



EAST SOMERVILLE MAIN STREETS

In 2011 we directly impacted 6,750+ people!

See how, through our 2011 accomplishments below:



Business District Branding (April-August 2011): With the help of 60+ residents, city officials, community leaders and business owners, ESMS created a long term vision and brand for the East Broadway Business District. To support this vision, the steering committee chose a brand logo (left) and tagline, "think outside the square," that will help realign outdated perceptions of the East Broadway Business District with the positive reality of the area.



First Tuesdays Neighborhood After Hours (May-October): Through our 3rd year of East Somerville after hours, ESMS brought the community a series of events including everything from an Ice Cream Social to a Pupusa-Making Workshop! This year's partners were Maya Sol, Louie's Ice Cream, Mt. Vernon, Vinny's, and Fasika.



East Broadway Foodie Crawl (October 25, 2011): This year, ESMS launched the first ever East Broadway Foodie Crawl, making a splash in the greater Boston food scene! Neighbors and visitors alike ate "outside the square," exploring the flavors of East Broadway in bite sized portions at 14+ restaurants. A team of 50 dedicated volunteers showed ESMS's community might, making the event a success with over 1,200 attendees!



Carnaval at SomersStreets (June 5th 2011): On June 5th, ESMS partnered with the City of Somerville to bring you Carnaval @ SomersStreets, an event celebrating local culture and healthy lifestyles. With a 250% increase in attendance compared to 2010, over 5,000 people came to enjoy this event.



Windows on World Food (calendar year 2011): During 2011, through our initiative Windows of World Food, ESMS partnered with local schools and community youth (over 150 students!) to create artwork for display in local storefronts. These installations engaged youth in the revitalization of their community while bringing new life and energy to East Broadway's windows.



Memorial Day Parade- East Somerville Pride (May 29th): On May 29th, ESMS marched in the annual Memorial Day Parade promoting East Somerville and the East Broadway Business District to over 10,000 people.

And we are excited to share that we were the Somerville *Business Neighbor of the Year!*

This year, East Somerville Main Streets was awarded the Business Neighbor of the Year by the Somerville Chamber of Commerce. We were recognized for our work to develop the East Broadway Business District as the thriving center and heart of the East Somerville community and as a one-of-a-kind destination that reflects our traditions and heritage. Join us in this goal in 2012!

ESMS Board of Directors: Kat Johnson, Board President (Triumvirate Environmental), Renee Polcaro, VP (Commercial Property & Home Owner), Ellin Reisner, Secretary (Home Owner), Julie Roix, Treasurer (Home Owner), Patrick Cooleybeck, AIA, Lynn Gervens (Mudflat Studio), Jim Murray (J. Murray & Sons), Matt Martino, Sean O'Connor (Awards Unlimited), Thalia Tringo (Thalia Tringo Real Estate), Peter Tsourianis (Home Owner), Jeremy Bowman (Home Owner), Robin Boersner (Mezzo Design Lofts), Ray Zonghetti (Home Owner, Heartland Payment Systems).

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