



MassEcon

ANNUAL
2014
REVIEW

celebrating
20⁺
Years



Susan Houston
Executive Director



Fred Mulligan
Chairman

Dear Friends:

It is our pleasure to report to you on the efforts and accomplishments of MassEcon for 2014.

With the economy having exhibited unequivocal growth, MassEcon continued to invest in initiatives that are essential for the long term. Celebrating the achievements of businesses that invest in Massachusetts; welcoming start-ups and companies new to Massachusetts; and promoting the assets of all regions of the state are foundational elements of MassEcon's work.

During 2014, 60 companies planning for future growth relied on MassEcon's services to evaluate the Commonwealth as a location for expansion and relocation. Our progress over the year reflects the efforts of a team that includes public officials; industry and trade associations; the business community; state, regional, and local economic development professionals; and our dedicated corps of members. We are fortunate to work with so many capable parties in promoting the assets of Massachusetts.

Looking ahead, with projections of continued economic expansion, it is essential that the entire Commonwealth be poised to capture its fair share of growth. Retaining and attracting business requires an organized effort of an informed and creative economic development team. Having worked in partnership with five gubernatorial administrations, MassEcon brings a consistent, non-partisan voice to the enterprise, and we are proud to be a player on the team.

We thank our members, staff, and partners for making our work possible.

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MASSECON is a non-profit, non-partisan entity that serves as the state's private sector partner in promoting Massachusetts as the premier choice for business growth. Deploying on-the-ground services since its founding in 1993, MassEcon works to ensure that business stays, grows, and thrives in the Commonwealth.

Site Location

MassEcon's statewide Site Finder Service is an economic development resource for companies seeking to expand or locate within Massachusetts. MassEcon staff work cooperatively with real estate brokers, site location consultants, and state, regional, and local economic development officials to enable companies to access property information that supports their real estate and location needs.

Research & Information

MassEcon provides expanding and relocating companies with information about demographics, workforce, education, infrastructure, industry sectors, and other matters relevant to the location decision. In comparing Massachusetts to other states, MassEcon ensures that the full value proposition for a Massachusetts location is evident. Providing more than data, this service links companies with people and resources on the state, regional, and local levels.

Marketing

Under the banner of *Massachusetts, It's All Here*, MassEcon celebrates the achievements of Massachusetts companies from all regions of the state through its annual Economic Impact Awards; takes the Massachusetts story on the road through selected trade show and business development missions; and serves on the board of the Massachusetts Marketing Partnership.

Massachusetts Ambassadors

MassEcon oversees the Massachusetts Ambassadors program, a network of senior executives throughout the Commonwealth who serve as peer contacts for companies evaluating the state as an expansion location. Ambassadors can volunteer their time by hosting visiting executives, providing media testimonials on Massachusetts as a place to live and work, sponsoring welcome receptions for companies new to Massachusetts, and other activities.

“MASSECON'S PARTNERSHIP WITH FIVE GUBERNATORIAL ADMINISTRATIONS IS A TESTAMENT TO THE ENDURING NATURE OF THE ORGANIZATION'S WORK.”

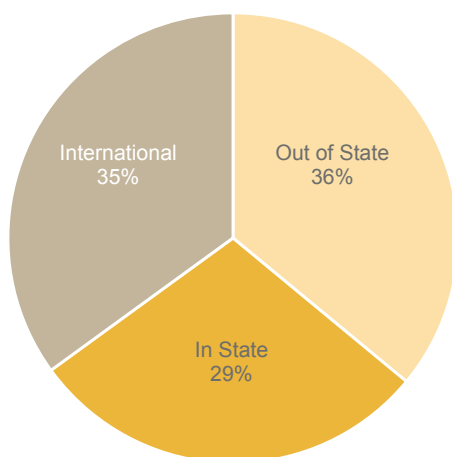
GOVERNOR DEVAL L. PATRICK

Results: by the numbers

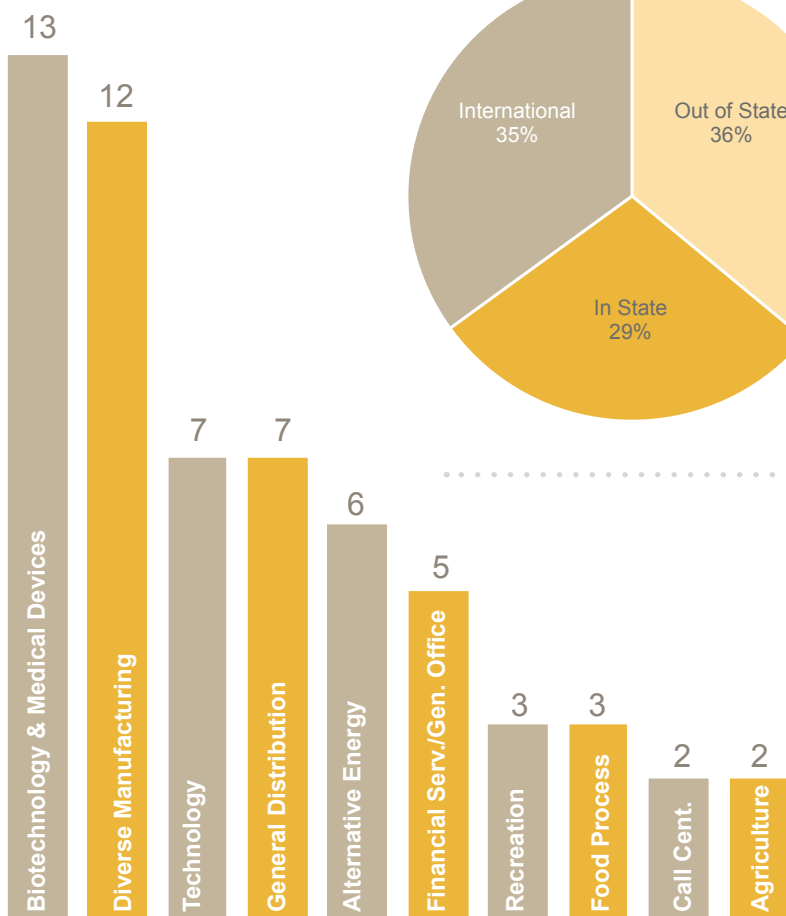
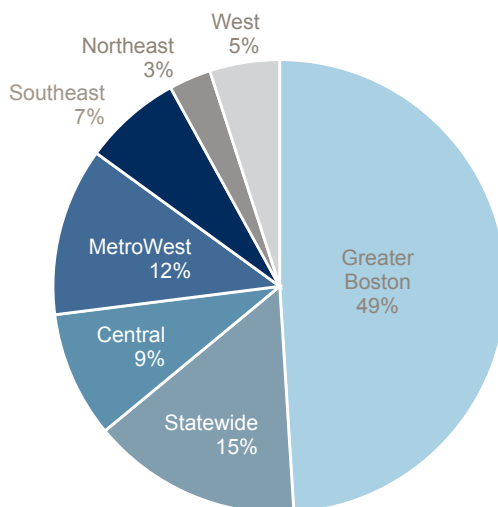
IN CONJUNCTION with the Massachusetts Office of Business Development and other state, regional, local, and industry partners, MassEcon is proud to have provided services this year to 60 companies considering Massachusetts as an expansion location; these companies represented a total of 5,500 jobs and came from in state, out of state, and abroad.

Meet the companies

Where they come from



Where they want to locate



Choosing Massachusetts in 2014

Baxter Cambridge
GE Healthcare Marlborough
CNR Changchun Railway Springfield
Amazon Stoughton

“MASSECON IS AN OUTSTANDING RESOURCE FOR OUR CLIENTS. THEY UNDERSTAND THE KEY BUSINESS FACTORS THAT DRIVE THE LOCATION DECISION AND SERVE AS A CRITICAL LINK BETWEEN THE PUBLIC AND PRIVATE SECTORS.

DENNIS J. DONOVAN, PRINCIPAL, WDG CONSULTING, LLC



Baxter's new home: 650 East Kendall Street in Cambridge. Photo: Courtesy of BioMed Realty.

Spotlight: Baxter

In 2014, Baxter announced its intention to locate its Global Biologics Innovation and R&D Center in Cambridge. Baxter's search for a

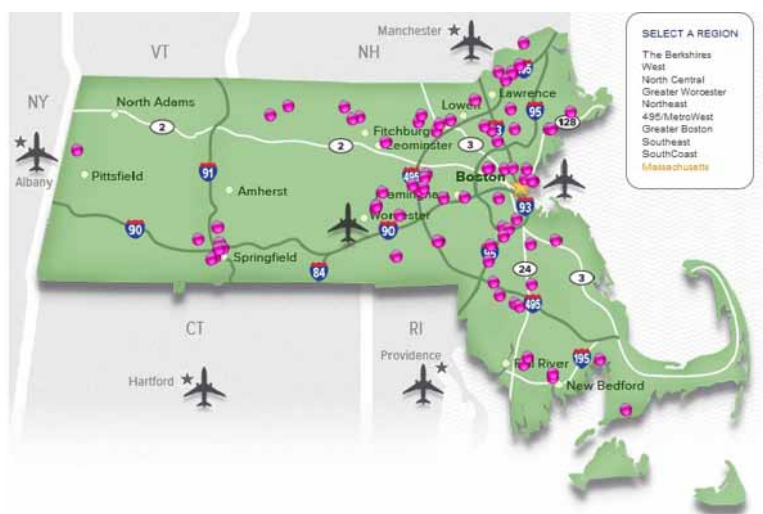
location, which began in October 2013 and culminated in a lease signing in September 2014, exemplifies MassEcon's services at work. A trusted source of intelligence for site selection advisors, MassEcon was

asked by Baxter's consultant, Deloitte Consulting Chicago, to provide guidance in searching for a Massachusetts location. MassEcon tapped the trade association, MassBio, for industry expertise, and together the MassEcon-MassBio team coordinated a year-long effort that included real estate tours; meetings with industry executives; overview of schools, neighborhoods, and amenities; introductions to state and local officials; and more. Many parties contributed to the effort including the Massachusetts Life Sciences Center, the Executive Office of Housing & Economic Development, the Massachusetts Office of Business Development, and MassEcon members. The result is a win for the Commonwealth: 400 new jobs will be brought to the state.



The ReadyMass 100, an online resource, showcases a continually refreshed portfolio of up to 100 market ready properties that

provide location options for expanding and relocating companies. These properties are zoned, permitted, infrastructure served, and in Class A condition. Representing diverse property types, and selected by a committee of real estate experts twice yearly, they send a concrete message to the marketplace that Massachusetts can meet the real estate needs of growing companies in all parts of the state. MassEcon markets these properties through massecon.com, earned media, and through a series of receptions with national site selection advisors.



Partners: building connections



Lyn Kaplan of Insperity and
Dave Hayes of BSC Group

Private Sector Engagement

A UNIQUE element of MassEcon's services is the ability to rally its private sector membership to support business recruitment and retention. Under the Team Massachusetts umbrella, MassEcon members volunteer to provide real estate market overviews, site tours, cost estimates, community information, sector knowledge, and more — all on behalf of growing jobs in Massachusetts.

Regional & Local Partnerships

MASSECON'S corporate members from the regional and local economic development community immeasurably add to the ability to promote the assets of all regions of the state. Working together with MassEcon, these organizations are instrumental in educating decision-makers about the benefits of growing businesses in their areas. MassEcon staff, in turn, provides resources to its local and regional partners. In 2014, MassEcon staff presented expertise at the Town of Westborough Economic Development Committee, MassInc Forum for Gateway Cities, and MassDevelopment Academy in Milford. MassEcon also served on the New England Economic Partnership board and the EDC of Western Massachusetts Corporate Attraction Committee.

- 1Berkshire
- 495/MetroWest Partnership
- City of Boston/BRA
- Brockton 21st Century
- Marlborough EDC
- Merrimack Valley EDC
- MetroWest Chamber of Commerce
- North Shore Alliance for Economic Development
- Pittsfield Economic Development Authority
- Quincy Chamber of Commerce
- SouthCoast Development Partnership
- Taunton Development Corporation
- Town of Framingham
- Westborough EDC
- Western Massachusetts EDC
- Worcester Regional Chamber of Commerce

“MASSECON IS AN INVALUABLE PARTNER IN ENSURING THAT NEW BEDFORD HAS ACCESS TO KEY OPPORTUNITIES TO BRING INVESTMENT AND JOBS TO OUR CITY AND REGION. ITS NATIONAL MARKETING EFFORTS PROVIDE US WITH AN EXCELLENT PLATFORM TO SHOWCASE OUR ASSETS.

DEREK SANTOS
EXECUTIVE DIRECTOR
NEW BEDFORD ECONOMIC DEVELOPMENT COUNCIL



Annual Conference presenters (from left) Anita Worden, Tim Healy, and Secretary Greg Bialecki.

Conference Panelists

Moderator

Greg Bialecki

Secretary of Housing & Economic Development

Panelists

Tim Healy

Chief Executive Officer,
Chairman & Co-Founder
EnerNOC

Anita Worden

Co-Founder & Chairwoman
Solectria Renewables

Joseph Zink

President & CEO
Atlantic Management

MASSECON'S Annual Conference —

Prime Properties, Prime Communities: Choosing Locations for Growth-Oriented Companies was held for over 115 attendees on June 20 at the Newton Marriott Hotel. Massachusetts Secretary of Housing & Economic Development, Greg Bialecki, moderated the event, and the panelists provided insights on location and its impact on companies' competitiveness. Recruitment of talent, amenities, commuting patterns, and occupancy costs all featured in the wide-ranging discussion with perspectives from Boston's Innovation District, City of Lawrence, and MetroWest.



(top left) Tim Healy of EnerNOC presenting remarks



(top right and bottom left) Anita Worden of Solectria Renewables and Joseph Zink of Atlantic Management responding to questions from audience.



Scott Madden of Connelly Partners co-leads Marketing Workshop

CONFERENCE WORKSHOPS

Workshops were introduced at this year's Annual Conference to enable conference attendees to interact in small group settings with experts in place marketing, site selection, and incentives.

TOPICS

- Marketing Matters: Positioning Your Location for Competitive Advantage
- Behind the Scenes of Corporate Site Location
- Win-Win: Creating an Incentive Package that Both Your Community and Company Will Love
- ReadyMass 100: Getting Your Property on the Short List of Top MA Locations



EACH YEAR, MASSECON HONORS growing businesses from each of the Commonwealth's five regions that make outstanding contributions to the Massachusetts economy. This event, which is the only celebration of its kind in Massachusetts, has recognized dozens of companies from throughout the state that have been leaders in job growth, financial investment, and community involvement. The process is launched with a Finalists Reception in September, when all finalists have an opportunity to tell their story before their peers, and it culminates with an awards luncheon on the Tuesday before Thanksgiving. On November 25 before 400 guests, MassEcon presented the **Eleventh Annual Team Massachusetts Economic Impact Awards** to 18 outstanding companies and to Governor Deval L. Patrick who displayed exemplary leadership in economic development throughout his eight years in office. This year also recognized three companies as Community Heroes.



ECONOMIC IMPACT AWARD WINNERS

2014

CENTRAL

Gold AIS, Inc.
Silver Quest Diagnostics
Bronze Pall Life Sciences

GREATER BOSTON

Gold EF Education First
Silver Biogen Idec
Bronze Pfizer

NORTHEAST

Gold Keurig Green Mountain
Silver Asahi/America
Bronze Entegris

SOUTHEAST

Gold Hydroid
Silver Matouk
Bronze Crown Uniform & Linen Service

WEST

Gold Sinicon Plastics
Silver Nuclea Biotechnologies
Bronze Menck Windows

COMMUNITY HEROES

Accurounds Avon
PlumChoice Lowell
uniQure Lexington

Corporate Welcome Reception

EACH YEAR, MASSECON WELCOMES companies new to Massachusetts at its Corporate Welcome Reception held at Genzyme's beautiful headquarters in Cambridge. The event brings together over 100 private sector leaders and senior state officials to welcome companies that have recently opened offices in the state and to introduce them to the rich Massachusetts network.

Attend.com | BAUM USA | CareCloud | Cryogenetics | Cybereason | Emirates Airline | EthoSolar | Facebook
Great Wolf Resorts | Jabil/Nypro | LabMinds | McGraw-Hill Education | Menck Windows | RapidMiner
Synacor | Velesco Pharma | WeWork | Wisetek



Honorees at the Sixth Annual Corporate Welcome Reception which welcomed 18 companies whose executives are pictured above

Thank you to host Genzyme and sponsor WinterWyman



(from left) Joe Sawyer and John Hallock from CareCloud



Ingo Mierswa from RapidMiner

MassEcon on the Road

Helping the Commonwealth grow its rich economic base, MassEcon each year hosts out of state events that introduce the assets of Massachusetts to corporate site selectors, those professionals on the front lines representing companies considering expanding or relocating. Our goal is to ensure that Massachusetts is on the short list as companies consider their expansion; as a result of relationships developed at these events, MassEcon is called upon as a credible resource for information about the Commonwealth.

Over the course of 2014, MassEcon hosted Massachusetts hospitality receptions in **New York City** in conjunction with the Medical Device & Manufacturing Show; in **Chicago** at the United Center; and in **Washington D.C.** in conjunction with the CoreNet Global Summit. MassEcon also participated in the Massachusetts Pavilion at the BIO Summit in San Diego. Helping tell the Massachusetts story were MassEcon members from MassDevelopment, Hinckley Allen, Marlborough Economic Development Corporation, VHB, Patriot Place, Sasaki Associates, and Investment Consulting Associates.

You Are Cordially Invited

March 31, 2014

Massachusetts Hospitality Reception

You are cordially invited to a reception with Massachusetts economic development officials and business leaders at the United Center. Learn more about what Massachusetts has to offer your clients.

March 31, 2014
7:00pm
Food and drinks will be served

United Center
Suite P39
Boston Celtics vs. Chicago Bulls

Thank you to our sponsor



MassEcon
Location is everything.

For questions contact Doug Kiehl, Senior Director
(617) 624-4000 x12 • www.massecon.com



January 24

Members Meeting
Dr. Alan Clayton-Matthews
Professor, Northeastern University

March 21

Members Meeting
Lisa Strout
Director, Massachusetts Film Office

March 31

Hospitality Reception for Site
Selectors at United Center
Chicago

April 16

Corporate Welcome Reception
Genzyme

May 16

Members Meeting
Dr. Patricia Flynn
Trustee Professor of Economics &
Management, Bentley University

June 10-13

MassEcon at Medical Design &
Manufacturing East Conference
New York

June 23-27

MassEcon at BIO Summit
San Diego

June 20

Annual Conference
Prime Properties, Prime Communities
Newton Marriott Hotel

July 16

Summer Reception
John Barros
Chief of Economic Development, City
of Boston

September 17

Economic Impact Award Finalists
Reception

September 24

Members Meeting
Liz Levison
Human Resources Business Partner,
Quest Diagnostics

October 25-29

Business Attraction Mission
Washington, D.C.

November 25

Economic Impact Awards Luncheon
Boston Renaissance Waterfront Hotel

December 11

Annual Holiday Lunch
Laurie Leshin
President, WPI
UMass Club



Todd Bachelder of Menck Windows and Bill Harris of Perkins + Will at Finalists Reception



Edgar Alejandro of Eversource Energy as judge at Finalists Reception



Governor Deval L. Patrick and MassDevelopment's Marty Jones at Economic Impact Awards Luncheon



MassEcon Chairman Fred Mulligan at Annual Holiday Lunch



Annual Holiday Lunch speaker Laurie Leshin, President of WPI



Executive Director Susan Houston thanking Chairman Fred Mulligan of Cutler Associates for his three years of service



Secretary Greg Bialecki as moderator at June Annual Conference



(from left) Community Hero winner Mike Tamasi of Accurounds with Citizens Bank representatives Rick Musiol and Greg Buscone



TD Bank's Louise Wager and Rebecca Frisch at Corporate Welcome Reception



Greg Buscone of Citizens Bank at Finalists Reception



New MassEcon members from Sasaki Associates, Janitronics, and CBRE/New England



John Barros delivering remarks at Summer Reception held at Nutter McClennen & Fish LLP



WPI representatives gather with WARNER robot at Annual Holiday Lunch



Mark DiNapoli of Suffolk Construction introducing WPI President Laurie Leshin at Annual Holiday Lunch



Mayor of Lawrence, Dan Rivera (third from left), with Economic Impact Award winners from Asahi/America



Mike Scott, of Nutter, McClennen & Fish LLP, welcoming guests to the Finalists Reception

“LEADERS OF EVERY INDUSTRY SHOULD BE INVOLVED WITH MASSECON. MASSECON IS UNIQUELY POSITIONED — BECAUSE OF ITS STATEWIDE REACH AND COLLABORATIVE ETHIC — TO MAKE IMPORTANT CONTRIBUTIONS TO THE STATE’S BUSINESS CLIMATE.

JERRY SARGENT
PRESIDENT, CITIZENS BANK, MASSACHUSETTS

STAFF

Susan Houston
Executive Director

Douglas Kehlhem
Senior Director

Annie O'Connell
Marketing Communications Coordinator

Samantha Lordi
Marketing Communications Manager

Marketing Assistants
Melissa Fu
Sam Melnick
Sofia Rojo del Busto

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Christopher Crooks
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Chuck Fuller
Fidelity Investments

David Hayes
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David L'Heureux
Santander

Marty Jones
MassDevelopment

Christopher Steele
Investment Consulting Associates

David Tibbetts*
Merrimack Valley Economic Development Council

William Van Dam
Eversource Energy

**Executive Committee*



MassEcon
Location is everything.

MEMBERS

1Berkshire

495/MetroWest Partnership

Aerotek

AGC of Massachusetts

ARC/Architectural Resources
Cambridge

Atlantic Management

BioMed Realty Trust

Bowditch & Dewey

Brockton 21st Century

BSC Group

BU Metropolitan College

Campanelli

CBRE/New England

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City of Boston/BRA

cm&b

Coldwell Banker Residential Brokerage

Connelly Partners

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NAI Hunneman

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NB Development Group

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Development

Nutter McClennen & Fish LLP

O'Connell Companies

Ozzy Properties

Patriot Place

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Pittsfield Economic Development
Authority

PM Group

Quincy Chamber of Commerce

Santander

Sasaki Associates

SouthCoast Development
Partnership

Suffolk Construction

Taunton Development Corporation

TD Bank Group

Town of Framingham

Transwestern | RBJ

UMass

Unitil

VHB

WPI

Westborough Economic
Development Committee

WinterWyman

Worcester Regional Chamber of
Commerce

Wyman Street Advisors



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www.massecon.com