

CENTRAL SQUARE
World's Fair

30

July 28, 1994

Mayor Kenneth E. Reeves
Cambridge City Hall
Cambridge, Massachusetts 02139

Dear Mr. Mayor

The Central Square Business Association and the Cambridge Arts Council, co-sponsors of the Central Square World's Fair to take place on Sunday, September 18, 1994, would like to display three (3) banners advertising the event in Central Square. The banners are white with blue lettering, are 30 feet by 3 feet, and would be displayed from September 6 until September 19.

The banners would display a corporate sponsorship logo of either a soft-drink company or a mineral water product (no alcohol or tobacco related product whatsoever).

I appreciate your cooperation.

Sincerely yours,



John Clifford

CENTRAL SQUARE World's Fair

A world of fun at the fair

*Music, crafts, food
to be part of Central
Square's celebration*

By Gienna Shaw
TAB Staff Writer

A large, diverse group has banded together to bring one of the largest street fairs in recent memory to Central Square.

The Central Square Business Association has recruited city officials, religious leaders and neighbors in the effort to make the Sept. 18 World Fair a success.

Massachusetts Avenue will be blocked off for the fair that Sunday. Organizers plan to have 100 arts and crafts vendors and 40 food vendors, as well as music and entertainment.

The daylong event will begin with an ecumenical service. Seven area congregations are contributing and participating.

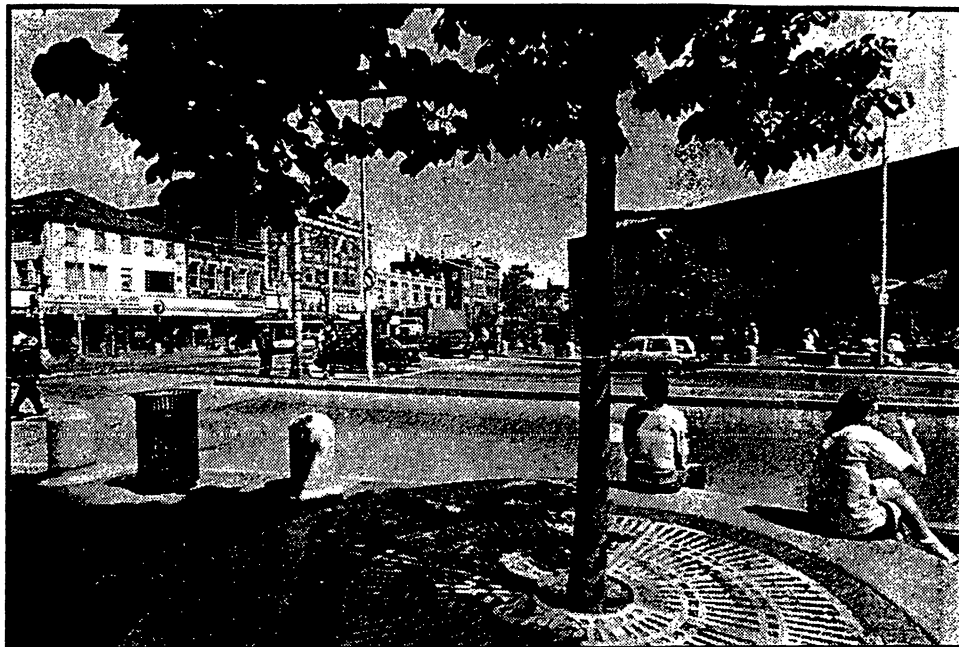
The public works department will put up barriers to traffic.

The traffic department will put up detour signs and reroute traffic. The Police Department's auxiliary officers will work details at the event.

The Cambridge Arts Council is helping to organize the event. The Central Square International Restaurant Association is organizing bands and entertainment.

Even the MBTA pitched in, with a little prodding from City Hall, and agreed to reroute their buses on that day.

The neighbors have been involved from the start, as well. Robert Boulrice, president of the Central Square Neighborhood Coalition, printed up fliers with information about the event and hand delivered them, door to door. He assured neighbors that the



In September, Central Square will host one of the largest street fairs in recent memory.

one-day event would not be too much of an inconvenience, explained about the traffic detours and urged them to attend the fair.

"It's quite a combination," said Carl Barron, the owner of Putnam Furniture and the president of the Central Square Business Association. "It was quite an expression of unity."

He held a press conference last week to thank all the people who have helped to make the World Fair a reality.

"This was a case of everybody getting into the act today to talk about how good everybody was instead of ripping them apart," Barron told The TAB.

"What we're looking for is reality versus perception. Reality is the square has a tremendously diverse population and sometimes people look at different ethnic backgrounds as being strange and even fearsome," he said.

"Differences in origin should not create any kind of antagonism, so part of the goal is to get to know each other," said Barron.

Area merchants are not interested in making the Central Square an extension of Harvard or a copy of Newbury Street. Instead, they want it to be a place where families can come to shop.

Barron said it's unfair that Central Square is thought of as a dangerous area. He blames the media for attributing crimes that happen in the extended area — including Porter Square and the MIT area — on Central Square.

"That is as erroneous as can be," he said. "We want to show that it is safe. When I was much younger Central Square was the greatest family shopping center in greater Boston and we want to bring that back." □

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THE CAMBRIDGE ARTS COUNCIL · 57 INMAN STREET, CAMBRIDGE, MA 02139 · (617) 349-4380
CENTRAL SQUARE BUSINESS ASSOCIATION · 614 MASS. AVE., CAMBRIDGE, MA 02139 · (617) 354-3358

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John Clifford

Consent Comm. # 30

W-110

Comm. from John Clifford requesting
three banners advertising the Central
Square World's Fair to take place on
Sunday, September 18, 1994.

In City Council,

August 1, 1994

8/1/94 Referred to the
City Manager with
power

Copy sent to City Mgr 8/4/94
de