



J & R PRODUCTIONS, INC.

Professional Art & Craft Shows

P.O. Box 456, Bedford, Mass. 01730

June & Ron Richardson

May 14, 1974

Office of the City Clerk
Cambridge City Hall
Cambridge, Massachusetts

To Whom It May Concern:

The following is a proposal written by J & R Productions, Inc. We request that this proposal be placed on the City Council's Agenda for May 20, 1974. Copies will be provided for each council member to allow familiarization before the meeting of May 20, 1974.

Thank you.

Sincerely,

Ronald Richardson

June Richardson

INTRODUCTION

J & R Productions, Inc., was begun by Ronald and June Richardson. Ronald Richardson has been a professional craftsman in Massachusetts for the past six years, and June Richardson has worked full time with him this past year. Together we have exhibited in several hundred art and craft shows and flea markets. We know from first hand experience what goes into making a good show from the exhibitors' point of view as well as the public's point of view. We have a large mailing list of artists and craftsmen that we have collected while doing shows. We know of the lack of shows for professional artists and craftsmen available within Massachusetts and desire to change this. Also, we intend to stimulate artists and craftsmen toward becoming professionally oriented and achievement conscious with regard to creativity in their work.

We will be producing a Christmas professional art and craft show at Horticultural Hall, December 13, 14 & 15, of this year.

OBJECTIVES

J & R Productions, Inc., proposes to provide Cambridge and surrounding communities with a professional art and craft show located on the Cambridge Commons. In exchange for the City's approval to hold these shows, we will take a percentage of our income from exhibitors booth fees and invest this into improving the Cambridge Commons, making it an attraction for tourists during the Bi-centennial Celebration as well as a source of pleasure and pride for Cambridge residents.

PROFESSIONAL ART AND CRAFT SHOWS

For the past six years we have been craftsmen and have witnessed a large increase in the number of artists and craftsmen in the New England area. Unfortunately, there has been an appalling lack of well produced professional art and craft shows, particularly in the state of Massachusetts. We propose to draw from this vast source of talented New England artists and craftsmen and produce controlled professional art and craft shows.

Our standards are high. We feel that by placing qualitative demands upon the artists and craftsmen, the reputation of the show and the exhibitors will be mutually benefitting. Only artists and craftsmen whose work and manner reflect a professional attitude shall be accepted into our shows.

Attached is our list of rules for exhibitors. These shall be strictly enforced along with any rules you may wish to add. We contend that by producing tightly controlled and interesting shows, the artists and craftsmen will be motivated to continually improve their work. And in an atmosphere of professionalism the public will have a chance to develop a genuine interest and appreciation for the artist and his work.

We shall produce these shows on the Cambridge Commons every Friday and Saturday during the summers of 1974, 1975 and 1976. This year, 1974, shows shall begin as soon as possible and run through September 28, 1974. During the years of 1975 and 1976, we shall begin in May and end in September. Show times shall be from 9 A.M. to 6 P.M. -- set up beginning each morning at 8 A.M. Security shall be on duty each show day from 8 A.M. to

6:30 P.M., and shall be retained by J & R Productions, Inc., from the Cambridge Police Department. There will be fifty-seven exhibits spaced in a line along the sidewalk next to Massachusetts Avenue. This will keep the major portion of the traffic off the grass. These exhibits will not be fenced off, thus remaining free to the public. Clean up during and after each show shall also be taken care of by J & R Productions, Inc. Also, no cars shall be permitted onto the Cambridge Commons for loading or unloading.

All advertisement shall be taken care of by J & R Productions, Inc. We plan on having newspaper, radio, and subway advertisements, as well as posters and bumper stickers. Also, J & R Productions, Inc., shall be traveling outside of Massachusetts promoting this Bi-centennial show.

ADVANTAGES TO THE CITY OF CAMBRIDGE

Approximately 15% of the income from exhibitors' booth fees shall be used for the purpose of cleaning up and improving the appearance of the Cambridge Commons. We would like to see a garden-like image created within the Cambridge Commons. With the money made available we propose to plant grass and flowers, sandblast the entry way and monuments, and renovate the park benches. These are needed improvements and will be done at no cost to the City. With the upcoming Bi-centennial Celebration, the Cambridge Commons should not be allowed to remain in its present poor condition as it will undoubtedly be an attraction for many of the tourists coming into Harvard Square. As well as being an attraction for tourists, once improved it will be a source of pride and pleasure for Cambridge residents.

The combined improvement of the Cambridge Commons with a well promoted and produced professional art and craft show will certainly draw many Bi-centennial tourists as well as local shoppers to the City of Cambridge. And this will be a decided advantage to Cambridge businesses financially.

RULES FOR EXHIBITORS

Displays must be attractive and sturdily built. All tables must be covered on surface, front, sides and back -- to the ground.

Exhibitors must supply their own tables, racks, chairs, etc.

Set up begins at 8 A.M. All exhibits must be ready to open at 9 A.M. and must remain open until 6 P.M. No cars will be allowed on the Cambridge Commons for loading or unloading.

No pets or small children shall be brought by exhibitors.

Exhibitors shall be responsible for keeping their assigned areas neat.

All work must be the work of the exhibitor.

All work must be original -- no commercial molds, no kits.

No agents or manufacturers allowed.

Any work felt to be in poor taste may be removed from sight by the Director.

The number of openings within a craft will be limited.

We reserve the right not to accept an exhibitor who does not meet with our standards.

All exhibits must be manned throughout the entire show.

Any disorderly conduct by an exhibitor shall result in the forfeit of the right to exhibit in this show and future shows, as well as the booth fee.

Pictures of work and display, along with an explanation of work, must be sent before application will be approved.

Payment for show must accompany application.

No refunds will be made.

All rules of J & R Productions, Inc., as well as the City of Cambridge shall be followed. Breaking of these rules will result in forfeiting the right to exhibit in this show and future shows, as well as booth fee.

Neither J & R Productions, Inc., nor any member of its staff shall be responsible for loss or damage of work or bodily injury. However, care will be taken as there will be security provided throughout the length of the show.

J & R Productions, Inc., will be bonded by a reputable insurance agency from the Boston area.

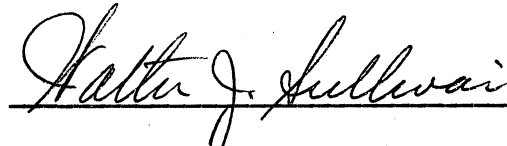
City of Cambridge

May 23, 1974

Dear Councillor:

You are hereby notified to attend a SPECIAL MEETING of the City Council
on Friday, May 24, 1974 at 5:00 P. M. in the City Council Chamber.

By order of His Honor the Mayor.

A handwritten signature in cursive script, reading "Walter J. Sullivan", is written over a horizontal line.

Walter J. Sullivan,
Mayor.

The meeting is called to take action on the following:

1. To draw jurors for a SPECIAL VENIRE.

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Surv.