



Thank you to Co-Host Worcester Regional Chamber of Commerce



Thank you to Event Sponsors Mercantile Center, One Mercantile, Bowditch, and Cutler





MassEcon’s mission is to promote and champion Massachusetts as the best place to start, grow and locate a business. Built upon a robust network of corporate and civic members, MassEcon convenes public and private sector leaders of industry to create an inclusive business ecosystem that enhances job growth across a diverse talent pool, promotes investment in all communities, and expands equitable opportunities throughout the Commonwealth.

Welcome



What do we tell the world about the advantages of business locations in Central Massachusetts?

MassEcon Regional Spotlight & Reception Series: **Central**

AGENDA

- I. Introductory & Sponsor Remarks
- II. Regional Economic Snapshot
- III. Welcome Remarks & Moderator Introduction
- IV. Industry-Employer Panel
- V. Economic Developer Panel
- VI. Close

T
H
A
N
K

YOU!

Our Co-host



WORCESTER REGIONAL
CHAMBER OF COMMERCE
RECRUIT | RETAIN | INCUBATE

Our Event Sponsors



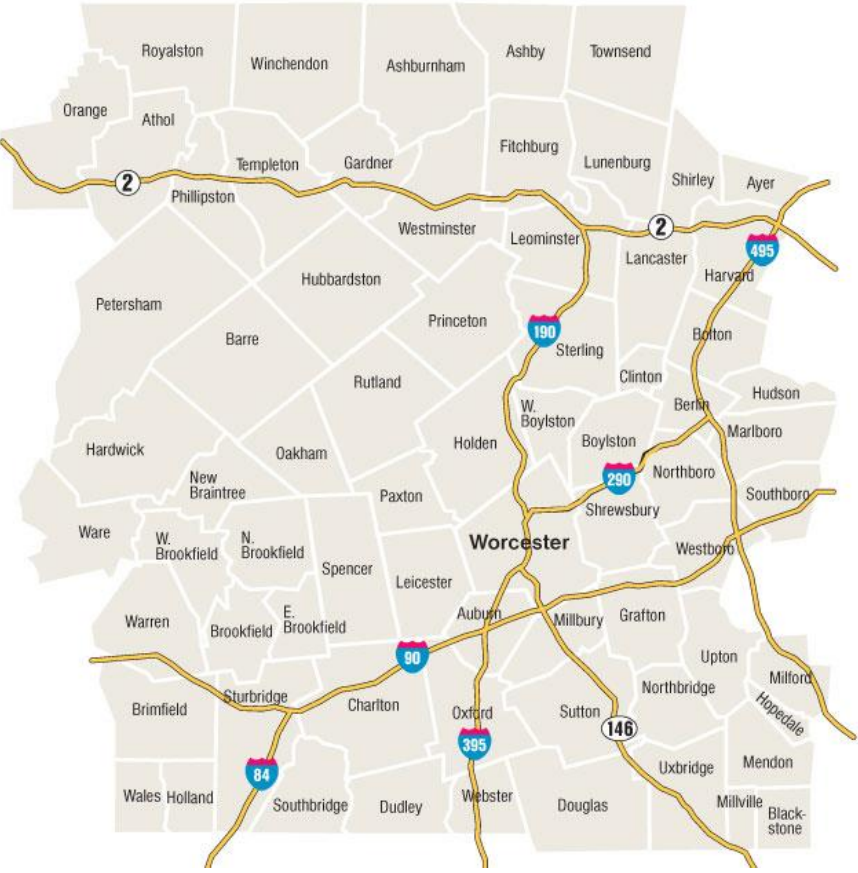
one
Mercantile

BOWDITCH
ATTORNEYS

Cutler
Associates
Since 1972

Central Massachusetts Region

Economic Snapshot





928,478 population

488,585 resident labor force

38.48 % with 4-year college degrees

8.8 % more with associate degrees

38,935 business entities

100+ employee entities **597**

1,000+ employee entities **21**



The regional economy is anchored in four industry areas – **Manufacturing, Education and Health Services, Professional & Business Services, Agriculture** - that are responsible for 50.4 % of Worcester County employment.

- Growing life sciences industry. Resilient manufacturing. Tourism and Recreation assets and small, but growing agriculture.
- Infrastructure – Rail, Highway, access to airports
- Strong business climate, and 8 million customers within 50 miles
- Higher Education and Hospital assets
- Quality of Life

Sample Worcester County High Concentration Industries, 2020

	Entities	Employees	LQ
Abrasives product manufacturing	4	617	27.43
Analytical laboratory instrument manufacturing	9	1,782	19.21
Optical instrument and lens manufacturing	8	876	17.4
Savings institutions	126	1,567	7.25
All other plastics product manufacturing	46	3,150	4.56
Semiconductors and related device mfg.	10	1,988	4.56
Apple Orchards	10	264	4.02
Research and development in biotechnology	61	2,161	3.9
Pharmaceutical preparation manufacturing	9	1,522	3.02
Environmental consulting services	11	456	2.26
Colleges and universities	14	5,814	1.95
Other technical consulting services	102	1269	1.79
Breweries	19	319	1.66
Machine shops	75	762	1.29



27 times the national per capita jobs for this industry

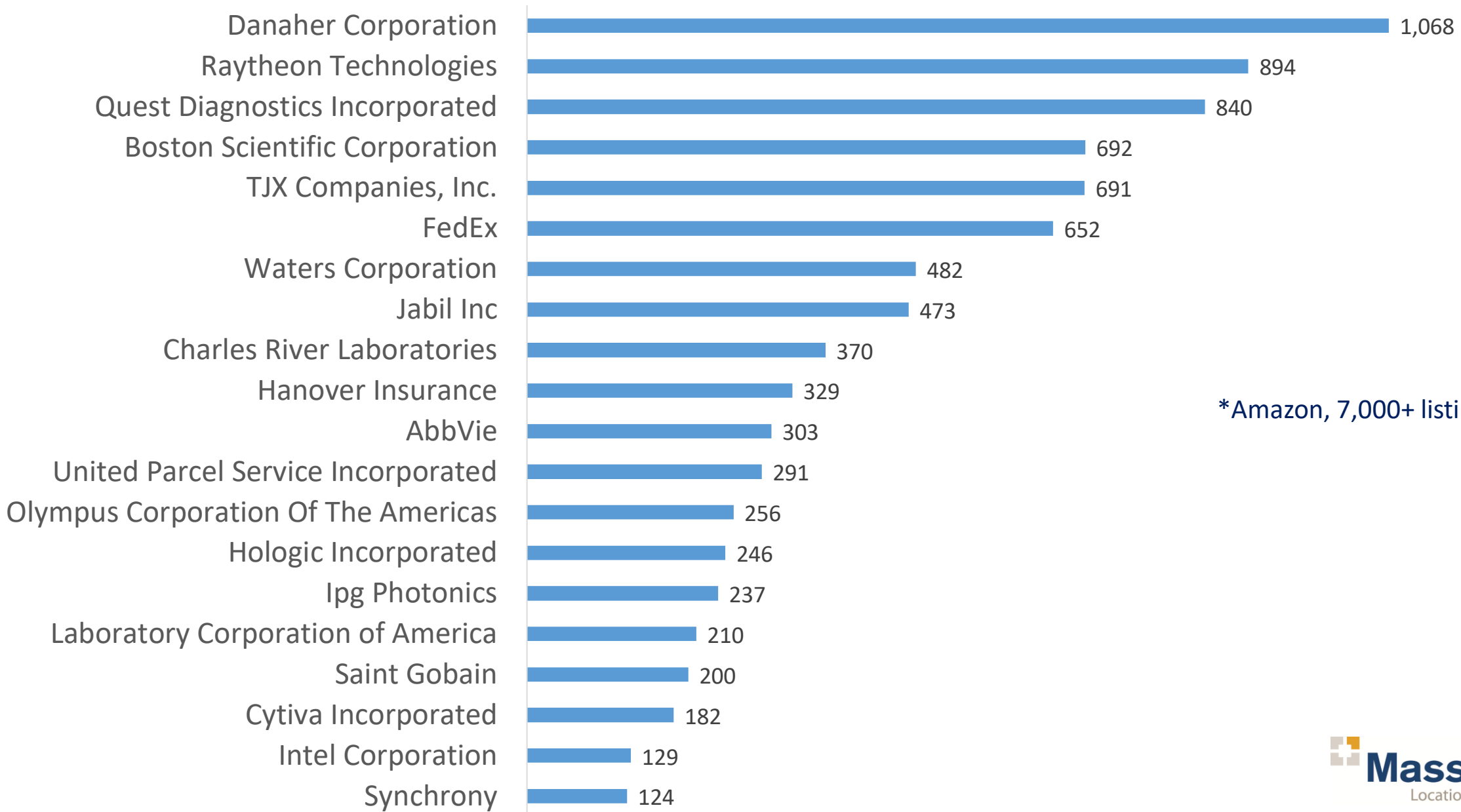


3.9 times the national per capita jobs for this industry

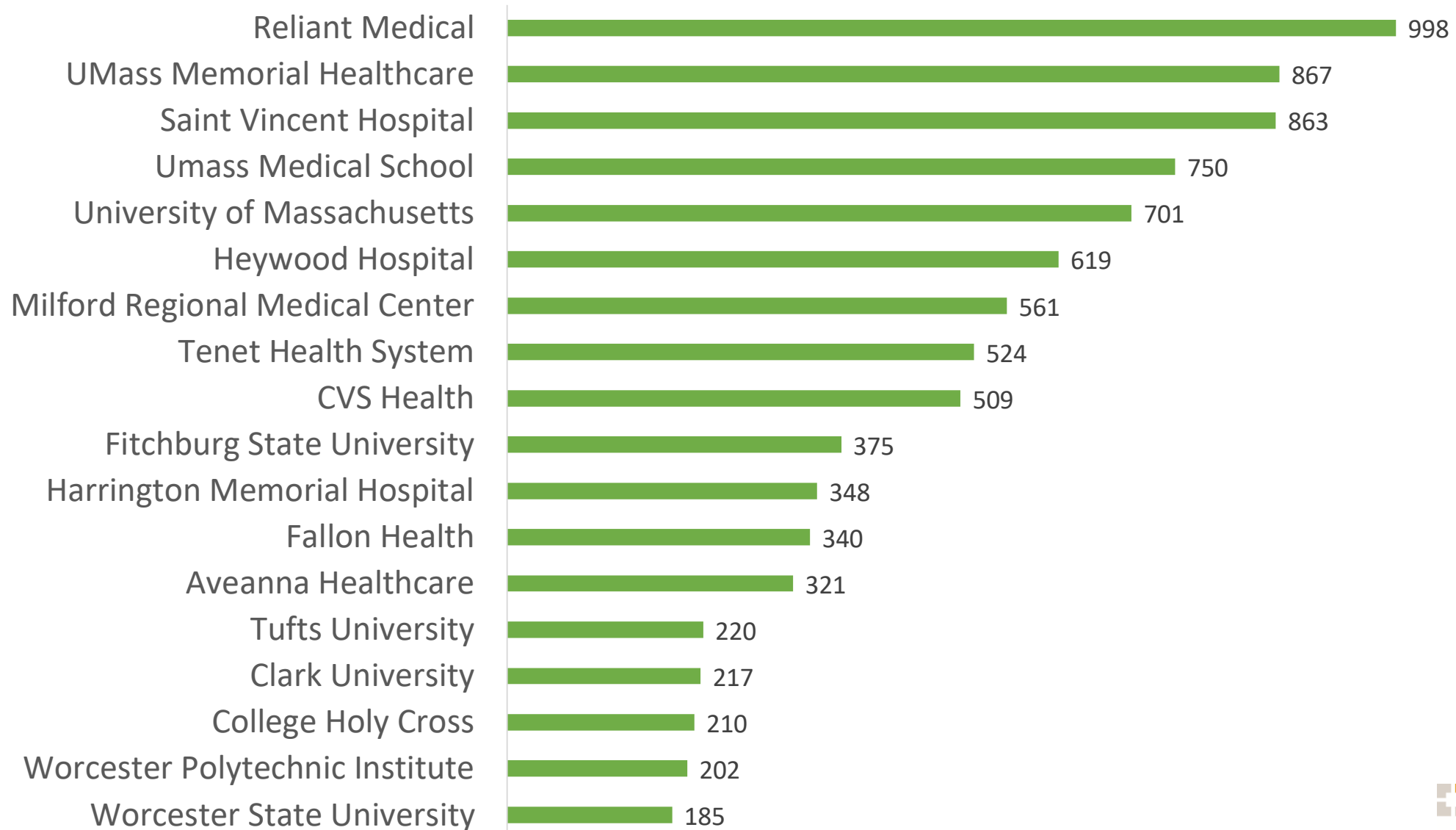
What is a
Location Quotient?

These industries accounted for **\$2.2 billion** in regional payroll in 2020.

Who was Hiring in “Export Industries: in Central MA Region, Last 12 Months



Who was hiring in Healthcare and Higher Education in the Central MA Region, Last 12 Months

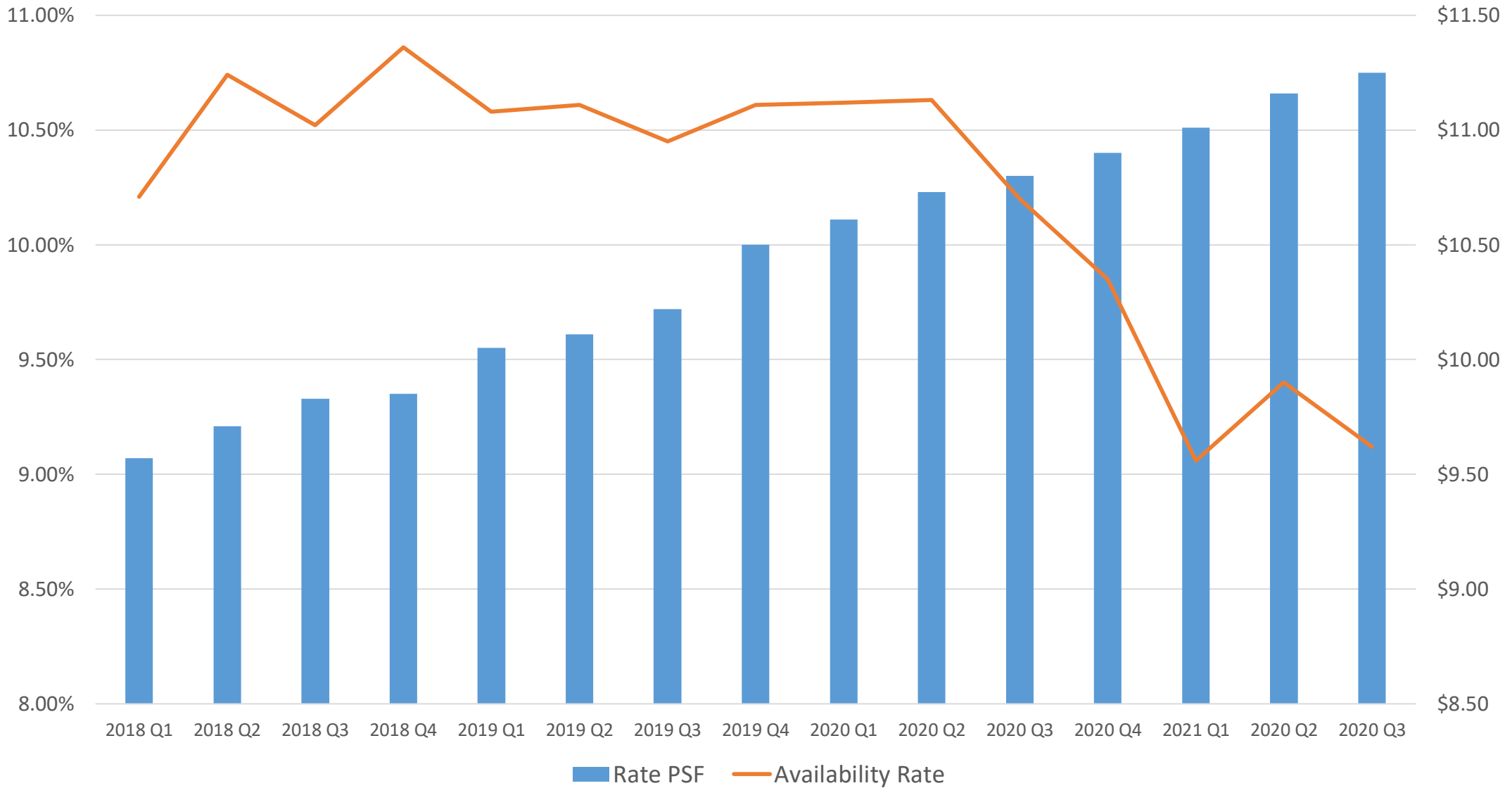


MassEcon-assisted Site Location Projects*, by Region of Interest

	2019	2020	2021
Greater Boston	33%	18%	15%
Statewide	18%	27%	21%
Northeast	15%	10%	10%
MetroWest	12%	14%	2%
Central	9%	16%	23%
Southeast	8%	10%	8%
West	5%	4%	10%
Unknown			10%

**48 MassEcon-assisted project to date in 2021*

3-year Worcester County Commercial Property* Rate and Availability Trend



**includes Industrial, Office, and Flex properties*

Welcome Remarks



Tim Murray

President and CEO,



WORCESTER REGIONAL
CHAMBER OF COMMERCE
RECRUIT | RETAIN | INCUBATE

Our Moderator

Robert D. Cox, Jr.

Managing Partner,

BOWDITCH

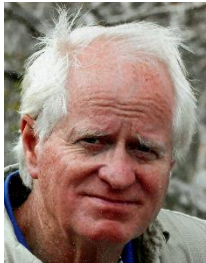
ATTORNEYS



What should we be telling the world about doing business in central Massachusetts?



Industry-Employer Panelists



*Chris Crowley
Executive Vice
President &
Treasurer
Polar Beverages*



*Reverend Debora
Jackson, D.Min.
Professor Practice
Dean
Worcester
Polytechnic
Institute Business
School*



*Jon Weaver
President & CEO
Massachusetts Biomedical
Initiatives*



*Bruce Platzman
President
AIS, Inc.*



Economic Development Panelists



*Meredith Harris
Executive Director
Marlborough EDC*



*Peter Dunn
Chief Development
Officer
City of Worcester*



*Roberta Brien
Vice President of
Projects
Worcester Business
Development
Corporation*



*Roy Nascimento
President & CEO
North Central
Chamber of
Commerce*