

**Harvard
Square
Business
Association
101st
Annual
Meeting
2.25.11**



Table of Contents

<i>Page 1</i>	<i>Agenda</i>
<i>Page 2</i>	<i>Presentations</i>
<i>Page 3 & 4</i>	<i>January Minutes</i>
<i>Page 5</i>	<i>Presentation of the Slate</i>
<i>Pages 6 – 9</i>	<i>2011 Calendar of Events</i>
<i>Page 10</i>	<i>Web Statistics</i>
<i>Page 11</i>	<i>January Dashboard</i>
<i>Page 12</i>	<i>February Dashboard</i>
<i>Page 13</i>	<i>Web Traffic Sources</i>
<i>Page 14</i>	<i>Banner Ad Statistics</i>
<i>Page 15</i>	<i>Meraki Network – WiFi Statistics</i>
<i>Page 16</i>	<i>Centennial Banner Statistics</i>
<i>Page 17</i>	<i>Website Traffic 2009 – 2011</i>
<i>Pages 18 – 20</i>	<i>February Media Report</i>
<i>Page 21</i>	<i>Cobble Awards – Honor Roll</i>

On the cover:

Harvard Square Business Association: A Year of Events

January: Go Green Walk/Ride Friday

February: "Some Like It Hot" Chili Cook-off

March: A Celebration of Women's History Month in Harvard Square

April: The Third Annual Bookish Ball and Birthday of the Bard

May: 27th Annual Mayfair

June: The Taste of Cambridge

July: Bastille Day

August: Patios in Bloom

September: 2nd Annual Urban-Ag Festival

October: 31st Annual Oktoberfest

November: The 100th Gala Celebration of the Harvard Square Business Association

December: The Everyone Loves Latkes Party



The Harvard Square Business Association

Taking Care Of The Square

WWW.HARVARD SQUARE.COM



HSBA Staff
Executive Director
Denise Jillson

**2009-2010
Officers**

President
John P. DiGiovanni
Trinity Property Mgmt.

Vice Presidents
Jeremiah Murphy
The Harvard Coop
Mary-Catherine Deibel
Upstairs on the Square

Treasurer
Brian Kelley
Cambridge Trust Co.

Secretary
Richard Beaty
Hammond Real Estate

Executive Board

Bob Murphy
Border Cafe
Frank Kramer
Cambridge Local First
Suzanna Krmzian
Cambridge Savings Bank
Jennifer McMahon
Charles Hotel
Carolyn N. Najarian
Citizens Bank
John Schall
Fire + Ice
Ted Galante
Galante Architecture
Patrick Lee
Grafton Street
James Gray
Harvard University
Thomas Lucey
Harvard University
Rachael Solem
Irving House
Bill Doncaster
Lesley University
Nick Pappas
Lizzy's Ice Cream
Brooke Garber
Mint Julep
Katherine Rafferty
Mount Auburn Hospital
Cindy Kuppens
O'Brien Management
Dan Hogan
Passim
Dan Andrews
Unofficial Tours

Honorary Board Member
Former HSBA President
Sheldon Cohen
Community Mapping

101st Annual Meeting and Breakfast - February 25, 2011

Agenda

Greetings – Denise Jillson

Welcome and Introduction of Special Guests – John P. DiGiovanni

Secretary's Report – Tod Beaty

- *Approval of January Minutes*

Treasurer's Report – Brian Kelley

- *Review of 2011 Budget*

Membership Chair Report

Mary Catherine Deibel

- *412 Members to date*
- *Dues Invoices & Voluntary Contribution Appeal*

Nomination of Officers and Directors

Patrick Lee

Official Greetings from the Mayor of Cambridge

The Honorable David Maher

Harvard Square 2011 Infrastructure Report – presented by

*Katherine Watkins, Senior Engineer, City of Cambridge,
Department of Public Works*

Association Overview – Denise Jillson

Presentation of the 2011 Cobble Awards
John DiGiovanni and Mayor David Maher

This year, we are pleased to present the following awards:

*Hospitality Ambassador Award – John Schall, Fire + Ice
Public Service Award – Leonard Silva, City of Cambridge, DPW
Community Partnership Award – Annette Rodibaugh, City of
Cambridge, DPW & Special Events Chair*

Presentation of Gifts to Outgoing Board Members
John DiGiovanni and Denise Jillson

*Board Members – Elected February 29, 2008 – Term Expires
December 31, 2010*

*Brooke Garber
Owner, Mint Julep*

*Dan Hogan
Executive Director, Passim*

*Frank Kramer
Co-Chair, Cambridge Local First*

*Cindy Kuppens
Vice President, O'Brien Management*

*Bob Murphy
General Manager, Border Cafe*

*Carolyn Najarian-Goff
Vice President, Citizens Bank*

Adjourn

*Next Board Meeting – Friday, April 1, 2011 – Cambridge Trust
Company, 9:00 a.m. – Members are welcomed to attend.*

In Attendance: Dan Andrew, Tod Beaty, Sheldon Cohen, Mary-Catherine Deibel, John DiGiovanni, Dan Hogan, Brian Kelley, Suzanna Krmzian, Patrick Lee, Tom Lucey, Carolyn Goff, John Schall, and Rachael Solem. (Denise Jillson and Matt Frank from the HSBA office)

Guests: Susan Hartnett (Cambridge Center for Adult Education), Benson Willis (Hotel Veritas), Diane Tobio and Robert Banker (The Banker Real Estate Company), Bob Leikauskas (SuperTours), Perla Brito (TisTik), Manuel Saidi (I-Media).

President John DiGiovanni called the meeting to order at 9:02am without introductions.

The Minutes of the January board meeting were approved as written.

Treasurer: Brian enjoys delivering the February report, as there is very little to say, this being the first month of the new fiscal year. He feels as though everything is on track. Denise commented that it was a very good sign than an internet company (www.seamlessweb.com) signed a Sponsorship Contract, so early in the season to promote their company. Denise has also had inquiries from American Idol—how cool would that be?

Committee Reports:

Membership: Mary-Catherine's committee has decided that we can and should raise our dues slightly; the increase will be approximately 10% over last year's. Accompanying the dues request will be a note that suggests sending a greater amount will be much appreciated. The Vendor Membership sub-committee, newly formed at John Schall's suggestion, will include John Schall, Dan Andrew, Mary-Catherine, Patrick Lee and Kari Kuelzer. Rachael thinks the first topic should be to define the talking points—"What are the benefits to the vendors who serve us here in the Square?" Four new members joined in January: Maharaja Restaurant (ready to open, and the site of our 101st Annual Meeting on February 25th at 8:30), Best Choice Apartments, Abodeon (house wares and wedding presents) and SCVNGR (an on-line gaming site).

Events and Media: What do Green Eggs and Ham, Martin Luther King, Chocolate and Julianne Moore have in common? They are just some of the many reasons for the world to tune in, dial in, click to and read about Harvard Square. Though it was very wintry, the weather didn't stop Denise and her staff from promoting the Square. Benson has decided it wasn't the **hot** chocolate that got everyone's attention—it was the... CHOCOLATE! Our chocolate tour was a big hit during the day, while some restaurants dimmed at night so daters could "dine in the dark" (Sandrine's did twice!)—all from ideas generated in our committees.

Restaurant: Proudly the committee shared its very first Concierge Newsletter, Volume I, Issue I, with us. On the front of the one-page glossy flier, Rachael Solem profiles Henrietta's Kitchen in a friendly, familiar fashion, while the back, features upcoming

events. It just another way to ensure our visitors know what we do and what fun there is here in The Square.

Internet: Tod asked Matt Frank to give the webstats part of the Internet Committee report. Matt did such a great job that Tod asked if he would do so each month as Matt was much closer to the data than he was. The month of January saw a surprising bump in web activity that Matt thinks it was a result of our attention to chocolate and being green; our wireless (Meraki) activity increased, surprisingly, as well. Tod reported that his committee had decided upon some tweaks to the website and was in the process of soliciting bids from our designer The Atom Group.

Other Business:

- Licensing Chairman Richard Scali has retired; his temporary replacement, Michael Gardner, is working hard to come up to speed on Harvard Square issues and precedents.
- Will the coming storm freeze out the chili cook-off? Stay tuned.
- Bob Leikauskas is again giving us a full page to promote the Square!
- Dan Hogan took a picture of the Board for posterity.
- Perla introduced her cousin, a budding entrepreneur.

Meeting was adjourned at 9:57am

Respectfully submitted,

Tod Beaty, Secretary

HARVARD SQUARE BUSINESS ASSOCIATION

2011 Slate of Officers and Directors

PRESIDENT

John P. DiGiovanni, Trinity Property Management

VICE PRESIDENTS

*Jeremiah Murphy, The Harvard Cooperative Society
Mary Catherine Deibel, UpStairs on The Square*

TREASURER

Brian Kelley, Cambridge Trust Company

SECRETARY

Richard (Tod) Beaty, Hammond Real Estate

EXECUTIVE BOARD

Directors to Serve a Three Year Term / 2011-2012-2013

*Trippe Lonian, Pinkberry
Ivy Moylan, Brattle Theatre
Gino Ruotolo, Gino
Ed Serues, University Common Real Estate
Rachel Wentworth, Forty Winks
Benson Willis, Hotel Veritas*

The Harvard Square Business Association - 2011 Annual Calendar of Events

January Events:

January 16th - Martin Luther King Jr. Day Celebration - On Sunday, January 16th, students from the Community Charter School of Cambridge will recite Dr. King's "I Have a Dream Speech" at Fire + Ice, 50 Church Street, Harvard Square. 4:00 p.m. – 5:00 p.m.

This event is free and open to the public. Light refreshments will be served.

January 27th - Hasty Pudding Woman of the Year Parade in Harvard Square! (Parade at 3:00 p.m. followed by her Award Presentation and Roast)

January 28-30th - *Taste of Chocolate* Festival in Harvard Square!

Harvard Square's finest restaurants and cafés will embark upon a three-day Chocolate extravaganza!

Events will include workshops, a Chocolate Scavenger Hunt, Dining in the Dark Chocolate Style, and Mystery Café's Death by Chocolate. Harvard Square restaurants will feature chocolate appetizers, entrees, desserts, cocktails, cordials and nightcaps while Harvard Square retailers will dazzle you with scrumptious chocolate specials and deals. And, for you brave and hearty chocolate lovers, a tasty sampling of chocolate goodies from Harvard Square's finest purveyors will be presented on Saturday from 1:00 p.m. until 2:00 p.m. on Deguglielmo Plaza (in front of Crema Café) for all to enjoy! Entertainment, prizes and more!

January 28th – Come celebrate our 3rd Winter Carnival Go Green Walk/Ride Friday with our special Green Eggs and Ham breakfast! Enjoy green breakfast burritos, green muffins and pastries and green apples! Breakfast is free, open to the public and will take place in the arcade at Holyoke Center, 1350 Mass. Ave. from 7:00 a.m. - 9:00 a.m.

February Events:

February 4th - Hasty Pudding Man of the Year – The tradition continues! (An award Presentation and Roast at 8:00 p.m. followed by the opening night performance of Hasty Pudding Theatricals 163: *Kashmir If You Can*).

February 5th – "Some Like it Hot Chili Cook-off" from 1:00 - 3:00 pm. (the day before the Super bowl.) Enjoy samples of chili from some of Harvard Square's HOTTEST Restaurants while enjoying musical entertainment! Vote for the People's Choice Award for Best CHILI in Harvard Square. This event is free, open to the public and will take place on Deguglielmo Plaza. (in front of Crema Café)

February 6th - Super Bowl Sunday in Harvard Square! Events in Harvard Square Restaurants and clubs...more details coming soon!

February 11th-14th – A very long and very sweet Valentine's Weekend in Harvard Square! This event will feature fabulous food and drinks from Harvard Square's restaurants, romantic and fun deals from our retailers and a variety of funky, cozy, and entertaining things to do from all of our very best cultural icons!

February 20th - Come celebrate Chinese New Year in Harvard Square! 1:00 - 4:00 pm

2011 is the year of the Rabbit and the 56th Anniversary of the Hong Kong in Harvard Square! As usual, Massachusetts Avenue from the Hong Kong to Yenching will be festooned with gorgeous red and gold silk lanterns hanging from our wrought iron lampposts as we prepare for our grand annual Chinese New Year procession through Harvard Square and our cultural "Open House" at the Hong Kong!

Meet us for a Lion Dance around our lantern-bedecked oak tree in Winthrop Park (corner of JKF and Mount Auburn) and then join our Lion Dance Parade over to the Hong Kong. The Lion Dance Parade will start at 1:30 p.m.

From 2:00 p.m. until 4:00 p.m. several generations of the Lee Family will continue their tradition of community outreach by welcoming the public into the "Kong" for a special cultural open house. The Hong Kong is a beloved landmark and for decades has served as the gateway to the heart of the Square for students and visitors alike. The Hong Kong's steady presence adds to the vibrant cultural diversity that one finds upon entering Harvard Square.

March Events:

Monday, March 1st – Harvard Square Celebrates Women History Month

Join us in Harvard Square as we celebrate Women's History Month! Check back for more information about restaurant events and cultural events throughout Harvard Square www.harvardsquare.com

March 6th – 11th and 13th – 18th - Winter Restaurant Week in Harvard Square!

Thursday, March 17th - Harvard-Go-Brach Events in Harvard Square!

Join us in Harvard Square as we celebrate our Irish Cultural Heritage! Check back for more information about restaurant events and cultural events throughout Harvard Square.

April Events:

Saturday, April 30th - The Fourth Annual Bookish Ball and Shakespeare's Birthday

Bookstore Strolls, Music, Dancing, Remarks and Cake! Free to the Public. Be sure to pick-up a Bookish Ball Passport at the Harvard Square Business Association Kiosk and get as many "stamps" as

possible in order to enter to win fabulous prizes including a Shopping and Dining Spree in Harvard Square. More details to follow.

April 30th -Sunday, May 8th - The 4th Annual Cambridge Science Festival. Harvard Square is full of scientific surprises! Check back for more details.

May Events:

Thursday, April 28th through Sunday May 1st -The 19th Annual Harvard Arts First Festival – Join hundreds of Harvard undergraduates, graduate students and faculty in Harvard’s Annual Celebration of the Arts.

<http://www.fas.harvard.edu/~arts/about.htm>

Sunday May 1, 2010 from 12:00 until 6:00 p.m. -The 28th Annual **Mayfair** featuring Six Stages of live entertainment, over 30 restaurant vendors, hundreds of street vendors selling artwork, jewelry, vintage clothing, neighborhood sidewalk sales, AND Chalk on the Walk! Rain date – May 15th

Thursday, May 5th - Cinco de Mayo –Mexican heritage celebrated in the restaurants of Harvard Square.

Sunday, May 8th -Mother’s Day!

Friday May 27th - Patios in Bloom Kickoff – Our fifth annual Patios in Bloom Event kicks off the official “Patio Season” in Harvard Square. We can’t wait to celebrate the restaurant patios in Harvard Square! Patio’s in Bloom also serves as a “Community Wide” unveiling of the 100 gorgeous Victorian Flower Baskets sponsored by the HSBA which will be hung on the Washington Lampposts throughout Harvard Square!

May 26th - 360th Harvard Commencement

June Events:

Saturday June 11th – The Dance for World Community Festival in Harvard Square, presented by Jose Mateo Ballet Theatre.

Saturday, June 18th – 4th Annual Make Music / Harvard Square! - A square-wide musical celebration being held in every nook and cranny, park and plaza and street and patio throughout the day and throughout the evening on the longest day of the year.

Sunday, June 19th - Father’s Day!

July Events:

Sunday, July 10th - Bastille Day! Join us on Holyoke Street for a stormin’ French Street Festival featuring fabulous French food, music, dance and children’s events!

Tuesday, July 5 through August 31 - Think Pink, Drink Pink, Shop Pink! Members of the Harvard Square Business Association have joined together to create a Breast Cancer Awareness Campaign using PINK themed window displays, PINK drinks and PINK shopping opportunities in Harvard Square from July 5th through August 31st. The fifth annual event changes weekly with new displays, offers and events. The financial donations collected by individual businesses and special events will be tallied and announced after August 31st.

August Events:

Summer Restaurant Week in Harvard Square. Details to follow.

September Events:

Third Annual Urban Ag Fair. Details to follow.

Eighth Annual Riversing, presented by the Revels. Details to follow.

October Events:

Sunday October 2nd -The Thirty-Second Annual **Oktoberfest and Honk Festival** featuring six stages of live entertainment, Over 30 restaurant vendors, hundreds of street vendors selling artworks, jewelry, vintage clothing, neighborhood sidewalk sales, and HONK! Bands from around the country!
Raindate Oct 9th

Saturday October 22nd - Sunday, October 23rd - The 47th Head of the Charles.
The 46th Head of the Charles Regatta, the world's largest two-day rowing event, brings 7,500 athletes from around the world to compete in 55 different race events. The Regatta attracts up to 300,000 spectators to Harvard Square!

October 28th-31st - Harvard Scare! Scary event details to be announced soon.

November Events:

Saturday November 26th – Tree Lighting at the Charles Hotel

December Events:

Sunday December 11th – Ice Rink Opening at the Charles Hotel

Friday December 16th – Saturday December 17th – Shop Over Weekend at local Harvard Square hotels and inns!

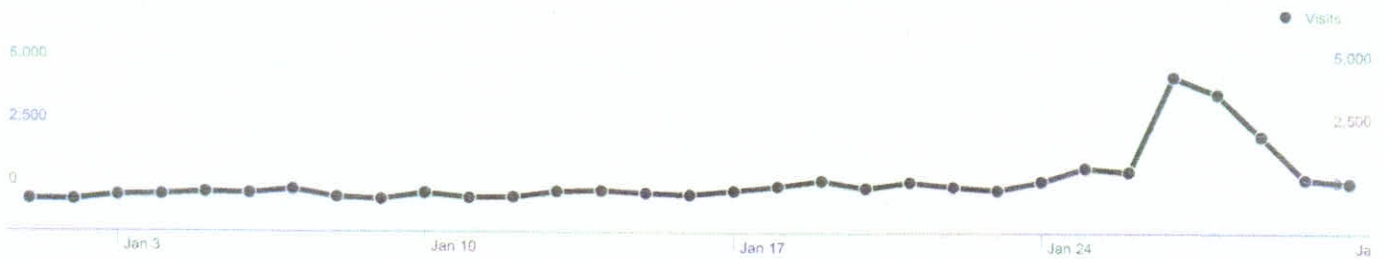
Saturday December 17th - The Every one Love Latkes Party! From 1:00 – 2:30. The Fifth Annual Everyone Loves Latkes Party featuring the most delicious, most creative, and best-looking latkes and condiments available! Join us for this free event with gracious latke donations from the fabulous restaurants of Harvard Square. Holiday music and storytelling too!

Sunday, December 18th - Breakfast with Santa

For more information about Harvard Square Events, please visit: www.harvardsquare.com

Web Stats Monthly Comparative Analysis from Google Analytics (As of 02/23/2011)

Month/ Year	Visits	Unique Visits	Page Views	Pages per Visit	Average Time	Percent New Views	Top Page 1	2	3	4	5
Feb.-11	33,006	27,607	97,123	2.94	2.17	71.93	Rest.	Home	Shops	Events	A/E
Jan.-11	42,560	35,634	110,168	2.59	1.59	73.93	Rest.	Home	Chocolate	Shops	Events
Dec.-10	34,615	29,160	100,604	2.91	2.11	73.35	Rest.	Home	Shops	Events	A/E
Nov.-10	36,073	29,905	108,929	3.02	2.31	72.11	Rest.	Home	Shops	Events	A/E
October-10	66,019	53,129	188,520	2.86	2.04	71.12	Home	Rest.	Oktoberfest	Shops	Events
Sept.-10	45,035	36,796	131,748	2.93	2.11	73.20	Rest.	Home	Shops	Events	A/E
August-10	38,616	31,481	120,093	3.11	2.29	73.13	Rest.	Home	Shops	Events	A/E
July-10	41,420	33,222	131,662	3.18	2.32	71.88	Rest.	Home	Shops	Events	A/E
June-10	36,900	30,302	117,408	3.18	2.36	73.08	Rest.	Home	Shops	Events	A/E
May.-10	43,884	36,593	132,996	3.03	2.2	72.34	Home	Rest.	Shops	Events	MayFair
April.-10	43,259	35,879	125,085	2.89	2.18	72.65	Home	Rest.	Shops	Events	MayFair
March.-10	34,261	28,448	105,037	3.07	2.32	71.98	Rest.	Home	Shops	Events	A/E
Feb.-10	31,885	26,112	97,715	3.06	2.36	70.21	Rest.	Home	Shops	Events	A/E
Jan.-10	29,391	24,382	88,724	3.02	2.31	72.40	Rest.	Home	Shops	Events	A/E
Dec.-09	31,796	26,561	93,296	2.93	2.19	71.01	Rest.	Home	Shops	Events	A/E
Nov.-09	34,800	28,265	102,179	2.94	2.26	69.09	Rest.	Home	Shops	Events	Accommod.
October-09	55,841	44,814	164,729	2.95	2.12	69.66	Home	Rest.	Shops	Oktoberfest	Events
Sept.-09	39,756	32,900	119,807	3.01	2.14	72.36	Rest.	Home	Shops	Events	A/E
August-09	33,994	28,402	110,502	3.26	2.31	74.37	Rest.	Home	Shops	Events	A/E
July-09	34,561	28,865	117,829	3.41	2.45	74.56	Rest.	Home	Shops	Events	A/E
June-09	30,137	25,304	104,221	3.46	2.49	73.50	Rest.	Home	Shops	Events	A/E
May-09	37,450	31,037	124,916	3.34	2.33	71.00	Rest.	Home	Shops	MayFair	Events
April-09	31,726	26,588	106,712	3.36	2.38	73.61	Rest.	Home	Shops	Events	A/E
March-09	30,292	25,408	108,070	3.57	3.04	74.92	Rest.	Home	Shops	Events	A/E
Feb.-09	31,151	25,896	113,320	3.64	2.55	74.02	Rest.	Home	Shops	Events	A/E
Jan.-09	29,647	24,705	105,403	3.56	2.53	74.30	Rest.	Home	Shops	Events	A/E
Dec.-08	29,736	24,949	101,864	3.43	2.44	74.39	Rest.	Home	Shops	Events	A/E
Nov.-08	31,350	26,110	107,245	3.42	2.4	73.59	Rest.	Home	Shops	Events	A/E
October-08	49,853	40,981	169,157	3.39	2.29	74.02	Home	Rest.	Oktoberfest	Shops	Events
Sept.-08	30,619	25,341	107,749	3.52	2.36	74.71	Rest.	Home	Shops	Events	A/E
August-08	31,305	25,899	113,179	3.63	2.47	74.17	Rest.	Home	Shops	Events	A/E



Site Usage

42,560 Visits

59.97% Bounce Rate

110,168 Pageviews

00:01:59 Avg. Time on Site

2.59 Pages/Visit

73.93% % New Visits

Visitors Overview

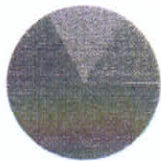


Visitors
35,441

Map Overlay



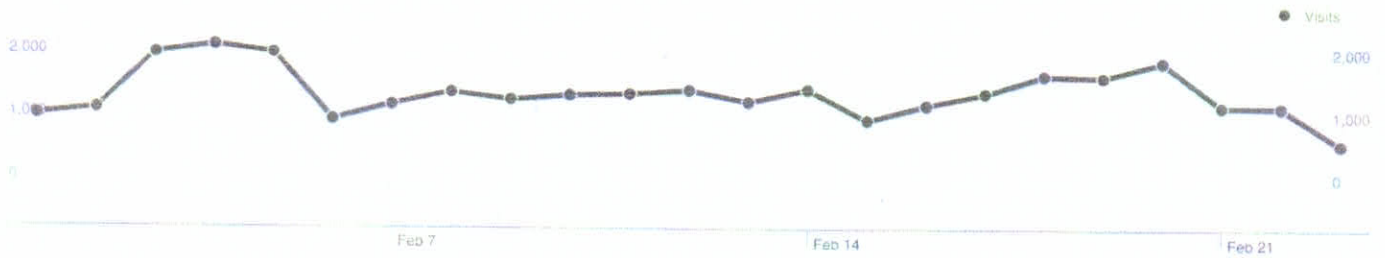
Traffic Sources Overview



- Search Engines
28,636.00 (67.28%)
- Referring Sites
7,216.00 (16.95%)
- Direct Traffic
6,650.00 (15.62%)
- Other
58 (0.14%)

Content Overview

Pages	Pageviews	% Pageviews
/restaurants.aspx	21,254	19.29%
/	13,437	12.20%
/Home/Articles/Chocolate-	10,138	9.20%
/shops.aspx	8,008	7.27%
/events.aspx	3,844	3.49%



Site Usage

32,993 Visits

55.14% Bounce Rate

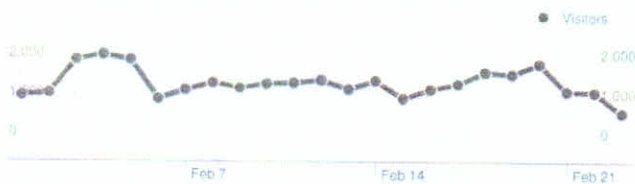
97,102 Pageviews

00:02:17 Avg. Time on Site

2.94 Pages/Visit

71.93% % New Visits

Visitors Overview

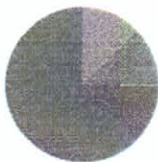


Visitors
27,594

Map Overlay



Traffic Sources Overview



- Search Engines
24,736.00 (74.97%)
- Direct Traffic
4,157.00 (12.60%)
- Referring Sites
4,070.00 (12.34%)
- Other
30 (0.09%)

Content Overview

Pages	Pageviews	% Pageviews
/restaurants.aspx	20,906	21.53%
/	11,771	12.12%
/shops.aspx	7,535	7.76%
/events.aspx	3,829	3.94%
/accommodations.aspx	2,197	2.26%

All Traffic Sources

Feb 1, 2011 - Feb 23, 2011

Comparing to: Site



All traffic sources sent 33,109 visits via 462 sources and mediums

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
33,109 % of Site Total: 100.00%	2.94 Site Avg: 2.94 (0.00%)	00:02:17 Site Avg: 00:02:17 (0.00%)	72.01% Site Avg: 71.94% (0.10%)	55.15% Site Avg: 55.15% (0.00%)	
Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google / organic	23,183	3.05	00:02:20	70.79%	53.84%
(direct) / (none)	4,173	2.49	00:02:03	73.42%	62.47%
bing / organic	801	4.05	00:03:17	75.66%	44.82%
facebook.com / referral	591	1.60	00:01:08	68.53%	80.71%
yahoo / organic	570	3.39	00:02:26	79.65%	48.07%
boston.com / referral	328	2.62	00:03:24	71.34%	37.50%
twitter.com / referral	328	1.38	00:00:39	63.11%	87.80%
google.com / referral	292	1.77	00:01:38	83.56%	66.78%
search / organic	114	3.23	00:03:18	86.84%	52.63%
aol / organic	111	3.16	00:02:21	79.28%	45.05%
news.harvard.edu / referral	87	6.01	00:05:42	72.41%	28.74%
bostonrestaurants.blogspot.com / referral	85	2.45	00:01:09	56.47%	18.82%
sonicbids.com / referral	80	2.41	00:01:29	92.50%	36.25%
bostoneventsinsider.com / referral	73	2.05	00:01:22	46.58%	57.53%
bostonchefs.com / referral	72	1.79	00:02:26	54.17%	73.61%
hmn.harvard.edu / referral	64	4.56	00:04:12	84.38%	14.06%
maps.google.com / referral	61	3.48	00:02:24	86.89%	27.87%
dce.harvard.edu / referral	58	3.12	00:03:04	72.41%	43.10%
admissions.college.harvard.edu / referral	53	1.40	00:01:21	92.45%	81.13%
cambridge-usa.org / referral	52	5.17	00:03:28	80.77%	21.15%
yelp.com / referral	50	2.24	00:01:18	66.00%	58.00%
kaplaninternational.com / referral	47	1.32	00:00:29	38.30%	85.11%

HarvardSquare.com Banner Stats Banner Name	Mar-10 Views	Apr-10 Views	May-10 Views	Jun-10 Views	Jul-10 Views	Aug-10 Views	Sep-10 Views	Oct-10 Views	Nov-10 Views	Dec-10 Views	Jan-11 Views	Feb-11 Views
Aberdeen Lofts	42296	41543	39635	31537	12141	28885	28878	34358	36436	30353	32120	27505
CCAE	41121	40440	38188	30813	11693	28069	28811	34245	35975	29772	31939	26945
Cambridge Trust Company	40978	39986	37943	30326	10738	27701	29473	30125	1775	29536	31773	27054
Charles Hotel	25366	27154	26067	21314	7290	15525	14989	18417	16153	12780	14865	12351
Chutneys	0	0	0	0	0	0	0	0	36571	31057	33905	30568
FlyerBoard	38948	38012	35901	28929	12656	31520	35181	36263	35330	29445	31403	26396
Fire and Ice	0	0	0	0	11277	27468	28400	45602	38197	32558	35479	32010
Grafton Street	48335	47311	45243	39713	14301	33323	35083	45333	38000	32279	35225	31769
Hammond Real Estate	44331	43186	41153	33253	11648	29075	30287	30752	1759	29806	32534	27594
Harding House	27946	29681	28785	23422	8357	17994	17782	21730	19289	15239	17721	14667
Harvard Athletics	16264	16401	15132	13050	5546	16996	20214	23889	21201	18125	19580	16724
Harvard Book Store	21959	22638	20916	18210	7954	29118	11185	0	0	0	0	1335
Harvard Square Hotel	25931	27934	26982	21872	7233	16236	16328	17837	1699	12829	14843	12378
Hong Kong	46805	45856	43491	38118	14111	33432	36159	46084	39231	33077	35969	32599
Hote Tria	0	0	0	0	0	0	0	0	0	0	3414	11821
Irving House	28374	29882	28851	23463	7941	18038	18328	20403	1709	14818	17497	14624
John Harvard's	49589	48550	46519	40571	14719	34294	36276	46248	39280	33463	36097	32778
Nan Nectars	49047	47878	45419	39736	14306	33599	36336	46431	39467	33169	35988	32464
OM	42283	41542	40234	34859	13078	32875	36838	47465	39886	33766	36962	33285
Passim	15731	16236	14970	13115	5512	16864	20096	23505	20938	17734	19349	16593
Petali Flower	17093	17708	15785	13700	6743	27955	34672	41238	37906	38020	33703	29865
Propark	24069	25781	24908	19871	7122	15187	14590	17798	16243	12644	14620	12135
Red House	49220	47975	45929	40031	14175	33446	35477	45231	38348	32260	35080	31843
Sheraton	0	0	0	0	6407	15802	16977	21049	19113	14569	17157	14189
The Harvard COOP	18224	18513	16758	14814	6948	28006	34215	40643	37500	37840	33476	29532
The Inn at Harvard	25354	26754	26046	20777	7242	17061	17823	19740	1779	14353	17076	13963
The Redline	45387	43747	42255	36707	13562	32900	35664	44834	37368	32030	34570	31445
The Tannery	19640	20347	18651	16253	7089	26204	30683	35682	32823	34370	29792	26266
The Upper Crust	42820	41483	39842	34699	12471	29971	32883	42052	34912	30191	32653	29782
Upstairs on the Square	45065	44819	42294	37303	13133	30592	33236	42842	36148	30713	33239	30026
Wellbridge	38946	37777	35903	28952	11187	25990	25896	31028	34295	27682	29361	24883
Wifi Irving	21662	23052	22715	18215	6342	16379	18094	20106	1752	14522	17030	14345
Wifi Vision House	38218	37051	35454	28336	11106	27136	27948	32887	34711	29025	30780	26267
Wifi Wainwright	37926	37201	35050	28213	10920	26789	28037	33347	29989	29989	31563	27123

Meraki Network (Meraki Dashboard)

Launched Public Wifi 07-01-2008

(As of 02/23/2011)

Month	Monthly Users	To Date Users	To Date Usage
Feb-11	7,628	198,123	2817Gigs
Jan-11	6,357	190,495	2760Gigs
Dec-10	6,920	184,138	2705Gigs
Nov-10	8,656	177,218	2659Gigs
Oct-10	9,369	168,562	2604Gigs
Sep-10	9,539	159,193	2542Gigs
Aug-10	10,700	149,654	2460Gigs
Jul-10	10,472	139,182	2317Gigs
Jun-10	8,868	130,314	2200Gigs
May-10	7,025	123,289	2189Gigs
Apr-10	6,250	117,039	2095Gigs
Mar-10	5,885	111,154	2024Gigs
Feb-10	5,554	105,600	1942Gigs
Jan-10	5,084	100,516	1845Gigs
Dec-09	3,995	96,521	1774Gigs
Nov-09	5,845	90,676	1688Gigs
Oct-09	6,500	84,176	1549Gigs
Sep-09	7,326	76,850	1424Gigs
Aug-09	6,813	70,037	1309 Gigs
Jul-09	5,661	64,376	1201 Gigs
Jun-09	5,697	58,679	1138 Gigs
May-09	5,399	53,280	1058 Gigs
Apr-09	6,136	47,144	958 Gigs
Mar-09	3,041	44,103	799 Gigs
Feb-09	3,861	40,242	690 Gigs
Jan-09	3,022	37,220	602 Gigs
Dec-08	2,101	35,119	500 Gigs
Nov-08	4,216	30,903	422 Gigs
Oct-08	4,819	26,084	372 Gigs
Sep-08	5,235	20,849	325 Gigs
Aug-08	5,399	15,450	245 Gigs
Jul-08	4,750	10,700	175 Gigs

Mobile Webstats (Google Analytics)

Launched Mobile Site 08-02-2010

(As of 02/23/2011)

Month	Monthly Users	Percent Site Traffic
Feb-11	2,655	8.03%
Jan-11	3,457	8.12%
Dec-10	2,293	6.62%
Nov-10	2,382	6.60%
Oct-10	4,532	6.86%
Sep-10	2,699	5.66%
Aug-10	1,733	4.49%

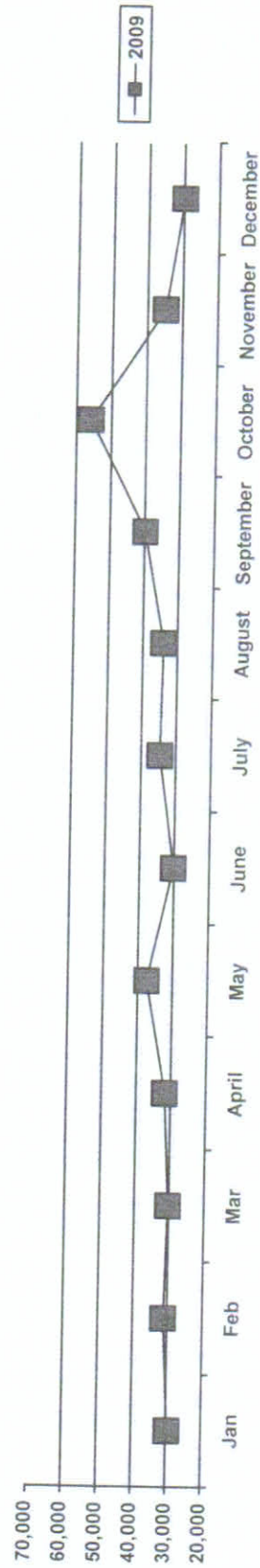
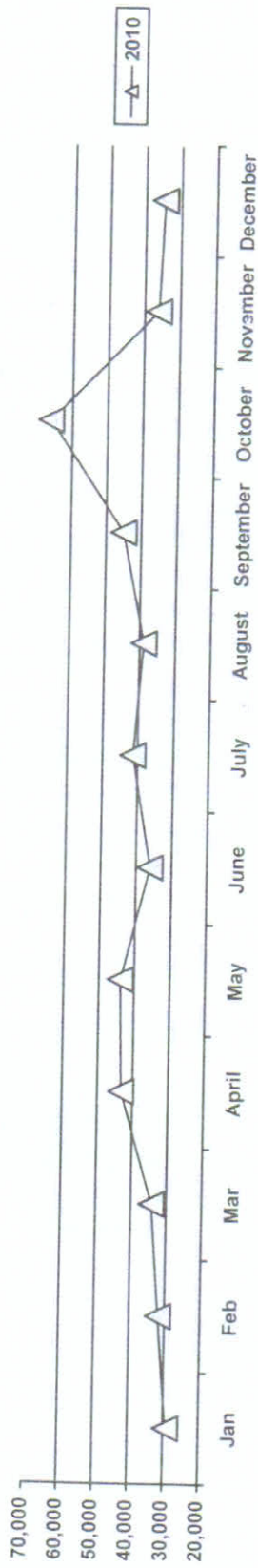
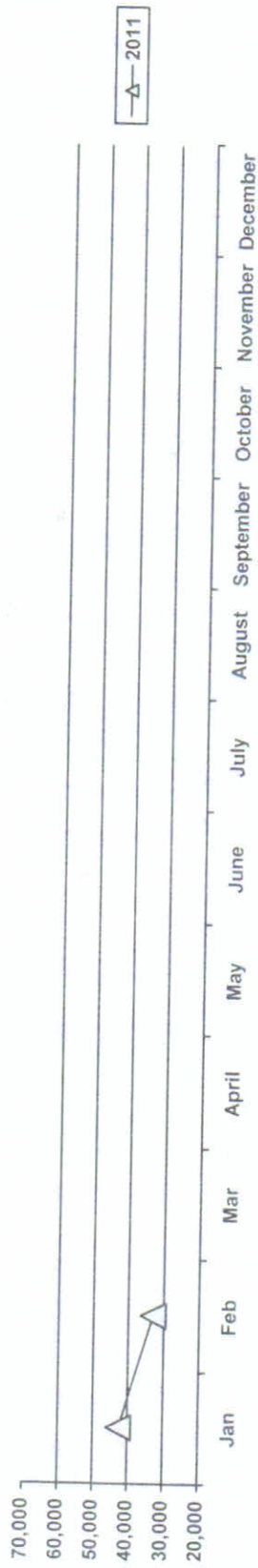
HarvardSquare.com (As of 02/23/2011)
Centennial Banner Stats

Banner Name	Nov-10 Views	Dec-10 Views	Jan-11 Views	Feb-11 Views
Cambridge Savings	553	1410	1718	1394
Cambridge Trust	1775	1438	1749	1380
Hammond	1759	1444	1739	1406
Harvard Book Store	1691	1451	1633	1378
Harvard Coop	1562	1413	1696	1335
Harvard Sq Hotel	1699	1483	1699	1446
Hotel Veritas	535	1167	1463	1168
Irving House	1709	1374	1675	1351
The Inn at Harvard	1779	1295	1590	1292

HarvardSquare.com/history Web Stats

Month/Year	Page Views		Unique Views	Average Time	Top Page Views				
	1	2			3	4	5		
Feb.-11	1,140	950	0.45	Home	Images	Bro. Blue	Camb Center	Sidewalk Sam	
Jan.-11	1,300	1,100	1.00	Home	Images	Camb Center	Bro. Blue	Events	
Dec.-10	1,245	1,028	1.00	Home	Images	Camb Center	Bro. Blue	Events	
Nov.-10	2,159	1,719	1.03	Home	Events	Images	Bro. Blue	Camb Center	

HARVARD SQUARE.COM
 Traffic 2009, 2010, 2011
 (As of 02/23/2011)



HSBA:

“Some Like it Hot” Chili Cook-off

[Free Chili Steams Today | FlyByBlog | Harvard Life. To Go. | The ...](#)

Feb 5, 2011 ... Free chili will be available to sample today from 1 to 3 p.m. at the "Some Like It Hot Chili Cook-Off," held on Brattle Street in front of ...
www.thecrimson.com/article/2011/2/5/chili-square-street-cookoff/ -

Redline Takes Home Chili Crown

Cambridge Chronicle - Feb 10, 2011

Harvard Square restaurant Redline took home the top honors in the Harvard Square Business Association's third annual chili cook-off. ...

Harvard Square to host chili cook-off Feb. 5 - Cambridge ...

Feb 3, 2011 ... Cambridge Chronicle - The chili gauntlet has been thrown! All in good fun, of course! The Harvard Square Business Association's third annual ...
www.wickedlocal.com/.../Harvard-Square-to-host-chili-cook-off-Feb-5 -

The Boston Foodie: Harvard Square Chili Cook-Off

Feb 6, 2010 ... Harvard Square hosted a chili cook-off this weekend as part of the Square's Winter Festival celebration. The participating restaurants: ...
thebostonfoodie.blogspot.com/.../harvard-square-chili-cook-off.html -

Harvard Square's Free "Some Like it Hot Chili Cook-Off": February ...

Feb 5, 2011 ... The Harvard Square Business Association (HSBA) welcomes everyone to a FREE "Some Like it Hot Chili Cook-Off" on Saturday February, ...
dguides.com/.../harvard-squares-free-some-like-it-hot-chili-cook-off-february-5-2011/ - Cached

Harvard Square Chili Cook-Off | Baking on a Budget

Feb 8, 2011 ... This entry was posted in Journalism and tagged Harvard Square Chili Cook off, photography. Bookmark the permalink. ...
gailwaterhouse.wordpress.com/2011/.../harvard-square-chili-cook-off/ - Cached

Harvard Square Hosts Chili (Chilly?) Cook-Off -- Grub Street Boston

Feb 4, 2011 ... Boston Restaurant Talk reminds us that Harvard Square hosts a chili cook-off tomorrow in front of Crema Cafe. Sample chili from neighborhood ...
boston.grubstreet.com/2011/02/harvard_square_hosts_chili_chi.html - Cached

Some Like it Hot Chili Cook-Off Coming to Cambridge's Harvard ...

Feb 5, 2011 ... A chili competition is on its way to the Harvard Square section of ... Labels: Cambridge restaurants, chili, Harvard Square restaurants, ...
bostonrestaurants.blogspot.com/.../some-like-it-hot-chili-cook-off-coming.html - [Cached](#)

[Some Like It Hot Chili Cook-Off in Harvard Square - Boston ...](#)

Feb 5, 2011 ... Warm up this Saturday with some spicy chili at Harvard Square's Some Like It Hot Chili Cook-Off. - More Boston Restaurant News and Events ...
bostonchefs.com/news/.../some-it-hot-chili-cook-off-harvard-square/ - [Cached](#)

Chinese New Year

[Chinese New Year in Harvard Square - This Week in Boston - Time ...](#)

Chinese New Year in Harvard Square. harvardsquare.com. Subway: Harvard Square T. Missed the big parade last weekend in Chinatown? Harvard Square has you ...
timeoutboston.com/things.../chinese-new-year-in-harvard-square - [Cached](#)

[Chinese New Year in Harvard Square | Massachusetts Travel Journal](#)

Chinese New Year in Harvard Square. Dates: February 20, 2011. The Year of the Rabbit is celebrated in Harvard Square with a Lion Dance around a ...
masstraveljournal.com/events/chinese-new-year-harvard-square - [Cached](#)

[Chinese New Year Celebration: Harvard Square | Keeping You Healthy](#)

We welcome you to join us in our annual Chinese New Year Lion Dance procession through Harvard Square and at our cultural "Open House" at the iconic Kong. ...
www.keepingyouhealthy.com/.../chinese-new-year-celebration-harvard-square/ - [Cached](#)

Harvard Square Members

[An experiment in building better food](#)

Boston Globe - [Sheryl Julian](#) - Feb 15, 2011

... in Harvard Square, which opened in the fall, has a strong opinion about it. ... Clover Food is a fast-food restaurant, almost always offering well made, ...

[Boston offers dining for any kind of Valentine](#)

Tufts Daily - [Jon Cheng](#) - Feb 15, 2011

Top of the Hub is the highest restaurant in Boston, situated at the 52nd story of the Prudential ... (91 Winthrop St. in Harvard Square; 617-864-1933)

[Hootenanny Harvard Square Good for Any and All Hootenannies](#)

Racked National - [Frank Gargione](#) - 1 day ago

First off, it's up a gloomy ramp in a pretty unassuming mini-mall space off the main drag in Harvard Square. Second of all, it's jam-packed and not exactly ...

The Tannery's Fashion Expansion on Boylston

Racked National - Frank Gargione - 7 hours ago

With two locations, in Harvard Square and on Boyleston Street near the park, ... In addition to a new space a few doors down from their Harvard Square ...

Bob Slate Closes Three Art Stores

Harvard Crimson - Xi Yu - Feb 15, 2011

It chose two years ago not to renew its Harvard Square lease covering its ... Ave. as well as 63 Church St. in Harvard Square, was passed down from its late ...

Cambridge's Bob Slate, Stationer to close

Wicked Local - Emily Cataneo -

Brothers Mallory, left, and Justin Slate will be closing Bob Slate Stationer which has been a staple in Harvard Square for over 75 years. By Emily Cataneo The owners of Bob Slate, Stationer announced last week that they will shutter the store's three ...

Longtime Cambridge stationer to close shop

Boston Globe - Jenn Abelson - D.C. Denison - Feb 11, 2011

Brothers Mallory (left) and Justin Slate at one of their stationery store in Harvard Square in June 2003. (Tom Landers for The Boston Globe/File) By Jenn ...

Slated for Change

Harvard Crimson - 6 days ago

By The Crimson Staff The oldest stationary store in Harvard Square will close its doors next month after 78 years of service to the Harvard community. ...

Guest commentary: The end of the mom-and-pop shop

Cambridge Chronicle - Sam Christy - 4 days ago

Mallory Slate chats with a customer at Bob Slate Stationer in Harvard Square which will be closing after serving the neighborhood for over 75 years. ...

Fired up for 'Prometheus'

Boston Herald - Dave Wedge - 1 day ago

The production, which starts a five-week run Friday at Oberon in Harvard Square, tells the story of Prometheus, the mythical figure punished by the gods for ...

Cobble Awards – Honor Roll

2006 Cobble Awards – (9)

Community Partnership	Estella Johnson
Community Spirit	Frank Kramer
Cornerstone	Tod Beaty
Cornerstone	Sheldon Cohen
Cornerstone	Crimson Corner
Hospitality Ambassador	Mary-Catherine Deibel
Hospitality Ambassador	Patrick Lee
Outstanding Achievement	John P. DiGiovanni
Partnership	George Fernandes

2007 – None given. A celebratory annual meeting was not held due to change in fiscal year from ending on June 30th to ending on December 31.

2008 Cobble Awards – (5)

Beautification Award	John Selletto
Community Partnership	Steve Williams
Cornerstone	Frances Cardullo
Hospitality Ambassador	Dave Fredericks
Leadership	Rachael Solem

2009 Cobble Awards – (5)

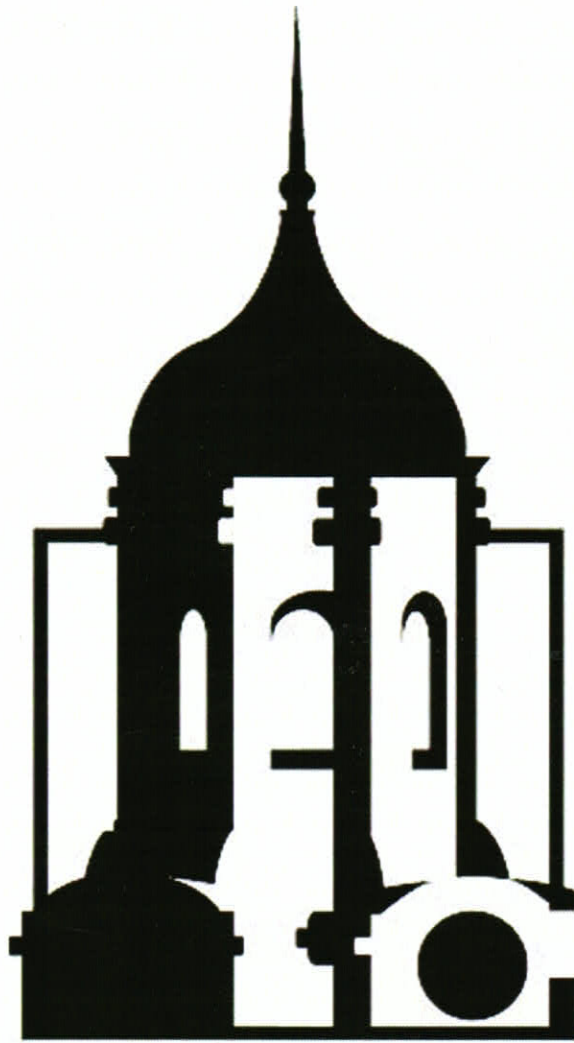
Cornerstone	The Andover Shop
Hospitality Ambassador	Kari Kuelzer
Leadership	Jim Gray
Public Service	Joseph McElroy
Outstanding Achievement	Jim Smith

2010 Cobble Awards – (5)

Charter Member	The Harvard Coop / Allan Powell
Charter Member	Cambridge Trust Company / Joe Roller
Charter Member	J. August / Jerry Murphy
Charter Member	Leavitt & Peirce / Paul MacDonald
Charter Member	Thomas Hadley Trust

2011 Cobble Awards (3)

Hospitality Ambassador	John Schall
Public Service	Leonard Silva
Community Partnership	Annette Rodibaugh



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**18 Brattle Street
Cambridge, MA 02138**
