

# Welcome

## MassEcon Regional Spotlight & Reception Series: **The Southeast**



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

Plus, a special presentation on Quarter Point at Patriot Place

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*You!*

*Our host*



QUARTER POINT  
AT PATRIOT PLACE

*Our Partner Sponsor*



# MassEcon Regional Spotlight & Reception Series: **The Southeast**

## **AGENDA**

- I. About MassEcon – Why this Spotlight on the Southeast?
- II. Panelist Roundtable: What makes the SE an advantaged location for businesses?
- III. Quarter Point at Patriot Place – Overview by Ted Fire of the Kraft Group
- IV. Networking Reception



***Bringing the public and private sectors together,  
MassEcon champions Massachusetts as the best  
place to start, grow, or locate a business.***



This is what we do. MassEcon . . .

**Markets Massachusetts beyond its borders,**

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

**Develops business intelligence research develop business lead  
prospects,**

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

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

# A Closer Look: Marketing Massachusetts

- ✓ Trade Shows & Conventions of industries for which Massachusetts holds a competitive advantage
- ✓ At host cities in which there is a critical mass of site selection advisory firms with which to connect
- ✓ Prepared with the right story to tell about Massachusetts, delivered through a team approach





- Massachusetts has a vibrant photonics industry (part of a 26,000 employee industry group)
- 22,000 Attendees at SPIE West
- 1,300 Exhibitors (80+ Massachusetts Companies)
- Team MA: MassEcon, Marlborough EDC, Cutler Associates, and MassDevelopment
- Team MA had meetings with 50+ photonics companies
- BU Photonics Center staff helped Team MA identify company targets
- MassEcon hosted a sponsored-reception for photonics companies, site selection, consultants, corporate real estate executives, and academia



[Learn More](#)[HOME](#) | [OPTICS](#)

# Massachusetts announces \$3.8M grant for new integrated-photonics training hub, third one in state

The new photonics lab, co-led by Bridgewater State University and Stonehill College, will join one at MIT and a collaborative project between Worcester Polytechnic Institute and Quinsigamond Community College.

**Author** — [John Wallace](#)

Oct 31st, 2019

These are some places we are going to in 2020 to market Massachusetts . . .



Are there events at which we should be marketing SE Massachusetts that aren't on our radar?

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

# 2018 Comprehensive Economic Development Strategy (CEDS) – Southeastern Massachusetts

Brand and market the **Southeastern Marine Science and Technology Corridor**

**2,000 acres** of quality development and redevelopment sites

75% of SRPEDD municipalities will have in place some form of **expedited permitting process** for economic development projects

Among its goals – To BROADEN REGION’S ECONOMIC PROFILE AND PROMOTE EMPLOYMENT OPPORTUNITIES IN EMERGING SECTORS SUCH AS MARINE SCIENCE AND BIOTECH

- biomedical and biotechnical (Life Sciences); advanced materials; manufacturing supercluster; agribusiness, food processing and technology; apparel and textiles; and, forest and wood products
- Several manufacturing supercluster sectors are identified within the region including electrical equipment, appliance and component manufacturing; fabricated metal product manufacturing; machine manufacturing; and, primary metal
- emerging industry sectors are defense and security; information technology and telecommunication; transportation and logistics; energy-renewables, and business and services.

# 2018 Comprehensive Economic Development Strategy (CEDS) – Old Colony Economic District

*Some advantages to doing business in the Region*

- High Quality of Life
- Business Parks
- Water Supply
- Highway Infrastructure
- Educational Institutions
- One hour to Boston and Providence

GOAL: ENCOURAGE THE BRANDING OF THE REGION TO SUPPORT ECONOMIC DEVELOPMENT

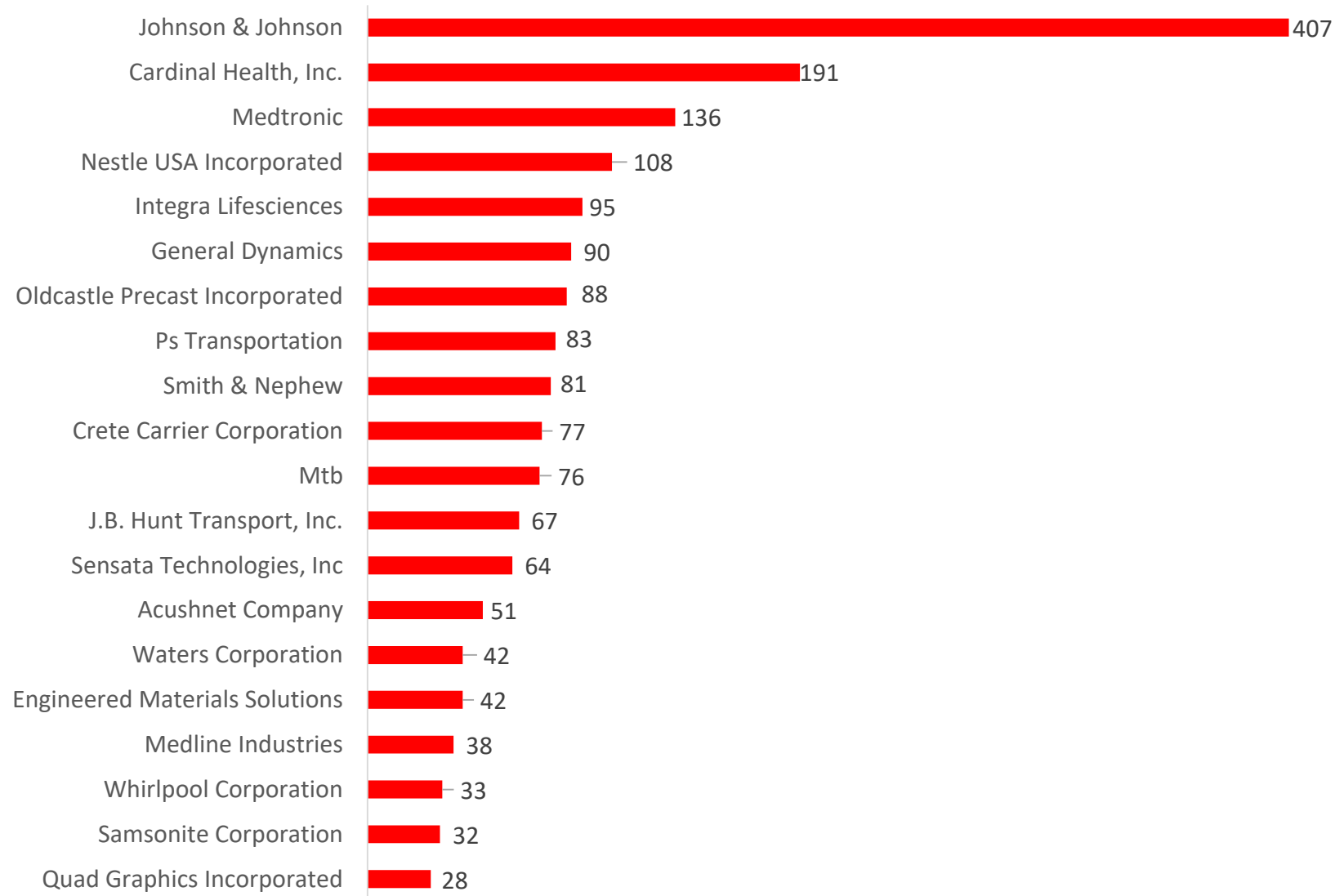
“When Metro South is Home, Everything’s Within Reach”

# Cape Cod Comprehensive Economic Development Strategy 2019-2023

“Cape Cod’s environment is its economy. The water-dependent, “Blue Economy” is driven by the extensive shoreline and direct access to open water, acknowledges the fact that a healthy Cape Cod environment drives a healthy regional economy.”

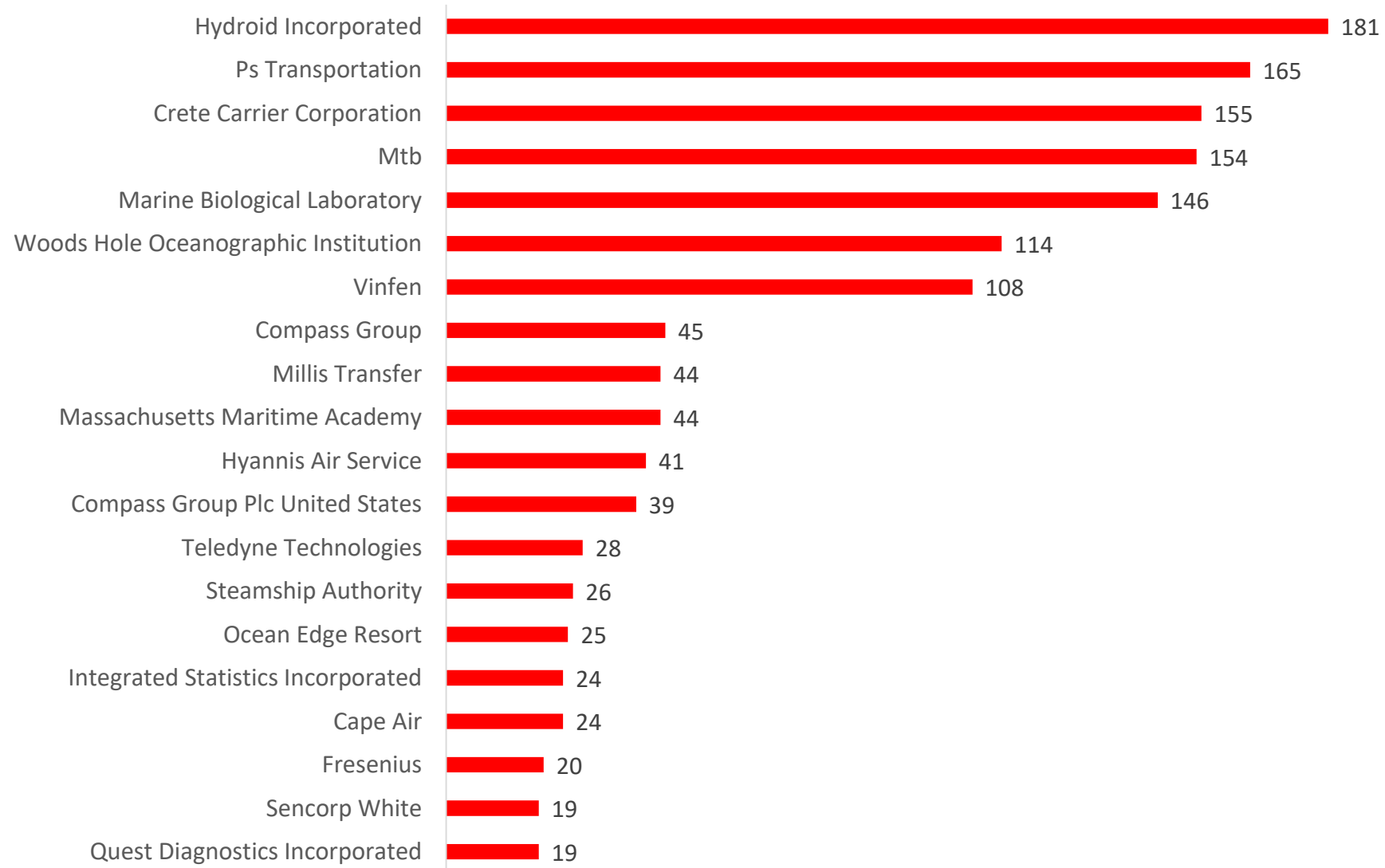
- Nurture Blue Economy
- Focus new development in areas that would not adversely affect the Cape’s environment
- Welcome emerging industries that would complement the Cape’s economy

## Bristol County: Sample Employers by 2019 Job Listings



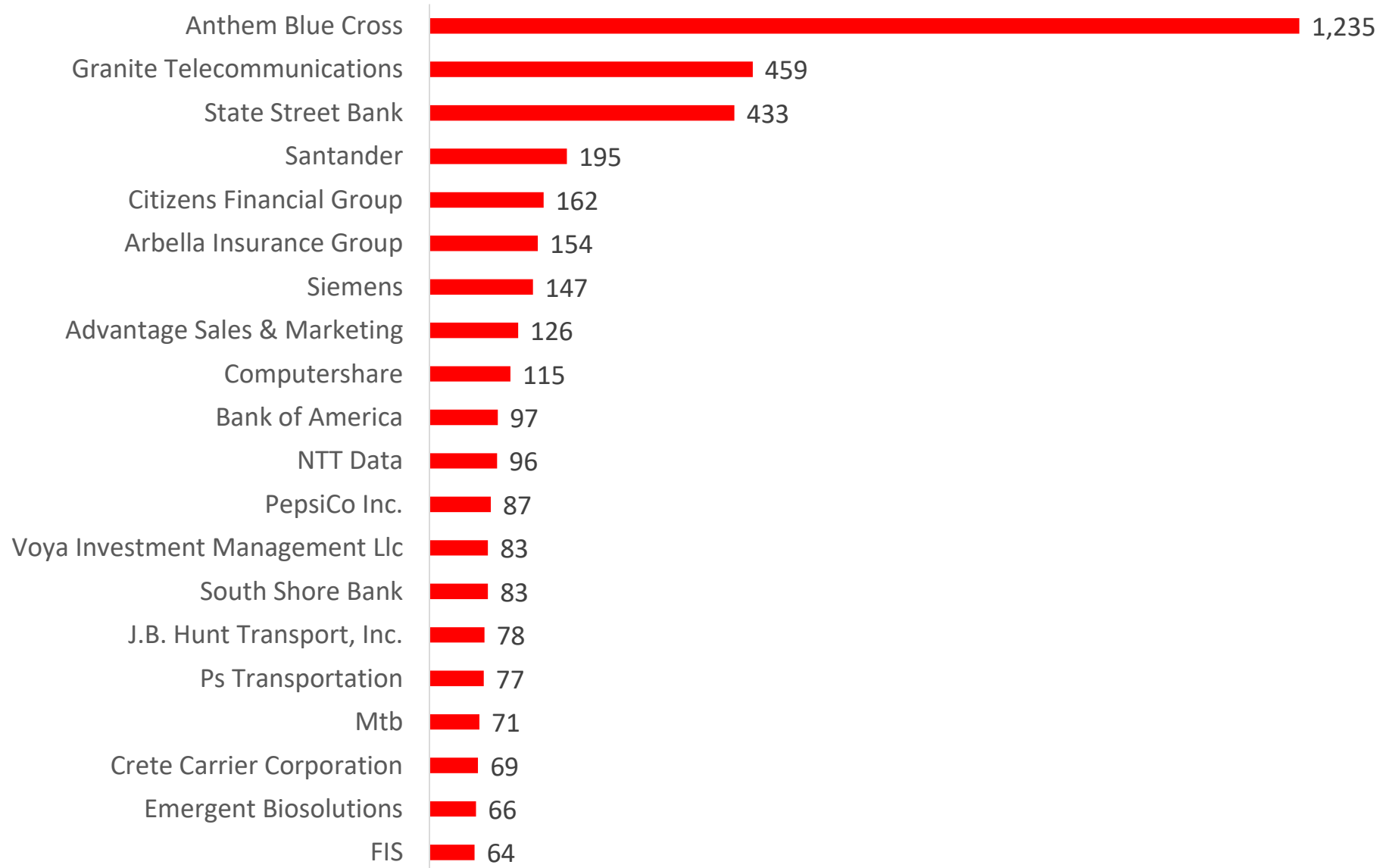
Source: Burning Glass, Labor Insight, 2020, MassEcon analysis.

## Cape Cod: Sample Employers by 2019 Job Listings



Source: Burning Glass, Labor Insight, 2020, MassEcon analysis.

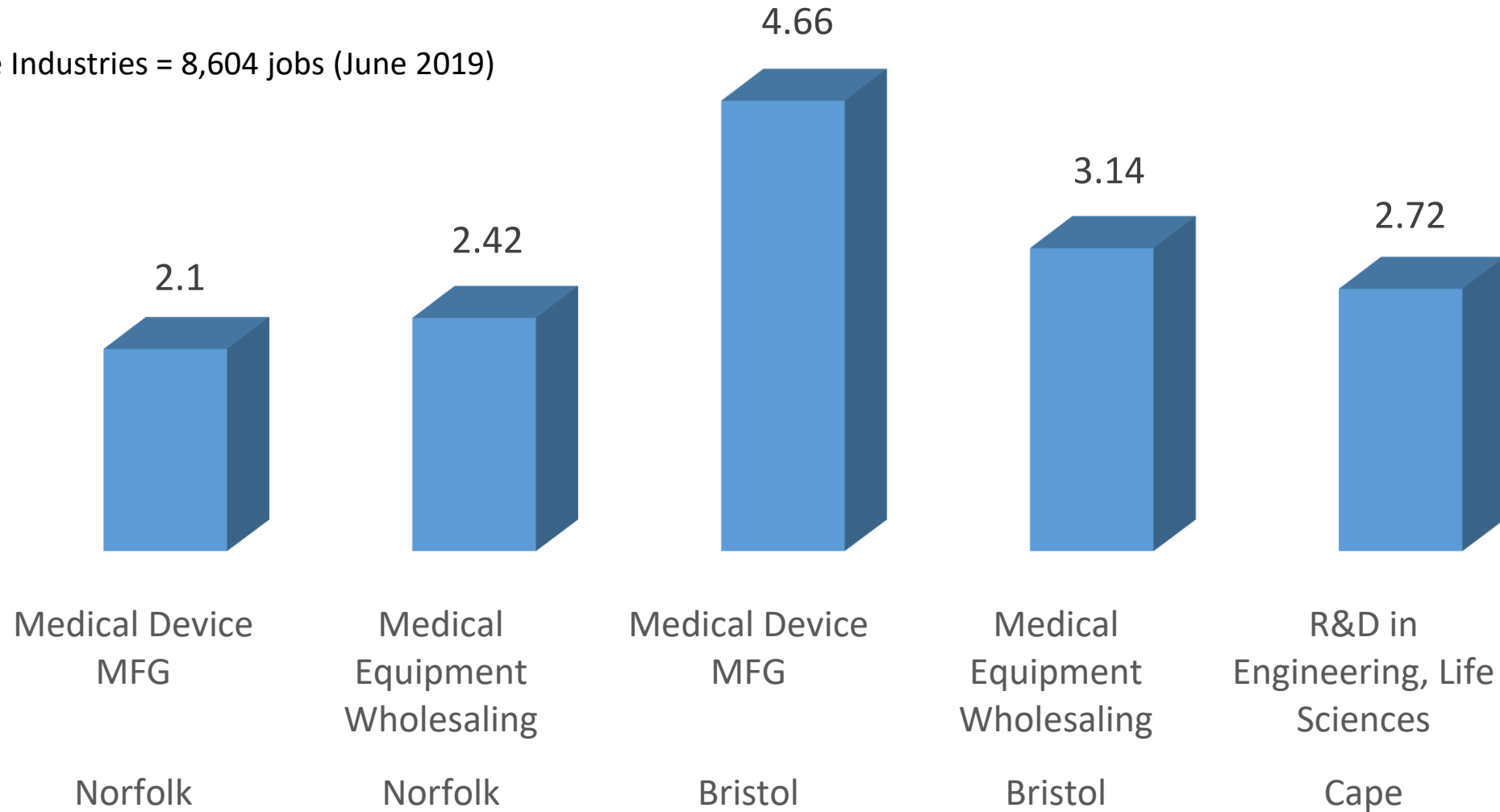
## South Shore: Sample Employers by 2019 Job Listings



Source: Burning Glass, Labor Insight, 2020, MassEcon analysis.

# High Concentration of Life Sciences in the Southeast

These Industries = 8,604 jobs (June 2019)



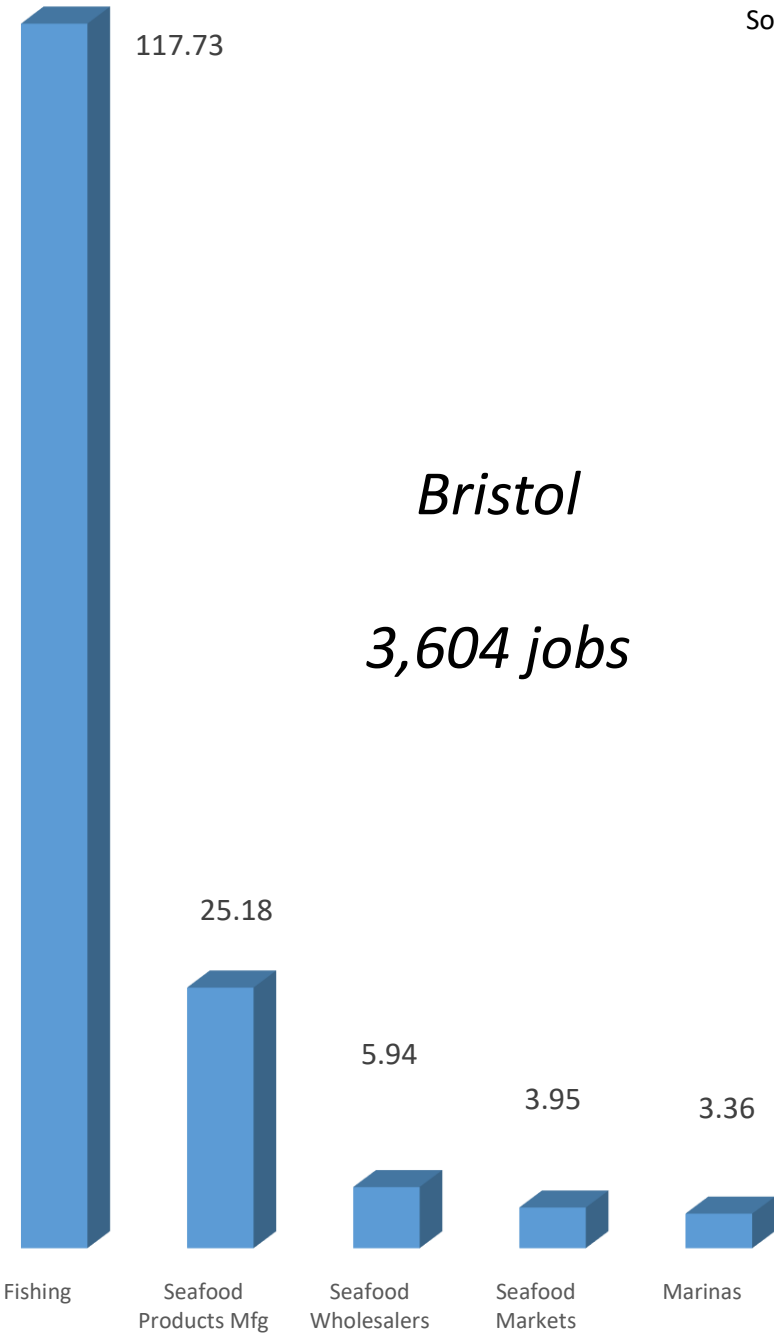
High Concentration of  
Sample **Blue**  
**Economy** Industries

Source: U.S. Bureau of Labor Statistics, June 2019. MassEcon analysis.

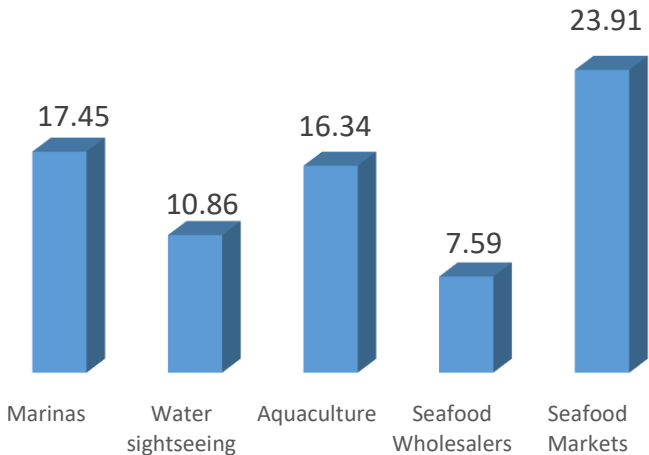
*Plymouth*  
  
*883 jobs*



*Bristol*  
  
*3,604 jobs*



*Cape*  
  
*1,515 jobs*

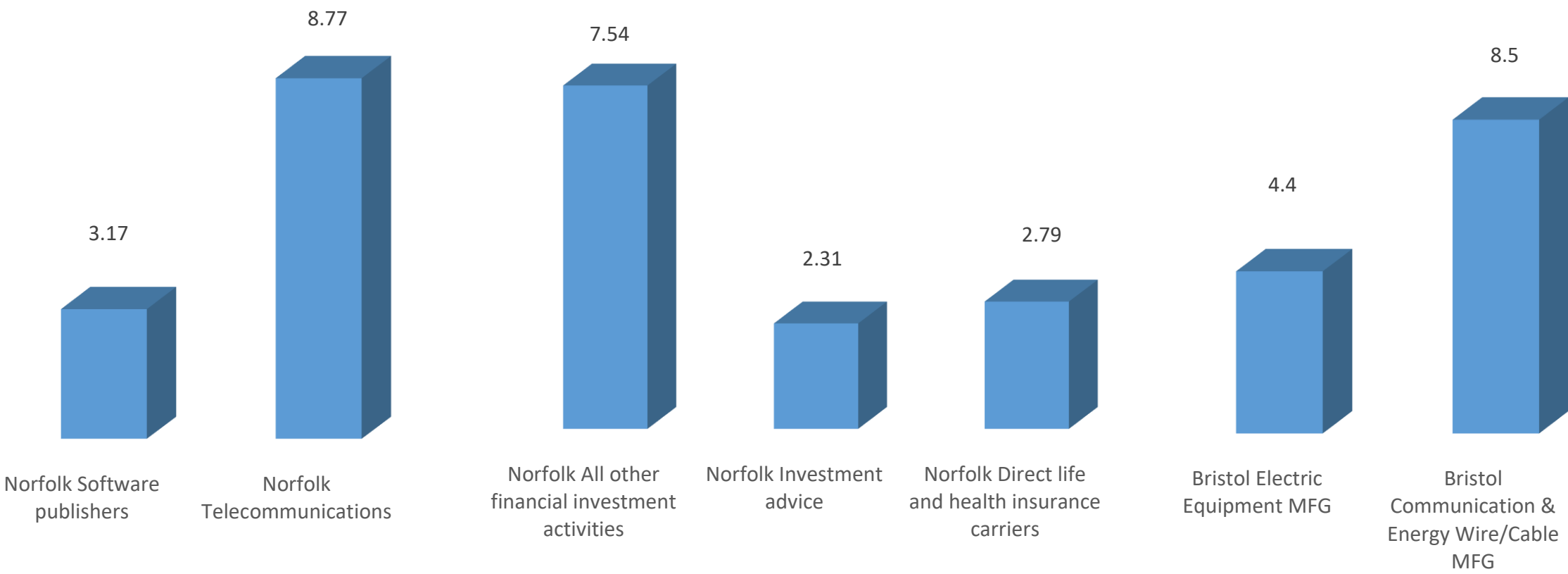


# Other Industries

5,221 jobs

6,189 jobs

1,517 jobs



# Why Massachusetts?

## Information Technology

**#1** in Information Technology driving power for growth

Business Facilities 14<sup>th</sup> Annual Rankings

## Life Sciences

**17 of 20** top life sciences companies are located here

Massachusetts Life Sciences Center

## Research and Development

**#1** Most Innovative State  
**#2** in total investment in R&D with **\$28.492 M**

Bloomberg U.S. Innovation Index

## Best Educated Workforce

- **#1 Public K-12** performance in U.S.
- **#1** in residents with college degrees and advanced degrees

NAEP Results & U.S. Census

## Clean Energy

**#2** in Solar Power Employment  
**#1** most energy-efficient state.

Council for Energy Efficient Economy

## Advanced Technology

**#1** in percent of workforce in science and engineering

Milken Institute

Advanced Manufacturing  
**26 billion dollars** in manufactured goods exported in 2016

Govtech.com

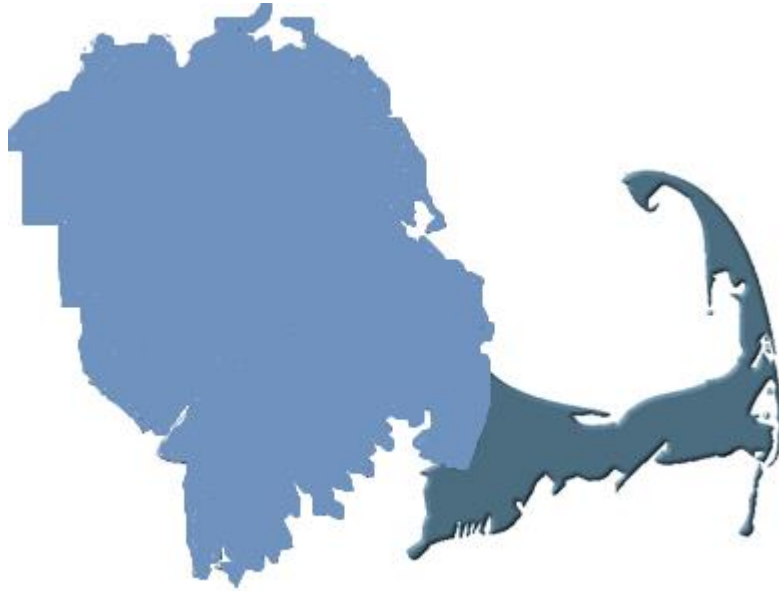
## Higher Education

**125** colleges and universities  
**30** Public institutions  
**95** private schools

Massecon.com



# Why Southeast Massachusetts?



## *Why Southeast? – Conceptual Strengths?*

- Land Sites - 2,000 developable acres (but limited on Cape)
- Good Highway Infrastructure
- Proximity to Boston and Providence
- Southeastern Marine Science and Technology Corridor
  - Viable business and industrial parks
  - Workforce attributes specific to region
- Water Supply
- Blue Economy

## SE Spotlight Panelist Roundtable:

*What makes the SE an advantaged location for businesses?*

**Chris Benevides**, Senior Operations Director, Waters Corporation

**Scott Hutchens**, Vice President, Raw Seafoods Inc.

**Lynn Tokarczyk**, Government Tax Incentives Consultant, Business Development Strategies, Inc.

**Jay Pateakos**, Vice President for Business Development, MassDevelopment

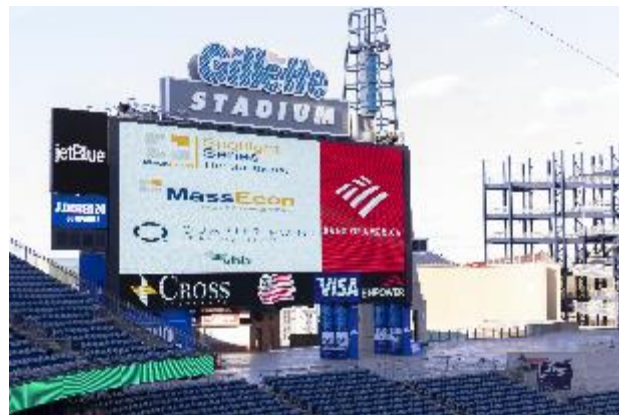
**Chris Adams**, Chief of Staff, Cape Cod Chamber of Commerce

**Mike McCarthy**, Vice President at DCL

Moderator: **Annie O'Connell**, Communications Director, MassEcon

# Take-aways

## *WHAT WE HEARD*



# WHAT WE HEARD

MassEcon and its partners should be telling the world that Southeast Massachusetts is a great place to locate a business because the region:

- has a **talented workforce, across the spectrum** of job needs, from blue collar to white collar
- provides a **great quality of life,**
- offers **reasonable commuting times** to the region and within the region,
- is advantaged for movement of commerce, with **excellent highway, rail, and access to regional/international airports,**
- provides **lower cost of living** than Greater Boston,
- has **availability of land sites** – and existing buildings in the region's **many business and industrial parks.**
- Includes the **largest fishing port in the U.S.** in New Bedford
- and the **deepwater ports:** New Bedford, Fall River, Quincy

In addition . . . .

# WHAT WE HEARD

Southeast Massachusetts is also home to

**Southeastern Marine Science and Technology Corridor  
Cape Cod Blue Economy**

High Performing industries with huge concentrations

**Life Sciences (Medical Device Manufacturing, R&D in the Life Sciences)  
Fishing, Seafood Products Preparation, Aquaculture  
Software Publishing, Telecommunications  
Finance and Insurance  
Electronic Equipment and Communications Manufacturing  
Transportation Logistics & Wholesale Warehousing**

## *WHAT WE DIDN'T HEAR – Let us know!*

As we work to develop MassEcon messaging on the southeast as we market Massachusetts beyond our borders, let us know what we are missing. And, if you are aware of industry trade shows or events that Massachusetts and at which the southeast should be represented, let us know.

Contact Executive Director, Pete Abair, by email with your input and suggestions.

[pabair@massecon.com](mailto:pabair@massecon.com)

Thank you!