



CELEBRATING  
55 YEARS

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## **City of Cambridge Business Associations: Harvard Sq. Business Assn. Denise Jillson**

November 06, 2008 - Spotlights

The nation's truly authentic urban village is Harvard Sq. Since as early as 1636, commerce has been a key ingredient of life here in the heart of Cambridge, and for nearly one hundred of those years, commerce has had some help.

The Harvard Sq. Business Association (HSBA) was established in 1910 and formally incorporated in 1936. The object of the association is 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; and to the extent possible, to adjust controversies and misunderstandings.

The association works closely with the city and Harvard University to improve the public space in Harvard Sq., to provide good stewardship, and to advance the mission of the association.

The HSBA enjoys a steady and active membership of over 330 businesses, of which, 78% are locally-owned independent establishments, 16% are national chains and 6% are regionally owned stores.

The HSBA plans, organizes, produces, and promotes many events including Oktoberfest, Mayfair, The Bookish Ball and Make Music/Harvard Sq.

We advocate for our members at every level of city government, oversee streetscape beautification projects, uphold a strong relationship with Harvard Sq.'s unique and ever-popular street performers, and maintain an enormously successful free, outside WiFi public access program.

While the work of the association is important, it is the promise of something good around every corner; be it a new restaurant or an old bookstore that keeps people coming back. It is the energetic mixture of a pulsating streetscape, eclectic shopping, great food, cultural diversity and a nearly 400 year legacy of books, learning, academic life, and public discourse that keeps Harvard Sq. an authentic, urban, ever-changing, but constant village.

A simply great place to be.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540