

The image is a vibrant, high-angle photograph of a busy street scene in Harvard Square, Cambridge, Massachusetts. The scene is filled with people, trees with green and yellow foliage, and various signs and structures. In the upper left, a large red flag with a white 'H' is visible. A clock tower stands in the middle ground. In the foreground, a red awning features 'Coca-Cola' and 'BOS' logos. A green banner for 'Zipcar' is also present. The overall atmosphere is lively and urban.

# HARVARD SQUARE BUSINESS ASSOCIATION

# ANNUAL REPORT

for 2016

Bank of America

COOP

TODAY  Coca-Cola BOS

Graf  
stre  
pub

Zipcar

wheels where you want

MayFair

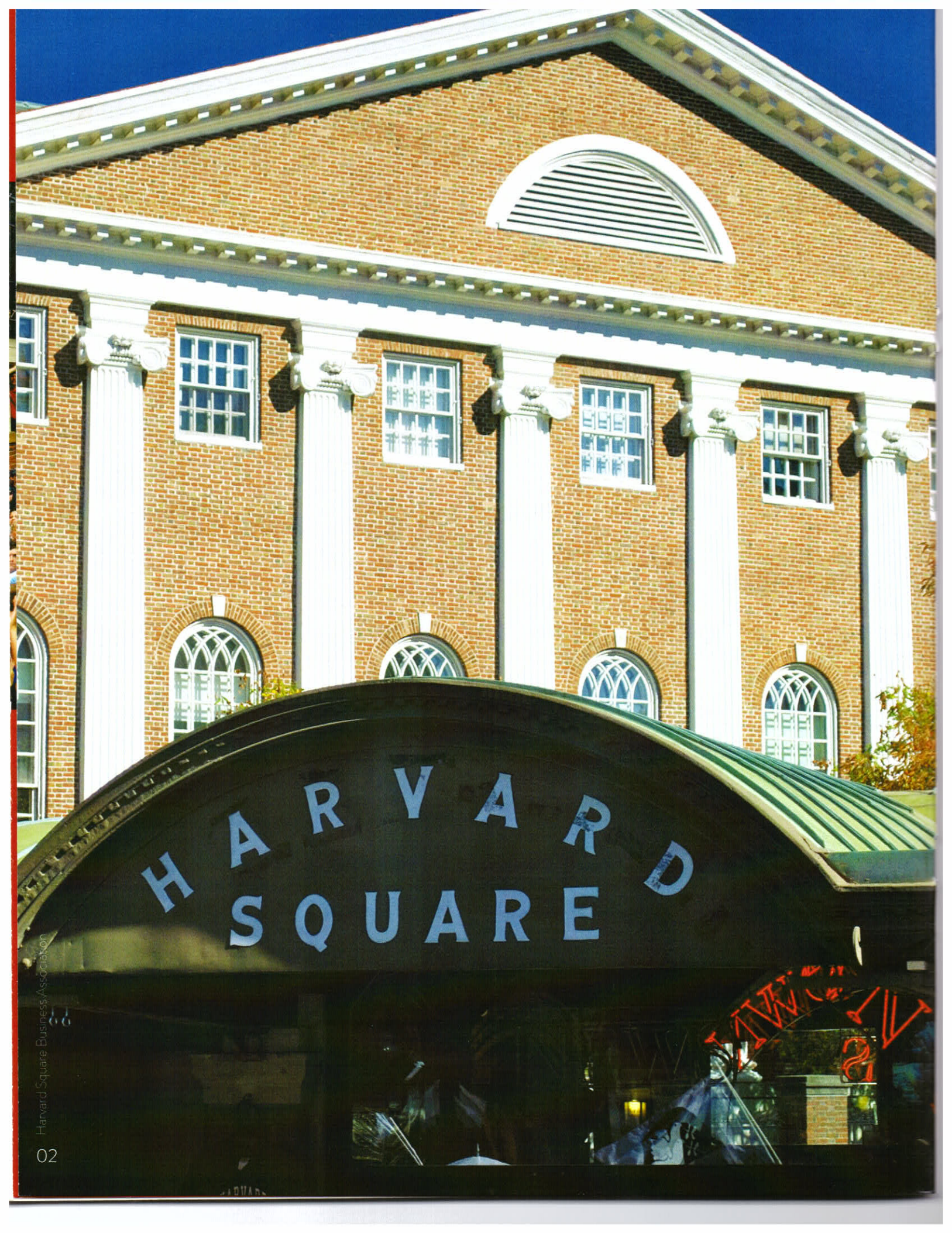


Bastille Day Celebration on Holyoke Street

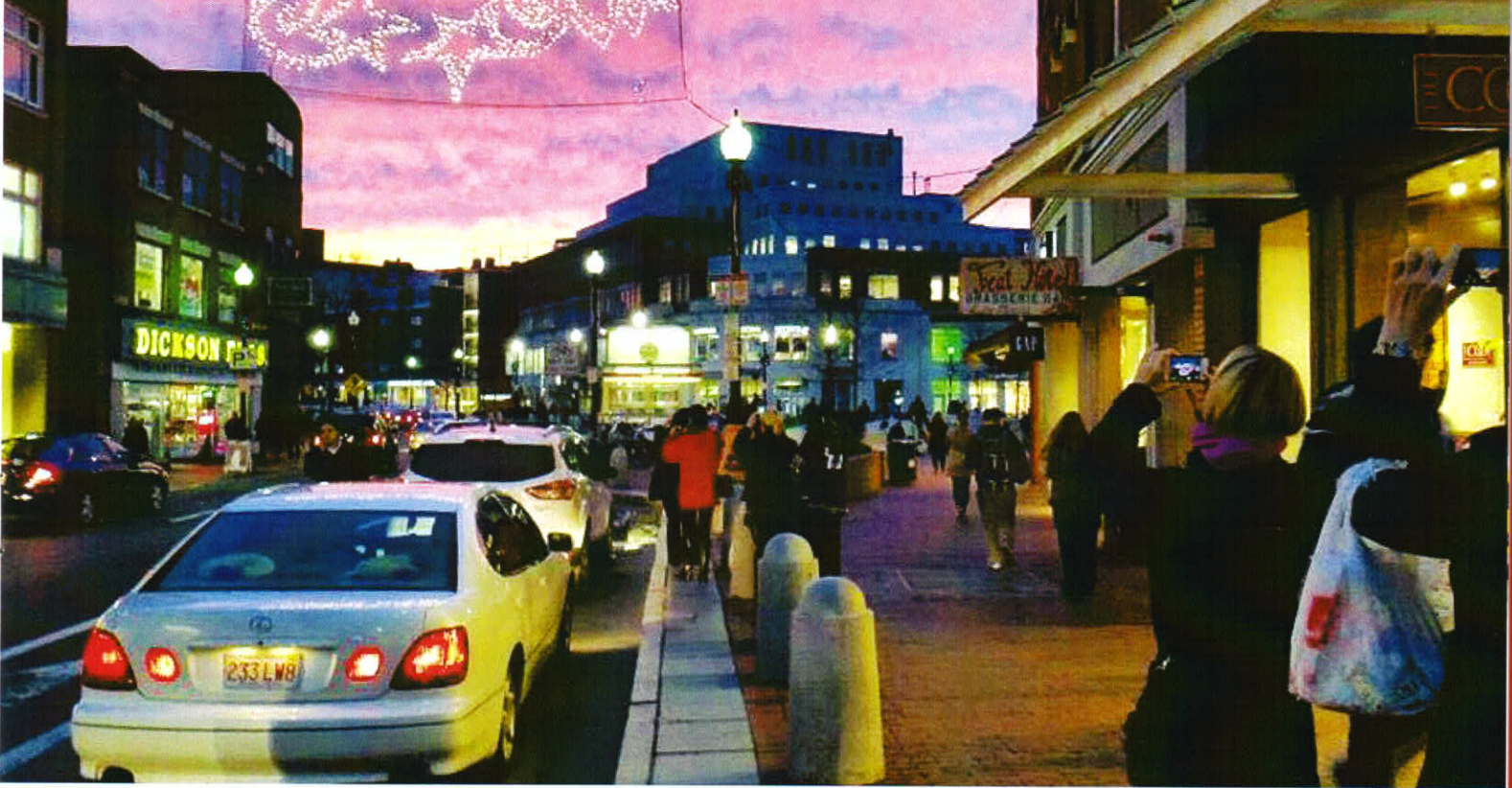
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Summer Movie Night



HARVARD  
SQUARE



## OUR MISSION

The Harvard Square Business Association was established in 1910 and officially incorporated in the Commonwealth of Massachusetts 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."

Over the past decade, we have refined our stated mission to be, "to promote commerce in Harvard Square while being good stewards of this authentic, urban place."

Reflections of a Decade



**Denise Jillson**  
Executive Director

*As 2016 came to a close, I spent some time reflecting about the past decade and found myself smiling. The past ten years have been fun, challenging and incredibly exciting. I joined the HSBA in April of 2006. At that time, association leaders had vigorously committed themselves to ensuring the Square remained vibrant, that the public space was beautiful, accommodating, pedestrian-friendly and most importantly, that the experience of being in the Square was a memorable one. The support and resources made available to the association from our Board, Harvard University and the City of Cambridge are unparalleled. The collective dedication of our business, institutional, civic, cultural and political leaders keeps the Square a welcoming place for all. I am profoundly grateful for their endorsement over these past ten years and look forward to the future with confidence and optimism.*

*Denise Jillson*

# LEADERSHIP



While the HSBA welcomes and supports all types of business, we recognize the unique value of the many locally-owned independent stores. We work hard to ensure all our businesses prosper through networking meetings, board activities, promotions, events, committees and a robust social media program.



**Kari Kuelzer,**  
Owner/General  
Manager,  
Grendel's Den  
Restaurant & Bar

"14 years ago, I moved my family from California back to Cambridge to take over the day-to-day management of a restaurant started by my parents in 1971. My mom had recently passed away and my father was semi-retired and the business needed a focused, energetic person at the helm. I knew I could not fill my mother's shoes by a long shot, but I could take on some of her important roles, and the first thing I did was to show up at the Harvard Square Business Association board meetings, at which my mom, Sue Kuelzer, had been a fixture for nearly 30 years. This was a good move. The community of business owners who are active in the association opened their hearts to me and made me feel instantly part of an amazing team. The work of the Association was also instrumental in providing me with opportunities to leverage the energy and focus I was bringing to my business in a way that could breathe new life into our marketing and reputation. The HSBA is an incredible resource for business owners and entrepreneurs, large and small, new and old, in that they are able to provide a skilled and efficient operation we can use to engage with the community, work with the City to make improvements or address issues, connect with other businesses to achieve common goals. I have been honored to serve on the board with so many committed professionals who dedicate their valuable time to a worthy project, and will continue to make working with the HSBA a priority for as long as I do business in the area."

## HSBA Staff

### Executive Director

Denise Jillson

### Marketing & Events Manager

Bill Manley

### Communications & Office Admin.

Amanda Henley

## 2016 Officers

### President

John P. DiGiovanni

Trinity Property Management

### Vice Presidents

Jeremiah Murphy

The Harvard Coop

Mary Catherine Deibel

Longy School of Music

### Treasurer

Brian Kelley

Cambridge Trust Co.

### Secretary

Tod Beaty

Hammond Real Estate

## 2016 Executive Board

Elizabeth Aguilo

Paine Senior Services

Alex Attia

The Charles Hotel

Erin Becker

Cambridge Art Association

Joshua Bhatti

The Sinclair

Richard Carbone

Harvard Square Hotel

Mary Canning

Follow The Honey

Laura Donohue

Bob Slate Stationers

Ted Galante

Galante Architecture

Jane Hirschi

CitySprouts

Chuck Honnet

Nine Athens

Bertil Jean-Chronberg

Beat Brasserie

Daniel Berger Jones

Cambridge Historical Tours

Kori LaMontange

Tarragon

Susan Lapierre

Cambridge Savings Bank

Patrick Lee

The Grafton Group

Rachael Solem

Irving House & Harding House

Mary Taylor

Salt & Olive

Meredith Weenick

Harvard University

### Honorary Board Member

Sheldon Cohen

Past President of the Board

## Duty, Commitment and Responsiveness to the people of Harvard Square and beyond...

From George Wright to John DiGiovanni, the association's commitment to Cambridge and its citizens has been unyielding. From the very beginning, the HSBA has worked with member businesses, non-profits, student groups and individuals; striving to be responsive to their needs and concerns while working toward the betterment of the Square, the City, and our global community.

"Pride in Cambridge should be the keynote of every organization within its borders. The pride which says if we do not live in the finest city of the world, by God's help, we and our successors will make it the finest the light of sun shall shine upon. Without this love and pride, little advance can be made in any direction. With it all things are possible."

George G. Wright, President, 1910

"As the current stewards of Harvard Square, it is incumbent upon us to be mindful of our role and appreciate that we, too, will be part of its history. The treasured and authentic urban experience that is "the Square", has grown through determined collaborations and thoughtful creativity. With grace and resolve, we, in our choices, will inspire future generations to nurture its evolution and inclusive spirit."

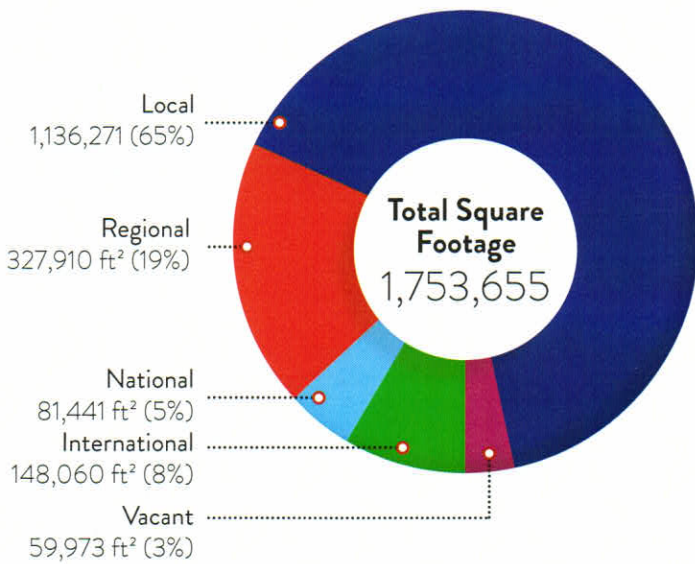
John P. DiGiovanni, President, 2017

# HARVARD SQUARE OVERLAY DISTRICT

## BUSINESS SURVEY & TRANSPORTATION OVERVIEW



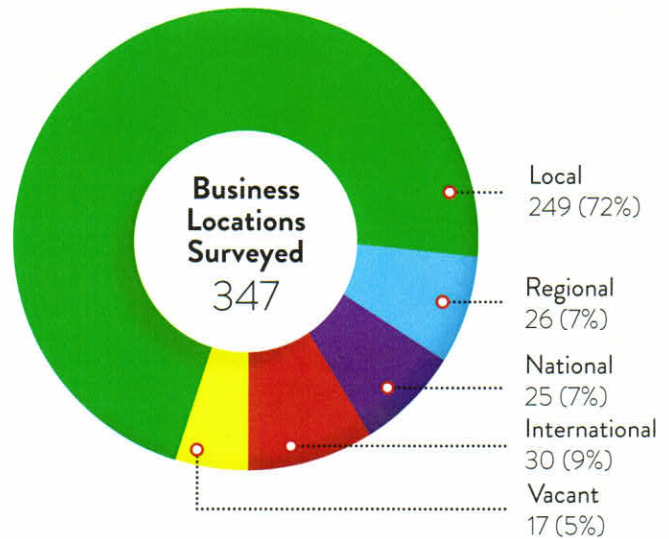
**1,753,655 Sq. Ft. Total**  
 1,530,286 Sq. Ft. (87.3%) are HSBA Members



At various intervals during the year, the HSBA conducts a survey of the Harvard Square Overlay District. This survey is an overview of all businesses in the Square, and includes members and non-members of the association. The survey is comprised of restaurants, re-

tailers, services and cultural organizations located in first floor space and occasionally second and third floor space, depending on the type of business. The survey is also updated every time there is a change of ownership, use, name or square footage, so that the data is always current.

**330 Occupied Businesses**  
 236 (71.5%) are HSBA Members



### GROUND TRANSPORTATION

Walking to the Square or coming by car, bike, bus or T? We've got you covered!



Hubway

**HUBWAY STATIONS**  
 3 Hubway Bike Stations in the heart of the Square



**BIKE RACKS** 350  
 bikes racks throughout the HS Overlay District



**HARVARD SQUARE STATION**

**5,398,073**  
 people embarked on the T at the Harvard Square Station in 2016



6 public lots  
 541 on-street parking spaces



**PARKING SPACES**  
 2042 total parking spaces in HS

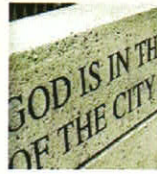
13 MBTA bus routes that service HS every day



**BUS STOPS**  
 257,087 annual bus trips to the Square

# CIVIC ENGAGEMENT

Our commitment to Cambridge and its citizens is constant. From the beginning, the HSBA has worked with member businesses, non-profits, student groups and individuals; striving to be responsive to their needs and concerns while working toward the betterment of the Square, the City, and our global community. From homeless shelters to Help for Haiti... from the Boston marathon bombing to the Tsunami in Japan...we have raised money, raised awareness and work toward raising humanity. Our advocacy has included events and campaigns for many causes, including: Homelessness, Breast Cancer Awareness, Haitian Relief Japan Relief, Tributes to Dr. Martin Luther King, LGBTQ issues, Bike Campaigns, Toys for Tots Warm, Coat Drives, Winter Warmth Drives, Fire Relief Appeals, Nepal Relief, Red Cross Blood Drives, CRLS Boys and Girls Track Teams, and Title IX Girls Running Club to name a few.



**Gail P. Bucher**  
President,  
Harvard Square Homeless Shelter Corporation

"The Harvard Square Homeless Shelter Corporation (HSHSC), founded in 1997 as a 501(c) non-profit organization, HSHSC is pleased to be a member of the HSBA. Over the years, the HSBA has provided support and encouragement to the students and guests. The HSBA and its partners regularly host fund raisers with and for the students running the Shelter. This money is not only used for operations, but also for purchasing food, blankets, hand warmers, hats and gloves. HSBA and HSHSC supported the Shelter student leaders when they took the initiative to raise more than \$1 million to open Y2Y Harvard Square, a new shelter for youth aged 18-24, in late 2015 and various businesses have helped individual homeless men and women - including hosting a wedding for two of them! To introduce their business partners to the Shelter, the HSBA held one of its monthly meetings in the shelter space a few years ago."



**Elaine Schear, Ed. D.**  
Executive Director,  
Friends of CRLS

"On face value, the relationship between the Friends of Cambridge Rindge and Latin School and the HSBA is counter-intuitive: what could a public high school non-profit have in common with a business association whose mission is focused on the vitality of the fabled Harvard Square? The answer is simple: we are all connected; we support each other and we're a better community for doing so. Through our membership in the HSBA we've become more educated about our nearby commercial landscape, we've made new friends and we've found that businesses in and around "the Square" are eager to help our students succeed. Many hire CRLS students or make financial contributions to their success. We've built a fundraising event for the past 8 years around the HSBA's MayFair that has resulted in over \$47,000 in funds for scholarships, faculty innovation grants, travel fellowships for school trips, and more. We recently launched a successful "100 by 100" Cambridge Business College Scholarship Initiative, with support that includes, in large measure, the HSBA and 20 of its members, making it possible to offer \$2,000 scholarships to 5 talented low-income students! The HSBA is simply one of our most community-minded, forward-thinking, and valuable resources."



**Prof. Richard Parker**  
Harvard Kennedy  
School Chair,  
Advocates for a  
Commons Toilet

"The Harvard Square Toilet Campaign, initiated by members of several Harvard Square parishes and homeless support groups, wouldn't have succeeded without the Harvard Square Business Association. When the one parish on the Square closed the bathrooms that had served the homeless for 25 years, HSBA executive director, Denise Jillson, reached the same conclusion we did: that, as a matter of human dignity and public health, it was time Cambridge built a public toilet—not just for the homeless, but for the millions who pass through the Square each year. It then took nearly three years of community organizing, a media campaign, a petition drive that collected 6,000 signatures, and intense lobbying of the City Council and City Manager, but the Square's first public toilet opened in February, 2016—and the City now considers it just the first of several to be built in squares and parks all over Cambridge. Citizen action, concerted effort, and a guiding spirit of community engagement made this happen—and as all of us on the board of Advocates for a Commons Toilet, and HSBA were essential to that success."



**Marc McGovern**  
December 29, 2015, Cambridge, MA  
The 3rd Annual Winter Warmth Drive has reached its \$15,000 goal! With the help of 90 contributions over the month we are now ready to order 450 sleeping bags for Cambridge's homeless. Thank you all so much! Thank you Denise Jillson of the Harvard Square Business Association, Patrick Barrett of the Central Square Business Association and the Kendall Square Association for co-sponsoring. Special thanks to Jamila Bradley for her hard work.

Like Comment Share  
63

## Vice Mayor Marc McGovern

"I wish to sincerely thank the Harvard Square Business Association, Jerry Murphy at the Harvard COOP and all the HSBA members who so generously contributed to my Winter Warmth Drive, and who continue to give throughout year in our efforts to combat homelessness. Their kindness overwhelms and so is appreciated."



**Katherine Bennett**  
Executive Director,  
Spare Change News

"The HSBA invests in small business owners who seek to do more than simply turn a profit. In supporting the independent contractors who sell Spare Change News, the HSBA demonstrates that they believe that individuals who have fallen on hard times can make a better life for themselves through honest work. The HSBA helps to empower housing insecure individuals to find a path out of poverty as they share the stories of how the 'other half' makes a living."



# CULTURAL ENGAGEMENT



**Linda Burton**  
Executive Director,  
Cambridge Center For  
Adult Education

"The Cambridge Center for Adult Education (CCAE) has had a long and committed relationship with the Harvard Square Business Association. The CCAE has been a vibrant part of Harvard Square for over a century, providing a robust menu of high quality and affordable courses to the community. As one of the preeminent community organizations in Harvard Square, we rely on our partnership with the HSBA to help strengthen our ties to the local businesses, employees, residents, and visitors. HSBA helps to connect us to teacher and students alike. And, because of their support in helping us market our programs and events to the community, they are an important part of enabling us to keep our classes affordable and available to more people. HSBA has been a wonderful partnership and we are grateful for their continued support of our organization."



**Jose Mateo**  
Founder,  
Jose Mateo Ballet Theatre

"The Harvard Square Business Association (HSBA) is a partner in all our work. From the first days we relocated Jose Mateo Ballet Theatre to the Square, the HSBA worked to insure that we made the connections we needed to make our business thrive - they even hosted a "welcome to the square" event which introduced the organization to hundreds of business leaders in the community. Over the past 17 years we have been in the Square, the HSBA been there for both the small and large events in the organizations development. From notarizing documents, to lobbying City Hall for hard to get permitting for an annual festival, the HSBA can be counted on to get the job done. As effective as they are at "greasing the wheels", perhaps HSBA's greatest contribution to life in the Square is the civility and graciousness that all staff members bring to their work, as well as a keen awareness that for the business community to prosper all segments of the community (from the homeless shelters to out of school programs for kids) must have a place at the table. Denise Jilson has created a model of how a business association can impact every sector of the community"



**Erin Becker**  
Norma Jean Calderwood  
Director,  
Cambridge Art  
Association

"The mission of the Cambridge Art Association (CAA) is "to build a vibrant community through visual art." Our membership in the Harvard Square Business Association (HSBA), and my involvement as a member of the Board of Directors, helps the CAA to reach new audiences in a number of ways. Over the past two years, we have deepened our relationship with the Harvard COOP, who is sponsoring our 2016 RED Biennial, currently on view at 124 Mt Auburn Street, and in our Kathryn Schultz Gallery at 25 Lowell Street. Our involvement in committee work at the HSBA has connected us to other members in the hospitality and tourism industries, increased awareness of the CAA, and attracted new visitors to our galleries. And, our HSBA membership has allowed us to return the favor, giving business owners a voice in the art community. We were delighted to welcome Denise Jillson and Bill Manley from the HSBA, along with Diana Janec from Cambridge Tourism, to select prizes in our 2016 summer exhibit, Flora Fauna. Finally, relationships built through the HSBA have given us the opportunity to continually present work by our artists at the Atrium at 50 Church Street - where you can currently view a series of paintings by Medford-based Hilary Tait Norod. This is just the beginning, and I look forward to many other possibilities for collaboration nurtured through the HSBA."



**Jim Wooster**  
Executive Director,  
Passim

"The Harvard Square Business Association (HSBA) has been a wonderful organization for Passim to belong to and partner with. There is a strong overlap between our missions - Passim seeks to build community and provide exceptional musical experiences and the HSBA helps support us by promoting our concerts and events whenever possible. When Passim wanted to obtain a beer and wine license in 2009 the HSBA, with its contacts and knowledge of city government, was extremely helpful in guiding us through the process. The HSBA also provides a stage for Passim at its popular MayFair and Oktoberfest events, allowing us to feature musical acts we like and bring music fans to Passim and Harvard Square. They also feature a folk music month in the fall which highlights many of the folk music concerts we feature in our club. As I have settled into my role I have realized how important relationships are for a community organization like ours. Many HSBA members/business owners have become financial sponsors of our annual Boston Celtic Music Festival in January and our free Summer Concert Series on Palmer Street. Helping other local businesses, and receiving their support when we need it, is what helps our organization thrive. The HSBA gives us a seat at the table to foster these relationships and helps us reach out to new customers."

# STEWARDSHIP & PROMOTION



In 2005, HSBA and Harvard university leaders launched a fundraising campaign to support the association's desire to be "good stewards of this authentic, dynamic place, while honoring its mission of promoting commerce in Harvard Square." They believed these concepts were not mutually exclusive, but in fact, would mesh and become synergistic. In the first three years, they raised just over 1 million dollars and to date, they have raised 2.3 million dollars to support the mission of the HSBA.



Flowers on Mass. Ave.



HSBA Mushroom Kiosk



Charging station



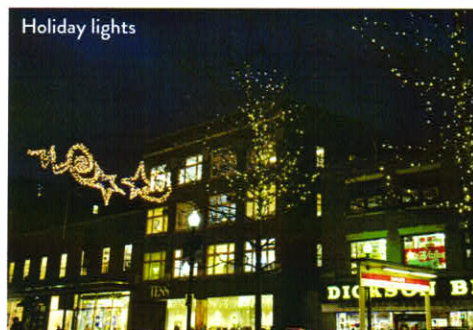
HSBA members clean up the Square



Patios in bloom



Annual meeting



Holiday lights



Free WiFi

# SOCIAL MEDIA

In **May of 2012**, we began tracking our social media followers on Facebook and Twitter. In 2014 we started tracking Instagram. In 2013, we started to compare our Facebook and Twitter against Faneuil Hall and in 2014, we added Instagram.

 = 1,000 people

## HARVARD SQUARE

VS

## FANEUIL HALL

FACEBOOK

TWITTER

INSTAGRAM

FACEBOOK

TWITTER

INSTAGRAM



8,911 friends



5,921 followers



15,193 friends



8,568 followers



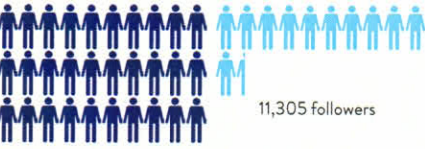
23,602 friends



10,024 followers



140 followers



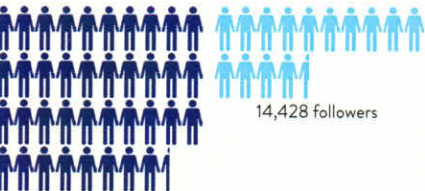
30,040 friends



11,305 followers



571 followers



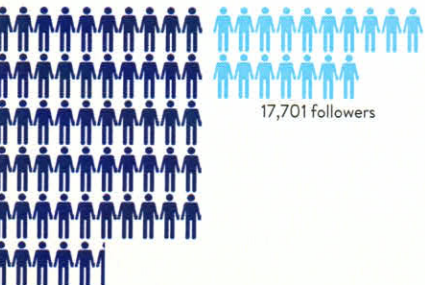
38,267 friends



14,428 followers



3,579 followers



51,748 friends



17,701 followers



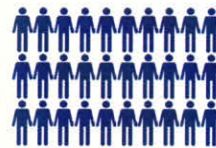
7,406 followers



20,823 friends



5,617 followers



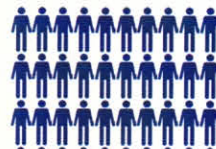
31,494 friends



8,142 followers



1,359 followers



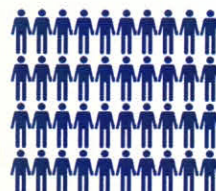
40,646 friends



9,445 followers



2,145 followers



48,451 friends



10,405 followers



4,489 followers



55,334 friends



11,300 followers



6,093 followers

MAY 2012

MAY 2013

MAY 2014

MAY 2015

MAY 2016

DEC 2016



HarvardSq



HarvardSquare



Harvard\_Square

## WEBSITE VISITORS

In **May of 2007**, we started using Google Analytics to track our website visitors.



**TOTAL:**  
5,250,847  
visitors!

# EVENTS



**Laura Donohue,**  
Owner of Bob Slate Stationer

"The HSBA provides invaluable marketing support for the local independent brick & mortar retailer in the current hyper-competitive shopping market. With customer communications channels crammed with large, on-line retailers, the HSBA as consortium of local businesses offers the scale necessary to have our voices heard. The HSBA website captures the essence of our quirky and fer-

ly independent Square - and creates a powerful draw to customers seeking an out of normal experience. The website serves as a central portal for visitors, providing the big picture overview of all that is available, then provides direct links to store websites providing detailed information. The ability to communicate instantly with the HSBA's followers is almost impossible to replicate for the small retailer."

**HSBA-sponsored marketing events, such as 'Salsa Squared', 'The Bookish Ball and Shakespeare's Birthday Celebration' and 'Oktoberfest and HONK! Parade' present the square's eclectic vibe at its finest, and enable local retailers to show off their wares to large, enthusiastic crowds.**



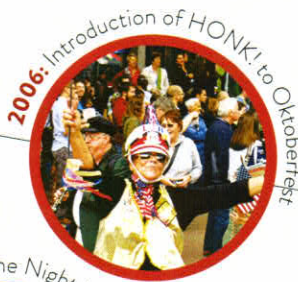
**Mary Taylor,**  
Owner of Salt & Olive

"Building a profitable brick & mortar business in today's instant-gratification world is a challenge; two years after opening Salt & Olive, what's clear to me is that it truly 'takes a village' to succeed. One of the first things we did even prior to opening our doors was join the Harvard Square Business Association; a group that is much more than its name. The

HSBA is the glue that holds not only the small business community together - but it makes the Square a must-see destination and experience; with a finishing touch of making the Square a beautiful space to live and work within. To succeed within the new frontier that the Amazon's of the world have created, the HSBA helps us to remain unique, inclusive and independent."

**The HSBA generates traffic-driving events that increase our customer base; offers us a chance to connect with other business owners enabling us to maximize creative opportunities for growth.**

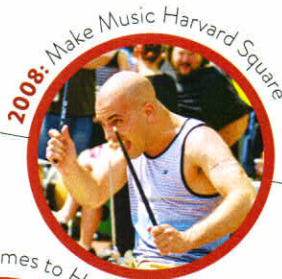
## HIGHLIGHTS of a DECADE:



2006: Introduction of HONK! to Oktoberfest



2007: The Best Harry Potter Party Ever



2008: Make Music Harvard Square



2009: Celebrating Women's History Month



2010: HSBA "One Night in One Hundred Years Centennial Gala"



2011: Mobile Site Launched



2012: Hubway comes to Harvard Square



2013: Celebrating 30 years of Mayfair!



2014: "Christmas in Harvard Square"



2015: HSBA helps Y2Y open new homeless shelter in Harvard Square



2016: Cambridge opens first public toilet in Harvard Square

# HSBA EVENTS 2011-2016



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 be 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 70 events per year; many of which are annual events like MayFair and Oktoberfest.

The HSBA, as well as the City of Cambridge, receive many 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 ex-

ecution of these events that are categorized in the following ways:

**Scheduled:** Events that are conceptualized, planned, marketed and produced by the HSBA. Scheduled events tend to be annual events such as MayFair, “Some Like it Hot” Chili Cook-Off and Salsa Squared.

**Supplemental:** Events that take place under the umbrella of the HSBA. We do not initiate them, but are actively involved in their planning, permitting, marketing and implementation.

**Multimedia:** Events that take place inside our businesses and do not typically require permitting; however we are actively involved in their planning, occasional permitting, marketing and implantation.

**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 and implementation of these activations.

**Adam Hirsch,**  
Owner & Operator,  
Curious George



“For many reasons...and the story of our admiration, appreciation and dependency on the HSBA began well before we opened our doors and continues through to today, and on a daily basis. As we initially considered “re-opening” the Curious George store, we had several hurdles to overcome, and much to learn about opening a retail store in Harvard Square. Quite simply, we would not have succeeded without the patience and attentive guidance and support received from the HSBA. To help facilitate the opening of our store, Denise and team introduced us to key representatives within the Square and City who helped us understand the processes and sequence of events that needed to transpire. This hand-holding lead to huge efficiencies, saving us thousands, and significantly shrank the planning and build-out time allowing us to open our doors in record time - less than 2

**Other times, the Association orchestrates scores of events, and we have the opportunity to participate and generate additional sales (e.g., Oktoberfest, May Fair, Chili competition, etc.).**

months. In parallel, we required debt financing to pay for our build out. Again, the HSBA was instrumental in making introductions to those in a position to make a financing commitment to our venture, and had a passion for Harvard Square to incur the risk of supporting a first-time retailer. With these newly found backers in place, we were able to move forward with our store. Once opened, the HSBA has been an ongoing partner in many areas. To note a few, sometimes we run our own store events, and the Association has been there to lend a hand. Additionally, in recent years, the Association took the initiative to begin a bi-annual job fair to aid small local businesses in attracting talent. This has been hugely successful and helpful. Without a doubt, the HSBA has been instrumental to the success of our store, and we’re thrilled to be a member.”



**Patrick Lee,**  
Partner,  
Grafton Group

“Grafton Group joined the HSBA when we opened our first restaurant, Grafton Street Pub & Grill in 1996. 20 years and five additional restaurants later, the HSBA continues to be a strong ally.

**Their annual roster of festive, well trafficked events like Oktoberfest and Mayfair helps ensure that Harvard Square remains a vibrant cultural destination**

Their website - [www.harvardsquare.com](http://www.harvardsquare.com) - serves as a valuable platform for businesses to publicize their own specials and happenings. Perhaps most importantly, the HSBA helps in indirect yet impactful ways. They work tirelessly to beautify the streets and lobby the City of Cambridge and other large entities to give small companies a strong and unified voice. Competition has never been stronger. The HSBA gives restaurants in Harvard Square a significant edge over other areas of Cambridge and Greater Boston.”





Harvard  
Square  
Business  
Association  
[www.harvardsquare.com](http://www.harvardsquare.com)

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