

PURPOSE-DRIVEN

COLLABORATIVE

INNOVATIVE

VIBRANT

WELCOMING

Kendall Square | *The Future Lives Here* | 2024



Kendall Square is famous for its "bump factor." People meet, connect, and spark new ideas here every day, thanks to the proximity of so many creative, innovative, purpose-driven people and organizations. The bump factor is not accidental, it's intentional. ***The KSA nurtures it.***



Kendall Square Association

**BUILDING A BETTER FUTURE,
TOGETHER**

NURTURING THE BUMP FACTOR AND MORE IN 2023

Purpose-driven. Innovative. Collaborative. Vibrant. Welcoming. This is Kendall Square. A truly unique place that attracts so many inspiring people and organizations with a shared purpose: to improve the human condition by tackling global challenges with thoughtful science and innovation. Proximity matters. But proximity alone doesn't bring people together. **The Kendall Square Association is essential.**

It's an honor to carry forward the legacy of those who have made this community the most innovative square mile on the planet. **Here's a look at the KSA's accomplishments in 2023.**

KSA Connected And Convened. We hosted more than 50 events, programs, and meetings including our 15th Anniversary Celebration, Kendall Square Challenge, Inclusion Drives Innovation programming, monthly Member Socials, Tours, Orientations, Community Skating and Window Painting events plus multiple Board, Emerging Leader, and Working Group meetings on **issues that matter.**

KSA Amplified. We shared our members' impact with the world. Whether it was a newly approved treatment for a rare disease, a new way to reduce greenhouse gas emissions, or a new restaurant, we shared what happened here with our community, and the world via our weekly newsletter, social media, and in the press. Our newsletter reached 6,000+ people every week. Our LinkedIn posts garnered 49,000 impressions, and our social media followers grew by 23%. We further fueled the bump factor through our **Kendall Calendar** which amplified 750 free events open to everyone. The events included art exhibits, concerts, beverage tastings, farmers' markets, lectures, outdoor films, outdoor fitness, pickleball, public art tours, skating, and more.

KSA Provided A Platform For Collective Action. We advocated for our members in many ways, from supporting local nonprofits to working with government officials. Our Kendall Square Challenge brought the community together and yielded almost **\$60,000 in donations to local nonprofits.** We engaged with elected officials and staff in the city and the state on topics that affect Kendall, from sustainability to lab development, housing, and transportation. **Our collaboration with government officials on the challenges of today is essential to our economic competitiveness, and to our character as a purpose-driven community.**

Thank you to everyone who believes in the power of the Kendall Square community to change lives and to make the world a better place, for all of us. **Join us in 2024, the future lives here.**



Beth O'Neill Maloney
Executive Director





BECOME A MEMBER

WE SERVE OUR MEMBERS BY:

BUILDING CONNECTIVE TISSUE IN KENDALL. From new employees to senior leaders, we help our members connect across Kendall Square to build critical collaborations and partnerships.

CHAMPIONING CHANGE. From diversity, equity, inclusion and belonging to transportation, we convene and empower members to tackle issues that matter, and we facilitate conversations that future-proof our industries.

LIVING UP TO OUR MOTTO – THE FUTURE LIVES HERE. We collect, shape, and distribute our community success stories to promote Kendall's groundbreaking work, locally and globally.

OUR MEMBER BENEFITS ARE UNIQUE

CONNECTIONS AND CONVENINGS

- **Annual Meeting Celebration.** Meet, connect, and spark new ideas with your Kendall neighbors at this celebration of another year of innovation and collaboration.
- **Belonging in Kendall, our Diversity, Equity, Inclusion & Belonging programming.** Join our Foundational Course, Film Series, Community of Practice for DEIB Leaders, and/or Senior Leaders Group.
- **Kendall Square Challenge.** Don't miss this eagerly anticipated annual event—we are adding new twists for 2024. Save the date June 12 for this philanthropic and team-building event.
- **Emerging Leaders Board.** Nominate early career professionals for this group of future-focused leaders who lean in and help identify, analyze, and address the challenges of today, and tomorrow.
- **Community Events**
- **Monthly Member Socials**
- **Peer Professional Meet-Ups**
- **Tours**
- **Transportation Working Group**
- **Work Now Conversations**

All KSA events and programs are part of your membership and open to members and their employees, there are no additional fees, with the exception of the Kendall Square Challenge¹ and the Belonging in Kendall foundational course and Senior Leaders Group²

AMPLIFICATION, SHARING YOUR STORIES

- **Weekly Kendall Now newsletter.** We highlight your organization, your people, and your impact.
- **Kendall Calendar.** We feature your organization's events.
- **Kendall GREEN.** We compile the ways in which the Kendall community leads in combating climate change, and share your sustainability efforts with the world.
- **KSA's Social Media.** We amplify the stories you want to share to a wide audience on LinkedIn and Instagram.

ADVOCACY, OR A PLATFORM FOR COLLECTIVE ACTION

We engage with government officials at all levels on your behalf to help drive economic development for your organization, and for our shared community.

¹For the Kendall Square Challenge, there is a **\$2,500** fee per team fee to cover the cost of the event and meaningful donations to local nonprofits.

²For the Belonging in Kendall foundational course and Senior Leaders Group, participant fees cover the cost of expert facilitators. Those fees are **\$1,500** per person for the course, with discounts available for sponsors and organizations who send 6 or more participants, and typically **\$3,000** for the Senior Leaders Group.



 **Kendall Square Association**
BUILDING A BETTER FUTURE,
TOGETHER



EVENTS ²⁰²⁴

Check out KSA's full [Event Calendar](#) and subscribe to our weekly newsletter, [@KendallNow](#).

KENDALL SQUARE CHALLENGE

JUNE 12
(RAIN DATE: JUNE 13)
REDUCED RATE FOR KSA MEMBERS

Over 50 teams from organizations across Kendall Square gather to compete in a series of physical and mental challenges, all in support of local nonprofits. Then, we celebrate together with a Kendall Square Block Party.

Join [this event](#) for fun, philanthropy and community!

KSA ANNUAL MEETING CELEBRATION

(TENTATIVELY) **OCTOBER**
FREE FOR KSA MEMBERS

Celebrate the innovation and creativity of Kendall Square at this signature KSA event. This annual event is an opportunity to honor the success of our innovation ecosystem in pioneering solutions to global problems and building a collaborative community in Kendall Square.

MEMBER SOCIALS

FREE FOR KSA MEMBERS

Casual gatherings in fun Kendall spaces offer a monthly way for members to mix, mingle, and make connections.

- FEBRUARY 14 ▪ MARCH 13 ▪ APRIL 17 ▪ MAY 15 ▪ JULY 17
- SEPTEMBER 18 ▪ NOVEMBER 20 ▪ DECEMBER 18

KENDALL TOURS

FREE FOR KSA MEMBERS

Join us for a guided tour of Kendall Square's public spaces, businesses and history of innovation and transformation. We'll end the tour at a local Kendall restaurant for a quick lunch. Happening from 12:00 - 1:00 PM.

- MARCH 21 ▪ MAY 23 ▪ JULY 25 ▪ SEPTEMBER 26
- NOVEMBER 14

COMMUNITY EVENTS

FREE FOR KSA AND CAMBRIDGE COMMUNITY MEMBERS

Our mission is to bring the community together! Join these free events in fun spaces as we welcome the Cambridge community to Kendall Square.

- WINTER Ice Skating ▪ FALL Window Painting



 **Kendall Square Association**
BUILDING A BETTER FUTURE,
TOGETHER



PROGRAMMING 2024

To get involved in KSA events and programming, contact hello@kendallsquare.org.

BELONGING IN KENDALL

Building on the transformational Inclusion Drives Innovation (IDI) course we launched three years ago, we have developed a new multi-track approach to building a welcoming community for all in Kendall.

BELONGING IN KENDALL COURSE: We've refreshed the IDI course and will now offer a 5-week foundational course focused on diversity, equity, inclusion, and belonging twice a year, in early spring and fall. The participant fee is \$1,500/person, and sponsorships are available.

FILM SERIES: This new, quarterly film series is designed to gather the Kendall community, raise awareness, and stimulate discussion on belonging, especially in the tech and life sciences sectors. The series is open to all KSA members, free of charge, and sponsorship options are available.

DEIB COMMUNITY OF PRACTICE: We are launching this new community of practice to bring our KSA's leaders in diversity, equity, inclusion and belonging together to share best practices and address common challenges.

EXECUTIVE LEADERSHIP GROUP: We continue to offer senior leaders in Kendall the opportunity to gather in small, facilitated groups to focus on equity and belonging.

KENDALL CALENDAR

With more than 750 events listed in 2023, our newly redesigned Kendall Calendar is the place to go for what's happening in Kendall Square. From live music to free fitness, farmers markets, lectures, art tours, wine tastings, special events, and so much more, our calendar has something for everyone who works, lives, studies, and plays here.

KENDALL GREEN

We're proud of and inspired by the sustainability innovations coming out of Kendall and our community's commitment to deploying state-of-the-art sustainability measures while working to improve the human condition. The Kendall GREEN project is our way of sharing with the world the many ways KSA members are doing their part to combat climate change – *inside, outside, above, below, and beyond our buildings.*

PROFESSIONAL PEER MEETUPS

We host gatherings to enable people from across Kendall to connect and work collaboratively with their counterparts in similar roles – communications, corporate social responsibility, open space planning and programming, and more – at other Kendall organizations. These gatherings help our members share information, benchmark priorities, and problem-solve around emerging issues.

TRANSPORTATION WORKING GROUP

We regularly convene gatherings of transportation professionals and people who seek to help us all move more quickly, safely, and sustainably to, from, and around Kendall Square. In 2024, we'll focus on three areas: working with the MBTA and holding it accountable for safe, reliable, and timely transit; supporting shuttle consolidation; and advancing Grand Junction.

WORK NOW

To address the ever-changing way we work now, we convene the Kendall community periodically to focus on how we can positively impact the future of work and ensure the vibrancy and economic competitiveness of the Kendall community.

JOIN US! Become a Member

As a KSA member, you and your employees will enjoy being a part of KSA signature events and programs.

TIER	1	2	3	4	5
INDUSTRY	Charitable Startups	Financial Institutions Foreign Consulate Government Hotels Professional Services Venture Capital	Construction Incubators Research Institutions	Life Sciences Real Estate Managers & Brokers Tech	Higher Education Real Estate Owners & Developers
PRICE	\$550	\$3,300	\$5,500	\$11,000	\$22,000

Want to announce your arrival, build your brand, engage with the community and support the work we do at the KSA?

Ask us about sponsoring KSA events and programs, more details here or email us at ops@kendallsquare.org.

Aceituna Grill
 Al's Cafe
 Alexandria Real Estate Equities, Inc.
 Alnylam Pharmaceuticals
 Amelia's Trattoria
 Amgen
 Area Four
 AstraZeneca
 Batifol
 Biogen
 BioMed Realty
 Black Diamond Real Estate Advisors
 Blue Bottle Coffee
 Blue Rock Therapeutics
 Bluebird Graphic Solutions
 Boston Marriott Cambridge
 BR+A Consulting Engineers
 Bristol Myers Squibb
 Broad Institute of Harvard and MIT
 BXP
 Cafe Beatrice
 Cafe Luna & Little Luna
 Cambridge Athletic Club
 Cambridge Brewing Company
 Cambridge Community Foundation
 Cambridge Historical Tours
 Cambridge Redevelopment Authority
 Cambridge School Volunteers
 Cambridge Trust Company
 Cambridge Volunteers
 CASPAR Inc. (Cambridge and Somerville Programs for Addiction Recovery)
 Catalyst Conversations
 Cellens
 Charles River Conservancy Inc
 Charles River Recreation
 Charles River Transportation Management Association
 CIC

CLPF Cambridge Science Center, LLC
 c/o Lincoln Property Company
 Coffey Design + Build Company, LLC
 Commonwealth Kitchen
 Community Art Center
 Community Charter School of Cambridge
 Crown Castle
 Cullinan Oncology
 DivcoWest
 Draper
 East End House
 Editas Medicine
 Egnyte
 Eli Lilly
 Elkus Manfredi Architects
 Enroot Education
 Equity Residential
 d/b/a Third Square Apartments
 Eversource
 EVOO & Za
 Fidelity Investments
 Flat Top Johnny's
 Food Bundles
 Food For Free
 Fujii at Kendall
 FUJIFILM Diosynth Biotechnologies
 Global Arts Live
 Good Nature
 Google LLC
 Graffito SP
 Guardian Bio
 Health Yoga Life
 IDEO
 InnerCity Weightlifting
 Innovators for Purpose
 InterSystems Corporation
 Ipsen
 Issues Management Group

Jacobs
 Johnson & Johnson Innovation
 Joint Ventures Physical Therapy
 Jones Lang LaSalle
 Just-A-Start Corporation
 K-oop Hair Styling
 Kendall Flower Shop
 Kendall Kitchen
 Kids in Tech
 LabCentral
 LCOR Incorporated
 Legal Sea Foods
 Life Science Cares
 Locke Bar
 Mamaleh's Delicatessen & State Park
 Margaret Fuller Neighborhood House
 Massachusetts Institute of Technology
 MassBio
 McPhail Associates, LLC
 Meta Platforms Technologies, LLC
 Mex & Mexcito Restaurant
 Microsoft
 MIT Endicott House
 MIT Investment Management Company
 MIT Museum
 Museum of Science
 My Brother's Keeper Cambridge
 New England Development
 Novartis
 Novo Nordisk
 Olin College of Engineering
 Oxford I Asset Management USA Inc.
 Per Scholas
 Pfizer
 Philips Research North America
 Pine Village Preschool
 PRB Boulangerie
 Pulsar Bio
 QurCan Therapeutics

Ragon Institute of MGH, MIT, and Harvard
 Ripple Cafe
 Robo-Street Trucks
 Row 34
 Sanofi | Genzyme
 Saté Grill
 Science Club for Girls
 Scrapp
 Shy Bird
 Siena Construction Corporation
 Smoot Construction
 Spatio Metrics
 Sumiao Hunan Kitchen
 Sulmona Group
 Technology Exchange Lab
 The Briar Group
 The Bulfinch Companies Inc
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 The Haute House Design Studio
 The Kendall Hotel
 The Lab Project
 The Lexington
 The Link
 The Loop Lab
 The Smoke Shop
 The Young People's Project
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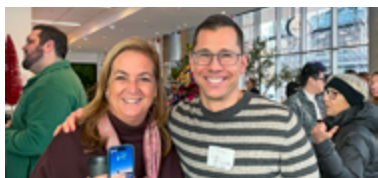
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3 FACTS ABOUT KENDALL SQUARE

1

200+ life sciences and technology organizations have a presence in Kendall, including 17 of the world's top 20 life sciences organizations and 6 of the world's largest tech companies.

2

101 Nobel laureates come from Kendall Square, that's about 10% of the Nobel prizes ever awarded.

3

Every day Kendall individuals and organizations develop life-saving, game-changing, sustainable innovations.

Innovation is what we do in Kendall Square. Across hundreds of organizations and more than 21,000,000 square feet of office, lab, industrial, and academic buildings we are united by our commitment to improving the human condition.



KENDALL SQUARE SHINES BRIGHTLY

KENDALL SQUARE shines brightly across Cambridge, across Massachusetts, and across the globe. Kendall Square is an integral part of the seven square miles that constitute Cambridge, and is an important driver of the Massachusetts economy.

Fifteen years ago, people and organizations in Kendall Square came together to form the Kendall Square Association (KSA). **Together, the KSA's founders built a collaborative, purpose-driven community focused on life-saving, game-changing, sustainable innovation.**



Kendall's history goes back far further than 15 years. Some 400 years ago Kendall was marshland across the Charles River from Boston, and eventually became a port. With the construction of the West Boston Bridge in 1794, Kendall grew into a hotbed of industrial innovation—making flexible rubber hoses, train cars, and bike tires. MIT moved to

Cambridge in 1916, and industry shifted to the production of soap and candy, and then radar, microwaves, the Apollo space project, cameras, planes, missiles, and technology including Lotus 123.

Biogen was the first in the wave of biotech firms, followed by Genzyme and nonprofit research institutions, the Broad and Whitehead Institutes,

which together developed much of the Human Genome project. With CIC, LabCentral, the Cambridge Redevelopment Authority and more came incubators, startups, and investors who helped create the ecosystem we know today that developed COVID vaccines and has become a leader in AI in life sciences research.

WATCH our "Kendall Square: The Future Lives Here" video at <https://kendallsquare.org/>



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QUESTIONS? Email beth@kendallsquare.org

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