

An aerial, slightly blurred photograph of a city skyline. In the foreground, there are various buildings and structures. In the background, a large body of water is visible under a clear blue sky. The text is overlaid on this image.

BACK BAY ASSOCIATION

**MEMBERSHIP
PROSPECTUS**

2020



Back Bay Association

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MISSION

The primary focus of the Back Bay Association and its membership is to foster the continued commercial strength of the neighborhood and to initiate programs that improve, promote, and protect business in Back Bay.

The Back Bay Association represents the interests of more than 400 member businesses, inclusive of every sector of the economy.

The BBA is:

- The epicenter of networking for Back Bay's business and community leaders and the hub for news, promotions, and events around the neighborhood.
- Back Bay's strongest advocate for smart growth and community development, giving a voice to the neighborhood's vibrant business community.
- The liaison between our members and the public sector, facilitating a dialogue and providing leadership to improve the neighborhood.
- A leader of strategic collaboration among neighborhood associations, business associations, merchants, residents, and the City of Boston.
- The force behind neighborhood improvements, focusing on macro issues, such as transportation, zoning, licensing, permitting, civic improvements, and public safety, while also providing advocacy and support to individual member businesses.

The Back Bay Association is your resource for business in Back Bay.



MEMBERSHIP BENEFITS OVERVIEW

Gain Insight

Monthly newsletters, timely traffic advisories, and an active website make BBA communication channels the hub for news and events in Back Bay.

Empower

The Back Bay Association's powerful advocacy program supports you through licensing, permitting, and other public processes.

Connect & Collaborate

Quarterly events give members the opportunity to meet and network with their neighbors. Attending BBA events is the best way to form lasting partnerships with other businesses.

Impact & Influence

Help to shape the future of Back Bay and let your voice be heard on issues such as public improvement projects, new development, zoning and land usage, public safety, transportation issues, and architectural design.

Highlight

Maximize your business's exposure with original social media features, placement on the BBA website, and more. Exclusive photo shoots by the association's expert social media team are available to members only.

MEMBERSHIP BENEFITS MARKETING & COMMUNICATION

6
unique
channels

22k+
followers

0
cost to
members

Back Bay Association members have exclusive access to marketing opportunities on bostonbackbay.com and the Boston Back Bay social media channels, as well as access to newburystboston.com. Members also have the opportunity to work one-on-one with the BBA's social media consultants, Jenny + Allie, on custom social media features, which include professional photography.

With thousands of followers, these powerful channels connect your message with future clients and visitors - and it's all included in your membership dues.

MEMBERSHIP BENEFITS SOCIAL MEDIA



Back Bay's social media accounts, managed by expert media consultancy firm Jenny + Allie, are driving millions of organic views to neighborhood-specific content aimed at increasing traffic directly to BBA members and their accounts.

BBA members are encouraged to submit content or arrange to have Jenny + Allie conduct a photo shoot in their business and create an original social feature.

In 2019:

Back Bay Association channels garnered **2.7 million impressions** and **143,000 engagements**.

The Back Bay Association's total social media following **increased by 22%**

Received mentions (people and businesses tagging @backbayboston) **increased by 92%**

Instagram impressions **increased by 152%**



MEMBERSHIP BENEFITS EVENTS

Back Bay Updates

Focused on issues that directly impact your business, BBA meetings gather members and decision makers together for constructive conversation. Past speakers include the Mayor of Boston, the Boston Police Commissioner, and the Secretary of Transportation. These meetings are free to attend for all Back Bay Association members.

Best of Back Bay

The Best of Back Bay is the premiere networking event of the year and the Association's only fundraiser. This event, made possible by more than 120 sponsors, allows the BBA to carry out its mission to improve, promote, and protect business in Back Bay. Coveted premium sponsorships allow businesses exclusive marketing perks through the year, as well as a dinner for eight at one of Back Bay's best restaurants immediately following the cocktail reception. Information on tickets and sponsorships is available in August.

Special Programming

Lunch & Learns, industry breakfasts, and seminars on special issues - the BBA plans events that are important to you. BBA members are encouraged to check their e-mail frequently for notices on even more special programming.

ADVOCACY ISSUES & REPRESENTATION

Development & Zoning

As the neighborhood's strongest advocate for smart growth and community development, Back Bay Association representatives have been involved with every major building project in Back Bay in the past twenty years. BBA representatives serve on Impact Advisory Committees, testify at hearings, and submit letters of support on behalf of neighboring businesses.

Economic Vitality

The Back Bay Association prides itself on its tireless advocacy for the business community, going before licensing and zoning commission hearings and the board of appeals in support of businesses that would make a positive impact in the neighborhood.

Maintenance & Beautification

The Boylston Street Improvement Project, administered exclusively by the Back Bay Association, ensures that Boylston Street is lined with hanging flowers in the summer and kissing balls during the holiday season. The Back Bay Association is also actively involved in projects to improve Back Bay MBTA stations and the revitalization of Boylston Street sidewalks.

Safety & Quality of Life

Working hand-in-hand with the Boston Police Department and Back Bay Security Network, the Back Bay Association serves as a liaison between private businesses and city interests on public safety and security issues. From shoplifting to large event security, the BBA's first priority is to ensure that businesses are not only safe, but in the loop with security tips and essential information.

Civic Committee and Commission Representation

The Back Bay Association is represented on: Back Bay Architectural Commission, Boston Groundwater Trust, Park Plaza Advisory Committee, Motor Mart Garage Impact Advisory Group, CAC for Air Rights Development, Parcels 12, 13, and 15, Boston Finance Commission, Friends of Copley Square, Back Bay / South End Gateway Project CAC, Fenway Center CAC (Parcel 17)

ADVOCACY SPECIAL ISSUES

As the only dedicated advocate for Back Bay businesses, the Back Bay Association takes pride in being at the forefront of issues that effect business in the neighborhood.

HYNES CONVENTION CENTER

In September 2019, the Baker administration and the MCCA announced their intention of selling the Hynes Convention Center to support the expansion of the BCEC in South Boston. As Back Bay faced losing a major economic machine, the BBA mobilized immediately to advocate for its constituency.

The Back Bay Association has met with key stakeholders, as well as concerned parties at City Hall and decision makers at the State House.

As of January 2020, the BBA has retained the services of a large consulting firm to complete a study on the effects of the sale, as well as a lobbying firm to coordinate the organization's outreach activities and message at the State House.

The Back Bay Association's overall goal is to find a path forward that benefits all concerned parties while leaving the Back Bay business community unharmed.



COMMUNICATE & CONNECT TASK FORCE

Biweekly Communicate and Connect meetings, hosted by the Boston Public Library and led by the Back Bay Association, bring together business and security personnel, the Pine Street Inn, BPD, members of the faith community, and representatives from concerned City departments. The goal of these meetings is to identify individuals experiencing homelessness in Back Bay and to connect them with health and social services. These meetings are open to all members of the community.

SPECIAL PROJECTS BOYLSTON STREET



The Back Bay Association manages and directs the Boylston Street Improvement Project. The Boylston Street Improvement Project is a fund that is collected to beautify Boylston Street. The project is responsible for the flowering hanging baskets in the summertime and the wintertime kissing balls on the lampposts along Boylston Street.

Boylston Street recently received a notable safety and aesthetic improvement with the implementation of a plan to replace sidewalks over the course of several years. Advocating for new sidewalks on Boylston Street has been a long-term focus for the BBA.

SPECIAL PROJECTS NEWBURY STREET

With nearly one hundred active members on Newbury Street, the Back Bay Association offers unique support for Newbury Street businesses.

The Back Bay Association is a proud planning partner for Open Newbury. The BBA's Newbury Street website, newburystboston.com, is home to the only comprehensive, day-of guide to the event.

A new signage pilot program, encouraging more aesthetically pleasing signage and all but ridding the street of sandwich boards, will kick off in 2020, thanks to support from the BBA.



DID YOU KNOW?

NewburyStBoston.com - created and managed by the Back Bay Association - is the only hub for Newbury Street news and events.



ACTIVATE YOUR MEMBERSHIP JOIN TODAY

Joining the Back Bay Association is simple.

1. Complete and submit your application.
2. Process your membership dues.

The moment that your membership is activated, you'll have access to the Back Bay Association's fully array of benefits and support.

If you have any questions regarding the Back Bay Association, please call the office or e-mail amanda@bostonbackbay.com.

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