

East Somerville Main Streets FY19 Annual Report



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Build a Main Street Grow a Community

Dear Friend of East Somerville Main Streets,

The past year has marked several changes for East Somerville and East Somerville Main Streets. East Somerville is in the midst of the Washington Street bridge closure in anticipation of the new East Somerville Green Line stop being constructed. In addition to the construction for the new Green Line Station, public infrastructure work has been ongoing on Pearl Street as well as at Sullivan Station, our neighbor to the East in anticipation of the new Casino opening next door in Everett this June.

This year has also marked a change in leadership for East Somerville Main Streets, with the hiring of new Executive Director Jen Atwood. In recognition of this change, the board convened in December to develop new organizational goals to complete for FY19 which you can read about in the following report.

We are excited to see how community engagement with local businesses has grown due to our new events and programming including our *Monthly Board Game Nights*, a new *Holiday Bar Crawl*, an *East Somerville Trivia Night*, a *Bowling Social*, the *Window's Art Project*, and more. In addition to these new events and programs – we successfully implemented our long standing programming including *Foodie Crawl*, *Movie Night Series*, *Halloween Block Party*, *Neighborhood Clean-ups*, and *CARNAVAL!*

Throughout this year we have also 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 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. We also have been working with Federal Realty Investment Trust on their new mural for the Lombardi Underpass.

Looking to the future we also have embarked on a *Community Input Process* to help us better define our goals for the coming years. We hosted six Community Conversation events in FY19 in collaboration with the following Community Partners: *ESL Night at the library*, *Cross Street Senior Center*, *Teen Empowerment*, *Ralph and Jenny Senior Center*, *SomerSupper at Rincon* and *Somerville Media Center Fox Pop* event.

Devon Moos

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Goals for FY19

1. **Increase membership** on ESMS Promotions and Design Review Committees and reinvigorate participation levels of volunteer committee members.
2. Increase and Strengthen **Fundraising Initiatives**
3. Activate **vacant spaces** in our Business District
4. Increase awareness of ESMS programs and events
5. Engage more diverse stakeholders in ESMS programming.



How did we do?

Goal #1: Increase our volunteers

In order to meet these goals for this year we have developed several new initiatives. We have reinstated our **Monthly Board Game Nights**, which has connected us to several new community volunteers and increased our Promotions Committee membership to 13 active members. We also have strengthened our Design Review Committee to eight active members and have developed a new **Volunteer Coordinator Working** group with other non-profits in the city.

Goal #2: Increase our Fundraising

In addition to our annual donation appeal we initiated two new fundraising events including our **East Somerville Trivia Night** and our **Bowling Social Fundraiser** event. We also initiated a new **CARNAVAL T-Shirt** fundraiser. We successfully secured new sponsorships from Mass Cultural Council, BlueBikes, Somerville Rotary and the Community Benefit Fund.

Goal #3: Activate Vacant Spaces

Recognizing the need to activate vacant storefronts in our business district, we initiated a new **Window Arts Project** at closed restaurant East End Grille. This exhibit highlighted our annual **CARNAVAL** festival as well as local artists and the City-wide Somerville Open Studio event.



Goal #4: Increase awareness of ESMS programs

Local outreach efforts to increase the awareness of ESMS included local press releases for new business openings and public events, interviews on local media as well as our Community Input events. We worked hard to publicize more often on Next Door, Facebook, Instagram, Boston.com, Wicked Somerville and Somerville Journal. We also worked to continue to develop our partnerships with other local organizations.

Goal 5 – Increase participation of Diverse Stakeholders

Recognizing the need to reach a more broad audience of stakeholders we have been working on making sure our event posters are in English, Spanish, Portuguese and Haitian Creole. We targeted diverse stakeholders for Community input sessions and have applied and successfully received the Welcoming Network Scholarship for Creative Placemaking in order to strengthen connections between local arts and immigrant inclusion initiatives going forward.



Community Conversation at Cross Street Center on April 16th 2019

Technical Assistance Projects

Project 1: Ola Café

East Somerville Main Street helped owner Gus negotiate an agreement with respect to property modifications and third party costs with the adjacent property owner.

Project 2: Tikal Uniform

East Somerville Main Streets supported owner Juan with his proposal for changes to the new storefront property. Developed a letter of support to the city planning department in support of his project.

Project 3: Los Pasianos

East Somerville Main Streets worked extensively with owner Orlando to help him with addressing safety concerns with the landlord of the property.

Project 4: Blanca Bakery East Somerville Main Streets worked extensively with owner Raul to help him with negotiating his lease with the landlord.

Project 5: Bonita Hair Salon and Blow Dry Bar

East Somerville Main Streets assisted the new business owner Nailah Montalvo to upgrade her online profiles on Google and Yelp as well as drafted and sent a Press Release about their opening to local media.

Project 6: Hair-gineer

East Somerville Main Streets assisted new business owner Smiley to upgrade his online profiles on Google and Yelp as well as drafted and sent a Press Release about their opening to local media.

"Thank you for your patience and help. I never would have gotten my google and yelp accounts squared away had you not come in." - Nailah



Project 7 : Fadil African Hair braiding

East Somerville Main Streets assisted new East Somerville owners Anita and Iliassou Fassassi to get a third quote for a sink install necessary to their business operations and sent a Press Release about their opening to local media.

Project 8: Humberto with Shaddai

East Somerville Main Streets assisted small business owner Humberto to pay-back his Kiva Loan and submit an application for Common Victualer License to open a new restaurant in East Somerville.

Project 9: Gauchao Brazilian Cuisine

East Somerville Main Streets worked with Gauchao Brazilian Cuisine to assist them with their applications for Special Building Permit, Outdoor Seating permit, Outdoor Awning Permit, and Liquor License Application

Project 10: Maya Sol

East Somerville Main Streets worked with Marta from Maya Sol to help her with her Outdoor Seating permit application.

Project 11: Recino's Cafe

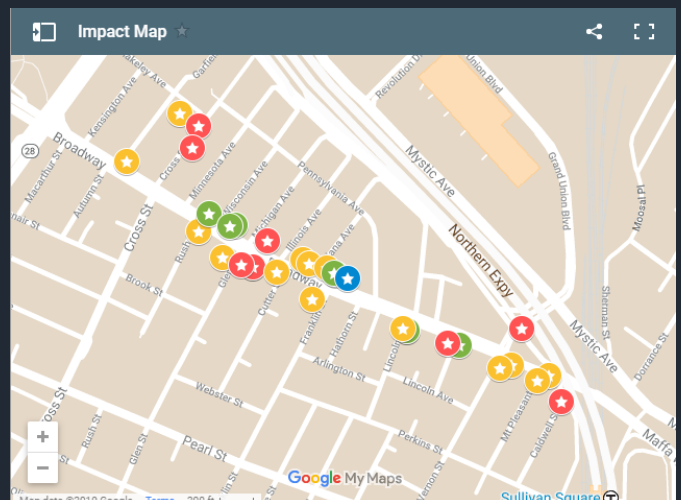
East Somerville Main Streets created a press release for their opening and attended their Common Vic License approval Meeting in support.

Other Business Support

In addition to our Technical Assistance work, ESMS has strengthen our relationships with local businesses and promoted them in new ways including highlighting businesses on social media, featuring updates and highlights of businesses in our monthly business newsletter, and creating new events such as our Game Nights, Trivia Night, Bridge Closing Party and the Holiday Bar Crawl to encourage the community to patronize and connect with their local businesses more.

Mapping our Impact

This year we also launched a new impact map to better tell the story of how East Somerville Main Streets impacts the community. The map shows where ESMS has implemented TA Projects, Storefront Improvement projects and Public Art Projects.



Public Events

Foodie Crawl September 19 2018

The Foodie Crawl is a tasting tour of ten restaurants on Broadway, who provide a sample of their specialty cuisines. The crawl, which began in 2011, features an incredibly diverse range of food from around the globe, including Brazilian, Ethiopian, Haitian, Italian, Mexican, Salvadorian, and more!



In 2018 for our 8th Annual Foodie Crawl we partnered with Aeronaut Brewing Company and Winter Hill Brewing Company to include two beer gardens. One strategically located near Deano’s Pasta that encouraged foot traffic down to their shop which is located off the main Broadway corridor. Despite having to move the event to the rain date there appeared to be a good turn-out for the event.

Local Businesses that participated this year included: Louie’s Ice Cream, Deano’s Pasta, Maya Sol, Casey’s, Connexion (Non-profit), Rincon Mexicano, Vinny’s, Tapatio, Gauco Brazilian Cuisine, Ola Café.



Movie Night #1 - July 27, 2018

East Somerville Main Streets coordinated with the Somerville Media Center and Arlington International Film Festival once again to host our annual Movie Nights in the Park. From 7-8:30PM live music was played by A-Town Brass Band, food and drink were served by Louie’s Ice Cream and Winter Hill Brewery, and on behalf of Friend’s Pizzeria. Sponsors in attendance included Cambridge Health Alliance which

tabled and gave out merchandise, and East Cambridge Savings Bank which served free popcorn. After 8:30, the films played were *Honk: Festival of Activist Street Bands*, and *Fiddlesticks*.

JULY 27
 Rain date July 28th

HONK: FESTIVAL OF ACTIVIST STREET BANDS BY PATRICK JOHNSON

HONK: FESTIVAL OF ACTIVIST STREET BANDS (7 min)
 Patrick Johnson, Director | 7 min | Doc | 2016 | USA
 Honk! is a festival of activist street bands who reclaim public spaces with their brass sound, political messages, and outrageous community oriented performances. Originating in Somerville, Massachusetts and celebrating its 10th anniversary, the festival has spread to cities throughout the world. Watch as these bands work to change the world through their music and activism, and learn about their cultural impact from festival organizers and participants.

FIDDLESTICKS

FIDDLESTICKS (80 min)
 Veit Helmer, Director | Germany | 2014 | Narrative
 A colonial children's adventure opened the "New German Films" section at the Marche de film of the Cannes festival in 2015. Director Veit Helmer says of his film, "It is a classic line-action adventure for young and older children between the ages of four and 144," who grew up with the Little Rascals by Hal Roach and the adventures of Pippi Longstocking. "Nowadays, the majority of movies for young children are animated films. I wanted to do something different." In fact, Helmer would like children to question authority. "It is important that kids have a healthy suspicion because adults are not always in the right."



Movie Night #2 - August 31, 2018

For the second movie night East Somerville Main Streets coordinated with the Somerville Media Center and Arlington International Film to showcase the International Short Series. From 7-8:30 live music was played by Nick Pope, food and drink were served by Louie's Ice Cream and on behalf of Winter Hill Brewery and Friend's Pizzeria. Proceeds from Winter Hill Brewery beer sales went toward East Somerville Main Streets. Sponsors in attendance included Cambridge Health Alliance which tabled and gave out merchandise, and East Cambridge Savings Bank which served free

popcorn. After 8:30, the films played were *Fist of People*, *Johnny Express*, *Lunch Time*, *20 Kicks*, *A Share of a Share*, *No Irish Need Apply*, and *Le Monde du Petit Monde*.

AUG 31
Rain date September 1st

INTERNATIONAL SHORTS PROGRAM I

FIST PEOPLE (20 min)
Dong-ki An, Director | South Korea | 2016 | Nar | Best Nar Short 2017
A North Korean boy, who loves Bruce Lee more than his leader, Fascinated by Bruce Lee's films and dreams the communist ends and get caught.

JOHNNY EXPRESS (6 min)
WOO Kyungmin, Director | Animation | 2015 | Republic of Korea
Johnny, a space delivery courier, is traveling through space to deliver a package. His ship soon arrives on a very small planet where he needs to deliver the package. The package is so small that he must look through a magnifying glass to see it. Johnny walks around the planet, looking for the recipient. However, he can't see anyone or anything. Johnny doesn't realize that this advanced alien civilization is a actually extremely tiny and nearly invisible because they are so small. Johnny is moving around the planet looking for the recipient, not realizing that he is dropping the view of these twenty tiny people.

LUNCH TIME (15 min)
Alireza Ghazemi, Director | Nar | 2017 | Iran
A 16-year-old girl has come to the hospital to identify the body of her mother. The people in charge at the hospital - due to her young age - won't let her into the morgue and ask her to bring her guardian instead. However, the girl knows that most of her family is in jail for criminal activities. Finally, after her insistence, they agree to let her into the morgue.

20 KICKS (7 min)
Dimitar Dimitrov, Director | Animation | 2016 | Bulgaria
I asked my teeth if they'd preferred a drink, says the main character in "20 KICKS". He lives in a world, in which exchange system is logs and flies. In this way, the film is raising the question of the price we pay for the small pleasures, and the sacrifices we make, to attain true happiness.

A SHARE OF A SHARE (2 min)
Kaveh Jahad, Director | Nar | 2016 | Iran
In a tent of a refugee camp, a man of the family protests to the problem that happened for their food's share.

LE MONDE DU PETIT MONDE | A WHOLE WORLD FOR A LITTLE WORLD (15 min)
A seven-minute video depicting anti-Irish bigotry in Boston's daily newspapers, 1880's 1890's.

HELP WANTED (7 min)
William Fitzgerald, Director | Experimental | 2017 | Ireland



Movie Night #3 – September 28, 2018

The International shorts program was continued at our third movie night. From 7-8:30 live music was played by *Tisk Tisk Task*, food and drink were served by Louie's Ice Cream and on behalf of Winter Hill Brewery and Friend's Pizzeria. Proceeds from Winter Hill Brewery beer sales went toward East Somerville Main Streets. Sponsors in attendance included Cambridge Health Alliance which tabled and gave out merchandise, and East Cambridge Savings Bank which served free popcorn. After 8:30, the films played were *Downside Up*, *Phil's Camino*, *Au Revoir Salthazar*, and *Euna*.



Halloween Block Party – Sunday October 28th 2018

The annual block party is one of the many initiatives we have to revitalize the E Cross St area and Chuckie Harris Park. The event hosted families to enjoy Halloween themed activities including pumpkin decorating, mask making, donut on a string and scare boxes. New in 2018 we also created a Trick or

EAST SOMERVILLE MAIN STREETS
**HALLOWEEN
BLOCK PARTY**
SATURDAY, OCTOBER 27TH - 3 P.M. - 6 P.M.
CHUCKIE HARRIS PARK
Rain Date: Sunday, October 28th, 3 P.M. - 6 P.M.

Treat route with local businesses and partnered with Connexion to screen the movie Coco.



Fall Neighborhood Clean-up – November 10th



Board Retreat Sun Dec 2nd Tues. Jan. 22rd



Holiday Bar Crawl – December 2018



January

- Board Game Night @ La Brasa Tues. Jan 29th

February

- Board Game Night @ Mount Vernon Restaurants Thurs. Feb 28th

March

- Design Review Committee meeting Mon. March 4th
- Community Conversation @ Teen Empowerment Wed. March 6th
- East Som market (selling T-shirts) Sat. March 9th
- Community Conversation @ East Branch Library Mon. March 11th
- Board Game Night @ Casey's Mon. March 18th
- SomerSupper @ Rincon Mon. March 25th





April

- Cultural District Planning Meeting
Fri. April 5th
- Somervision 2040 Conference
Fri April 5th-6th
- Washington St Bridge Closing Party
Mon. April 8th
- Neighborhood Spring Clean-up #1
Sat. April 13th
- Patriots Day @ Foss Park
Mon. April 15th (canceled due to rain)
- Community Conversation @ Cross Street Senior Center
Tues. April 16th
- Trivia Night @ Casey's
Tues. April 23rd
- Monthly Board Game Night @ Rincon
Mon. April 29th

May

- Bowling Social @ Lucky Strike -
Thurs. May 2nd
- City-Wide Neighborhood Spring Clean-up #2
Sat. May 4th
- Porchfest
Sat. May 11th
- Community Conversation @ VoxPop
Tues. May 23rd
- Community Conversation @ Ralph & Jenny Senior Center
Tues. May 28th



June

- Carnaval Sunday June 2nd/Rain June 9th
- Board Retreat
Sat. June 22nd
- East Somerville walking tour
- Board Game Night @ La Brasa

Community Feedback

Feedback collected from surveys online and from events showed the following:

- The aspects of the community that people loved the most about East Somerville was its *diverse restaurant scene* and the feeling of a *close-knit & friendly community*. Other highlights included its walkability and accessibility to public transit.
- The aspects that community members were most concerned about were *gentrification & displacement*, parking & traffic, litter & rodent issues and rising homelessness.
- The most common suggestion for ESMS was to *increase public event programming*.



Placemaking Art Projects

Window's Art Project – East End Grille

Inspired by the annual SomerStreets Festival Carnival held in June in East Somerville, local artists explore what “Carnaval” means to them. For some Carnaval is a specific cultural celebration, for others, it is an aspect of community, culture or celebration.



Mount Vernon Mural

East Somerville Main Streets received a grant to do a mural at Mount Vernon Restaurant. Work will likely take place in Summer of 2019.

Kensington Connector

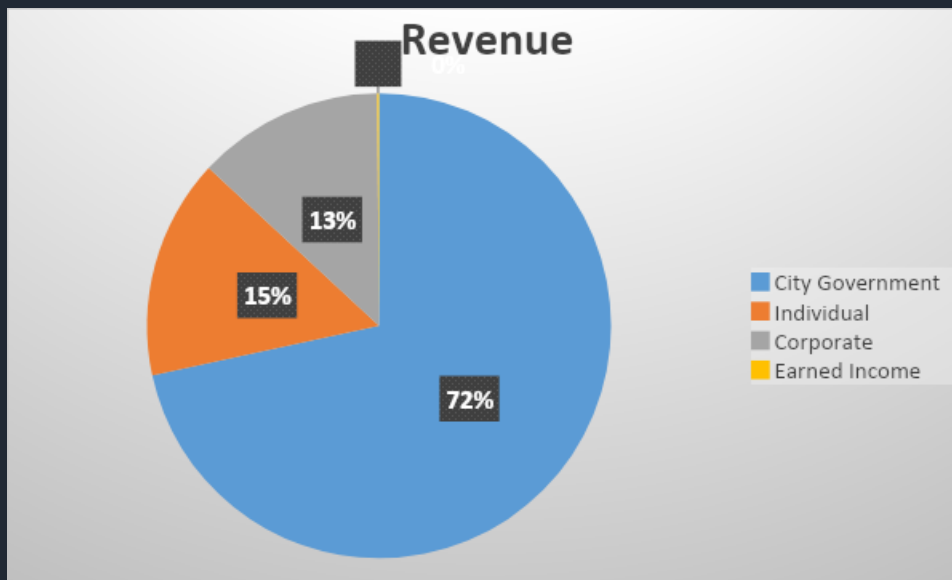
Working with City of Somerville and MASSDot to revitalize the Kensington Underpass.

Lombardi Underpass Mural

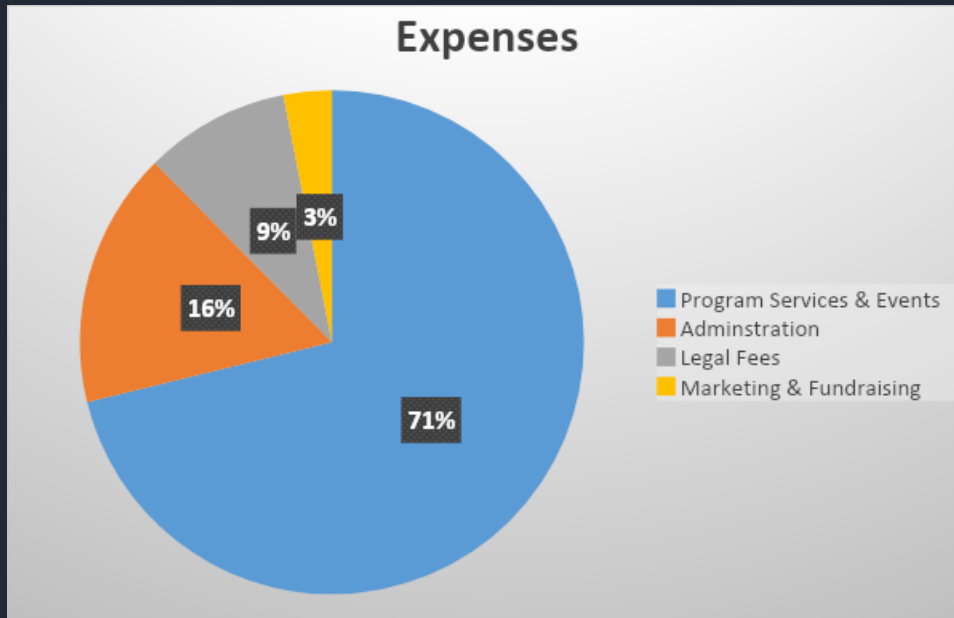
Working with Federal Realty Investment Trust to install a new mural at Lombardi Underpass



Revenue and Expenses



Most of our revenue comes from the Community Development Block Grant that the City of Somerville provides us. Surprisingly, we receive more support from individuals than from Corporate Sponsorships, largely due to the increase in individual fundraising efforts this year. We make less than 1% from earned revenue, which includes Tee Shirt sales.



Most of our expenses are for program services and events, which includes event costs and program staff salary expenses. Administration includes office rent, insurance and supplies. The legal fees were an unforeseen expense for FY19 this year.

Press

<https://www.somervillemedia.org/movienightsinthepark/>

<https://thesomervillenewsweekly.blog/2018/07/16/somerville-movie-nights-in-the-park-east-somerville/>

<https://scoutsomerville.com/whats-happening-at-east-somerville-main-streets/>

https://www.reddit.com/r/Somerville/comments/9k6nce/the_east_somerville_foodie_crawl_2018/

<https://thesomervillenewsweekly.blog/2018/09/14/foodie-crawl-tuesday-september-18th-2018/>

<https://scoutsomerville.com/new-east-somerville-main-streets-director/>

<https://www.bluebikes.com/events/2018/10/28/east-somerville-main-streets-halloween-block-party>

<http://www.thesomervilletimes.com/archives/87506>

<https://somerville.wickedlocal.com/news/20190124/east-somerville-just-got-fresh-cut-with-trio-of-new-salons>

<https://patch.com/massachusetts/somerville/calendar/event/20190413/530595/neighborhood-clean-up>

<http://www.thesomervilletimes.com/archives/91528>

<https://www.bostonglobe.com/business/2019/05/03/for-somerville-business-owners-green-line-construction-test-wills/>

Donors & Sponsors

East Somerville Main Streets would like to thank the following FY19 Donors & Sponsors

Emily Ackman, Vito Aluia, Alice and Kenneth Atwood, Jennifer Atwood, Jenifer Brown, Dana Day, Edgar Diaz, Bonny Carroll, Mary Cassesso, Caitlin Fortin, Kathleen Hartke, Anne Howarth, Dolores A. Lapiana, Paula Magnelli, Miriam McLean, Cory and Nick Mian, Jacquelyn Miller, Karen Molloy, Devon and Jesse Moos, Liza Littenberg-Tobias, Elizabeth Perlman, Ellin Reisner, Mary Robertson, Cheri Ruane, Caroline Sikes, Polly Stevens, Kristen Strezo, Patricia Toner, Sylvia Walker, Becki Warshow, Jake Willson, Teresa Wu, Evelyn Yamauchi, Emily Yoder

Winter Hill Bank, Cleary Insurance, NAVEO Credit Union, Copley Wolff Design Group, Hamlen & Company Property Managers; Innerbelt Industrial Center, LP In-kind donations: Aeronaut Brewing Co, Centerpoint Architects, Deano's Pasta, Food Tour Co., Fuji Fish Co, Holiday Inn, Jp Licks, Lotus Xpress, Mount Vernon Restaurant, Red Sox, Sky Zone Everett, Winter Hill Brewing



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