



Bellingham Economic Development Initiative Open House

Thursday, January 18, 2018

Bellingham Public Library



Goals for Tonight

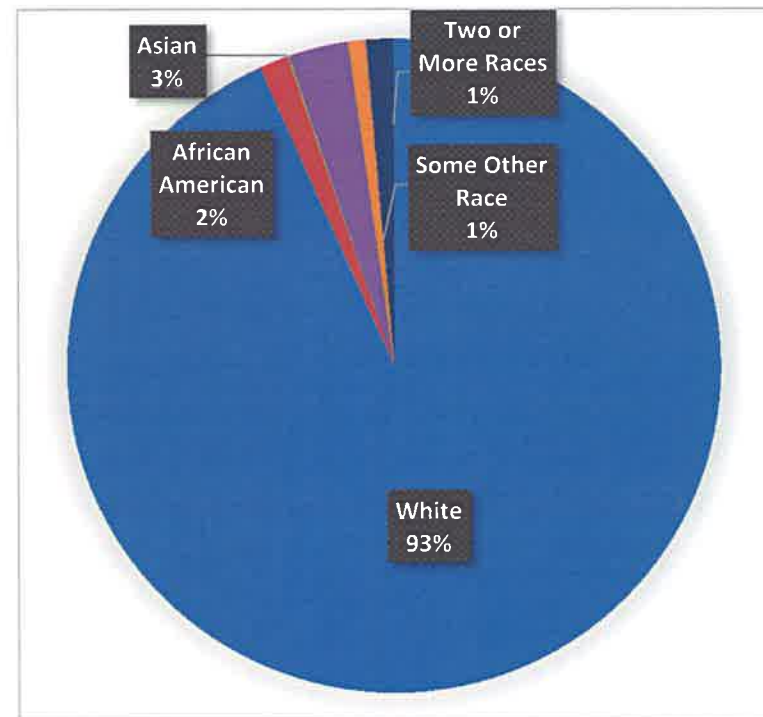
- Create a shared understanding of the planning process thus far and present some of the information collected within this process.
- Begin to form a shared economic development vision for Bellingham.
- Identify the types of development residents are interested in seeing in Bellingham.
- Provide opportunities for people to socialize, and meet members of the community (individuals, businesses, orgs).

What does the Bellingham Economic Development Initiative consist of?

- Conducting a market assessment of the town and region to identify competitive advantages for Bellingham.
- Focus on promoting new development and redevelopment in strategic growth locations in Bellingham.
- Identify the types of development residents are interested in seeing in Bellingham.
- Finally, to implement the action plan, an Economic Development Advisory Committee will be established.

Bellingham Key Demographics

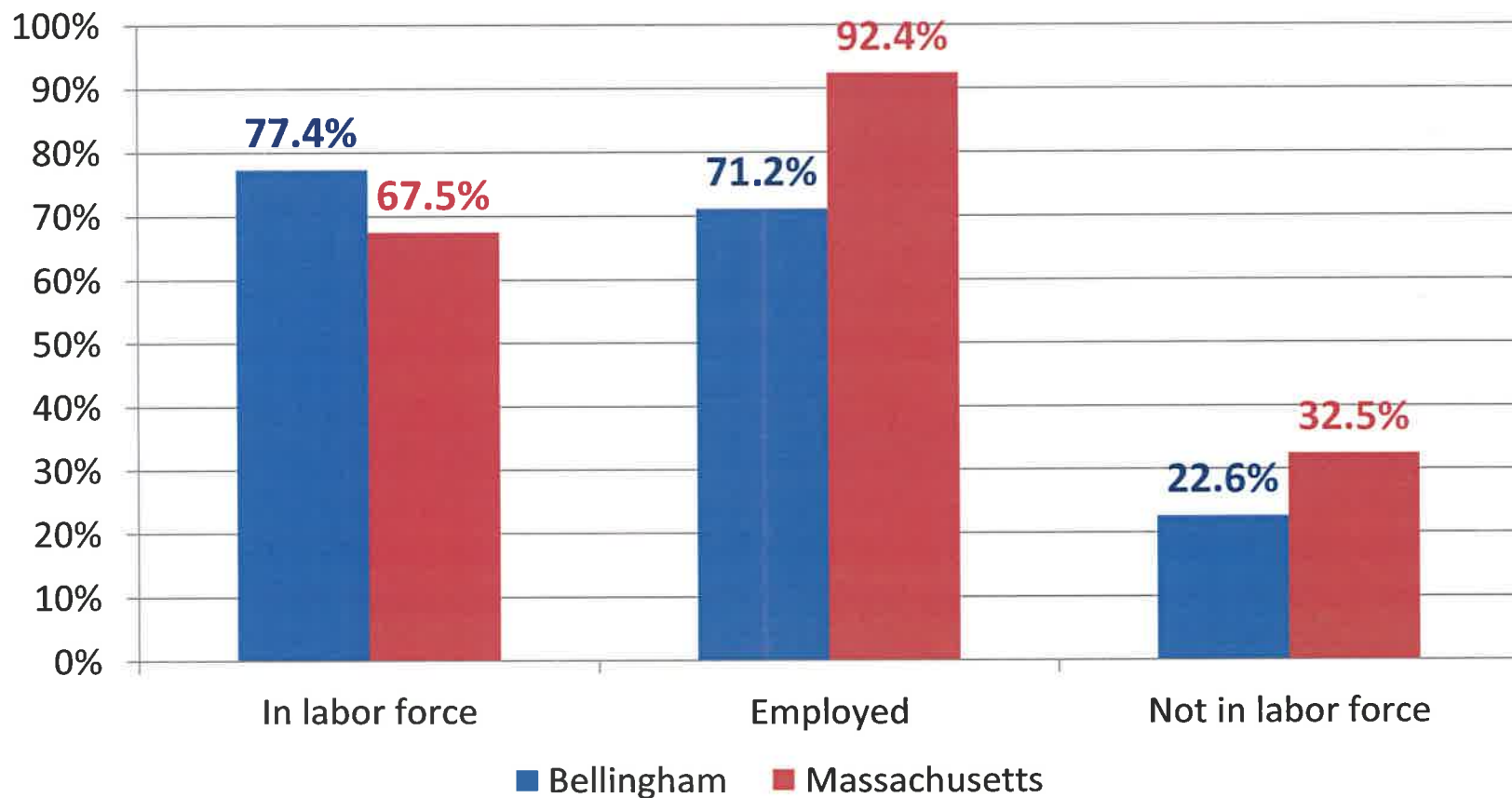
Subject	Bellingham
Total population	16,332
White	15,239
Black or African American	235
American Indian/Alaska Native	13
Asian	476
Native Hawaiian/Pacific Islander	4
Some Other Race	143
Two or More Races	222
Hispanic or Latino (of any race)	409



Source: 2010 Census

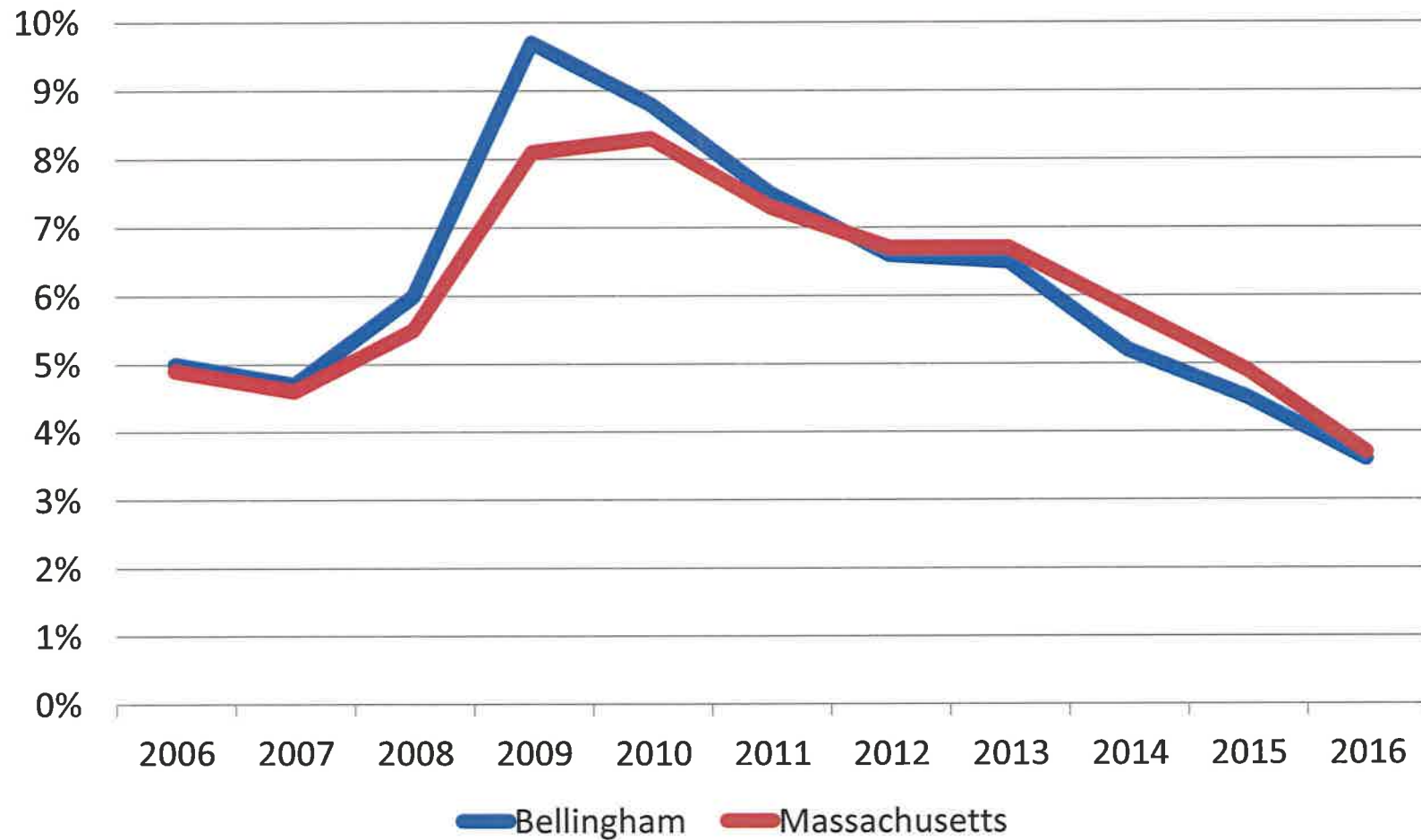
Employment Status of Population 16+

About 77% of Bellingham's population is in the labor force and 71% are employed.



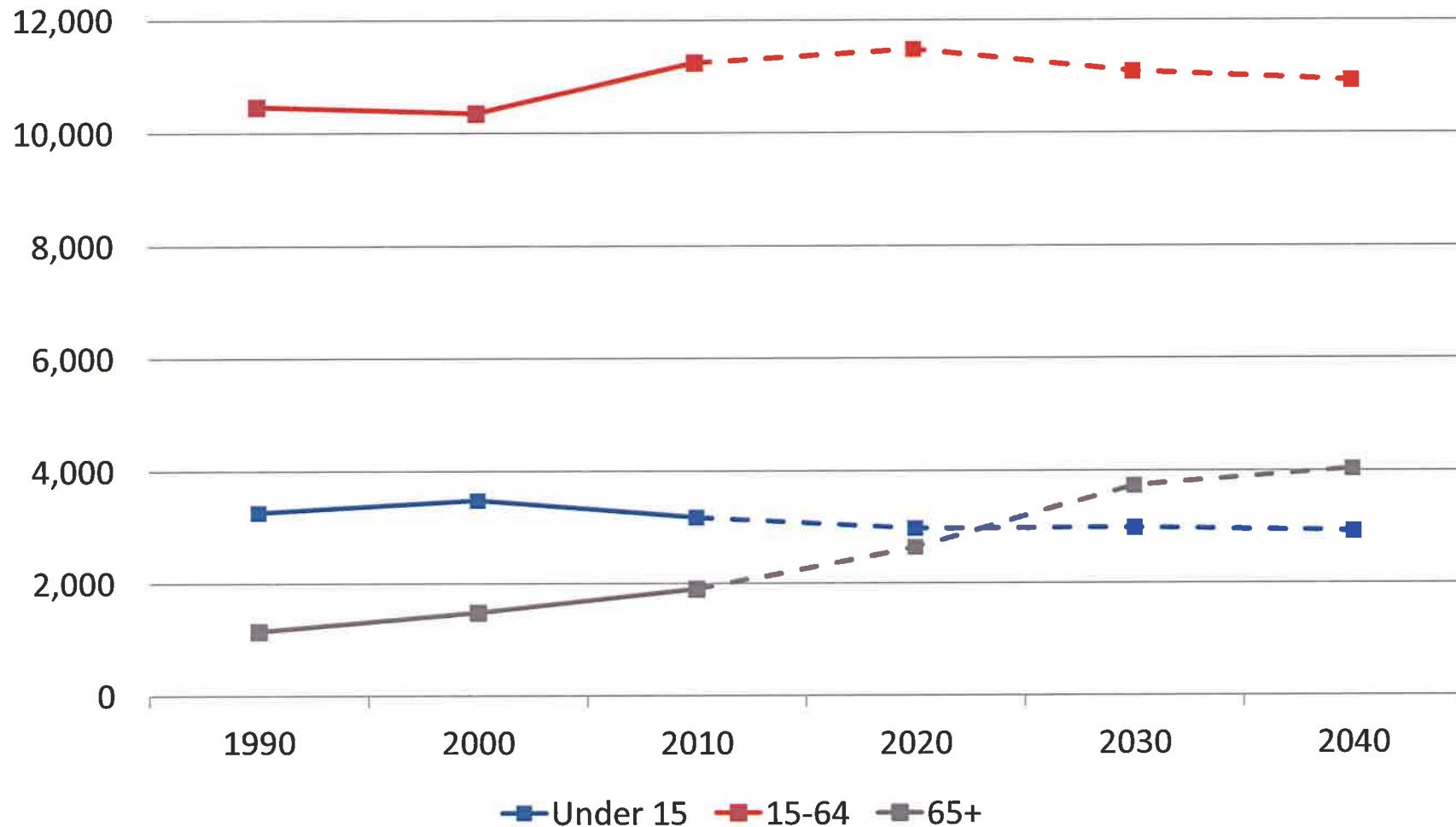
Source: ACS 2016 5 Year Estimates

Unemployment Rate



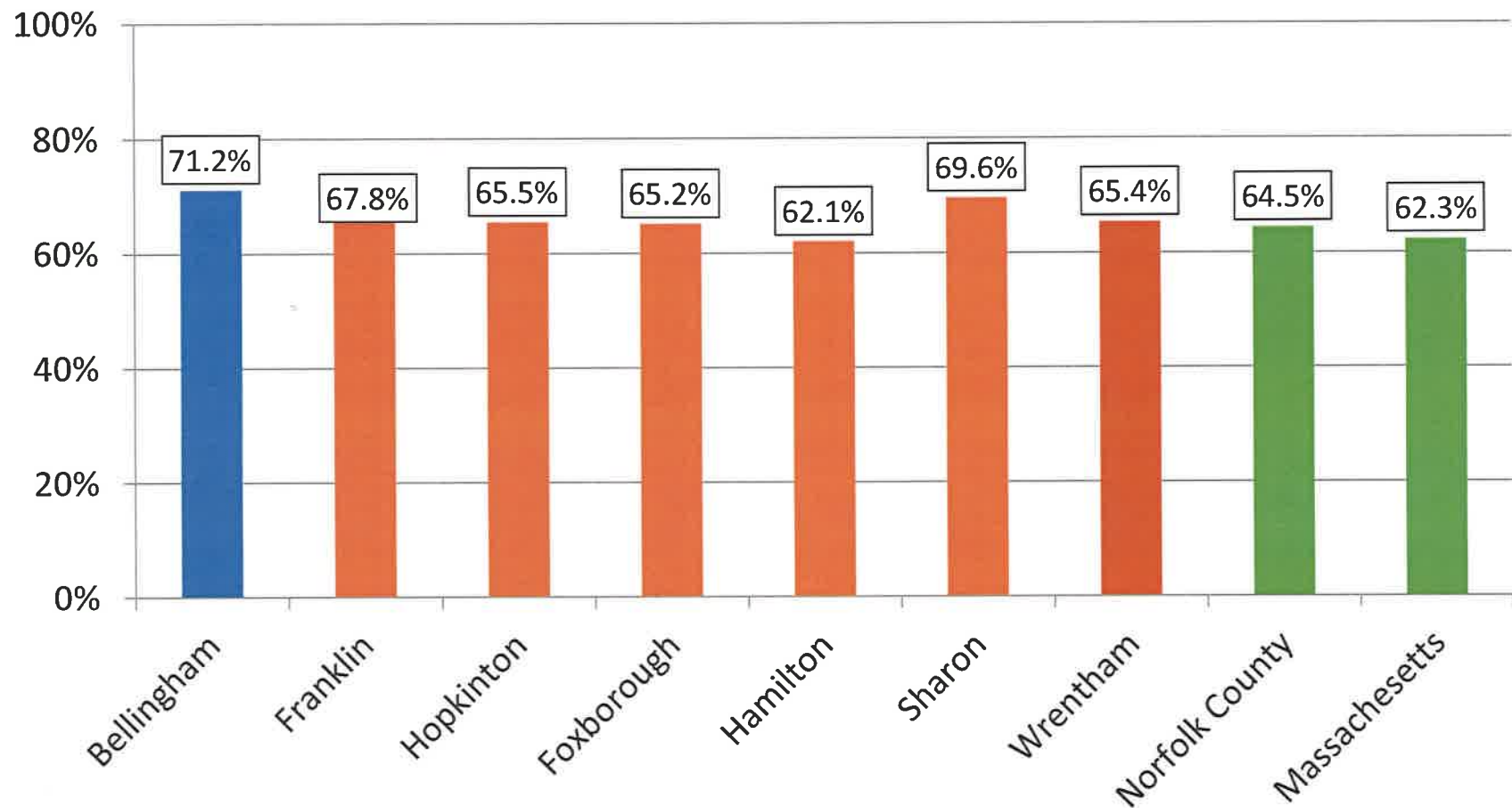
Source: MA Dept of Labor and Workforce Development

Employment Age Projection



Source: MAPC Stronger Region Scenario

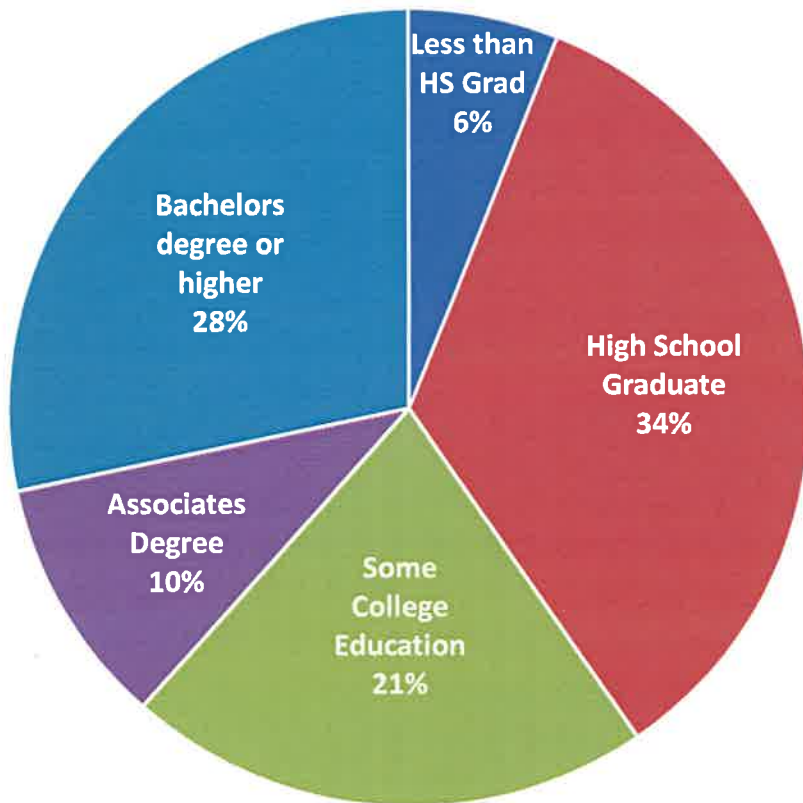
Employment to Population Ratio



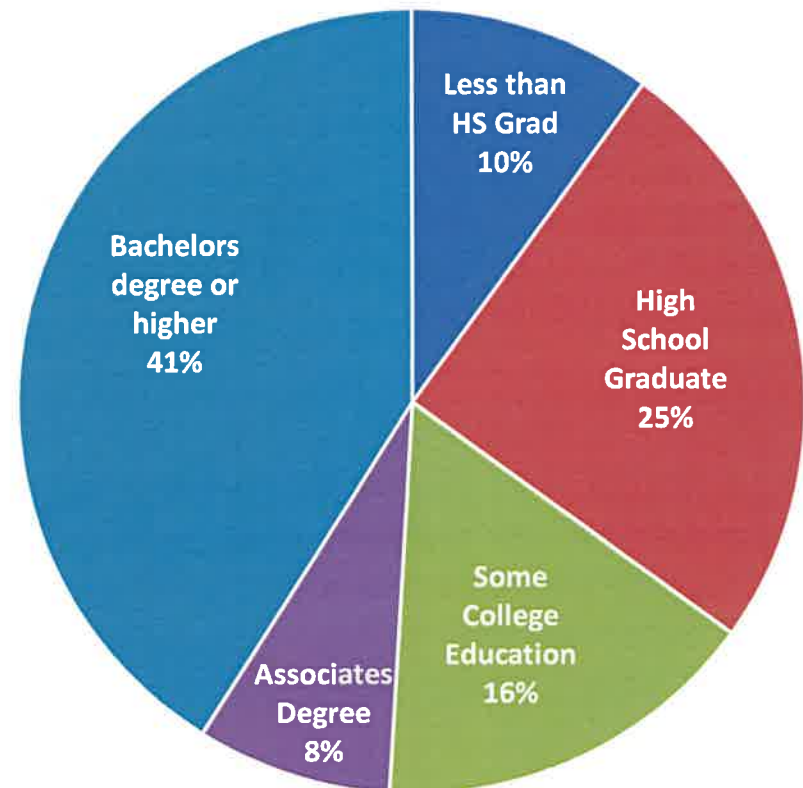
Source: ACS 2015 5 Year Estimates

Education of Adult Population (25+)

Bellingham

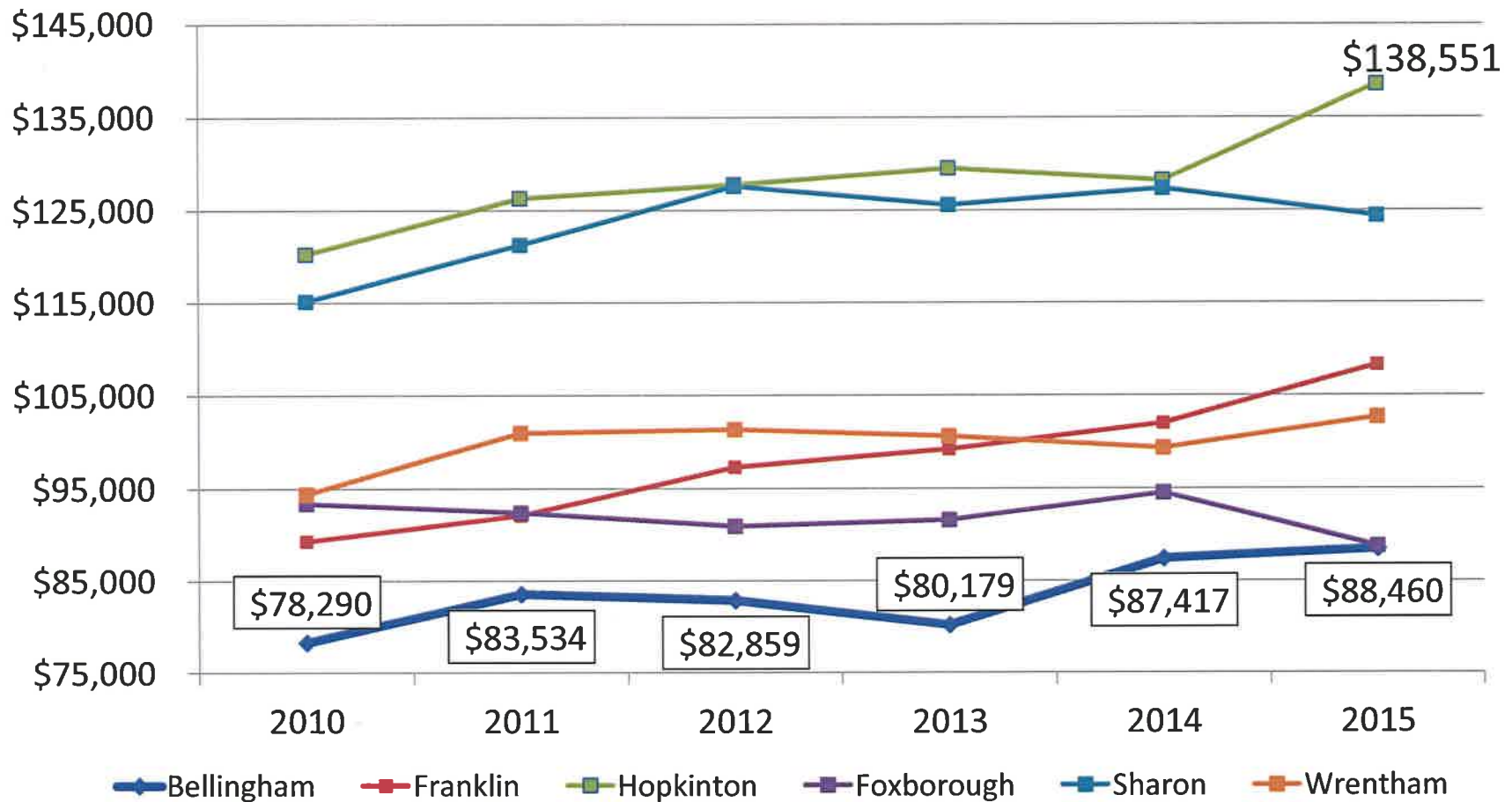


Massachusetts



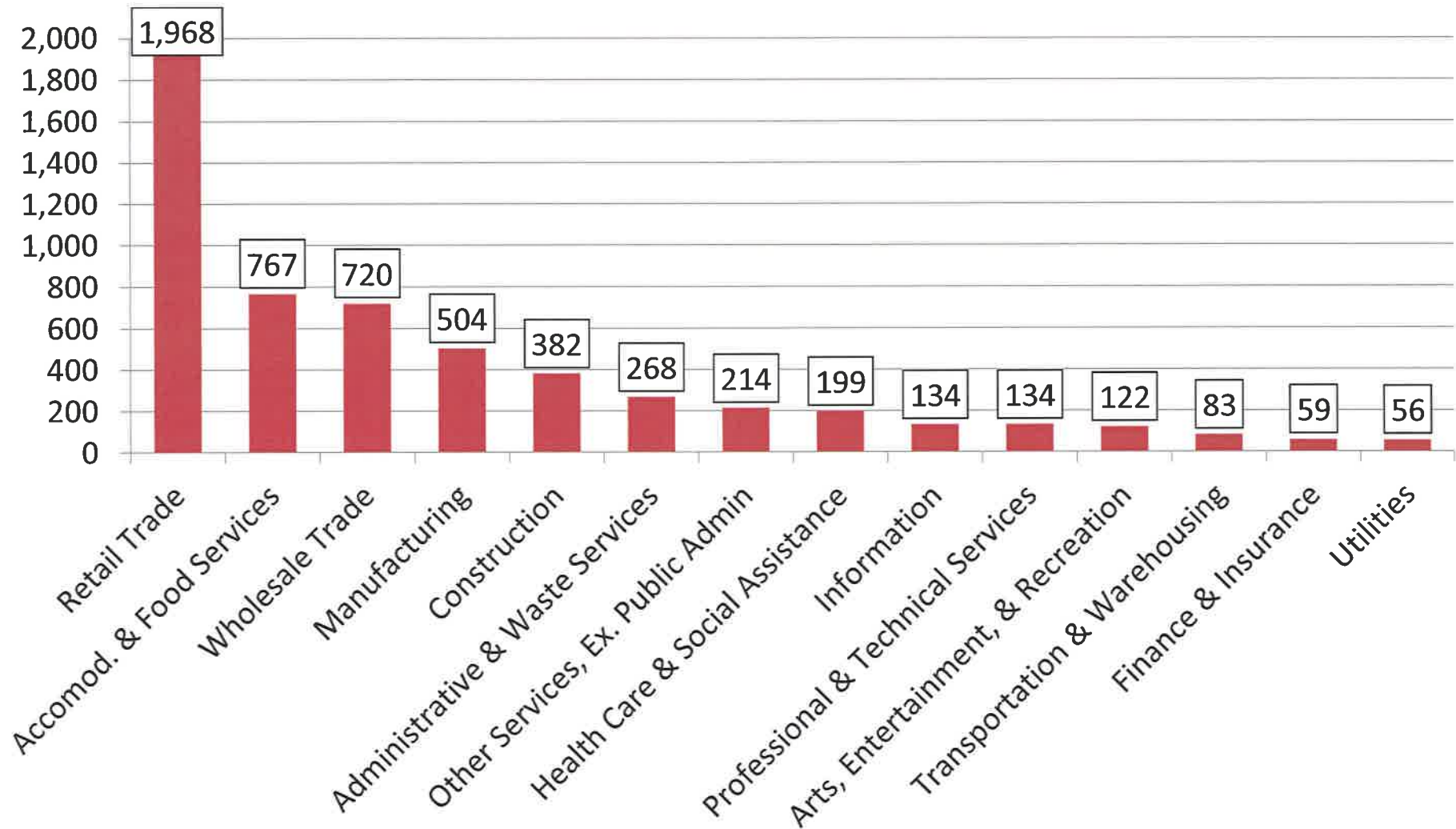
Source: ACS 2015 5 Year Estimates

Median Household Income



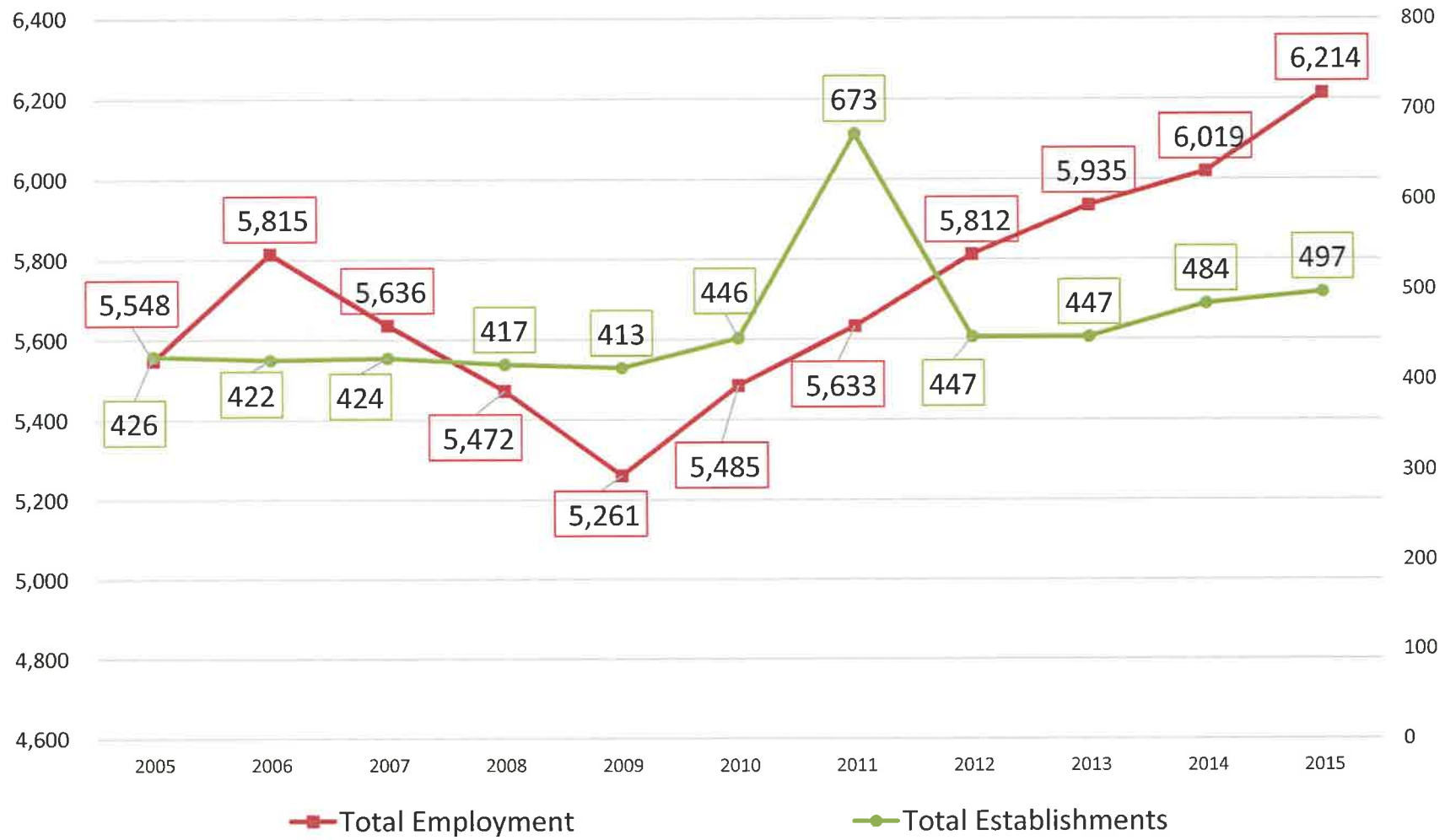
Source: US Census Bureau

Employees by Industry



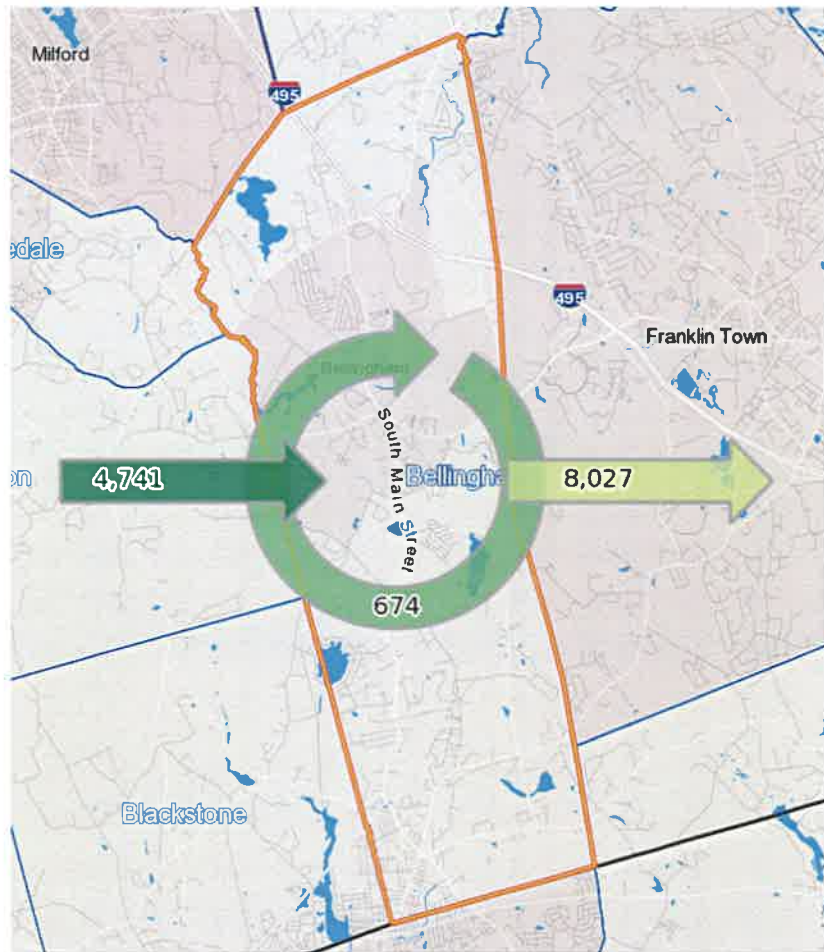
Source: 2016 MA Dept. of Labor

Number of Employees and Businesses



Source: MA Dept. of Labor

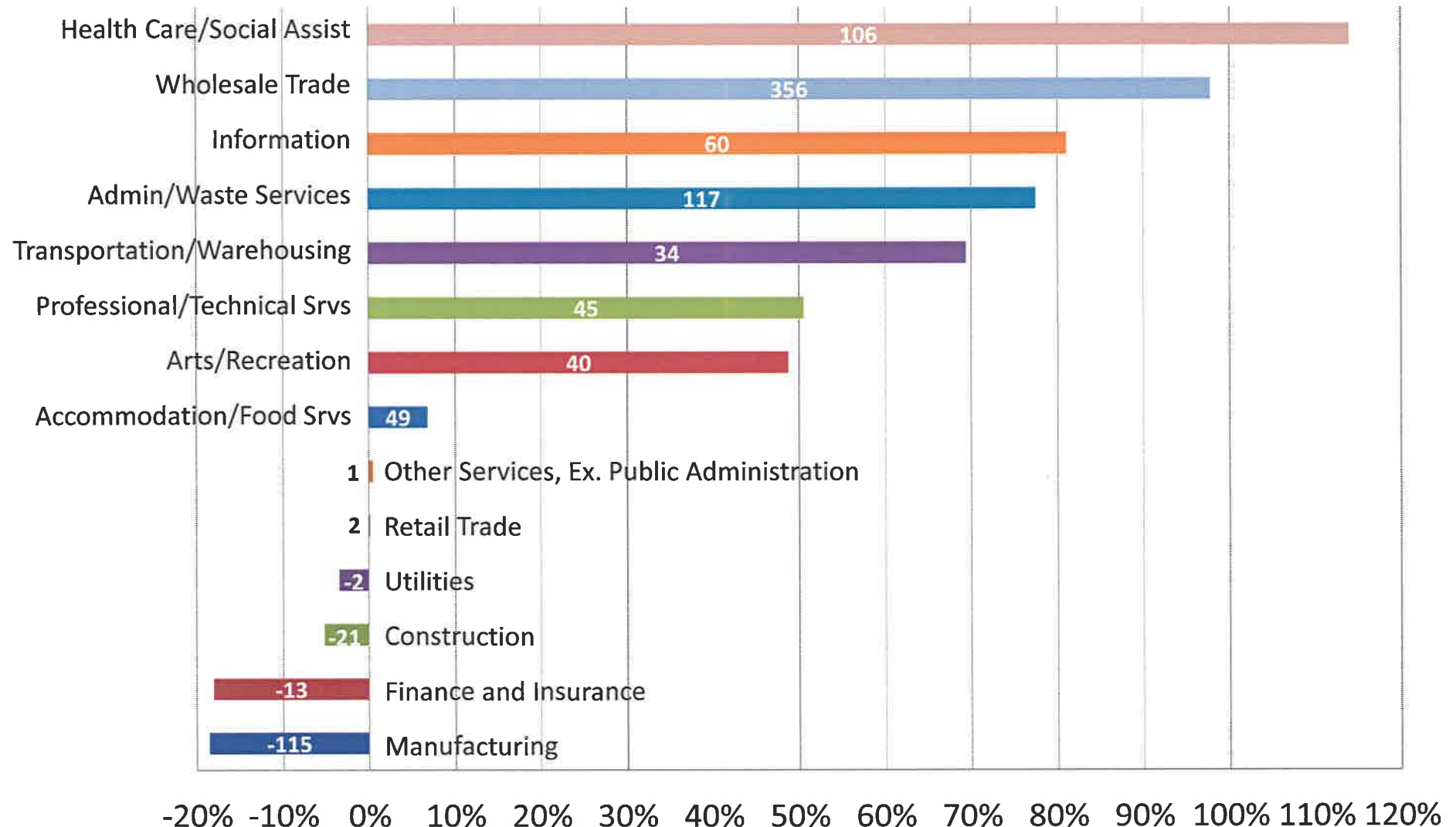
Inflow/Outflow of Workers (2015)



	Count	Share
Employed in Bellingham	5,415	100.00%
Employed in Bellingham but Living Outside	4,741	87.60%
Employed and Living in Bellingham	674	12.40%
Living in Bellingham	8,701	100.00%
Living in Bellingham but Employed Outside	8,027	92.30%
Living and Employed in Bellingham	674	7.70%

Source: ACS 2015 5 Year Estimates

Number & Percent Change in Employment by Industry (2005-2015)



Largest Employers



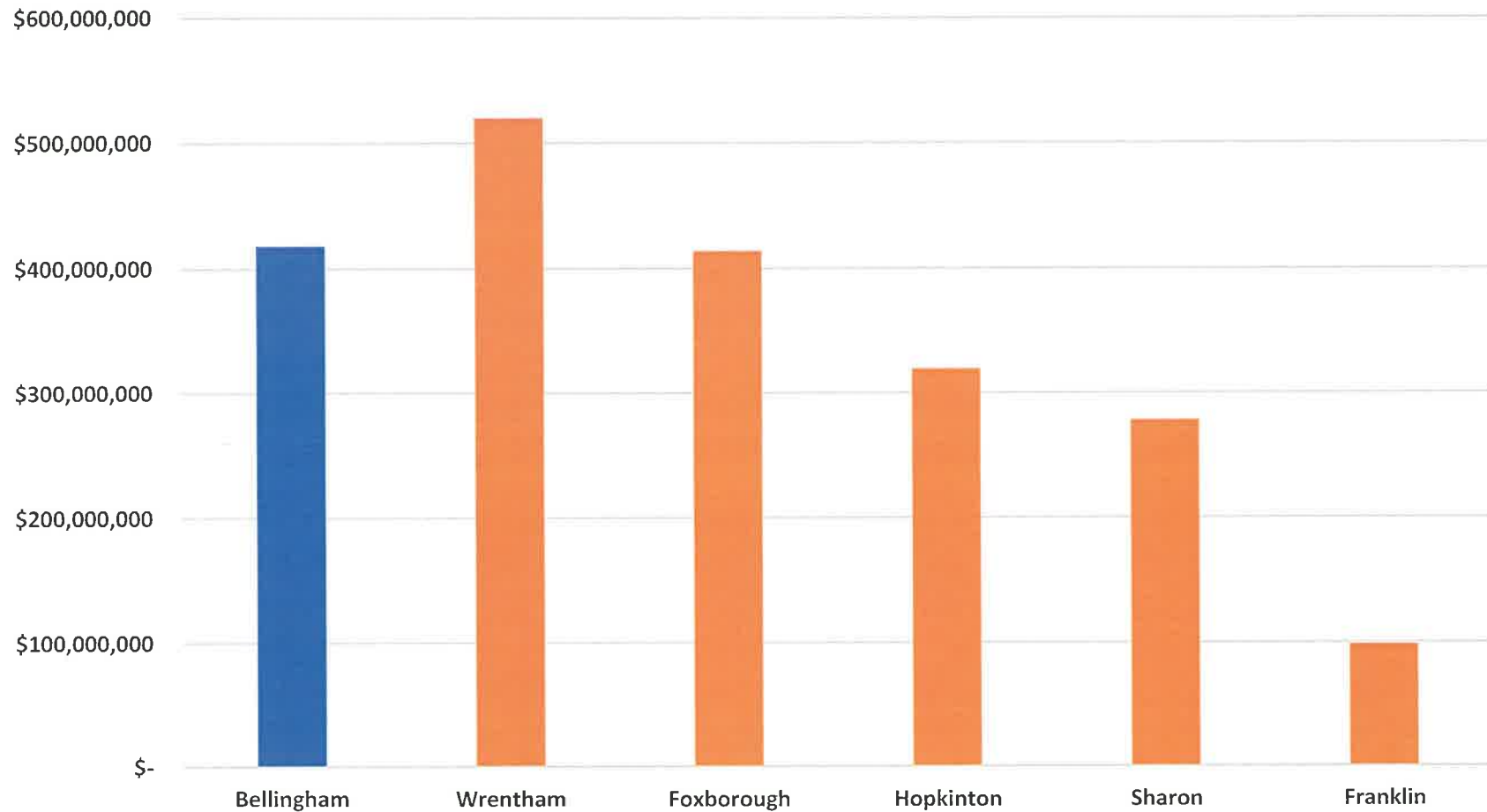
Source: Infogroup USA, 2016

Largest Private Retailers

Company Name	Address	Number of Employees	NAICS Description
Market Basket	274 Hartford Ave	250-499	Supermarkets/Other Grocery (Exc Convenience) Strs
Walmart	250 Hartford Ave	100-249	Department Stores (Except Discount Dept Stores)
Home Depot	229 Hartford Ave	100-249	Home Centers
Whole Foods Market	255 Hartford Ave	100-249	Supermarkets/Other Grocery (Exc Convenience) Strs
Van Lumber Co Inc	27 S Maple St	100-249	Other Building Material Dealers
Super Stop & Shop	70 Pulaski Blvd	100-249	Supermarkets/Other Grocery (Exc Convenience) Strs
Vanmillwork	27 S Maple St	20-49	Other Building Material Dealers
Toys R US	217 Hartford Ave	20-49	Hobby, Toy & Game Stores
Old Navy	253 Hartford Ave	20-49	Family Clothing Stores
Staples	284 Hartford Ave	20-49	Office Supplies & Stationery Stores
PETSMART	213 Hartford Ave	20-49	Pet & Pet Supplies Stores
Gap Body	249 Hartford Ave	20-49	Family Clothing Stores
Michaels	251 Hartford Ave	20-49	Hobby, Toy & Game Stores

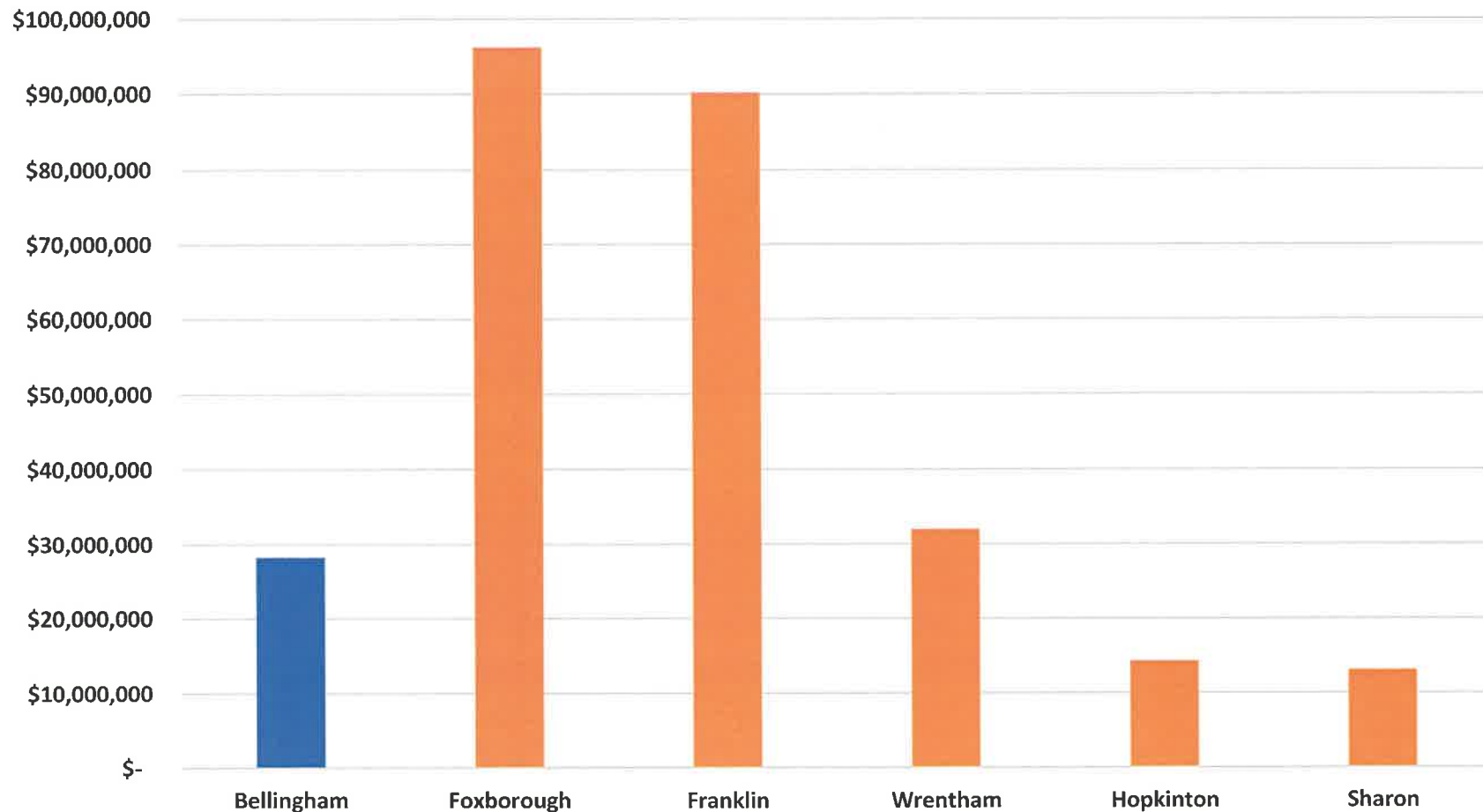
Source: Infogroup USA, 2016

Total Retail Sales, 2012



Source: ACS 2012 Economic Census

Total Accommodation and Food Services Sales, 2012



Source: ACS 2012 Economic Census

Comparative Bellingham Tax Rates (2017)

Community Name	Residential	Commercial & Industrial	Personal Property
Franklin	\$ 14.58	\$ 14.58	\$ 14.58
Hopkinton	\$ 16.80	\$ 16.80	\$ 16.80
Foxborough	\$ 15.04	\$ 17.13	\$ 17.13
Hamilton	\$ 16.81	\$ 16.81	\$ 16.81
Sharon	\$ 19.62	\$ 19.62	\$ 19.62
Wrentham	\$ 14.25	\$ 18.75	\$ 18.70
Bellingham	\$ 14.34	\$ 20.72	\$ 20.60

Source: FY2017 Rates- Massachusetts Dept of Revenue

Comparative Commercial Tax Base

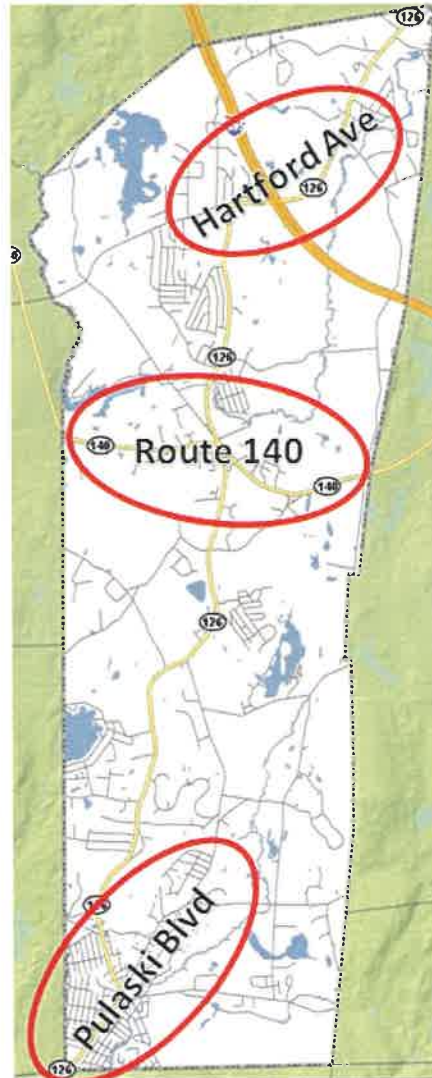
Municipality	Residential Value	% Tax Base Residential	CIP Value Total	% Tax Base Commercial
Franklin	\$3,874,399,665	79.83	\$978,656,559	20.17
Hopkinton	\$2,909,012,220	83.99	\$554,460,147	16.01
Foxborough	\$2,202,413,648	75.84	\$701,767,972	24.16
Hamilton	\$1,424,219,400	95.15	\$72,644,988	4.85
Sharon	\$3,069,894,273	93.20	\$160,094,727	6.80
Wrentham	\$1,605,057,192	79.22	\$421,067,308	20.78
Bellingham	\$1,653,258,358	71.70	\$652,417,698	28.30

Source: FY2017 Rates- Massachusetts Dept of Revenue

Town Economic Corridors

1. Hartford Avenue

Approximate Number of
Businesses: 79
Approximate number of
Employees: 1,897



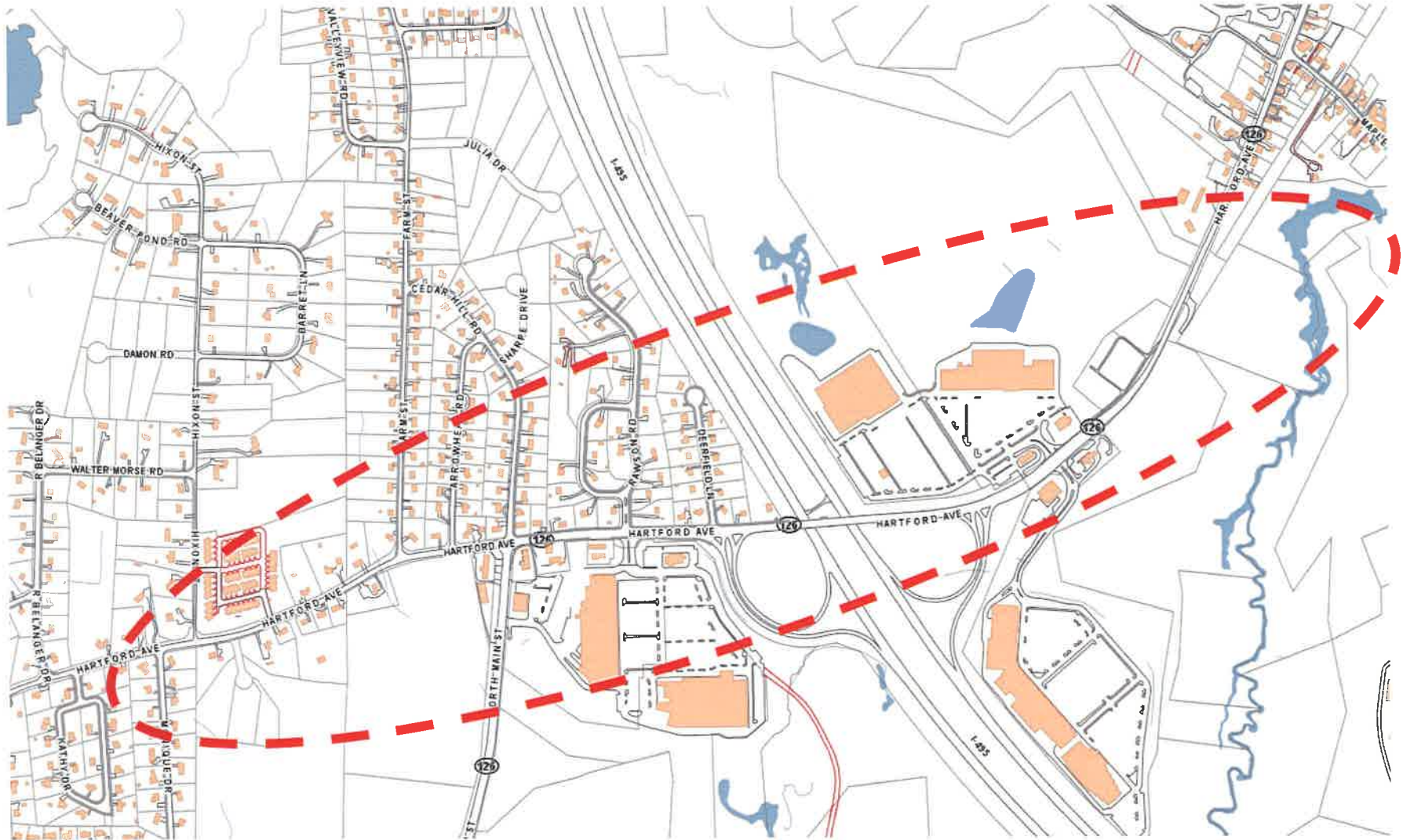
2. Route 140

Approximate Number of
Businesses: 110
Approximate number of
Employees: 819

3. Pulaski Boulevard

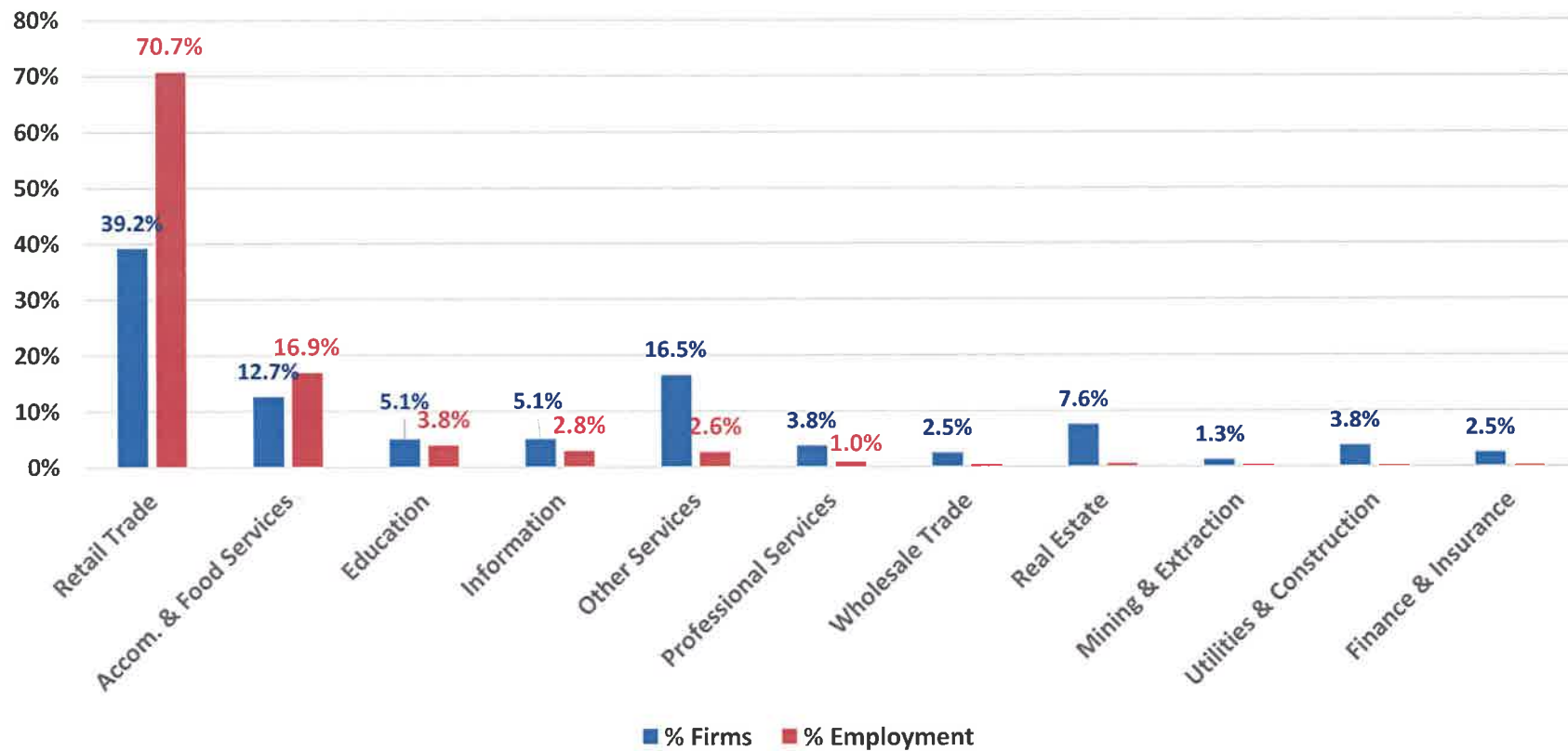
Approximate Number of
Businesses: 63
Approximate number of
Employees: 509

Economic Corridor 1: Hartford Ave

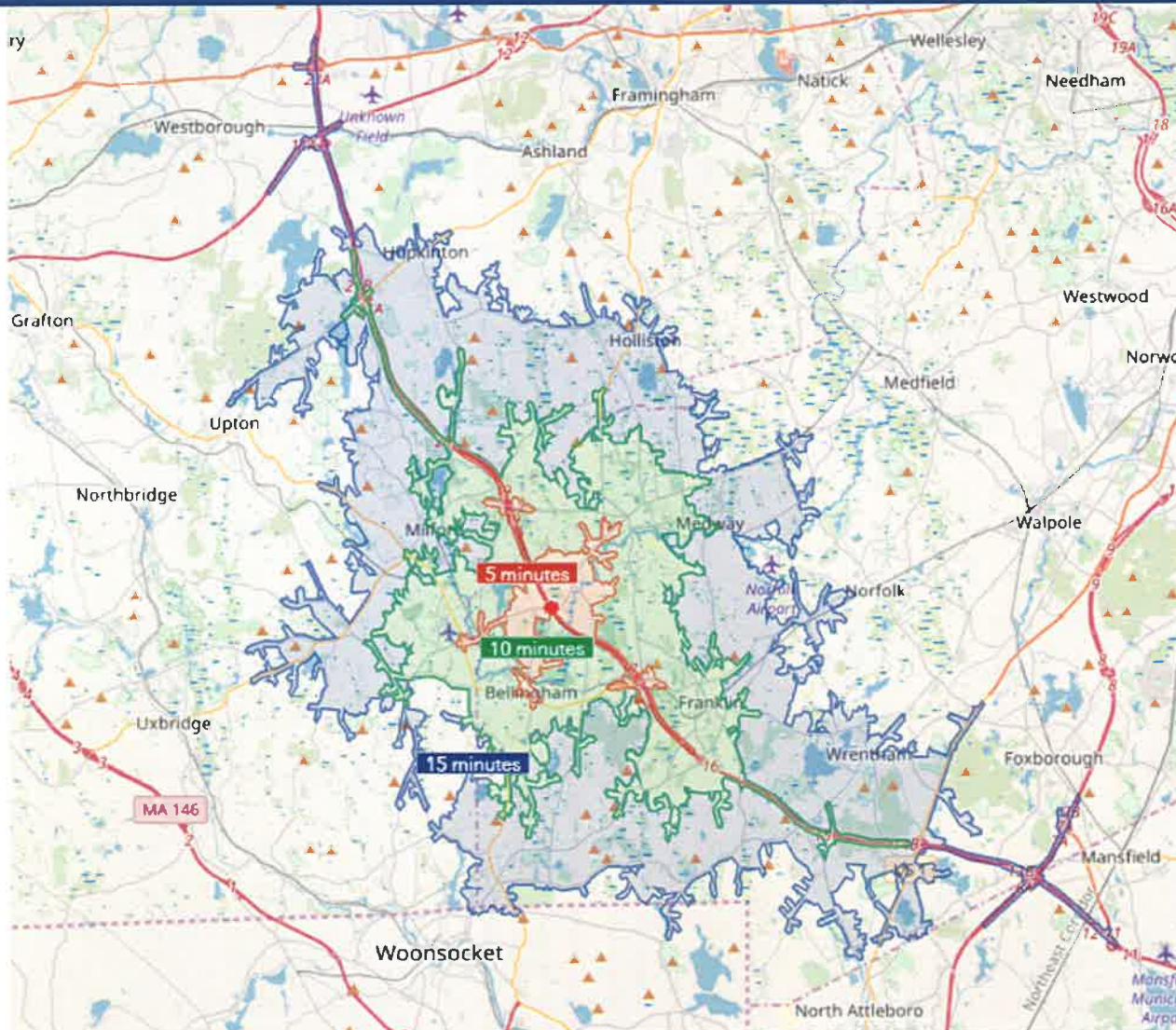


Employers in Hartford Ave by Industry

Source: Infogroup 2016
79 total firms, 1,897 employees



Fifteen Minute Drive Time: Hartford Ave



KEY FACTS

82,998

Population

41.6

Median Age



29,857

Households

\$69,702

Median Disposable Income



2.8

Average
Household Size

\$100,201

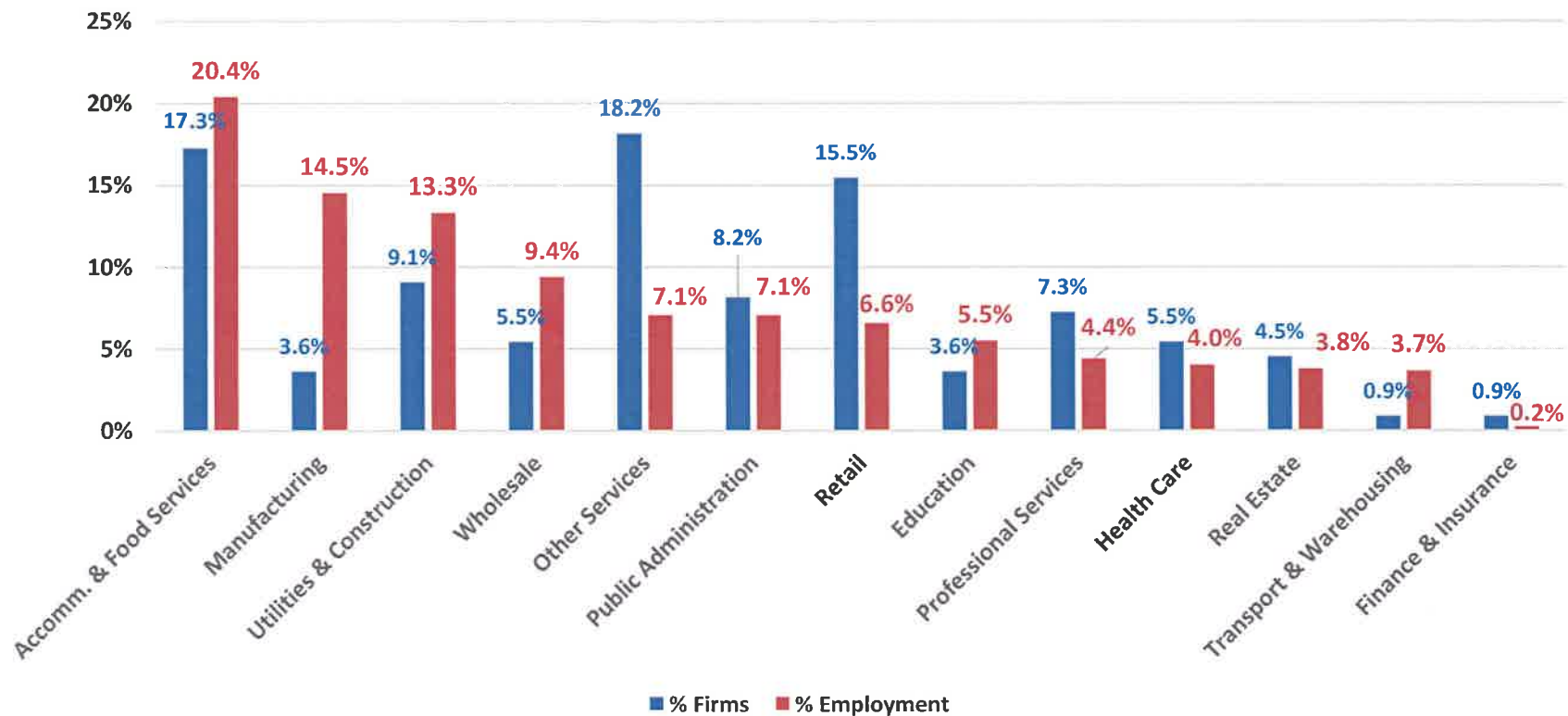
Median Household
Income

Economic Corridor 2: Route 140

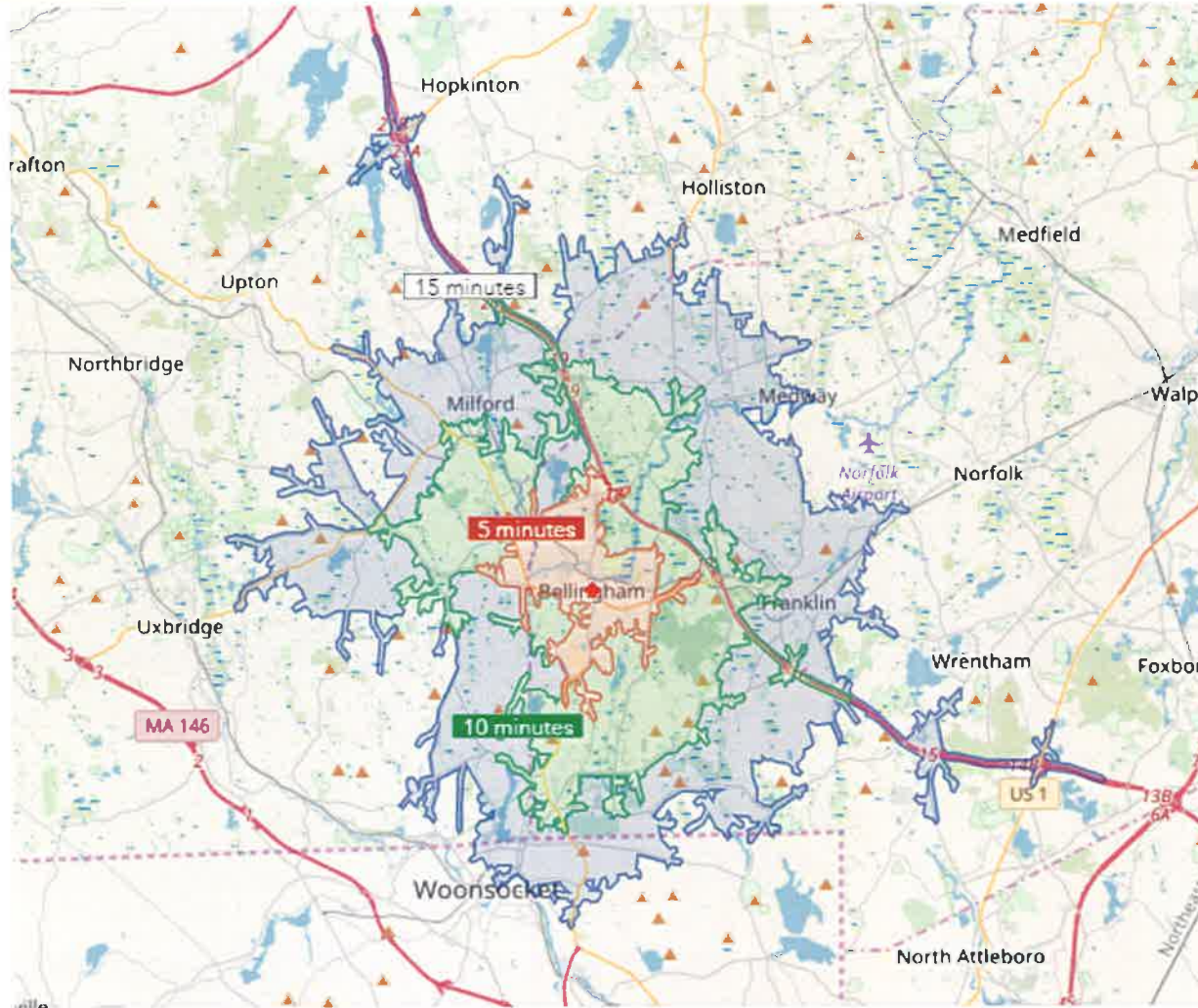


Employers in Route 140 by Industry

Source: Infogroup 2016
110 total firms, 819 employees



Fifteen Minute Drive Time: Route 140



KEY FACTS

82,860

Population



31,252

Households



2.6

Average
Household Size

40.0

Median Age

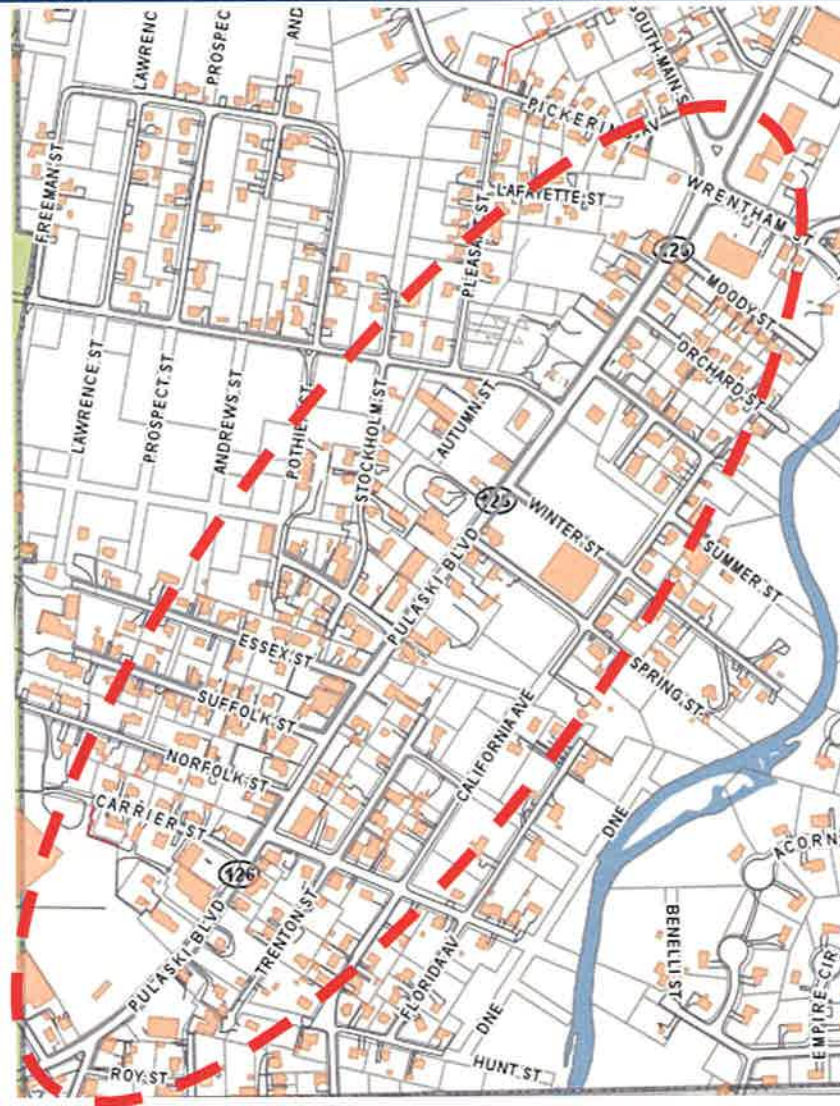
\$55,851

Median Disposable Income

\$75,581

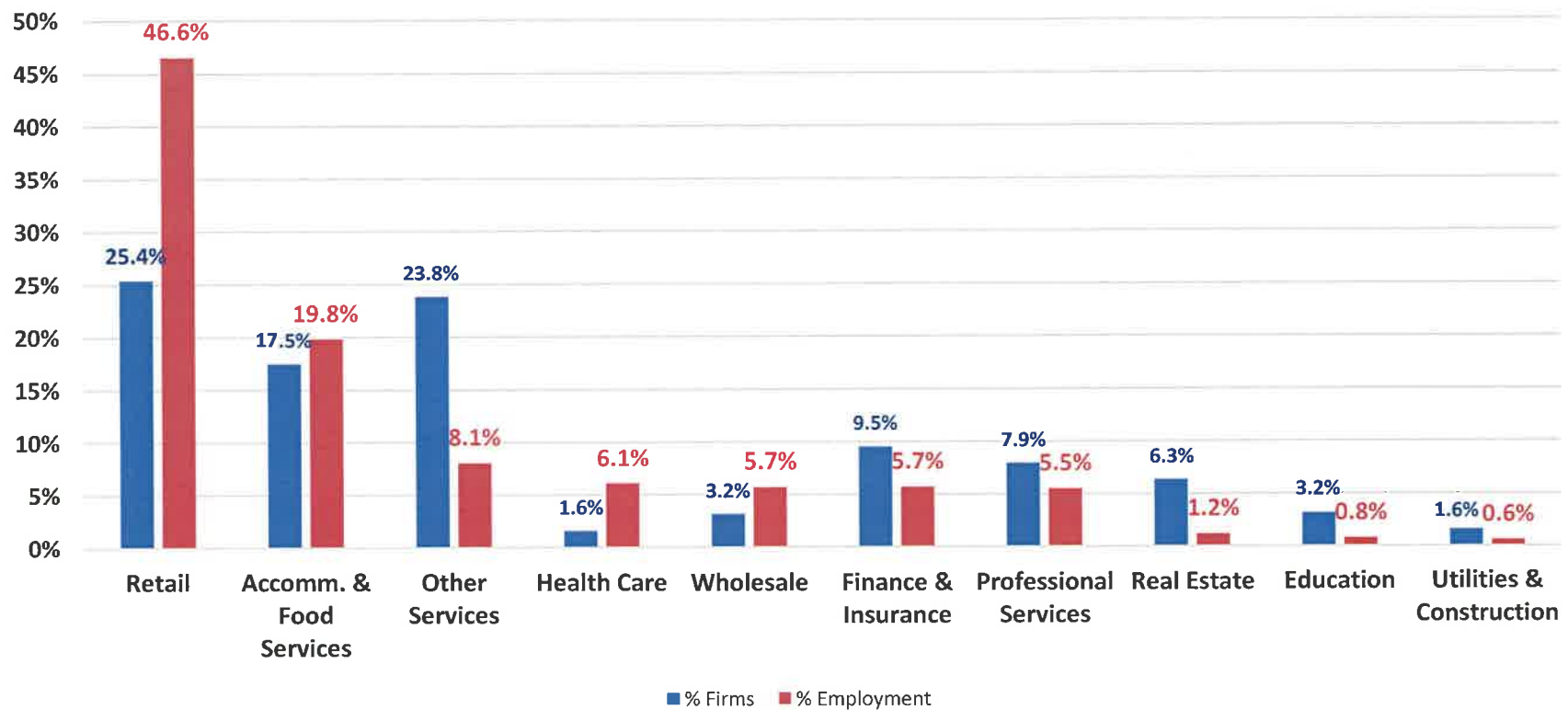
Median Household
Income

Economic Corridor 3: Pulaski Blvd

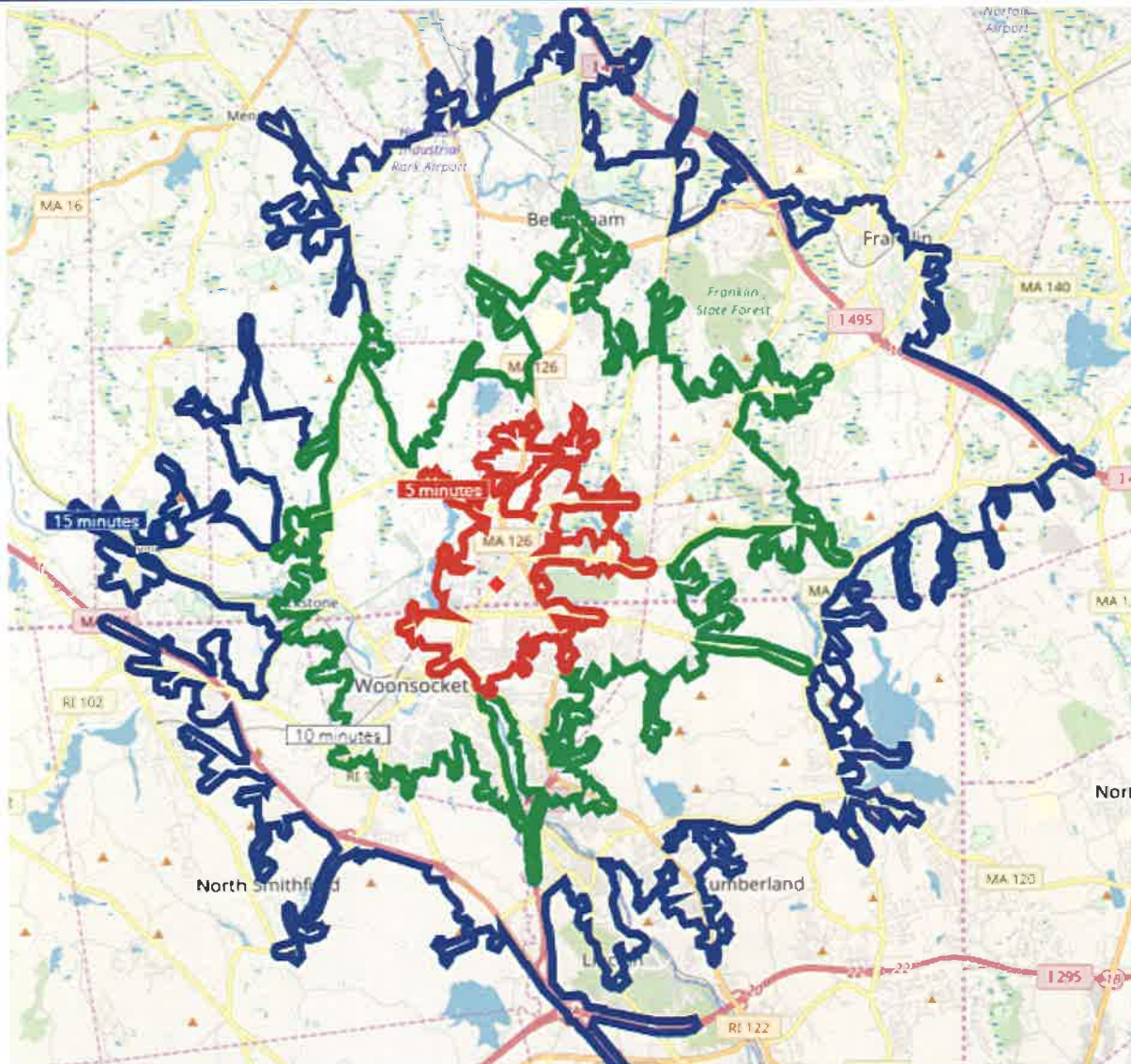


Employers in Pulaski Blvd by Industry

Source: Infogroup 2016
63 total firms, 509 employees



Fifteen Minute Drive Time: Pulaski Blvd



KEY FACTS

16,345

Population

37.4

Median Age



6,803

Households

\$36,188

Median Disposable Income

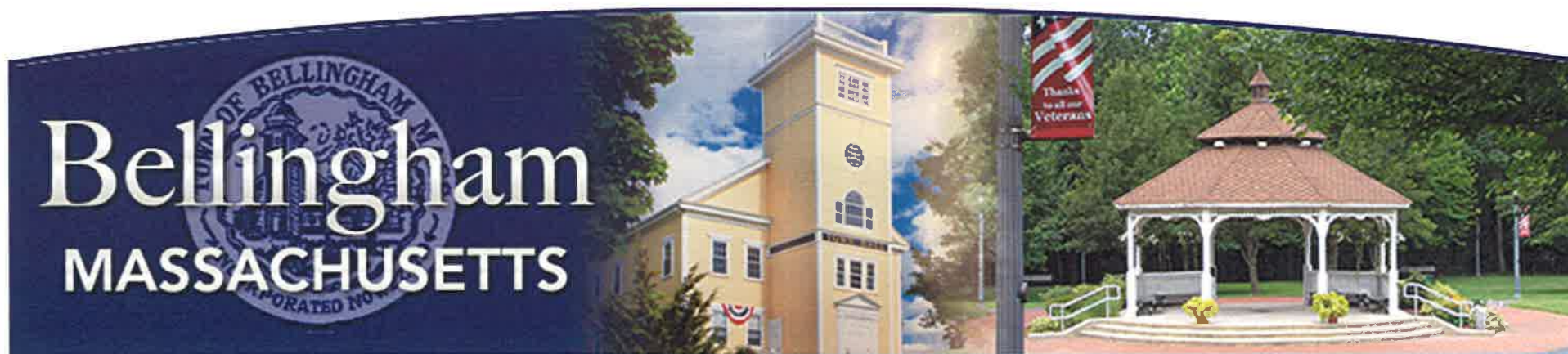


2.4

Average
Household Size

\$44,670

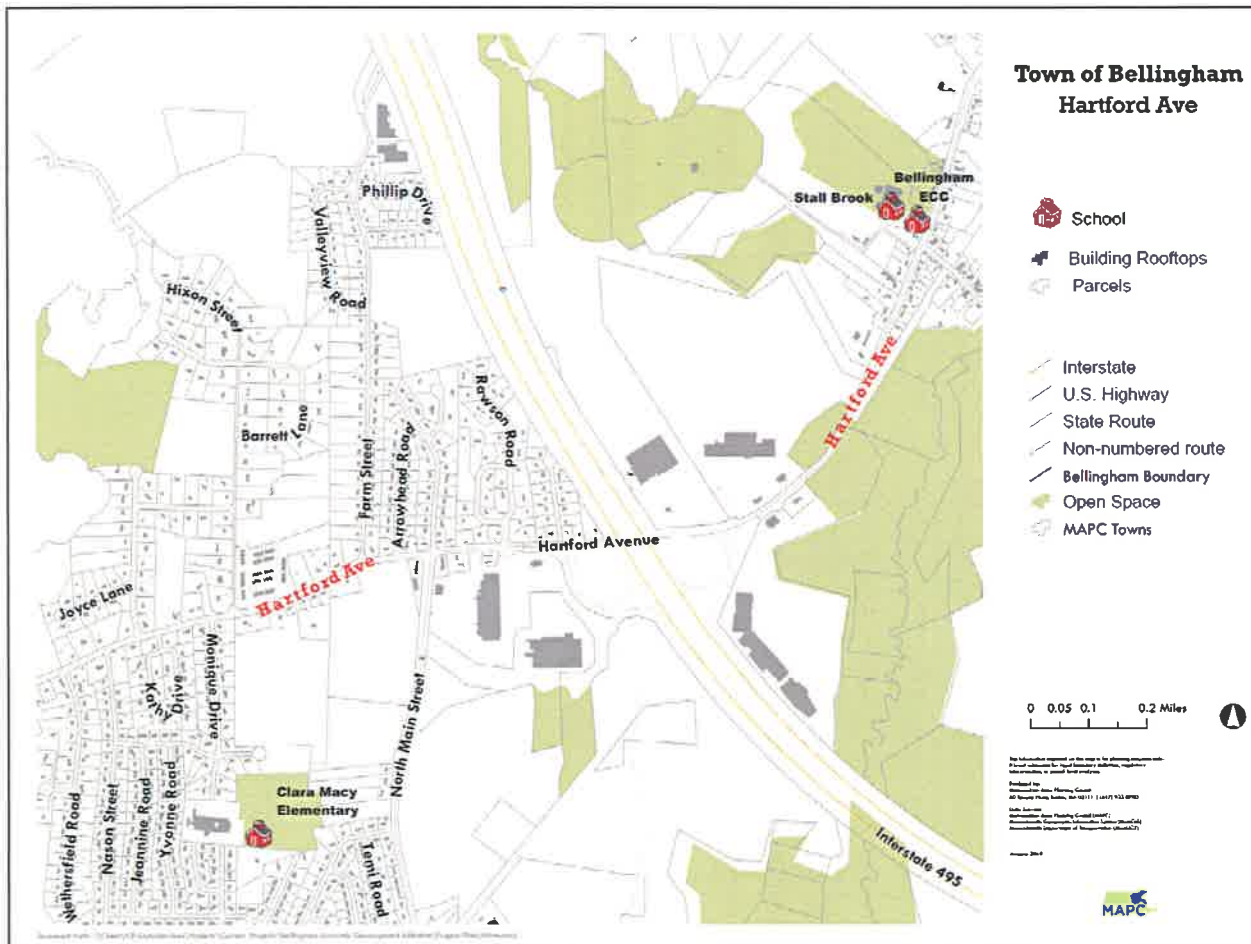
Median Household
Income




Bellingham Open House Development Activity



Priority Areas for Development

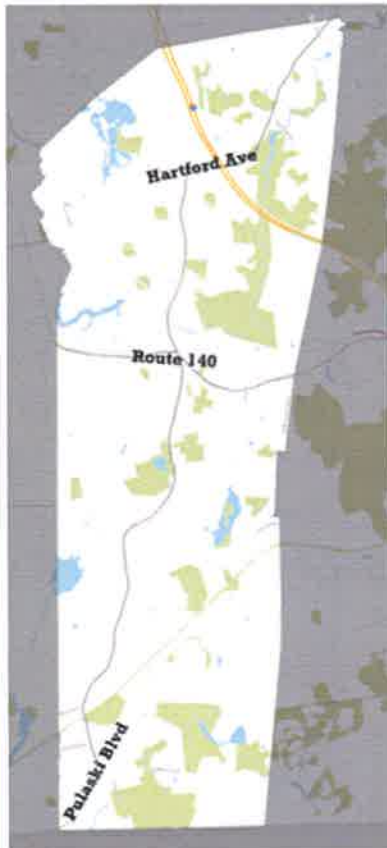


-  For Development
-  Against Development

Industry Types



What industry types do you want in town?



Please place a sticker representing the industry that you want on the map. If you are unsure of where the industry should be located, or think that the industry should be located throughout town, place the industry's sticker in the box below.

If you do not want an industry in a specific location, write an X over its sticker and place it on the map.

If you do not want a certain industry in any part of town, write an X over its sticker and place it in the box below.

Town-wide:



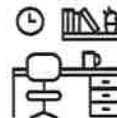
Information



Arts,
Entertainment,
Recreation



Educational
Services



Professional
Offices



Finance,
Insurance



Health Care,
Social Assistance



Accommodation,
Food Services



Science,
Technical Services



Manufacturing



Transportation,
Warehousing,
Wholesalers



Retail

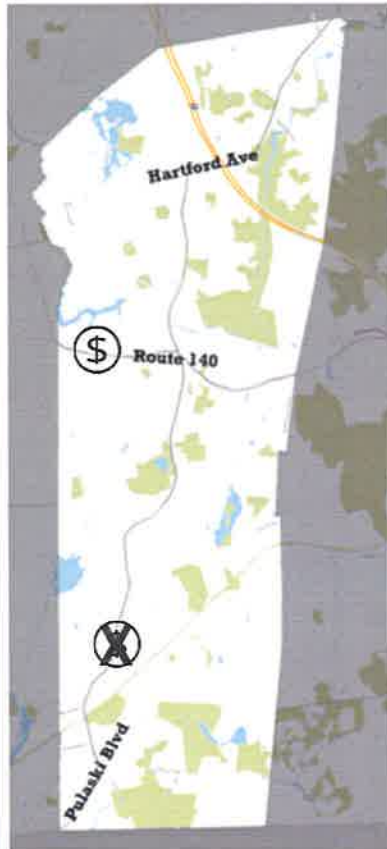


Agriculture,
Forestry,
Fishing,
Hunting

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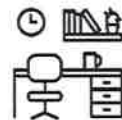
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Finance,
Insurance



Health Care,
Social Assistance



Accommodation,
Food Services



Science,
Technical Services



Manufacturing



Transportation,
Warehousing,
Wholesalers



Retail



Agriculture,
Forestry,
Fishing,
Hunting



Thank you for your participation!





Next Steps



Next Steps

- As you step out the door, please take an opportunity to prioritize what you believe the town should do next and when.
- If you haven't already, fill out the Economic Development Survey at www.BellinghamMA.org.
- The survey results will be presented to the board of selectmen later on this month.
- Hold Bellingham's business and developer roundtables in February to learn what barriers businesses and landowners find when working towards development. Collect and analyze business survey results.
- After the Roundtable event, create a five to seven member Economic Development Advisory board, to include representatives of local business/developers.
- Data and responses will be analyzed and included in the final plan, to be released in June.

Thank you!!

Bellingham: Open for Business

Feb 5

6:00 - 7:30pm

**10 Mechanic Street
Arcand Meeting Room**

Business owners are invited to join the Town of Bellingham and the Metropolitan Area Planning Council (MAPC) in discussing how the town can better support and grow local businesses.

Food and refreshments from PJ's will be provided.

Questions? Contact: Jim Kupfer, Town Planner, at JKupfer@bellinghamma.org



**Please RSVP by email to Raul Gonzalez
of MAPC at RGonzalez@mapc.org**

