



CENTRAL AVENUE

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December 12, 2008

Subject: Mayor and Municipal Council Confirm Saturday, May 16th for Date of Everything Jersey City Festival

Dear Friends of the Everything Jersey City Festival,

The City of Jersey City is at its best when city officials, residents and the business community work together to advance our common goals. There is no better example of this than the Everything Jersey City Festival, which was launched in May 2008 on Central Avenue with great success.

In order to get a jump on planning for the second annual festival, the Central Avenue SID (CASID) reached out to the city Division of Cultural Affairs in October to confirm a date in May 2009. Citing scheduling conflicts that were never mentioned in 2008, the city recommended that we hold the festival not in May but on June 20th 2009. That date, which falls on Father's Day weekend, squarely in the middle of wedding and graduation season, would have caused a scheduling nightmare with our many volunteers, vendors, sponsors and exhibitors. Other festivals in parks and open spaces may be successful during the summer, but the Everything Jersey City Festival is held on a main street where timing is everything. The festival committee chose a May date specifically to avoid conflicts with major shopping days, holidays, and vacations, so that the local businesses and residents who are impacted most by the festival also have the opportunity to benefit the most. We let the Division of Cultural Affairs, the Mayor and the Municipal Council know about these concerns, but we ultimately found it necessary to ask the public to weigh in as well.

And weigh in they did – despite the fact that the busy holiday season had already begun, over 2000 local residents and business patrons signed a petition demanding that the festival be held on Saturday, May 16th, 2009, the same weekend on which it was held in 2008. This petition appears to have made all the difference, as Mayor Healy and the Municipal Council have announced that they are willing to support having the festival on May 16th.

Moving forward, the CASID's goal as the festival's organizer is simply to have another successful event on Central Avenue in May 2009. Main streets like Central Avenue aren't getting any government bailout, but the festival will provide an important boost to the local economy during these difficult times. We recognize that the city contributes many vital services to make sure everything runs smoothly on the day of the festival, and we look forward to receiving at least the same level of support from all city agencies as we did in 2008. However, we know budgets are tight, and with one successful festival under our belt, we will be able to partner with the city more efficiently this year to minimize the burden on its staff.

On behalf of the CASID and the entire Everything Jersey City Festival Committee, thank you to Mayor Healy, Councilman Gaughan and the other members of the Municipal Council, and all the community leaders, business owners and local residents who have made it possible for us to bring you another great festival. We hope to see you all on Central Avenue on Saturday, May 16, 2009! For more information about the festival, visit www.JCHeights.com.

Sincerely,

Michael Yun, President
CASID Board of Trustees

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