MassEcon

Location is everything.

Points of Pride

MASSECON MEMBERS

117 MEMBER ORGANIZATIONS

A diverse network of organizations committed to strengthening Massachusetts' economy and communities.

REDOs

(REGIONAL ECONOMIC DEVELOPMENT ORGANIZATIONS)

- 1Berkshire
- 495/MetroWest Partnership
- Economic Development Council of Western Massachusetts
- Metro South Chamber of Commerce
- Middlesex3 Coalition
- Worcester Regional Chamber of Commerce
- Cape Cod Chamber of Commerce

CORPORATE SITE SELECTORS

650+ NATIONAL & GLOBAL CONSULTANTS

Site selection professionals and consulting firms that advise companies on location strategy and investment decisions.

STATEWIDE & QUASI-STATE ORGANIZATIONS

- MassDevelopment
- Massport
- MassBio
- Mass Medic
- NAIOP-MA
- Associated General Contractors of MA
- Eversource Energy
- CSX
- National Grid
- CoreNet Global - NE

MassEcon

Location is everything.®

The premier network driving economic growth and opportunity across Massachusetts.

MUNICIPALITIES

- City of Boston
- City of Cambridge
- City of Chicopee
- Pittsfield EDA
- City of Taunton
- City of Watertown
- City of Woburn
- Gloucester EDIC
- Marlborough EDC
- Westborough EDC
- Boxboro EDC
- Town of Arlington
- Town of Barnstable
- Town of Bedford
- Town of Burlington
- Town of Hingham
- Town of Lexington
- Town of Mansfield
- Town of Norwood
- Town of Palmer
- Town of South Hadley
- Taunton Development Corp.
- Kendall Square Association

STATE AGENCIES & AUTHORITIES

- Executive Office of Economic Development
- MOBD
- MOITI
- Massachusetts Life Sciences Center
- Massachusetts Clean Energy Center
- MA Business Front Dooor team

CORPORATE REAL ESTATE ADVISORS



Real estate advisory firms providing market intelligence, site strategy, and transaction expertise to help businesses grow and expand.

CORPORATE REAL ESTATE DEVELOPERS



Developers creating innovative, sustainable spaces and communities that support business success and long-term growth.

STRONG PARTNERS. | STRONGER COMMUNITIES. | A STRONGER MASSACHUSETTS.

CONNECTING PARTNERS. CREATING OPPORTUNITY.
BUILDING THE FUTURE.

MassEcon Site Location Services: 30-year Retrospective

MassEcon has delivered consistent economic development services over seven (7) gubernatorial administrations.

https://www.youtube.com/watch?v=diKMZ1oqjZc



MassEcon
Location is everything.

Site Location Assistance

since 1995

3,400+ project assists

379 successful expansion/relocation projects in MA

42,082 new jobs in MA

31.8 Million SF of facility space

Wins in 98 Municipalities

Acton	1
Agawam	2
Andover	6
Ashland	2
Attleboro	2
Avon	1
Ayer	1
Bedford	2
Bellingham	1
Beverly	2
Billerica	6
Boston	17
Boxborough	3
Braintree	2
Brockton	1
Burlington	1
Cambridge	12
Canton	4
Charlton	1
Chicopee	4
Clinton	1
Cohassett	1
Concord	1
Danvers	2
Devens	7
East Longmeadow	1
Fall River	6
Fitchburg	3
Framingham	5
Franklin	1
Freetown	1
Gardner	2
Haverhill	5
Holden	1
Holliston	2
Holyoke	4
Hopkinton	4
Lawrence	2
Leominster	3
Littleton	2
Lowell	3
Ludlow	2
Lynn	1
Malden	2
Mansfield	7
Marlborough	7
Marshfield	2
Maynard	2
Medford	1
Methuen	6
Middleborough	3
Milford	1
Millis	1
New Bedford	6
North Andover	1
Northampton	1
Northboro	4
Norton	2
Norwood	2
Oxford	3
Pittsfield	1
Plymouth	1
Randolph	2
Raynham	2
Rochester	2
Sharon	1
Shirley	1
Shrewsbury	4
Somerset	1
Somerville	2
Easton	1
South Hadley	1
Springfield	7
Stoughton	2
Sturbridge	2
Sudbury	1
Sutton	1
Taunton	7
Tewksbury	2
Tynsborough	1
Upton	1
Uxbridge	1
Douglas	1
West Boylston	1
Wakefield	2
Walpole	2
Waltham	5
Watertown	3
West Boylston	1
West Springfield	2
Westborough	5
Westfield	6
Westminster	1
Weston	1
Westwood	1
Wilmington	3
Woburn	7
Worcester	1

MassEcon Site Location Assistance *since 1995*

Middlesex & Norfolk Cos.

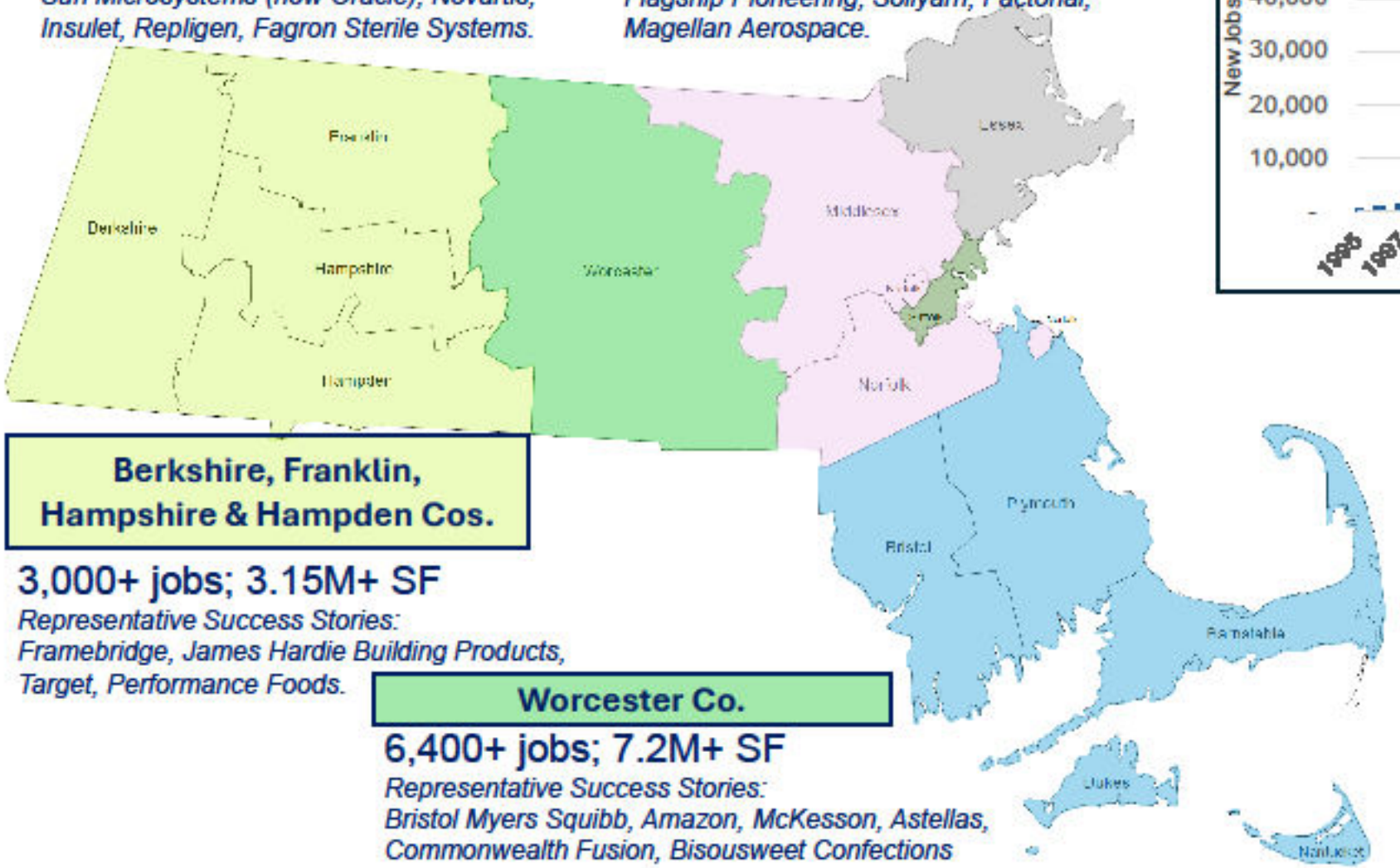
18,300+ jobs; 10.9M+ SF

Representative Success Stories:
Sun Microsystems (now Oracle), Novartis, Insulet, Repligen, Fagron Sterile Systems.

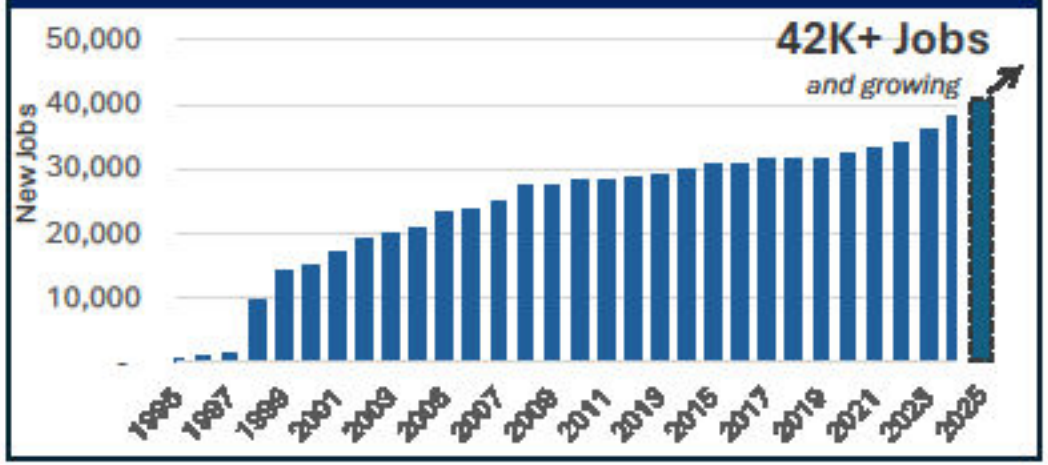
Essex Co.

2,500+ jobs; 1.5M+ SF

Representative Success Stories:
Flagship Pioneering, Soliyarn, Factorial, Magellan Aerospace.



New Job Creation Supported



Berkshire, Franklin, Hampshire & Hampden Cos.

3,000+ jobs; 3.15M+ SF

Representative Success Stories:
Framebridge, James Hardie Building Products, Target, Performance Foods.

Worcester Co.

6,400+ jobs; 7.2M+ SF

Representative Success Stories:
Bristol Myers Squibb, Amazon, McKesson, Astellas, Commonwealth Fusion, Bisousweet Confections

Suffolk Co.

3,100+ jobs; 1.0M+ SF

Representative Success Stories:
Eli Lilly, Lego N. America & Lego Education, Baxalta/Shire/Takada, NREL Wind Blade Test Facility, Investors Bank & Trust (now State Street)

Bristol, Plymouth Cos. Cape & Islands

4,850+ jobs; 5.1M+ SF

Representative Success Stories:
Electrochem, Samsonite, Amazon, Autopart International.

Site Location Assistance in 2025

MassEcon plays a varied role in site selection, from initial responses to site inventory requests to long-term case management in concert with state partners.

21 MassEcon Non-disclosure agreements w/projects **120** Team MA Meetings **968** **MassEcon** casework hours

118 project assists **8** expansions/relocations **2.5 Million** Square Feet of Facility Space



Saint Gobain Excellence Ctr.

Northborough



Walmart Logistics

Oxford



Entegris Inc.

Billerica



WestPak

TBA



REXA

Middleborough



CBSET

Waltham



Fameccanica

Middlton



TBA

TBA



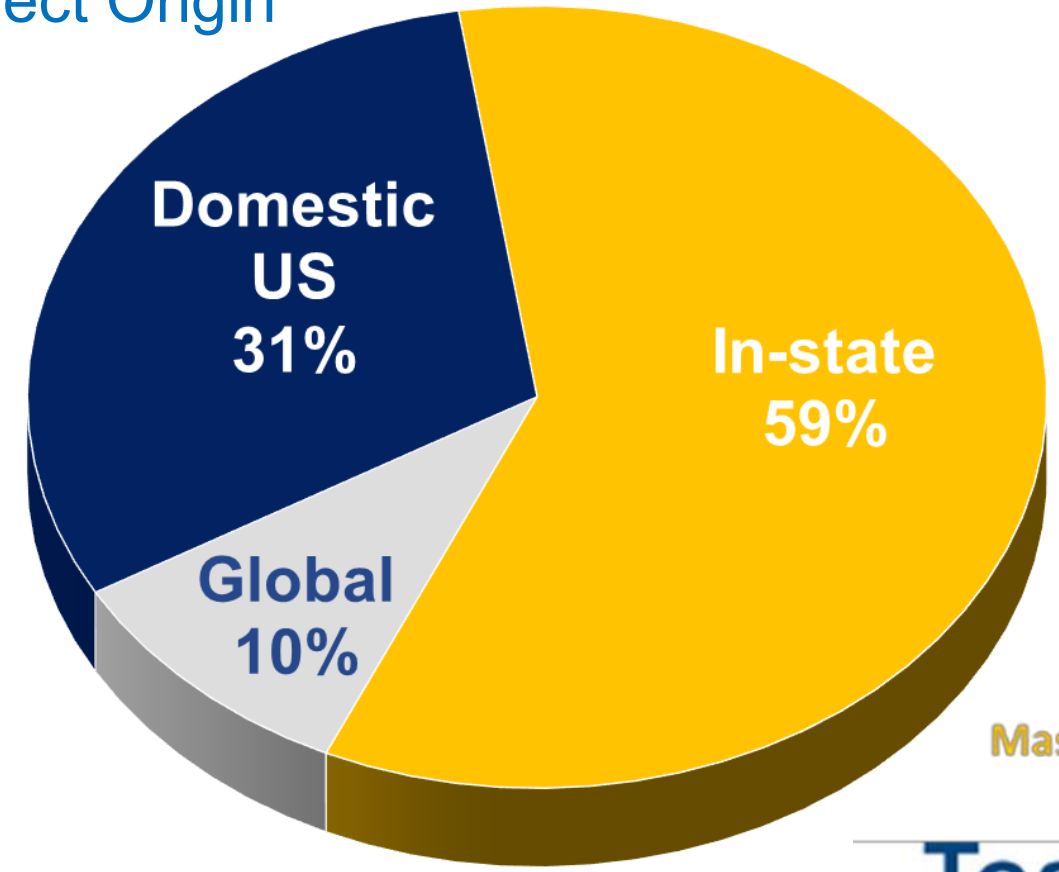
3,550

New Jobs for Massachusetts

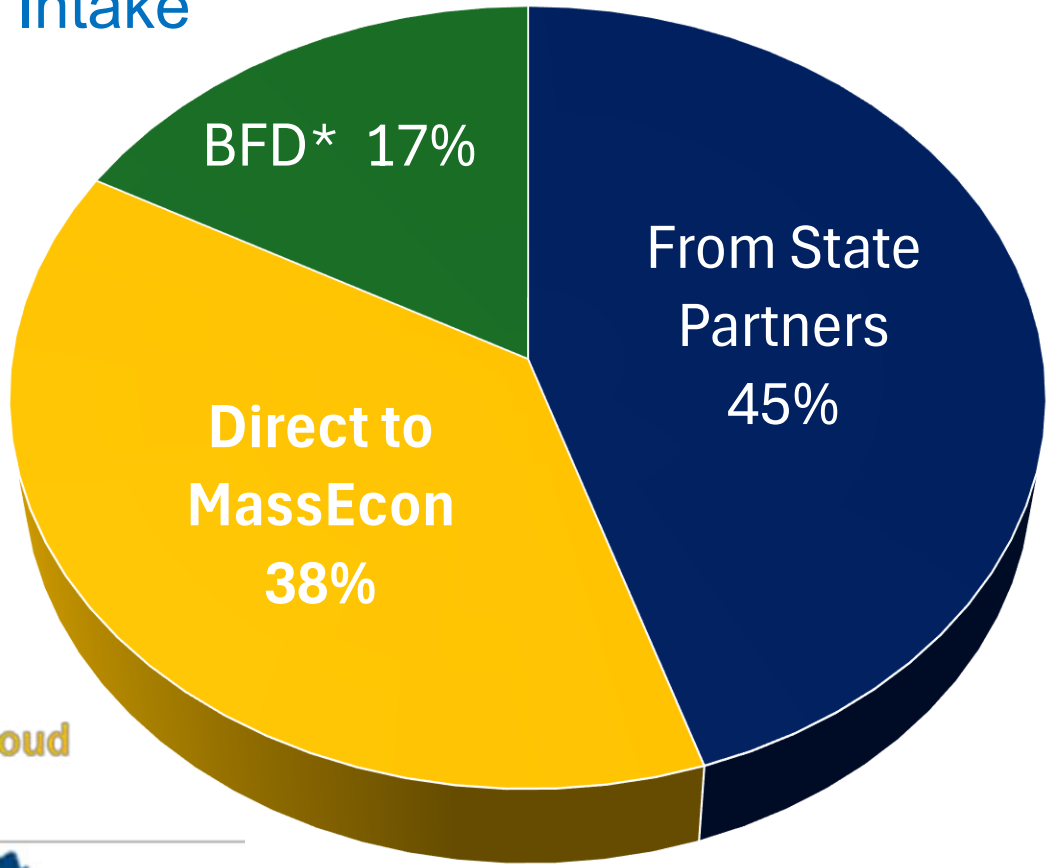


In 2025, from where did the Site Location Projects come and by what route did they travel to MassEcon?

Project Origin



Project Intake



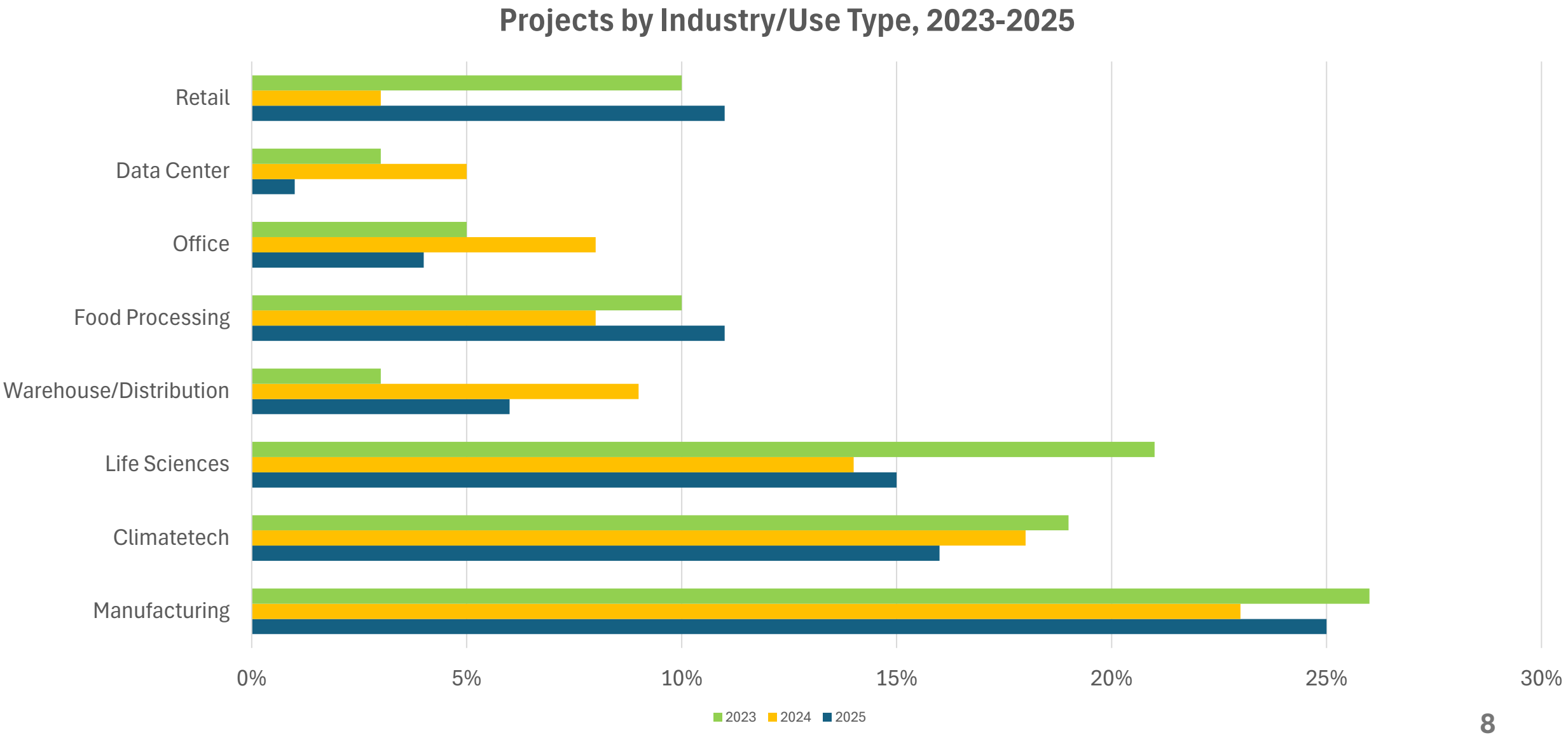
MassEcon is a proud member of

Team Massachusetts

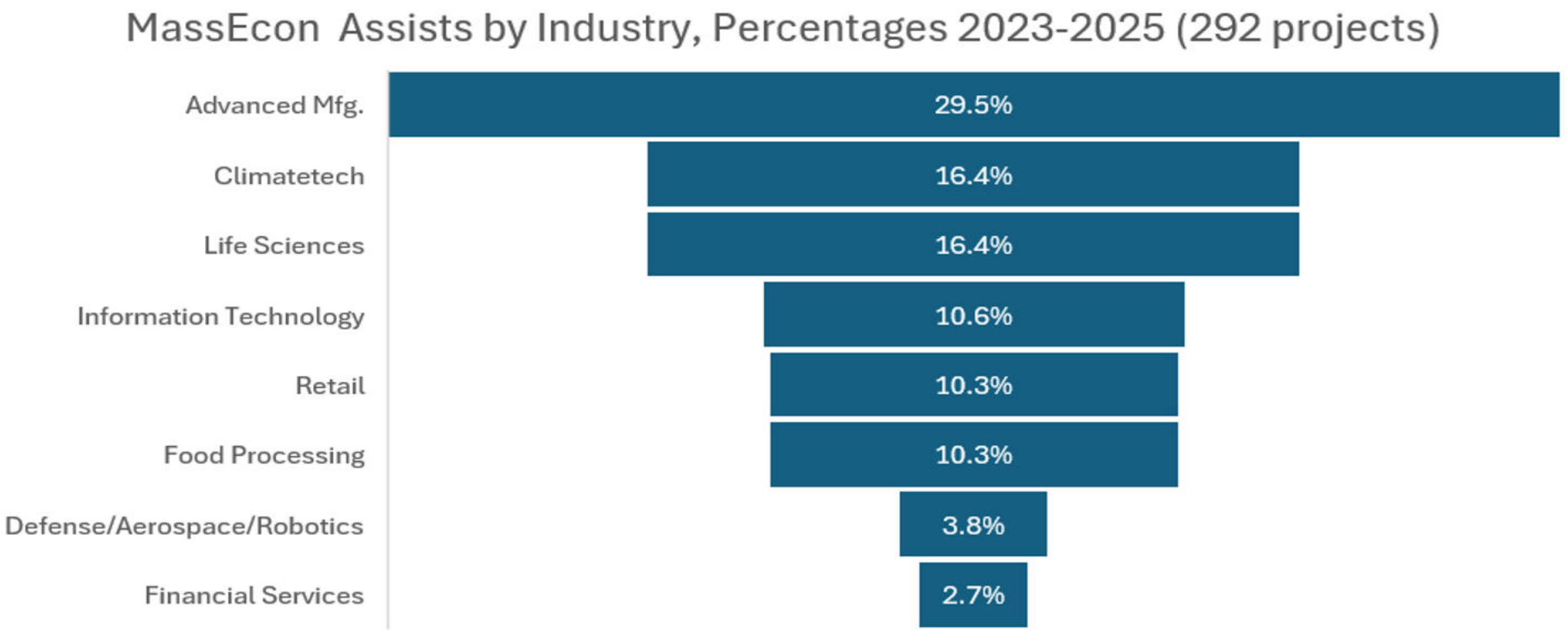
Our success is with the Team

*MA Business Front Door

Historically, site location projects have averaged about 80 K SF and tend to be industrial, R&D, or distribution oriented.



Active Across Industries



Marketing Massachusetts Business Recruitment&-Retention – *External Events*

Key Site Selector Events

SITE SELECTORS GUILD

ECONOMIX 2022 COLUMBUS, OH | DECEMBER 6, 7 + 8

CONSULTANTS FORUM 32 BEST PRACTICES FOR ECONOMIC DEVELOPERS

Targeted Trade Shows

INTERPHEX

RE+ RENEWING WHAT'S POSSIBLE SEPTEMBER 9-12, 2024 ANAHEIM, CA

MD&M EAST







Domestic Business Recruitment

- Over the last 10 years, MassEcon attended and/or hosted over 35 domestic business recruitment events (office visits, receptions, trade shows, and conferences) in 17 cities that generated 500+ leads, 50 prospects, 15 projects, and wins including: Lego HQ, Lego Education, Veralto, Astellas Institute for Regenerative Medicine, Wayfair, Tufts-Harvard Pilgrim.
- Over the last 10 years, MassEcon hosted over 200 site location consultants at 11 out-of-state Massachusetts receptions.
- Over the last 10 years, MassEcon planned and organized 12 out-of-state industry trade shows meetings with over 300 companies using team floor calling coordination.

Marketing Massachusetts: Business Recruitment & Retention

Site Selector Marketing Targets: 658 consultants

Site Selector Direct Emails (since 2023): 14,210 (with 38% open rate)

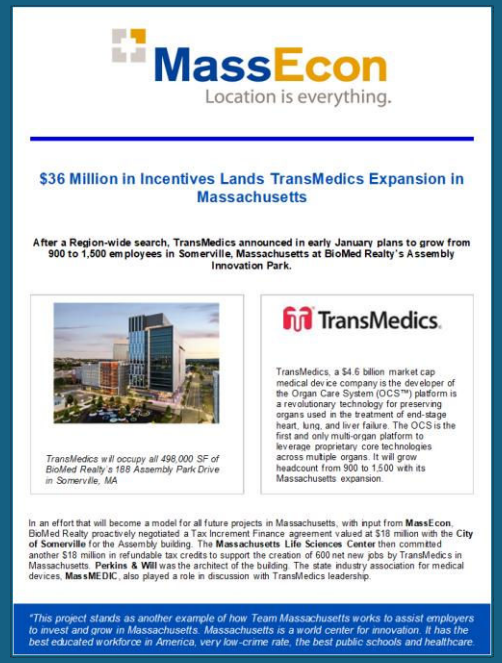



MassEcon
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$9.6 Billion Massachusetts Investment Opens South Coast Rail!

New Rail Service Comes as Major New Incentives are Launched

The lowest cost East Coast coastal area between Virginia and Canada is now connected to Boston for the first time in 65 years. Anchored by the cities of New Bedford and Fall River, the region includes a number of major employers, including Acushnet Company, the makers of Titleist products, Joseph Abboud Manufacturing,Lightolier, and Blount Seafoods. The region, which spans from Rhode Island on the west to Cape Cod, includes 85 miles of coastline and is served by four major highways, including I-495, I-95, I-195 and Route 24. According to Salary.com figures, there is no lower cost region on the East Coast north of Virginia. South Coast salaries are 22% lower than the Greater Boston Region.


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$36 Million in Incentives Lands TransMedics Expansion in Massachusetts

After a Region-wide search, TransMedics announced in early January plans to grow from 900 to 1,500 employees in Somerville, Massachusetts at BioMed Realty's Assembly Innovation Park.

TransMedics

TransMedics will occupy all 498,000 SF of BioMed Realty's 188 Assembly Park Drive in Somerville, MA

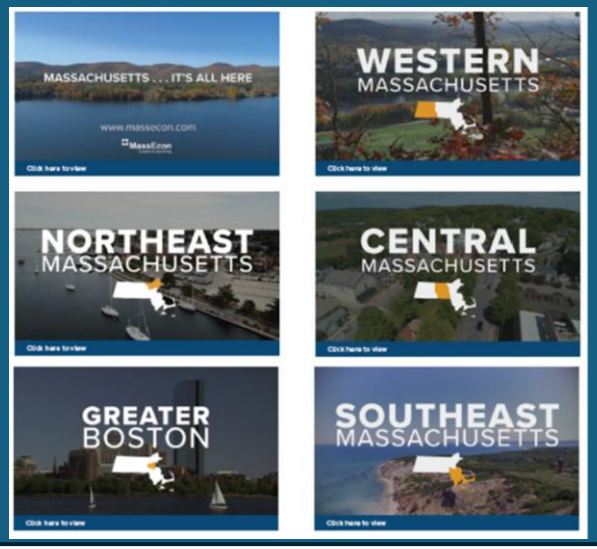
TransMedics, a $4.6 billion market cap medical device company is the developer of the Organ Care System (OCS™) platform is a revolutionary technology for preserving organs used in the treatment of end-stage heart, lung, and liver failure. The OCS is the first and only multi-organ platform to leverage proprietary core technologies across multiple organs. It will grow headcount from 900 to 1,500 with its Massachusetts expansion.

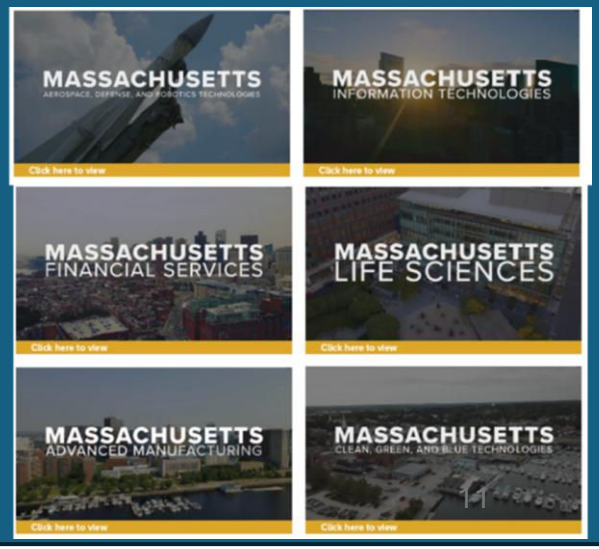
In an effort that will become a model for all future projects in Massachusetts, with input from **MassEcon**, BioMed Realty proactively negotiated a Tax Increment Finance agreement valued at $18 million with the **City of Somerville** for the Assembly building. The **Massachusetts Life Sciences Center** then committed another $18 million in refundable tax credits to support the creation of 600 net new jobs by TransMedics in Massachusetts. **Perkins & Will** was the architect of the building. The state industry association for medical devices, **MassMEDIC**, also played a role in discussion with TransMedics leadership.

"This project stands as another example of how Team Massachusetts works to assist employers to invest and grow in Massachusetts. Massachusetts is a world center for innovation. It has the best educated workforce in America, very low-crime rate, the best public schools and healthcare.

12 videos in :60 and :30 second formats
5 Regions
6 Industry Groups
10 Languages
Videos extensively used by MOITI, MOBD and other partners

www.massecon.com/whymassachusetts





2022 Site Selector Emails

Email Title	Date	Sent	Open Rate
High quality-of-life in the lowest priced region in Massachusetts	December 20, 2022	883	25%
Southeast Mass = space, lower cost, infrastructure + quality of life (constantcontact.com)	November 17, 2022	883	24%
Key facts - Greater Boston Building Boom (constantcontact.com)	November 3, 2022	885	25%
Central Massachusetts: Lower Costs, More Room to Grow (constantcontact.com)	October 18, 2022	897	23%
Massachusetts is Booming, $3 Billion Tax Refund! (constantcontact.com)	October 6, 2022	905	26%
42 million square feet in projects announced in Massachusetts (constantcontact.com)	August 24, 2022	905	28%
Another Massachusetts Site, Ready for your Client. Convenient and Connected Quarter Point at Patriot Place is Ready to Go.	June 28, 2022	905	25%
More Massachusetts Advantages for Your Client! Big upgrades and new routes at the Port of Boston	June 1, 2022	920	27%
Massachusetts: Big Projects Happen Here. Another huge Massachusetts life sciences campus is coming soon! (Assembly Innovation Park)	March 28, 2022	339	27%
MassEcon's Site Selector Tool is Built for You and Now Available! You're going to want to bookmark this page.	March 2, 2022	319	27%
Massachusetts Awards $96.5M in Tax Incentives & Grants in 2021. Celebrating a big year for economic development in the Commonwealth!	January 26, 2022	320	31%

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2023 Site Selector Emails

Email Title	Date	Sent	Open Rate
Incentives and Premier Sites Charge Massachusetts Energy Industry Growth	October 4, 2023	870	30%
Massachusetts awards $33.9M in tax incentives to 8 companies (constantcontact.com)	July 19, 2023	873	54%
Massachusetts awards $24.4 M in Refundable Life Sciences Tax Credits (constantcontact.com)	June 29, 2023	873	51%
Massachusetts backs $322 million Moderna expansion	June 6, 2023	873	18%
Massachusetts Connects to Your Global Clients	May 18, 2023	873	22%
Stay Ahead of the Curve with the New Massachusetts Economic Guide	May 3, 2023	874	21%
These 7 sites are part of the ReadyMass 100 project. Learn more.	March 30, 2023	874	21%
Learn how 3 business powerhouses are expanding and thriving in the Northeast	March 6, 2023	874	24%

2025 Site Selector Emails

Email Title	Date	Sent	Open Rate
$700 Million in New Incentives for Clean Tech with Passage of Mass Leads Act	January 15, 2025	2,092	43.7%
New Commuter Rail Connects the Low-cost Massachusetts South Coast to Boston!	May 5, 2025	2,090	48.4%
It's Been an Active Summer in Massachusetts with Millions of Dollars in Business Incentives	August 11, 2025	2,087	40.3%

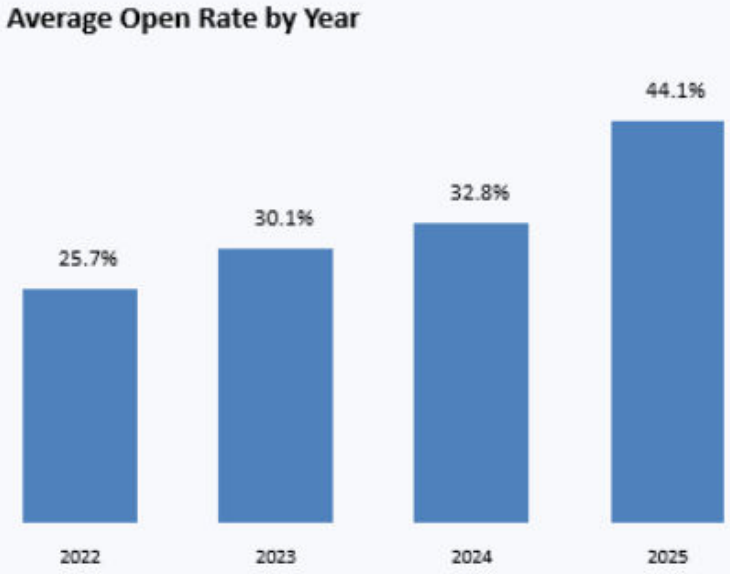
Site Selector Direct Campaign: Expanding Reach, Engagement & Business Development Results

24
Campaign Emails Sent

24,164
Recipient Deliveries

44.1%
2025 Avg. Open Rate

+120%
Inbound Inquiry Growth



MassEcon's Site Selector Direct campaign has become a significant lead-generation channel, combining audience growth, rising engagement, and measurable business development impact.

Key Results

- Audience grew from ~320 to more than 2,000 contacts
- Open rates increased from 25.7% to 44.1%
- Campaign contributed to a 120% increase in inbound site selector inquiries
- Strengthened awareness of Massachusetts opportunities among location advisors

MassEcon
Location is everything.

MassEcon International Business Development
Global Relationships, Successful FDI Recruitment



3,671
foreign-based visits to our foreign language Massachusetts promotional video page, 2022-2025

FDI Lead Generation

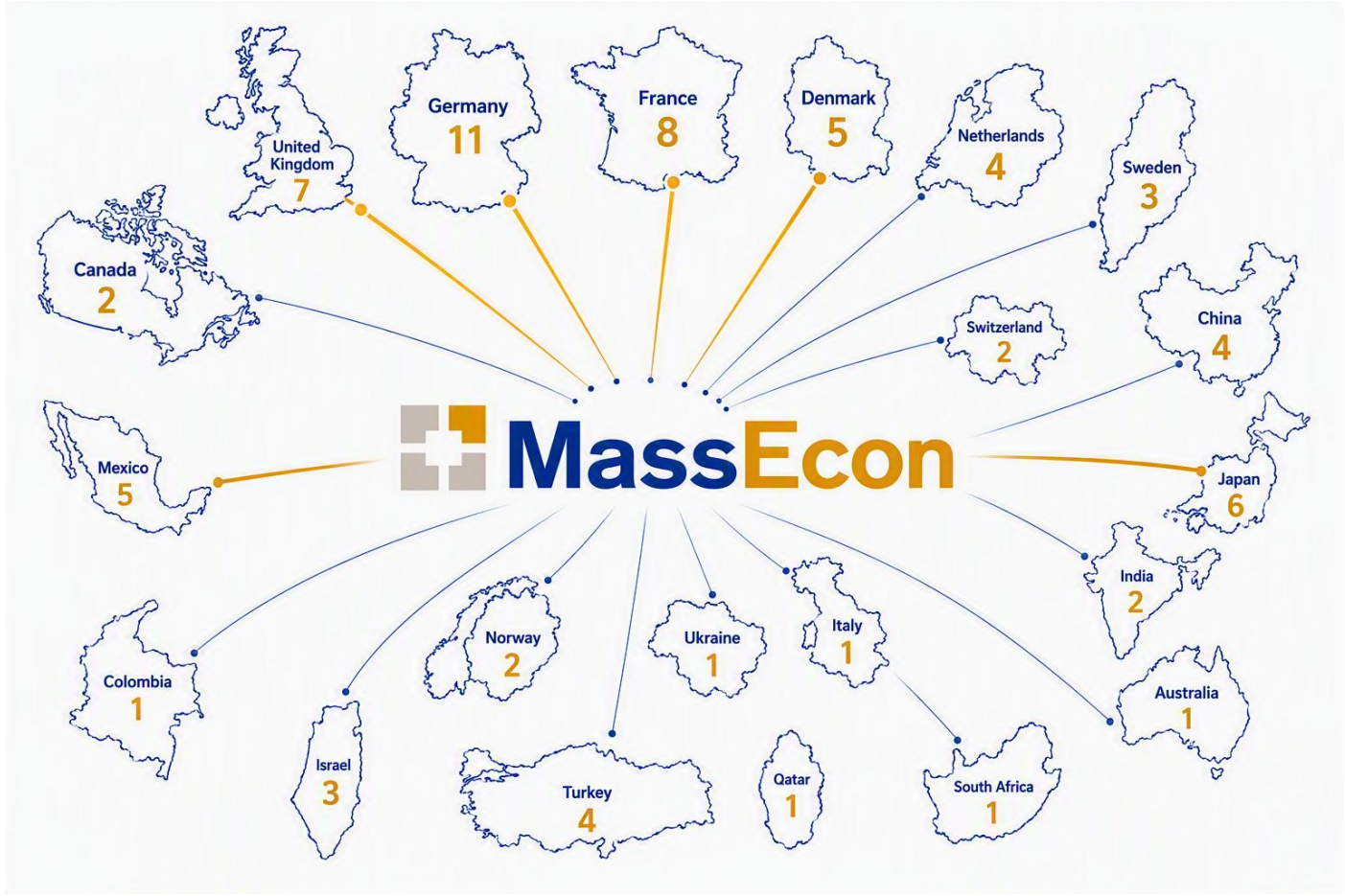
21%
of 43 FDI Team MA/MassEcon opportunities in 2022-2025 were direct-to-MassEcon leads

Recruitment & Relationships Work:
Sampling of Direct to MassEcon FDI Wins

2003 — straumann
2009 — Crucell
2014 — CRCC 中国铁建
2023 — LEGO

1,060 Jobs

Through its recognition events, MassEcon has established direct ties to 76 foreign companies in just the last 10 years



MassEcon
Location is everything.

Our global successes always comes with partnership with MOITI

ReadyMass 100 (2025

76 Total Premier Buildings and Sites Featured

1,880 Unique Website Visitors



2022 ReadyMass Absorption: 847,400 SF

2023 ReadyMass Absorption: 243,100 SF

2024 ReadyMass Absorption: 401,200 SF

2025 ReadyMass Absorption: 548,600 SF

ReadyMass Economic Database

4 Technical Assistance Trainings

37 Legislators & Staff
22 Municipal Officials (27 communities)
34 State Team MA Members (11 agencies)

ReadyMass

- Over the last 10 years, MassEcon has added over 150 properties to the ReadyMass portal.
- Over the last 10 years, 53 properties have been absorbed from the portal, representing 6million square feet of space.

Since its creation in 2008, the ReadyMass 100 web platform has showcased premier, shovel-ready land sites and significant Class A commercial buildings in Massachusetts. MassEcon is committed to constant advances in the site to meet the informational needs of prospective employers.

MassEcon also makes ReadyMass accessible as an open source for its partners in municipal, regional, and state economic development, providing training on these platforms for these users.

Impactful Events

Delivering Economic Development Insights & Celebrations of Massachusetts



Membership

Driven to support economic development in Massachusetts, our **90+** private- and public sector members and partners have provided over **$8 million** over the past 15 years to support our mission and Team Massachusetts. In addition, the MassEcon member and partner network contributes **hundreds of task hours** per year in assisting site location project development.







MassEcon convenes impactful events, rich in content, including its signature awards and welcome event. Such events are critical to supporting our Economic Development mission, as well as to engaging and providing value to our members.

22nd Annual Team Massachusetts Economic Impact Awards

Recognizing companies from every region of the state

16th Annual Corporate Welcome Reception

14 other events that bring together the state's economic development community

Economic Development Academy of Massachusetts: Building Capacity in the Partner Network

ECONOMIC DEVELOPMENT ACADEMY of MASSACHUSETTS



- Supported through MassEcon state earmark
- Future monetization opportunity for MassEcon
- Fall 2-day Economic Development 101 in planning
- Additional subject areas possible
- We will trademark Academy

Participants

City of Chicopee	Town of Fairhaven
City of Lowell	Town of Hull
City of Woburn	Town of Medfield
Mass Municipal Association	Town of Needham
Town of South Hadley	Town of Newbury
Town of Arlington	Town of Palmer
Town of Ashland	Town of Palmer
Town of Ayer	Town of Reading
Town of Barnstable	Town of Spencer
Town of Bedford	Town of Sunderland
Town of Billerica	Town of Westwood
Town of Braintree	Town of Winchendon
Town of Clinton	Town of Winchester

MassEcon