



2024

# ANNUAL REPORT



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**East Somerville Main Streets'** mission is to promote a vibrant and diverse commercial district in East Somerville. We do this by:

- Providing direct assistance to local businesses
- Celebrating the neighborhood's remarkable cultural heritage through community programming and
- Creating a unique neighborhood identity by enlivening public spaces

**11** Events

**37** Technical Assistance Projects

**363K** In Business Grants

**Check out our Website:**

[WWW.EASTSOMERVILLEMAINSTREETS.COM](http://WWW.EASTSOMERVILLEMAINSTREETS.COM)



## A WORD FROM OUR DIRECTOR

Dear Friends of East Somerville Main Streets,

As we reflect on the year gone by, we are incredibly proud of the strides we've made in fulfilling our mission to support East Somerville's local businesses, engage the community, and promote the neighborhood as a vibrant, welcoming space. In FY24, our efforts helped businesses secure a total of \$363,008 in grants, empowering them to improve their operations and continue their work in the face of increasing economic pressure. Our flagship event, Carnival, was a resounding success, attracting over 7,000 attendees to Broadway. This celebration of culture, music, and food highlighted the best of East Somerville and provided a platform for local businesses to showcase their offerings to a broader audience.

At the same time, we recognize that the challenges our businesses face are more significant than ever. Gentrification remains a major concern, and the fear of displacement continues to hang over many of our small business owners as they experiencing rent increase of over 130%. We remain committed to being a strong partner in their efforts to thrive, while ensuring East Somerville stays a place where all feel welcome and supported.

As we look toward the future, East Somerville Main Streets will continue to strengthen our relationships with local businesses, support the vibrancy of the neighborhood, and promote policies that address the realities of gentrification and displacement. We will also seek new opportunities to engage the community, support local economic development, and ensure East Somerville remains a place where people of all backgrounds and cultures can feel at home.

We are grateful for the continued support of our community, partners, volunteers, and donors. Together, we will continue to build a brighter, more inclusive future for East Somerville.

A handwritten signature in black ink that reads "Lindsay Allen". The signature is fluid and cursive, with the first name "Lindsay" being larger and more prominent than the last name "Allen".

**LINDSAY ALLEN**

**EXECUTIVE DIRECTOR**  
EAST SOMERVILLE MAIN STREETS

## EVENTS IN NUMBERS



### Our FY24 programming series featured 11 successful events!

Among them, our signature events — **Carnaval, Foodie Crawl, and the Halloween Block Party** — attracted an impressive 73 vendors and brought together 9,012 attendees. In addition, events such as the **Block Party Series, the Cozy Holiday Market, and our community cleanups** further contributed to these strong numbers. Throughout the year, members of our vibrant community came together to enjoy a wide array of experiences, including delicious food, live music, local vendors, artisans, fun activities, and much more!

9,012  
ATTENDEES

166  
VOLUNTEER  
ROLES

11  
EVENTS

124  
VENDORS

30  
NON-PROFIT  
PARTICIPATION



<b>APRIL</b>	Spring Cleanup
<b>JUNE</b>	Carnaval
<b>JULY</b>	Cyclopolitan Ride
<b>AUGUST</b>	Block party series (3)
<b>SEPTEMBER</b>	Foodie Crawl
<b>OCTOBER</b>	Halloween Block Party
<b>NOVEMBER</b>	Fall Cleanup
<b>DECEMBER</b>	Cozy Holiday Market Christmas Carolings





# Non Profit of the year

Somerville Chamber Commerce

37  
TECHNICAL  
ASSISTANCE

19  
MICRO  
ENTERPRISES

12  
BUSINESS  
MEETING

SPANISH  
PORTUGUESE  
SUPPORT

## OUR ACCOMPLISHMENTS

### TECHNICAL ASSISTANCE

ESMS directly assisted 37 businesses with one-on-one technical assistance projects, including **license/permit applications, digital capacity improvements, storefront and marketing projects.**

19 businesses receiving technical assistance support are microenterprises with 5 or fewer employees and LMI.

ESMS expanded our cohort-based program, holding monthly meetings with guest speakers and city representatives.

### ARPA PROJECT

ESMS received an ARPA grant from the City of Somerville for the project Small Business Strong: Building Back the East Somerville Commercial District.

The funding helped expand both one-on-one and monthly cohort-based technical assistance programs, resulting in increased business support and a broader range of services offered.





**\$ 8,000**

Outdoor dining

**\$ 21,848**

Restaurant  
Improvement



**\$ 325,400**

Inclusive Grant

**\$ 7,760**

Black business  
grant

**GRANT/LOAN APPLICATION ASSISTANCE**

**Outdoor Dining - City of Somerville**

ESMS assisted 5 businesses apply for and receive \$8,000 in outdoor dining assistance from the City of Somerville.

**MGCC - Biz-M-Power Grant**

ESMS directly assisted Rincon Mexicano with a Biz-M-Power grant totaling \$21,848. This grant allowed the restaurant to build another bathroom, increasing their capacity to allow for outdoor dining.

**MGCC - Inclusive Grant**

ESMS directly assisted 6 businesses receive \$325,400 from MGCC's Inclusive Grant Program.

**Cambridge-Somerville Black Business Network Equity Program**

ESMS directly assisted Marlon's Barbers receive a \$7,760 grant for business improvements and workforce development.



## IMPORTANT PARTNERSHIPS

5  
OUTDOOR DINNING APPLICATIONS

**Bunker Hill Community College workforce development program** to provide free ESOL courses and customer service training to low-income Somerville residents.

3  
NEW BUSINESSES OPEN

**MassHire Metro North workforce development program**, provide free ESOL courses to small businesses. Students receive a stipend and free computer for participating in the courses.

**Attend monthly MACDC meetings** with other SBTA providers.

## Outdoor Dining Program

ESMS directly **assisted 5 restaurants renew their outdoor dining licenses**, including variances from the Health department and advocacy to the City's Economic Development department for outdoor dining funding for small, minority-owned businesses.

## Three New Businesses Open



ESMS assisted with the opening of three new businesses: Tulum Mexican Cuisine, Cristo & Margaret's Meat Market and New Impressions Print Studio.

## Storefront Audit.

In February 2024, ESMS conducted a storefront audit tracking commercial vacancy rates in the commercial district.



 **INSTAGRAM 110,867**  
Accounts Engaged

 **6,635** Likes       **119** New Followers

 **FACEBOOK 69,839**  
Accounts Engaged

 **3,525** Likes

 **WEBSITE 8,795**  
Visitors

 **37,099** Views



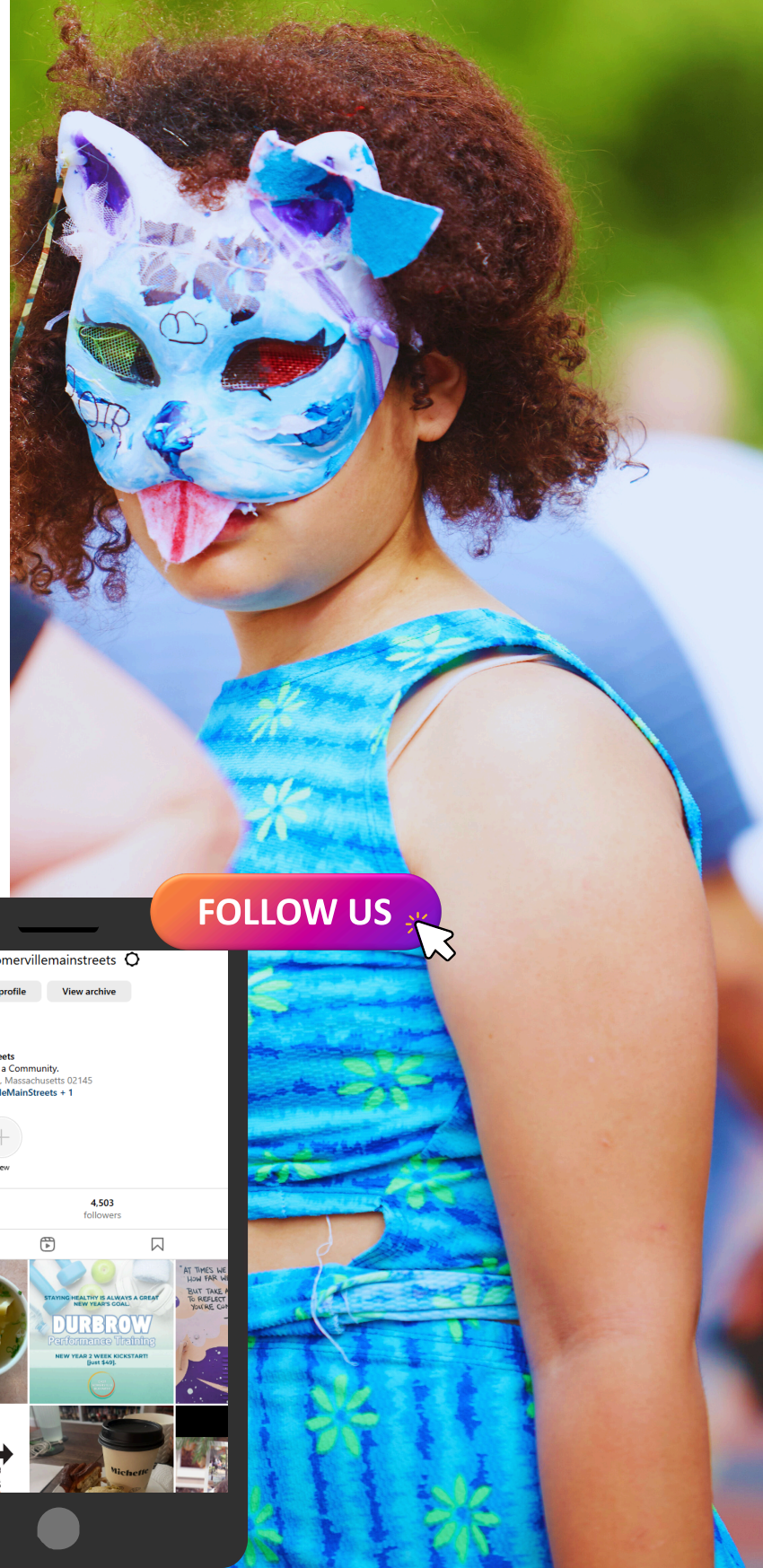
We completed a full website renovation, adding **2** new language options: Portuguese and Spanish.

 **NEWSLETTER 2,085**  
Subscribers

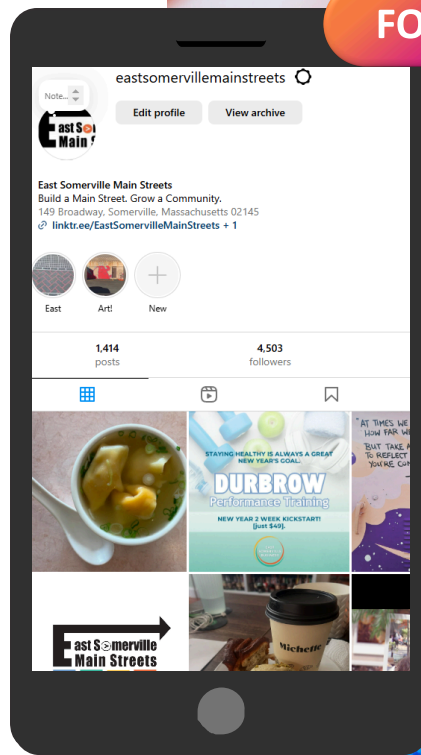
We have been working hard on promotions throughout the FY24, increasing our media presence with stories and videos to highlight businesses, events, and the work of ESMS. We always strive to enhance the neighborhood and encourage people to visit, connect, and engage.



## PROMOTIONS AND MARKETING



**FOLLOW US** 



# DONATIONS AND SUPPORT

## ADDITIONAL SUPPORT

City of Somerville

Massachusetts Growth Capital Corporation

Cummings Foundation



We received donations from our community through our website, QR codes, and checks. Please consider donating to help us achieve an even greater impact.

### CARNAVAL SPONSOR OPPORTUNITY



DONATE



BE A SPONSOR

## CORPORATE SPONSORS FY24

ASSEMBLY ROW



## EVENT SPONSORS FY24

- Csb Cambridge Savings Bank
- EventThem
- CRG Graphics
- Somerville Arts Council
- Somerville Orthodontics
- Rev Clinics
- Adam Dash & Associates
- Thalia Tringo
- Centrepoint Architects
- Edward Jones Financial Advisor
- Highland
- Quality Graphics
- My Dental
- Kiwanis Club of Somerville