

2019 Highlights

SITE LOCATION SERVICES

- MassEcon provided customized support to **55** companies that were associated with approximately **8,000** jobs. Customers of MassEcon's Site Finder Service sought **4.6 million** SF of space and **525** acres of land.

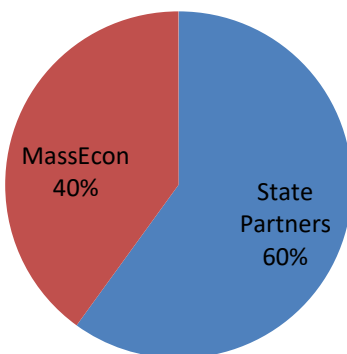
Recent Visits:

- #2939: Global Fortune 100 Company**
MassEcon and partners hosted officials from a Korea-based Fortune 100 company biologics division and their real estate representative for a tour of available lab space in Cambridge, Watertown, Woburn, and Lexington. This would be the first presence in MA for this company's division. A west coast location is also being considered.
- #2962: Project Iceland**
MassEcon is working with pharmaceutical manufacturing company seeking a new location for its administrative, research and development, and manufacturing and distribution operations. The company's consultant is performing a multi-state analysis of available real estate opportunities in the 150,000 square foot range.

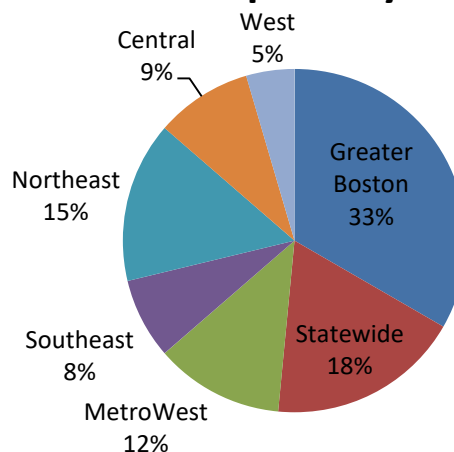
Sample Successes:

- #2936: Sincere Innovation Center**
Is opening a 26,000 square foot lab/office in Cambridge Discovery Park. The Cambridge Discovery Park will be their first lab space in the region. Sincere Pharmaceutical Group (parent co) in China has ~4,500 employees. Sincere will employ ~100 people within the new space when the building and tenant fit-up is complete in January 2020.
- 8 deals totaling 1.7 MSF** of space have been absorbed through the ReadyMass 100 portfolio. Companies including, IBA Dairy Supplies (Sutton), New Balance (Methuen), Amazon Fulfillment (North Andover), Maxon Motor (Taunton), Advantage Marketing (Mansfield), Candela Medical (Marlborough), Dana-Farber (Methuen) and Amazon Robotics (Westborough)
- Under the Team Massachusetts umbrella, **9** MassEcon members volunteered services that included design, construction, real estate, labor force, and research expertise to companies considering MA as expansion location.

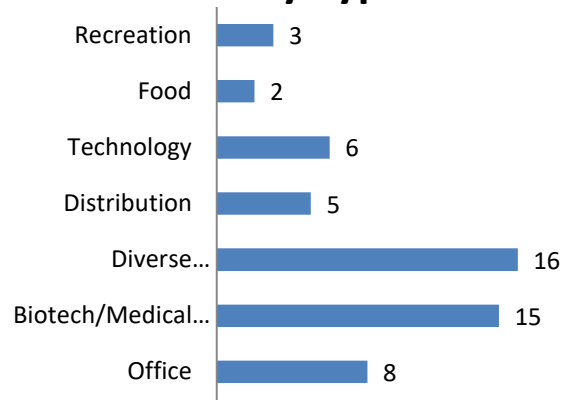
Lead Sources



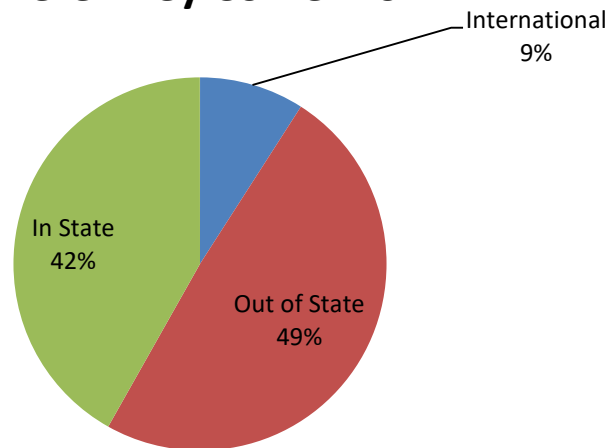
Search Request by Region



Industry Types



Where They Come From



READYMASS 100

- Selected 10 new properties to be included in the ReadyMass 100 portfolio
- ReadyMass 100 online listings generated \$10,300 to help support ReadyMass marketing initiative

MASSLEADS INITIATIVE – *New in 2019*

- Provided *MassLeads* Business Intelligence Reports to **North Central** EDC, **Greater Worcester** Chamber, **South Shore** EDC, **Metro South** Chamber, **Merrimack Valley** Planning Commission, **Westborough** EDC, **N2 Initiative** (Newton-Needham), **Cape Cod** Chamber, EDC of **Western Massachusetts**, **Pittsfield** EDC, and **495/MetroWest** Partnership, Municipal members: **Boston**, **Leominster**, **Chelmsford**, and **Gloucester**.
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- Inaugurated *MassLeads* meetings with state economic development partners (MassDevelopment, MLSC, MOBD, EPHED, MGGC, MOITI) on a regular basis.
- Developed and launched a new **Team Massachusetts** video, to promote Massachusetts and our team approach to prospect development.

MARKETING MASSACHUSETTS

TRADE SHOWS & SITE SELECTOR RECEPTIONS

- Hosted hospitality reception for site selectors in NYC (Thanks to sponsors **Cutler, Marlborough EDC, and VHB**)
- Attended Medical Design and Manufacturing (MD&M) East in New York with **MassDevelopment and Marlborough EDC**
- Attended Site Selectors Guild Conference in Salt Lake City
- Attended Economix Site Selectors Conference in Charleston
- Attended Unmanned Vehicle Systems trade show in Chicago with **MassDevelopment and Marlborough EDC**
- Hosted hospitality reception and made office visits to site selectors in Dallas (Thanks to sponsor **Marlborough EDC**)
- Hosted hospitality reception for site selectors in Chicago (Thanks to sponsor **Marlborough EDC**)
- Hosted booth at BIO International Convention in Philadelphia as part of the MassBio Massachusetts Pavilion

MASSECON CONFERENCES AND FORUMS

- Hosted Annual Conference, *Change: Recognizing, Adapting, Crafting Change to Advance Massachusetts Economic Leadership*, attended by more than 120 participants. (Thank you to our lead sponsor **Santander**)
 - Moderator: Carolyn Jones, Market President and Publisher, *Boston Business Journal*
 - Introductory Remarks, Andy Hoar, President/Co-Managing Partner, Advisory & Transaction Services, CBRE
 - Panelists:
 - Mike Kennealy, Secretary of Housing & Economic Development
 - Dougan Sherwood, President and CEO, Greater Haverhill Chamber of Commerce
 - Lauren Jones, State Director, Apprenti
 - Rick Sullivan, President and CEO, EDC of Western Massachusetts
- Hosted Summer Reception at **Nutter McClennen & Fish LLP** featuring Mark Fuller, Undersecretary of Business Growth and Head of MOBD
- Hosted David Gibbons, Executive Director of Massachusetts Convention Center Authority at Annual Holiday Lunch (Thank you to sponsors **Janitronics Building Services, VHB and Citizens Bank**)
- Hosted member meetings with featured speakers including:
 - Alan Clayton-Matthews, Director of the New England Economic Partnership and Northeastern University Professor
 - Steve Kadish, Chairman, Future of Transportation Commission
 - Mike Vedovelli, Community Relations, Massachusetts, Eversource Energy
- [Eleventh Annual Corporate Welcome Reception](#) hosted by **Sanofi** in Cambridge. MassEcon and Governor Baker welcomed executives from **Aetna, ePac Flexible Packaging, Festo Corporation, Gelato, Ground Effect Brewing Company, Humana, Kano Computing, Kephera Diagnostics, ONTOFORCE, Quantexa, Quarizmi, Salary Finance, and Servier Pharmaceuticals** as new additions to the Commonwealth's business landscape. (Thank you to sponsors, **Sanofi, Alexandria Real Estate Equities** and **VHB!**)

16TH ANNUAL TEAM MASSACHUSETTS ECONOMIC IMPACT AWARDS

- Hosted Pitch Session at Nutter McClennen & Fish LLP for 19 Economic Impact Awards Finalists with Lauren Liss, President and CEO of **MassDevelopment**
- Recognized 15 expanding companies and Tanglewood, Community Impact Awards winner, before an audience of 340 (Thank you to Presenting Sponsor **Citizens Bank**)
- Debuted video highlighting Team Massachusetts

PARTNERSHIPS AND COMMITTEES

- MassEcon is the convener/host of the new **MassLeads** meetings with MassDevelopment, MOBD, MLSC, MOITI, and MGCF.
- Represent MassEcon on the **Massachusetts Marketing Partnership Board**
- Represent MassEcon on the **Marlborough EDC Board and Innovation Committee**
- Represent MassEcon on **International Committee of 2019 Medtech Conference**
- Completed **Greater Boston Chamber of Commerce Women's Leadership Program** in conjunction with Simmons University
- Launched **NextGen Committee** to engage rising leaders at member companies. NextGen members met with board directors to create mentor relationships, and volunteered with Habitat for Humanity in Ashland.

NEW MEMBERS AND STAFF

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|--------------------------------|--|
| ❖ 1Berkshire | ❖ Mass Bio |
| ❖ Avison Young | ❖ Merrimack Valley Planning Commission |
| ❖ Cape Cod Chamber of Commerce | ❖ Metro South Chamber of Commerce |
| ❖ Colliers International | ❖ SGA |
| ❖ Ernst & Young | ❖ Skanska |
| ❖ Langan | ❖ Wayfair |

In October 2019, **Teagan Gaeta** joined the MassEcon staff as Office Administrator/Events Coordinator. She is responsible for assisting with publications, logistical planning, executing events, and more. Born and raised on the Northshore in Ipswich, Massachusetts, Teagan knows the area well and was raised to appreciate the historic and cultural value of the city. She is an active member of the community and is passionate about helping others. She volunteers her time at Big Sister Greater Boston as well as Rosie's Place, a homeless shelter for women. In her free time, you can likely find her walking her dog on the beach or riding her horse. She also enjoys running, exploring the city, and learning anything about real estate. Teagan holds a degree in Political Science from the University of Connecticut and a MBA in Management and a certificate in Ethics from Loyola University Chicago.

SOCIAL MEDIA & PRESS

- Revamped website to include members-only portal
- Received press mentions in *The Boston Globe*, *MassLive*, *New England Real Estate Journal*, *Boston Real Estate Times*, *The Recorder*, *MetroWest Daily News*, and *The Berkshire Edge*, *Worcester Telegram*, and *Sentinel & Enterprise*
- Increased Twitter following to more than 4,245 followers
- Implemented social media outreach through Twitter to legislators, alerting them of expansions and economic activity in their communities