

East Somerville Main Streets 2015 Annual Report





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December 3, 2015

Dear Friends,

Since February 2015, I have had the privilege to be East Somerville Main Streets' Executive Director. My first year has been filled with enormous excitement and energy. Working on the This Is East project, and all of our signature events has been an immensely rewarding experience. With your support and collaboration we have been able to create two beautiful (and huge) murals, one amazing public arts mosaic piece, and a fun and enriching collaborative video documentary, all of which celebrate the wealth that we have in the cultural diversity of the people of East Somerville.

We have engaged thousands of neighbors to come to the streets and tell their stories, dig their hands in clay to make a mosaic, paint, dance, and simply enjoy the beauty of East Somerville. We could not have made it without the help of hundreds of volunteers who have come, rain or shine, to really be the souls of all our projects. We are very fortunate to be able to count with so many generous vibrant people, in and beyond our community, who have also financially supported our projects.

For the upcoming year we are focusing on continuing to make East Somerville an arts mecca while beginning to work on our not so beautiful underpasses. Our goals for this year include improving the Kensington Underpass, making it a safe and beautiful connection between the incoming businesses in Assembly Row and East Broadway. We are also creating a comprehensive guide of all of the businesses on Broadway to engage all the business community and neighbors with the culturally thriving East Broadway business corridor.

In the following pages you will find a detailed study of all the events and projects we have managed during this year. I hope you enjoy it!

A handwritten signature in black ink, appearing to read 'Teresa', with a long horizontal line extending to the right.

Teresa Vazquez-Dodero
Executive Director, ESMS

Our Projects

This Is East

East Somerville Main Streets, in conjunction with the Somerville Arts Council was awarded a grant to fund a placemaking initiative for East Somerville during 2014 and 2015. The This Is East project is a multidisciplinary venture through which the community has come together to explore and celebrate the cultural diversity, and wealth that East Somerville has in its people. These expressions of cultural identity are being expressed through a storytelling video, painted murals as well as a mosaic mural, banners containing artistic renderings of thirteen residents of the neighborhood, and various cultural events and celebrations.

All three disciplinary components of the This Is East project intersect conceptually containing expressions of portraiture of the people in East Somerville and elements of storytelling. The people's stories were collected through cultural workshops where artists, actors, and the neighbors themselves represented them visually through painting or clay to be part of the three murals. There was one creative process to come up with the theme and visual rendering of the stories for all three of the murals.

The This Is East community murals and public art mosaic project involved over 300 members of the community in the creative process through numerous workshops in the East Somerville Community School, Beautiful Stuff Project, Mudflat Studios, East Somerville Library, and the Cross St. Senior Center.

Over 6000 people attended our This Is East cultural events between June and October of 2015.



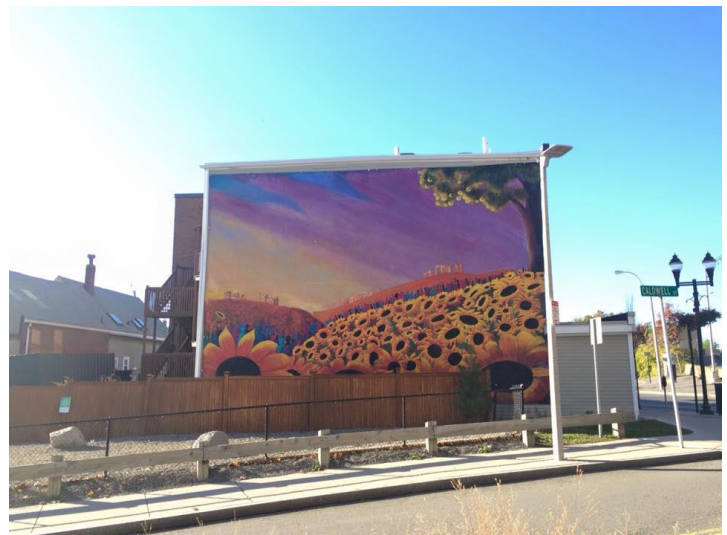
This Is East at a Glance:

Murals:

- Somerville Public Library East Branch Mosaic Benches
- Cross St. East Mural
- Caldwell Street Mural

Artists Involved:

- 5 Theater and Circus Troupes
- 6 Visual Artists
- 7 Videographers and Storytellers
- 15 Ceramic and Tile Artists
- 16 Bands/Musical Performers



Events:

Mural & Story Workshop, July 18th

We invited Improv theater troupe True Story Theater, the community (we had simultaneous interpreting in Spanish, Portuguese and Haitian Creole), and four visual artists to come together to represent the community's stories. Each guest was encouraged to create a visual representation of the stories being told. People's personal experiences came to life on the stage represented by True Story Theater, while people and artists painted visual expressions of the stories. Both quotes and drawings were collected to be part of, and create the themes of the Cross Street Mural.

Make the Mural Night, July 30th

On this night, silhouettes of community members were traced onto the mural site on Cross Street. The area was illuminated by a beautiful lighting installation created by a local artist.

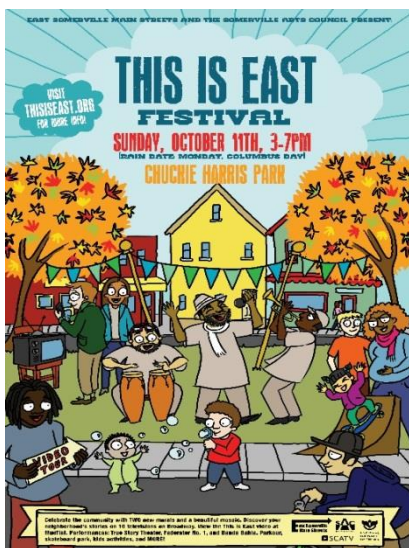
Banner Celebration, August 1st

Since the middle of July, the lights on Broadway were decorated with banners displaying beautiful portraits of thirteen East Somerville neighbors. This event celebrated and honored the amazing cultural wealth we have in the community through three musical performances and kids activities. We also gave people the opportunity to reflect upon their stories and the changes in East Somerville by inviting them to write on three "antique" typewriters. Children created water bottle rockets and explored their possibility of becoming future scientists.

This Is East Film Premiere, September 24th

Community members gathered in Chuckie Harris Park to watch the premiere of the This Is East video documentary, a project which collected the long and short stories of over 70 local residents.

This Is East Festival



This festival was the culmination of all the This Is East cultural events. The festival included performances by True Story Theater, which collected quotes from participating neighbors, and incorporated them into the impressive Cross Street mural by local artists. Two spectacular local bands performed Brazilian and afro beat funk music. Kids were dazzled by aerial circus acts, and were invited to play at the skateboard park and Parkour scaffolding. The festival gave a sense of togetherness, since representatives of every culture that lives in the neighborhood came to celebrate with us.

Televisions were installed along Broadway, displaying the video interviews from our This Is East film to create a video walking tour of the neighborhood.

Carnaval 2015



On Sunday June 7th, East Somerville Main Streets in partnership with the Somerville Arts Council and City of Somerville hosted the sixth annual Carnaval! Broadway was opened to pedestrians to enjoy musical and dance performances on three stages, games, a parade, craft vendors, circus acts, stilted, Parkour demonstrations, the M.U.S.C.R.A.T Bus, spectacular chalk drawings, hula hooping, and makerspace kids group Parts & Crafts.

This year's unparalleled local business participation really brought the street to life, from barbershops giving haircut demonstrations, markets selling freshly cut coconuts ready to drink, to restaurants displaying and selling a variety of their food on the sidewalk.



Brazilian Day 5K 2015

East Somerville Main Streets hosted our first Brazilian Day 5K on September 27. Over one hundred runners signed up to run on our first race. Prices, music, food made this event an awesome time. 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 hundreds of people to have fun in East Somerville.

Foodie Crawl 2015

East Somerville Main Streets hosted our 5th annual Foodie Crawl on September 29th. Broadway's best restaurants opened its doors to over 800 attendees that dined their way through the neighborhood. At \$20 a ticket, attendees experienced East Somerville's diverse culinary offerings, sampling plates from fried brie to Ethiopian lentils with injera bread!

Foodie Crawl was our biggest fundraiser of the year; through ticket sales and sponsorship Foodie Crawl generated over \$14,000 to benefit East Somerville Main Streets.

2015 Foodie Crawl Sponsors

Thalia Tringo & Associates Real Estate
Cambridge Repographics
Callahan Construction Management
Tufts University
Winter Hill Bank
Centrepont Arthitects
Heartland Payment Systems
Adam Dash & Associates
Perfect Dental
Cubby Oil
Mudflat
J. Murray & Sons
Shape Up Somerville

2015 Participating Restaurants

Maya Sol
Casey's
Rincon Mexicano
Deano's Pasta
Vinny's
East End Grille
Fasika
La Brasa
Taco Loco
Tapatio
Gauchao
Amigo's Market
Joe's Liquors
Ola Cafe
Blessing's Carribean
Conexion
Blanca's Bakery



Halloween Block Party 2015

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, Doughnut on a String eating contest, "Fear Factor" game, created lights with Parts and Crafts and made their own Halloween mask with Beautiful Stuff Project!



Business Meetings



On March 23rd East Somerville Main Streets hosted its first very successful business owners meeting of the year to discuss zoning regulations that were in review for the entire city. The meeting had a great turnout, with a total of 15 businesses represented. Also present were Steve Mackey from the Chamber of Commerce, Alderman Matt MacLaughlin and George Proakis, spearheading the new zoning regulation from the Office of Strategic Planning and Community Development and Max MacCarthy, also from the OSPCD. This meeting was essential to begin to understand how the new zoning regulations will

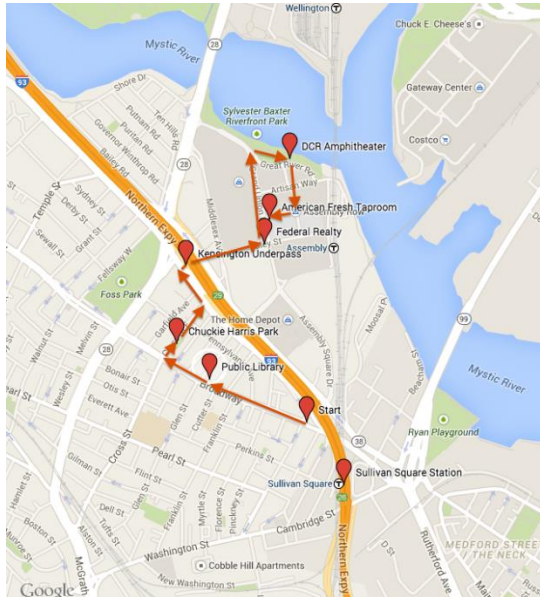
impact our businesses in the long run.

On Tuesday May 12, East Somerville Main Streets hosted our second business meeting. Eighteen local business owners and representatives from the Office of Strategic Planning and Community Development, Traffic & Parking, and Alderman Matt MacLaughlin came together at the East End Grille to discuss issues regarding traffic, parking, and strategic planning in East Broadway.

Kensington Underpass Awareness Campaign & Meeting

On April 28th, over fifty people had a chance to hear representatives from groups like East Somerville Main Streets, Friends of the Community Path, the City of Somerville, Federal Realty (and more) talk about the impact they are making in the community, and opportunities they see for more improvements! This was an opportunity

to showcase the streetscape improvement of East Broadway, and create awareness about the state of disrepair of the Kensington Underpass. We organized this walk in collaboration with WalkBoston.



<https://storify.com/WalkBoston/somerville-walk-walktheville>

On October 9th, East Somerville Main Streets hosted a meeting to discuss plans to improve the Kensington Underpass which goes from the Stop and Shop under the highway to Assembly Row. We met with representatives from the city's Office of Strategic Planning and Community Development, WalkBoston, Callahan Construction, Federal Realty, as well as Urban Transportation Consultant Mark Chase, artists Laura Smith, Nate Swain, and Liz Lamanche, business owner Luis Morales, and members of Friends of the Community Path. The Kensington Underpass is one of the areas included in MassDOT Infra-Space program. This meeting was the first step in generating concrete plans towards ultimately creating safe and beautiful connections between all of East Somerville, including Assembly!



Media Appearances

Foodie Crawl 2015

Blogger Outreach

- Pop.Bop.Shop: <http://www.popbopshopblog.com/2015/09/giveaway-east-broadway-foodie-crawl.html>
- Passionate Foodie: http://passionatefoodie.blogspot.com/2015/09/thursday-sips-nibbles_17.html
- Manic American: shared via social
- The Boston DayBook: <http://thebostondaybook.com/gourmand/2015/09/16/east-broadway-foodie-crawl/>
- I Take Pictures of My Food: <http://itakepicturesofmyfood.blogspot.com/2015/09/giveaway-somervilles-east-broadway.html>
- 40-Something Life
- A Boston Food Diary
- A Girl and Her Mutt
- All Day I Dream About Food
- Anali's First Amendment
- Beantown Eats
- Boston Food and Whine
- Boston Food Examiner
- Hidden Boston
- Boston Tweet
- BostonZest
- Chow Down Beantown
- Confessions of a Chocoholic
- Delicious Dishings
- Eating Places
- HubChow
- In and Around Town
- Indulge Inspire Imbibe
- Just Add Cheese
- K is for Kale
- Massachuseats
- MassBytes
- The Boston Foodie
- Food Monkey
- The Girl Who Ate Boston
- Tiny Urban Kitchen
- Travel, Wine, Dine
- Eat Live Blog
- Little Miss Runshine
- Another Clean slate
- Trendy trainer

Media Outreach

- Boston Globe Food: <https://www.bostonglobe.com/lifestyle/food-dining/2015/09/22/somerville-food-crawl/bpqZXpissizKT1R2ekdkvL/story.html>
- Boston Globe Tables: <http://www.bostonglobe.com/lifestyle/food-dining/2015/09/19/tables-restaurant-openings-closings-and-chatter/85gFQWKMRWPE0W2kY9EtmM/story.html>
- Boston Globe Magazine: <http://www.bostonglobe.com/magazine/2015/09/26/five-things-around-boston-sept-oct/Rc0MITEtaXWy7fpM9iHoQM/story.html>
- Boston Globe North: <https://www.bostonglobe.com/metro/regionals/north/2015/09/23/travel-world-during-east-somerville-foodie-crawl/5oW1Gi6j1PqvTWekddd3LM/story.html>
- BostonChefs: <http://www.bostonchefs.com/events/east-somerville-foodie-crawl-2/>
- Improper Bostonian: Featured in 9/15 issue (print)
- Somerville Journal: <http://somerville.wickedlocal.com/article/20150924/NEWS/150928105>
- Somerville News: <https://thesomervillenewsweekly.wordpress.com/2015/09/01/east-broadway-foodie-crawl-showcases-revitalized-east-somerville-neighborhood/>
- Somerville Times: <http://www.thesomervilletimes.com/archives/61251>
- Somerville Scout: Featured as calendar pick in Sept/Oct issue + online post-event feature - <http://scoutsomerville.com/scenes-from-the-2015-east-broadway-foodie-crawl/>
- Tufts Daily: <http://tuftsdaily.com/arts/2015/10/05/east-somerville-foodie-crawl-gives-diners-reason-come-back/>
- Somerville Patch: <http://patch.com/massachusetts/somerville/east-somerville-foodie-crawl-returns-tuesday-0>
- About.com Boston
- BostInnovation
- Boston Herald
- Boston Herald Social Studies
- Boston Magazine
- Boston.com Events
- Brazilian Times
- Dirty Water TV
- Eater Boston
- El Mundo Boston
- Radio BDC
- Somerville DCAT
- Thrillist
- UrbanDaddy
- Weekly Dig
- Where to Eat Boston
- Zagat Boston
- Boston Metro
- Boston.com
- Boston Globe Cheap Eats

Feature Pitch

- Somerville Scout
- Boston Globe North
- Somerville Journal
- Chronicle HD

- BostInno
- Boston Magazine digital
- Radio Boston
- Boston.com
- Boston Business Journal

Kensington Underpass

- Bostinno: <http://bostinno.streetwise.co/2015/07/06/somerville-assembly-row-development-kensington-underpass-design-proposal/>
- Storify: <https://storify.com/WalkBoston/somerville-walk-walktheville>

This Is East

- Boston Area Small Press and Poetry Scene: <http://dougholder.blogspot.com/2015/06/east-somerville-main-streets-and.html>
- Metro Boston: www.metro.us/news/somerville-is-painting-a-100-foot-long-mural-together/zsJohb---9Wt5IhKZncU/
- The Somerville Times: www.thesomervilletimes.com/archives/62450#more-62450
- The Somerville Times: www.thesomervilletimes.com/archives/62000
- The Somerville Times: www.thesomervilletimes.com/archives/61921
- The Somerville Times: www.thesomervilletimes.com/archives/60668
- Storify: <https://storify.com/ESMS/this-is-east>

Halloween Block Party

- The Somerville Times: <http://www.thesomervilletimes.com/archives62749>

Awards

WalkBoston Golden Shoe Award: “For Transforming the City into a walkable place by investing in the built environment , advocating for transit, getting children active and staying committed to diversity.”

2015 Partners

Somerville Arts Council
 National Endowment for the Arts
 Mudflat Studios
 SCATV

Collaborated with:

Beautiful Stuff Project

Somerville Library East Branch
East Somerville Community School
Somerville Cross Street Senior Center

Artists and organizations we engaged:

Musical Artists:

Grupo Camarote (Brazil)
Grupo Los Nitidos (El Salvador)
Mariachi Los Viajeros de Mexico (Mexico)
Bloco (local, Brazil)
Andrew Gravel Group (local)
DJ Anthony Soto (local)
Pete Shungu Afro D (local)
Tammy Riego (local)
El Sistema (East Somerville Community School)
On Stage Dance Company
Banda Bahia
Somerville Ukelele Club
Somerville Symphony Orkestar
Federator Number 1
True Story Theater

Theater Troupes and Circus:

True Story Theater
Esh Circus Acts
Open Air Circus

Visual Artists:

Laura Smith
Meagan O'Brien
Nate Swain
James Holton Fox
Emely Bhargava
Jerrie Lyndon

Clay Artists:

Laura Smith
Lynn Gervens
Holly Curcio
Jen DeAngelis
Nancy Enriques
Jason Gasdick
Reme Gold
Ellen Grund
Bruce Kaynor
Kate Kuligowski
Kurt Kuss
Toni Langerman

David LaPierre
Deb Minns
Rebecca Munn
Nancy Phillips
Sara Shelton
Jodie Siegel
Sue Wing
Jackie Zajak
Emily Bhargava

Other Community Artists:

All the 2nd and 7th grade students at the East Somerville Community School (over 100 kids)
Students at the Beautiful Stuff Project
Students at MudFlat Studios
Participants at the East Broadway Library
Painters from the community who traced, and painted the Cross Street Mural.

Television and Video Artists:

Rachel Strutt
Wendy Bloom
Meagan O'Brien
Erica Jones
Jess Barnthouse
Rebecca Kopycinski

Other Sports and Entertainment Groups:

Parkour Generations Americas
Somerville DIY Skate Park Association
Somerville Recreation
Hula Hoop Troupe
Samba Viva
Parts and Crafts Makerspace

Thank you to our generous Sponsors!

Somerville Arts Council
City of Somerville
Department of Public Works
Office of Strategic Planning and Community Development
Thalia Tringo & Associates Real Estate
Cambridge Repographics
Callahan Construction Management
Winter Hill Bank
Adam Dash & Associates
Heartland Payment Systems
Tufts University
Cubby Oil
Mudflat
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Ola Cafe
Blessing's Caribbean
Conexion
Gauchao
Tapatio
Taco Loco
Maya Sol
Casey's
Rincon Mexicano
Deano's Pasta
Vinny's
La Brasa
Fasika
East End Grille
Tony's Foodland
Louie's Ice Cream
Lotus Express
Rei da Picanha
Dean's Concessions
MaxCellular
PJ's MotorCars
Beautiful Stuff Project
E-Clips Hair Salon
Coco Style
Friends of the Community Path
Neighborways
WalkBoston