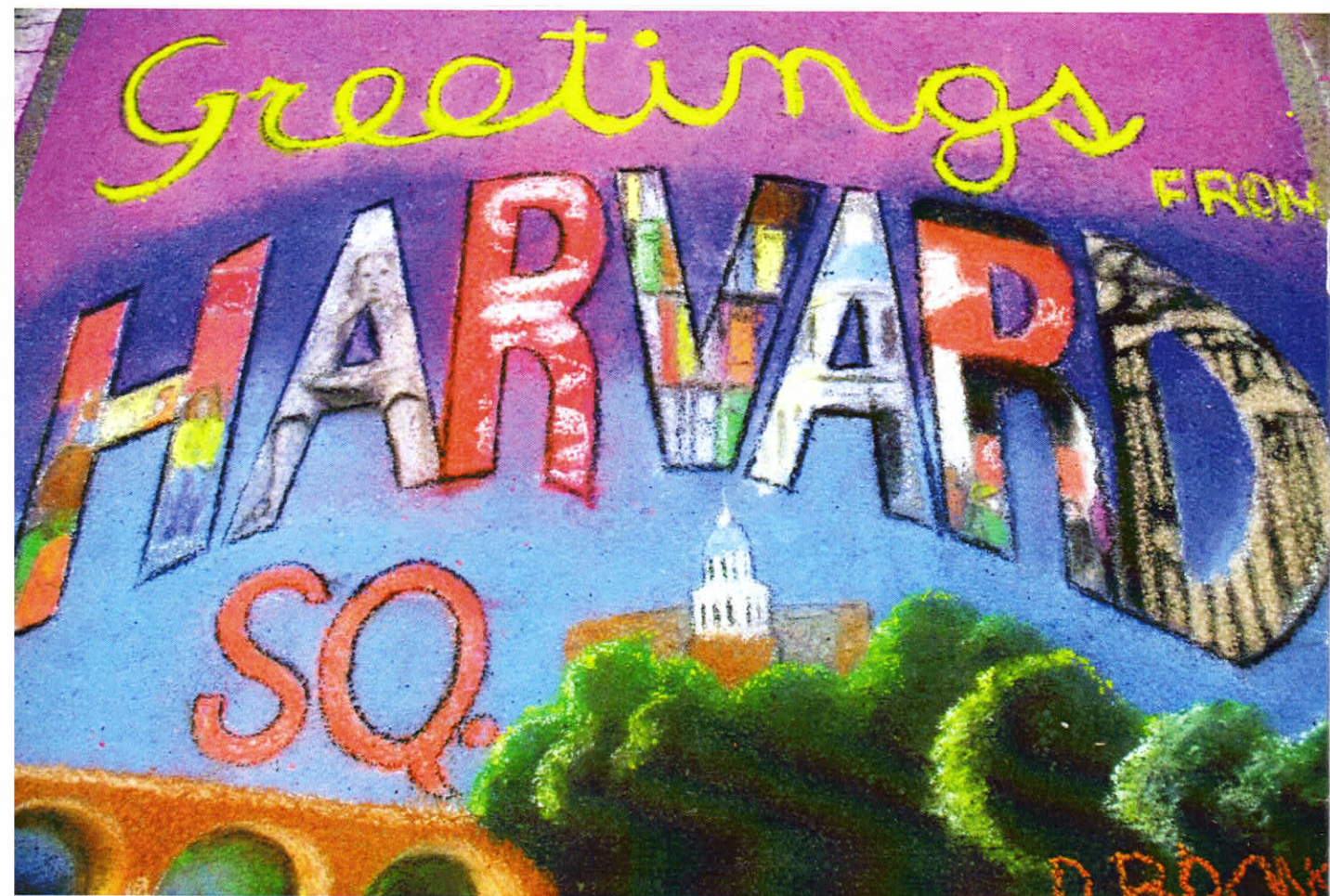


The Harvard Square Business Association



103rd Annual Meeting & Breakfast
March 1, 2013



Chalk on the Walk, MayFair

The art of Chalk Street Painting has a history stretching from renaissance Italy to present day. HSBA Member, The Rotary Club of Cambridge is proud to bring this tradition to Cambridge.

The art depicted here is from Chalk on the Walk at MayFair. Corporate and individual patrons sponsor painting squares and artists donate their creativity and talents. Prizes are awarded to the artists and proceeds from the event go to local Cambridge charities and scholarships.

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Music provided by Abe Dewing and Molly Shira from The Cambridge Symphony Orchestra.

Printed Photos and Video Photo Montage by Bill Manley

103rd Annual Meeting and Breakfast Agenda
March 1st, 2013
Harvard Faculty Club

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 2013 Budget

Membership Chair Report - Mary Catherine Deibel
440 Members to date
2013 Dues Invoices & Voluntary Contribution Appeal has been sent. 2013 Biz 2 Biz cards
and flyers have been sent.

Nomination of Officers and Directors - Patrick Lee

Announcement of HSBA/LEAF Charitable Project supporting Harvard Square Charities aiding
homeless – Denise Jillson

Official Greetings from the Mayor of Cambridge
The Honorable Henrietta Davis

Presentation of the 2013 Cobble Awards
John DiGiovanni and Mayor Henrietta Davis

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

- Hospitality Ambassador Award – J.P. Licks
- Public Service Award – Police Commissioner, Robert C. Haas
- Community Partnership Award – Ayala Livny, Youth on Fire
- Lifetime Achievement Award – City Manager, Robert W. Healy

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. 26, 2010 – Term Expires Dec. 31, 2012

- Dan Andrew, Trademark Tours
- Bill Doncaster, Lesley University
- Ted Galante, Galante Architecture
- Lisa Hogarty, Harvard University
- John Schall, FiRE + iCE
- Rachael Solem, Irving House and Harding House

Adjourn

Next Board Meeting – Friday, April 5th, 2013 – Cambridge Trust Company, 9:00 a.m. All members are welcomed to attend.

March Committee Meetings:

Membership Comm. Mtg. - March 6th at 9:00 a.m. Eastern Bank

Internet Comm. Mtg. - March 8th 10:00 a.m. at Hammond R.E.

Hospitality Comm. Mtg. – March 12th at 2:00 p.m. TBD

Harvard Square Business Association Minutes

February 1, 2013

In Attendance: Dan Andrew, Tod Beaty, John DiGiovanni, Dan Hogan, Brian Kelley, Suzanna Krmzian, Ellie Mueller, Jerry Murphy, Gino Ruotolo, John Schall, Ed Serues. (Denise Jillson, Bill Manley and Cecile Dupire from the HSBA office)

Guests: Katherine Rafferty (Mt. Auburn Hospital), Erika McIntire (Starbucks), Micki Kuttler (Boston Bowen Center for Pain Relief), Ed Siegal (Cambridge Chronicle), Darlene Ellis-Donahue (Eastern Bank), Angela Rappoli (Colliers International), Ellen Silverman (Super Tours), Terri North (Swipely), Elizabeth Aguilo (Paine Senior Services)

President John DiGiovanni called the meeting to order at 9:02am with introductions.

The Minutes of the January board meeting were approved with a minor correction.

Treasurer: "Since this is the first month of our new fiscal year, there is not a lot to report on," commented Treasurer Brian Kelley. "We received \$10,000 for our investment fund and our bottom line is less negative than projected. So that's good. Everything else is in line."

Committee Reports:

Membership: Mary-Catherine was not in attendance and Denise filled in for her noting that we had five new members since our December Board meeting: Osushi, Swipely, Evelyn & Angel's, Boston Bowen and Scout Cambridge. John Schall commented on the relative benefit of what he gets as an HSBA member for our dues versus what he gets from the Cambridge Chamber or the Greater Boston Convention and Visitors Bureau. "Ours dues are undervalued!" John declared. "Everything the HSBA does directly benefits my business. Day after day. Over and over and over!" Gino Ruotolo would like the membership committee to revisit our "formula" to ensure that our dues, even though reasonable, are more equitable—especially for new businesses starting out in the Square. Adam Hirsch wondered how many businesses in the Square were members. The answer—about 75%, but that doesn't include those above street level.

Events and Media: Bill began by thanking all business that participated in our Taste of Chocolate event. It was SO successful there was a line of people waiting that stretched from the Brattle Florist all the way to Cardullo's for an entire hour! "It was *intense*," crowed Bill. These "small" events are the kind we want to do more frequently. "And when successful, they aren't so small!" said John DiGiovanni. "The Chili Cookoff is tomorrow—come early as we are expecting 1,000 people!"

Nominating: Jerry Murphy reports that all who were asked to join our board agreed and will be "sworn in" at the March annual meeting. "It's always a tough choice but we try to put together a group that best represents all of our members."

Internet: Breaking news! Just as we were about to begin the upgrade to our existing WiFi system, Denise was contacted by Google who offered to pay \$35,000 toward the cost of our new Meraki hardware in exchange for a month one month of advertising on our mobile home page. "It was a no-brainer decision for everyone on the committee," said Tod, "and this extra cash infusion means we can afford to extend the network to even more of the Square." {Cisco bought Meraki last year and many Meraki board members are Google investors}

Other Business:

Russell House Tavern's renowned chef, Michael Scelfo is moving to Alden and Harlow, his own restaurant to be located in the old Casablanca space. Omar White's murals will move next door to The Brattle Theater.

John DiGiovanni reminded us that we agreed to participate in the cost of the continuing study to re-resign and re-furbish the Out-of-Town news kiosk and surrounding plaza (\$35,000 is our share). At the last meeting all City departments were represented. The scraggly trees will be removed and a change of use for the Kiosk itself was discussed.

Cecile's picture of Harvard Square blanketed in snow went viral! Who knew?

Ellie will concentrate on her Harvard Square location and her "on line" store. (So don't look for Oona's in Inman Square or Jamaica Plain.)

Meeting was adjourned at 10:03am

Respectfully submitted,

Tod Beaty, Secretary

2013 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 / 2013 – 2014 – 2015

Darlene Ellis-Donahue, *Eastern Bank*

Adam Hirsch, *The World's Only Curious George Store*

Frank Kramer, *Cambridge Local First*

Kari Kuelzer, *Grendel's Den*

Thomas Lucey, *Harvard University*

Katherine Rafferty, *Mount Auburn Hospital*

Media Announcement

Harvard Square Businesses Use Leaf to Collect More than Spare Change for the Homeless

Harvard Square Business Association Launches Campaign to Collect In-Store Donations on the Leaf Payments Tablet at its 103rd Annual Meeting

Cambridge, Mass. – March 1, 2013 – Leaf, creators of the world’s first tablet that is purpose-built for commerce, today announced a partnership with the Harvard Square Business Association (HSBA) to support charities that aid the homeless in Harvard Square. Through an initiative that will be introduced this morning at HSBA’s 103rd annual meeting, people will be able to help provide food, clothing, shelter and other services for the homeless in Harvard Square by making credit card donations at local businesses.

Harvard Square is a true urban environment that brings together leaders in business and education, but it’s also someplace where homelessness is a real issue that’s facing new and unique challenges. People are becoming less inclined to make direct donations to those living on the street, or they just don’t carry cash or change anymore.

“Walking around the Square, you can’t help but notice people in need. But even if you have spare change to put ‘in the cup’ you can’t be sure how it’ll be spent,” said Denise Jillson, executive director of the Harvard Square Business Association. “We’ve been working with the business community to help solve this dilemma and considered donation boxes, but for many reasons, dealing with cash or change ourselves was less than ideal. When we learned about Leaf and the charitable component to its business, we knew it was a perfect match.”

Starting this month, Leaf tablets will be available in many Harvard Square businesses including Black Ink, Brattle Square Florist, Concepts, The World’s Only Curious George Store, Market in the Square, Tistik, and The Tannery, enabling patrons to donate with the swipe of a credit card. HSBA will work directly with local charities including Youth on Fire, Harvard Square Meals Program, On The Rise, Bread and Jams’ Self Advocacy Center, CASPAR, Spare Change and The Harvard Square Homeless Shelter to ensure that the money is put to good use. Donors can select the amount they wish to give – starting at one dollar – and will know exactly how their money will be spent. For example:

- \$1 can provide a pair of socks
- \$5 can provide three hot meals
- \$10 can provide one onsite medical visit
- \$20 can provide one meeting with a counselor
- \$50 can provide a living wage (3.5 hours of paid work)
- \$100 can provide shelter for a week

This program builds upon the recent progress that HSBA and community leaders have made in helping the homeless. To recognize the effort and impact they’ve made in the community, HSBA will also be presenting Cambridge Police Commissioner Robert Haas and Director of Youth on Fire, Ayala Livny, with prestigious Cobble Awards at the organization’s 103rd annual breakfast.

Leaf tablets will be available at the breakfast to demonstrate how quick and simple they are for anyone to use, and to encourage attendees to make donations themselves.

“Giving back to the community is core to our business and has been since Leaf’s inception,” said CEO Aron Schwarzkopf. “As a platform that helps local businesses stand out in this new digital age, we are committed to giving back to local communities and collectively making a difference, it’s in our DNA. By working with HSBA and donating LeafPresenter tablets to Harvard Square businesses, we can make a real impact in our local community.”

About Harvard Square Business Association

The Harvard Square Business Association (HSBA) was established in 1910 and incorporated on May 20, 1936. The signed and sealed document of incorporation states, “The object of the Association shall be to advance the commercial, industrial, and public interests of Harvard Square; to promote a commercial exchange; to accumulate and give to its members business information; to adjust controversies and misunderstandings; to establish and maintain uniformity in commercial transactions; and to promote just and equitable principles of trade.”

During the past century, The Harvard Square Business Association has spearheaded initiatives that resulted in and continue to enhance Harvard Square: from the earliest incarnation of electrified lampposts, to the latest technologies, such as free outdoor public Wi-Fi access and a mobile version of www.harvardsquare.com

About Leaf

Leaf empowers local merchants to run and grow their businesses by providing a mobile payment platform built for local commerce. Leaf’s cost-effective product helps retail stores, restaurants, and other local merchants improve the speed and ease of checkout and offers easy-to-use business management, analytics, and customer engagement. By making the mundane tasks of running a business easy, Leaf allows merchants to spend more time focusing on what’s important – the needs of their customers. For more information on how Leaf is transforming Point of Sale into Point of Smart, visit <http://www.leaf.me>.

For more information about events and activities in Harvard Square, please visit www.harvardsquare.com

Presentation of the 2013 Cobble Awards

John DiGiovanni and Mayor Henrietta Davis

This year we are pleased to present the following awards:

Hospitality Ambassador Award – J.P. Licks

Public Service Award – Commissioner Robert C. Haas, Cambridge Police Department

Community Partnership Award – Ayala Livny, Youth on Fire Program Manager,
Cambridge Cares About AIDS

And a special Lifetime Achievement Award – City Manager Robert W. Healy, City of
Cambridge

Presentation of Gifts to Outgoing Board Members

John DiGiovanni and Denise Jillson

Served 2010 – 2011 - 2012

Dan Andrew, CEO, Trademark Tours - Bill Doncaster, Director of Public Affairs, Lesley
University - Ted Galante, Owner, Galante Architecture - Lisa Hogarty, Vice President,
Campus Services, Harvard University - John Schall, Owner, FiRE + iCE,
Rachael Solem, Owner, Irving House and Harding House

Cobble Awards – Honor Roll

2006 Cobble Awards – (9)

Community Partnership
Community Spirit
Cornerstone
Cornerstone
Cornerstone
Hospitality Ambassador
Hospitality Ambassador
Outstanding Achievement
Partnership

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

John Selletto
Steve Williams
Frances Cardullo
Dave Fredericks
Rachael Solem

2009 Cobble Awards – (5)

Cornerstone
Hospitality Ambassador
Leadership
Public Service
Outstanding Achievement

The Andover Shop
Kari Kuelzer
Jim Gray
Joseph McElroy
Jim Smith

2010 Cobble Awards – (5)

Charter Member
Charter Member
Charter Member
Charter Member
Charter Member

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

2011 Cobble Awards (3)

Hospitality Ambassador
Public Service
Community Partnership

John Schall
Leonard Silva
Annette Rodibaugh

2012 Cobble Awards (2)

Public Service
Community Partnership

Lou Mothon
Katherine F. Watkins

2013 Cobble Awards (4)

Community Partnership
Hospitality Ambassador
Public Service
Lifetime Achievement

Ayala Livny
J.P. Licks
Commissioner Robert C. Haas
City Manager Robert W. Healy

Media Announcement

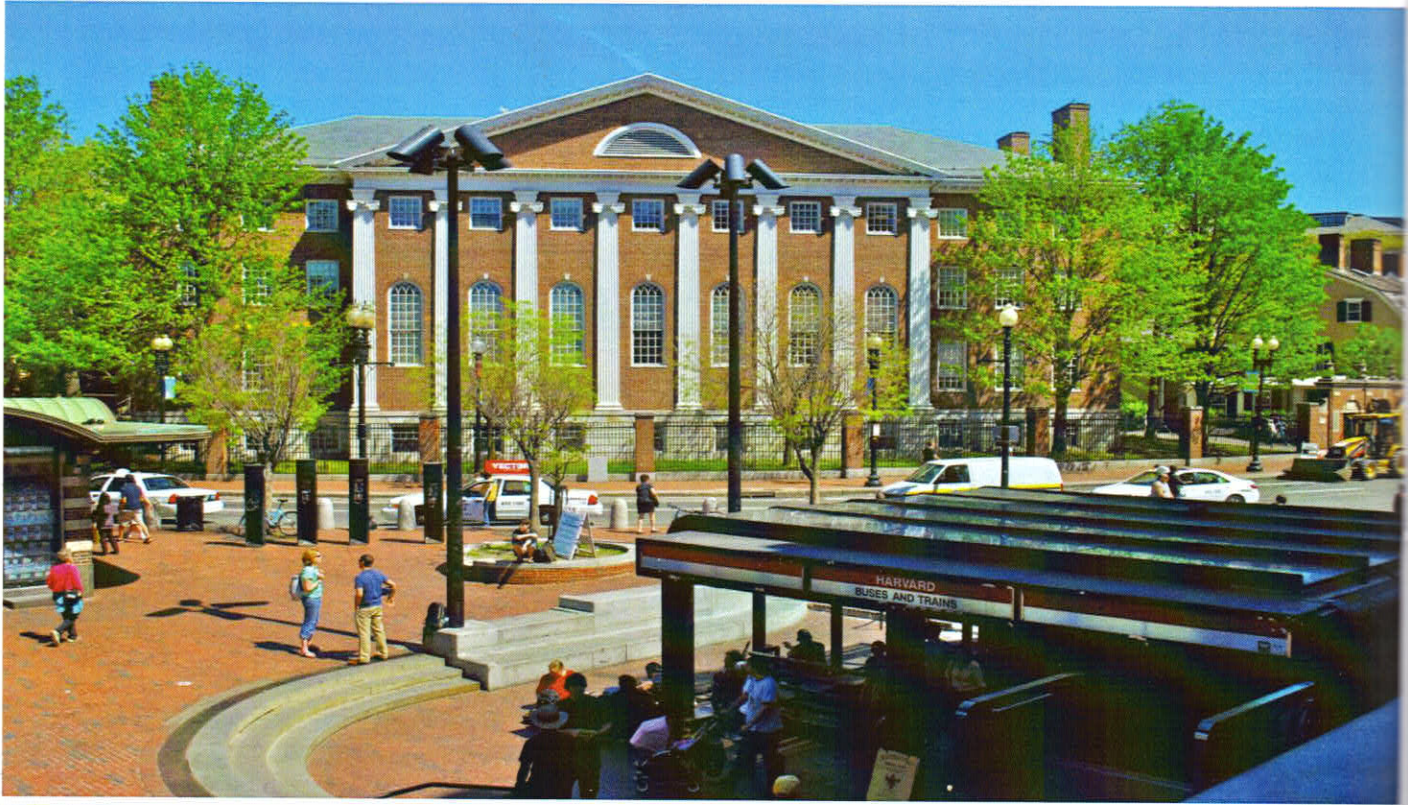
Harvard Square, the place for BYOD networking technology, invigorates its free outside WiFi access.

February 28, 2013, Cambridge, MA In June 2008, The Harvard Square Business Association (HSBA) worked closely with the city of Cambridge to launch a free public outside wireless network service to accommodate the WiFi needs of millions of visitors to the Square each year.

After five years and thousands of users, HSBA data has shown that over 25% of visitors to their website, www.harvardsquare.com, come through a mobile device. In order to facilitate the ever-increasing number of mobile users, the Harvard Square Business Association is pleased to announce that they have launched a more robust system that will allow for higher throughput. Using Aerohive technology, the association contracted with One World WiFi, who installed Aerohive AP170 802.11 a/b/g/n devices in wireless access points across the Square. According to Brendan Burroughs, president of One World WiFi, "This project puts Harvard Square at the forefront of locations around the country who embrace WiFi as a means to connect their public to local businesses and to each other. The network will allow end-users to take advantage of the latest BYOD networking technology."

As with the first deployment, the HSBA spearheaded this project in partnership with the city of Cambridge, Harvard University, and association members, with many of them allowing access to rooftops and basements. Google has also invested in the project's launch of additional WiFi infrastructure in an effort to provide people the ability to get online from anywhere, anytime, from any device. Denise Jillson, Executive Director of the Harvard Square Business Association said, "We are excited about this launch and in particular, about using Aerohive Technology. While our previous system worked well, it is imperative for us to keep up with the growing demand for WiFi and all that it entails. As a society, we have come to expect it. Our association directors and officers believe that WiFi is no longer a luxury; we see it as a necessity. It should be as readily available as electricity and cell phone service. Through their thoughtful, but aggressive leadership, we invested in and are prepared to maintain a WiFi network system that will be enjoyed by the public for years to come."

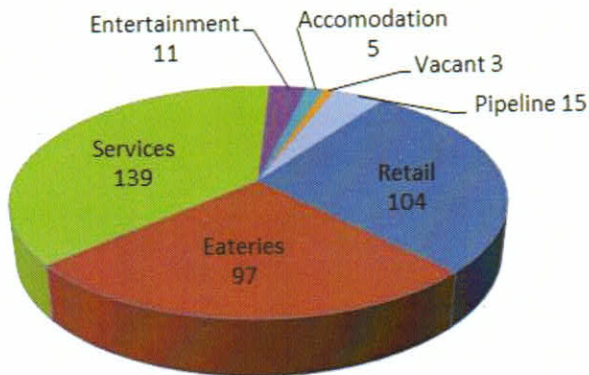
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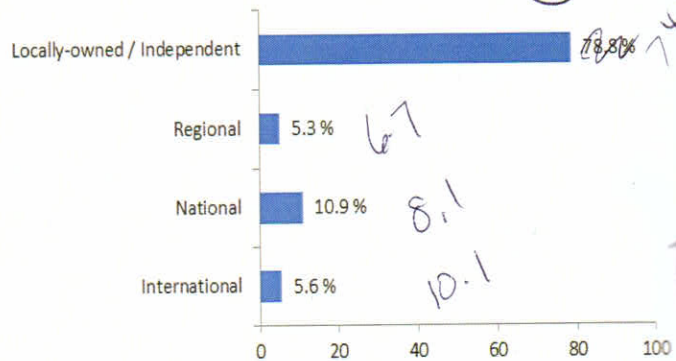


Harvard Square Overlay District Data

Types of Businesses in Harvard Square



Total of Businesses ~~374~~ 371



Total Occupancy 98%

Parking Lots

6 Public Parking Lots

497 on-street parking spaces

Total of 2088 parking spaces



Harvard Square T Station

It is the busiest station in the entire system.

Passengers embarking at Harvard Sq. T station:

Between July 2010 – July 2011: 7 Million

Between July 11 – July 12: 7.6 Million

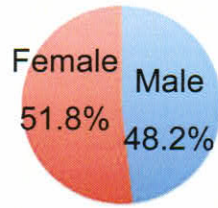
Guest Rooms

There are approximately 8,500 guest rooms within 4 miles of the Square with an average annual occupancy of 92%

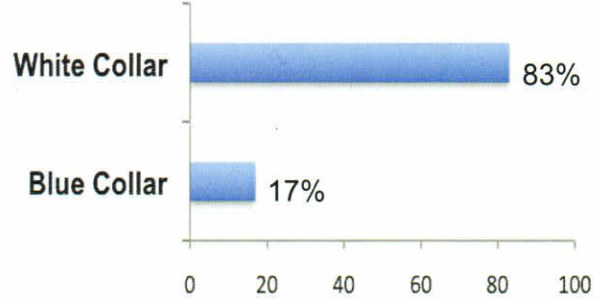
02138 Demographic Data

Population

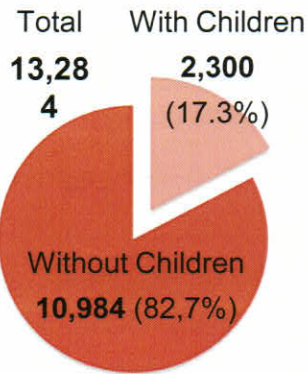
Total
33,930
Median Age
29.41



Employment (%)



Household



Education

Bachelor's Degree 50%

Master's Degree 33%

Income & Housing

Average Household Income \$100,174

Median Household Income \$68,003

Median Home Sale Price \$470,000

Harvard University

Seasonal Student Population **21,229**

International Students **5,337 (25%)**



Harvard Square Facebook Overview

How People Are Talking About Your Page



Talking about This: The number of unique people who created a story about your page from 01/07/13 to 01/25/13.

How You Reached People (Reach and Frequency)



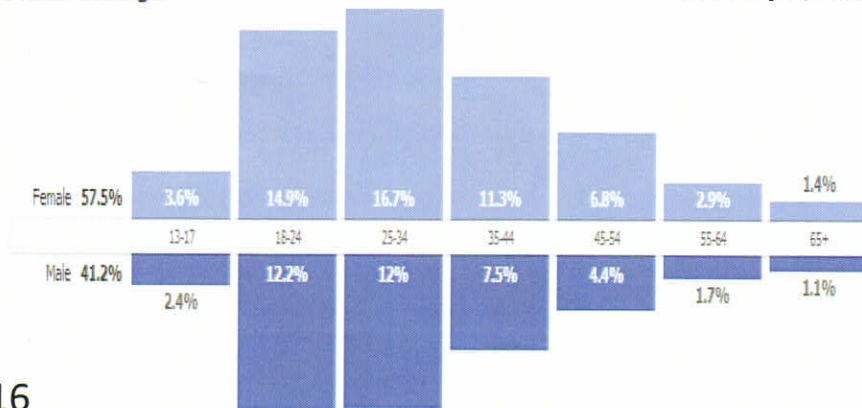
Viral Reach: The number of unique people who have seen any content associated with your page from 01/07/13 to 01/25/13.

Harvard Square Facebook Weekly Update

Weekly Page Update	New Likes	New Check-ins	Talking about this	Weekly Total Reach	Total Likes on Present day	Event / Picture Posted
2/27/13	130	353	580	57,840	13,657	Event: 85 th Annual Academy Award, Oscar Telecast
2/20/13	219	260	562	32,033	13,530	Event: Valentine's Day
2/13/13	229	439	955	50,895	13,397	Event: send invitation via email to like our page to every member and most of Bill's friends ; 104 New likes on 02/11
2/6/13	230	374	996	65,201		Event: Chili Tasting
1/30/13	175	98	568	48,378		Event: Chocolate Festival
1/23/13	234	137	3468	294,586		Picture: Harvard Sq. Snow (cont.) & MLK Photo ; 80 New likes on 02/16
1/16/13			2978	979,904		Picture: Harvard Sq. Snow
12/26/12	97	603	823	58,026		
12/19/12	119	510	1178	62,523		
11/28/12	75	915	0	98,414		Events: Thanksgiving, Black Friday, Charles Hotel Tree Lighting

People Who Like Your Page (Demographics and Location)

Gender and Age



January 1, 2013 – February 23, 2013

Countries

- 9,951 United States of America
- 321 Brazil
- 241 India
- 147 Mexico
- 145 Turkey
- 133 Italy
- 117 Taiwan

Website and Social Media Analysis
Harvard Square Business Association
February 2013

	Facebook Followers	Twitter Followers	Alexa Ranking	Klout Score
HSBA February 2013	13,627	7868	1,041,639	57
HSBA January 2013	13,025	7,657	901,542	58
HSBA December 2012	12,323	7,357	707,486	55
HSBA November 2012	11,753	6,855	704,869	55
Boston Neighborhoods *	N/A	1,617	16,027,640	N/A
Beacon Hill	574	N/A	N/A	N/A
Beacon-hill-boston.com *	83	1,780	10,056,645	N/A
Cambridge Chronicle	2,192	6,711	5,808,619	60
Coolidge Corner	62	350	17,362,874	31
City of Cambridge	930	N/A	268,126	N/A
Fanueil Hall/ Quincy	17,444	4,749	924,334	69
The Charles Hotel	1,859	7,420	822,656	55
Cambridge Chamber of Commerce	55	276	2,082,947	37
Cambridge Office for Tourism	139	363	3,909,096	41
Newbury Street League	1,029	7	5,844,404	N/A
Newbury-st.com *	4,067	N/A	1,231,083	N/A
North-end-boston.com *	1,202	1,653	7,808,025	N/A
Central Square Business Assoc.	400	2,730	10,342,633	43
Kendall Square Assoc.	104	983	4,084,852	43
North End Chamber of Commerce	175	1050	2,903,832	29
South-end-boston.com *	923	1,875	9,363,578	34

*Part of the Boston Neighborhoods web group.

Alexa: Alexa ranks whole domain, these sites are hosted on one domain with multiple entities.

Klout: Klout measures your social media influence based on your ability to drive action on social media networks

Media Report February 2013

Cambridge to "move slowly" on soda size ban

Wicked Local-by Erin Baldassari-Feb 8, 2013

Harvard Square Business Association executive director Denise Jillson said there were practical concerns as well. She used the example of...

T turns on big screens at Harvard Square

Boston.com-by Brock Parker-Jan 31, 2013

The MBTA activated several big screens at the Harvard Square station Thursday as part of a new advertising initiative transit officials are...

Harvard Square Businesses:

Cambridge Has a New Social Space

Harvard Crimson-Feb 7, 2013

The Sinclair, a new concert venue and restaurant located at 52 Church St. ... The Harvard Square location presented a unique challenge to the...

The Inn at Harvard to close in July

Boston.com February 12, 2013

This project is estimated to cost between \$1 billion and \$1.3 billion. Dwyer said The Inn at Harvard is more than 20 years old, and was constructed by architect Graham Gund. Collegiate Hospitality also manages the Harvard Square Hotel, which has 73 rooms.

UpStairs on the Square: A Chocolate Tea in Harvard Square

cafechatelaine.blogspot.com/.../a-chocolate-tea-in-harvard-squ... January 26, 2013

An invitation for a Chocolate Tea with friends? Harvard Square? A warm, cozy eatery on a brutally cold day? Yes, please! So today I went to Harvard Square with...

LA Burdick offers gourmet chocolate in Boston

Vanguard Online –February 21, 2013

Burdick's café in Cambridge is in a perfect location: near the main area of Harvard Square, but still secluded enough to provide an escape...

Best hamburgers in the USA: Zagat's picks in 25 cities

USA TODAY-Feb 19, 2013

Mr. Bartley's, \$17.

If burgers are the foundation of civilization, Mr. Bartley is a founding father, proclaim patty-partisans of this cash-only, bathroom-less Harvard Square restaurant with tiny communal tables.

Is the ART's 'Glass Menagerie' headed to Broadway?

Boston Globe- February 21, 2013

Will "The Glass Menagerie" be the latest American Repertory Theater production to head to Broadway? That's the buzz in the theater world, ...

A.R.T.'s THE GLASS MENAGERIE to Transfer to Broadway This ...

Broadway World-Feb 19, 2013

The American Repertory Theater (A.R.T.) is currently presenting Tennessee Williams' The Glass Menagerie, directed by Tony Award-winning ...

A Pitch-Perfect Glass Menagerie

Harvard Magazine-Feb 22, 2013

... first broached the idea to the actress a couple of years ago over a lunch at Veggie Planet in Harvard Square, when he heard Amanda's voice ...

Music for your weekend

Boston Music Spotlight-Feb 8, 2013

The House Jacks at Club Passim: Looking for some a cappella a little closer to the city? Then make your way to Harvard Square and check out ...

A Boston folk legend reappears

Boston Globe-Jan 26, 2013

When Landrón returns to Club Passim on Friday for a rare local ... thing was happening around Harvard Square and in Boston in general, there...

Sweethearts' Night Out at Passim – Show of the Week

Live Music News and Review

Darol Anger & Emy Phelps, Lissa Schneckenberger & Corey DiMario, Hanneke Cassel & Mike Block – Passim's second annual Valentine's evening...

Oops! Story slam at Club Passim: Mon 2/18

bostoneventsinsider.com/bostonevents/2013/02-17/oops-story-slam-at-club-passim.htm

Modeled after poetry slams, massmouth's story slams invite storytellers from experienced performers to first-timers to share a real-life story in five minutes...

Where to Watch the 2013 Academy Awards in Boston

BostInno (blog)-19 hours ago

Upstairs on the Square – Head to Harvard Square for a glamorous evening fit for a movie star. The food and drinks are themed around this ...

DANCE REVIEW: Jose Mateo Ballet production showcases a ...You +1'd this publicly.

The Patriot Ledger-Feb 24, 2013

Jose Mateo Ballet Theatre, at Sanctuary Theatre, Old Cambridge Baptist Church, Harvard Square, through March 10. \$40. 617-354-7467 or ...

The 50 Best Restaurants 2012

Boston magazine's Boston Daily (blog)-Feb 15, 2013

Russell House Tavern in Harvard Square. ... In the two and a half years since it opened, Russell House has evolved into the dining hub of Harvard Square.

Lovin' The Square:

Brattle Theater Valentine's Day Tradition Lives On

Harvard Crimson-Feb 14, 2013

This week, Harvard Square's historic Brattle Theater continued its longstanding Valentine's Day tradition of screening the classic American film ...

Edible Events: Valentine's Day

Boston magazine's Boston Daily (blog)-Feb 13, 2013

Harvard Square's Upstairs on the Square will continue its Valentine's Day blow-out with a host of themed events through February 16th...

Valentine's Day activities, various locations and dates

Boston.com (blog)-Jan 28, 2013

"Curious George Visits for Valentine's Day," World's Only Curious George Store, 1 JFK St. Harvard Square, Cambridge. Thurs., Feb. 14, 10...

Ahead of the game

Boston Herald-Feb 15, 2013

If it's the weekend after Valentine's Day, it must be time for the 18th annual Bugs Bunny Film Festival at the Brattle Theatre in Harvard Square.

Dining out- No Valentine's Day plans? Try these

Boston Globe-Feb 12, 2013

You know Rialto is going to be a special experience once you drive into the parking garage ("So clean, so modern, so well-lit," murmurs a member of our party).

Hasty Pudding:

Kiefer Sutherland Named Man of the Year

Harvard Magazine-Feb 5, 2013

Joining an A-list cast of Pudding Pot alumni such as Robert De Niro and Stephen Spielberg, actor Kiefer Sutherland has been named the Hasty...

Kiefer Sutherland Oddly Named Hasty Pudding's Man of the Year ...

BostInno (blog)-Feb 5, 2013

After naming the Academy Award-winning Marion Cotillard Woman of the Year and parading her around Harvard Square, Hasty Pudding...

We Hear: Clay Buchholz, Kiefer Sutherland, Robert Kraft and more...

Boston Herald-Feb 12, 2013

... Sutherland received his Hasty Pudding pot at the Charles Hotel the other night, he repaired to the bar at Tommy Doyle's in Harvard Square to...

Kiefer Sutherland to receive Hasty Pudding honor

My Fox Boston-Feb 4, 2013

CAMBRIDGE, Mass. (AP) - Golden Globe-winning actor Kiefer Sutherland has been named Man of the Year by Harvard University's Hasty Pudding Theatricals.

KIEFER SUTHERLAND ACCEPTS HASTY PUDDING MAN OF THE YEAR

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Despite blizzard conditions outside, "24" and "Touch" star Kiefer Sutherland was roasted by the Hasty Pudding Theatricals as he was named...

The Harvard Square Business Association

2013 Calendar of Events

January Events

January 11th – Kick-off of Harvard Square's 5th Annual month long **Winter Carnival** commencing with the **Boston Celtic Music Festival** at Passim.

January 25th – Come celebrate our **5th Winter Carnival Go Green Walk/Ride Friday**

January 25th – 26th – 27th - Taste of Chocolate Festival in Harvard Square! Harvard Square's finest restaurants and cafes will embark on a three day chocolate extravaganza! 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, our now famous tasty sampling of chocolate goodies from Harvard Square's finest purveyors will be presented on Saturday from 1:00pm until 2:00pm on Deguglielmo Plaza (in front of Crema Café) for all to enjoy!

January 31st – Hasty Pudding Woman of the Year Parade in Harvard Square! (Parade at 3:00pm followed by her Award Presentation and Roast.)

February Events

February 2nd – 5th Annual "Some Like It Hot Chili Cook – off" from 1:00pm – 2:30pm (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 3rd – Super Bowl Sunday in Harvard Square! Events in Harvard Square restaurants and clubs.

February 8th – Hasty Pudding Man of the Year – the tradition continues! (An Award Presentation and Roast at 8:00pm followed by the opening night performance of the Hasty Pudding Theatricals.)

February 14 – 15 – 16 – 17 – Lovin' the Square. This year's Valentine's event will feature fabulous food and drinks from Harvard Square's restaurants, romantic and fun deals from our retailers and a variety of interesting, cozy and entertaining things to do from all of our cultural icons!

March Events

March 1st – 31st Harvard Square Celebrates **Women History Month**. Check back for more information about restaurant events and cultural events throughout Harvard Square.

March 3rd – Come celebrate Chinese New Year in Harvard Square! 2013 is the year of the Snake and the **58th 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! Festivities begin at 1pm.

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

March 17th – March 22nd and March 24th – 29th – Winter Restaurant Week in Harvard Square!

April Events

April 12th – 21st – The 6th Annual Cambridge Science Festival. Harvard Square is full of scientific surprises!

April 20th – The 6th Annual Bookish Ball and Shakespeare’s Birthday Celebration! Partnering with the Cambridge Public Library, Actors’ Shakespeare Project and Harvard Square’s bookstores, please join us for bookstore strolls, music, dancing, performances, and birthday cake! This event is free to the public.

April 25th – 28th – The 21st Annual Harvard Arts First Festival - Join hundreds of Harvard undergraduates, graduate students and faculty in Harvard’s Annual Celebration of the Arts.

May Events

May 5th - from 12:00pm to 6:00pm – The 30th Annual Mayfair 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, Mayfair 19th.

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

May 12th – Mother’s Day!

May 30th – 362nd Harvard Commencement

June Events

June 1st – Cambridge’s Riverfest Celebration

June 8th – Jose Mateo’s Dance for World Community Festival in Harvard Square!

June 9th – Patio’s 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 16th – Father’s Day in Harvard Square!

June 22nd – 6th Annual Make Music Harvard Square, 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 evening.

June 23rd – Tory Row 5K Road Race

July Events

July 5th - August 31st – 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. Harvard Square businesses have raised thousands of dollars for breast cancer research since the inception of this event in 2006.

July 14th – Bastille Day! Join us on Holyoke Street for a stormin’ French Street Festival featuring fabulous French food, music, and dance!

August Events

Summer Restaurant Week in Harvard Square. Dates to be announced.

September Events

September 1st – 30th – 3rd Annual Revival Month in Harvard Square.

September 22nd – Urban Ag Fair in Harvard Square.

September 22nd - 10th Annual Riversing, presented by the Revels.

September (dates to be announced) **The Americana Music Festival** in Harvard Square – 3 days of music and activities.

October Events

October 13th – the 35th Annual Oktoberfest and HONK Festival features 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 and abroad! Raindate, October 14th.

October 19th – 20th – The 49th Head of the Charles, 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 31st – November 3rd – Harvard Scare!

November Events

November 1st – 30th - 5th Annual Folk Music Month in Harvard Square.

November 23rd – 130th Harvard Yale Game at Yale

November 28th – Thanksgiving in Harvard Square

November 29th – Kick-off the holiday shopping season with **Plaid and Black Friday** events in Harvard Square

November 30th – Annual Tree Lighting at the Charles Hotel

December Events

December 1st – The Everyone Loves Latkes Party! From 1:00pm – 2:00pm , the 7th annual Everyone Loves Latkes Party features the most delicious, most creative, and best-looking latkes and condiments around! Join us for this free event with gracious latke donations from the fabulous restaurants of Harvard Square.

December 13th – 15th – Shop-over Weekend at local Harvard Square hotels and inns!

December (date to be announced) - **Opening of the Ice Rink at The Charles Hotel**



Indication of harm,

not proof of harm, is our call to action.



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