



Hosted by



Celebrating Massachusetts Brewing!



Welcome Remarks

Colleen O'Connor

Executive Vice President, Market Lead,
East Coast and U.K. Markets, BioMed Realty

MassEcon Mid-year Review

Our featured Speaker

Sarah Lee

Director of People Operations,
Hendler Family Brewing Co., makers of Jack's Abby Craft Lagers
Board Director, Massachusetts Brewers Guild

THANK
You!



BioMed Realty
Discover here™

MassEcon
Mid-year Review

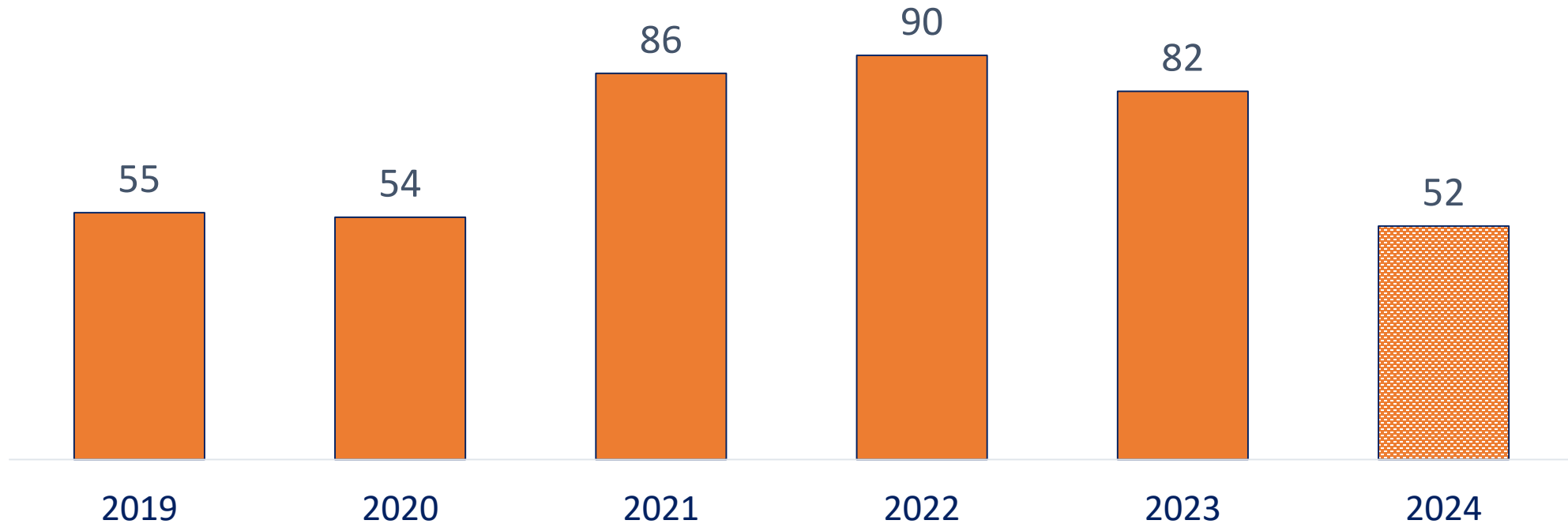


MassEcon

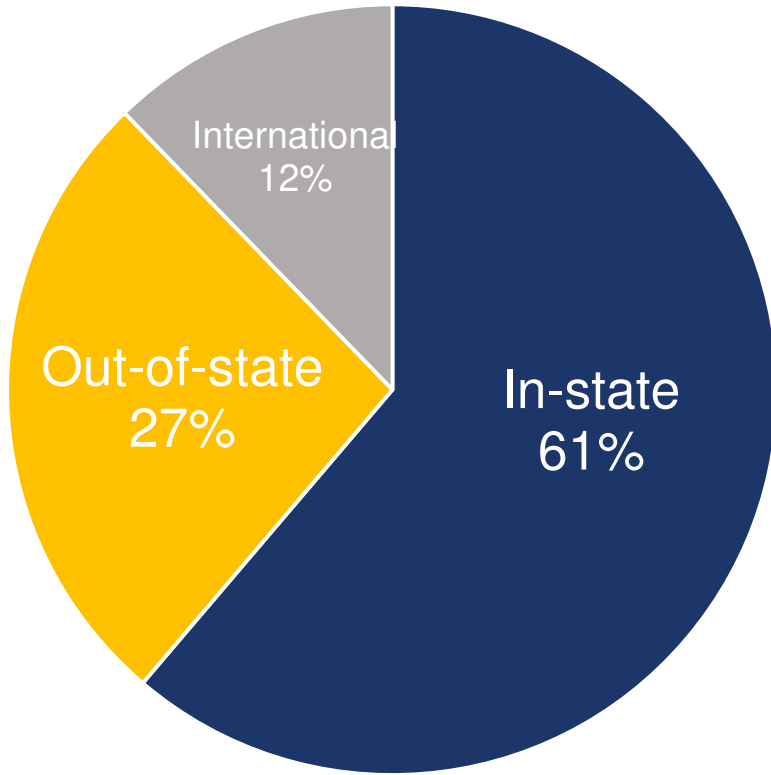
Location is everything.

Site **LOCATION** Assistance

Number of MassEcon-assisted Projects



Project Origin



2024 Project Data, June

- 52 Projects (35 active)
- 6.5 Million S.F.
- 535 Acres
- 8,448 reported jobs

Project Industry Type

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MassEcon is a proud member of

Team  **Massachusetts**

Our success is with the Team

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MassEcon Communications – 2024

Website: 8,500 new users

Vantage Point: **38%** open rate with > 2,000 recipients

Developments: **42%** open rate with > 600 recipients

Active on Social Media



1-2 posts per day

X (Twitter): > **1,450** followers

LinkedIn: > **28,600** impressions



March 2024, MassEcon Website Analytics

4.3 K page views

3.9 K Grow in MA

2023

12.5 % of users, ReadyMass 100



2022 Ready Mass Property Absorption - Total of 847,000 SF

2023 Ready Mass Property Absorption - Total of 243,000 SF

2024 ReadyMass Property Absorption - Total of 400,000 SF

MARKETING



2021 Absorption -
684,000 SF
2022 Absorption -
847,000 SF
2023 Absorption -
243,000 SF
2024 Mid-year -

March 2024, MassEcon Website Analytics

4.3 K page views

12.5 % to ReadyMass 100 pages



EVENTS 2024 REVIEW



10 Events
664 Participants



2024 MassEcon Events

Massachusetts Economic Outlook - January 9

Finalists Reception -

February 8

Business Brunch: The Massachusetts Tax Regime - February 21

20th Annual Team Massachusetts Economic Impact Awards - April 11

ReadyMass 100 Showcase - April 18, 2024

Governor's Economic Development Bill: Review - May 7

Business Brunch: Why the Arts are Good for Business - May 29

ReadyMass & GIS Data Technical Assistance Trainings - May 28, June 4, June 27

Champion Sponsors



BOWDITCH

ATTORNEYS

Other Upcoming – Forum Level

Diversity and Equity in Massachusetts Economic Development – A Roundtable Discussion

Tuesday, October 1

10-11:30 AM

Hosted by Nutter

2024 Massachusetts Corporate Welcome Reception

Thursday, October 24

4:30-6:45 PM

640 Memorial Drive, Cambridge

Hosted by Phase 3 Real Estate

Other Upcoming – Business Brunches

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New Members since January



MEMBERS – 2024

1 Berkshire

495/MetroWest Partnership

AGC of Massachusetts

AIS, Inc.

Atlantic Management

Avison Young

Babson College

BioMed Realty

Bison Rail Systems

Boston Global Investors

Bowditch & Dewey

Boxborough EDC

Briggs & Burton Consulting, LLC

Bristol Myers Squibb

Business Development Strategies, Inc.

Campanelli

CBRE

Charter Contracting Company

Chase Bank

Citizens

City of Boston

City of Taunton

Colliers

CoreNet Global, New England Chapter

CSX

Cushman & Wakefield

Dacon Corporation

DLA Piper LLP US

Eastern Bank

EBP-US

EDC of Western Massachusetts

Eversource

Geocomp

GFI Partners

Gloucester EDIC

Greater Boston Chamber of Commerce

Hinckley Allen

Hunneman

Interprint

Janitronics Building Services

Kendall Square Association

King Street Properties

KLR Executive Search Group

MEMBERS – 2024

Langan	North Central MA Development Corporation	Tighe & Bond
Lee & Associates - Boston	Nutter McClennen & Fish LLP	Timberline Construction
Lupoli Companies	Park Street Strategies	Town of Burlington
Marlborough Economic Development Corporation	Patriot Place	Town of Chelmsford
Massachusetts Biomedical Initiatives	Perkins and Will	Town of Grafton
Massachusetts Life Sciences Center	Phase 3 Real Estate Partners	Town of Hingham
MassBio	Pittsfield Economic Development Authority	Town of Lexington
MassDevelopment	R.H. White Construction Co.	Town of Mansfield
MassMEDIC	SGA	Town of Middleborough
Massport	South Shore Chamber of Commerce	Town of Norwood
Metro South Chamber of Commerce	STV, Inc.	UMass
Middlesex3 Coalition	Taunton Development Corporation	VHB
Middlesex Savings Bank	The HYM Investment Group LLC	Westborough EDC
NAIOP Massachusetts	The Richmond Group	Worcester Polytechnic Institute (WPI)
		Worcester Regional Chamber of Commerce



Sarah Lee

Board Director, Massachusetts Brewers Guild
Director of People Operations,
Hendler Family Brewing Co., makers of Jack's Abby Craft Lagers



Enjoy!



Summer Reception

Thank you to our Host!



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ATTORNEYS