The Harvard Square Business Association 100th Annual Meeting February 26th, 2010

Table of Contents – 100th Annual Meeting & Breakfast

Agenda	*Page 1*
Minutes	*Page 2, 3 and 4*
Slate of Officers and Directors	*Page 5*
Letter from Executive Director	*Pages 6 and 7*
The State of the Square	*Pages 8 and 9*
Our fabulous and diverse members respond!	*Pages 10 – 16*
Quotes over time	*Pages 17 – 23*
Monthly Web Statistics	*Page 24*
Web Banner Statistics	*Page 25*
Meraki (WiFi) Usage Report	*Page 26*
February Media Report	*Pages 27 – 30*
Presentation of Centennial Awards	*Page 31*
Presentation of Gifts to Outgoing Board Members	*Page 32*
Membership Growth Chart	*Page 33*
2010 Calendar of Events	*Pages 34 - 38*

The Harvard Square Business Association
Taking Care Of The Square
WWW.HARVARDSQUARE.COM

HSBA Staff
Executive Director
Denise Jillson

Marketing and Events
Robin Lapidus

2008-2009 Officers

President
John P. DiGiovanni
Trinity Property Mgmt.

Vice Presidents
Jeremiah Murphy
The Harvard Coop
Mary-Catherine Deibel
Upstairs on the Square

Treasurer
Brian Kelley
Cambridge Trust Co.

Secretary
Richard Beaty
Hammond Real Estate

Executive Board

Bob Murphy
Border Cafe
Renee Inomata
Burns & Levinson
Frank Kramer
Cambridge Local First
Suzanna Krmzian
Cambridge Savings Bank
Jennifer McMahon
Charles Hotel
Carolyn N Najarian
Citizens Bank
Patrick Lee
Grafton Street
Kari Kuelzer
Grendel's Den
Thomas Lucey
Harvard University
Richard Carbone
Inn at Harvard
Nick Pappas
Lizzy's Ice Cream
Brooke Garber
Mint Julep
Katherine Rafferty
Mount Auburn Hospital
Cindy Kuppens
O'Brien Management
Dan Hogan
PassimCenter
David Chilinski
Prellwitz and Chilinski
Michael Guleserian
Sheraton Commander Hotel
Martha Sullivan
Sullivan Communications

Honorary Board Member
Former HSBA President
Sheldon Cohen
Community Mapping

CELEBRATING 1910 100 2010 YEARS

100th Annual Meeting and Breakfast
February 26, 2010

Agenda

Greetings – Denise Jillson

Welcome and Introduction of Special Guests – John P. DiGiovanni

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

Treasurer's Report – Brian Kelley
- *Review of 2010 Budget*

Membership Chair Report – Mary Catherine Deibel
- *382 Members to date*
- *(1) New Member in February 2010 –*
  - *Harvard Square Chocolate Tour*

Nomination of Officers and Directors – Jeremiah Murphy

Official Greetings from the Secretary of the Commonwealth – The Honorable William Francis Galvin

Official Greetings from the Mayor of Cambridge – The Honorable David Maher

Harvard Square 2010 Infrastructure Report – presented by, Katherine Watkins, Senior Engineer, City of Cambridge, Department of Public Works

Association Overview – Denise Jillson

Presentation of Centennial Awards – John DiGiovanni and Mayor David Maher

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

18 Brattle Street, Suite 352 • Cambridge • MA 02138 • Tel (617) 491-3434 • Fax (617) 491-6976 • e-mail: hsba@harvardsquare.com

Harvard Square Business Association Minutes ***February 5, 2010***

In Attendance: *Richard Carbone, Sheldon Cohen, Mary-Catherine Deibel, John DiGiovanni, Susan Harnett, Dan Hogan, Renee Inomata, Brian Kelley, Frank Kramer, Suzanna Krmzian, Kari Kuelzer, Cindy Kuppens, Patrick Lee, Tom Lucey, Jennifer McMahon, Jerry Murphy, Carolyn Najarian-Goff, Nick Pappas, Katherine Rafferty, David Chilinski (Denise Jillson, Robin Lapidus, Matt Frank and Jonathan Banker from the HSBA office)*

Guests: *Benson Willis (Hotel Veritas), Niamh Dwyer (Harvard Hotels) Bob Leikauskas and Marc Dube (Super Tours), Terrence Smith (Cambridge Chamber of Commerce), Diane Tobio and Robert Banker (Banker Real Estate), Steve Singer (Complete HR), Jim Gray (Harvard University), Perla Brito (TistiK)*

President John DiGiovanni called the meeting to order at 9:03 am with introductions.

The Minutes *of the January 2010 board meeting were approved.*

Treasurer: *Brian Kelley proposed the 2010 budget. Projected investment funding is to be held steady at $150,000. He noted that the budget assumes that internet income will increase and marketing income will decrease. Mayfair and Oktoberfest income is expected to remain flat.*

Income and expense for the HSBA Centennial Gala are both projected at $75,000. Denise and Brian both stressed that the committee hopes to make a profit on the Gala, but that initial projections are conservative.

The proposed budget includes an increase for office staff expense and for advertising/public relations expense.

As part of the budget discussion Denise noted that Roger Fussa will provide pro bono advertising consulting to determine additional ways to obtain advertising revenue, including through advertisement on the HarvardSquare.com home page. Denise also noted that the SuperTours trolley ads (generously donated by SuperTours) have been terrific. Jerry Murphy said that a BU administrator had recently told him that the Kenmore Square website is not getting as much traction as it wants because the Harvard Square site keeps popping up on search engines.

Kari Kuelzer suggested that the HSBA devote resources to designing applications for the IPhone and other smart phones, as that is how many people access web information.

Committee Reports:

Membership: *Mary-Catherine told us that membership retention is a key goal this year. She suggested that Board members get out and invite members to the upcoming February 26 annual breakfast—we want to make all members feel included. Denise will send a listing of non-members to all attendees of the meeting.*

Jonathan Banker recently completed a business survey of the Square. Denise reported that 79% of the 370 businesses in Harvard Square are locally-owned, 16% are national firms, and the rest are regional businesses. Currently, Square real estate is 94% occupied. There is 1.1 million square feet of space, of which 200,000 square feet is occupied by hotels.

Nominating Committee*: Jerry Murphy announced the proposed slate of board members and officers:*

Board Members:
Bill Doncaster: Lesley College
John Schall: Fire and Ice
Rachel Solem: Irving House
Dan Andrews: Unofficial Tours
Jim Gray: Harvard University Real Estate
Ted Galante: Galante Real Estate

Officers:

President: John DiGiovanni
Vice Presidents: Mary-Catherine Deibel and Jerry Murphy
Secretary: Tod Beaty
Treasurer: Brian Kelley

Members will receive ballots over the next several weeks.

Events: *Robin Lapidus told the group about the wonderful outpouring of support among Harvard Square businesses for organizations supporting victims of the Haitian earthquake. Recent fundraising events have been held by The Charles Hotel, Club Passim, UpStairs on the Square, Via Vai, Plan B and Henrietta's Table.*

She then alerted us to upcoming happenings in the Square, occurring almost constantly through the spring. John DiGiovanni complimented the HSBA staff members, saying that they are "dedicated to constantly promoting the Square and making our organization shine".

David Chilinski added that Legacy Place, his recent project, has received accolades, but that Harvard Square has an even stronger story to tell. It is a vibrant, mixed-use neighborhood that has a long history. The "latest thing" in retail spaces has been in the Square all along!

Restaurant Committee: *Denise reported that the Taste of Cambridge will be held at the Charles Hotel again this year. Beneficiaries of the event will be the Cambridge YWCA and Citysprouts.*

Internet: *Rachel reported that site usage in January was about the same as in January 2009. It was noted that some organizations have received many more hits this year (restaurants) and others are down (retail stores).*

The meeting was adjourned at 10:00 am.

Respectfully submitted,

Cindy Kuppens

HARVARD SQUARE BUSINESS ASSOCIATION

2010 Slate of Officers and Directors

PRESIDENT
John P. DiGiovanni, Trinity Property Management

VICE PRESIDENTS
Jeremiah Murphy, The Harvard Cooperative Society
Mary-Catherine Deibel, UpStairs on The Square

TREASURER
Brian Kelley, Cambridge Trust Company

SECRETARY
Richard (Tod) Beaty, Hammond Real Estate

EXECUTIVE BOARD
Directors to Serve a Three Year Term / 2010-2011-2012

Dan Andrews, Unofficial Tours
Bill Doncaster, Lesley University
Ted Galante, Galante Architecture
James Gray, Harvard University
John Schall, Fire + Ice
Rachael Solem, Irving House and Harding House

The Harvard Square
Business Association
Taking Care Of The Square
WWW.HARVARDSQUARE.COM

CELEBRATING 1910 100 2010 YEARS

February 26, 2010

Dear Members and Friends:

As I review this agenda, I can't help but be proud that we have not deviated from our original mission or vision and that certain traditions continue to be carried out.

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

In the 1924 Annual Report, Secretary N. Russell Cazmay states,

"As secretary of the Harvard Square Business Men's Association, I herewith tender my annual report. The directors have held 11 meetings at which the average attendance has been around 50. We met in May to discuss principally Traffic Regulations in Harvard Square.

Our next meeting was in November and Congressman Dallinger was the speaker. At the January meeting, we had as guest speaker City Engineer Hastings. Mayor Quinn had also been invited but was called out of town at the last moment.

In March, we had Speaker Benjamin Loring Young, of the Massachusetts House of Representatives, who gave us a very concise address on the state administration.

The Association is responsible for the three additional clerks furnished at the Harvard Square Post Office and it is gratifying to state that we found Postmaster Baker most willing to cooperate. It is felt that the last hearing on the Harvard Square subway structure will bear fruit in the right direction. The widening of Church Street and the acceptance of Palmer Street is at present, under consideration by the City Council.

Our appreciation to the Cambridge Trust Company for its kindness in allowing us to hold the director's meetings in its room." (1924)

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During the past century, The Harvard Square Business Association has spearheaded initiatives that resulted in significant contributions to Harvard Square; from the earliest incarnation of Electrified Lampposts, to the latest, Free Outdoor Public WiFi! Over these many years, the HSBA has cared for the Square, improved the public space, and strengthened the business community by developing and nurturing partnerships with the City of Cambridge, Harvard University, property and business owners, residents, and students...and we continue to thank the Cambridge Trust Company for its kindness in allowing us to hold the director's meetings in its conference room.

I am honored to serve as your Executive Director and am profoundly grateful for your continued support.

With thanks and appreciation,

Denise Jillson
Executive Director
Harvard Square Business Association

"The State of the Square"

An Overview of Harvard Square

February 26, 2010

The following information represents the most recent (01/2010) survey of businesses in Harvard Square based on data available from a variety of sources; Property Owners, Business Owners, City of Cambridge Property Data Base, Websites, Verizon Super Pages and door-to-door site visits.

- *Based on information available, total square footage is approximately 1,100,000 of which approximately 200,000 square feet is hotel space.*
- *Of the total Square Footage, 94% is occupied. Approximately 67,865 sq. feet is currently available for lease.*
- *The HSBA has inventoried a total of 369 businesses (mostly comprised of first and second floor businesses) in Harvard Square, of which 14 retail/restaurant spaces are vacant. Of the occupied businesses; 56 are categorized as national chains, 22 are regional companies, one is an international company and 290 are locally-owned independent businesses.*
- ***Locally owned, independents account for 79% of the inventoried businesses in Harvard Square.***
- *Regionally owned companies, like EMS and JP Licks make up 5% of the businesses in Harvard Square.*
- *National companies, such as The Gap, Urban Outfitters and Ann Taylor account for 15% of the businesses in Harvard Square.*
- *Of the 369 businesses listed, 72% (265) are HSBA members geographically located within the Harvard Square business district.*

- *Other Significant Information:*

- ***Parking Lots:*** *Harvard Square has a total of (6) Public Parking Lots that are non-city owned creating a combined total of 1563 parking spaces.*

- *Additionally, there is (1)* ***Municipal parking*** *lot with a total of 37 spaces and* ***on-street parking*** *within the Harvard Square Overlay District accounts for an additional 497 spaces.*

- ***Wifi:*** *The HSBA launched Free Outside Wifi Access to the public on June 4, 2008 using Meraki technology. Since that time, over 106,000 visitors to Harvard Square have accessed wireless internet. The network in Harvard Square is the second largest Meraki network in the United States.*

- *The Cambridge Savings Bank established in 1834, is the* ***oldest*** *business in the Square.*

- *The* ***smallest*** *business is Zipa Jewelry with 60 square feet and the* ***largest*** *is the Coop with 88,400 square feet.*

- *There are16 bookstores in Harvard Square.*

- *After exhaustive research, we believe the Harvard Square Business Association is the second oldest business association in the United States; second only to the South Philadelphia Business Association which was founded in October 1897.*

- *On September 7, 1972, the Harvard Square Business Men's Association changed their name to the Harvard Square Business Association.*

Recently we sent this e-mail to our membership; we are delighted, but not surprised by the wonderful responses from our members...

"As you know, this is our Centennial year. As part of our Centennial research project, it occurred to me that, that unlike our 1910 membership, our current membership is incredibly diverse. 2010 members include folks who were born in Nigeria, Barbados, Thailand, Greece, and Korea. We have members from Peru, Mexico, Portugal, India and France. To celebrate and honor the heritage of all our members, I hope that you might be willing to share with me your country of origin and the year you started your business in Harvard Square.

A quick e-mail will be fine. I'll happily take any and all information you are willing to share, and thank you for your time and consideration. I would like to receive your information as soon as possible, as I am compiling some fun facts to share at our 100th Annual Meeting on February 26th."

Best regards,

Denise Jillson
Executive Director
Harvard Square Business Association
www.harvardsquare.com

In their own words.....

From Khalil Echelh, Au Bon Pain

*I'm originally from **Morocco**, and ABP been at Harvard over 27 years.*
I have been in that location since 2003.
Thanks
Khalil

From Panja Llymswan, Spice Thai Cuisine
*I come from **Bangkok, Thailand**, on Apr, 1979 and I join US Army on 1983 was service for 7 years. On 1990 left from Ft. Lewis, Seattle, WA to Boston, and work in Boston, until, I find Spice Thai cuisine, 24 Holyoke St., Cambridge, MA with Nancy and Sue is my partner and they both from **Bangkok, Thailand,** the business is open on 1997, then we open 9Tastes, 50 JFK St, on 2002.*

From Raymond Ost, Sandrine's Bistro
Here is my information,
My country of origin is: ***France and city is Strasbourg in Alsace.***
The Restaurant was opened the 16 December 1996.

From Patrick McDonagh, Casla Property Services
Thank you for you email. I was born in ***Galway, Ireland****. Years in business: 5years*

From Sooji Jung, of Dahn Yoga and Healing
I am from ***Korea****. I came to America in 2002 to attend the graduate school at Lesley University for Expressive Therapies program. I started practicing Dahn yoga in Korea about a year before I came to America. Dahn yoga started 30 years ago in Korea and got introduced to about USA 13 years ago, and currently has many centers in USA, 4 centers in MA.*

The Harvard Sq Dahn Center opened about 5 years ago, and I have been an instructor/manager for 6 years in many different locations and came to Cambridge as a manager/instructor in July 2009.

I am very happy to be involved in the vibrant community of Cambridge, and look forward our mutual growth to 2010!

From Charles Davidson, The Andover Shop
Country of Origin - ***USA***
Started business – 1952

From Ramon Marrero of Wainwright Bank
I would like to attend to the 100th Annual Meeting and Breakfast event....and I am 100% ***Puertorrican.***

From Chris Kotelly, Crimson Corner
My business started in 2006 and I was Born in the ***USA !!!***
Previously my grandfather started Nini's Corner in 1962.

From Mitsue O. Meier, Zipa Jewelry
I'm from ***Mexico*** *and I'm working in zipa jewelry for a little more than 7 years. We start in May 2002*

From Courtney Forrester, Sweet Cupcake
*Hi Denise - **American** and 2009. Thanks! Courtney*

From Robert Banker, The Banker Real Estate Company
*I was born in **Cambridge**, MA and started my business, The Banker Real Estate Co., Inc., in 1959.*

From Steve Singer, Complete HR
*Hi Denise, Country of Origin = **USA***
Year business started in HS = 2003

From Dan Andrews, Unofficial Tours
*I was born in the U.S. (specifically - **Brooklyn**)... quite boring.*
Business was started in 2006.

From Jim McKellar, Harvard Student Agencies

*Harvard Student Agencies / **USA** / Founded 1957*

From Michael Skikne, Gnomon Copy
*Michele and I, were both born and lived most of our lives in **South Africa**. We purchased Gnomon Copy in April 1999.*

From Louise Ciampi, Clothware
*Hope you are well! My country of origin is **USA** and Clothware was started in 1972. (Yipes!)*

From Kelly J. Cooper on behalf of Tony Davis, The Million Year Picnic
The Million Year Picnic comic shop was founded in 1974. The current owner is Tony Davis. Tony is American (African American, actually). He was born in LA, CA, and came east for college. He's a graduate of Harvard University.
Let me know if you want or need any further information.
Regards,
Kelly J. Cooper
MYP Clerk & Chief Communications Nerd

From Paul Morris, Global Light Company
*Nothing too exotic for me; I am from **Brooklyn**. I started my business in Harvard Square in 2003.*

From Gregory Beale of Gregorybealemassage.com
*I moved to Cambridge from **Brooklyn**, NY in 2005. I started my company with you in 2009 at Mayfair and I have done Octoberfest as well! Always $10 off for students for a 1 hour or more session! Package special: Buy 5 and get 2 FREE! Special ends Feb 28th!*

From Kwanghyun Yoon of Shilla Shabuya Restaurant
*I am from **Korea**, Opened Shilla in 1986*

From Carol Monica, Games People Play
*I was born and brought up in New York City; does that make me an **American** or a **New Yorker**??? I opened the games people play in 1974...almost seems like yesterday. Cheers! Carol*

From Pat Suhrcke, Cambridge Forum
*The Forum began in 1967. I am from the **United States**, as was the Forum's founder.*

From Juliana Kolson-Lyman of Savenor's
*Savenor's started in 1939. The Savenor's family came to the US from **Lithuania**.*

From Lemlem McCrary, Lemlem's Gallery
*Well Denise I am from **Eritrea** which is a small country on the horn of Africa,right on the Red Sea. I started my business on the spring of 2006 almost 4 years now.*

Mary-Catherine Deibel, UpStairs on the Square
*I am born in the **US of A**, and we started our business, UpStairs at the Pudding, now UpStairs on the Square, in February of 1982.*

From Nick Pappas, Lizzy's Ice Cream LLC
*I was born in **Boston**. My mother's family is from **Cambridge**, and I spent a good deal of time in Cambridge when I was growing up - and right through college at Harvard. I opened Lizzy's in Harvard Square in 2006.*

From: David Chilinski, Prellwitz / Chilinski Associates
*PCA was founded in 1982 / **Country of Origin: Upstate New York***

From Renata von Tscharner, The Charles River Conservancy
The Charles River Conservancy moved its office to Harvard Square in 2008. II am the founder and I am of ***Swiss*** *origin. My reason for starting the Charles River Conservancy was to bring some Swissness to the river and its parklands: swimming, illuminated bridges, biking and inline skating, RiverSing.*

From Rory Keohane, Oat / Lumen Eclipse
U.S. of A *Started business in 2005*

From Perla Brito Cuevas, TistiK
Well for me it is ***Mexico*** *and our products are hand made there... The year we started is 2008.*

From Rajinder Kumar of Tanjore
I am from ***India.*** *We opened Tanjore in December 1997!!*

From Richard Diamond, The Diamond Group
Country of origin: ***USA*** *First business in Harvard Sq started in 1984*

From Rachael Solem, Irving House / Harding House
Here's our story, though not interesting, still part of the statistics: Irving House, formerly Irving House of the Kirkland Inn, was started as a hotel in 1945 by emigres Frances and Vangel Misho, as I related, husband and wife from ***Romania*** *and* ***Albania*** *(not sure who was from where). They arrived in 1937, I think, buying 67 Kirkland Street m in 1938. Mr. Misho got a graduate degree from Harvard Business School; his wife ran the business.*

My partners and I, ***Americans*** *all for several generations (mostly Anglo ancestors) bought the property in 1990. Though my two partners are men, the organization has always been that I run the operations completely. So Irving House, whether as part of Kirkland Inn or by itself, has been woman owned and operated since 1945. Still hoping the Mishos were part of HSBA way back when.*

From Justin Slate, Bob Slate Stationers
Bob Slate grew up on the farm in Bernardston, Massachusetts. Ancestors go back long enough in New England that we are not sure of where they came. Guess you would call him a ***Yankee****. The same sort as Burdett Johnson. I'm reasonably sure he moved the*

contents of his stationery store in Allston into his cousins beef stew establishment on Holyoke Street in 1933 and moved up to 1286 Mass. Ave in 1936. He expanded to the 1288 space in 1951 when Phillips Book Store moved down next to the Cambridge Trust Co.

From Wells Dow, Harvard/Brattle Square

I am the third generation Dow to be involved with Harvard/Brattle Square, after my grandfather George L. Dow and my uncle, Richard A. Dow. We have all been in ***Massachusetts*** *all our lives, so not a lot of diversity on our part.*

From John Schall, Fire + Ice

I started Fire+Ice @ Harvard Square in August 1997. It's almost 13 years. I'm 100% ***German****. My 7 times Great Grandfather left Selz Germany (in Alsase/Loraine on the French/German border) in 1806 mostly because they were German Catholic and they were on the wrong side of the French Revolution. Catherine the Great had just conquered the area around the Black Sea from the Turks and she offered everyone in this German farming village 75 years of special privileges (they didn't have to serve in the Russian army, they could be governed by their own laws, they could practice Roman Catholicism instead of Russian Orthodoxy, etc) if they would move to the area around Odessa and teach the local population, who were mostly nomads, how to farm. The entire village of Selz, Germany moved, lock, stock and barrel to a place outside of Odessa that they called Selz, Russia. This German community never intermingled with the surrounding Russian community at all and in 1886 after their 75 years of special privileges were up (they started to be persecuted for their Roman Catholocism) they picked up lock, stock and barrel and moved to north central North Dakota, in a community which strangely enough they called Selz, North Dakota. My paternal grandfather was 12 when they moved to North Dakota from Russia and my paternal grandmother was 7. My mom's parents were born shortly after they got to North Dakota but their parents were born in Selz, Russia. My parents are third cousins. Not surprising since this community was pretty isolated for over 100 years. I have a document which notates all of the possessions my 7 times great grandfather (his name was Jacob Schall) took with him from Selz, Germany to Selz, Russia. There is an organization called "The Germans from Russia Society" which is where we found out all of this. An interesting tidbit, Lawrence Welk, was also from all three of these Selzs. My dad knew him growing up.*

There, that was probably more than you were looking for! John

From Alan Casso, Revels

Hi Denise - We started producing The Christmas Revels in Cambridge (at Harvard) in 1971. While ***America*** *is our "country of origin", we're proud to have presented celebrations of numerous cultures over the past 40 years.*

Thanks for doing such a great job!

From Benson Willis, Hotel Veritas
*Born in the **United States**. Business started in 2010.*

From Fred Meyer, University Real Estate
***USA;** in Hv. Sq. since 1963*

From Ed Mank, University Common / Century Real Estate
*Born **USA**, Grandparents **Sweden/Russian**, began business in Harvard Square in 1968.*

From Kari Kuelzer, Grendel's Den
*Grendel's Den was started in 1971 by Herbert Kuelzer, born in Unter-Ammergau, **Germany**, and Sue Kuelzer (née Schwartz) of the Bexley, **Ohio.***
*The business is currently operated by daughter Kari Kuelzer, born in **Cambridge** MA at Mt. Auburn Hospital.*

From Julianne Idlet, Cycle Kids, Inc.
*I am Italian - my grandparents all settled in **Cambridge**, coming from **Italy** when very young. CYCLE Kids was founded in 2004 in my home a few blocks from where we are now located. We've been a member of the HSBA for about 2 months :)*

Quotes over time…

Annual Report, April 1912—

"It seems to me that the work of this body is to study with care and fidelity every influence which may help or injure Harvard Square"

-President's Report

"As I have said before I feel that there are wide possibilities before us in the way of added railway facilities, a higher standard for future building operations and the possibility of beautifying the appearance of the Square."

-President's Report

"It pays to be attractive."

-President's Report

"What is impossible at one time often becomes a necessity not very long afterward. At the risk of repeating what I have said more than once let us aim high. Let our motto be 'nothing is too good for Harvard Square.'"

-President's Report

"I am equally certain it would be a profitable expenditure to provide a series of band concerts during the coming summer upon some afternoon of each week. I hope the association will see the way clear to undertake the experiment."

-President's Report

"If brains and labor are of any value Harvard Square will continue to thrive and prosper. Fondly recalling the memories of the days of Old Harvard Square, let us look forward to the attainment of A New and Greater Harvard Square, noted for the fine architecture of its buildings, the attractive character of its surroundings, the vigor and foresight of its merchants."

-President's Report

"It requires but little thought to realize what a great benefit it would be to the business men of Cambridge to have a medium for advertising which would reach a considerable number of people every day."

-Report of Committee on Municipal Affairs

"The Harvard Square Business Men's Association was organized in 1910 to advance the commercial, industrial and public interests of Harvard Square."

-Report of Committee on Future Development

"One purpose of the Association is to advance civic and public interests, and so the Association has taken up as one of its prime purposes the consideration of the future development of Harvard Square as an important public open space and focal point of the city."

-Report of Committee on Future Development

"[...] Harvard Square appears now to be at the beginning of an important transition, and the committee is of the opinion that it would be an advantage to the city as a whole, as well as to the property owners and business men to have a plan prepared which would consider in a careful and comprehensive way all those influences which effect the development of the Square and its vicinity and the streets leading from it,"

-Report of Committee on Future Development

"The committee of the Harvard Square Business Men's Association has had in mind that the plan might perhaps cover the following three points: (1) The means of circulation... (2) Public convenience... [and] (3) Private buildings."

-Report of Committee on Future Development

"This Association was formed for the good of Harvard Square and it needs the *combined* actions of all to receive the benefit from it that it should receive."

-Report of Advertising Committee

Annual Report, April 1913—

"It seems fitting that the members of this organization, as well as the public generally, should be reminded of the great amount of time and labor which (the) Committee (on the Future Development of Harvard Square) devoted to the consideration of the problems before it... their work is sure to produce results."

-President's Report

"The various suggestions by the Committee in regard to location of car lines, changes of street lines, restrictions in regard to the character of buildings to be erected, etc., are all of great value... If even part of these recommendations are made effective it cannot fail to attract new comers to Cambridge and greatly benefit Harvard Square."

-President's Report

"Having given the subject much consideration and profiting by the experience of other parts of the City our Association has provided the money needed to carry out an improvement in the lighting of Harvard Square and of the streets adjacent to it."

-President's Report

"Dealing as they do with all classes, meeting the poor and the rich alike, the laboring classes and those engaged in business in other cities, they are of all men the best qualified to direct our local affairs."

-President's Report

"It is only by frank interchange of opinion that the best results can be secured, and no body of men can meet this need so effectually as our business men."

-President's Report

"No one would maintain that all of the nearly 3,000,000 men who fought on the side of the Union were perfect in all respects, but they all had some virtues—courage, perseverance, loyalty at least they had… so our members ought with courage, perseverance and loyalty to join heartily together at all times, and in all places to advance the interest of Harvard Square. Let us all remember that the prosperity of each of us depends to a considerable degree upon the prosperity of all."

-President's Report

"The (Advertising) Committee has always had the good of Harvard Square in mind, but without some encouragement from the members the accomplishment of very much is impossible."

-Report of the Advertising Committee

Annual Report, April 1915—

"This work is of much value and cannot fail to produce good results in the hands of properly qualified persons."

-President's Report

"Our members, many of them, have placed in their windows cards inscribed, 'Buy in Cambridge, it pays,' 'If you trade out of town and I trade out of town, what will become of our town.'"

-President's Report

"I quote from the address of Mr. Baker to this organization, January 1912: 'Streets should be clean in winter, and dustless in summer. The stores well ventilated and well lighted, and their windows always modern and always beautiful, and always appealing with the most seasonable merchandise.'"

-President's Report

"If the Association is to stand as it should as a rallying point for all interested in the prosperity of the Square, its field for membership should be as wide as possible, and include everybody interested in any way."

-President's Report

"The objects of such a body as this… (are) an annual increase in the community population; a more equitable system of taxation; cleaner streets with cleaner air to breathe; a safe community to visit and in which to dwell; the planning of public improvements, of intra market trade, and a loyalty to the community's own products; the invitation for new lines of business activity, fitted for the community, to come as builders

of a great business centre; (and) the removal of all unfounded prejudices concerning the community."

-President's Report

"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 the sun shall shine upon. Without this love and pride, little advance can be made in any direction. With it all things are possible."

-President's Report

"Believe me, you will find when life's struggle is nearing its close more satisfaction in the work you have done to benefit and improve the community in which you have lived than you can possibly derive from any amount of money. The wealth may vanish, but nothing can deprive you of the money of past efforts to benefit others."

-President's Report

"We feel that nothing big can be done unless every member does something personally."

-Committee on Advertising

"Cities do not grow; they are made; and they are made the way the business men optimistically co-operate in building them. The optimism of the Association members rests on the permanent foundation of facts which show that the Harvard Square community is fast forging ahead."

-Report of the Assistant Secretary

"To encourage more people to trade in Harvard Square, to invite more people to come to the Harvard Square community to live so that each year will show an increase in the population, to aid the people of our community in their desire for amusement, to extend and defend the commercial influence of Harvard Square in every way—that is the task of the Association."

-Report of the Assistant Secretary

"Persistent effort of all working together will continue to carry Harvard Square ahead as a business center."

-Report of the Assistant Secretary

Annual Report, April 1919—

"Indeed, I feel that I am speaking as a conservative when I say that we should have a membership of 250. This is not my final goal, for I shall not be entirely satisfied until we have on our lists every desirable business man here."

-Report of the Secretary

"In the admission of applicants for membership I feel that the directors should place the broadest possible interpretation upon the by-laws relating to eligibility. If the applicant is conducting a legitimate business in our district, is of good moral character, is honest and pays his bills, then he should be admitted to membership."

-Report of the Secretary

"If Harvard Square is to have the attractiveness and beauty which its importance and situation demand, it is essential that it have unity in architectural character. To accomplish this there must be co-operation among owners, and it would be highly desirable for this and for other considerations that there should be some advisory control."

-Committee on Municipal Affairs

"[...] Let us press forward to a finer development of Harvard Square in every way 'forgetting those things which are behind us and reaching forth unto those things which are before.'"

-Committee on Municipal Affairs

Letter from the Secretary, 1919—

"This Association belongs to the members—not to the directors—and each member should have a voice in managing its affairs. Indeed, we shall stand or fall according to the interest displayed by the individual member."

Annual Report, April 1922—

"At a time when progressive cities are making efforts to clear their streets and to make them attractive, Cambridge ought not to fall behind others."

-Committee on Municipal Affairs

"As this committee has said more than once—if Harvard Square is to progress—if it is to be what it ought to be, every one of us should stand together. We are told that 'a man's life consisteth not in the abundance of the things which he possesseth'—there are things more important than mere wealth. It is with a full realization of this truth we should all work."

-Committee on Municipal Affairs

Annual Report, April 1924—

" 'Flinch not, neither give up nor despair, if the achieving of every act in accordance with right principles is not always continuous with thee.' I commend these words written 1800 years ago to the consideration of the members of this Association. Too many become discouraged by the temporary defeat not realizing that the whole body does not move at a uniform speed and delay is often needed to educate the slow thinking part of the

community. As I look back to the beginning of this organization in 1910, I cannot by feel that its existence has been fully justified."

-The President's Report

"If a certain line of action may seem impracticable when first proposed it does not follow that we should abandon it. What is impossible at one time often becomes a necessity not very long after."

-The President's Report

"The contrast between conditions then and conditions today is certainly encouraging and having once started the improvement will grow in various directions as the years go by."

-The President's Report

Annual Report, April 1927—

"Nevertheless if we are working slowly we are surely moving forward. Contrasting the conditions and appearance of the Square today with 1910, the beginning of this Organization, we find a great improvement; of course the Association cannot credit itself with all the improvements but I am sure their continuous efforts must have contributed a large share."

-The President's Report

"Your community has endeavored to keep constantly in view the solution of various problems that constantly arise affecting Harvard Square, locally and Cambridge as a whole, realizing that from the union of effort and endeavor comes success."

-Report of Municipal Affairs Committee

"We have a bigger, better, busier Harvard Square and the active work of our kindred associations throughout the city should stimulate us to constantly strive to improve, and to co-operate in the right development of Cambridge."

-Report of Municipal Affairs Committee

Cambridge Chronicle for 75th Anniversary of the Association—
May 1986

"The Harvard Square Business Men's Association was organized in April of 1910. The Association was formed to address the difficulties encountered by Harvard Square businessmen due to the subway construction. Some of these problems stemmed from the open-cut construction the subway contractors employed in Harvard Square. Because of the open cut, people and vehicles tracked dirt and clay throughout the square into the stores. The construction also impaired traffic flow, and Harvard Square businessmen faced a loss of business because of the congested conditions of the street. In response to these difficult and changing conditions, the Harvard Square Business Men's Association hoped to help its members increase there business through an exchange of ideas and knowledge on 'the science of doing great business.'"

"...The Association has been involved in various projects, many of which have aided the community as well as the businesses. Throughout its history, the Harvard Square Business Association has had the good fortune to have among its members well-informed and concerned...business owners.

"Perhaps the organization also continues to grow because Harvard Square has really become 'the business center of Cambridge.'"

"The businessmen played a part in what was perhaps the most important development in the square during this decade. In 1959, Harvard University, which had cultivated its relations with the Association over the years, petitioned for a zoning change in order to build the 100-foot high Holyoke Center. The Harvard Square Business Men's Association backed Harvard's request for a zoning change, and Harvard Square took its place in the modern world with its first high-rise building."

"The Harvard Square Business Association includes as its areas of concern membership drives and activities, marketing and promotion, care for the Square's environment. Special events such as the Octoberfest, community relations, surveys and publications, finance and budget, and of course, traffic and parking."

February 2010—Harvard Square Media Review
Alphabetical and Chronological

Press

- *Boston Business Journal*
  - February 13, 2010
    - Restaurant survival: Owners respond to customers' scaled-down appetites, cutting costs and revamping menus: Bombay Club
- *The Boston Foodie*
  - February 6, 2010
    - Harvard Square Chili Cook-Off
- *Boston Globe*
  - February 1, 2010
    - Innovation Economy: High-tech nods to wanderers and would-be mayors
      - John Harvard's Brew House
      - Boloco
  - February 14, 2010
    - 15 ways to romance: UpStairs on the Square
- *Boston Globe Magazine*
  - January 31, 2010
    - Food
      - Ten Tables
      - Zing! Pizza
    - Hangouts & Hot Spots
      - Plan B Salon
      - Cambridge Public Library
- *Boston Herald*
  - February 3, 2010
    - Food & Recipes: Oggi Gourmet
  - February 4, 2010
    - Cheap weekend thrills: "Some Like It Hot" Harvard Square Chili Cook-off
  - February 6, 2010
    - Justin Timberlake time with the Hasties!
  - February 8, 2010
    - "Some Like It Hot" Chili Cook-off: Tory Row
- *Boston Magazine*
  - January 2010
    - Passim Changes its tune
    - Best Restaurants 2010
      - Temple Bar
      - Legal Sea Foods
      - Ten Tables

- Rialto
- UpStairs on the Square

- *Cambridge Chronicle*
  - February 3, 2010
    - The inimitable actor Dan Aykroyd was eating lunch with his wife at Upstairs on the Square
  - February 4, 2010
    - Hasty honors Hathaway
    - Business Notes: Faron Salon opens business
    - Community Notes: Free event planning workshop Feb.22.
    - "Age of Stupid" comes to Harvard Square.
  - February 9, 2010
    - Marjorie Decker gives Justin Timberlake 'Cantabrigian of the Year' award
  - February 11, 2010
    - Front page picture: Some like it hot!
    - Community Calendar
      - Winter Campfire at Club Passim
      - Chinese New year at Harvard Museum of Natural History
      - Kids can cook at Henrietta's Table
    - Arts Notes: Harvard for Haiti benefit concert Feb. 12
  - February 12, 2010
    - Harvard Square honors Black History Month, hosts vigil for Haiti
  - February 18, 2010
    - Good Burger: Mr. Bartley's Burger
    - Cambridge Savings awards CHAF $20K
    - Community Calendar
      - ART presents "Paradise Lost"
      - Winter Campfire
  - February 19, 2010
    - Mayor's Office and the councilors of Cambridge : Walk for Haiti
- *Citysearch*
  - February 8, 2010
    - Chinese New Year 2010 in Boston: Hong Kong At Harvard Square
- *Daily Candy*
  - February 7, 2010
    - What to do this week
      - In the Mood for love: Carpenter Center for the Visual Arts
      - Sweet Cupcakes
  - February 14, 2010
    - Here's the Plan: Mardi Gras Party at UpStairs on the Square

- *Daily News Tribune*
  - February 9, 2010
    - Poet Dan Chiasson visits Cambridge Sunday: Pierre Menard Gallery
- *Enterprise News*
  - February 11, 2010
    - IN THE CLUBS: Parties, shows and nightlife
      - Sonny Landreth is at the RegattaBar
      - Songwriter Kris Delmhorst is worth a trip to Club Passim
- *Harvard Crimson*
  - February 1, 2010
    - Hasty Pudding: Queens escort princess through the square.
  - February 3, 2010
    - Harvard Dems Create Service Group: Harvard Square Homeless Shelter
  - February 8, 2010
    - Timberlake Gets Roasted as MOY
    - Timberlake Roasted by Hasty Pudding
    - Doing Good With Good Pizza: Uno Chicago Grill in Harvard Square
  - February 10, 2010
    - Here's Your Chance To Get A Free Burrito
      - Boloco
      - Qdoba
  - February 11, 2010
    - Campus literati of the Advocate reach out to homeless shelter residents: The Harvard Square Homeless Shelter
  - February 16, 2010
    - Meet Burgerman: b.good
  - February 17, 2010
    - Tambellini Discusses Blackness at HFA
  - February 21, 2010
    - Bartley's Marks Its 50th Year
- *Labor Notes*
  - January 4, 2010
    -
- *Longy School of Music's February Newsletter*
  - February 4, 2010
    - Longy Performs for Kickoff of Harvard Square Centennial
- *Metro*
  - February 5-7, 2010
    - Valentine's day
      - UpStairs on the Square
      - Noir

- *News from The New England folk music archives*
  - January 2010
    - The first annual Folk Music Month: Forever Young
- *The Patriot Ledger - Quincy*
  - February 5, 2010
    - HAITIAN RELIEF BENEFITS: Club Passim
  - February 18, 2010
    - IN THE CLUBS: Trombone Shorty and his New Orleans gumbo are at The RegattaBar
- *Phoenix*
  - February 5, 2010
    - Free stuff: Harvard Square Chili Cookoff
- *Tufts Daily*
  - February 18, 2010
    - A Closer Look: Boston's Theater Scene - American Repertory Theater (A.R.T.)
- *Wakefield Observer*
  - February 11, 2010
    - Wakefield's Silver Clay Gifts is heading to Cambridge
- *WBUR*
  - February 12, 2010
    - Looking For A Chocolate High? Just Inhale: Cardullo's gourmet shop
- *Where Boston*
  - February 2010
    - Hot Dates: Hasty Pudding Theatricals
    - Constant Cravings:
      - Burdick Hot Chocolate
      - Sweet
    - 30 Things We Love
      - Harvard Square

* by HSBA

➢ February 5, 2010

✧ With Love from Harvard Square : Video ValenTweets

Presentation of Centennial Awards

According to the first published Bulletin of the Harvard Square Business Men's Association, dated April 1911, the construction of the new subway created untold problems for businesses in Harvard Square.

"The business men of the Square met this situation by uniting together to help each other in handling their business in the best possible manner. As a result more interest in the science of doing business has developed, and with increased knowledge and thought paid to the important matters of strong and effective advertising, clean stocks of goods, and efficient service, there is bound to result an increased and better business."

To meet these changing conditions satisfactorily, the Harvard Square Business Men's Association was organized about a year ago, and this Bulletin is published to inform the people of Cambridge and of cities and towns to the west and north, how well the Harvard Square banks, merchants and master mechanics can and will serve the people of this district.

This Association includes practically all the leading trades people in many lines of business in and about the Square. Since its organization, they have been considering carefully, ways and means towards dealing with their increased public that with proper and legitimate methods a larger local business may result." (1911)

This year, we are pleased to present our Centennial Awards to (5) Charter members of the Harvard Square Business Association.

Cambridge Trust Company *– presented to President and CEO, Joseph Roller*

Harvard Cooperative Society *– presented to General Manager, Allan Powell*

J. August *– presented to President, Jeremiah Murphy*

Leavitt & Peirce*, presented to Karen Cecchini on behalf of proprietor, Paul MacDonald*

Thomas Hadley Trust *– presented to Ruth Hadley Dunbar, daughter of Thomas Hadley*

Presentation of Gifts to Outgoing Board Members

Directors
Term Ending 12/31/2009

Richard Carbone, The Inn at Harvard
David Chilinski, Prellwitz / Chilinski Associates
Michael Guleserian, Sheraton Commander Hotel
Renee Inomata, Burns & Levinson
Martha Sullivan, Sullivan Communications

Adjourn

Next Board Meeting – Friday, April 2, 2010
9:30 a.m. Cambridge Trust Company

The Harvard Square Business Association - 2010 Annual Calendar of Events

January 2010

January 8th through February 3rd - The HSBA 100th Anniversary Kickoff Event "100 Years - 100 Images" Gallery Exhibition in Holyoke Center
Exhibition: January 8 - February 3, 2010. Free and open to the public
Hours of Operation: Mon - Fri: 8:00 am - 7:30 pm
Saturday and Sunday: 9 am - 7 pm / 617-495-5214
Holyoke Center Exhibit Space - Holyoke Center Arcade, 1350 Massachusetts Avenue.

Saturday, January 16th and Monday, January 18th - Martin Luther King Jr. Birthday Events
January 16th at 7:30 p.m. - Joyful Noise at Sanders Theater *for more info http://ofa.fas.harvard.edu/cal/details.php?*
January 18th at 6:00 p.m. - *Join us in front of Out of Town Newsstand for a public tribute to Martin Luther King including a reading of the "I Have a Dream" speech by students from the Community Charter School of Cambridge, poetry and entertainment!*

Saturday, January 23rd - Hot Chocolate Tasting - from 1:00 pm - 3:00 pm
Brattle Plaza (in front of Hidden Sweets).
Taste samples of Hot Chocolate from some of Harvard Square's Finest Restaurants and Cafés and vote for the People's Choice Award for Best Hot Chocolate in Harvard Square! Musical Entertainment.

Thursday, January 28th - Hasty Pudding Woman of the Year Parade and Roast *– Join us for a public parade with the HPT's Woman of the Year. www.hastypudding.org*

Friday January 29th - Go Green Walk/Ride Friday *–Wear Green and Go Green and enjoy a hot, free breakfast at Pizza Oggi (inside Holyoke Center) in celebration of the Green Streets Initiative "Go Green Walk/Ride Fridays."*

February 2010

Monday, February 12th – A Celebration of Black History Month, Lincolns Birthday, and a poetic tribute to the People of Haiti.

Friday, February 5th - Hasty Pudding Man of the Year Award. *The prestigious Man of the Year Award is given prior to the start of the opening night performance of Commie Dearest. www.hastypudding.org*

Saturday, February 6th - Chili Cook-off from 1:00 - 3:00 pm. (the day before the Super bowl)!
Enjoy samples of Chili from some of Harvard Square's HOTTEST Restaurants! Vote for the People's Choice Award for Best CHILI in Harvard Square! Musical Entertainment!

Sunday, February 7th - Super Bowl Sunday in Harvard Square! Event in Harvard Square Restaurants and clubs,

Saturday, February 13 & Sunday, 14th - Valentine's Weekend – With Love from Harvard Square... *Valentines Events throughout Harvard Square including a Special Heartfelt Tribute to Brother Blue at the Club Passim Campfire Festival and other memorial "poetry, story-telling, musical and love-related events'*

Sunday, February 28th- Chinese New Year Celebration in Harvard Square! 1:00 pm - 3:00 pm
Drive down Massachusetts Avenue and enjoy the gorgeous red & gold silk lanterns hanging from our wrought iron lampposts in front of the HONG KONG as we prepare for our grand annual Chinese New Year parade through Harvard Square and our cultural "Open House" at the Hong Kong!

Reasons to Celebrate: It is the year of the Tiger and the 55th Anniversary of the Hong Kong in Harvard Square! We celebrate Chinese New Year in Harvard Square with several generations of the Lee Family. Lion Dance Parade is sponsored by the Harvard Square Business Association. Please bring your family and friends! For exact details, please visit www.harvardsquare.com

March 2010

March is a Celebration of Women History Month in Harvard Square!

March 14th – 19th and 21st – 26th - Winter Restaurant Week in Harvard Square!
Diners enjoy 3-course lunches for $20.10 and/or dinners for $33.10 at participating restaurants in Harvard Square! Restaurant Week is a perfect time to sample new restaurants and visit old favorites as chefs prepare 3 course meals for your dining pleasure. Check back for a list of participating restaurants along with sample menus at www.harvardsquare.com in mid-February.

Wednesday, March 17th - Harvard-Go-Brach Events in Harvard Square!
Join us in Harvard Square as we celebrate our Irish Cultural Heritage! Check back for more information about restaurant events and cultural events throughout Harvard Square www.harvardsquare.com

Saturday, March 27th - Seventh Annual Urban Walk for Haiti. *Sponsored by Partners in Health, the walk is a cultural experience consisting of a Haitian market place, entertainment (ZiliMisik), dance, food, and poetry. Registration begins at 12 p.m. at St. Paul Parish Church, 29 Mt. Auburn Street. Walk Pledge sheets, flyers and instructions for group leaders can be downloaded www.walkforhaiti.org.*

April 2010

Sunday, April 4th from 4:00 pm – 7:00 pm – NEW THIS YEAR: Join us for the Opening Day - Open Mic in Harvard Square. *In honor of OPENING DAY and the Chair Club at Cardullo's, we invite Baseball Fans representing all teams to share their love for baseball at our open mic. Join us to celebrate Cardullo's Gourmet Shoppe's 60th Anniversary and the "Home Run in Harvard Square Series" at the CCAE! Come to the Chalk Diamond at the corner of Palmer and Brattle Street.*

Saturday, April 17th - The Third Annual Bookish Ball and Birthday of the Bard Celebration.
Join us for Bookstore Strolls, Music, Dancing, Remarks and Cake! Pick-up a "Passport to Wisdom" and get as many "stamps" as possible to win a Shopping and Dining Spree in Harvard Square. ***NEW THIS YEAR****: A Parade of Local Arts Groups in honor of Shakespeare's Birthday and a small free street festival with a Romeo and Juliet theme! Free to the public and appropriate for all ages!*

The Independent Film Festival at the Brattle Theater *- April 23rd through April 25, 2010. For more info www.brattlefilm.org*

April 29th -Sunday, May 2nd - The 3rd Annual Cambridge Science Festival. Harvard Square is full of Scientific Surprises! Check back for more details.

May 2010

Thursday, April 28th through Sunday May 2nd -The 18th Annual Harvard Arts First Festival *– Join hundreds of Harvard Undergraduates, Graduate Students, and Faculty in Harvard's Annual Celebration of the Arts.*
http://www.fas.harvard.edu/~arts/about.htm

May 2, 2010 from 12:00 until 6:00 p.m. -The 27th Annual Mayfair *featuring Six Stages of live entertainment, over 30 restaurant vendors, hundreds of street vendors selling artwork, jewelry, vintage clothing, neighborhood sidewalk sales, AND Chalk on the Walk! NEW THIS YEAR: The Emerging America Festival at MayFair! (Rain date – May 16th)*

Wednesday, May 5th - Cinco de Mayo *–A celebration of Mexican heritage and pride in the restaurants of Harvard Square.*

Sunday, May 9th -Mother's Day!

Friday, May 21st - Patios in Bloom Kickoff *- Our Fourth annual Patio's in Bloom kicks off the official "Patio Season" in Harvard Square. We can't wait to celebrate our restaurant patios in Harvard Square! Patio's in Bloom also serves as a "Community Wide" celebration of the 100 gorgeous Victorian Flower Baskets sponsored by the HSBA which will be hung on the Washington Lampposts throughout Harvard Square!*

May 27th - 359th Harvard Commencement

June 2010

Saturday June 12th – Sunday June 13th - The Dance for World Community Festival in Harvard Square

Saturday, June 19th – 3rd Annual Make Music / Harvard Square!
Sunday, June 20th Father's Day
A square-wide musical celebration being held in every nook and cranny, park and plaza and street and patio throughout the day and throughout the evening on the longest day of the year.

July 2010

Sunday, July 11th - Bastille Day! *Join us on Holyoke Street for a "Stormin'" French Street Festival featuring fabulous French food, music, dance, performances and children's events!*

Monday, July 5 through August 31 - Think Pink, Drink Pink, Shop Pink! *Members of the Harvard Square Business Association have joined together to create a Breast Cancer Awareness Campaign using PINK themed window displays, PINK DRINKS and PINK SHOPPING opportunities in Harvard Square from July 5th through August 31st. The third annual event changes weekly with new displays, offers and events. The financial donations collected by individual businesses and special events will be tallied and announced after August 31st.*

August 2010

Summer Restaurant Week in Harvard Square.
Diners enjoy 3-course lunches for $20.10 and/or dinners for $33.10 at participating restaurants in Harvard Square! Restaurant Week is a perfect time to sample new restaurants and visit old favorites as chefs prepare 3 course meals for your dining pleasure. Check back for a list of participating restaurants along with sample menus at www.harvardsquare.com in mid-July.

Welcome Class of 2014 Events – Date TBA. *Join us as we welcome the class of 2014 and their parents to Harvard Square! Enjoy special menus, shopping discounts, tours of the square and entertainment!*

September 2010

Sunday, September 19th – 2nd Annual Urban – Ag Festival and Riversing!
YES WE CAN have an Urban-Ag Festival in Harvard Square and Riversing: a Giant public sing along celebrating the first day of fall along the banks of the Charles River. For more info: www.revels.org

October 2010

October 10th -The Thirty-First Annual Oktoberfest and Honk Festival *featuring Six Stages of live entertainment, Over 30 Restaurant Vendors, Hundreds of Street Vendors selling Artworks, Jewelry, Vintage Clothing, Neighborhood sidewalk sales, and HONK Bands from around the country! Raindate Oct 11th*

October 23rd - Sunday, October 24th - The 46th Head of the Charles.
The 46th Head of the Charles Regatta, the world's largest two-day rowing event, brings 7,500 athletes from around the world to compete in 55 different race events. The Regatta attracts up to 300,000 spectators to Harvard Square!

October 29th-31st Harvard Scare! *Scary event details to be announced soon.*

November 2010

November 20th – The 127th playing of "The Game" Harvard vs. Yale at Harvard Stadium. For more info www.gocrimson.com

November 20th – The 100th Gala Celebration of the Harvard Square Business Association. Details TBA.

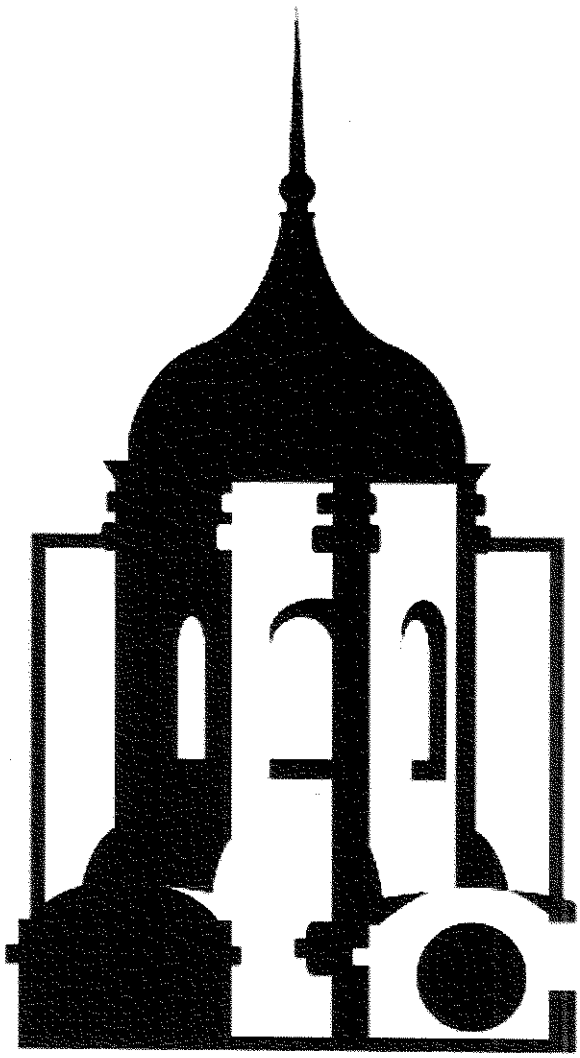
December 2010

Sunday December 5th - The Everyone Love Latkes Party! From 1:00 – 3:00.
The Fourth Annual Everyone Loves Latkes Party featuring the most delicious, most creative, and best-looking latkes and condiments available! Join us for this free Latke Party with gracious Latke Donations from the Fabulous Restaurants of Harvard Square. Holiday music and storytelling too!

Sunday December 12th -Sparklefest Welcome Kiosk in Harvard Square and Skating Rink Opening at the Charles Hotel

Friday December 17th and Saturday, December 18th - ShopOver Weekend in Harvard Square

Sunday, December 19th - Breakfast with Santa and then Santa strolls throughout Harvard Square!



H.S.B.A.

harvardsquare.com

Est. 1910

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