

Why join the Harvard Square Business Association?

Because the HSBA can help you become a destination.

- Reach your target audience with an individualized and searchable web page on www.harvardsquare.com.
- Engage with our social media communities.
- Participate in traffic-driving events with special member rates.
- Network and connect with other Square business owners to share ideas and create cross-promotional opportunities.
- Promote your in-store events in our searchable on-line Calendar of Events.
- Take advantage of members only advertising opportunities on the website.
- Access to marketing expertise and support.
- Receive and provide exclusive Biz 2 Biz discounts and special offers for you and your employees.
- Be listed in the Directory of the Harvard Square Map.

“Our membership has paid for itself many times over.”

– Adam Hirsch
Curious George

Join the Harvard Square Business Association

Raise your business from location to destination.

Call or email us to learn more.



(617) 491-3434



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The Harvard Square Business Association

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www.harvardsquare.com

THE HARVARD SQUARE
BUSINESS ASSOCIATION

Your Source To:

Drive business
Forge partnerships
Build community



H.S.B.A.

Our Mission

Founded in 1910, our mission is to “promote commerce in Harvard Square while being good stewards of the outside space.”

Our Partnerships

We maintain active and highly-regarded relationships with the City of Cambridge and Harvard University. We work together to ensure the ongoing improvements of the streetscapes; paying particular attention to sidewalks, roadways, light poles, bike parking, handicapped accessibility, plantings and street furniture.

Our Advocacy

We advocate for our members at the License Commission, BZA, Planning Board, Historical Commission and Harvard Square Advisory Committee to support, when appropriate, their applications for patio seating, liquor licenses, signage, CV's and other licenses. In addition, we assist our members in navigating the city's permit system.

“ **My membership is an absolute win-win. The HSBA has helped me to increase traffic and has generated incremental business. ”**

– Mary Taylor
Salt & Olive

Our network is your network.

Our Website and Social Media Network

On average, www.harvardsquare.com receives over 55,000 unique visitors every month. Our website is updated daily so that visitors, students, and residents know what is happening in our restaurants, retail stores, services and cultural organizations. We have over 30,000 Facebook Friends, and 11,000 Twitter Followers; these numbers increase daily.

Our Stewardship

The Harvard Square Business Association prints over 100,000 Harvard Square Maps each year with a directory reserved for members only. The organization developed, provides and maintains a free, public WiFi program. In addition, the HSBA purchases and provides for the daily watering of 140 hanging flower baskets around the Square during the summer. We also coordinate and pay for holiday decorations throughout the Square during the winter months.

 www.harvardsquare.com

 / HarvardSQ

 @harvardsquare

OUR EVENTS

The HSBA organizes and implements over 80 events throughout the year to keep the Square vibrant and fun; all to keep people coming back.



“ **Long-established businesses still have plenty to gain from HSBA membership – and from newer members who bring creative and collaborative ideas to the table. ”**

– Laura Donahue
Bob Slate Stationer