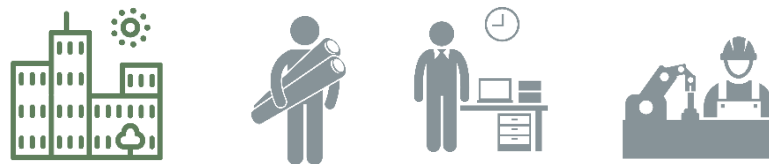




MAPC Economic Development Program

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.

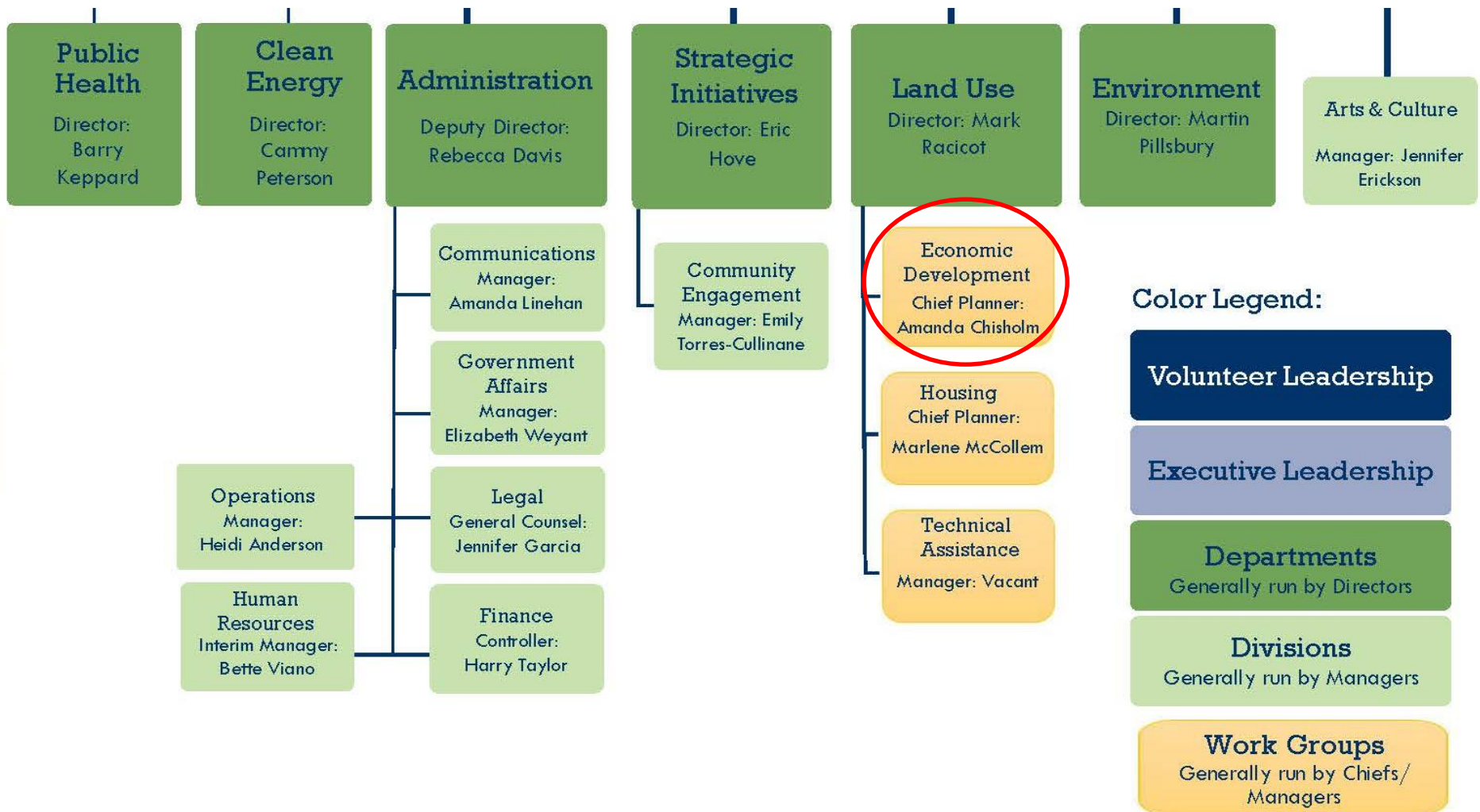
Agenda

- The MAPC Economic Development framework
- Technical Assistance Overview
- Discussion

Economic Development

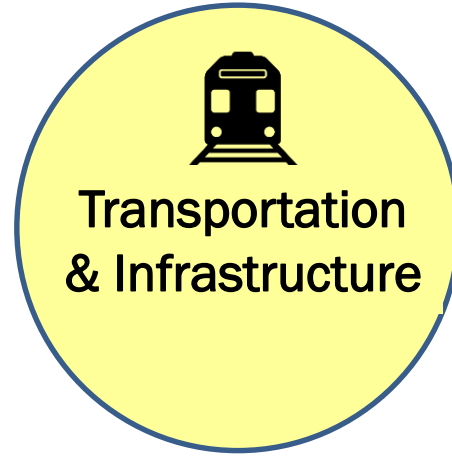


Economic Development Working Group








Economic Development Framework

- Equitable economic development in locations already served by existing infrastructure.



Priority Mapping to Implement MetroFuture

Legend

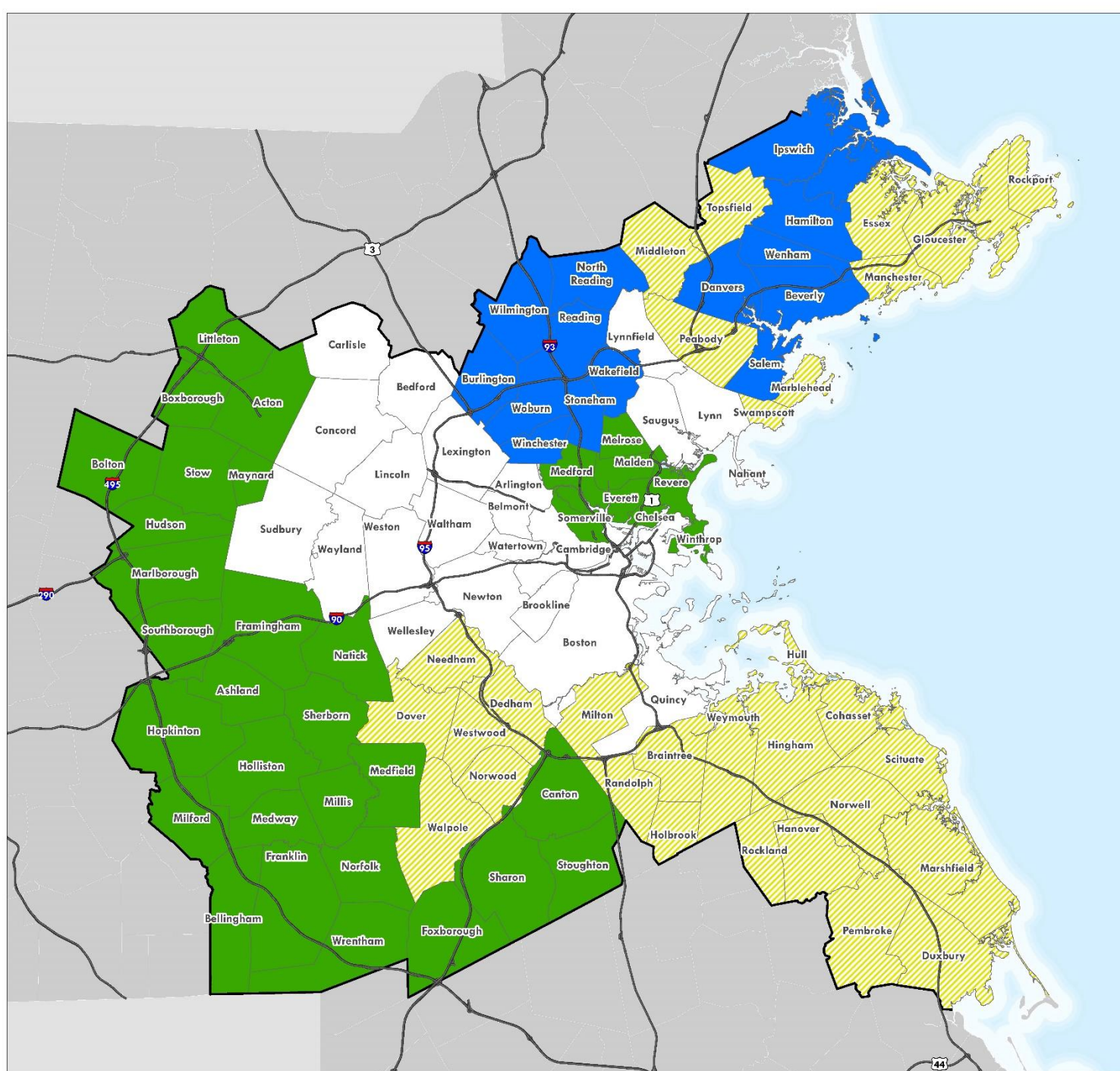
-  Priority Mapping Completed
-  Priority Mapping Ready for State Review
-  Priority Mapping Initiated (Data Collection)
-  Priority Mapping Not Yet Begun
-  Major Road



Produced by:
Metropolitan Area Planning Council
Data Services
60 Temple Place, Boston, MA 02111
(617) 451-2770

Data Sources:
MAPC, MassGIS

December, 2015



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



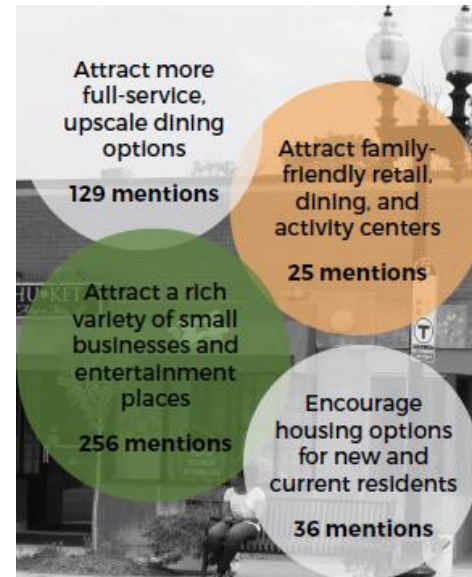
Key Regional Strategies

- 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



Document Path: K:\Data\Service\Projects\Data_Requests\2017\Chisholm_brookline_commercial\Project_Files\cdglttaw.mxd



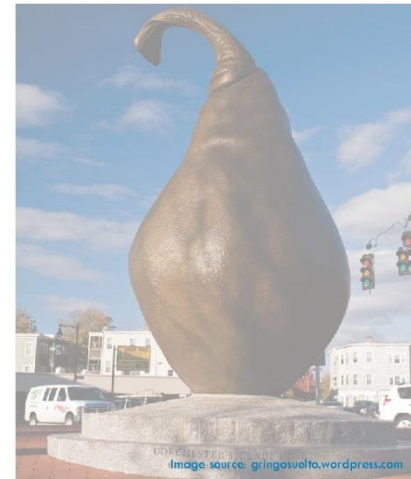
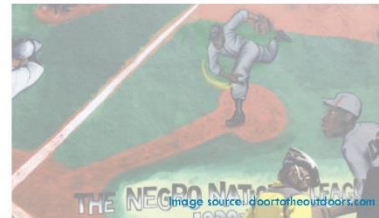
Key Regional Strategies

Grow the creative economy

Cultural ED Planning

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

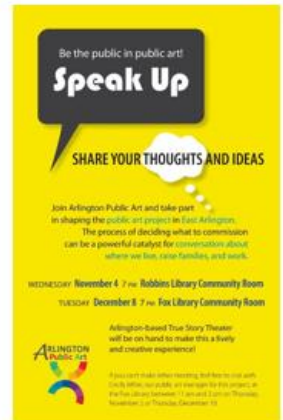
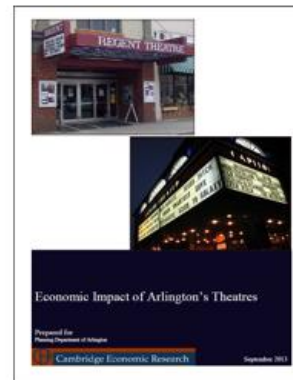
How can we help?



Call MAPC: 617.933.0700



Arts & Culture in Arlington



NAICS Code Analysis

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

NAICS	Industry (<i>Example Wakefield business in italics</i>)	Estimated Employers	Estimated Employees
3231	Printing <i>Resurom Systems Inc, Print Graphics</i>	3	20-35
4239 4483 4511 4512	Retailer <i>Wakefield Jewelers, Quilters Common, Towne News & Smoke Shop</i>	4	5-15
5111	Publishing <i>Wakefield Daily Item</i>	1	20-50
5121	Film, Radio & TV Production <i>Hawkes Media Group, Remote Facilities Consulting</i>	3	15-30
5191	Information Services <i>Wakefield Library</i>	1	20-50
5413 5414 5418 5419	Design Services <i>CSS Architects, Phoenix Architects, HaA Product Development, D'Ambrosio Landscaping, MTM Interiors</i>	14	40-90
6116	Arts Schools & Services <i>Create Artisan Studio, Kidcasso Art Studio, Dance Studio of Wakefield, Onset School of Music</i>	7	25-60
7115	Independent Artists: Visual Arts, Crafts, Photography <i>Wakefield Woodworker, Presto Music, Sarah Guerin</i>	71	80-100
	Totals	104	225-430

Sources: InfoUSA 2015, Artist Collaborative of Wakefield Directory 2016, in-person interviews

Consumer Expenditures on the Arts

Category	TA1		TA2		Middlesex & Essex Counties		Massachusetts	
	Avg. spent*	SPI**	Avg. spent	SPI	Avg. spent	SPI	Avg. spent	SPI
Tickets to theatre, operas, or concerts	\$88.46	168	\$93.46	177	\$87.91	167	\$74.45	141
Tickets to movies, museums, or parks	\$95.86	144	\$100.30	151	\$102.32	154	\$87.57	132
Arts, crafts, toys, games	\$129.73	129	\$135.42	135	\$138.73	138	\$122.93	123
Magazine or newspaper subscriptions	\$64.20	153	\$67.55	161	\$60.76	144	\$53.70	128

Source: U.S. Bureau of Labor Statistics Consumer Expenditure Survey 2013-2014, Esri Analysis

Economic Benefits of the Arts

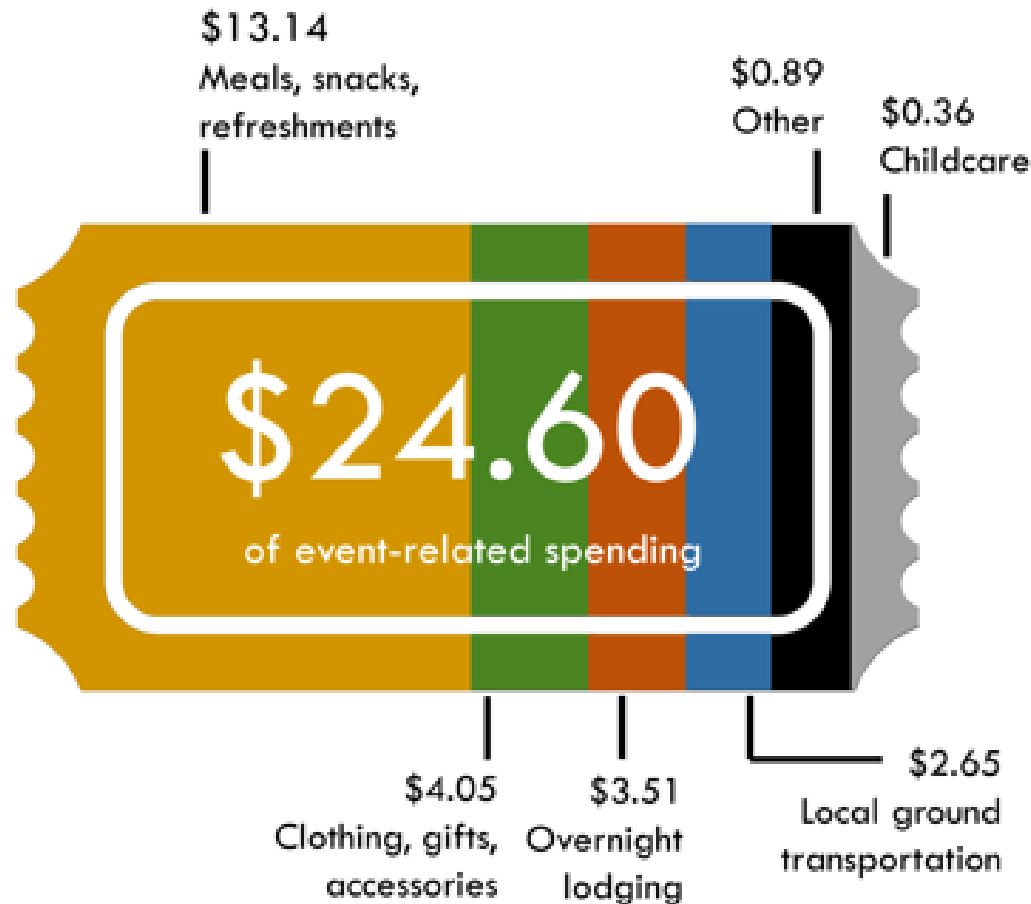


Figure 13: Americans for the Arts breakdown, MAPC graphic

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



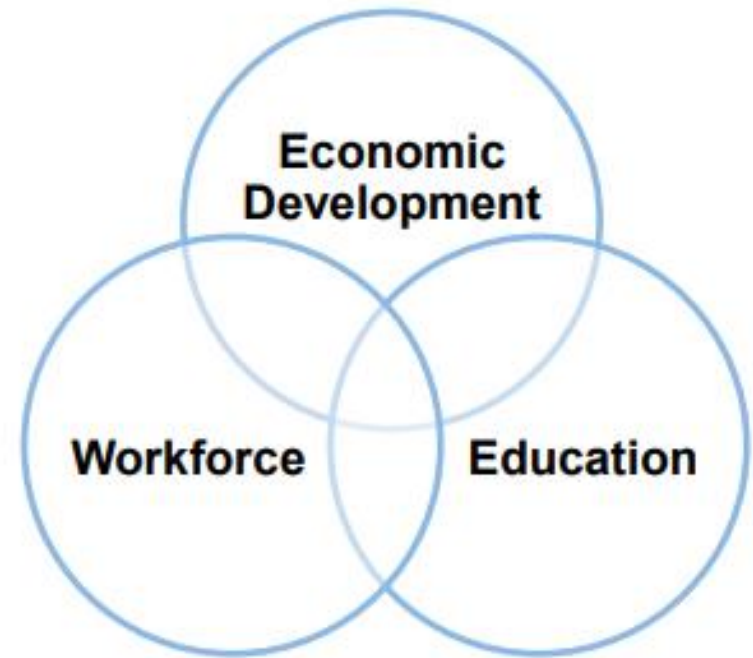
Key Regional Strategies

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.

WSC STRUCTURE



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?

Regional Issues

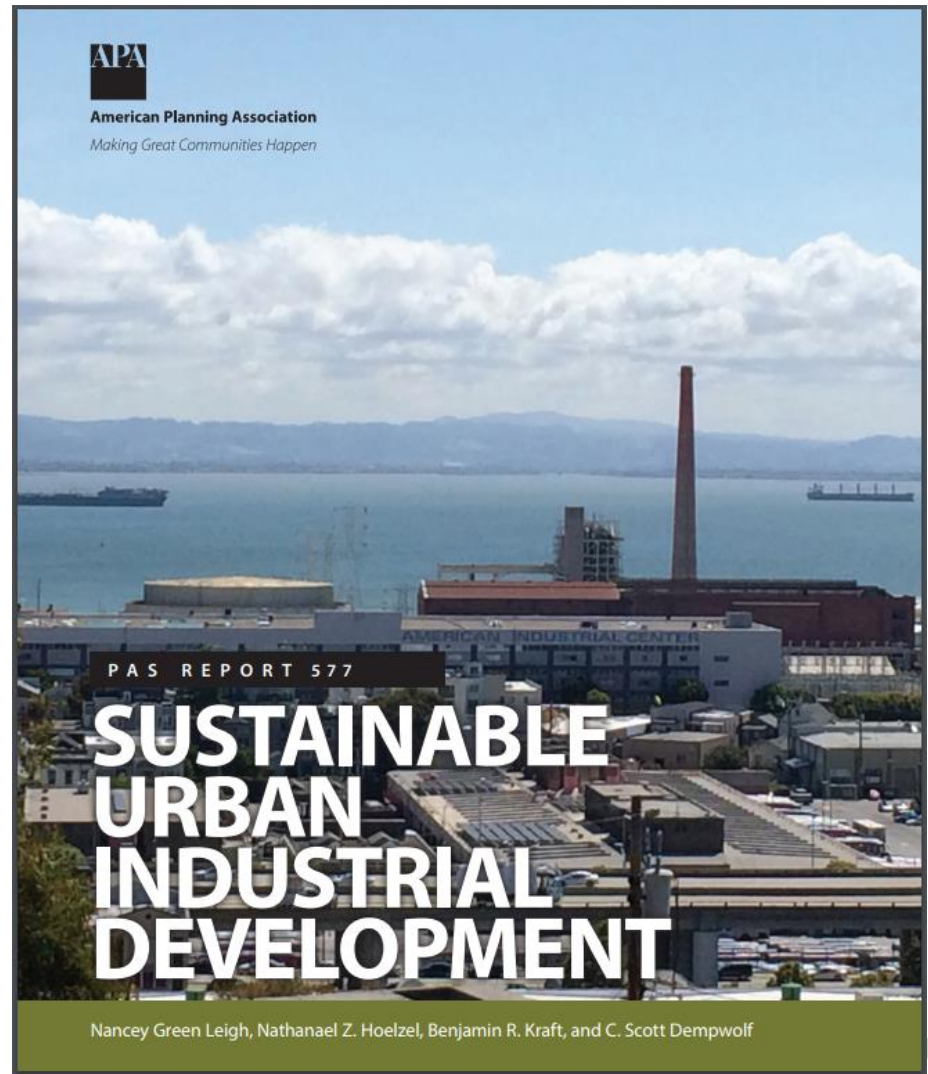


Affordable Space

How Rising Commercial Rents Are Threatening Independent Businesses, and What Cities Are Doing About It

Olivia LaVecchia and Stacy Mitchell
April 2016

ILSR INSTITUTE FOR
Local Self-Reliance



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