



Commonwealth of Massachusetts
Executive Office of Housing and
Economic Development

MAPC SWAP Meeting

December 14, 2021

MA Office of Business Development
Regional Director – Greater Boston
Sue Whitaker



Massachusetts Office of Business Development (MOBD)



Mission:

Facilitate
access to
resources

Promote job
growth and job
retention

Stimulate
private
investments

Help
businesses
thrive in
Massachusetts

Regions:

Merrimack
Valley / MetroWest

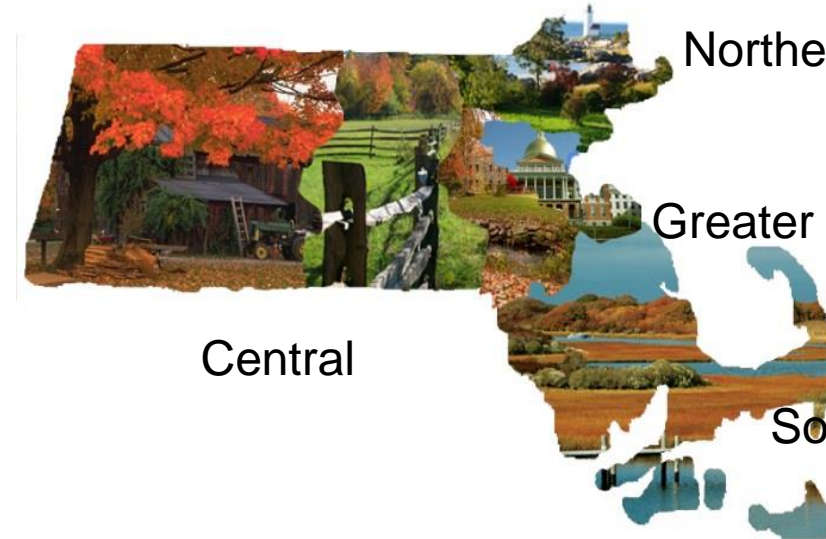
Northeast

Greater Boston

Southeast

Central

West





KICK- STARTING GROWTH THROUGH INCENTIVES, GRANTS, CAPITAL FINANCING AND MORE...

**Economic Development
Incentive Program (EDIP)**

**Regional Economic Development
Organization | Partner Grants**

Regional Pilot Program Grants

**Workforce Development &
Training**

Financing Partnerships

Sector Specific Resources

**COVID-19 Business Resource
Liaison**

Start-up Assistance

**Innovation & Technical
Assistance**

International Trade Investments

Industry Expertise

Site Selection

**Permitting & Regulatory
Assistance**

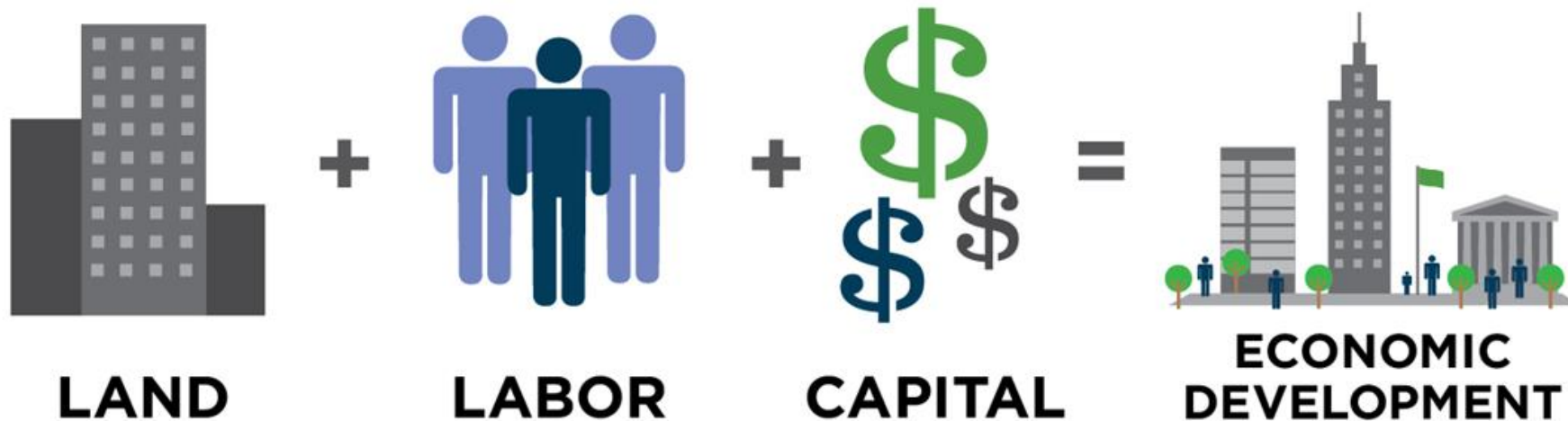
Infrastructure Support

ECONOMIC DEVELOPMENT INCENTIVE PROGRAM (EDIP)



Designed to foster job creation and stimulate business growth

**Companies receive local property tax incentives and/or state tax credits
in exchange for job creation, job retention and private investment
commitments**



ECONOMIC DEVELOPMENT INCENTIVE PROGRAM – 2 Tracks



EDIP-Program Tracks

LOCAL INCENTIVE ONLY

Business/Municipality
(2-way partnership)
EACC Approval Required

Real Estate Tax Relief
TIF-Tax Increment Financing or
STA- Special Tax Assessment
Negotiated between business & municipality

Provides
Local Economic Development Value

STATE TAX CREDITS

Business/Municipality/State
(3-way partnership)
EACC Approval Required

Local Real Estate Tax Incentive (TIF/STA)
or
other Municipal Incentive

Requires New Job Creation,
Job Retention & Capital Expenditure

Based on Corporate Excise Tax Liability
Companies need to be profitable to take advantage of tax credit

Local Incentives: Tax Increment Financing (TIF)



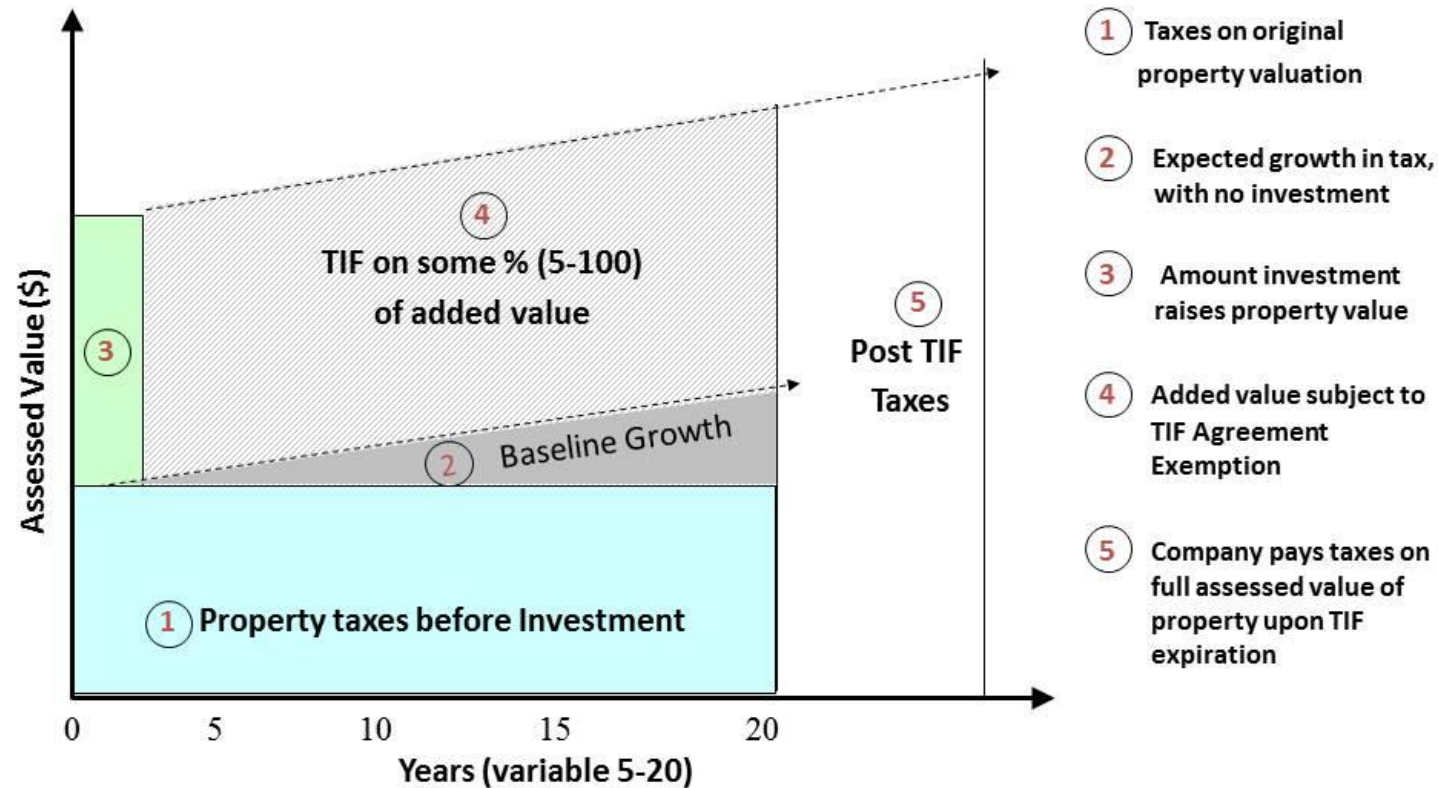
Tax Increment Financing (TIF) is a negotiated Agreement between business and host municipality. The percentage exemption applies to the incremental increase of assessed value of the parcel and the agreement may include exemptions on personal property tax. Per M.G.L. 40 § 59:

- TIFs have a 5-year minimum, 20 year maximum or anything in between;
- Business pays full tax rate on the “base value”
- Exemption from property taxation on all or part of the increased value accrued as a result of development (the “increment”);
- Percentage of exemption (for incremental real and personal property tax value) may range from 5% to 100%;

Local Incentives: Tax Increment Financing (TIF) - continued



Tax Increment Financing (TIF) Agreement Mechanics





TIF Agreements must be pre-approved by our (state) attorneys ***prior*** to submitting to TIF Committee or Council

Bureau of Municipal Finance Law Informational Guideline Release 12/13/2019





10% Abandoned Building Renovation Deduction

- A one-time deduction (not a credit) taken for the costs of renovating an abandoned building
- EACC definition of abandoned building: at least 75% or more vacant for the preceding two years
- Cannot tear down the building and replace
- MUST be part of a *Certified Project*
- DOR letter ruling: Costs do not include purchase price of building or land





Vacant Downtown Storefront Initiative

Step 1 – Vacant Storefront District

Municipality applies to EACC to designate a defined downtown or other commercial area, as a “Vacant Storefront District”

Identify vacant storefronts that have been vacant for 1 year or longer

Discuss their municipal match

(i.e. CDBG funds, forgivable loans, façade improvements, BID matches, MassDev TDI funds, permit fees exemptions, municipal utility breaks, etc. – List not all inclusive)

Municipality must create a district prior and receive certification BEFORE any business may apply to qualify as a project



Vacant Downtown Storefront Initiative

Step 2 – Vacant Storefront Project



Businesses locating in an identified first-floor vacant storefront within a Vacant Storefront District apply to Commonwealth for tax credits

A Vacant Storefront Project *may* receive refundable tax credits *up to* \$10,000

Preference given to projects that generate pedestrian traffic or complement existing businesses in district that achieve stated municipal goals



Approved Vacant Storefront Districts



Attleboro

Brockton

Clinton

Fall River

Fitchburg

Framingham

Gloucester

Greenfield

Holyoke

Lowell

Marlborough

Taunton

Ware

Webster

Westborough

Worcester



**Engage with your
MOBD
Regional Director
EARLY in the
process**



Massachusetts Office of Business Development



Code Named Projects— Businesses considering MA to expand or relocate – Incentive Proposals



REDOs – Regional Economic Development Organization Grant Program –Annual RFP – Awardees facilitate regional projects that grow businesses and the MA economy by attracting new employers and assisting existing businesses.



MOBD Grants – Examples - Grant Application for Zoos – up to \$150,000 for privately owned zoos

- Regional Pilot Project Grant – up to \$250,000 for municipalities and organizations to work together to create solutions for recovery for their specific economies.

MOBD Regional Director – Central Point of Contact

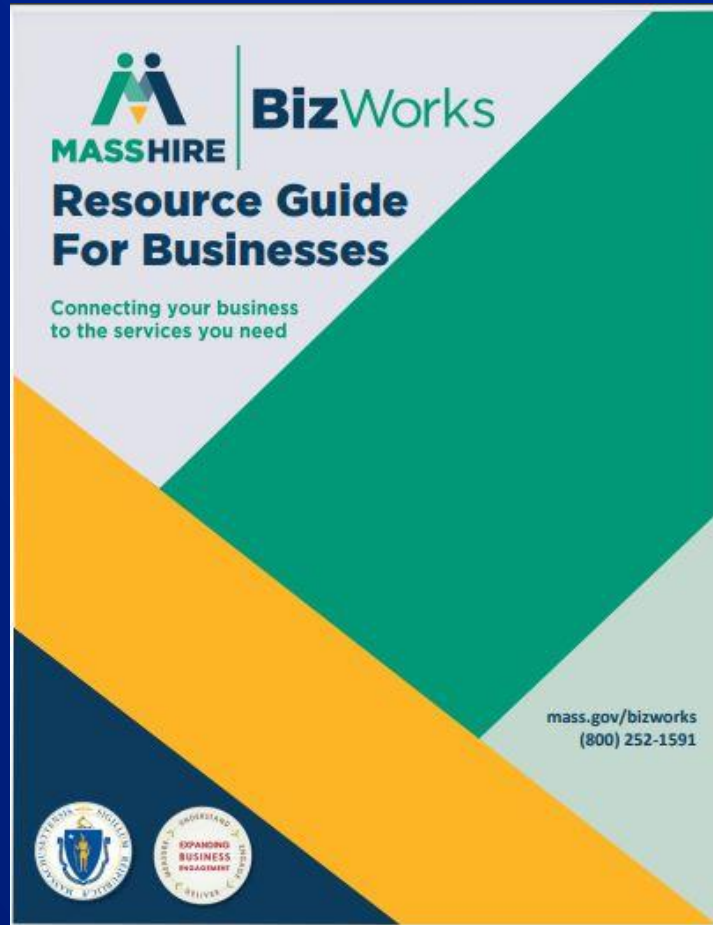


Example: Clean Energy Start-up Company

A mobile care services startup initially providing mobile refueling and carbon offsets of vehicle CO2 emissions. The concept is to have your car refueled in the parking lot while you're shopping at a retail store or working at your office and emissions offset automatically. Their mission is to accelerate society's transition to zero-emission hydrogen fuel cell transportation. Ultimately hope to franchise this opportunity and employ as many military veterans as possible.



Example: Clean Energy Start-up Company



MassHire BizWorks

- www.mass.gov/bizworks
- A [resource guide](#) offering a wide array of services a business may need at various points in the business cycle.
- Company resources for business:
 - Growth or expansion – recruiting/hiring
 - Maintenance - training
 - Downsizing – layoff aversion

Example: Clean Energy Start-up Company



THE MASSACHUSETTS CLEAN ENERGY CENTER (MassCEC)

MassCEC is a state economic development agency dedicated to accelerating the growth of the clean energy sector across the Commonwealth to spur job creation, deliver statewide environmental benefits and to secure long-term economic growth for the people of Massachusetts. MassCEC works to increase the adoption of clean energy while driving down costs and delivering financial, environmental, and economic development benefits to energy users and utility customers across the state.

InnovateMass: The InnovateMass program provides up to \$250,000 in grant funding and technical support to applicant teams deploying new clean energy technologies or innovative combinations of existing technologies with a strong potential for commercialization.

Seed Investments: The Seed Investments Program is a two-stage investment program that provides up to \$250,000 in convertible notes to pre-seed or seed-stage clean energy startups. The program exists to support companies as they advance and commercialize clean energy technologies and business models.

Example: Clean Energy Start-up Company



THE MASSACHUSETTS CLEAN ENERGY CENTER (MassCEC) continued

Vocational Internship Program: The Massachusetts [Clean Energy Vocational Internship Program](#) helps prepare the next generation of clean energy workers by funding internships for vocational high school at Massachusetts clean energy and water innovation companies.

Clean Energy Internship Program: The Massachusetts [Clean Energy Internship Program](#) helps to fund internships for students and recent graduates at Massachusetts clean energy and water innovation companies. Host Employers pay interns a minimum Fifteen Dollars per hour (\$15/hr.) MassCEC will reimburse a Host Employer up to its cap of **\$3,840/per intern** (fall or spring sessions) and **\$7,680/per intern** for the summer session.

Clean Energy Resume Board: Find prospective candidates for open positions by browsing MassCEC's [Resume Board](#), a comprehensive database of qualified job seekers looking to work in the clean energy sector. Search candidates by technology, job type, location and more.

Clean Energy Jobs Board: Employers may post full-time or part-time positions on the [Clean Energy Job Board](#). To [submit a job posting](#) an employer must first [register](#) for an account or [log-in](#).

ADDITIONAL PARTNERS



MASSDEVELOPMENT

MassDevelopment is the state's finance and development agency. They are committed to achieving three goals: stimulating business, driving economic growth, and helping communities thrive across Massachusetts. They provide low-cost and creative financing options for a range of organizations, sustainably redevelop surplus properties, transform the Commonwealth's Gateway Cities, and promote the Massachusetts manufacturing and defense sectors. Website: <https://www.massdevelopment.com/>

Green Loan Program – MassDevelopment's Green Loan Program bridges the gap between the initial costs of energy efficiency projects and the rebates or subsidies provided by other programs. Loans are available in the amounts of \$50,000 to \$500,000.

www.massdevelopment.com/financing/loansguarantees/green-loan-program

MASS SAVE

Provides a wide range of services, incentives, trainings, and information promoting energy efficiency that help residents and businesses manage energy use and related costs, **including no-cost energy audits by MassSave partners.** Website: <https://www.masssave.com/en/saving/business-rebates>

ADDITIONAL PARTNERS



MASSECON: is a membership-based agency that markets Massachusetts beyond its borders, provides statewide site-selection services on behalf of the Commonwealth and maintains the ReadyMass 100 properties list (An exclusive inventory of the Top 100 real estate assets in Massachusetts). They develop business intelligence research to support public partners, inform members and develop lead prospects. They bring public and private expertise to support locational decision making and annually recognize businesses that have made the decision to grow in Massachusetts. Whether you're looking for a site for the first time or are in the process of relocating, our MassEcon resource can help you find, purchase, and move to a new location quickly and efficiently. Website: <https://massecon.com/> This is the link to the [ReadyMass 100 Search Tool](#) – Can explore community data/demographics/workforce, etc.

MASS TECH COLLABORATIVE (MTC): Helps build strategies, launch projects, and manages programs to support a healthy, vibrant statewide innovation economy. They are active as partners and/or catalysts in many ways beyond their program portfolio, Talent and Workforce, Ecosystem and Industry Support, Healthcare Innovation and Broadband Access.

Website: <https://masstech.org/>

FREE TECHNICAL ASSISTANCE



MA SMALL BUSINESS DEVELOPMENT CENTER (MSBDC) provides free and confidential one-to-one business advice focusing on, business growth and strategies, financing and loan assistance as well as strategic, marketing and operational analysis. In addition, low-cost educational training programs are offered across the state targeted to the needs of small business. <https://www.msbdc.org/>

CENTER FOR WOMEN AND ENTERPRISE provides opportunities for women entrepreneurs and women in business to increase professional success, personal growth, and financial Independence. <https://www.cweonline.org/>

VETERANS BUSINESS OUTREACH CENTER (VBOC) is designed to provide entrepreneurial development services such as business training, counseling and resource partner referrals to transitioning service members, veterans, National Guard & Reserve members and military spouses interested in starting or growing a small business. The VBOC of New England is operated by the Center for Women & Enterprise who offer quality classes, programs and services to those who want to start and grow their business. <http://www.cweonline.org/About-CWE/Veterans-Business-Outreach-Center>

SMALLBSTRONG.COM a non-profit organization empowered to help women and minority owned small businesses by providing expedited, pro-bono resources ranging from access to capital to consulting, business restructuring, business growth, digital marketing and customer engagement plans. <https://www.smallbstrong.com/>

WORKFORCE DEVELOPMENT



WORKFORCE TRAINING GRANT, COMMONWEALTH CORPORATION

- **General Grant** up to \$250k, with an “in kind” match provided by the employer (typically match is met based on salary and benefits of the employees attending trainings)
<https://workforcetrainingfund.org/programs/general-program/>
- **Express Grant** funds are limited to \$30,000 per company per calendar year and \$3,000 per employee per course. Qualified businesses with 100 employees or fewer receive 100% reimbursement and qualified larger businesses with over 100 employees receive 50% reimbursement.
<https://workforcetrainingfund.org/programs/express-program-2/>

SAFETY TRAINING GRANT, DIVISION OF INDUSTRIAL ACCIDENTS UP TO \$25K

Promotes safe and healthy conditions in the workplace by awarding state funds to eligible applicants who submit responses designed to provide and improve safety education and training in Occupational Safety and Health to employers/employees within the Commonwealth covered by the Massachusetts Workers' Compensation Law (M.G.L. Chapter 152). <https://www.mass.gov/the-dias-workplace-safety-training-grant>

FREE SAFETY CONSULTATION, DIVISION OF LABOR STANDARDS

On-site consultations to businesses to help them recognize and control potential safety and health hazards.
<https://www.mass.gov/service-details/osha-consultation-summary>

WORKFORCE DEVELOPMENT



MASSHIRE CAREER CENTERS: can provide a wide offering of recruitment services to meet businesses short term and long-term needs, by recruiting for immediate openings while working to build a pipeline of key talent to meet future demands. There are career 26 centers located throughout the Commonwealth. Some of the solutions they provide include:

- Access to labor market information
- Ability to utilize virtual technology to host virtual recruitment and career fair events, with [free job posting](#)
- Targeted recruitment assistance, including pre-screening of applicants
- Creation of a pipeline of work-ready job seekers
- Assistance with the Registered Apprenticeship program



Additionally, MassHire can help facilitate professional and local community partnerships with non-profits, educational providers, municipalities, and others to help with your organization's workforce needs.

<https://www.mass.gov/masshire-career-centers>

WORKFORCE DEVELOPMENT



ON THE JOB TRAINING: On-the-Job Training (OJT) Program assists employers with the cost of hiring and training a new employee. Companies are reimbursed for employee wages during hiring. This program is available (if WIOA funding available) through the local MassHire Career Centers. For more information & FAQ's: <https://www.mass.gov/on-the-job-training-ojt>

REGISTERED APPRENTICESHIP PROGRAMS:

[Massachusetts Division of Apprentice Standards \(DAS\)](#) has expanded its mission to help all kinds of organizations establish work-based training programs, supplemented by classroom instruction, that enable apprentices to earn while they learn. Employees are paid and earn a progressively increasing wage during their apprenticeship. Those who complete an apprenticeship program receive recognized national industry credentials to help pave their way into the post-apprentice workforce. For detailed information, forms, policies and guidance on running a registered apprenticeship program <https://www.mass.gov/information-for-businesses-offering-apprenticeships>

REGISTERED APPRENTICE TAX CREDIT (RATC):

The Registered Apprentice Tax Credit (RATC) promotes expansion of registered apprenticeship into healthcare, tech, and manufacturing sectors in Massachusetts. Employers in these sectors may be eligible for up to a \$4,800 credit per qualified apprentice. For more information and how to register: <https://www.mass.gov/how-to/apply-for-a-registered-apprentice-tax-credit-ratc>

WORKFORCE DEVELOPMENT



WORK OPPORTUNITY TAX CREDIT:

Federal tax credit available to employers for hiring individuals from certain targeted groups who have consistently faced significant barriers to employment. Website:

<https://www.irs.gov/businesses/small-businesses-self-employed/work-opportunity-tax-credit>

WORKSHARE PROGRAM:

Allows workers in an entire company, a company department, or even a small unit within the company, to share reduced work hours while also collecting unemployment insurance benefits to supplement their reduced wages. Website: <https://www.mass.gov/topics/workshare-program>

RAPID RESPONSE: The Rapid Response team provides businesses with free assistance in finding alternatives to layoffs and by providing re-employment services for impacted workers.

Website: www.mass.gov/lwd/employmentservices/businessservices/rapidresponse

Career Technical Initiative (CTI)

The Workforce Skills Cabinet and Commonwealth Corporation have launched CTI to expand adult **access to construction, skilled trades, and manufacturing training programs**

CTI will provide High Schools with aligned C74 programs with **funding to expand "after dark" training capacity** and develop programs that train and place under/unemployed adults

Through the program, schools receive **technical assistance and recruiting support** from MassHire Career Centers and regional workforce boards

Release date: November 30th

Responses due: January 14th

> Eligible applicants

- High schools with aligned Chapter 74 vocational programs

> Target sectors and occupations

- **Construction/skilled trades:** HVAC Mechanics and Installers, Automotive Services Techs and Mechanics, Automotive Body Repairers, Electricians, Plumbers, Carpenter, Welder, Craft Laborer, Building & General Maintenance Tech, Diesel Tech, Marine Trades Technician, Cooks, Groundskeeping and Equipment Operators
- **Manufacturing:** Machine Operator, Sheet Metal Workers, Biolab, Medical & Clinical Lab Tech, CNC Machine Operator, Electrical Tech, Electronics Tech, Robotics

> Target population

- Unemployed/underemployed workers at 60% or less of median income

> Grant value and duration

- Up to \$6k per student
- 2-year program

> Program requirements

- Training in 2+ target occupations with 1-6 cohorts (cohort minimum is 10 students)
- 200-300 hours of training with industry recognized credential upon program completion
- Established partnership must include training partner, two or more committed employers, MassHire Career Center, Regional Hub/MassHire Workforce Board, and Union (if applicable)
- For additional information on program requirements and reporting see [RFP online](#)

> Allowable costs

- Program costs (e.g., outreach, recruitment, selection, training delivery, marketing)

Workforce Competitiveness Trust Fund (WCTF)

The Workforce Skills Cabinet and Commonwealth Corporation have launched WCTF to supply training providers with **funding to develop and scale new and existing programs** that train and place under/unemployed adults

The program is available to a **broad range of training institutions** and encourages applications for programs across **all priority sectors and occupations** outlined in MA's regional blueprint matrix

Awardees can apply for up to **\$500k** in funding, with the potential for higher amounts subject to consideration

Release date: October 18th

Responses due: Ongoing, with initial responses due November 30th



Eligible applicants

- Community organizations, adult basic education providers, employers, employer associations, higher ed institutions, labor organizations, workforce development entities, workforce boards, nonprofit education/training providers, career centers, vocational education institutions



Target sectors and occupations

- All priority occupations (ex. manufacturing) as listed in the regional blueprint [available here](#) – applicants focused on manufacturing or other industries not listed in the regional blueprint should contact CommCorp prior to applying
- Applicants can propose multiple high-demand occupations



Target population

- Unemployed/underemployed workers at 60% or less of median income
- Learn to Earn (LTE) population included



Grant value and duration

- Up to \$500k for single provider grants
- Grants with multiple providers / multi-regional / high throughput can be over \$500k but require discussion with CommCorp and will be subject to ARPA rules
- 2-year program with potential consideration for a 3rd year (subject to CommCorp review)



Program requirements

- Established partnership of training partner, two or more committed employers
- Demonstrated collaboration with regional stakeholders strengthens application but is not required (e.g., MassHire Workforce Board, MassHire Career Center, Unions)
- Applicants match funds equal to 30% of total award
- For additional information on program requirements and reporting see [RFP online](#)



Allowable costs

- Program costs (e.g., outreach, recruitment, selection, training delivery, marketing)
- Student support costs (e.g., transportation, childcare, uniforms, tools, car repairs, verifiable emergencies)
- Participant stipends

Replenishing Employer Investment in Education & Workforce Training (RENEW)

The Workforce Skills Cabinet and Commonwealth Corporation have launched RENEW to supply training providers with **funding to develop and scale new and existing programs** that train and place under/unemployed adults with a **focus members of the BIPOC community**

The program is available to a **broad range of training institutions** and encourages applications for programs across **all priority sectors and occupations** outlined in MA's regional blueprint matrix

Committed employers agree to pay back 50% of training costs for each hired person

Release date: October 22nd

Responses due: Ongoing

> Eligible applicants

- Community organizations, adult basic education providers, employer associations, higher ed institutions, labor organizations, workforce development entities, workforce boards, nonprofit education/training providers, career centers, vocational education institutions

> Target sectors and occupations

- Open to any industry / occupation, preference for in-demand occupations associated with an industry-recognized credential as listed in the regional blueprint [available here](#)
- Massachusetts priority industries: Healthcare, Finance, Information Technology, Construction/Skilled Trades, and Transportation.

> Target population

- Unemployed/underemployed workers
- Focus on members of the BIPOC community at or below 60% median income

> Grant value and duration

- Up to \$10k per trainee
- Additional funding available for pilot
- 3-year program duration

> Program requirements

- Established partnership of training partner, two or more committed employers (plus local workforce boards and Career Centers)
- Employers required to pay back at least 50% of training costs per participant retained after 30 days
- For additional information on program requirements and reporting see [RFP online](#)

> Allowable costs

- Program costs (e.g., outreach, recruitment, selection, training delivery, marketing)
- Student support costs (e.g., transportation, childcare, uniforms, tools, car repairs, verifiable emergencies)
- Participant stipends

TEAM MASSACHUSETTS



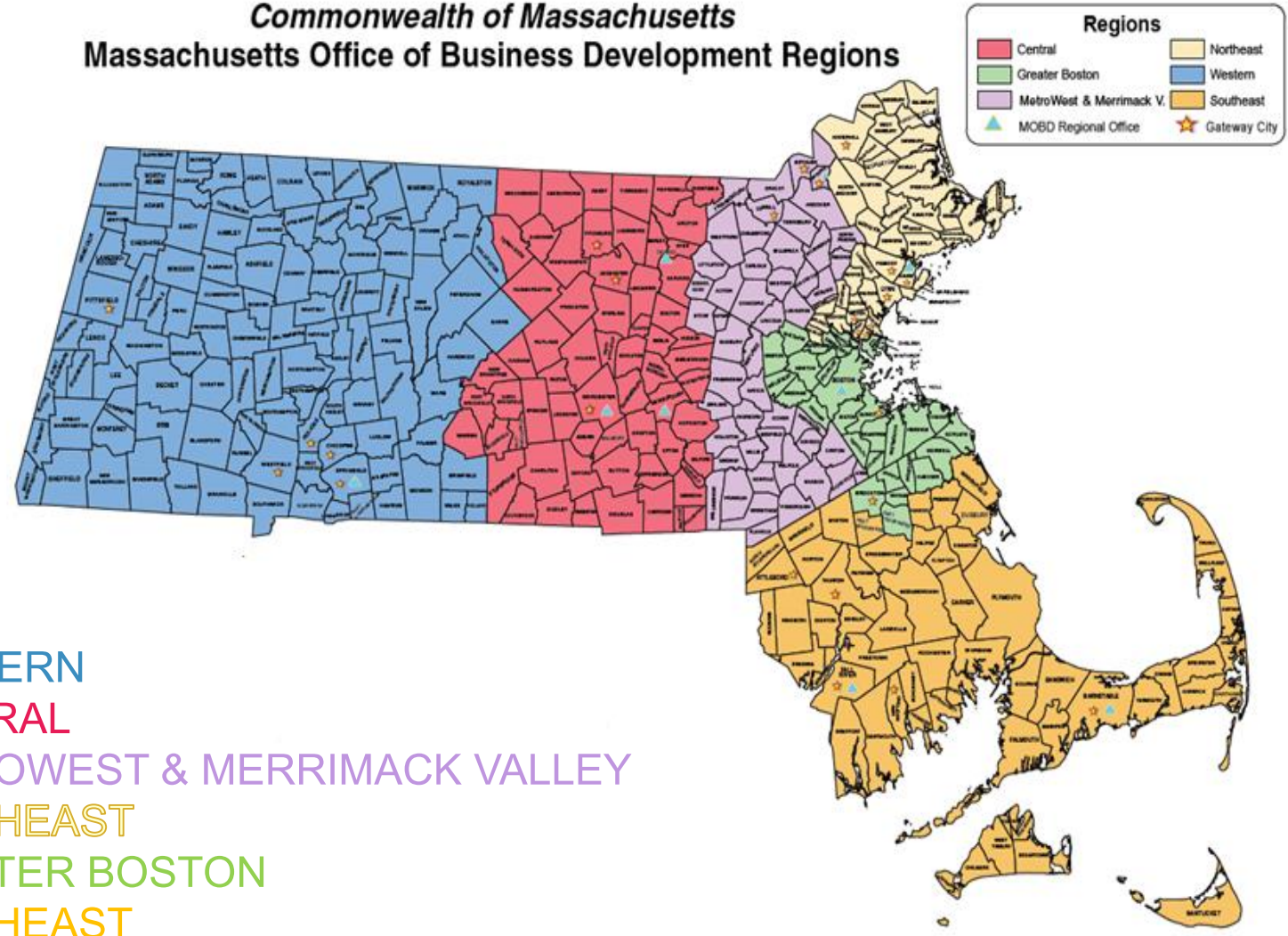
EXECUTIVE OFFICE OF HOUSING & ECONOMIC DEVELOPMENT



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Commonwealth of Massachusetts
Massachusetts Office of Business Development Regions



WESTERN
CENTRAL
METROWEST & MERRIMACK VALLEY
NORTHEAST
GREATER BOSTON
SOUTHEAST

EXECUTIVE OFFICE OF HOUSING & ECONOMIC DEVELOPMENT

Massachusetts Office of Business Development (MOBD)

Mass.gov/MOBD



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Thank you



Confidential