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Business: 5 Businesses Facing A Momentous Renaissance

By Elizabeth Saucier



(Image from The Boston Globe's David L. Ryan)

Despite the tough economy, the demand for certain businesses is blossoming. It's fairly common to see new companies emerging and growing, and old ones seeing a rebirth due to economic or financial forces. Boston Mayor Thomas M. Menino is, in part, responsible for a few of these ventures, by backing the growth of both retail and community organizations. However, others are independent ventures that appease their customers with prompt service and quality products. With a hopeful economic outlook, here are 5 budding businesses sure to curb your doubts.

Floating Hospital for Children

Boston's Floating Hospital for Children was losing patients and revenue at an alarming rate seven years ago, unable to compete with Harvard's pediatric hospitals. Rising health care costs, however, have changed all that. Because the hospital, also known as the Floating, provides high quality care for thousands of dollars less than its competitors, it is seeing a resurgence of its amount of patients, which has risen 27 percent over the past three years. But that's not all. The hospital has also employed thirty-five new physicians, and is expanding due to its collaborations with other community hospitals.

- [The Floating explains how its affiliations improve pediatric care.](#)

Community Organizations

Mayor Manino's Renew Boston organization, an energy efficient partnership with

NSTAR and National Grid, plans to grant \$150,000 to energize three community organizations. Network coordinators from the three organizations, Nuestra Comunidad's Partnership for Greening Blue Hill Avenue, East Boston's Neighborhood of Affordable Housing (NOAH), and the Dorchester Bay Economic Development Corporation, will help Renew Boston provide Boston residents and businesses with weatherization programs, thereby decreasing utility bills.

- [Read Mayor Manino's official announcement.](#)

Retail Chains

Ninety-two percent of U.S. retailers are planning to increase store openings as consumers resume their shopping regimens, according to a 2010 survey by CB Richard Ellis Group, Inc. As the economy gets better with time, retailers including Target Corp., Whole Foods Market, Inc. and CB2, plan on moving into Fenway's area. The demographic proves promising due to Fenway's good neighborhood, frequent foot traffic and convenient transportation. In another part of the city, on Newbury Street, about 20 new shops have launched in the past year, and Panera also hopes to open more locations in the city.

- ["Retailers are increasingly more confident about their growth plans," says CB Richard Ellis Group, Inc.](#)

Specialty Cafes

Despite there being a Dunkin Donuts or Starbucks on just about every street in Boston, smaller coffee shops have their place too. About a dozen independent cafes have opened up in Boston in the past year. Their differences from larger enterprises are simple; a slower, individual brew per cup enhances the coffee's subtle flavors, and in the case of Thinking Cup, taste is just as important as the artistic presentation. Atomic Bean Cafe opened a few years ago, and stands out as an eco-friendly shop, using fresh coffee beans and serving drinks in recycled cups.

- [DailyCandy refers to Atomic Bean as a "retreat."](#)

Business for Breakfast

Sealing a deal over a meal is still an important concept in business, but power lunches are turning into power breakfasts. For non high-profile meetings that do not warrant an upscale meal, breakfast may be more appropriate, plus it's highly affordable. This trending tasteful frugality has restaurants including breakfast as a main, and sometimes new, part of their menus. Breakfast is relatively new to [Legal Sea Foods'](#) menu, while the casual atmosphere and large flapjacks at [Charlie's Sandwich Shoppe](#) and [Henrietta's Table](#) will put any client at ease.

- [The Boston Business Journal reflects on power breakfasts.](#)