CALLING UPON THE OFFICE OF TOURISM TO IMPLEMENT A CAMPAIGN TO PROMOTE
THE INTERNATIONAL RESTAURANTS OF THE CITY OF CAMBRIDGE**

Submitted by:

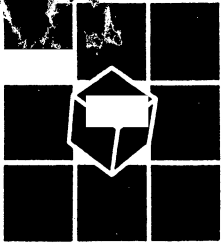
Councilor Reeves

- WHEREAS: The recent tragedy of September 11 has unarguably had a profound impact upon the nation in general and our city in particular, economically as well as socially; and
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- WHEREAS: The city's restaurants in particular are hard hit by the effects of decreased business and tourist travel to the city; and
- WHEREAS: The continued success of the city's restaurants is not only critical to preserving a significant share of the city's revenues for basic services, but an integral factor in maintaining our well-deserved reputation as an international destination of the highest quality; now therefore be it
- RESOLVED: That the Council orders the City Manager to direct the Office of Tourism establish a budget for and implement a 'Campaign to Promote the International Restaurants of The City of Cambridge;' and be it further
- RESOLVED: That the Council directs the Office of Tourism to submit a detailed report to the Council, outlining their progress in their efforts to revive the lagging activity at Cambridge restaurants, within ninety days.

October 19, 2001

MAYOR GALLUCCIO

ORDERED: That the City Manager respond to the request of the Central Square Business Association to provide any assistance on a proposal to implement a campaign to promote the international restaurants of the City of Cambridge.



CENTRAL SQUARE BUSINESS ASSOCIATION

0-9

Carl F. Barron, *President*
Putnam Furniture Leasing Co., Inc.
617-354-3358 Fax 617-547-6636

ORDER

October 17, 2001

Honorable Members of the
Cambridge City Council
Cambridge City Council
City Hall
795 Mass. Avenue
Cambridge, MA 02139

RE: PROPOSAL TO IMPLEMENT A CAMPAIGN TO PROMOTE
THE INTERNATIONAL RESTAURANTS OF THE
CITY OF CAMBRIDGE

Dear Councillors:

One of the greatest assets that Central Square possesses is the number of varied and excellent restaurants within our geographic area. They have provided us with a very substantial amount of favorable publicity based upon the variety and quality of the food served.

Our Association strongly urges you to provide any assistance possible to promote all of the restaurants within the City of Cambridge since, if the rest of the city is favored with as much success as the restaurants in Central Square, it should be a tremendous boon to the entire city, especially these days when tourism has fallen. Every form of assistance would be greatly appreciated by all.

I trust that you will look favorably upon this proposal.

Sincerely,

Carl F. Barron

CFB01B/CityCouncil



City of Cambridge

O-3.

IN CITY COUNCIL

October 29, 2001

COUNCILLOR REEVES

WHEREAS: The recent tragedy of September 11 has unarguably had a profound impact upon the nation in general and our city in particular, economically as well as socially; and

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WHEREAS: The continued success of the city's restaurants is not only critical to preserving a significant share of the city's revenues for basic services, but an integral factor in maintaining our well-deserved reputation as an international destination of the highest quality; now therefore be it

ORDERED: That the City Manager be and hereby is requested to direct the Office of Tourism establish a budget for and implement a 'Campaign to Promote the International Restaurants of The City of Cambridge;' and be it further

ORDERED: That the Office of Tourism be and hereby is requested to submit a detailed report to the Council, outlining their progress in their efforts to revive the lagging activity at Cambridge restaurants, within ninety days.

322 CM

Order #3

Direct the Office of Tourism to establish a budget for and implement a "Campaign to Promote the International Restaurants of the City of Cambridge."

Councillor Reeves

In City Council October 29, 2001

ORDER ADOPTED *as*
amended