

2022 ANNUAL REPORT



HARVARD SQUARE
BUSINESS ASSOCIATION



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MISSION STATEMENT



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."

Painting of Winthrop Park by Sean Moore

LEADERSHIP

2023 OFFICERS

Mary-Catherine Deibel
Cambridge Center for Adult Education
President

Jeremiah Murphy
The Harvard COOP
Vice President

Ashwin Acharya
Cambridge Savings Bank
Vice President

Brian Kelley
Cambridge Trust Company
Treasurer

Jason Schweiger
Cambridge Trust Company
Treasurer

Richard (Tod) Beaty
IRB Commercial Real Estate and
Property Management
Secretary

2023 DIRECTORS

Elizabeth Aguiló
Paine Senior Services

Diane Carson
Tutoring Plus

Dan Hogan
Passim

Patrick Lee
Grafton Group

Katherine Rafferty
Mt. Auburn Hospital

Jessica Sculley
Commonwealth Wine School

Dominic Amenta
DPA Communications

Bertil Jean-Chronberg
Bonde Fine Wine Shop

Greer Goodman
Abroad Modern

Craig Leonard
Harvard University Employees
Credit Union

Manny Ramirez
Black Sheep Bagel Cafe

Meredith Weenick
Harvard University

Daniel Andrew Bodt
Trademark Tours

Jason Doo
Wusong Road

Suzanna Krmzian
Lamacchia Realty

Sarah Miller
Harvard Student Agencies

Dan Roughan
SOURCE Restaurants

Steve Welch
Oggi Gourmet

LETTER FROM THE EXECUTIVE DIRECTOR

As we begin the celebration of our 113th year, we remain faithful to the association's mission of "promoting commerce in Harvard Square". Our mission guides the daily activities of the HSBA, be it maintaining the website, advocating for members in front of boards and commissions, responding to media inquiries, publishing the monthly newsletter, organizing hundreds of events, or engaging in social media.

On this occasion however, I want to highlight the HSBA's tagline which is "Caring for the Square Since 1910". This means taking care of the public space and the people in it. We take care of the tables, chairs, umbrellas, flowers, planters, banners, interactive public art, lighting, player piano and holiday decorations. As well as care for Winthrop Park - its benches, rails, soil, plantings and tree lights.

While caring for the public space is central to good urbanism and important work, it is caring for the Square's people, particularly those who are most vulnerable, that is critical to the success of our community. Recent efforts have included:

- Partnering with Councillor Marc McGovern on his annual winter warmth drive. We helped raise funds and arranged for the delivery and distribution of sleeping bags at the Harvard Coop.
- Partnering with Cambridge Fire Department's Toys for Tots.
- Collecting hundreds of pairs of socks for Councillor Alanna Mallon's annual sock drive.
- Working with the Multi Service Center to obtain permanent housing for a 72-year old unhoused chess player and housing for the sanctuary family living at the University Lutheran Church.
- Finding a private benefactor to house a long-time unhoused Harvard Square busker.
- Securing temporary shelter, pre-natal baby care and ultimately permanent housing for an unhoused pregnant teenager. We organized a virtual baby shower with HSBA members, family and friends to ensure her infant had everything she needed to thrive. I'm happy to report that baby Charlotte is now 15-months old. Mom, dad and baby are all strong, happy and healthy.
- Working with the Cambridge Police Department, we raised funds to provide a prosthetic leg for an unhoused Harvard Square gentleman. Once wheelchair bound, he can now ride a bike.
- We built a Coalition of Faith Community members and social service providers to ensure that every unhoused individual in Harvard Square has access to services they desperately need.
- Since 2020, the HSBA has raised over \$20,000 to support the Fridge in the Square which continues to provide sustenance for the unhoused and the food insecure.
- In 2022, through the generosity of our members we raised funds to bury two unhoused individuals with dignity and respect.
- Through a chance encounter, I happened upon the old Holy Ghost Hospital and wouldn't rest until city officials saw in it the same potential I saw. In 2020, the fallow property became the Transitional Wellness Center.
- During the Pandemic, HSBA staff handed out thousands of facemasks, hand sanitizer, and water bottles and helped launch the city's restaurant program that provided thousands of meals to the unhoused.

Bill, Amanda and I are grateful to our board, members and stewards because we have the resources to engage in projects outlined here that make a difference in the lives of individuals and families who call Harvard Square "home".

We look toward to the future with confidence and optimism, and will always look back at our legacy and promise of 1910 to care for the Square and its people.

Thank you,

Denise

NEW MEMBERS

Adobe

Berkshire Bank

Brick Marketing

Cambria Hotel

Cambridge Streets for All

Cambridge Uncommon

CLAIM

Coat Drive

The Comedy Studio

DoorDash

DPA Communications

Faro Café

Freepoint Hotel

Godot

Goldberg Weiner Realty

Gong Cha

Harbor One Bank

Harvard Athletics

Harvard Dental Center

Harvard Radcliffe Orchestra

Las Palmas

Laverty Lohnes Properties

Le Macaron

Life Alive

The Little Morocco Bazaar

Mark Careaga

Architecture LLC

New England

Comprehensive Foot &

Ankle Group

New England Jazz

Collaborative

New England Open

Markets

Starbucks

Susan Coyne / Coyneworks

Susan Miller-Havens

Sustainable Food & Culture

Swedenborg Chapel

Taiyaki NYC x The Dough

Club

Tyler Lynch Public

Accountants

WAIV Campus

WHERE'S DENISE TODAY?

These videos have reached 1,000,892 profiles and have been viewed 507,128 times.

In 2022, Denise recorded a series of Facebook Live videos. Unscripted, spontaneous and fun, these videos provide an insider's view into our member businesses and events throughout the Square. Since its inception in 2017, Denise has made 423 videos - 70 of which were conducted in 2022.

The Inauguration of Mayor Sumbul Siddiqui, The Calm Before the Snow Storm, Reuniting the Turkeys, Moving of the Sculptures, Ocean River Institute Climate Change March, Lunar New Year Celebration, Bike to Bites Winter Ride & Celebration, Bonde Fine Wine Shop, Wrapping Statue for Ukraine, Brato Restaurant, Piano in the Square, MayFair, Pit-A-Palooza, Salsa Squared, HONK! in Cambridge Common, Le Macaron Black Business Month, Le Macaron Ribbon Cutting, Gong Cha Ribbon Cutting, Ukrainian Culture Event, CCAE's Croquet Tournament, Concierge Event, Oktoberfest, Jazz in Winthrop Park, Bob Slate Stationer, Coyneworks Gallery, More Turkeys!, The Princess of Wales Comes to Harvard Square, HSBA Holiday Party, Ciclismo Classico Jingle Ride, The Dough Club, Blank Paper Protest, Faro Café



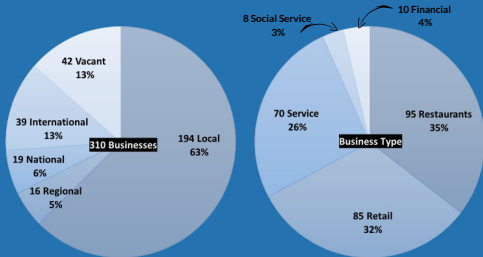
INSTAGRAMMABLE MOMENTS



In 2022, the HSBA posted 133 pictures to Instagram for a total of 24,786 likes and a reach of 284,002. This reach is a 156% increase over 2021.



SQUARE STATS



Of the 268 occupied businesses, 189 are HSBA members (70.5%)

Total square footage of business spaces is 930,335

Total HSBA member square footage is 664,142

Total linear street frontage is 10,561

Linear footage of the 10 financial institutions is 662

ROOMS

The Charles Hotel - 294
Ginko House - 14
Harvard Square Hotel - 73
Hotel Veritas - 30
Irving House - 44
Sheraton Commander - 153

PARKING

The Charles Hotel Garage - 600
Harvard Square Parking Garage - 208
Propark Church Street - 70
Propark / Smith Campus Center - 110
Sheraton Commander Lot - 25
University Place Parking Garage - 474

These statistics are updated as of 2/20/23

COMMUNITY ENGAGEMENT



CAMBRIDGE FIRE DEPT TOYS FOR TOTS DRIVE



GIVING TREE



COMMUNITY PANTRY & FRIDGE



SOCK DRIVE



In June, the Harvard Square community laid "Michael" to rest. Michael was an unhoused gentleman who lived on the streets of the Square on and off for 4 years. The HSBA appreciates the diligence of the Cambridge Police Department and the Office of the Chief Medical Examiner for the Commonwealth of Massachusetts, both of whom tried valiantly to determine Michael's identity and locate his next of kin. Because their efforts did not produce a positive identification, his remains were released to the Harvard Square community he called home.

In February 2023, fifteen months after his passing, Michael's family was discovered. They are so grateful for the kindness and care shown to their brother.



In November, we gathered to remember and lay to rest Robert (Robbie) John Leigh, another unhoused member of our Harvard Square community. For many years, regardless of the weather, Robbie could be found during the day sitting at a table in front of Peet's Coffee and in the evening bedded down in Winthrop Park.

We do know a bit about Robbie, including that he was born in Rhode Island, was proud of his affiliation to the Boy Scouts and died without a biological family.



**Harvard Square
remembers two
of its own**



11TH HOUR CALLING

The HSBA and the Ocean River Conservancy brought awareness to climate change legislation. For several weeks, they chimed the bells at the First Parish Church and made music on the steps of the Old Cambridge Baptist Church while encouraging our elected officials in Massachusetts to pass the 100% Clean Energy Act.



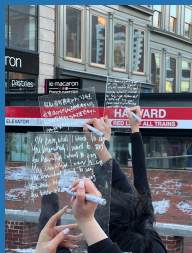
WOMEN'S HISTORY MONTH



HARVARD DAY OF SERVICE



BLACK BUSINESS MONTH



BLANK PAPER PROTEST

Artist Yolanda He Yang, musician Brabeeba Wang, and the HSBA held a public art demonstration to honor the creative, powerful Blank Paper protests in China.

STEWARDSHIP



NEW OUTSIDE SEATING



**REVITALIZED UTILITY
BOXES**



PALMER PLAYS

Palmer Plays is a new music & event series taking place on Sundays during the spring on pedestrian-friendly Palmer Street. Adorned with fresh spring flowers, new tables and chairs and even a piano, Palmer Street provides the perfect respite from a fun-filled day in the Square.



**NEW PALMER STREET
PLANTERS**

SIGNATURE EVENTS

37TH ANNUAL HARVARD SQUARE MAYFAIR
SUNDAY, MAY 15TH, 2022 11AM - 6PM
FEATURING 4 STAGES OF LIVE ENTERTAINMENT

**ROOTS OF
CREATION**

HARVARD SQUARE.COM



View Listing

THIS EVENT IS
SPONSORED BY



HARVARD UNIVERSITY
EMPLOYEES CREDIT UNION

OLDJACK

HONEST MECHANIK

LOS SUGAR KINGS + VIBECHECK
SOLD BY WEIGHT + JP HONK BAND



Squares in the Square

THE HARVARD
SQUARE ROOTS

DOCTORA XINDONA GABRIELLA SIMPKINS

ALBINO MBIE KAITI JONES MICAH JOHN



PRATEEK MERCEDES ESCOBAR



43RD ANNUAL OKTOBERFEST



8TH ANNUAL SALSA SQUARED

EVENTS

SPONSORED ACTIVATIONS

Revenue generated from these activations are used for investment in public spaces - e.g. tables, chairs, banners, umbrellas and holiday decorations.

Batiste
L.L.Bean



The Container Store®

PROMOTIONAL EVENTS

The HSBA conducted 16 promotional events in 2022. These events tend to be held during holidays and focus on activities occurring in our member businesses. The HSBA compiles events and promotions during these specific time periods and promotes them as a whole via social media, press releases and harvardsquare.com. Examples include: The Guide to the Holidays in Harvard Square, Mother's Day, 'Lovin the Square' Valentine's Events, and Dine Out Weeks.

Additional events that took place in 2022 included Lunar New Year Celebration, Annual Meeting, Grolier Poetry Reading with Peter Balakian, Prospect Hill Charter School Open House, The Concierge Sampling the Square Event, Gong Cha Ribbon Cutting, Le Macaron Ribbon Cutting, Hare on the Chair Children's Event, Clismo Classico Jingle Ride, the HSBA Holiday Party and more.

PARTNERSHIPS

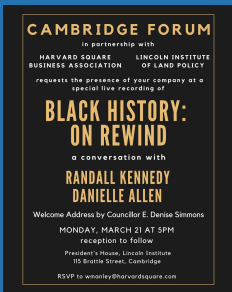


The HSBA and New England Open Markets held the Harvard Square Open Market on Sundays between June and October on Church Street. The market highlighted the work of over 45 artisans, designers and vintage vendors from across New England featuring unique, retro, quirky, one-of-a-kind and hard to find items and gifts in a festive, European style street fair environment.

3RD ANNUAL POETRY STROLL

Longfellow House – Washington's Headquarters National Historic Site, in partnership with the Harvard Square Business Association and Mass Poetry, produced the 3rd Annual Harvard Square Poetry Stroll. On view during the holiday season, this year's self-guided outdoor stroll highlighted local poets with a focus on finding hope in trying times. 18 poems were displayed in store fronts and public spaces in the Square.





BLACK HISTORY: ON REWIND FORUM

In March, Lincoln Institute of Land Policy and the HSBA hosted an intimate recording of Cambridge Forum's Black History: On Rewind. This symposium offered a timely opportunity for past speakers of the Forum, Harvard Law Professor and author Randall Kennedy, Harvard professor and political theorist Danielle Allen and sociologist and Baptist minister Cheryl Townsend Gilkes, to evaluate what progress they believe has been made in social

justice and equality, to consider the importance of "who" writes the history and to highlight what outstanding issues remain to be addressed by Americans, as a democratic nation. Cambridge City Councillor Denise Simmons provided the welcoming address. PBS producer and filmmaker, Roberto Mighty, acted as the moderator. Black History: On Rewind was broadcast on Cambridge Forum's weekly show on NPR and the WGBH Forum Network hosted the presentation on their website.

A retrospective video of prominent black leaders and activists who have appeared at the Forum over the past several decades was created by the Harvard Square Business Association and released as a precursor to this event. The newly digitized, historical collection of eminent black orators, including Nelson Mandela, Desmond Tutu, Cornel West, Anita Hill and others has come to fruition thanks to a generous grant from the Cambridge Community Foundation.





PIT-A-PALOOZA: A CELEBRATION OF THE PIT & THOSE WHO CALLED IT HOME

In June, The City of Cambridge, City Councillor Marc McGovern, Cambridge resident and author, Jen Deaderick and the Harvard Square Business Association hosted Pit-A-Palooza, a celebration of the notorious and revered Harvard Square "Pit" and those who called it home. In addition to recollections from those who experienced the Pit first hand, Pit-A-Palooza featured musical performances, a beer garden hosted by The Hourly Oyster House, a tribute to The Rocky Horror Picture Show and food from restaurants in the Square. In conjunction with the honoring of this much loved and storied gathering spot, the City of Cambridge proclaimed June 25, 2022 to be "Pit Rat Day".

GROLIER POETRY BOOK SHOP PRESENTS

95

YEARS OF BOOKS, COMMUNITY, & POETRY

IN CONJUNCTION WITH THE 45TH ANNUAL OKTOBERFEST
IN HARVARD SQUARE, OCTOBER 9, 2022
52 BRATTLE STREET 10 AM-6 PM
FREE AND OPEN TO THE PUBLIC

OKTOBERFEST

This year's Oktoberfest featured two distinct celebrations. The Grolier Poetry Book Shop presented a 95th Birthday Party highlighted by a day long poetry slam. The Harvard Square Philippine American Alliance hosted the First Filipino American Festival showcasing their rich heritage and traditions through music, dance, crafts and food.





COYNEWORKS GALLERY

The HSBA, Coyneworks artist Susan Coyne and Trinity Property Management launched a popup art gallery, 'Silver Linings: Spotlight on Cambridge Seniors', on JFK Street.

Coyne included portraits, biographies, and the voices of seven local subjects in this exhibition.

TREE LIGHTING CELEBRATION AT THE CHARLES HOTEL



THE HARVARD COOP
IN PARTNERSHIP WITH
THE HARVARD SQUARE BUSINESS
ASSOCIATION PRESENTS



MOVIE NIGHT

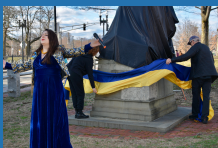
SATURDAY OCTOBER 22, 2022
7PM
FREE

AFTER STEALING A MYSTERIOUS ORB IN THE FAR REACHES OF OUTER SPACE, A MAN FROM EARTH IS NOW THE MAIN TARGET OF A MANHUNT. TO SAVE HIS HOME TURF, THE MAN CREATES A TEAM OF SPACE HEROES TO WARD OFF EVIL AND SAVE THE GALAXY.

HARVARDSQUARE.COM

OUTDOOR MOVIE NIGHT WITH THE HARVARD COOP

THE SQUARE STANDS WITH UKRAINE



UKRAINE ECHO

In March, Cambridge artists, Ross Miller and Yolanda He Yang, wrapped the Charles Sumner statue in solidarity with the people of Ukraine. Miller said, "This project is an insignificant yet heartfelt effort to transfer an image from Lviv, Ukraine to Cambridge, Massachusetts - a tiny symbolic action. Perhaps the futility of this action is part of the expression."

UKRAINIAN CULTURAL AWARENESS DAY

In September, the HSBA, in partnership with the Harvard Ukrainian Student Society, presented an afternoon of traditional Ukrainian folk music, speakers from Harvard University, treats, giveaways and raffles benefiting Ukrainian relief.

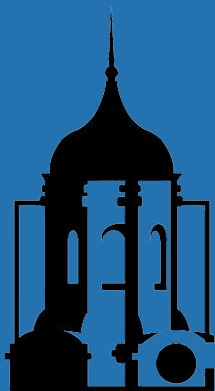


IN MEMORIAM

Joe Roller
Cambridge Trust
1948 - 2022



Robert Elliott
Cambridge Electrical
Department
1968 - 2022



H.S.B.A.
harvardsquare.com



Denise Jillson



Bill Manley



Amanda Henley



Rex