

The Back Bay Association



What is the Back Bay Association?

The Back Bay Association (BBA) has successfully been serving business and community interests since 1923. First organized by a group of insurance companies to promote programs for commercial and civic betterment, the Back Bay Association is now the Back Bay's largest and most prestigious business organization representing retail merchants, restaurants, hotels, property owners, major corporations, schools, and churches. The primary focus of the BBA and its over 350 members is to insure the continued commercial strength of the area and to initiate programs that improve, promote, and protect business in the Back Bay.

What The BBA Does

The BBA serves as a liaison between the private and public sectors with respect to such issues as public improvement projects, new development, zoning and land use, permits and licensing, public safety, transportation issues and architectural design. The Back Bay Association also works to increase visitor traffic and business growth to the area through targeted marketing initiatives to promote members' businesses online and through networking events and member communications. Furthermore, the association's active involvement in advisory groups and commissions provides representation for your business at the highest levels of city and state government.

The Back Bay Association has taken a leadership position on a number of issues that affect the business environment in the Back Bay.

- Educated city and state leaders about the importance of the Hynes Convention Center to the economy of the Back Bay.
- Encouraged the creation of better transportation links between the Back Bay and South Boston.
- Advocate for a more "retail friendly" Newbury Street.
- The BBA manages the beautification of Boylston Street.

Membership Benefits

Businesses that join the Back Bay Association become part of a dynamic community of business leaders. They are represented at the highest levels of city and state government, take advantage of powerful marketing tools, and build strategic relationships to increase the bottom line for their business.

About the Back Bay

The Back Bay is a thriving urban center and one of Boston's most prestigious neighborhoods. It accounts for 18% of Boston jobs, houses 50% of the city's hotels, and is home to 26,000 residents.

Within just ½ square mile, the Back Bay offers exceptional shopping and dining, luxury hotels, first-class commercial office space, and a host of prominent medical, educational, and cultural institutions.

Amid this extraordinary range and volume of activity, concentrated in such a compact area, the Back Bay also manages to retain the charm of a residential neighborhood. Its wide, pedestrian-friendly sidewalks, public green spaces, beautiful brownstone homes and quiet residential avenues create a one-of-a-kind mix of urban and residential elements.

Back Bay is now one of the top business addresses, and the American Planning Association recently designated the Back Bay one of America's great places! The Back Bay Association has played a significant role in supporting the neighborhood's extraordinary successes.



Why Should You Invest in the Back Bay Association?

Growth is essential. In an area like the Back Bay which is so highly valued, thanks to its historic architecture, location, access to public transportation and buccolic parks, the Back Bay Association is a leader in supporting “smart growth”.

As the Back Bay has grown in popularity, (in both business and residential sectors), our advocacy has led to the addition of more than a million square feet of new development in the area over the last 10 years. For our members, this impacts the bottom line resulting in new customers to do business with.

Our goal is to protect the Back Bay's historic charm and setting, while adding development that complements the area. Becoming a member supports *our* advocacy to build a future client base for you!

NETWORKING EVENTS

Back Bay Member Forums

The Back Bay Association creates a synergistic environment where members meet one another, learn about issues, and build new business contacts. The BBA hosts informational “Back Bay Updates” on topics of considerable interest, providing networking opportunities. In the past, our member forums have included comments from Back Bay’s CEOs, presentations on proposed development projects, and presentations by city and state leaders.

Back Bay Association Annual Meeting

The BBA hosts an annual business meeting, which draws many of Boston’s most prominent business leaders. The Annual Meeting is an opportunity to reflect on the success of the year, plan for the future, and features a special keynote speaker. Attendance at the Back Bay Association Annual Meeting is a “must” for any Back Bay business leader.



Best of Back Bay

The Best of Back Bay is a lavish evening of fun, excitement and fine dining. The Best of Back Bay showcases many of the Back Bay’s finest hotels and dining establishments, and promotes the area’s top retailers.



TARGETED MARKETING

Receive 2 Online Listings

BostonBackBay.com - *The Official Back Bay Business Website*
Features BBA membership directory and calendar listings.

Informs businesses of neighborhood developments, current activities, events, press, and newsletters.

VisitBostonBackBay.com - *The Official Back Bay Visitor Website*
Features interactive brand listings of BBA members and information for consumers about visiting the Back Bay. Designed to generate visitors to the Back Bay and new visitor spending at BBA member businesses.



Utilize New Media Marketing Tools

Social Networking Promotions

Distribute your promotional announcements through our “Boston Back Bay” Facebook and Twitter accounts:

[Facebook.com/BostonBackBay](https://www.facebook.com/BostonBackBay) (4,600+ Friends)

[Facebook.com/BackBayBoston](https://www.facebook.com/BackBayBoston) (2,600+ Fans)

[Twitter.com/BostonBackBay](https://twitter.com/BostonBackBay) (460+ Followers)



Online Advertising

BBA Members have low-cost options to advertise on VisitBostonBackBay.com and BostonBackBay.com

Market to BBA Members

Email Blasts

Deliver your promotional announcements and invitations exclusively to BBA members. Our email blasts reach over 1,200 prominent business contacts in the Back Bay.

Event/Promotion Listings

Publicize your organization’s events/promotions on our two websites.

Direct Mailing Assistance

The BBA has a database of over 1200 business contacts. One service offered is access to printed mailing labels to aid the processes of direct mailing communication.



COMMUNITY ADVOCACY



Upkeep, Beautification, and Other Quality Improvements

The BBA works tirelessly to control and banish graffiti, street vending, panhandling, skateboarding, and illegal signage. The Association also proposes initiatives to improve city services and expedite the repair, replacement, and improvement of city infrastructure. The BBA supports transportation strategies to improve commuter access, eastward access/egress via the Turnpike to the Central Artery/Tunnel, and Copley Square Pedestrians Improvement Plan.

Back Bay Security Network

The Back Bay Security Network, is a cross-section of sectors in the area that works with top security executives and officials organized by the Back Bay Association. Its mission is to “enhance communication, crime prevention and emergency preparedness coordination among and between the members of the Back Bay Security Network and local public safety agencies.

Representation on Civic Committees and Commissions

BBA board and staff members hold positions on:

- Back Bay Architectural Commission
- Boston Groundwater Trust
- Prudential Center’s PruPAC
- Park Plaza Civic Advisory Committee
- Berkley Master Plan Advisory Committee
- Christian Science Citizens Advisory Committee
- Stuart Street Advisory Committee

BACK BAY BY THE NUMBERS

Professional:

(includes Beacon Hill)

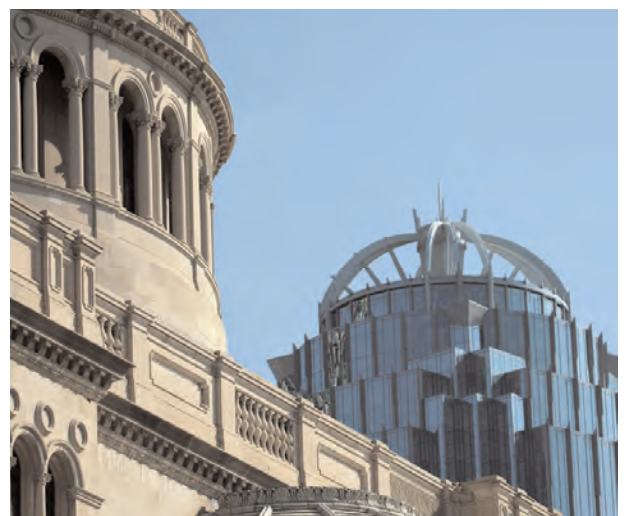
- Establishments: 3,427
- Jobs: 97,570 jobs
- Retail Stores: 420
- Restaurants: 186
- Tax Revenue from Commercial/Industrial Land: \$17,265,253,464

Residential:

- Residents: 26,721
- Avg. Household Net Worth: \$151,297
- Per Capita Income: \$90,000

Tourism and Attractions:

- Hotels/Accommodations: 21
- Hotel Rooms: 6,109
- Public Parks: 3
- Art Vendors and Galleries: 44
- Churches: 11
- Major Landmarks: 6



Annual Consumer Activity:

(Zip Codes 02115, 02116, and 02199)

- Total Effective Buying Income: \$1,746,401,000
- Retail Sales: \$1,824,256,000
- Apparel Sales: \$131,533,000
- Food & Beverage Sales: \$186,136,000
- General Merchandise Sales: \$198,622,000
- Health & Personal Care Sales: \$101,826,000
- Total Food Consumed at home: \$116,543,000
- Total Food Consumed outside of the home: \$136,880,000

