



AFTER THE FIRE

FEBRUARY 4, 2008

AT A
GLANCE

1

Welcomed by a throng of downtown shoppers and onlookers, the governor came to downtown Cambridge Feb. 2 to see the fire damage and check out revitalization efforts. He announced \$278,000 in state aid for Cambridge.

2

The facade of the burned-out building at 444-448 Race Street is being shored up. The new owner, local developer Brett Summers, hopes the stabilization will be complete by Feb. 7, so that all of Race Street can be reopened.

3

Cambridge Main Street is planning a "Whole-Hearted Holiday" Second Saturday Feb. 9, with proceeds going to the Fire Restoration Fund. See next page for details.

THE LATEST NEWS

'WE'RE GOING TO
REBUILD CAMBRIDGE'Governor O'Malley tours downtown;
announces resources from the state

So far, the following resources are being made available for Cambridge in the wake of the Jan. 15 fire:

- \$200,000 in **Community Legacy funding** through the Maryland Department of Housing and Community Development to be used toward rebuilding of the burned-out property.
- \$90,000 in **low-interest loans** for businesses in the City of Cambridge through a revolving loan fund. The \$90,000 includes about \$60,000 from the state and \$30,000 in matching funds from the city. For more info: Contact Penny Tilghman, ptilghman@ci.cambridge.md.us or 410.221.6074.
- \$20,000 from the Maryland Department of Business and Economic Development toward an **emergency marketing campaign** to tell potential visitors that Cambridge is still open for business and has much to offer.
- **Small business counseling** for businesses looking to start up, expand, or improve. Services are offered through the Maryland Small Business Development Center. For more info: Rich Loeffler, rloeffler@chesapeake.edu or 410.228.3715.



Governor Martin O'Malley walks through downtown Cambridge Feb. 2.

- If you own a small business in Cambridge and you're not sure what resource might be best for you, contact Mindie Burgoyne, Eastern Shore representative of the Maryland Department of Business and Economic Development. E-mail her at mburgoyne@choosemaryland.org.

PUTTING IT IN PERSPECTIVE

What we've learned

Sometimes it's through trials and in crises that we learn the most. Here are a few things we've learned since the Jan. 15 fire. . . .

Downtown Cambridge matters. The governor didn't come downtown just for a photo opportunity in front of fire-ravaged buildings. He wanted to see what the rest of downtown had to offer. He made impromptu visits into our stores and buildings. He complimented all of us on our "tremendous vision for what this beautiful main street can be." The media have been here, too. They were here to document the flames on Jan. 15, sure. But media on the Eastern and Western Shores have been coming back to cover our downtown rallies and our public meetings with state officials and everything else. That's because the story of our recovery effort is pretty amazing, too. We've got something here worth saving, worth continuing, worth building on.

We have great volunteers. We're talking about all the volunteers. The firefighters who put in thousands of hours to keep the fire contained. And our own Cambridge Main Street volunteers. Did you know that the Main Street organization has only *one* full-time paid staff member? It's unpaid volunteers that do so much of Main Street's work. Since the fire, many of those volunteers have been putting in long hours helping behind the scenes. **THANK YOU** to everyone who's helped in these past three weeks.

We can make a difference: When we got the word out that the burned, historic storefront might be torn down, more than 200 people showed up for a rally and signed petitions to save it. A few hours later, the property owner had agreed to sell to a local developer committed to saving the facade. We make a difference in less visible ways, too. So many behind-the-scenes partnerships have developed in these past few weeks. Cambridge Main Street has been working hard to help bring together city

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THE GOVERNOR IN CAMBRIDGE



With lots of enthusiastic volunteers, Cambridge Main Street provided the balloons and popcorn to add to the Feb. 2 festivities. Thanks to the North Dorchester High School Jazz Band, which provided just the right musical touch, breaking into *Proud to be an American* as the governor made his way down the street. Thanks to everyone who came downtown!

Governor stops in downtown businesses

Cambridge Main Street was there with the governor for the walking tour, providing the back stories on building rehabs, new and planned businesses, and more. The governor took the time to meet and chat with citizens, merchants, and city officials alike. He also stopped in the following places:

- **Canvasback** (where he ate lunch)
- **Maris Elaine Gallery**
- **Orange Blossoms Flower Shop** (where he was given a corsage)
- **Mirror Mirror Hair Salon**
- **447 Studios and Gallery**
- Future home of the **Dorchester Arts Center** on High Street
- **Nathan Building** at 317 High Street (restored by Victor MacSorley)

“Cambridge is poised for good days ahead. Cambridge has great bones in these downtown buildings. There are great historic storefronts and great people. The spirit of Harriet Tubman is here, and that will help Cambridge bounce back even stronger.”

—GOVERNOR MARTIN O'MALLEY, speaking at a media briefing Feb. 2 in downtown Cambridge

PUTTING IT IN PERSPECTIVE

What we've learned

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officials, state leaders, downtown merchants, county officials, city boosters—everyone and anyone who might make a difference. We're all in this together.

The community cares. Cambridge has a long history of being a caring kind of place. And people are living up to that tradition, reaching out to those affected by the fire. They're also giving from their pockets: so far more than \$3,555 has been contributed to the Fire Restoration Fund, which will help businesses affected by the fire and its aftermath. Plus a Feb. 15 event will raise more funds to help (see red box below for details).

We have a lot to be proud of: If you lived here five years ago, you know: downtown Cambridge was struggling mightily. A lot has changed. Think about the new arrivals downtown last year alone: Bistro Poplar; Maris Elaine; Viv's Gifts & More; Scoop Station; Hodes, Pessin & Katz; Eastern Shore Land Conservancy, Folger Nolan Fleming Douglas. And there's more: big historic rehab projects under way at 450 Race (the old McCrory's) and 317 High Street (the Nathan Building). And think about what's around the corner: three new restaurants, an Aveda spa and salon, a bigger and better home for the Dorchester Arts Center, a new Main Street art gallery. Downtown Cambridge is drawing millions of dollars in investments. Week by week, it's becoming a more fun and exciting place to shop, dine, and just hang out.

Thanks to all who help and support us. Let's all keep doing our part! (And if you're interested in becoming part of the energy of Cambridge Main Street, e-mail office@cambridgemainstreet.com or call 443.521.7560. We'd love to have you!)

HOW TO HELP: COME TO THESE DOWNTOWN EVENTS

SECOND SAT. FEB. 9

Come out for Second Saturday's "Whole-Hearted Holiday" Feb. 9. Buy as many "half-hearts" as you like for \$1 each in participating downtown stores, and if your heart matches the Cambridge Main Street half-heart, you'll win \$100 in Main Street money! Enjoy downtown all day; start buying your half-hearts at 5 p.m. Proceeds go to the Fire Restoration Fund.

FIRE FUNDRAISER FEB. 15

A fundraiser is planned for Feb. 15 at Cambridge Grill (421 Race Street) featuring an auction and live music from Boister. For details on that event or to donate auction items, contact Lisa Salvatore at salshope@comcast.net. The \$15 tickets are available at the Grill and Pear Tree South (412 Race Street).

GREAT SALES FEB. 16

In an effort organized by Vivianne Stubbs of Viv's Gifts & More, downtown merchants are planning a special sale and promotion for the third Saturday of the month, Feb. 16. The sale, which will be advertised in newspapers, will include a special drawing with prizes. If you buy something at a participating merchant that day, you'll be eligible to win!

ABOUT

This update is brought to you by Cambridge Main Street, a 501c3 organization dedicated to revitalizing downtown Cambridge. Contact Liddy Garcia-Buñuel, Executive Director, at office@cambridgemainstreet.com or 443.521.7560.

For the latest news about downtown Cambridge, go to www.cambridgemainstreet.com.