
HARVARD SQUARE BUSINESS ASSOCIATION

2017 ANNUAL REPORT



March - Women's History Month 'The Story Behind Her Success' Breakfast



Oktoberfest



February - 'Some Like it Hot' Chili Cook-off



March - Chinese New Year

February - Chocolate Tasting Event



June - Make Music Harvard Square / Fete de la Musique

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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."

LEADERSHIP



Welcome to the Harvard Square Business Association's 108th Annual Meeting and Breakfast!

As the end of the second decade of the twenty-first century circles around us, it is exciting to think about recent milestones and those on our horizon. The ribbon has been cut for the new buildings on the Kennedy School of Government quad, the Smith Campus Center project is scheduled for completion this summer, the MBTA will begin the Kiosk Plaza elevator project this spring and it is our hope and desire that the Harvard Square Kiosk and plaza restoration project will begin this year. We have several new restaurants and retailers opening soon and our many long-standing members continue to thrive. Staff remains hard at work on initiatives that encourage foot-traffic to the Square while

capitalizing on the attributes that makes us special; our historical significance, our academic surroundings, our village-like streets, our unique stores and restaurants and our centuries-old organic evolution.

We are grateful for the support and resources provided by our officers and directors, businesses, and institutional, civic, political and cultural leaders that enable us to "care for the Square and for all those who live, work, play and visit here."

Denise

HSBA Staff

Bill Manley
Marketing & Events
Manager

Denise Jillson
Executive Director

Amanda Henley
Communications & Office
Administration

2017 Officers

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Cambridge Center for
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Jeremiah Murphy
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Mary Canning
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Bertil Jean-Chronberg
The Beat Brasserie

Mary Taylor
Salt & Olive

Robyn Culbertson
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Kari Kuelzer
Grendel's Den

Meredith Weenick
Harvard University

Ted Galante
Galante Architecture

Kori Lamontange
Tarragon

Monica Wright
Trademark Tours

#WHERESENISE TODAY

Behind every door, around every corner and down every little hidden pathway, lies Harvard Square; a genuine place that has been growing organically since 1636. We understand the changes and challenges of 21st century retail. While over 70% of our brick & mortar businesses are locally owned and independent, all our businesses, whether local or national, rely on foot traffic for their success.

OUR 1ST VIDEO FELIX SHOE REPAIR

Our very first video was with Christos Sollios at Felix Shoe Repair. Christos set the standard for charm, authenticity and warmth. We watched his video gain traction and knew we were on to something special. To date, the Christos "heart & sole" video has reached over 5,000 people and was viewed over 2000 times.

Given our reliance on foot traffic, it is essential that the Square is accessible and inviting to all people...people in the real world and people in the virtual one. It is in that spirit that in March of 2017, we created #wheresdenisetoday, a series of unscripted Facebook Live videos that reveal the "heart and soul" of Harvard Square by showcasing this authentic urban place, its people and its character.

Thus far, we have created 68 videos and watched them grow spontaneously. We've reached 431,737 people and our #wheresdenisetoday videos have been viewed over 193,000 times.

OUR HIGHEST PRODUCING VIDEOS

- 6/29/17 - "Summer night in Harvard Square" which reached 69.9K people and has been viewed 44,502 times. (Open rate of 64%)
- 1/5/18 - "Winter Storm in Harvard Square" which reached 33.4K people and has been viewed 16,129 times. (Open rate of 48%)
- 1/15/18 - Our visit with Paul Lee at the Hong Kong reached 8900 friends and has been viewed 6,695 times...**giving Paul an extraordinary open rate of 75%!**

WHERE SHE'S BEEN

So #wheresdenisetoday? Stay tuned, she could turn up anywhere...Felix Shoe Repair, Curious George, Salt & Olive, Stella Not So Bella, Pinocchio's Pizza, Rebekah Brooks Jewelry, El Jefe's, Café Algiers, Cardullo's, Subway, Wrapro, Forty Winks, Crema Café, Tom's Bao Bao, Berryline, Leavitt & Peirce, SEE, Esmeralda, Barre & Soul, Oona's Vintage + Modern, Beat Brasserie, Follow the Honey, Longy School of Music, Cambridge Historical Tours, Grendel's Den, Irving House, Fjallraven, Mike's Pastry, Crimson Corner, Goorin Bros., Club Passim, Brattle Square Florist, Alley, Paine Senior Services, Tom Crowley Investments, Oggi Gourmet, Moleskine, Mint Julep, Zinneken's Waffles, City Sprouts, DAVIDs TEA, Drybar, Cabot's Candy, Zinnia Jewelry, Harvard Square Holiday Fair, ButcherBox, Hong Kong, and the University Lutheran Church / Harvard Square Homeless Shelter.



BUZZ ON THE STREET



54,134 followers

"...the richest accents and the faces of cultures crossing the street that have crossed the oceans, action and cozy moments under a big tree tuning out the city sounds..."

- Joe Chance

"...a classic British-atmosphere when it rains, an invitation to explore and absorb. Actually, it was the people, with their quest for knowledge, who have not forgotten smiles and laughter. .."

- Rajmund Dabrowski

"Sonho realizado ! Clima adorável e a sensação de ser aluno de Harvard é indiscreível. Adorei cada minuto e pretendo voltar outras vezes."

- Marcos Pereira

"Closest thing to heaven I've ever experienced. From a fellow student and epicurean of fine cultural experiences."

- Adam Livingston Bates

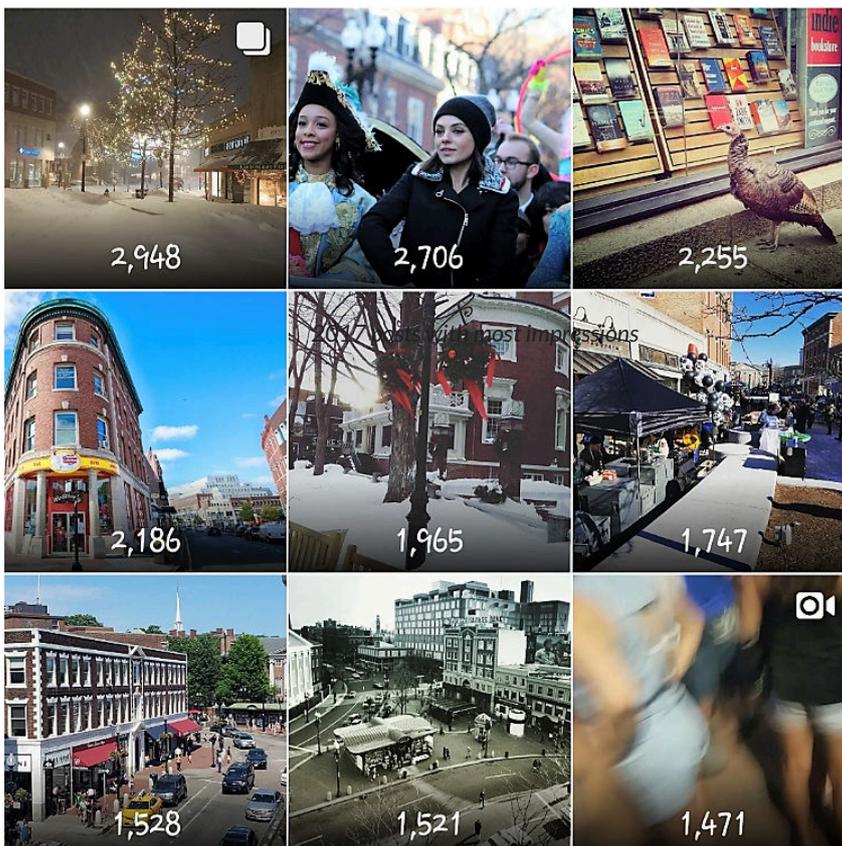


7,814 followers

Posts with the most views



14,900 followers



Harvard Square

@HarvardSquare

Harvard Square is a world-renowned shopping, dining, cultural, and historical destination. Welcome!

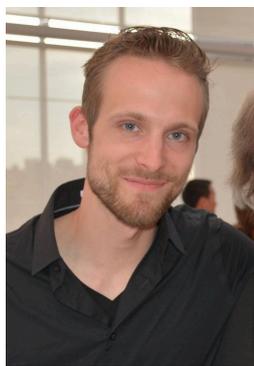
📍 Cambridge, MA

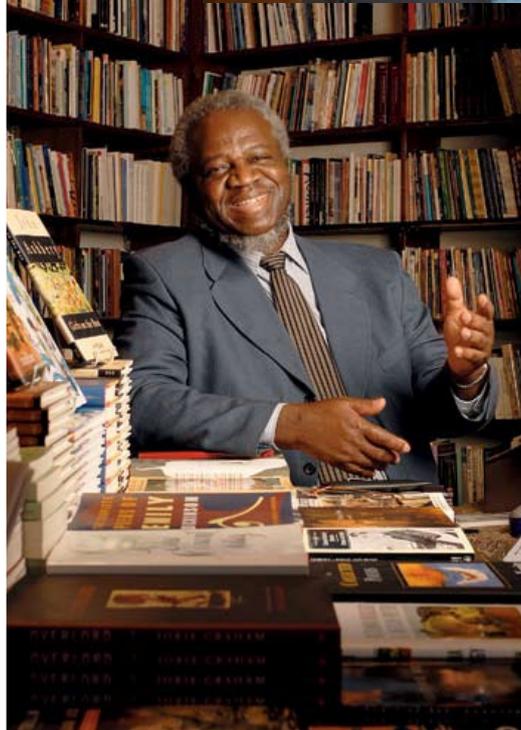
🌐 harvardsquare.com

📅 Joined December 2007

📷 64 Photos and videos







STEWARDSHIP



Annual Meeting



James gets a new wheelchair



Winter Warmth Drive



Holiday Lights



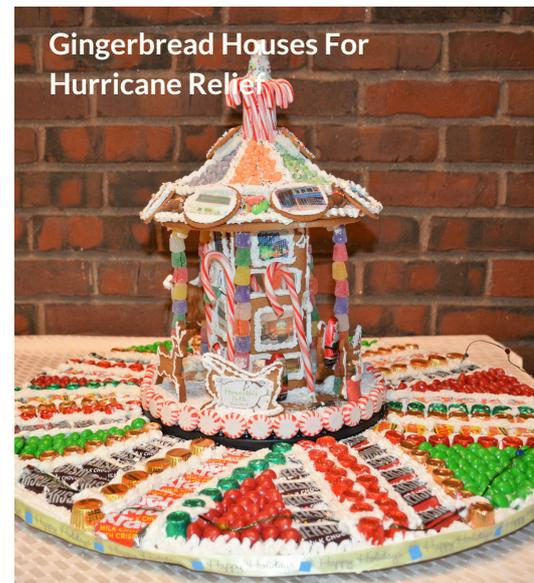
Flower Baskets



Outdoor Seating



Clean-up/Earth Day



Gingerbread Houses For Hurricane Relief

HARVARD SQUARE OVERLAY DISTRICT

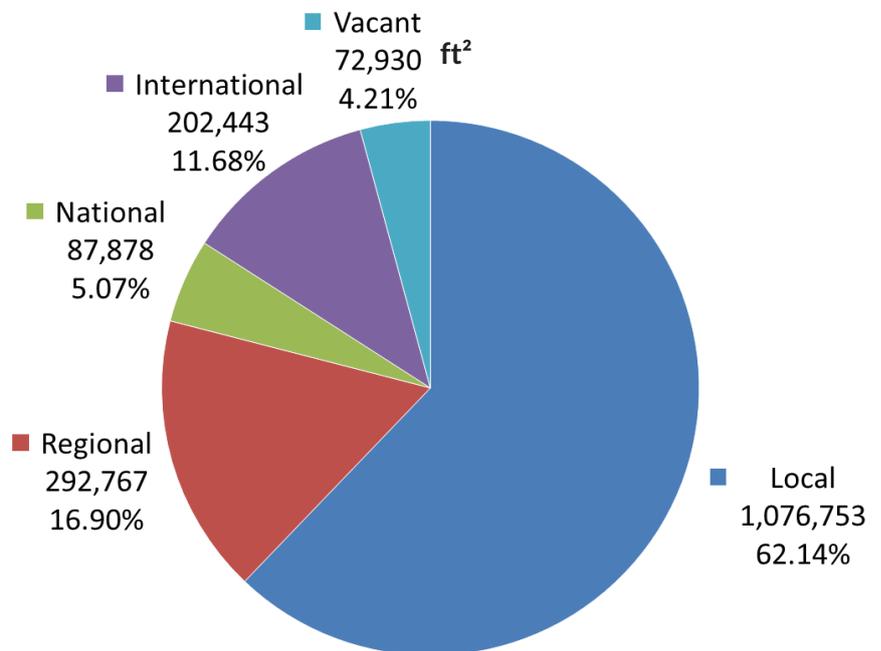
At various intervals during the year, the HSBA conducts a survey of the Harvard Square Overlay District. This survey is an overview of all businesses in the Square, and includes members and non-members of the association. The survey is comprised of retailers, services and cultural organizations, located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

District Fun Facts!

- Visitors - 10 million annually
- T Embarkers - 7 million annually
- Bus Trips - 257,000 annually
- Eateries - 93
- Retail Stores - 86
- Hair Care / Salons - 18
- Financial Institutions - 11
- Eye Care / Glasses - 9
- Live Entertainment - 8
- Museums - 6
- Bookstores - 5
- Hotels - 4

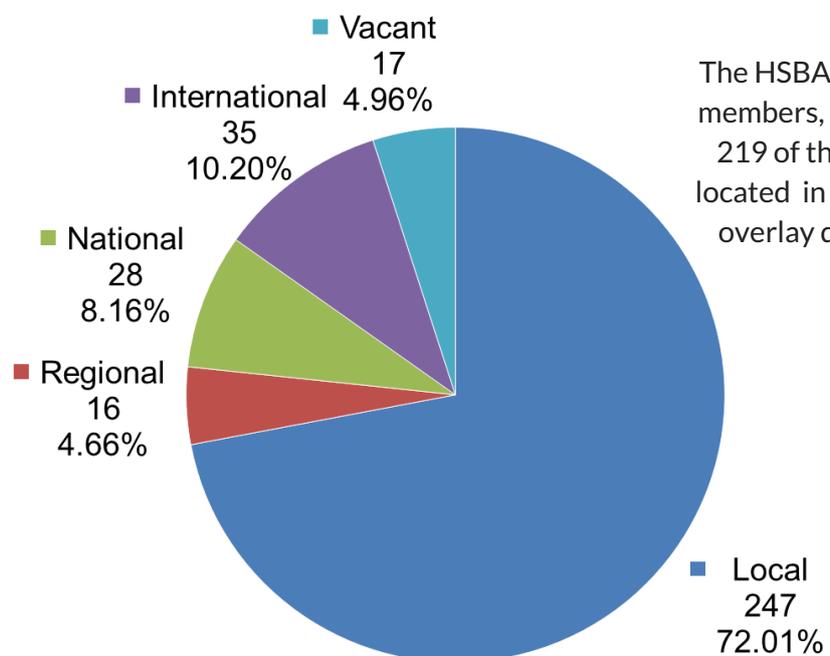
Total Square Footage: 1,732,771 ft²

**Total HSBA Member Square Footage:
1,451,202 ft² (83.8%)**



326 Occupied Businesses

Total HSBA Members: 219



The HSBA has 406 members, of which 219 of them are located in the HSQ overlay district.

EVENT HIGHLIGHTS



Salsa Squared - June

SCHEDULED

22 scheduled events in 2017. Scheduled events are conceptualized, planned, marketed and produced by the HSBA. Examples include MayFair, "Some Like it Hot" Chili Cook-off and Make Music Harvard Square / Fete de la Musique

Outsiders Movie Night - August

SUPPLEMENTAL

23 supplemental events in 2017. Supplemental events take place under the umbrella of the HSBA. We do not initiate them, but are actively involved in their planning, permitting, marketing and implementation. Examples include COOP Easter Event, CVS Grand Opening, Bread & Puppet, and an Evening with Isabel Allende.

CELEBRATE THANKSGIVING IN HARVARD SQUARE 2017

Thursday, November 23, 2017

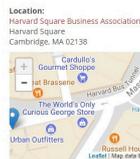


Beat Brasserie
Beat Brasserie's Annual Thanksgiving Americana has quickly become a new tradition. Featuring traditional Thanksgiving foods (and some with a twist), bubbly libations and live country, Americana and bluegrass music all day long, this holiday at Beat is perfect for the whole family! Please see menu here.
Guests are strongly encouraged to make reservations.

Website:
harvardsquare.com

Email:
hsba@harvardsquare.com

Phone:
(617) 491-3434



Thanksgiving - November MULTIMEDIA

21 multimedia events in 2017. Multimedia events take place inside of our businesses and do not typically require permitting; however, we are actively involved in their planning, occasional permitting, marketing and implementation. Examples include Mother's Day, Shop Over Weekend, Christmas Menus and 'Lovin' the Square' Valentine's Events.

Hariboo Activation - May SPONSORED

8 sponsored events in 2017. Sponsored events come our way via marketing agencies. They often include sampling or demonstrations. The HSBA is responsible for the planning, permitting, marketing and implementation of these activations. Examples include Sephora, Verizon, Impossible Foods and High Brew Coffee.

ENGAGEMENT NEWSLETTERS HARVARD SQUARE HARVARDSSQUARE.COM

Newsletters, which include event updates, pertinent news and member promotions, are sent out monthly to over 18,000 friends.

Ms Jillson:

I have no idea how I got on your mailing list, but I'm glad I did. The last and only time I was near Harvard Square was circa 1985, when, as a college professor teaching in Oklahoma, I was a participant in an NEH Institute at Dartmouth College. We all came down to see Robert Wilson's production of Euripides' Alcestis at the Leob in Cambridge. I literally peeked into the Square and was intimidated by its--size? At least that was my impression.

I would like to thank you for demystifying it for me, for making it seem warm, inviting, and literally delicious. I "explored" today's email thoroughly, clicking every link. I can't promise that your promotional efforts will necessarily bear fruit insofar as I'm concerned, but they just might. I will certainly talk up Harvard Square and its activities to friends and family.

You should be very proud of your efforts. They have made a far-flung (current) Kentuckian wish to return to Boston for an authentic and wonderful New England Adventure!

Cordially, John Galyean, Mayfield KY

Dear John,

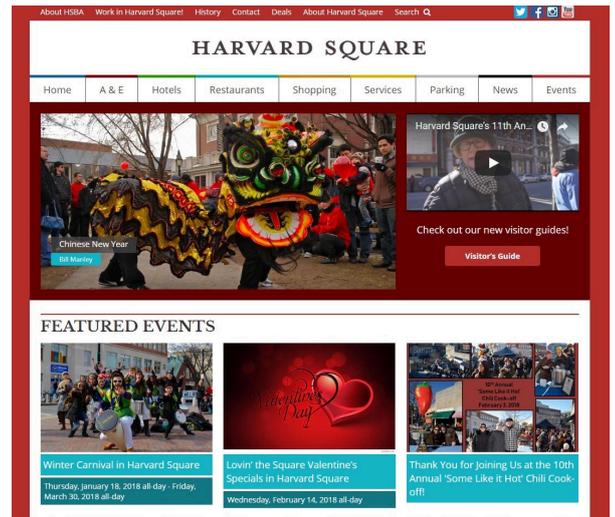
Thank you for your kind e-mail....some things are inexplicable...and where e-mail addresses come from, seems to be one of them. We investigated the genesis of your e-mail in our database and found that someone signed you up for HSQ deals in December of 2017...please let me know if you wish to remain on the list.

Additionally, and yes....more importantly, is your impression of Harvard Square as a "warm, inviting and literally delicious place." We strive to ensure that Harvard Square is welcoming, safe, clean, fun, warm and inviting...to know that those attributes are perceptible through our newsletter, is indeed, an achievement. We sincerely appreciate that you shared your "real" Harvard Square experience, circa 1985....and your 2018 virtual experience with us.

Harvard Square is a real place...it is authentic and has been growing organically since 1636. It is essential to our continued success that it remain warm and inviting to all.

The next time you are in town...please stop by and say hello! In the meantime, thank you for the affirmation...it is truly appreciated. (BTW, our newsletter originated with our Internet Committee, I will be sure to share your e-mail with them)

Best Regards, Denise



55,000 unique visitors each month
Over 6 million visitors to date!

BROCHURES

Visitor's Guide to Historic Harvard Square
Welcome to Bow & Arrow District



harva

Visitor's Guide to Historic Harvard Square
Welcome to the Heart of the Square



harvardsquare.com



harvardsquare.com

Brochures for visitors and locals alike featuring a listing of nearby businesses, important information and points of interests. Nine brochures representing the sub-districts of the Square are available at the Information Booth and on harvardsquare.com

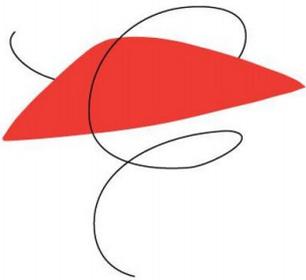
THANKS, HSBA!

JOSE MATEO BALLET THEATRE



'Thank you so very much for your support of our application to Cambridge Arts Council grant program. We truly appreciate our ongoing collaboration and partnership...'

- Ophelia Navarro



MAUD MORGAN ARTS

'...your support keeps our arts center thriving and allows us to continue to engage and inspire artists and art-lovers...thank you for your vision and belief in the power of arts education to connect, inspire and transform...'

- Haley MacKeil

HARVARD UNIVERSITY/VISITAS

'You provided a wonderful introduction to so much of what the Square has to offer...it was wonderful to work with you all!'



HSQ CHESS PLAYERS

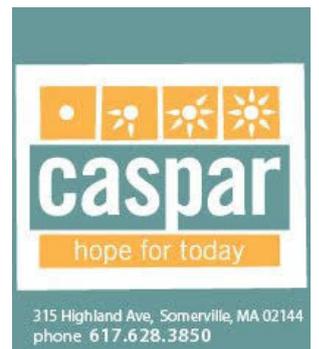
'...heartfelt THANK YOU for making it happen for us...you're the best! God bless you! The very grateful chess players of Harvard Square.'

- Cliff

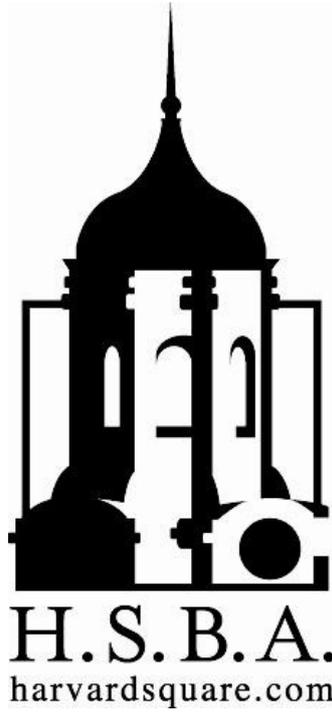
CASPAR

'...thank you, and to everyone at the Harvard Square Business Association, for your generous in-kind drive efforts this season. Many thanks for helping make our holidays warmer for our homeless neighbors'

- Julia Londergan







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