MAPC Economic Development Program
September 20, 2017
Goals

• To provide you with some information on our Economic Development Program and the work that we are currently doing.

• To hear your perspective on your economic development initiatives and learn more about your technical assistance needs.
Agenda

• The MAPC Economic Development framework
• Technical Assistance Overview
• Discussion
Economic Development
Economic Development Framework

• Equitable economic development in locations already served by existing infrastructure.
Economic Development District

• Organize and develop regional economic development priorities
• Develop and maintain Comprehensive Economic Development Strategy (CEDS)
• Advance projects through EDA funding application process
Key Regional Strategies

- Grow the creative economy
- Support small business growth
- Improve the workforce pipeline
- Work towards an equitable and resilient economy
- Facilitate commercial & mixed use development in smart growth locations.
Technical Assistance

• Planning
  • Economic Development Visioning
  • Economic Impact Assessments
  • Market Analysis
  • Downtown Plans
  • Corridor Studies
  • eTOD
  • ED Master Plan elements
• EDA Technical Assistance
Key Regional Strategies

Support small business growth

Facilitate commercial & mixed use development in smart growth locations
A Vision for Brookline’s Commercial Areas
Key Regional Strategies

Grow the creative economy
Project Components

• District Management & Funding Tools

• Case Study Research on Operations of specific types of cultural facilities

• Cultural Asset Mapping

• Arts & Cultural Workforce Development Strategies

• Managing Neighborhood Change
Growing the Creative Economy

Albion Arts Corridor
LAUNCH
at Plaza Jazz
Thursday, June 22 | 6 – 8 p.m.
Beebe Library

Open House at Beebe Library
Learn more about the final report, participate in a raffle, and see footage from recent arts and culture events in Wakefield

Plaza Jazz
Steps of Beebe Library

Art Activities for Kids & Free Food
Lecture Hall, Beebe Library

Public Art Project
Outside Beebe Library

For more details: albionartscorridor.mapc.org

How can we help?

Call MAPC: 617.933.0700

Arts & Culture in Arlington

Economic Impact of Arlington’s Theaters

Map of Arts & Culture

In the Greater Boston area, the arts are a powerful driver of economic development and community building. This report provides a comprehensive analysis of the economic impact of the arts in Arlington, highlighting the significant contributions they make to the local economy and quality of life.

Map of Arts & Culture

In the Greater Boston area, the arts are a powerful driver of economic development and community building. This report provides a comprehensive analysis of the economic impact of the arts in Arlington, highlighting the significant contributions they make to the local economy and quality of life.
### NAICS Code Analysis

#### Table 10 - Wakefield Creative Enterprises & Individual Artists by Core Creative Industries, 2015-2016

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Industry (Example Wakefield business in italics)</th>
<th>Estimated Employers</th>
<th>Estimated Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>3231</td>
<td>Printing</td>
<td>3</td>
<td>20-35</td>
</tr>
<tr>
<td></td>
<td>Resurom Systems Inc, Print Graphics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4239</td>
<td>Retailer</td>
<td>4</td>
<td>5-15</td>
</tr>
<tr>
<td>4483</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4511</td>
<td>Retailer</td>
<td>4</td>
<td>5-15</td>
</tr>
<tr>
<td>4512</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5111</td>
<td>Publishing</td>
<td>1</td>
<td>20-50</td>
</tr>
<tr>
<td></td>
<td>Wakefield Daily Item</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5121</td>
<td>Film, Radio &amp; TV Production</td>
<td>3</td>
<td>15-30</td>
</tr>
<tr>
<td></td>
<td>Hawkes Media Group, Remote Facilities Consulting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5191</td>
<td>Information Services</td>
<td>1</td>
<td>20-50</td>
</tr>
<tr>
<td></td>
<td>Wakefield Library</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5413</td>
<td>Design Services</td>
<td>14</td>
<td>40-90</td>
</tr>
<tr>
<td>5414</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5418</td>
<td>Design Services</td>
<td>14</td>
<td>40-90</td>
</tr>
<tr>
<td>5419</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6116</td>
<td>Arts Schools &amp; Services</td>
<td>7</td>
<td>25-60</td>
</tr>
<tr>
<td></td>
<td>Create Artisan Studio, Kidcasso Art Studio, Dance Studio of Wakefield, Onset School of Music</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7115</td>
<td>Independent Artists: Visual Arts, Crafts, Photography</td>
<td>71</td>
<td>80-100</td>
</tr>
<tr>
<td></td>
<td>Wakefield Woodworker, Presto Music, Sarah Guerin</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td>104</td>
<td>225-430</td>
</tr>
</tbody>
</table>

Sources: InfoUSA 2015, Artist Collaborative of Wakefield Directory 2016, in-person interviews
## Consumer Expenditures on the Arts

<table>
<thead>
<tr>
<th>Category</th>
<th>TA1</th>
<th></th>
<th>TA2</th>
<th></th>
<th>Middlesex &amp; Essex Counties</th>
<th>Massachusetts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Avg. spent*</td>
<td>SPI**</td>
<td>Avg. spent</td>
<td>SPI</td>
<td>Avg. spent</td>
<td>Avg. spent</td>
</tr>
<tr>
<td><strong>Tickets to theatre, operas, or concerts</strong></td>
<td>$88.46</td>
<td>168</td>
<td>$93.46</td>
<td>177</td>
<td>$87.91</td>
<td>167</td>
</tr>
<tr>
<td><strong>Tickets to movies, museums, or parks</strong></td>
<td>$95.86</td>
<td>144</td>
<td>$100.30</td>
<td>151</td>
<td>$102.32</td>
<td>154</td>
</tr>
<tr>
<td><strong>Arts, crafts, toys, games</strong></td>
<td>$129.73</td>
<td>129</td>
<td>$135.42</td>
<td>135</td>
<td>$138.73</td>
<td>138</td>
</tr>
<tr>
<td><strong>Magazine or newspaper subscriptions</strong></td>
<td>$64.20</td>
<td>153</td>
<td>$67.55</td>
<td>161</td>
<td>$60.76</td>
<td>144</td>
</tr>
</tbody>
</table>

Economic Benefits of the Arts

$13.14
Meals, snacks, refreshments

$0.89
Other

$0.36
Childcare

$24.60
of event-related spending

$4.05
Clothing, gifts, accessories

$3.51
Overnight lodging

$2.65
Local ground transportation

Figure 13: Americans for the Arts breakdown, MAPC graphic
Key Regional Strategies

Work towards an equitable and resilient economy
Chelsea Food Study

• Economic Impact Study
• Quantify the economic impacts of the Chelsea Food Distribution cluster
• Articulate the environmental and economic challenges facing the food cluster in Chelsea
Key Regional Strategies

Improve the workforce pipeline
Regional Planning Workforce Skills Initiative

- Effort of the Workforce Skills cabinet to improve workforce skills, jobs readiness, vocational and other educational opportunities.

Source: Commonwealth of Massachusetts Workforce Skills Cabinet
Questions?
Questions for Discussion

• What are some of the economic development related initiatives that are happening in your communities?
• What regional economic development issues would you be interested in exploring?
Affordable Space
How Rising Commercial Rents Are Threatening Independent Businesses, and What Cities Are Doing About It

Olivia LaVecchia and Stacy Mitchell
April 2016
MAPC Economic Development Division

Steve Winter
Principal Economic Development Planner
swinter@mapc.org
617-933-0753

Josh Eichen
Economic Development Planner
jeichen@mapc.org
617-933-0722

Raul Gonzalez
Economic Development Planner
RGonzalez@mapc.org
617-933-0763