

East Somerville Main Streets 2016 Annual Report





114 Broadway - Suite 112
Somerville, MA 02145

www.eastsomervillemainstreets.org

Dear Friend of East Somerville Main Streets,

2016 has been a very exciting year. We have worked hard to design a comprehensive online guide connecting our local businesses with new and existing neighbors while simultaneously creating an online membership tool that will help our businesses continue to succeed and grow. We feel that our **East Somerville Guide** will be a great resource for continued investment within our neighborhood. East Somerville residents can have fun finding themselves, and their neighbors at **eastsomervillemainstreets.org** or **eastsomervilleguide.com**.

We have held a handful of great events in 2016: Our annual **Foodie Crawl, Carnaval** at SomerStreets, the **Halloween Block Party**, and our **Clean Ups**. Carnaval was a beautiful day spent celebrating the cultural diversity of East Somerville. The Foodie Crawl continued to be our largest fundraiser, and a fun and delicious event. We'd like to thank Aeronaut Brewery for helping us host our first annual **beer garden** at the Foodie Crawl this year! The Halloween Block Party had an amazing turnout with Parts and Crafts and the Beautiful Stuff Project providing activities for the neighborhood children. Our fall clean up had a HUGE turnout, and we're so happy to have cleaned up our neighborhood before the first snowfall: thank you! Your participation in these events is paramount to the success of East Somerville Main Streets. We partnered one more year with **Race to the Row** and **Brazilian Day 5K** to encourage fun and healthy living in East Somerville.

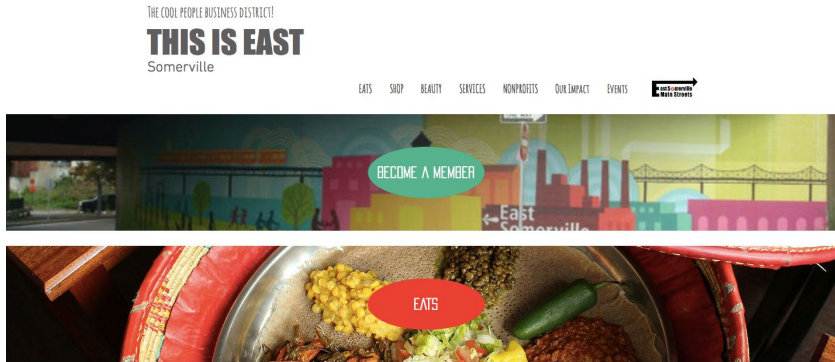
Last year, we created three major public art pieces: the **Cross Street East Mural**, the East Somerville **Library Mosaic**, and the **Caldwell Street Mural**. Our year-long **This Is East** project is visible through our colorful banners, which still adorn Broadway. Our **Video Documentary** that celebrates every aspect of our vibrant community is accessible on our website.

Throughout 2016, we have been intently working with the City of Somerville, MassDOT, and **Alderman Matt McLaughlin** on a major project that the community has an invested interest in: the three underpasses in our neighborhood. We are focused on improving public safety and beautifying the **Kensington Underpass** next to Stop and Shop, the underpass that connects East Somerville to Charlestown near **Sullivan Station**, and the recently completed underpass at **Gilman Street** under McGrath. These underpasses serve as main pedestrian thoroughfares for thousands of people every day: our children going to our schools, people going to work at Assembly Row, and giving access to public transportation at Assembly Square and Sullivan Station. Investment into East Somerville Main Streets will allow us to continue our efforts in securing the funding necessary to transform these and other blighted areas of our neighborhood, in addition to creating long-term strategies to help East Somerville thrive.

Devon Moos

Our Projects:

East Somerville Guide and Membership



This year we did a complete overhaul of our website to make it more clear, modern, and user-friendly. We started by creating the East Somerville guide, a complete guide of the businesses in our neighborhood, with portraits of the owners, and employees. The guide's aim is to make information about

our business community easily accessible, and bring more people to the neighborhood. We have broken it down into five categories: **Eats, Shops, Beauty, Services, and Non-Profits.**

After we completed that portion we transferred all of the information and archives about our organization into the new website. We have a section for **Our Impact**, which shows the results of our community projects such as Storefront Improvement, Technical Assistance, Murals, and more. The next section is **Our Events**, which details all of ESMS's events, and has access to the archive of past years pictures. We were able to incorporate this year's Foodie Crawl into this section of the website which aided ticket purchasing, exploring the street map, and seeing each participating restaurant's Foodie Crawl Menu. Finally, we have listed all of the information about the organization, our board and our sponsors in the **About Us** section.

The result is the now completed eastsomervilleguide.com (also eastsomervillemainstreets.org, and thisiseast.org) which looks amazing and has gotten lots of positive feedback!

Our newest initiative with the website is the East Somerville Main Streets membership program. In trying to find ways to make our organization more sustainable, we have come up with four levels of membership: **Corporate Partnership, Corporate Membership, Small Business Membership and Individual Sponsorship.** We have begun to pitch these new ideas to our business community, potential outside donors and



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- Mexican Grill
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the community, and have had some very promising results!

Marketing Portfolio



As a part of our new membership program, we have developed comprehensive but concise marketing portfolio tool that details East Somerville Main Streets' impact and mission. Each level is discussed in depth, showing how future memberships will benefit the organization. We look forward to continuing to present the portfolio to potential investors in the organization in 2017.

Technical Assistance:

Mentorship program to transform businesses inside and out!

2016 was a year of business transformation. We worked closely with businesses focusing on two areas: Capacity Building Meetings, 1 on 1 Technical Assistance, and Storefront Improvement.

1. Capacity Building Meetings

Kensington Underpass Meeting

Friday, March 11th at 10:00 at the Community Room in the Self-Storage place (50 Middlesex Avenue). Presentation of ideas and possible upgrades to the Kensington, and Sullivan Square underpasses. The objective of the meeting was to create priorities to make connections between Assembly and East Somerville to allow the neighborhood to flourish. The conversation included local businesses, artists and local non-profits, as well as city officials. We created viable ways to create an arts corridor that is safe and attractive.

Business Meeting Introducing Nift and Eversource Energy



On Feb 11th, East Somerville Main Streets hosted a meeting to introduce the concepts of Nift and Eversource's Small Business Program to the businesses in East Somerville. Nift is a company focused on the "shop local" movement. It helps

businesses thank customers with gifts to other local businesses. In return, each business will get new customers through the door. Eversource's Small Business program is designed to provide a cost-effective, turnkey, energy-saving service for small commercial businesses. It is a great opportunity for us to reduce carbon footprint, save on utility bills and build a better Somerville!

Meeting for Carnaval Permits

On March 16, 2016, Fasika held our ESMS Carnaval meeting to discuss how to obtain a Food Permit, and Alcohol License. This meeting was very important step to making our Carnaval festival a success. We made sure all of the documentation as well as the steps to obtain the permits were accessible and translated to English and Spanish. This information is now easily accessible in our website. Our goal is to make Carnaval a showcase of ALL of our businesses!



Investing for the Unexpected Business Meeting



On July 21st East Somerville Main Streets hosted a successful business owners meeting to discuss investment strategies for both business and personal reasons. There were presentations from Angela Mah of Santander Bank and Haley Adams of Edward Jones Investments. Angela introduced the businesses to low interest, short term loans to facilitate investment on business improvements. Haley coached the attendees on the different forms of long term financial planning to add security to their and their employee's futures.

Introduction of East Somerville Main Streets Membership Program to Business Owners

In conjunction with our new website we have begun the East Somerville Main Streets membership program. The membership has four levels: corporate partnership, corporate sponsorship, small business membership and individual donor. We have begun to introduce this idea to many possible members as well as the East Somerville businesses. For the latter, we held a meeting at La Brasa, where we presented our new website and explained the membership concept in depth. We will continue to push this idea forward, and gain members in the future.



2. 1 on 1 Technical Assistance

We worked closely with seven businesses in different areas including: communications and website management, space aesthetics and management, window displays and signage, outdoor seating design, quality control systems and menu design, liquor licensing, business expansion, cash flow management, lease and legal advice, etc.

3. Storefront Improvement

We worked with several businesses to implement the city's Storefront Improvement Program. East



Somerville Main Streets has been working with the city of Somerville's Office of Strategic Planning and Community Development on implementing their storefront improvement grant in East Somerville. This year we have worked closely with them, landlord Jose Miguel Rodrigues, and the owners of Beto's Salon, Blessing Caribbean, Botanica El Divino Nino, Blanca's Bakery, Coco Style and Vera Moreno to move the project at 83-91 Broadway forward. We have helped facilitate communication between all of the parties involved and have given advice and ideas for design renderings. We have some additional

projects coming up in the future at Rincon Mexicano, Los Paisanos and Taco Loco. We will continue pushing those projects forward in 2017.

Events:

Carnaval 2016



makerspace kids group Parts & Crafts.

We were forced to overcome some adversity with this year's festival, due to pouring rain on the original date. There was a late scramble to reorganize the event on the 11th, and, although it wasn't as big as we would have liked, the Carnaval was amazing as always!

On Saturday, June 11th, East Somerville Main Streets, in partnership with the Somerville Arts Council and City of Somerville hosted the seventh annual Carnaval! Broadway was opened to pedestrians to enjoy musical and dance performances on three stages, games, a parade, craft vendors, circus acts, stiling, Parkour demonstrations, the M.U.S.C.R.A.T Bus, spectacular chalk drawings, hula hooping, and



Puppet Palooza



Puppet Palooza is a collaboration between the Somerville Arts Council and East Somerville Main Streets as part of the This Is East program. This past May and June, we hit the streets, courtyards and parks, showcasing local, national, and international performing companies. This years performances were: "Lollipops for Breakfast," "I SPY BUTTERFLY," "Once Upon A Time," "PUNSCHI," and "Cardboard Explosion!" Each Puppet Palooza event was amazing and we can't wait to do it again next year!

Halloween Block Party 2016

On Halloween, October 31st East Somerville Main Streets hosted a Halloween Block Party in Chuckie Harris Park. Over 100 neighborhood kids and parents came out, many in full costume, to enjoy face painting, a doughnut on a string eating contest, our "Fear Factor" game, to create flashlights with Parts and Crafts and make their own Halloween mask with Beautiful Stuff Project! We were also lucky enough to receive a donation of drinks from Izze Sparkling Juice.



East Somerville Neighborhood Cleanups

This year we had neighborhood cleanups in both the spring and fall. On April 30th, Mayor Curtatone held a city wide cleanup that we participated in. On November 5, we held a neighborhood cleanup in conjunction with our friends at Callahan Construction. We had a great turnout and were able to get a ton of cleaning done. Our cleanup was supported by our Alderman, Matt McLaughlin, who also participated. We got a lot of help this year from the Delta Tau Delta Fraternity from Tufts University as well.



Brazilian Day 5K 2016

East Somerville Main Streets hosted our second Brazilian Day 5K on September 25. Over eighty runners signed up to run the race. The prizes, music and food made this event an awesome time for runners and volunteers. The Brazilian Day 5K is a great way to celebrate Brazil's independence, our amazing community and encourage the community to have a healthy and active lifestyle.





The event also helped us “activate” East Broadway’s Library area, made into a Plaza with beautiful mosaics on the circular seating, bringing many people to have fun in East Somerville.

Race to the Row 5k 2016

In collaboration with The Somerville Road Runners, we assisted planning for the 4th annual Race to the Row in Assembly Square in our hometown of Somerville, MA. It was a series of fun, family-friendly events through Assembly Square and along the Mystic River. Thanks to the generous \$4,000 donation, the event was a great success! All proceeds benefited East Somerville Main Streets, Somerville TrackPAC as well as the Somerville Auxiliary Police.



A total of 617 people registered for the race, participating in the 5k course and a post-race party including free pizza from Ernesto's, ice cream from JP Licks, beer from Harpoon and other breweries, music and bouncy house for the kids! Races included the 5k Individuals, 5k Teams 1k Fast Course, and the Kids Fun Run.

Foodie Crawl 2016

East Somerville Main Streets hosted our 6th annual Foodie Crawl on September 13th. Broadway's best restaurants opened its doors to over 500 attendees that dined their way through the neighborhood. At \$25 a ticket, attendees experienced East Somerville's diverse culinary offerings, sampling plates from pulled pork sliders to Haitian griot pork with plantains! This year we also had our first ever beer garden, brought to us by Somerville's own Aeronaut Brewery. The beer garden was a huge success and featured performances from two amazing bands!

Foodie Crawl was our biggest fundraiser of the year; through ticket sales and sponsorship Foodie Crawl generated over \$19,000 to benefit East Somerville Main Streets.

2016 Foodie Crawl Sponsors

Thalia Tringo & Associates Real Estate
Cambridge Repro-graphics
Callahan Construction Management
Tufts University
Winter Hill Bank
Centrepoint Architects
Heartland Payment Systems
Adam Dash & Associates
Scout Somerville
Cubby Oil
Mudflat
Aeronaut Brewery
Nift
Broadway Motorcars
Holiday Inn
Broadway Brake
aMorton Design
Associated Brokerage Group

2016 Participating Restaurants

Maya Sol
Casey's
Rincon Mexicano
Deano's Pasta
Viny's
East End Grille
Fasika
La Brasa
Taco Loco
Tapatio
Gauchao
Mount Vernon
Joe's Liquors
Ola Cafe
Blessing's Caribbean Restaurant
Connexion
Blanca's Bakery
Taqueria Montecristo
Los Paisanos



Apps & Envelopes



We held our Apps & Envelopes fundraising event on November 30 at Casey's bar on Broadway. We had a good turnout and were able to stuff 1000 envelopes with help from the community.

Historic Walking Tour

On June 12, we sponsored a free historic walking tour put on by Ed Gordon, the president of the New England Chapter of the Victorian Society in America. This walking tour was titled,

The Evolving Face of East Somerville: From Horse Drawn Trolley to Transit Stations.



Tabling at other local events



We participated in events around the city of Somerville to raise awareness for East Somerville Main Streets, sell Foodie Crawl Tickets and sell t-shirts. We had tables at the Paul Revere Festival, Race to the Row, Assembly Row Riverfest and the La Brasa E-Som Market.

Media Appearances:

Foodie Crawl 2016

- Gourmet Pigs: <http://gourmetpigs.blogspot.com/2016/09/giveaway-east-somerville-foodie-crawl.html>
- BostInno: <http://bostinno.streetwise.co/2016/09/08/best-boston-summer-events-sausage-fest-bostonerfest-foodie-crawl/>
- Boston Globe: <http://www.bostonglobe.com/metro/regionals/north/2016/09/09/international-flavors-accent-east-somerville-foodie-crawl/JQCCPocQqRplExAgr9ubP/story.html>
- Boston Magazine: <http://www.bostonmagazine.com/restaurants/blog/2016/08/29/food-drink-events-september/>
- Scout Somerville: <http://scoutsomerville.com/foodie-crawl-2016/>
- BostonChefs: <http://www.bostonchefs.com/events/best-east-broadway/>
- Eater Boston: <http://boston.eater.com/2016/9/7/12839688/september-2016-food-events>
- Somerville Journal: <http://somerville.wickedlocal.com/news/20160907/5-things-to-do-this-week-sept-9-16>
- Somerville News: <https://thesomervillenewsweekly.wordpress.com/2016/08/24/east-somerville-main-streets-foodie-crawl/> (also on front page)
- <https://thesomervillenewsweekly.wordpress.com/2016/09/14/photos-from-2016-somerville-foodie-crawl/>
- Wicked Local Saugus: <http://saugus.wickedlocal.com/news/20160907/5-things-to-do-this-week-sept-9-16>
- Wicked Local Medford: <http://medford.wickedlocal.com/news/20160907/5-things-to-do-this-week-sept-9-16>
- The Somerville Times: <http://www.thesomervilletimes.com/archives/70603>
- Northeastern Off Campus: <https://twitter.com/nuoffcampus/status/775713395307872256>
- Somerville Arts Council: <http://www.somervilleartscouncil.org/nibble/a-mobile-fest-in-the-east-foodie-crawl>
- Somerville Patch: <http://patch.com/massachusetts/somerville/calendar/event/20160913/19498/east-broadway-foodie-crawl>
- The Boston Calendar: <http://www.thebostoncalendar.com/events/east-somerville-foodie-crawl>
- Boston.com: <http://www.boston.com/event/east-broadway-foodie-crawl-5821500>
- Wicked Local Somerville: <http://somerville.wickedlocal.com/news/20160830/around-somerville>
- News @ Northeastern: <http://www.northeastern.edu/news/2016/09/students-quest-for-a-socially-conscious-coop-takes-a-delicious-turn/>

Carnaval:

- Meetup: <https://www.meetup.com/Monastic-Cooking-Club/events/231648299/>
- Somerville Times: <http://www.thesomervilletimes.com/archives/67848>
- <http://www.thesomervilletimes.com/archives/68294>
- Wicked Local Somerville: <http://somerville.wickedlocal.com/news/20160609/east-somervilles-carnaval-festival-this-saturday>

- Somerville Patch: <http://patch.com/massachusetts/somerville/somerville-youth-volunteers-prepare-carnaval-0>
- The Boston Calendar: <http://www.thebostoncalendar.com/events/east-somerville-carnaval>

Brazil 5K:

- Running in the USA: <http://www.runningintheusa.com/race/View.aspx?RaceID=125378>
- Fitfam: <https://fitfam.com/events/brazilian-day-5k-somerville-2016>
- Champions Dance Studio: <http://championsdancestudios.com>
- Best Road Races: <http://bestroadraces.info/event/brazilian-day-5k-2016-09-25-somerville-ma.html>
- Active: <http://www.active.com/somerville-ma/running/distance-running-races/2nd-annual-brazilian-day-5k-challenge-2016>
- Brazilian Times: http://www.braziliantimes.com/noticia/14471,comunidade_brasileira,%EF%BF%BDBRAZILIAN-DAY-5K-SOMERVILLE%EF%BF%BD-ACONTECE-DIA-25-DE-SETEMBRO
- Got Races: <http://gotraces.com/event/brazilian-day-5k/>
- Race It: <https://www.raceit.com/search3/event.aspx?id=-442988>
- Omni Running: <http://omnirunning.com/somerville-5k-race-directory/>

Halloween Block Party:

- The Somerville Times: <http://www.thesomervilletimes.com/archives/71574>
- The Boston Calendar: <http://www.thebostoncalendar.com/events/east-somerville-halloween-block-party-2016>

Neighborhood Clean Ups:

- Somerville News Weekly: <https://thesomervillenewsweekly.wordpress.com/2016/11/05/somerville-ward-1-alderman-matt-hew-mclaughlin-lets-clean-up-east-somerville/>
- Somerville Times: <http://www.thesomervilletimes.com/archives/71788>

2016 Partners

Somerville Arts Council
City of Somerville

Collaborated with:

Beautiful Stuff Project

Race to the Row
East Somerville Community School
Parts & Crafts
Aeronaut Brewery

Artists and organizations we engaged:

Musical Artists:

A Nova Brazil
Grupo Los Nitidos
Mariachi Los Viajeros de México
Nuz Band
Loma Larga Banda de La Paz
DJ Fadayz
El Sistema (East Somerville Community School)
On Stage Dance Company
Banda Bahia
Federator Number 1
Hillbilly Holiday
Gentle Steps

Theater Troupes and Circus:

Esh Circus Acts
Open Air Circus

Visual Artists:

Laura Smith
Nicolle Renick

Other Sports and Entertainment Groups:

Parkour Generations Americas
Somerville DIY Skate Park Association
Somerville Recreation
Parts and Crafts Makerspace

Thank you to our generous sponsors!

City of Somerville Grants & Sponsorships

Somerville Arts Council
City of Somerville
Office of Strategic Planning and Community Development
Department of Public Works
Somerville Police Department
Auxiliary Police Department

Business Sponsors

\$4,000

Race to the Row

\$1,500-\$2,000

Cambridge Repro-graphics

Scout Somerville

\$1,000

Thalia Tringo & Associates

Nift

\$500-700

PJ Motor Cars

Tufts University

Brazilian Day 5k

\$250

Heartland Payroll

Mudflat

Callahan Construction

Winter Hill Bank

Centrepont Architects

Cubby Oil

Holiday Inn

aMorton Design

Adam Dash & Associates

Associated Brokerage Group

Partnering Businesses

Broadway Brake

Everett Road Runners

Heartland Payment Systems

Mudflat

Aeronaut Brewery

Amigo's Market

Joe's Liquors

Ola Cafe

Blessing's Caribbean

Blanca's Bakery

Taqueria Montecristo

Connexion

Gauchao

Tapatio

Mount Vernon

Taco Loco

Maya Sol

Casey's
Rincon Mexicano
Deano's Pasta
Vinny's
La Brasa
Los Paisanos
Fasika
East End Grille
Tony's Foodland
Louie's Ice Cream
Dean's Concessions
Broadway MotorCars
Beautiful Stuff Project
Coco Style
Friends of the Community Path
Neighborways

And to our donors:

Individual Sponsors

\$100-\$300

Raymond Zonghetti
Cory Mian
Vivian Abraham
Elaine Schultz
Renee Scott
Katie-Rose Wagner
Raymond Zonghetti
Network for Good
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Miriam McLean

\$51-99

Devon Moos
Dana Iacopucci
Christian Bode
Lydia Fash
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Michael Henson
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\$0-50

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