

THE HARVARD SQUARE BUSINESS ASSOCIATION



102ND ANNUAL MEETING & BREAKFAST
MARCH 3, 2012

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102nd Annual Meeting and Breakfast March 2, 2012 Agenda

HSBA Staff

Executive Director
Denise Jillson

2010-2011 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

Tod Beaty
Hammond Real Estate

Executive Board

Ivy Moylan
Brattle Theatre
Karen B. Kindle
Cambridge Savings Bank
Heidi Bergos
Charles Hotel
John Schall
Fire + Ice
Rachel Wentworth
Forty Winks
Ted Galante
Galante Architecture
Gino Ruotolo
Gino
Patrick Lee
Grafton Street
Lisa Hogarty
Harvard University
Thomas Lucey
Harvard University
Benson Willis
Hotel Veritas
Rachael Solem
Irving House
Bill Doncaster
Lesley University
Nick Pappas
Lizzy's Ice Cream
Katherine Rafferty
Mount Auburn Hospital
Trippe Lonian
Pinkberry
Ed Serues
University Common Real Estate
Dan Andrews
Trademark Tours

Honorary Board Member
Former HSBA President
Sheldon Cohen
Community Mapping

Greetings

Denise Jillson

Welcome and Introduction of Special Guests

John P. DiGiovanni

Secretary's Report

Tod Beaty

- Approval of February Minutes

Treasurer's Report

Brian Kelley

- Review of 2012 Budget

Membership Chair Report

Mary Catherine Deibel

- 2 new members since February 1, 2012
World's Only Curious George Store – Harvard Square
Cambridge Historical Tours

Nomination of Officers and Directors

Patrick Lee

Official Greetings from the Mayor of Cambridge

The Honorable Henrietta Davis

Harvard Square Celebrates the 100th Anniversary of the Harvard Square T Station

Jonathan Davis, acting MBTA General Manager and MassDOT Rail and Transit Administrator

Presentation of Senate Resolution

Sal N. DiDomenico

Presentation of the 2011 Cobble Awards

John DiGiovanni and Mayor Henrietta Davis

- Public Service Award – Lou Mothon, City of Cambridge, DPW
- Community Partnership Award – Kathy Watkins City of Cambridge, DPW

Agenda (continued)

Presentation of Gifts to Outgoing Board Members

John DiGiovanni and Denise Jillson

With thanks and appreciation for their service, we applaud...

Board Members – Elected Feb. 27, 2009 – Term Expires December 31, 2011

Karen Kindle (replaced Suzanna Krmzian)

Asst. Vice President, Cambridge Savings Bank, 1374 Mass. Ave., Cambridge

Patrick Lee

Owner, Grafton Street Restaurant, 1280 Mass. Ave., Cambridge

Thomas Lucey

Assoc. Director, Harvard University, Office of Government and Community Relations, 77 Brattle Street, Cambridge

Katherine Rafferty

Director of Community Affairs, Mount Auburn Hospital, 330 Mount Auburn St. Cambridge

Nick Pappas

Owner, Lizzy's Ice Cream, 29 Church Street, Cambridge

Heidi Bergos (replaced Jennifer McMahon)

Director of Sales, The Charles Hotel, One Bennett Street, Cambridge

Adjourn

Next Board Meeting – Friday, April 6th, 2012 – Cambridge Trust Company, 9:00 a.m.

All members are welcomed to attend.

Harvard Square Business Association Minutes

February 3, 2012

In Attendance: Tod Beaty, John DiGiovanni, Ted Galante, Brian Kelley, Suzanna Krmzian, Patrick Lee, Trippe Lonian, Ivy Moylan, Jerry Murphy, Nick Pappas, Katherine Rafferty, Gino Ruotolo, John Schall, Ed Serues, Rachael Solem, Rachel Wentworth, and Benson Willis. (Denise Jillson and Matt Frank from the HSBA office)

Guests: John Azar (Bank of America), Frank Kramer (Cambridge Local first), Estella Johnson (City of Cambridge), Nicole Donnelly (Hotel Veritas), Darlene Ellis-Donahue (Eastern Bank), Leslie Saul (LSGA), Kevin Barbusa (Cambridge Savings Bank), and City Councilor Minka vanBeuzekom.

President John DiGiovanni called the meeting to order at 9:00 am with introductions.

The Minutes of the January board meeting were approved as written. John asked that the minutes be amended to indicate that the Board retired to executive session to discuss the Harvard Square Business Initiative, which was again re-affirmed as our guideline for business development.

Treasurer: Brian Kelley had a meeting in the bank and would be arriving late. Denise reported that some dues came in early so we were able to be “in the black” in January—a first! Bills have been sent out to our internet banner holders as well as to the parking garage owners. Brian’s committee decided to hold our dues at the same level for 2012—this is the third year we have forgone an increase. Denise thinks we are in good shape fiscally and have the money to add the additional brackets to our new lampposts on which to hang 140 Victorian flower baskets (up from 115 last year).

Committee Reports:

Membership: Mary-Catherine had to be away unexpectedly. Denise was delighted to announce our two new members: Orinoco (a new restaurant featuring Venezuelan and Caribbean cuisine) and Planet Records (in the Square since 1983, now located near Darwin’s on Mt. Auburn Street). The next membership committee meeting will be held at Citizens Bank; the committee greatly appreciates the years of generous hosting by Richard Carbone at The Inn at Harvard.

Events and Media: Bill Manley is enjoying the hard work **and** the good times (and the good winter weather?) this January. “January was incredibly fun and exciting! We celebrated Sheldon Cohen, gobbled green eggs and ham at the Go Green breakfast, and lined the street from the Brattle florist all the way to Palmer Street to sample chocolate (featured in a full by the Cambridge Chronicle).” The Boston Magazine highlighted 40 Winks, and cellist, YoYo Ma, plugged Passim. Coming up next month: “Some like it hot!”—our chili cook-off; our Chinese New Year celebration (Paul Lee will be dancing with the Dragon); and, of course, Valentine’s Day. “It seems like something is going on every weekend!”

Hospitality: Benson Willis is looking forward to coordinating more events with the restaurant committee, so sign up to help! Benson’s committee is starting a monthly mixer: cocktails and food at different venues in The Square. Wagamama will be the first, now that they have a full bar. “The mixers are for staff and the employees, too—a fun way to get together,” noted Benson. The next committee meeting will be a Rialto on Valentines Day.

Internet: Matt ran us through the usual highlights—January was the best we’ve ever had and the number of visitors spiked at the end of January (a chocolate high?). New WiFi equipment (made by Meraki) will be installed this summer to improve reliability and performance. Tod and his committee will continue to work on the details of John Schall’s coupon/Groupon idea: next meeting at Hammond Real Estate next Friday at 10am.

Other Business:

John Schall and Mary-Catherine will renew their efforts to convert Harvard Square vendors into corporate, dues-paying members.

Gino’s B2B discount program is being worked on.

The Annual Meeting will be on March 2 at The Russell House Tavern

From Terry Smith: The City Council gave the City Manager permission to refinance \$38M of Cambridge’s debt—saving us several million dollars.

Meeting was adjourned at 10:00am with Councilor vanBeuzekom saying, “This was a lot more fun than a city council meeting!”

Respectfully submitted,

Tod Beaty, Secretary

2012 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 / 2012-2013-2014

Jalal John Azar – *Bank of America*

Robyn Culbertson – *Cambridge Office for Tourism*

Joseph F. Hickey – *Charitable Friends of Digamma Building (Fox Club Graduate Assoc.)*

Dan Hogan – *Passim*

Suzanna Krmzian – *Citizens Bank*

Ellie Mueller – *Oona's Experienced Clothing*

Media Report February 2012

Harvard Square Members

Veggie Planet

USA TODAY (blog)

These interesting and adventurous combinations are just a part of the menu at Veggie Planet, a pizzeria and cafe in the heart of Harvard Square. It's a few steps below street level just across from the Harvard Coop, in fact. You'll find students, ...

Will the Real AI Please Stand Up?

Harvard Crimson

Joe Bartley is a Harvard Square legend. His son Bill Bartley calls him "a crazy old guy" whose lively personality adds to the environment of his burger joint. Around the walls, you'll see pictures of Joe with friends, locals, and family.

Toscano To Open Second Location in Harvard Square

Harvard Crimson

By Laura K. Reston, CRIMSON STAFF WRITER Toscano, a neighborhood Italian restaurant in Beacon Hill, will open a second location in Harvard Square this fall, replacing Café of India at 52 Brattle Street. The restaurant serves northern Italian cuisine, ...

Squids, snails and bivalves, oh my! at Harvard museum

Wicked Local

The exhibit at the Harvard Square museum includes beautifully colored shells, some tentacled creatures preserved in jars and never before seen recreations of octopuses by the Blaschka family, who made the museum's unique collection of glass flowers.

Hop to it for leap year travel deals

CNN

A stroll through Harvard Square. Think smart and bookmark February 29 at 2:29 pm to make your reservation at the Charles Hotel during the hotel's one-hour online flash sale. The Charles is offering 29% off new reservations for deluxe rooms and suites ...

Curious George returns to Harvard Square this spring thanks to ...

Wicked Local - Feb 6, 2012

Adam Hirsch, who is the new owner of the Curious George store in Harvard Square, will be revamping the store's focus from a book store to a theme store.

Curious George store to reopen in Harvard Square

Boston Herald - Feb 6, 2012

By Brendan Lynch A pair of Roslindale entrepreneurs are bringing trouble-making monkey Curious George back to Harvard Square, opening a new incarnation of the Curious George store, which closed last summer. Adam Hirsch, who will open the new store ...

Curious George Returns to Harvard Square

Publishers Weekly - Feb 7, 2012

By Judith Rosen After closing last summer, the Curious George bookstore in Harvard Square Cambridge, Mass., is getting ready to reopen, with a new name, new owners, and a different product mix. The World's Only Curious George Store will launch on April ...

Curious George Returning To Harvard Square

CBS Local - Feb 7, 2012

By Anthony Silva, WBZ NewsRadio 1030 New England Business Editor BOSTON (CBS) – The only store in America dedicated to Curious George is slated to re-open this spring. The children's bookstore in Harvard Square will re-open under new management with a ...

New Curious George store to open in April

Boston Business Journal - Feb 7, 2012

Harvard Square will once again be home to a Curious George store this April, when a new retail outlet selling everything from sippy cups to children's clothing emblazoned with the monkey's mug will open for business. After 16 years, Curious George ...

Curious George To Reopen Doors

Harvard Crimson - Feb 7, 2012

By Laura K. Reston, CRIMSON STAFF WRITER Anderson Memorial Bridge, which students use to reach the athletic facilities and Business School, is slated to be renovated in the coming years. Curious George & Friends, a beloved children's bookstore ...

A store with character

The Phoenix - Feb 15, 2012

As Publishers Weekly reported, the Harvard Square monkey-merchandise-cum-children's-bookstore, shuttered last summer, will return in late April under new ...

Follow the Honey gets Harvard Square buzzing

The Phoenix (blog) - Feb 8, 2012

Follow the Honey, located in a brownstone beneath Veritas Tutors and alongside Arrow Dry Cleaners & Tailoring on Mass Ave in Harvard Square, is a specialty ...

Top 40 Boston Cafes Offering Free Wi-Fi

Chef2Chef (blog) - Feb 13, 2012

Crema Café, 27 Brattle St., Cambridge: Exposed brick and chunky wooden make Crema one of **Harvard Square's** hippest cafes. The coffee is great, ...

Berklee, Passim Team Up For Monthly Roots Showcase

www.cambridgeday.com/2012/02/18/berklee-passim-team-up-for-monthly-roots-showcase-starting-feb-28/

Feb. 18, 2012 - It may not be the full-on presence in the city envisioned by a commission re-imagining Central Square, but the Berklee College of Music is extended its reach over ...

Charity Spotlight: Club Passim Helps Musicians Find Their Audience

Blog.ablebanking.com/2012/02/charity-spotlight-club-passim-helps-musicians-find-their-audience/

February 27, 2012 - Congratulations to Club Passim for being one of the five able giving winners this past month. For their extraordinary efforts, ableBanking is proud to ...

Some Like It Hot Chili Cook – Off

Harvard Square Chili Cookoff - Boston Herald

www.bostonherald.com/blogs/lifestyle/fork_lift/?p=6945

Feb 6, 2012 – Harvard Square Chili Cookoff. Did you stop by the free chili cookoff this weekend in Harvard Square? Russell House Tavern came away as the ...

Harvard Square Chili Cook-Off Tomorrow ~ Food News - Restaurant ...

blog.zagat.com/2012/02/harvard-square-chili-cook-off.htmlCached

Feb 3, 2012 – Warm up before the Super Bowl with the Hot Chili Cook-Off in Harvard Square tomorrow, February 4. Sample various hot, spicy, vegan, mild ...

Harvard Square Winter Carnival Chili Cook-Off & Volleyball

bostoneventsinsider.com/.../harvard-square-winter-carnival-chili-coo...Cached

Jan 30, 2012 – Harvard Square Winter Carnival Chili Cook-Off & Volleyball at Boston Events INSIDER Johnny's Summary. Also in Harvard Square, there's an ...

Some Like It Hot Chili Cook-Off | Boston Rookie

bostonrookie.com/2012/02/some-like-it-hot-chili-cook-off/Cached

Feb 7, 2012 – On Sunday afternoon, I walked to Harvard Square's 4th Annual Some Like It Hot Chili Cook-Off contest! A big crowd had formed and I saw a ...

Lovin' The Square: Valentine's Day

A lover's guide to buying lingerie for your lady

Boston.com (blog) - 6 days ago

This basic lingerie-buying guide, compiled with help from Meredith Donaldson and Rachel Wentworth, owners of the Harvard Square boutique Forty Winks, ...

Chinese New Year

Chinese New Year in Harvard Square | Massachusetts Travel Journal

masstraveljournal.com/events/chinese-new-year-harvard-squareCached

Chinese New Year in Harvard Square. Dates: February 12, 2012. The Chinese New Year is celebrated in Harvard Square with a Lion Dance around a ...

Presentation of the 2011 Cobble Awards

John DiGiovanni and The Honorable Mayor Henrietta Davis

This year we are pleased to present the following awards:

Community Partnership Award – Katherine F. Watkins, P.E., Supervising Engineer, City of Cambridge, DPW

Public Service Award – Lou Mothon, Senior Engineer, City of Cambridge, DPW

Presentation of Gifts to Outgoing Board Members

John DiGiovanni and Denise Jillson

Board Members – Elected February 27, 2009 – Term Expired December 31, 2011

Karen Kindle (replaced Suzanna Krmzian)
Asst. Vice President, Cambridge Savings Bank

Patrick Lee
Owner, Grafton Street Restaurant,

Thomas Lucey
Assoc. Director, Harvard University, Office of Government and Community Relations,

Katherine Rafferty
Director of Community Affairs, Mount Auburn Hospital

Nick Pappas
Owner, Lizzy's Ice Cream

Heidi Bergos (replaced Jennifer McMahon)
Director of Sales, The Charles Hotel

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

2012 Cobble Awards (2)

Public Service	Lou Mothon
Community Partnership	Katherine F. Watkins

The Bookish
Ball
&
Shakespeare's
Birthday
Celebration



Saturday, April 28, 2012
Harvard Square

Photo by Bill Manley



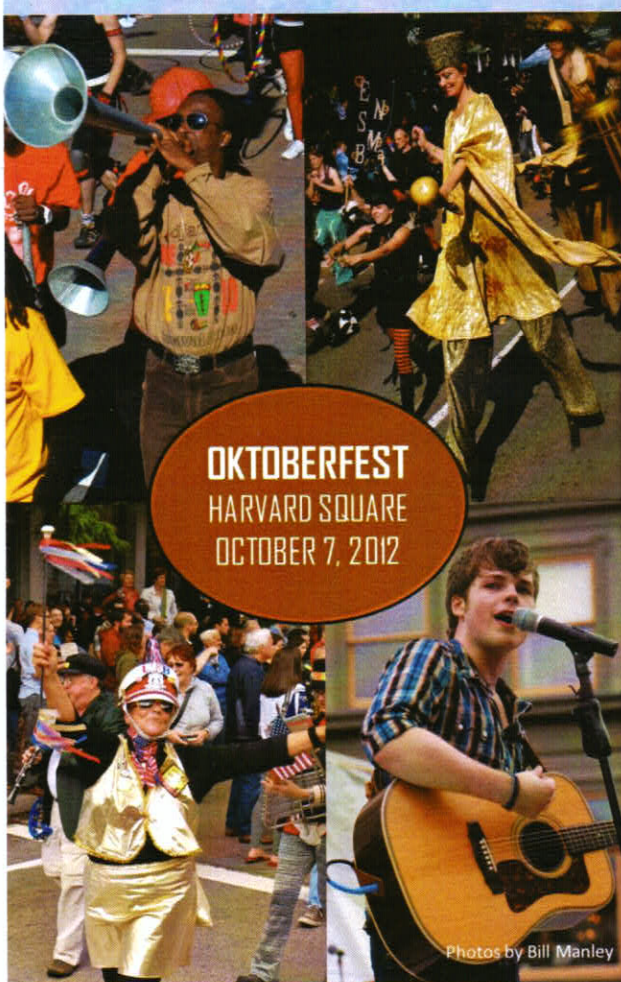
MayFair
Sunday May 6, 2012
Harvard Square



BASTILLE DAY
SUNDAY
JULY 15, 2012
HARVARD SQUARE



Photo by Bill Ma



OKTOBERFEST
HARVARD SQUARE
OCTOBER 7, 2012

Photos by Bill Manley



Photo by Bill Ma

URBAN - AG FAIR
SUNDAY SEPTEMBER 16, 2012



**Saturday
June 16, 2012**

Make Music Harvard Square



**Summer Restaurant Week
Harvard Square**

August 2012

Photo by Bill Manley

2012

FEATURED EVENTS

FOLK MUSIC MONTH



Photo by Bill Manley

**NOVEMBER 2012
HARVARD SQUARE**



SPARKLEFEST

**DECEMBER 2012
HARVARD SQUARE**

Photo by Bill Manley

The Harvard Square Business Association

2012 Annual Calendar of Events

January Events:

January 6th – Kick-off Harvard Square's **4th Annual Month-long Winter Carnival** with the Boston Celtic Music Festival at Passim.

January 26th- **Hasty Pudding Woman of the Year Parade** in Harvard Square! (Parade at 3:00 p.m. followed by her Award Presentation and Roast)

January 27th – Come celebrate our **4th Winter Carnival Go Green Walk/Ride Friday** from 7:00 am – 9:00 am 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.

January 27th – 28th – 29th - 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 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, January 28th from 1:00 pm until 2:00 pm on Deguglielmo Plaza (in front of Crema Café) for all to enjoy! Entertainment, prizes and more!

February Events:

February 3rd - Hasty Pudding Man of the Year – The tradition continues! (An award Presentation and Roast at 8:00 pm followed by the opening night performance of Hasty Pudding Theatricals)

February 4th – **"Some Like it Hot Chili Cook-off"** from 1:00 pm - 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! Cast your vote for the best "Some Like it Hot" Chili in Harvard Square! This event is free, open to the public and will take place on Deguglielmo Plaza. (In front of Bob Slate Stationer at 30 Brattle Street)

February 5th - Super Bowl Sunday in Harvard Square! Events in Harvard Square Restaurants and clubs...more details coming soon!

February 10th – 14th Lovin' the Square. This year's Valentines 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 12th - Come celebrate Chinese New Year in Harvard Square! 1:00 pm - 4:00 pm. 2012 is the year of the Dragon and the 57th Anniversary of the Hong Kong in Harvard Square! As usual, Massachusetts Avenue from the Hong Kong to Yenching will be festooned with red and gold 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!

March Events:

March 1st – March 30th - Join us in Harvard Square as we celebrate **Women's History Month!**

March 17th - Harvard-Go-Brach Events in Harvard Square! Join us in Harvard Square as we celebrate our Irish Cultural Heritage!

March 18th -23rd and 25th – 30th - Winter Restaurant Week in Harvard Square!

April Events:

April 21st – 29th - The 5th Annual Cambridge Science Festival. Harvard Square is full of scientific surprises! Check back for more details.

April 26th – April 29th - The 20th Annual Harvard Arts First Festival – Join hundreds of Harvard undergraduates, graduate students and faculty in Harvard's Annual Celebration of the Arts.

April 28th - The Fifth Annual Bookish Ball and Shakespeare's Birthday Celebration!

Please join the HSBA, the Cambridge Public Library, Actors' Shakespeare Project and Harvard Square's bookstores for bookstore strolls, music, dancing, performances and birthday cake! This event is free to the Public.

May Events:

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

May 6th– The 29th Annual Mayfair, from 12:00 pm to 6:00 pm, featuring six Stages of live entertainment, dozens of restaurant vendors, hundreds of street vendors selling artwork, jewelry, vintage clothing, neighborhood sidewalk sales, and the Rotary Club of Cambridge's annual Chalk on the Walk! Rain date – Sunday, May 20th

May 13th - Mother's Day!

May 24th – 361st Harvard Commencement

May 25th - Patios in Bloom Kickoff – Harvard Square's Annual "Patios in Bloom" festival. Come celebrate as we officially open patio season in Harvard Square with the installation of our Victorian Flower Baskets!

June Events:

June 2nd – Cambridge’s Riverfest Celebration

June 9th – Jose Mateo’s Dance for World Community Festival in Harvard Square!

June 16th – 5th Annual Make Music / Harvard Square, a Fete de la Musique! A square-wide musical celebration held in every nook and cranny, park and plaza and street and patio throughout the day and the evening on the longest day of the year.

June 17th - Father’s Day!

July Events:

July 5th - Think Pink, Drink Pink, Shop Pink! Kickoff 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 sixth 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 at the end of the event. Harvard Square businesses have raised thousands of dollars for breast cancer research since the inception of this event in 2006. (This event runs through August 31st.)

July 15th - Bastille Day Join us on Holyoke Street for a stormin’ French Street Festival featuring fabulous French food, music, dance and children’s events!

August Events:

August (date to be announced) Summer Restaurant Week in Harvard Square.

September Events:

September 1st – 30th – 2nd Annual Revival Month in Harvard Square. Details to follow.

September 16th - 9th Annual Riversing, presented by the Revels.

September 16th - 4th Annual Urban Ag Fair. Details to follow.

October Events:

October 7th - The 34th Annual Oktoberfest and Honk Festival featuring six stages of live entertainment, dozens of restaurant vendors, hundreds of street vendors selling artworks, jewelry, vintage clothing, neighborhood sidewalk sales, and HONK! Bands from around the country! Raindate Oct. 8th

October 20th - Sunday, October 21st - The 48th 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 26th – 31st - Harvard Scare! Scary event details to be announced.

November Events:

November 1st – 31st – 4th Annual Folk Music Month in Harvard Square.

November 17th – 129th Harvard Yale Game at Harvard!

November 22nd – Thanksgiving in Harvard Square!

November 23rd – Kick-off the Holiday shopping season with Plaid / Black Friday events in Harvard Square

November 24th – Annual Tree Lighting at the Charles Hotel

December Events:

December 8th - The Everyone Love Latkes Party! From 1:00 – 2:00. The sixth 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!

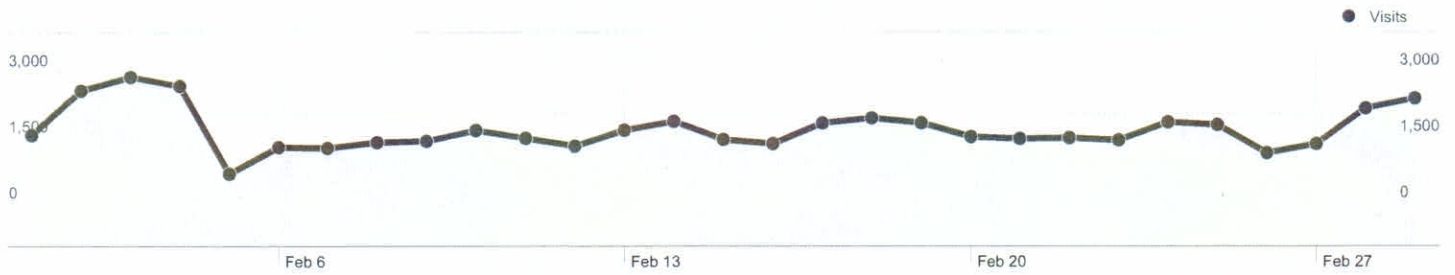
December 9th – Ice Rink Opening at the Charles Hotel

December 14th -16th – Shop-over Weekend at local Harvard Square hotels and inns

December 16th - Breakfast with Santa at the Inn at Harvard! More details to follow.

Web Stats Monthly Comparative Analysis from Google Analytics

Month/ Year	Visits	Unique		Page		Pages per Average		Percent New Views	Top Page				
		Visits	Views	Views	Views	Time	Visit		1	2	3	4	5
Feb.-12	51,166	44,238	130,964	2.56	1:59	76.31	Rest.	Home	Shops	Events	Accomod.	Events	Accomod.
Jan.-12	47,748	40,825	116,001	2.43	2:14	76.46	Rest.	Home	Chocolate	Shops	Shops	Events	Accomod.
Dec.-11	42,890	37,068	113,692	2.65	2:01	76.46	Rest.	Home	Shops	Events	Accomod.	Events	Accomod.
Nov.-11	41,545	35,906	106,861	2.57	1:58	75.90	Rest.	Home	Shops	Events	Accomod.	Events	Accomod.
October-11	60,453	50,743	157,733	2.61	1:55	73.42	Home	Rest.	Shops	Oktoberfest	Events	Oktoberfest	Events
Sept.-11	56,477	47,573	151,734	2.69	1:58	78.85	Home	Rest.	Shops	Events	Accomod.	Events	Events
August.-11	45,580	38,620	126,139	2.7	2:14	75.85	Rest.	Home	Shops	Harry Potter	Shops	Events	Events
July.-11	54,982	44,436	159,428	2.9	2:14	73.21	Home	Rest.	Shops	Events	Accomod.	Events	Accomod.
June.-11	42,563	34,875	121,734	2.86	2:28	73.55	Rest.	Home	Shops	Events	Accomod.	Events	Accomod.
May.-11	45,564	37,939	122,129	2.68	2:12	72.13	Rest.	Home	Shops	Events	MayFair	Events	MayFair
April.-11	48,346	39,922	136,385	2.82	2:09	73.35	Rest.	Home	Shops	Events	Accomod.	Events	Accomod.
March.-11	39,030	32,469	116,927	3	2:22	72.74	Rest.	Home	Shops	Events	Accomod.	Events	Accomod.
Feb.-11	40,384	33,443	118,701	2.94	2:17	71.85	Rest.	Home	Chocolate	Shops	Events	Shops	Events
Jan.-11	42,560	35,634	110,168	2.59	1:59	73.93	Rest.	Home	Shops	Events	Events	Events	A/E
Dec.-10	34,615	29,160	100,604	2.91	2:11	73.35	Rest.	Home	Shops	Events	Events	Events	A/E
Nov.-10	36,073	29,905	108,929	3.02	2:31	72.11	Rest.	Home	Shops	Events	Events	Events	A/E
October-10	66,019	53,129	188,520	2.86	2:04	71.12	Home	Rest.	Oktoberfest	Shops	Events	Events	Events
Sept.-10	45,035	36,796	131,748	2.93	2:11	73.20	Rest.	Home	Shops	Events	A/E	Events	A/E
August-10	38,616	31,481	120,093	3.11	2:29	73.13	Rest.	Home	Shops	Events	A/E	Events	A/E
July-10	41,420	33,222	131,662	3.18	2:32	71.88	Rest.	Home	Shops	Events	A/E	Events	A/E
June-10	36,900	30,302	117,408	3.18	2:36	73.08	Rest.	Home	Shops	Events	A/E	Events	A/E
May.-10	43,884	36,593	132,996	3.03	2.2	72.34	Home	Rest.	Shops	Events	MayFair	Events	MayFair
April.-10	43,259	35,879	125,085	2.89	2.18	72.65	Home	Rest.	Shops	Events	Events	Events	A/E
March.-10	34,261	28,448	105,037	3.07	2.32	71.98	Rest.	Home	Shops	Events	A/E	Events	A/E
Feb.-10	31,885	26,112	97,715	3.06	2.36	70.21	Rest.	Home	Shops	Events	A/E	Events	A/E
Jan.-10	29,391	24,382	88,724	3.02	2.31	72.40	Rest.	Home	Shops	Events	A/E	Events	A/E
Dec.-09	31,796	26,561	93,296	2.93	2.19	71.01	Rest.	Home	Shops	Events	Events	Events	A/E
Nov.-09	34,800	28,265	102,179	2.94	2.26	69.09	Rest.	Home	Shops	Events	Events	Events	Accomod.
October-09	55,841	44,814	164,729	2.95	2.12	69.66	Home	Rest.	Shops	Oktoberfest	Events	Oktoberfest	Events
Sept.-09	39,756	32,900	119,807	3.01	2.14	72.36	Rest.	Home	Shops	Events	Events	Events	A/E
August-09	33,994	28,402	110,502	3.26	2.31	74.37	Rest.	Home	Shops	Events	Events	Events	A/E
July-09	34,561	28,865	117,829	3.41	2.45	74.56	Rest.	Home	Shops	Events	Events	Events	A/E



Site Usage

51,166 Visits

60.41% Bounce Rate

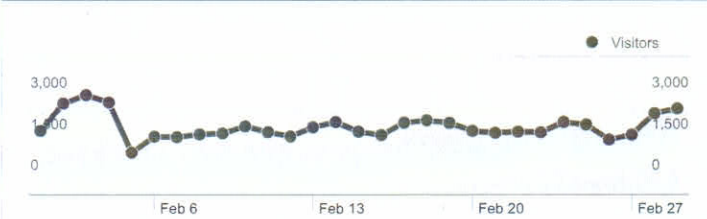
130,964 Pageviews

00:01:59 Avg. Time on Site

2.56 Pages/Visit

76.31% % New Visits

Visitors Overview

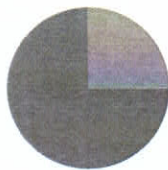


Visitors
44,238

Map Overlay



Traffic Sources Overview



- Search Engines
38,298.00 (74.85%)
- Direct Traffic
6,668.00 (13.03%)
- Referring Sites
6,147.00 (12.01%)
- Other
53 (0.10%)

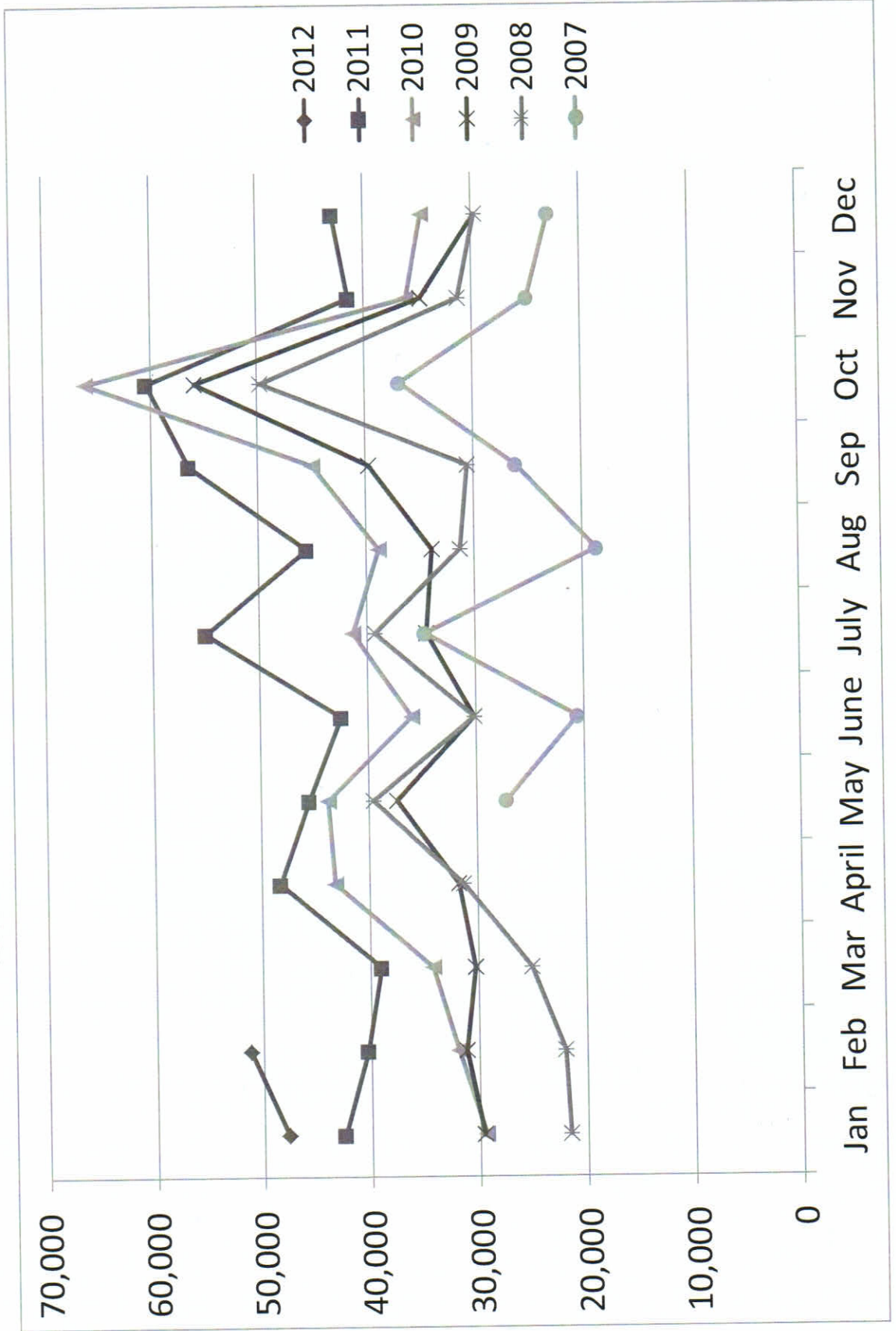
Content Overview

Pages	Pageviews	% Pageviews
/restaurants.aspx	21,194	16.18%
/	14,196	10.84%
/shops.aspx	9,549	7.29%
/events.aspx	4,298	3.28%
/accommodations.aspx	3,388	2.59%

Harvardsquare.com

Traffic since May 2007

19.31% Annual Increase from 2011-2012



HarvardSquare.com Banner Stats Report			
Company	Feb-12	Feb-11	Feb-10
Cambridge Center for Adult Education	31064	31808	35142
Cambridge Trust Company	35840	31914	34583
Charles Hotel	36197	14363	21671
Chutneys	33512	36313	0
Fire and Ice (M)	31489	38104	0
Grafton Street	36877	37817	46692
Hammond, Yellow Brick	35113	0	0
Hammond Real Estate	35243	32606	37655
Harding House	35734	17293	24157
Harvard Athletics	35392	19859	14057
Harvard Book Store (D)	0	0	19469
Harvard Square Hotel	36407	14689	22210
Hong Kong	35323	38743	45089
Hotel Tria	35724	13945	0
Hotel Veritas	36166	0	0
Irving House	34364	17167	24039
John Harvard's	35544	38943	47494
Nan Nectars	35617	38664	46785
OM	36442	39574	2037
Passim	34720	19659	13937
Petali Flower (D)	0	35508	14949
Propark	35380	14359	20024
Red House	34871	37850	46498
Sheraton	35138	16744	0
The Harvard COOP	34800	35132	15584
The Inn at Harvard	33747	16425	21456
Park (Formerly Redline)	34865	37378	43156
The Tannery	35001	31259	17468
Upstairs on the Square	35324	35616	44598
Wellbridge	35837	29349	32888
<i>D = Deactivated</i>			

Meraki Network (Meraki Dashboard)				Mobile Webstats (Google Analyt		
<i>Launched Public Wifi 07-01-2008</i>				<i>Launched Mobile Site 08-02-2010</i>		
Month	Monthly Users	To Date Users	To Date Usage	Month	Monthly Users	Percent Site Traffic
Feb-12	6,376	293,798	6147Gigs	Feb-12	8,349	16.32%
Jan-12	4,700	287,422	6105Gigs	Jan-12	7,875	16.49%
Dec-11	4,197	282,722	6082Gigs	Dec-11	6,236	14.54%
Nov-11	1,309	278,525	6060Gigs	Nov-11	5,663	13.63%
Oct-11	1,893	277,216	6045Gigs	Oct-11	8,172	13.52%
Sep-11	5,641	275,323	6035Gigs	Sep-11	6,363	11.27%
Aug-11	15,255	269,682	6022Gigs	Aug-11	5,512	12.09%
Jul-11	13,852	254,427	5071Gigs	Jul-11	7,345	13.36%
Jun-11	12,545	240,575	5002Gigs	Jun-11	4,837	11.36%
May-11	10,507	228,030	4061Gigs	May-11	4,822	10.58%
Apr-11	10,600	217,523	4005Gigs	Apr-11	4,419	9.14%
Mar-11	8,800	206,923	3060Gigs	Mar-11	3,227	8.27%
Feb-11	8,000	198,123	2900Gigs	Feb-11	3,330	8.25%
Jan-11	6,357	190,495	2760Gigs	Jan-11	3,457	8.12%
Dec-10	6,920	184,138	2705Gigs	Dec-10	2,293	6.62%
Nov-10	8,656	177,218	2659Gigs	Nov-10	2,382	6.60%
Oct-10	9,369	168,562	2604Gigs	Oct-10	4,532	6.86%
Sep-10	9,539	159,193	2542Gigs	Sep-10	2,699	5.66%
Aug-10	10,700	149,654	2460Gigs	Aug-10	1,733	4.49%
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			

**HarvardSquare.com
Centennial Banner Stats**

Banner Name	Mar-11 Views	Apr-11 Views	May-11 Views	Jun-11 Views	Jul-11 Views	Aug-11 Views	Sep-11 Views	Oct-11 Views	Nov-11 Views	Dec-11 Views	Jan-12 Views	Feb-12 Views
Cambridge Savings	1674	1756	1872	1684	241	273	241	369	280	203	271	277
Cambridge Trust	1633	1774	1899	1692	241	273	241	370	280	203	269	283
Hammond	1706	1759	1916	1662	243	274	241	371	281	199	272	276
Harvard Book Store	1642	1724	1856	1618	240	279	250	380	292	215	295	318
Harvard Coop	1610	1760	1915	1696	244	287	252	382	291	213	295	314
Harvard Sq Hotel	1688	1764	1907	1674	245	283	251	385	293	213	287	301
Hotel Veritas	1462	1552	1685	1495	241	282	249	380	288	206	287	296
Irving House	1635	1658	1914	1649	245	280	246	375	283	206	284	298
The Inn at Harvard	1563	1591	1842	1584	240	275	239	377	288	207	282	293

HarvardSquare.com/history Web Stats

Month/Year	Unique Views	Average Time	Top Page Views				
			1	2	3	4	5
Feb.-12	1,007	1:02	Home	Images	Bro. Blue	Camb Center	Music
Jan.-12	950	0:53	Home	Images	Camb Center	Bro. Blue	History
Dec.-11	925	1:05	Home	Images	Bro. Blue	Music	CambCenter
Nov.-11	950	1:01	Home	Images	History	Music	Brattle
Oct.-11	1459	1:04	Home	Images	Bro. Blue	Camb Center	History
Sept.-11	1,000	1:06	Home	Images	Camb Center	Bro. Blue	Events
August.-11	1,100	0:57	Home	Images	Bro. Blue	Camb Center	Music
July.-11	1,302	0:56	Home	Images	Camb Center	Bro. Blue	Music
June.-11	371	1:59	Home	Images	1910	Events	Sidewalk
May.-11	1,302	0:56	Home	Images	Bro. Blue	Camb Center	Music
April.-11	1,605	0:54	Home	Images	Bro. Blue	Camb Center	Sidewalk
March.-11	1,300	0:53	Home	Images	Bro. Blue	Camb Center	Events
Feb.-11	950	0:45	Home	Images	Bro. Blue	Camb Center	Sidewalk
Jan.-11	1,100	1:00	Home	Images	Camb Center	Bro. Blue	Events
Dec.-10	1,028	1:00	Home	Images	Camb Center	Bro. Blue	Events
Nov.-10	1,719	1:03	Home	Events	Images	Bro. Blue	CambCenter



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Est. 1910

**18 Brattle Street
Cambridge, MA 02138**