



Alliances Launches Massachusetts Site Expansion Campaign

The Massachusetts Alliance for Economic Development (MassEcon) recently unveiled more than 70 “market-ready” sites around the commonwealth as part of its new “ReadyMass” initiative, which aims to promote site expansion opportunities for businesses.

The initiative is part of an effort “to keep companies growing in Massachusetts and to convey to both in-state and out-of-state companies that Massachusetts has a ready inventory of properties to meet the needs of businesses of all sizes and across all industry sectors,” according to the alliance.

“The ‘ReadyMass’ initiative will highlight the great diversity and strength of each region of the commonwealth,” Gov. Deval Patrick said. “Promoting our site readiness and ability to support business growth will mean new job opportunities and long term recovery for the state.”

The “Ready Mass” initiative is a collaboration between the state, regional economic development groups and the real estate community. MassEcon, founded in 1993, is a private, nonprofit partnership of business, industry leaders and government dedicated to fostering economic growth in the Massachusetts.

Web Portal Highlights Market-Ready Sites

As part of the “ReadyMass” campaign, MassEcon launched an interactive portal that showcases an initial round of market-ready sites throughout the state.

The [portal](#) provides information about the economy of the state and each region; displays case studies of companies that have experienced growth in the state; and allows users to pose questions to CEOs about doing business in Massachusetts. Questions can be submitted via e-mail through the ReadyMass portal or via direct messaging through MassEcon’s [Twitter page](#).

“ReadyMass is all about building long-lasting relationships between the business community, the regional economic development organizations and the state,” said Susan Houston, executive director of MassEcon. “By providing companies with an opportunity to interact on the portal, they are able to see at a glance the great places to grow within the state. It is a natural extension of our Site Finder Service, which MassEcon has been providing for over a decade.”

To support the ReadyMass campaign, MassEcon also will be engaging site selectors to educate them about the opportunities available in Massachusetts for their clients, who may be looking to relocate, expand or launch operations. The campaign will be featured on the "Massachusetts, It's All Here" portal as part of a 90-day-long focus on statewide resources available to businesses looking to grow in Massachusetts.

The ReadyMass Campaign was unveiled at the Sixth Annual Team Massachusetts Economic Impact Awards, at the Seaport Hotel in South Boston.