

00:00

[Music]

00:10

my name is adam willoughby

00:12

and i'm the chef and co-owner of the

00:14

morin square diner

00:17

warren square was the neighborhood i

00:19

grew up in

00:21

my grandfather had a bicycle shop right

00:23

around the corner

00:24

i got my hair cut right down the street

00:27

i would walk through this neighborhood

00:28

with my grandmother down to the train

00:30

station every day and count the trains

00:32

as they went by

00:33

[Music]

00:36

it still feels like home to me the

00:39

morning square diner closed in 2018

00:42

after being open since 1943.

00:48

i want to reopen the moren square diner

00:50

to bring elevated diner food to

00:51

fitchburg

00:54

we have great small businesses that are

00:57

creating spaces for artists to perform  
01:00  
for people to meet  
01:01  
all these places are sourcing smart  
01:05  
and local everything is fair trade and  
01:07  
well  
01:08  
put together i want the diner to be  
01:13  
the next step in that and another  
01:16  
brick in the wall that helps hold the  
01:18  
city up and brings it back to  
01:21  
a point of greatness  
01:25  
i see it's really important that we  
01:26  
build this neighborhood back up  
01:28  
that we build fitchburg back up we bring  
01:31  
arts  
01:31  
and culture we really show that small  
01:34  
communities  
01:35  
can do so much more than the big cities  
01:37  
can  
01:39  
there's no reason why we can't have  
01:41  
delicious food  
01:43  
that any michelin star restaurant would  
01:45  
serve

01:46

in any big city but on a smaller scale

01:50

i want to take the work of chefs like

01:52

dan barber and renee

01:54

redzepi and bring them down to the level

01:57

of dining

01:58

that people eat every day and make it

02:00

more accessible

02:01

and more affordable people need to be

02:04

able to eat well whether they can afford

02:06

it or not

02:09

what's important to me is supporting

02:11

local farms and local farmers

02:13

right now local farms are having some of

02:15

the hardest times

02:16

and up to a third of them might not make

02:19

it out of this crisis

02:21

and we need to do what we can to support

02:22

them to

02:24

buy local and serve it local

02:29

supporting these local farmers and

02:31

taking their food

02:33

and not changing it too much and just  
02:35  
being able to showcase their work  
02:43  
really we're just the middlemen in that  
02:51  
we think it's really important to also  
02:53  
support local organizations  
02:55  
non-profits that are doing the good work  
02:58  
so what we can do  
02:59  
is provide a venue for them to meet come  
03:02  
together  
03:03  
host events and maybe even take some of  
03:06  
our extra profits  
03:07  
and give them each month to different  
03:08  
organizations  
03:10  
[Music]  
03:12  
we're giving this all we can we have big  
03:14  
goals and we're trying very hard  
03:16  
but we need a little help  
03:19  
anything you can give goes a long way  
03:22  
[Music]  
03:28  
everything that you can do we appreciate