

# 20<sup>th</sup> Annual Team Massachusetts Economic Impact Awards

## Judges Orientation October 23, 2023

### Agenda

- I. Timeline
- II. Award Criteria and Evaluation Guidance
- III. The Site Visit
- IV. Additional Awards – Input Sought
- V. Addendum – About MassEcon



## Judges for the 20<sup>th</sup> Annual Impact Awards

REGION/JUDGE	COMPANY	EMAIL
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<b>Rick Sullivan - Captain</b>	Western MA EDC	<a href="mailto:r.sullivan@westernmassedc.com">r.sullivan@westernmassedc.com</a>
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<b>Carl Rust</b>	UMass	<a href="mailto:carust@umass.edu">carust@umass.edu</a>
<b>CENTRAL MASS</b>		
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<b>Dave Ortendahl</b>	WPI	<a href="mailto:dortendahl@wpi.edu">dortendahl@wpi.edu</a>
<b>Tiffany Gallo</b>	Timberline Construction	<a href="mailto:tgallo@timberlineconstruction.com">tgallo@timberlineconstruction.com</a>
<b>Kelly Arvidson</b>	MassDevelopment	<a href="mailto:karvidson@massdevelopment.com">karvidson@massdevelopment.com</a>
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<b>Jim Boudrot</b>	Hunneman	<a href="mailto:jboudrot@hunnemanre.com">jboudrot@hunnemanre.com</a>
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<b>Sean O'Brien</b>	Geocomp	<a href="mailto:Sean.Obrien@geocomp.com">Sean.Obrien@geocomp.com</a>
<b>SOUTHEAST</b>		
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<b>Michael Goodman</b>	UMass Dartmouth	<a href="mailto:mgoodman@umassd.edu">mgoodman@umassd.edu</a>
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# Timeline

November 6 –  
January 5

Coordinated by Lori Conroy of MassEcon, judges will lead site meetings at the facilities of nominees. Judges will have pertinent information for each company in advance of these visits.

January 6-  
February 7

Coordinated by Lori Conroy, a Zoom meeting will be held for each regional judging team, to review nominees and prep for Finalist Reception interview.

February 8

Finalists Reception at the Glass Tower, Worcester, MA. Includes last final interviews and finalist pitches.

February 15

Judging final decision due, facilitated by regional team captains and reported to MassEcon's Annie Ladinsky, with updated company information, site visit notes and project vendor information, as obtained.

April 11

20<sup>th</sup> Annual Team Massachusetts Economic Impact Awards at Gillette Stadium.

## Judging Criteria

The main criteria for selecting winners are based on these criterion for projects completed since January 1, 2023:

- The company located a new operation in Massachusetts or expanded operation here resulting in added jobs and facility investment measured by financial outlay and added square footage.
- Social impact with community involvement/philanthropic efforts in Massachusetts.
- Internal/external equity, diversity & inclusion practices (i.e., EDI education within company, blind resume reading, etc.) and commitments to DEI in hiring.
  - Demographic diversity of the new jobs created (% based on gender and race) and % of in-state versus out-of-state hires
  - Workforce demographics of contractors and subcontractors involved in expansion project (% based on gender and race) and % of in-state versus out-of-state hires

## How should judges consider these criteria?

### Job Creation & Facility Investment

This is the foundational criteria for the award. It is the reason we are evaluating any employer for this award

### Social Impact

The expectation is that all finalists are active corporate citizens. This criteria can help differentiate finalists based on the relative impact of their community engagement

### Internal/external equity, diversity & inclusion practices

The degree to which the employer is embracing good practices and activities in ED&I can separate one finalist from another.

## Guidance on Determining Relative Impact

### Job Creation & Physical Investment

This is the foundational criteria for the award. It is the reason we are evaluating any employer for this award

The award is not about the biggest investment. Most new square feet, and the most new jobs. If it was, we wouldn't need judges.

How do we measure impact of a small employer compared to a larger employer? The hurdles faced by small and large companies *can* be very comparable, even while their investments are very different.

Considerations of where the investment is taking place should be made. Well established market or in a space that may transform a neighborhood or community?

To what extent is employer cutting a new path or establishing a new industry or capability in Massachusetts? How significant is this expansion with respect to the industry the company is in?

How enthusiastic is the employer about being in their community and Massachusetts? To what extent would the employer be an ambassador for Massachusetts in the future?

## Social Impact

The expectation is that all finalists are active corporate citizens. This criteria can help differentiate finalists based on the relative impact of their community engagement

How important is community engagement to the employer?

To what extent is the support for philanthropy or community involvement a part of the company's corporate culture?

## Internal/external equity, diversity & inclusion practices

The degree to which the employer is embracing good practices and activities ED&I can separate one finalist from another.

Exposed to several companies which will present their commitment to ED&I, this criteria will be an apparent differentiator for judges.

The company may present many quantitative metrics which will be helpful in evaluation.

## III. The Site Visit

- Judges will receive company review forms in advance of visits.
- Full participation by judges is strongly encouraged.
- No judge should miss more than one (1) site visit.
- No site visit will be held with fewer than three (3) judges attending
- The Regional Captain will “emcee” the meeting for the judging team, managing introductions and presenting brief overview of the Awards process and MassEcon.
- The interview is the centerpiece of the site visit.
- Having a judge as the designated secretary, taking notes and assembling notes from other judges will be helpful.
- Tours of the facility are preferable, but not always possible. The inability to provide a tour should not be considered in evaluation.

# IV. Award for Individual Contributions to economic development in Massachusetts

- **New Award**
- Awards Planning Sub-Committee will be meeting on November 7 at 10 Am to discuss. We welcome your input in advance.
- Name for the award?
- How to solicit Nominees – Broad-based or by invitation (selection committee)
- Criteria?
  - Lifelong service in the field of economic development
  - Impact via a landmark initiative or program

## ***Sample Potential Nominees***

Governor Deval Patrick – Initiating the Life Sciences Initiative in 2007

Robert Kraft – Preserving the NE Patriots in Foxborough, building Gillette Stadium, numerous investments in Kraft Group facilities in Massachusetts.

Bill Cummings – Establishing Cummings Properties and generous philanthropic support in Massachusetts.

## IV. The Summit Achievement Award

- Presented to a company for its historic investment in people and facilities, as well as its civic engagement in Massachusetts over many years.
- Repeat Impact Awardees will be considered annually for the award.
- The prospects for the awardee to remain an active part of Massachusetts economy for many additional years will be strong.

*Possible for 2024*

Thermo Fisher Scientific, 3-time Impact Awardee

## V. ADDENDUM

Explaining what is MassEcon?



# MassEcon


Location is everything.

A non-profit private-public membership organization joined together in a great cause



**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.

 **MassEcon** and its members are part of a great team:  
Location is everything.

# Team Massachusetts!



MassEcon plays a **very needed and distinct** role on the team . . .

## What we do. MassEcon . . .

**Markets Massachusetts** beyond its borders,

Provides statewide **site location services** on behalf of the Commonwealth,

Develops **business & economic research** to support our partners and economic development projects,

Brings public- and **private-sector expertise** to support locational decision making,

Annually **recognizes businesses** that have made the decision to grow in Massachusetts.

# MassEcon Members

1Berkshire  
495/MetroWest Partnership  
AGC of Massachusetts  
AIS  
Alexandria Real Estate Equities  
Atlantic Management  
Avison Young  
BioMed Realty Trust  
Bowditch & Dewey, LLP  
BSC Group  
Campanelli Companies  
CBRE  
Chase Bank  
Charter Construction  
Citizens  
City of Boston  
City of Grafton  
City of Leominster  
Colliers  
CoreNet Global, New England  
CSX  
Cutler Associates  
Dacon Corporation  
DLA Piper LLP  
Eastern Bank  
EDC of Western MA  
Economic Development Incentives Inc.

Eversource Energy  
Gloucester EDIC  
Greater Boston Chamber  
Hinckley Allen  
Hunneman  
HYM Investments  
Interprint  
Janitronics Building Services  
Jone Lang Lasalle  
Kendall Square Association  
King Street Properties  
KLR Executive Search Group LLC  
Langan  
Lee & Associates – Boston  
Lupoli Co.  
Marlborough EDC  
Massport  
MassBio  
Mass Biomedical Initiatives (MBI)  
MassDevelopment  
MassMEDIC  
Merrimack Valley Planning Commission  
Metro South Chamber of Commerce  
MetroWest Chamber of Commerce  
Middlesex3 Coalition  
Middlesex Savings Bank  
NAIOP Massachusetts  
North Central MA Development

Nutter McClennen & Fish LLP  
Park Street Strategies  
Patriot Place  
Perkins + Will  
Phase 3 Real Estate  
Pittsfield EDA  
R.H. White  
Sanofi  
SGA  
South Shore Chamber of Commerce  
Taunton Development Corp  
The Richmond Group  
Tighe & Bond  
Timberline Constuction  
Town of Boxborough  
Town of Burlington  
Town of Chelmsford  
Town of Grafton  
Town of Lexington  
Town of Mansfield  
Town of Middleborough  
Town of Norwood  
UMass  
VHB  
Westborough EDC  
Worcester Regional Chamber  
WPI

# 2022-23 Programs & Events

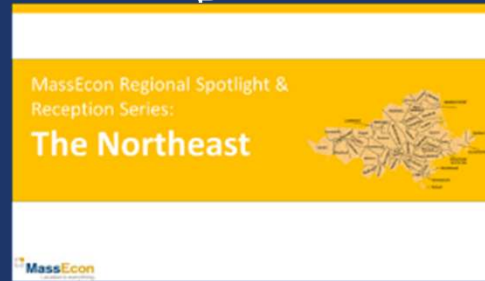
**1000+** Attendees

**6** Business Brunches

**5** Forums

**2** Regional Spotlights

**1** ReadyMass 100 Showcase

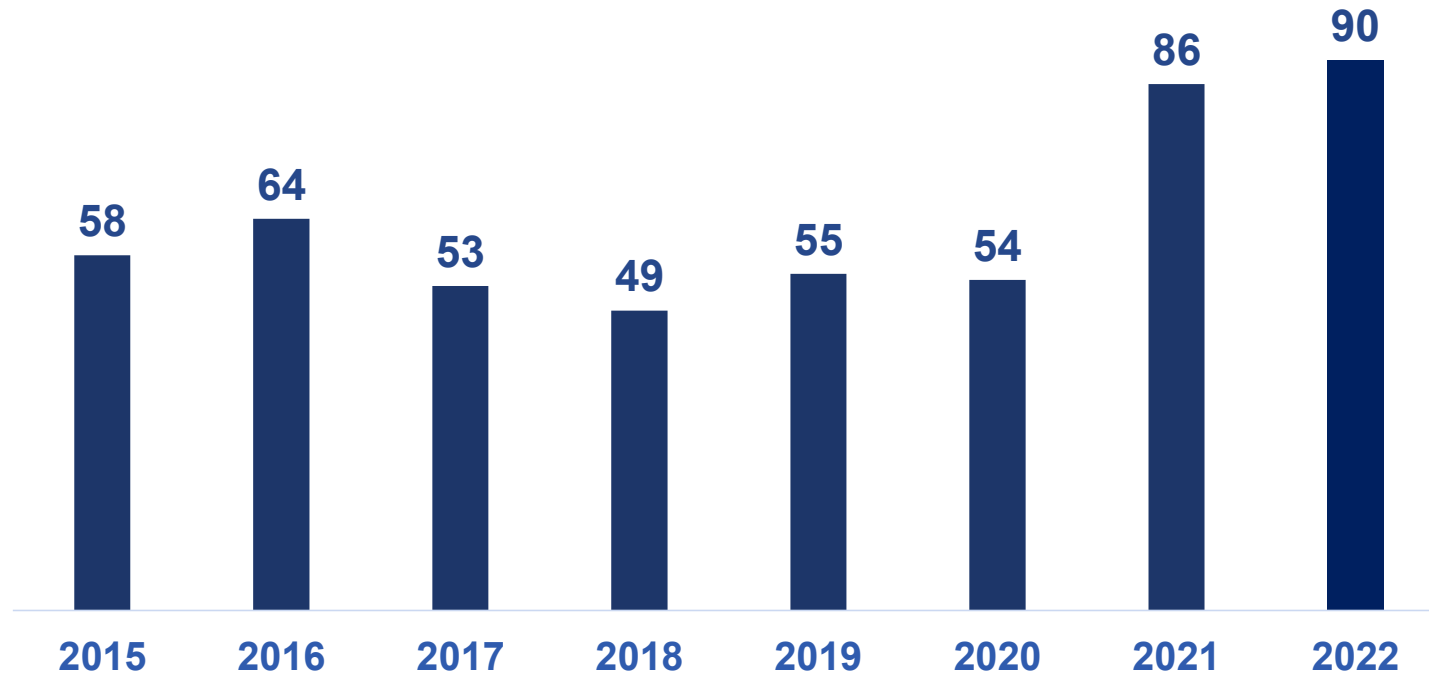


# Marketing Massachusetts

[www.massecon.com/whymassachusetts](http://www.massecon.com/whymassachusetts)



# MassEcon-assisted Site Location Projects, by year



**Watson-Marlow – Devens, MA**



**James Hardie Products – Westfield, MA**



**Lyndra Therapeutics – Franklin, MA**



**Eli Lilly - Boston**

