

Harvard Square Business Association



**105th Annual Meeting & Breakfast
February 27, 2015**

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105th Annual Meeting and Breakfast Agenda
February 27, 2015
The Richard A. & Susan F. Smith Campus Center

Welcome and Introduction of Special Guests – John P. DiGiovanni, Chair

Secretary's Report - Tod Beaty - Approval of January Minutes

Treasurer's Report - Brian Kelley - Brief Review of 2015 Budget

Membership Chair Report – Mary-Catherine Deibel

We currently have 440 active members and welcome two new members this month:

- SplitNGo
- Callanan & Klein

Nomination of Officers and Directors - Jeremiah Murphy – Induction Ceremony

Official Greetings from the Mayor of Cambridge - the Honorable David Maher

State of the Square - City Manager, Rich Rossi

Youth Housing Initiative – Sam Greenberg, Sarah Rosenkrantz

The Richard A. & Susan F. Smith Campus Center Proposal – Tanya Iatridis, Senior Director of University Planning, Harvard University

Presentation of the 2015 Cobble Awards - John DiGiovanni, Mayor David Maher and Rich Rossi

- Cornerstone of Harvard Square – Brattle Square Florist and the Gomatoss-Zedros Family
- Community Partnership – Kristen Fernandes, Inspector, City of Cambridge, ISD
- Cornerstone of Harvard Square – Longy School of Music of Bard College

Special HSBA Video – Sidewalk Sam's 75th Birthday at MayFair

Presentation of the Lifetime Achievement – The Family of Robert Charles Guillemin, affectionately known as Sidewalk Sam

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

- 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
- Jacqueline Sgro – Bank of America

Video Montage – HSBA events 2014/2015 (produced by Will Eifler)

Final Remarks and Adjourn

Shakespeare’s Soliloquy – Allyn Burrows, Artistic Director, Actors’ Shakespeare Project

Music provided by: The Zabriskie Quartet from the Longy School of Music of Bard College

Mari Juntunen, violin

Shadwa Mussad, violin

Calvin Green, viola

Hsin Hou Richard Sun, cello

Special thanks to: Tom Lucey, Christine Gooding, Paula O’Callahan and Regina Dres of Harvard University, for their kind assistance in coordinating this event.

Harvard Square Business Association Minutes January 9, 2015

In Attendance: Liz Aguilo, Tod Beaty, Robyn Culbertson, Mary-Catherine Deibel, John DiGiovanni, Laura Donohue, Darlene Ellis-Donahue, Carolyn Goff, Adam Hirsch, Dan Hogan, Daniel Berger Jones, Brian Kelley, Frank Kramer, Suzanna Krmzian, Kari Kuelzer, Tom Lucey, Ellie Mueller, Katherine Rafferty, Rachael Solem. (Denise Jillson, Bill Manley and Natalie Damaso from the HSBA)

Guests: Vera Grant (The Cooper Gallery), John Schall (fire + Ice), Susan Lapierre and Walter Foley (Cambridge Savings Bank), Jerry Tracy (HML Hospitality Inc.), Steve Gorodetskiy (Split N Go), Paul Burke (The Cambridge Police), Bob Fitta (Harvard Magazine), Leonela Gomez (EQL Network, Venezuela), Josh Bhati The Sinclair/Bowery Presents, Keith Spiro (Kendall Press), Will Eifler (Eifler Designs), Ava Yacubian (T. Edmund Garrity), Chuck Honnet (Nine Athens), Mary D Taylor (Salt and Olive), Bruce Gorsky (Charles River Capital), Jill Ostergren (Market in the Square), Ed Siegal (The Cambridge Chronicle), and Cady Koenigs (Second Time Around).

President John DiGiovanni called the meeting to order at 9:04am with introductions.

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

Treasurer: Brian Kelley quickly reviewed our end of the year results. The bottom line is we only ended in the red by \$3,000, which is excellent considering we had budgeted for a loss of \$90,000 for capital improvements (to cover website and Kiosk planning costs). Brian pointed out that our slight negative was due to Denise's skillful and astute fiscal management—income was down by \$78,000, offset by a matching total expense decrease of \$76,000. Bertil wondered why our income from sponsorships last year was unusually low (off by at least \$25,000); Denise had no specific clue—sponsorships are hard to predict. She doesn't think we've fallen out of favor.

Committee Reports:

Membership: Mary-Catherine was very pleased with our 7 new members (Beyond Success, The Poet's Corner, Chestnut Hill Realty, Quality Graphics, T. Edmund Garrity, Cooper Gallery, Tripda). Next meeting is 1/21/15. Total dues collected for 2014 was \$133,143 another new record!

Events and Media: Denise started off this report by dimming the lights and showing a short video clip of our Latke event created by Will Eifler. Not only will it be posted to harvardsquare.com but it is also something we can use to show potential sponsors how we can mobilize a crowd on their behalf. Bill stepped in to bring us up to date on our Winter Carnival which runs from January 9th through March 8th. The kickoff event is at Passim, which typically brings 1,000 visitors to the Square who will Celtic dance the night away. There are many other wonderful activities—14 pages, in fact, the two biggest are: the **Chocolate Tasting** (2,000-3,000 people last year)

and our **Some like it Hot Chili** Festival. Our Carnival ends at Chinese New Year, which happens to coincide with the 60th anniversary of the Hong Kong Restaurant. Denise and Bill delight in the fact that so many of our wonderful small and very successful events evolved from ideas suggested by board members. Kari brought us Think Pink and Latkes; John Schall, the Winter Carnival theme; Dan Hogan and Carolyn Goff, our Salsa event. If you have ideas try them out on Bill and Denise; who knows, you might inspire our next success!

Hospitality: Daniel Berger-Jones and his crew met at Night Market thanks to Jerry Tracy. Daniel and Dan are going to continue as a team for 2015 with the notion to make the Square more hospitable. The committee is interested to see about having our electrical boxes painted by artists. If you'd like to contribute to some civic-minded work, contact Daniel-- he needs 3-6 volunteers at the **Helping Hands** Event on Martin Luther King Day.

Nominating: Brian pinched-hit for Jerry Murphy. Jerry again is chairing our committee, joined by John DiGiovanni, Patrick Lee, Cindy Kuppens, Suzanna Krmzian and Denise. At their next meeting on January 15th they will review the nominations submitted by our members.

Internet: Tod's committee did review a new mobile app called Yillio modified exclusively for the HSBA so we can promote business to our walking consumers. Yillio allows retailers to easily offer discounts, sales or promotions with just a few clicks of their mobile device. We had a few edits for its creator and HSBA member, Vadim Droznin and hope to unveil it soon. The committee also began discussions on ways to monetize our mobile site—Bob Fitta suggested that we consider the revenue model that Harvard Magazine uses. Natalie took us through her WebStat report: we continue to add new Facebook, Twitter and Instagram followers. Natalie is also considering adding a Travel site as another point of comparison. *Warm blankets for Cambridge Homeless* was one of the most liked and shared pictures and it raised \$7,400 for Councilor McGovern's thoughtful initiative. Marc also posted our picture to his Facebook page—so we garnered goodwill with his constituents as well.

Other Business:

“Having a capable and prepared staff, along with unparalleled community partners in both the City of Cambridge and Harvard University, enables us to seize opportunities and run with them. We are known as a credible organization that gets things done!” John DiGiovanni.

Meeting was adjourned at 9:50am

Respectfully submitted,
Tod Beaty, Secretary

2015 Slate of Officers and Directors

PRESIDENT

John P. DiGiovanni, Trinity Property Management

VICE PRESIDENTS

Jeremiah Murphy, The Harvard Cooperative Society
Mary Catherine Deibel, Longy School of Music of Bard College

TREASURER

Brian Kelley, Cambridge Trust Company

SECRETARY

Richard (Tod) Beaty, Hammond Real Estate

EXECUTIVE BOARD

Directors to Serve a Three Year Term / 2015 - 2016 - 2017

Alex Attia, The Charles Hotel
Erin Becker, Cambridge Art Association
Josh Bhatti, The Sinclair
Chuck Honnet, Nine Athens
Mary Taylor, Salt & Olive
Jerry Tracy, Tarragon

Current Directors

2014 - 2015 - 2016

Elizabeth Aguilo, Paine Senior Services
Richard Carbone, Harvard Square Hotel
Laura Donohue, Bob Slate Stationers
Daniel Berger Jones, Cambridge Historical Tours
Patrick Lee, The Grafton Group
Rachael Solem, Irving House & Harding House

2013 - 2014 - 2015

Joseph Bator, 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

Cobble Awards – Honor Roll

Cobble Awards – Honor Roll

The HSBA created a series of nine awards to honor members of our community each year at the annual meeting. The awards are: Community Partnership, Community Spirit, Cornerstone, Hospitality Ambassador, Outstanding Achievement, Beautification Award, Leadership, Public Service and Charter Member.

2006 Cobble Awards – (9)

Community Partnership	Estella Johnson, City of Cambridge / Economic Dev.
Community Spirit	Frank Kramer, Harvard Book Store
Cornerstone	Tod Beaty, Hammond Real Estate
Cornerstone	Sheldon Cohen, Community Mapping
Cornerstone	Chris Kotelly, Crimson Corner
Hospitality Ambassador	Mary-Catherine Deibel, UpStairs on the Square
Hospitality Ambassador	Patrick Lee, The Grafton Group
Outstanding Achievement	John P. DiGiovanni, Trinity Property Management
Partnership	George Fernandes, City of Cambridge / Electrical

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, Petali Flowers
Community Partnership	Steve Williams, City of Cambridge / Police
Cornerstone	Frances Cardullo, Cardullo's Gourmet Shoppe
Hospitality Ambassador	Dave Fredericks, Uno
Leadership	Rachael Solem, Irving House & Harding House

2009 Cobble Awards – (5)

Cornerstone	The Andover Shop
Hospitality Ambassador	Kari Kuelzer, Grendel's Den
Leadership	Jim Gray, Harvard University
Public Service	Joseph McElroy, City of Cambridge / DPW
Outstanding Achievement	Jim Smith, Cambridge Center for Adult Education

2010 Cobble Awards - (5)

Charter Member
Charter Member
Charter Member
Charter Member
Charter Member
Charter Member

The Harvard Coop / Allan Powell
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, Fire + Ice
Leonard Silva, City of Cambridge / DPW
Annette Rodibaugh, City of Cambridge / DPW

2012 Cobble Awards - (2)

Public Service
Community Partnership

Lou Mothon, City of Cambridge / DPW
Katherine F. Watkins, City of Cambridge / DPW

2013 Cobble Awards - (4)

Community Partnership
Hospitality Ambassador
Public Service
Lifetime Achievement

Ayala Livny, Youth on Fire
Jason Sweeney, J.P Licks
Comm. Robert C. Haas, City of Cambridge / Police
City Manager Robert W. Healy

2014 Cobble Awards - (1)

Cornerstone

The Hong Kong Restaurant / Buoy Lee

2015 Cobble Awards - (4)

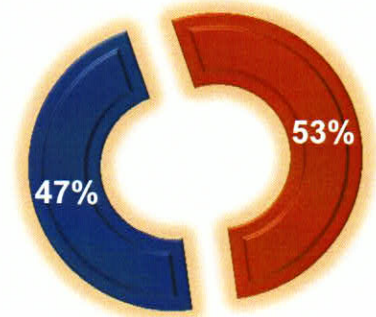
Cornerstone
Cornerstone
Community Partnership
Lifetime Achievement

Brattle Square Florist & Gomatos-Zedros Family
Longy School of Music of Bard College
Kristen Fernandes. City of Cambridge / ISD
Robert Charles Guillemain, affectionately known as
"Sidewalk Sam"

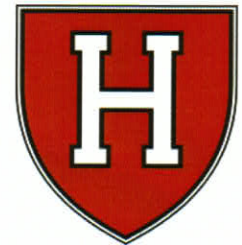
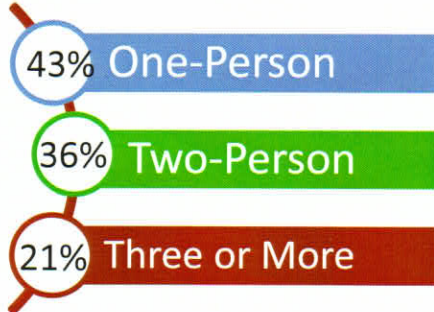
Harvard Square / 02138 Demographic Data

Population
57,612

Median Age
30.1



Total Households
24,272



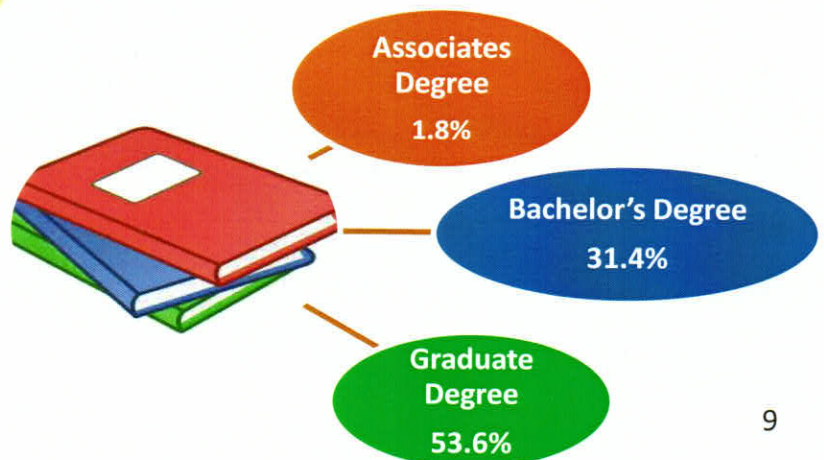
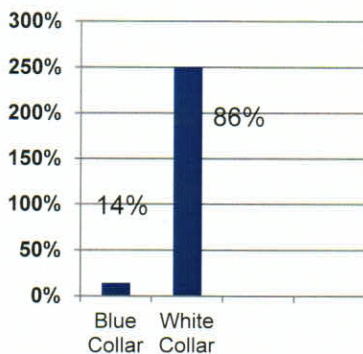
33,020 Total Students

6,659 Undergrad

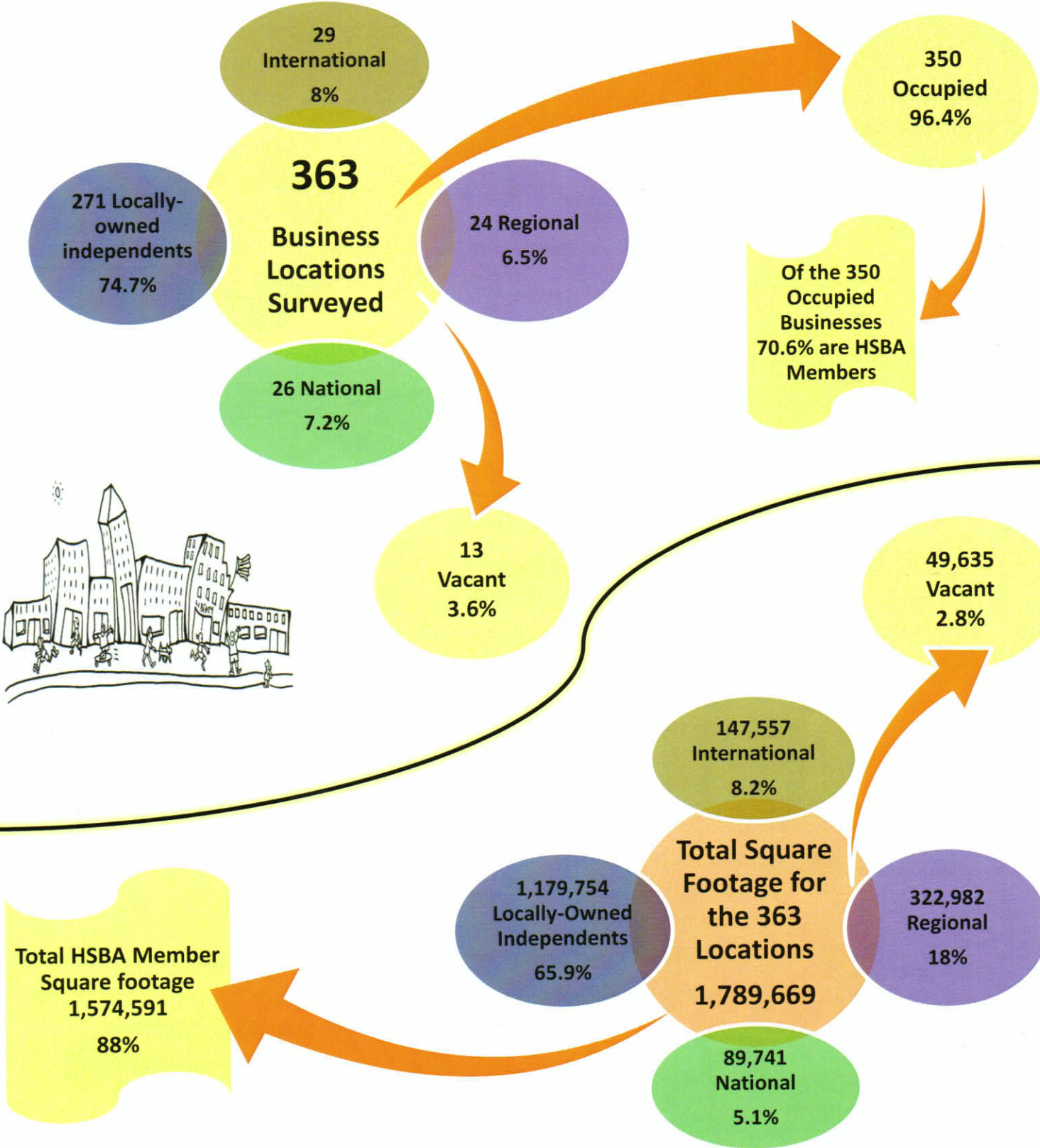
12,793 Prof. & Grad

13,568 Harvard Extension

Employment %



Harvard Square Overlay District Survey Results as of February, 2015



Harvard Square Social Media Overview as of February 2015



29,067
Total Page
Likes
HarvardSq



485 Instagram
Followers

@harvard_Square



11,000 Twitter
Followers

@HarvardSquare



Total Visitors

24,967

FOURSQUARE

yelp



4.5 Stars

127 Reviews



3.5 Stars

86 Reviews

"Very good meals. my family enjoyed them" - Tom Farrell , Google Plus

"5 stars - Dynamic!" - Rachid Tiroual , Facebook

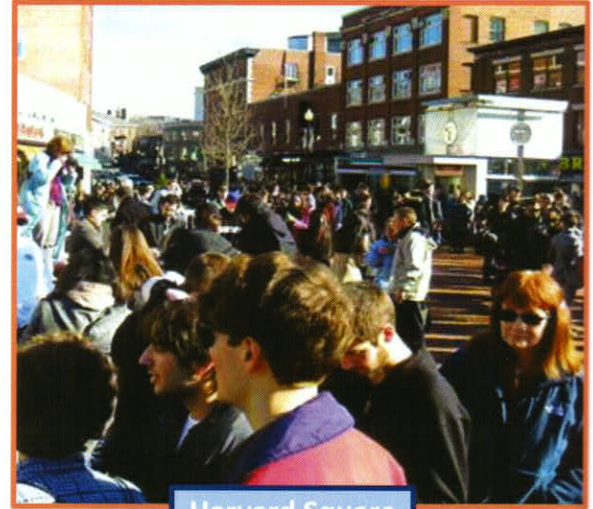
"On my very first trip to Boston, I was taken to Harvard Square and immediately fell in love!" - Yelp

Harvard Square Facebook Highlights for February 2015

3,714 people reached

35 Days until Spring #LFF 2/13/2015

296 Likes, Comments, Shares



Harvard Square is open for business ...Come on in! 2/19/2015

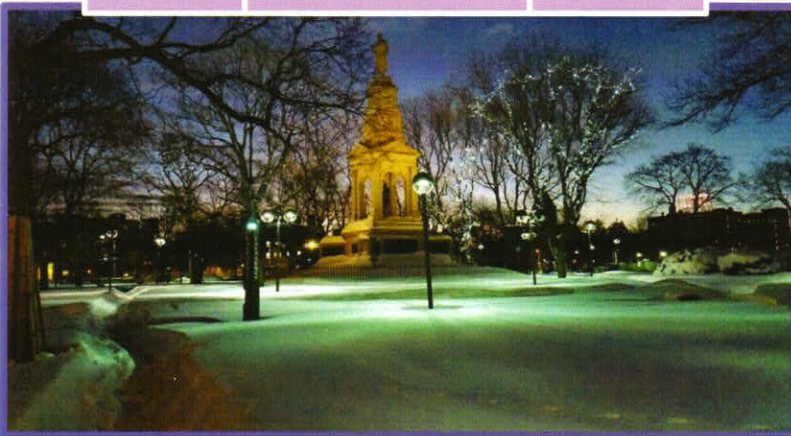
1796 People Reached

141 Likes, Comments, Shares

2,475 People Reached

Cover Photo update 2/10/2015

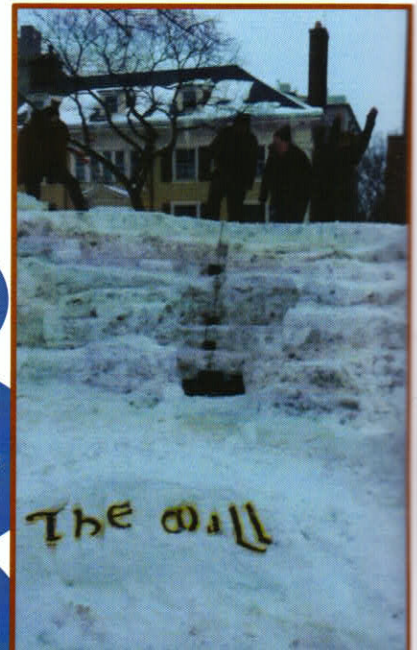
370 Likes, Comments, Shares



5,568 People Reached

Grendel's Den Snow Sculpture 2/19/2015

458 Likes, Comments, Shares



2015 Scheduled Events

January

Harvard Square's 7th Annual Winter Carnival – through March 8th

January 23 – 25 Taste of Chocolate Festival

January 29 Hasty Pudding Woman of the Year Parade

January 31 7th Annual "Some Like it Hot – Chili Cook-off"

February

February 1 Super Bowl Sunday

February 6 Hasty Pudding Man of the Year

February 13 – 15 Lovin' the Square.

February 22 Oscar Sunday

March

Women's History Month

March 8 Chinese New Year

March 1 – 6 Winter Dine Out Week

March 8 – 13 Winter Dine Out Week

March 17 Harvard-Go-Brach

April

April 17 – 26 The 8th Annual Cambridge Science Festival

April 18 8th Annual Bookish Ball & Shakespeare's Birthday Celebration

April 30 – May 3 The 23rd Annual Harvard Arts First Festival

May

May 3 The 32nd Annual Mayfair and Cinco de Mayo Celebration

May 5 Cinco de Mayo

May 10 Mother's Day

May 24 Tory Row 5K Road Race

May 28 364th Harvard Commencement

June

June 1 Harvard Square's Annual Patios in Bloom Kickoff

June TBD Jose Mateo's Dance for World Community Festival.

June 5 – 14 Gay Pride

June 7 Cambridge Riverfest

June 20 8th Annual Fete de la Musique / Make Music Harvard Square

June 21 Father's Day

July

July 12 **Bastille Day**

July 24 **2nd Annual Salsa Squared**

August

August TBD **Summer Dine Out Boston Weeks**

September

4th Annual Revival Month

September 20 **12th Annual Riversing**

September 20 **3rd Annual Folk Music Festival**

October

October 11 **37th Annual Oktoberfest and HONK! Parade**

October 17 – 18 **51st Annual Head of the Charles Regatta**

October 30 – November 1 **Harvard Scare!**

November

7th Annual Folk Music Month

November 21 **132nd Harvard / Yale Game at Yale**

November 26 **Thanksgiving**

November 27 **Plaid and Black Friday events**

November 28 **Tree Lighting Ceremony**

December

Sparklefest

December 6 **Victorian Carolers and Santa Event**

December 12 **9th Annual “Everyone Loves Latkes” Party**

December 18 – 20 **Shop Over Weekend**

Event Summary



2011 - 2014

Each November, the Harvard Square Business Association announces its annual calendar of events for the upcoming year. We make the announcement early for several reasons; to give our members the opportunity to plan in advance, to budget accordingly and to purchase appropriate merchandise. Early announcements ensure that our events will get listed in travel and tourism guides which are printed well in advance of the new year. And finally, the calendar is created to inform folks who are planning to vacation in the area. On average, we anticipate producing over seventy events per year; many of which are annual events like MayFair and Oktoberfest.

In addition to our scheduled events, we, as well as the City of Cambridge, receive dozens of requests throughout the year from organizations, corporations and individuals who want to have a presence in Harvard Square. The requests are varying and can range from musical performances to sampling opportunities, from tasting events to social media activations. We work closely with the City to ensure the successful execution of these events that are categorized in the following ways:

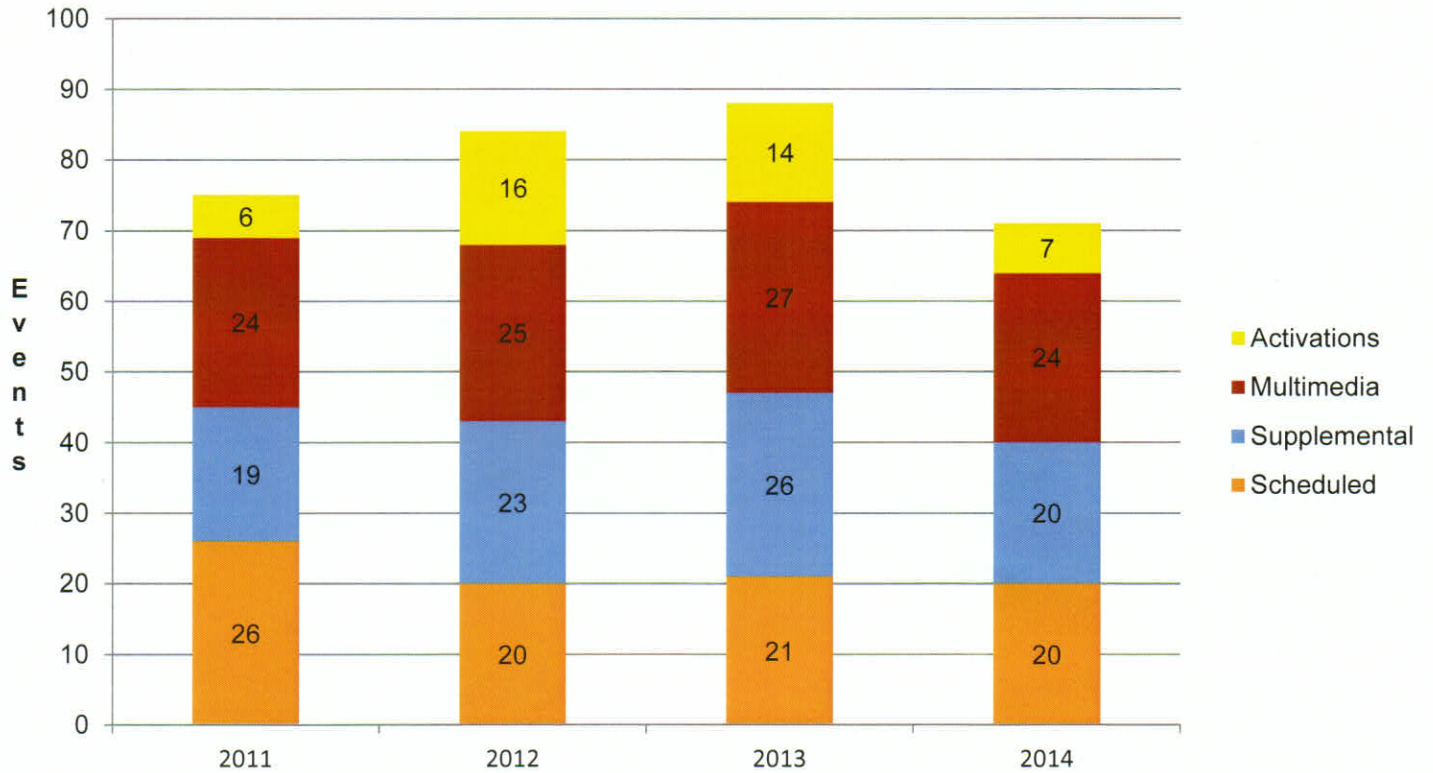
- **Supplemental:** Events that take place under the umbrella of the HSBA. We did not initiate them, although we are actively involved in their planning, permitting, marketing, implementation and promotion.
- **Multimedia:** Events/promotions that take place inside our businesses and do not typically require permitting; however, we are actively involved in their planning, occasional permitting, marketing, implementation and promotion.
- **Sponsored activations:** Events that come our way via marketing companies. They often involve sampling or demonstrations. The HSBA is responsible for the planning, permitting, marketing, implementation and promotion of these activations.

The following pages detail all four categories of these events that took place over a four-year period, from 2011 through 2014. The events are listed by category and a variety are accompanied by colorful photos taken by Bill Manley who captures the spirit and beauty of them through his lens.

Denise Jillson
Executive Director, February 2015



HSBA Events 2011-2014



2011



Chinese New Year



Oktoberfest & HONK!



Bastille Day

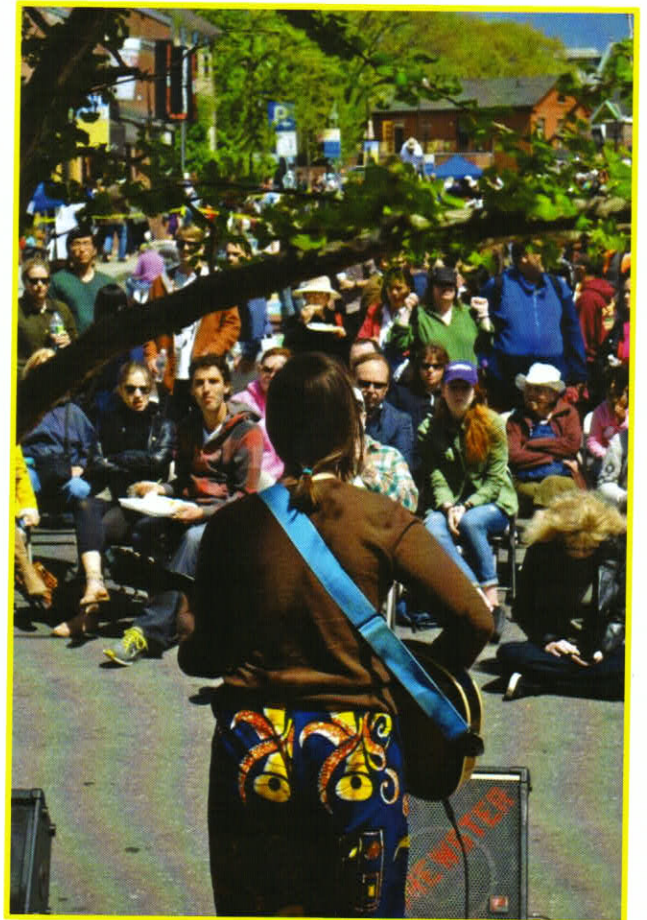
2012



Concierge Event



Chocolate Tasting Event

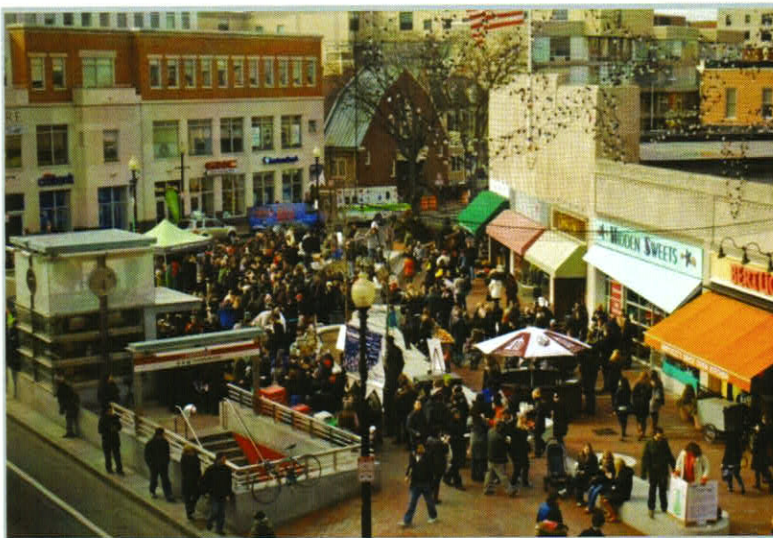


Make Music

2013



Movie Night



Some Like it Hot Chili Cook-Off



MayFair

2014



Salsa Squared



Make Music



Cirque du Soleil

2011 Events

Scheduled Events

Martin Luther King, Jr. Day Celebration January 16
Go Green Walk/Ride Friday January 28
Taste of Chocolate Tasting Event January 29
Some Like it Hot Chili Cook-Off February 5
Chinese New Year February 20
Annual Meeting February 25
Women History Month March 1 - 31
4th Annual Bookish Ball April 30
28th Annual MayFair May 1
Cinco De Mayo May 5
Patio's in Bloom May 27
Concierge Event June 7
Dance for World Community Festival June 11
Make Music / Fete de la Musique June 18
Taste of Cambridge June 23
Think PINK Drink PINK Shop PINK July 5 - August 31
Bastille Day July 10
Urban Ag Fair September 18
Revels Riversing September 18
Hootenanny at CCAE September 25
32nd Oktoberfest and Honk Festival October 2
New England Folk Music Gallery Reception November 3
Folk Music Benefit Concert November 14
Ciclismo Classico November 11
5th Annual "Everyone Loves Latkes" December 17
Breakfast with Santa December 18

Supplemental Events

MIT & Drew University Acapella Concert March 4
Bake Sale for Japan April 2
Music in the Park April 29
Brenna Bean Day June 14
Jubilation Student Choir in the Park June 16
HSBA Centennial Year Film Celebration June 16
"Chalk One Up" Event for Sidewalk Sam June 20
Investors Reception and Cocktail Party June 27
Fourth of July Concert July 1
Teen Music Camp July 2 - 8
Homelessness meeting July 11
Harry and the Potters Concert July 29
Folk Dance Performance August 12
Folk Dance Performance August 19
Folk Art Dance August 28

Folk Dance Performance September 2
Bread & Puppet September 2
Harvard Lampoon Welcomes the Bruins October 16
Yulefest 5k December 18

Multimedia Events

Winter Carnival January 16 - February 20
Taste of Chocolate Festival January 28 - 30
Super Bowl Sunday February 6
Valentine's Day Weekend February 11 - 14
Winter Restaurant Week March 6 - 11
Winter Restaurant Week March 13 - 18
Harvard "Visitas" Weekend April 16 - 18
Harvard Go Brach March 17
Easter April 22 - 24
Mother's Day May 8
Father's Day June 19
Summer Restaurant Week August 14 - 19
Summer Restaurant Week August 21 - 26
Revival Month September 1 - 30
47th Head of The Charles October 22 - 23
Harvard Scare October 28 - 31
Folk Music Month November 1 - 30
Plaid Friday November 25
Thanksgiving November 24
Sparklefest November 26 - December 29
Charles Hotel Tree Lighting November 26
Charles Hotel Ice Rink Celebration December 11
Shop Over Weekend December 16 - 18
Christmas /New Year's December 25 - January 1

Sponsored Activations

American Express Bus May 6 - 7
Halls Opera in the Park May 11
Game Fest in Harvard Square May 15
Eucerin Skin Express June 27
Sprint and Vespa Green on the Go Tour July 30
Comcast August 24 - 31

2012 Events

Scheduled Events

Taste of Chocolate Sampling Event January 28
Go Green Walk/Ride Friday January 27
Some Like it Hot Chili Cook-off February 4
Chinese New Year February 12
Women History Month Kick off March 1 - 31
Annual Meeting March 2
5th Annual Bookish Ball April 28
Cinco de Mayo May 5
29th Annual MayFair May 6
Patios in Bloom Kickoff May 25
Jose Mateo's Dance for World Community June 9
5th Annual Make Music / Fete de la Musique June 16
Concierge Event June 19
Think PINK Drink PINK Shop PINK July 5 - August 31
Bastille Day July 15
4th Annual Urban Ag Fair September 23
Revels RiverSing September 23
34th Annual Oktoberfest and HONK! Festival October 7
Everyone Loves Latkes December 8
Breakfast with Santa December 16

Supplemental Events

Taste of Alsace Party March 7
"Back on my Feet" Benefit April 5
Panera Bread Opening Event April 19
LGBT Film Festival May 3 - 13
Great Urban Race May 5
Folk Art Dance Kickoff May 20
Cambridge Historical Tours Ribbon Cutting June 16
Click and Clack Car Talk Event June 28
Mass. Ave Mile Road Race July 22
Tuna Femina Concert July 30
Hubway Kickoff Event August 8
Julia Child 100th Birthday Event August 15
Ethiopian Concert September 1
Bread & Puppet September 2
NE Americana Music Festival September 13 - 16
Hootenanny at CCAE September 16
Just Wink Benefit September 21
National Food Day October 24
For the Love of the Music HS Premiere November 6
FOLK NE Gallery Reception November 7
Ciclismo Classico December 9
Inside Out Art Installation December 15
Australian Student Concert December 16

Multimedia Events

Winter Carnival January 6 - February 12
Taste of Chocolate Festival January 27 - 29
Super Bowl Sunday February 25
Lovin' The Square - Valentine's Day February 10 - 14
Harvard Go Brach March 17
Winter Restaurant Week March 18 - 23
Harvard " Visitas" Weekend April 21 - 23
Mother's Day May 13
Gay Pride June 9
Father's Day June 17
Summer Restaurant Week August 19 - 24
Summer Restaurant Week August 26 - 31
Welcome Harvard Students August 29
Revival Month September 1 - 30
48th Head of the Charles Regatta October 20 - 21
Harvard Scare October 26 - 31
4th Annual Folk Music Month November 1 - 31
129th Harvard Yale Game at Harvard November 17
Thanksgiving November 22
Sparklefest November 23 - December 16
Black Friday November 23
Charles Hotel Annual Tree lighting November 24
Charles Hotel Ice Rink Party December 9
Shop Over Weekend December 14 - 16
Christmas / New Year's December 24 - January 1

Sponsored Activations

Madewell Denim April 14 - 15
Turkish Coffee May 11
Samsung June 16
Chef Michael Dog Food June 30
Second Street Ice Cream July 14
Second Street Ice Cream July 21
Seinfeld Soup Nazi August 3
Comcast August 26 - September 7
Nutella September 22
NESN Casting Call September 24 - 25
7/11 Coffee Truck September 30
Ebay October 16 - 17
Yogurt In Harvard Square October 19
LL Bean Showcase October 21
Google Plus November 23 - 24
Hood Cream November 27 - 29

2013 Events

Scheduled Events

Go Green Walk/Ride Friday January 11
Chocolate Tasting Event January 26
Some like it Hot Chili Cook -Off February 2
Annual Meeting March 1
Women's History Month March 1 - 31
Chinese New Year March 3
6th Annual Bookish Ball April 20
30th Annual MayFair May 5
Cinco de Mayo May 5
Jose Mateo's Dance for World Community June 8
Patio's in Bloom Kickoff June 9
6th Make Music / Fete de la Musique Festival June 22
Tory Row 5K Road Race June 23
Concierge Event June 25
Think PINK Drink PINK Shop PINK July 5 - August 31
Bastille Day July 14
Urban Ag Fair September 22
Revels RiverSing September 22
New England Americana Festival September 27 - 29
35th Annual Oktoberfest and HONK! October 13
7th Annual Everyone Loves Latkes December 1

Supplemental Events

Afternoon Green Tea January 25
Dutch Student Concert April 26
Inside Out Art Installation May 4
Class of 1988 Reunion Party May 29
Harvard Concert on Brattle Plaza May 29
Folk Art Dance June 9
Quebec Student Concert July 6
City of Cambridge Community Policing Event June 12
Mass. Ave Mile Road Race July 21
Folk Art Dance August 3
Hiroshima Memorial August 6
Family Movie Night August 10
Friends Forever Concert August 22
Longy Concert August 22
Family Movie Night August 24
Bread & Puppet September 1
Folk Art Dance September 7
Harvard Graduate Council Event September 14
Latina Children's Concert September 15
Bugs Bunny Movie Night September 21
Folk Festival September 21
National Food Day October 24
Mexican Revolution Day November 11
Folk Music Concert November 17

New England Folk Music Reception November 30
Teddy Bears On Display December 15

MultimediaEvents

Winter Carnival January 25 - March 3
Taste of Chocolate Festival January 25 - 27
Academy Awards February 24
Super Bowl Sunday February 3
Lovin' the Square Valentine's Events February 14 - 17
Harvard Go Brach March 17
Winter Restaurant Week March 17 - 22
Winter Restaurant Week March 24 - 29
Easter March 31
Harvard New Student Weekend April 20 - 22
Mother's Day May 12
Gay Pride June 8
Father's Day June 16
Summer Restaurant Week August 17 - 22
Summer Restaurant Week August 24 - 29, 2013
3rd Annual Revival Month September 1 - 30
49th Head of the Charles Regatta October 19 - 20
Harvard Scare October 31 - November 1
5th Annual Folk Music Month November 1 - 30
130th Harvard/ Yale Game November 23
Thanksgiving November 28
Plaid and Black Friday November 29
Sparklefest November 29 -December 21
Charles Hotel Tree Lighting November 30
Charles Hotel Ice Rink Party December 8
Shop Over Weekend December 13 - 15
Christmas /New Year's December 24 - January 1

Sponsored Activations

Starbucks January 8, 11, 15, 17 & 23
Samsung April 21 - 25
Lupus Foundation April 25
Starbucks June 24 - 26
Longwind Farm June 29
Microsoft June 29 - July 1
Starbucks July 2, 5, 10 & 12
Journelle Airstream July 27
Comcast August 21
Old Navy August 23 - August 24
Cadbury August 24 - 25
Comcast August 29 - September 2
Lupus Foundation September 5
Samsung September 29 - October 3

2014 Events

Scheduled Events

Chocolate Tasting Event January 25
Some Like it Hot Chili Cook-Off February 1
Chinese New Year February 23
Annual Meeting February 28
Women History Month March 1 - 31
Women's History Month Breakfast March 20
7th Annual Bookish Ball April 26
31st Annual Mayfair May 4
Cinco de Mayo May 5
Patios in Bloom Festival Kickoff June 2
Concierge Event June 9
Jose Mateo's Dance for World Community Festival June 14
7th Make Music / Fete de la Musique June 21
Think PINK Drink PINK Shop PINK July 5 - August 31
Bastille Day July 13
2nd Annual Folk Music Festival September 21
Revels RiverSing September 21
New England Americana Music Festival September 26 - 28
36th Annual Oktoberfest and HONK! Festival October 12
8th Annual Everyone Loves Latkes December 20

Supplemental Events

Cirque du Soleil June 18, 2014
Polyphonic Marimba Concert July 8
Teen Music Camp July 11
Job Fair July 21
Service Day July 22
Salsa Squared July 25
Teen Music Camp July 25
African Gifts Event July 26
Hong Kong 60th Party August 17
Longy Concert August 21
Hilary Clinton visits Harvard Square September 16
Harvard Graduate Student Council Event September 20
Chowderfest September 21
Second Story Networking Event September 30
PINK Party October 7
EyeNetra : Eye Test Event October 23
Salvation Army Concert November 11
EyeNetra : Eye Test Event November 12
Boy's Choir Concert November 15
Teddy Bears On Display December 7

MultimediaEvents

Winter Carnival January 11 - February 23
Taste of Chocolate Festival January 24 - 26
Super Bowl Sunday February 2
Lovin' the Square Valentine's Events February 14 - 16
Academy Awards March 2
Winter Restaurant Week March 21 - 23
Harvard Go Brach March 17
Easter April 20
Mother's Day May 11
Gay Pride June 6 - June 15
Father's Day June 15
Summer Restaurant Week August 17 -22
Summer Restaurant Week August 24 - 29
4th Annual Revival Month September 1 - 30
50th Annual Head of the Charles October 18 - 19
Harvard Scare October 31 - November 1
Folk Music Month November 1 - 30
Tom Rush Documentary Screening November 5
131st Harvard / Yale Game November 22
Thanksgiving November 27
Plaid & Black Friday November 28
Sparklefest November 29 - January 3
Annual Tree Lighting November 29
Christmas / New Year's December 24 - January 1

Sponsored Activations

Nutella May 30
Comcast Fall Rush August 28 - 31
Havas Mineral Tablet September 12
Verizon October 11
The McCarthy's Mobile Basketball Experience October 31
Pop Up Santa November 12
Lavazza Coffee Sampling November 14 - 17



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