



 **New Bedford  
Economic Development Council**  
Open for Business!

## 2018 ANNUAL REPORT

7.1.17 - 6.30.18



**PHOTOGRAPHY**

- Cover: Josh Souza
- Pg. 9 Peter Pereira
- Pg. 20 Chang Lee NYT
- Pg. 24 New Bedford Folk festival
- Pg. 27 Kim Goddard

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"A city is constantly being built,  
and that's what we are doing right now."

MAYOR JON MITCHELL, STATE OF THE CITY ADDRESS, MARCH 8, 2018



# Mission & Strategy

The New Bedford Economic Development Council continues to drive our mission by working collaboratively at the city, state and federal levels to promote a transparent, business-friendly environment for sustainable job growth and increased private sector investment.

We actively seek new business investment by marketing New Bedford worldwide as a top location for business growth and expansion while remaining committed to assisting local companies and entrepreneurs with their start-up, expansion, and other business needs.

**The mission of the New Bedford Economic Development Council is to:**

- Provide leadership by forging partnerships, policies, and consensus regarding the city's economic future
- Coordinate initiatives throughout the city to attract emerging industries and develop strategic sites for job creation and long-term growth
- Serve as a business liaison to City Hall and other public entities
- Promote a positive message for New Bedford through all means available to the widest possible audience
- Provide financing and educational opportunities that support the creation and strengthening of small and family owned businesses

To accomplish this mission, the NBEDC strategy is rooted in our balanced and aggressive approach to support existing business, attract emerging industries, communicate a positive message, develop strategic sites, prepare a ready workforce, and capture long-term catalytic opportunities for growth. In FY18, we stayed the course and continued to see the results of this work take shape throughout the city as demonstrated by new job creation, business start-ups, increased wages, and expansion of manufacturing operations.

The NBEDC is a nonprofit organization comprised of 250 successful leaders in business, education and government led by a nine-member Board of Directors. In conjunction with the Mayor's Office, the Council sets the agenda for the city's key strategic economic development areas. The Executive Director of the NBEDC, with a talented and dedicated team of four professionals, is responsible for the coordination and implementation of the organization's programs and initiatives.

FY18: By the Numbers

46,157

The total number of jobs in the New Bedford labor market. An increase of 921 jobs over the previous year.

3,152

Building permits issued in the past fiscal year, representing an increase of 223 permits from the previous year.

68

The number of rooms in the new \$10 million hotel at the corner of Union and Pleasant Streets. The hotel also boasts a 3,300 square foot restaurant and a 5,100 square foot banquet space.

800MW

The megawatts to be generated by the Vineyard Wind offshore wind farm—the first such project awarded in Massachusetts that will deploy from the Port of New Bedford.

\$21,100,000

Total investment value of three private development projects approved by the City Council as part of the Tax Increment Financing Program. These projects will retain 49 jobs and create at least 66 new jobs over the next several years.

# \$657,750

The total amount lent to small business through our Lending Program. These funds leveraged an additional \$207,500 in private sector investment and helped local businesses create 26 new jobs.

## 41

The number of companies that call the New Bedford Business Park home. These companies employ more than 3,100 skilled people who manufacture all manors of goods, from the world's #1 golf ball, to medical devices and textile products.

## 86

The number of participants who attended six free workshops held in FY18 focusing on the particular needs of both existing and start up small businesses.

## 1<sup>ST</sup>

In FY18 dozens of community stakeholders came together to complete the city's first-ever Arts + Culture Plan. This grass roots and city-wide planning effort enabled New Bedford to define its future arts and cultural vision and priorities.

## 36

The number of members of the NBEDC Regeneration Committee. This is a group of community leaders that represent the private, nonprofit, and higher education sectors of the economy. The diverse membership includes top executives from regionally headquartered firms including CEO's of multi-national corporations, leaders of educational institutions, owners of small and medium sized enterprises, and artists and entrepreneurs. Specifically, the group draws membership from the financial services sector, the offshore wind sector, advanced manufacturing, maritime industries, the healthcare sector, the media, secondary and post-secondary education, training and advocacy institutions, charitable foundations, and the arts.

Dear fellow Council Members,


This has been another exciting and productive year for the New Bedford Economic Development Council. We have cut the ribbon on a new boutique hotel, broke ground for new corporate facilities in the business park, and have seen arts and culture take center stage like never before. Each of you, as members of the New Bedford Economic Development Council, continue to play a leadership role in these efforts, and on behalf of the Board of Directors and team members, I want to thank you for your service, continued commitment, and strong support.

The pages of this report highlight our ever-expanding body of work undertaken in the past year. I want to stress that we could not do this work without our many partners in the public and private sector. Great examples include the grass roots campaign for Love the Ave, our offshore wind efforts with the New Bedford Port Authority and Bristol Community College, and our ever-stronger partnership with MassDevelopment. We thank all of our partners for their energy and talent and look forward to continuing the good work underway throughout the City.

That good work continues to yield tangible results as the overall positive trends in new investment and job creation that we have witnessed over the previous years has continued. We will do all we can to ensure the City of New Bedford is in a strong position to take maximum advantage of a strengthening statewide and national economy. As such, our Regeneration Committee has just released their new report, *Realizing the Potential: A City of Innovation, Collaborative Leadership, and Creativity*. This report identifies what can be the strategic pillars to a fully transformative New Bedford economy. An economy that is based on the historic cords of our eternal connection to the sea, our willingness to take risk and invent new ways of doing things, and our understanding that it will take the voices and hard work of many diverse contributors to accomplish our goals. I want to thank all of the Council members who serve on the Regeneration Committee for their hard work throughout the year.

And finally to the Board of Directors, I thank you once again for your excellent leadership of this volunteer organization. As a Board we applaud the effort, ability, and dedication of our staff, which has made so much of this year's success possible.

Sincerely,



Anthony R. Sapienza  
President, NBEDC



## Board of Directors

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**Anthony R. Sapienza, President**

JA Apparel Corp. (retired)

**Joseph Nauman, Vice President**

Executive Vice President, Corporate and Legal, Acushnet Co. (retired)

**David Slutz, Treasurer**

Managing Director, Potentia Business Solutions

**Carol Pimentel, Clerk**

Director Internal Audit and Administrative Services  
University of Massachusetts  
Dartmouth (retired)

**Helena DaSilva Hughes**

Executive Director, Immigrants' Assistance Center

**Elizabeth Isherwood**

President, Moore & Isherwood Communications

**John Vasconcellos**

President, Community Foundation of Southeastern Massachusetts

**Steven Kenyon**

Vice President for Administration and Finance, Bristol Community College

**Peter Selley, Loan Committee Chairman**

Senior Vice President, Bristol County Savings Bank

**Jonathan F. Mitchell, ex-officio**

Mayor, City of New Bedford

## NBEDC Team Members

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**Nancy Durant**

Lending and Compliance Specialist  
Quest Center Manager

**Angela Johnston**

Director of Business Development,  
Marketing and Communications

**Derek Santos**

Executive Director

**Ramon Silva**

Director of Financial Incentives  
Senior Lending Officer

**Deborah Trombly**

Controller

**Margo Saulnier,**

Creative Strategist

## Regeneration Project Support Team

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**Chris Wilbur**

NBEDC Senior Fellow

**Jessica Silva**

Leadership SouthCoast, team leader

**Tonya Johnson**

Leadership SouthCoast

**Paula Popeo**

Leadership SouthCoast

**Charlie Murphy**

Leadership SouthCoast

# Economic Development Partnerships

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This report showcases our work and shared progress for the year—all of which are the result of the concerted effort of many organizations, including our local legislative delegation, state partners, City departments, foundations, educational institutions, nonprofits and individual leaders in our community. This year we call special attention to the Love the Ave! campaign as an iconic example of grass roots success.

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## CITY OF NEW BEDFORD

- Office of the Mayor
- New Bedford City Council
- New Bedford Port Authority
- New Bedford Redevelopment Authority
- City departments of:
  - Chief Financial Officer
  - City Solicitor
  - Department of Inspectional Services
  - Department of Public Infrastructure
  - Department of Public Facilities
  - Department of Public Health
  - Environmental Stewardship
  - Management Information Systems
  - Office of Planning, Housing and Community Development
  - Tourism and Marketing

## LOCAL ECONOMIC DEVELOPMENT PARTNERS

- Community Economic Development Center
- Community Foundation of Southeastern Massachusetts
- Downtown New Bedford Inc.
- Greater New Bedford Industrial Foundation
- Groundwork!
- Immigrants Assistance Center
- Love the Ave!
- MassHire-Greater New Bedford
- SouthCoast Chamber of Commerce
- South End Business Association
- Waterfront Historic Area League & the Co-Creative Center

## STATE PARTNERS

- New Bedford Legislative Delegation
  - Sen. Mark C.W. Montigny
  - Rep. Antonio Cabral
  - Rep. Robert Koczera
  - Rep. Chris Markey
  - Rep. William Straus
  - Rep. Paul Schmid, III
- Commonwealth Corporation
- International Trade Assistance Center
- MassDevelopment
- Massachusetts Clean Energy Center
- Massachusetts Life Sciences Center
- Massachusetts Office of Business Development
- Massachusetts Office of International Trade and Investment
- Massachusetts Small Business Development Center Network
- South Eastern Economic Development Corporation
- Southeastern Regional Planning and Economic Development District

## KEY EDUCATIONAL PARTNERS

- University of Massachusetts Dartmouth
  - Center for Policy and Analysis
  - Charlton College of Business
  - School of Law
  - SouthCoast Development Partnership
- Bristol Community College
- Bridgewater State University
- Harvard University
- Massachusetts Institute of Technology

## TOURISM PARTNERS

- AHA! (art, history and architecture)
- Buttonwood Park Zoo
- Destination New Bedford
- Massachusetts Office of Travel and Tourism
- New Bedford Whaling National Historical Park
- New Bedford Whaling Museum
- New Bedford Art Museum/Artworks!
- New Bedford Folk Festival
- Rotch-Jones-Duff House and Garden Museum
- Southeastern Massachusetts Convention and Visitors Bureau
- Zeiterion Performing Arts Center

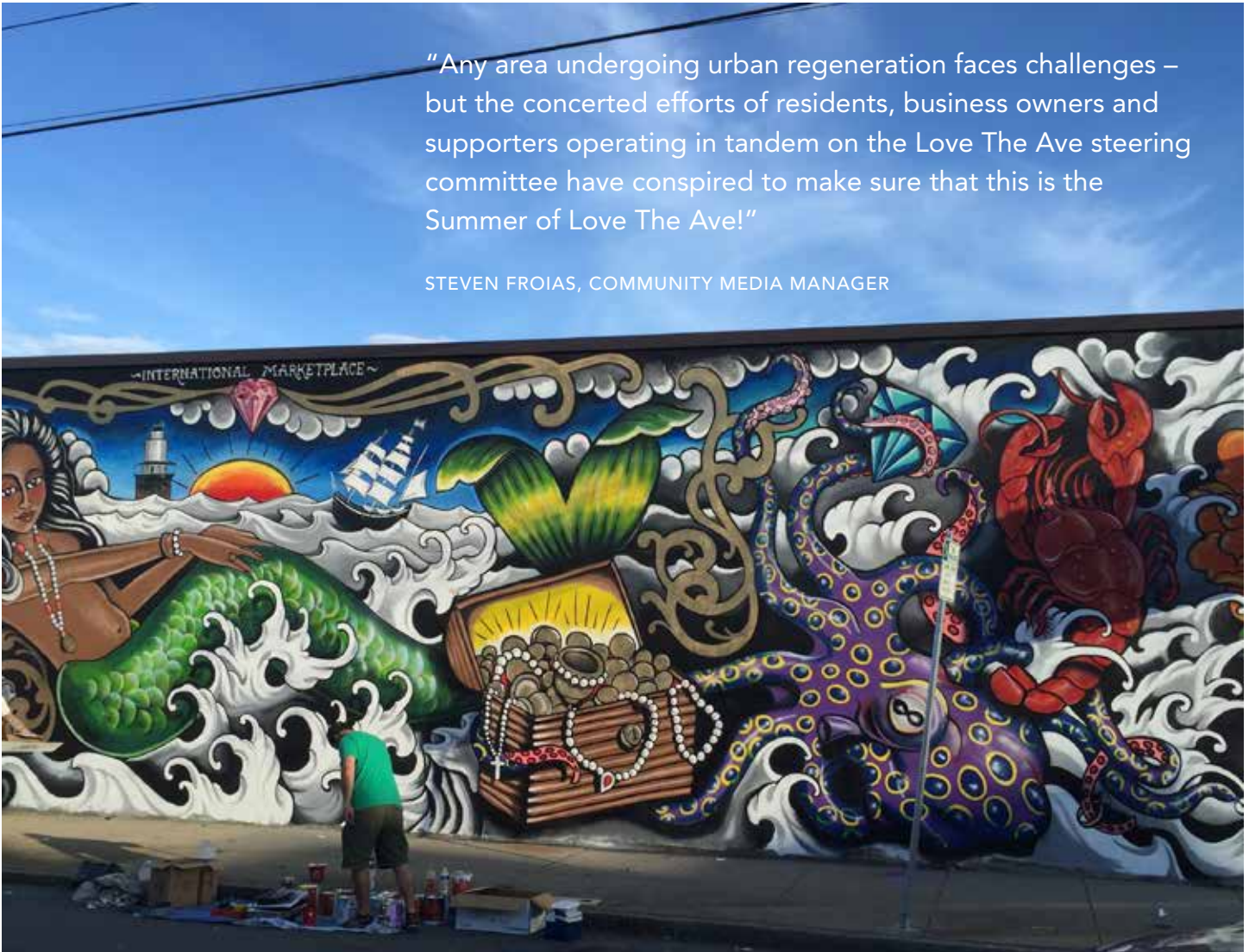


### Grass Roots in the North End—We Love It!

The NBEDC is a proud member of the collective (and very hip) effort known as Love The Ave. This partnership focuses attention on the busy north New Bedford commercial corridor and surrounding area, branding “The Ave” – as it is commonly known – through programing, placemaking, and marketing.

“Any area undergoing urban regeneration faces challenges – but the concerted efforts of residents, business owners and supporters operating in tandem on the Love The Ave steering committee have conspired to make sure that this is the Summer of Love The Ave!”

STEVEN FROIAS, COMMUNITY MEDIA MANAGER



Statement of Financial Position | JUNE 30, 2018

**ASSETS**

Unrestricted, temporarily restricted cash . . . . .	\$710,359
Restricted cash . . . . .	441,978
Grants, awards, receivables, prepaid . . . . .	317,824
Loan and interest receivable, net of allowance . . . . .	3,002,251
Equipment, furniture and other assets . . . . .	13,509
<b>Total Assets . . . . .</b>	<b>\$4,485,921</b>

**LIABILITIES AND NET ASSETS**

**LIABILITIES**

Demand notes payable . . . . .	\$218,200
Accounts payable . . . . .	43,268
Accrued liabilities/deferred revenue . . . . .	24,383
Term notes payable . . . . .	709,668
<b>Total liabilities . . . . .</b>	<b>\$995,519</b>

**NET ASSETS**

Unrestricted . . . . .	182,576
Permanently and temporarily restricted . . . . .	3,307,826
<b>Total Net Assets . . . . .</b>	<b>\$3,490,402</b>

<b>Total Liabilities and Net Assets . . . . .</b>	<b>\$4,485,921</b>
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## Statement of Activities | FOR THE YEAR ENDED JUNE 30, 2018

### REVENUE AND SUPPORT

Grant - Bristol County Savings Bank . . . . .	\$25,000
Grant - Arts & Culture . . . . .	100,000
Grant - Garfield . . . . .	25,000
Grant - MassDevelopment . . . . .	40,000
Grant - Mass Growth Capital . . . . .	20,272
Grant - Orsted . . . . .	25,000
Grant - TD Bank . . . . .	10,000
Grant - Webster . . . . .	7,000
Grants - Federal sources . . . . .	558,669
Sponsoring Corporate Partners . . . . .	41,000
Loan interest and fees . . . . .	225,357
Management fees, other earned income . . . . .	157,583
	<b>\$1,234,881</b>

### EXPENSES

Direct grant expenditures, donations . . . . .	\$243,084
Salaries, taxes . . . . .	526,835
Bad debt provision . . . . .	155,637
Employee insurance, retirement . . . . .	121,019
Interest, fees . . . . .	17,604
Consultants . . . . .	28,511
Communications, marketing, supplies . . . . .	30,906
Quest, rent . . . . .	24,623
Insurance liability . . . . .	12,380
Legal, professional, lending . . . . .	19,081
Depreciation . . . . .	18,268
Travel, training, business meetings . . . . .	27,250
	<b>\$1,225,198</b>

**Change in Net Assets . . . . . \$9,683**



## A man and a woman are smiling and looking at each other in front of a chalkboard menu. The man is wearing a white t-shirt and a grey cap, and the woman is wearing a striped tank top and a striped apron. The chalkboard menu features various items like 'SOURCED', 'HOUSE', 'Ba', 'l', 'KNOW YOUR BEER', and 'Delicious COLD LOCAL'. There are also drawings of beer glasses and a 'LOCAL' sign.

Assisting existing businesses and entrepreneurs with start-up ventures is the cornerstone of the NBEDC mission. This work brings us to every neighborhood of New Bedford and in FY18 our grass roots work with neighborhood businesses associations continued to gain momentum and achieve measurable impacts. Family owned companies, entrepreneurs, and some of New Bedford’s most notable businesses, continued to drive ever-higher levels of activity in our lending, business assistance, and incentive programs.

Lending Program

The NBEDC Lending Program is critical to the execution of our mission and is the best way for us to have a tangible and quantifiable effect in the continued growth of small business and new development in all neighborhoods of New Bedford.

- The Lending Program helped small business create 26 jobs in FY18.
- At the close of FY18 the Lending Program portfolio consisted of 66 loans totaling \$3,485,641.
- We secured a \$500,000 line of credit from MassDevelopment to further advance our goals to assist small business and create jobs.

Business Assistance and District Development Programs

In FY18 we strengthened and deepened our partnerships with the city’s business associations; Downtown New Bedford, Inc. (DNB Inc.), Community Economic Development Center (CEDC), and the South End Business Association (SEBA). Each association is geographically located within an active business district or districts and all are involved in larger strategic initiatives supported by the MassDevelopment Transformative Development Initiative, MA Smart Growth Alliance (MSGa) and the United Way of Southeastern MA—respectively.

The NBEDC Lending Program is administered by the lending staff and is overseen by a nine-member Loan Committee and the NBEDC Board of Directors. Each application is subject to a review and a clearly defined approval process by the Loan Committee, which is structured to allow for the timely processing of complete and qualified applications.

LOANS CLOSED FOR FY 2018

Fund Source	Loans by Source	Loan Amount
SBA MICRO	7	\$62,750
EDA – F	3	\$231,500
CITIZENS	1	\$200,000
CELF	2	\$163,500
TOTALS	13	\$657,750
Investment Leveraged		\$207,500

FY18 LENDING CLIENTS

Perez Development	DePina Bros. Sand & Gravel	Freedom Restoration
Pizzarroitoz	Better Image Apparel	H & W Construction
Aqua De Pau Restaurant	Atlantic Red Crab	The Noodle Bowl
Glassman Automotive		

### **Citywide Efforts to Assist Small Business**

- Assisted over 40 existing businesses and/or start-ups with site selection, permitting, lending, or business planning.
- Partnered with Entrepreneurship for All to provide support to the entrepreneurs in its FY18 Accelerator Programs.
- Six free workshops attended by 86 participants were held in FY18 focusing on the particular needs of both existing and start up small businesses. These workshops could not be offered without the continued collaboration with the Massachusetts Small Business Development Center and the Mass Growth Capital Corporation, whose grant funds assist in making these workshops possible.

### **Love the Ave Initiative**

- A \$1.5 million redevelopment project of the historic Strand Theater lead by the Cape Verdean Cultural Association and WHALE advanced planning, design, and grant submissions.
- We invested \$17,000 in the CEDC's efforts to serve as the lead business development support agency for the north end, specifically their efforts to work with business owners whose first language is not English.
- Over \$15,000 invested in placemaking and beautification projects in the district.
- NBEDC funded a feasibility study to be undertaken by WHALE for a priority vacant building in the district to determine best fits for needs in community.
- Planning for the first ever North End Love the Ave Restaurant Week with six days of fun and 25 food destinations participating.

### **The Downtown**

- NBEDC funded a \$12,500 investment for DNB Inc. to produce online and printed marketing materials to support over 80 downtown destinations offering food, art, culture, history, health, wellness and fun.
- A \$15,000 award from MassDevelopment's Find it Local grant program will support a \$40,000 world-class digital marketing campaign to be undertaken by DNB Inc. and supported by the NBEDC.
- A \$40,000 award from MassDevelopment's Local Lift grant program, supported total façade enhancement project for eight downtown businesses. This program will continue in FY19 with the support of MassDevelopment.

### **The South End**

- Served as a Steering Committee member of South End Engaged—a group of over 40 community members hyper-focused on a district in the south end, including the southern County and Rivet Streets business district—charged with developing strategies for economic and community development for businesses and residents.
- Invested \$8,500 in support of the South End Business Association and its activities in the district to support the small business community and market the NBEDC services available to small businesses.

**Tax Increment Financing Program**

Since the inception of the Tax Increment Financing (TIF) Program in New Bedford in 1996 a total of 125 projects have been certified. These projects ensure a certain level of investment and job creation by the private sector while the Commonwealth and the City have provided a measure of incentive on new short-term taxes. In FY18, 18 such agreements remained active and compliant with the program ‘s reporting requirements. These projects have added more than \$83 million in new private sector investment, have created more than 162 new jobs, and have ensured that more than 834 jobs have been retained in New Bedford.

**Quest Center Collaborative Workspace**

The New Bedford Quest Center for Innovation is an initiative by the City of New Bedford to provide a focus for entrepreneurial training and a supportive environment for startup activity.

- Throughout FY18, the incubator spaces at Quest Center were brimming with activity and at functional full capacity with six start-ups with 16 private sector employees, three interns, and 70 entrepreneurs that associated with Groundwork!
- There are 16 employees of workforce/economic development agencies and these agencies host dozens of workshops, training sessions, and partnership meetings throughout the year.
- FY18 activity generated \$94,285 in income to the City and planning was underway for a reimaged third floor as a home base for all workforce development and training functions.

**CERTIFIED PROJECTS FOR FY18**

COMPANY	INVESTMENTS	JOBS – CREATED	JOBS - RETAINED
Plumber’s Supply Co.	\$18,000,000	7	43
Oceans Fleet Fisheries	\$ 1,400,000	40	
Quality Custom Packing	\$ 1,700,000	19	6
<b>TOTALS:</b>	<b>\$21,100,000</b>	<b>66</b>	<b>49</b>

“The NBEDC’s small business assistance and loan programs provided support and working capital to our start up. It all came together after encouragement from the NBEDC and the Accelerator Program offered at Entrepreneurship for all Southcoast - two excellent programs for the small business community.”

JIM JEZIERSKI, NOODLE BOWL NEW BEDFORD



# Development





Adults and children alike are often excited to pause and observe the bustle of an active construction site. Real estate development projects are critical beyond the investment and job creation, as they most tangibly demonstrate the changing face of New Bedford's built environment. In FY18 our role continued to be focused on fostering the environment to build investor confidence in New Bedford and advance a variety of good projects towards successful completion as efficiently as possible.

#### **Boutique Hotel in Downtown**

By the close of FY18 ribbon cutting invitations had been sent out for the new \$10 million hotel at the corner of Union and Pleasant Streets. The hotel has 68 rooms, a 3,300 square foot restaurant, and a 5,100 square foot banquet space.

- The project is being developed by New Bedford Urban Renaissance II and will be managed by the Waterford Hotel Group as an Ascend Collection Hotel by Choice Hotels.
- The project will create at least 24 permanent full time jobs for hotel and restaurant operations and is creating dozens of construction jobs.
- This New Bedford Urban Renaissance project is funded by a combination of private equity utilizing the USCIS EB-5 program and private financing with a MassDevelopment loan guarantee and a TIF agreement with the City of New Bedford.

#### **Plumbers' Supply Corporate Headquarters and Distribution Center**

Construction activities for this new \$18 million facility began at the New Bedford Business Park in FY18. The new 300,000 square foot facility will include corporate offices, training spaces, and more than 150,000 square feet of phase one warehouse space.

- Plumbers' Supply Company is a third generation family owned plumbing, heating, and HVAC distribution business that was founded in New Bedford in the late 1800's.
- They have an annual payroll of \$14 million and currently employs 190 company wide, with 53 jobs located in New Bedford. The average annual salary of non-managerial employees is \$56,000.
- The project is scheduled to be completed in the spring of 2019.



### Kilburn Mill Redevelopment Takes First Steps

The towering historic Kilburn Mill #2 at the gateway to the south end peninsula on Rodney French Boulevard continued to take important steps towards redevelopment in FY18. The proposed \$40 million project would transform the classic red brick mill structure into 195 units of market rate housing, many with breathtaking views of Clark's Cove.

- During the past year the project was successfully added to the National Register of Historic Places.
- Design development drawings and specifications were completed for application for state and federal historic preservation tax credits.
- The project's viability was substantiated by a comprehensive market study of the residential housing market. Work was also underway to secure project financing.
- Construction is planned to begin in the summer of 2019.

### Union Street Infrastructure Enhancement Project

In FY18 construction was in full swing to completely rebuild Union Street, thanks in large part to a \$2.5 million infrastructure grant awarded to the City through the State's MassWorks program. When applying for this grant we worked hand-in-hand with City Planning and the Department of Public Infrastructure to craft a proposal that highlighted downtown New Bedford not only the center of the city, but also a critical hinge that connects the heart of the working waterfront to the city's most historic residential neighborhoods, and to access points that lead beyond the city.

- Phase one construction (North Water to South Sixth Street) included upgrades to all underground utilities and pedestrian friendly streetscape enhancements and is expertly managed by the Department of Public Infrastructure.
- The MassWorks application for phase two (South Sixth to County Street) was also completed in FY18.

### WHALE Co-Creative Center

In FY18 we celebrated with WHALE as the ribbon was cut for their Co-Creative Center on Union Street. This amazing project is made up of abutting vacant historic commercial buildings in downtown New Bedford that now house a 10,000 square foot maker-space, collaborative learning center, arts gallery and market as well as co-work space, one new eatery, and four apartments—all occupied!

- The NBEDC assisted WHALE and eager start-ups with the new retail opportunities and signage enhancements through the Wicked Nice Places program. The first such start up on the list was People's Pressed Juice—a new venture by Amanda Desrosiers, an EforAll graduate.
- Back in 2015 the NBEDC was more than happy to assist WHALE as they explored the possibilities of transforming two historic structures in the center of the downtown with the support of the Massachusetts Cultural Council.

### SMAST2 Expansion by UMass Dartmouth

On a crisp September day, hundreds gathered for the ribbon cutting of the new \$55 million research facility of the UMass Dartmouth School for Marine and Science Technology. The Clark's Point project added a 76,000 square foot state-of-the-art research facility on South Rodney French Boulevard and also include renovations to their adjacent existing facility.

- The 68 UMass Dartmouth employees on site already will be increased when more than 50 employees from other locations move to the new space and the expected 56 new jobs are created.
- Throughout the construction of the facility the NBEDC, WIB, and Chamber partnered with UMass Dartmouth on efforts to ensure the maximum amount of opportunity were made available to New Bedford based sub-contractors, suppliers, and service providers.



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“There is a buzz in New Bedford, a tangible, palpable buzz in New Bedford, this city is alive.”

LAUREN LISS, CEO OF MASSDEVELOPMENT

## New Bedford Wind Energy Center







The New Bedford Wind Energy Center mission is to work collaboratively with a range of partners to establish New Bedford as the central cluster of offshore wind for the East Coast that includes all major facets of the industry to fully capture and leverage all of the opportunities possible for local job creation, investments, and positive impacts. We have taken great care and pride in crafting future plans for our port—the City’s greatest economic asset—so industrial scale offshore wind projects could stage and operate from our bustling waterfront in such a way that commercial fishing, processing, cargo, and supporting service interests are protected, aligned, and strengthened.

#### An Established Market

- In FY18, the US offshore wind industry became a reality in the northeast, with the public utilities in Massachusetts selecting Vineyard Wind to generate 800MW from its offshore wind farm; Rhode Island and Connecticut each selected Deepwater Wind to generate 400MW and 200MW, respectively.
- The port of New Bedford will be the deployment port for the Vineyard Wind project, with the project to be based out of the New Bedford Marine Commerce Terminal.

#### NBWEC Partnership Activities

- The NBWEC team successfully completed the Massachusetts Offshore Wind Workforce Assessment study, which was published in April by the Massachusetts Clean Energy Center.
- A comprehensive port resources guide was developed as part of a joint marketing plan with the New Bedford Port Authority. These efforts attracted numerous supply chain companies to the region.
- In FY18 the planning began for an offshore wind symposium to be held in New Bedford in October of 2018. This symposium will be hosted by the British Consulate-General Boston, Bristol Community College, the City of New Bedford, and the NBWEC.
- The NBWEC communications plan resulted in numerous articles regarding offshore wind opportunities in the port of New Bedford published in regional, national and international media outlets, including print, radio and television.

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“This is the first of what we think will be many more to come.”

LAUREN BURM, HEAD OF PUBLIC AFFAIRS,  
ØRSTED NORTH AMERICA

#### Planning for the Future

- Bristol Community College is leading a broad group of stakeholders to create a national offshore wind training center in New Bedford.
- The three public higher education institutions in the region (Bristol Community College, Massachusetts Maritime Academy and UMass Dartmouth) executed a Memorandum of Agreement regarding education, training, research and shared facilities related to offshore wind.
- Land-use planning efforts for targeted waterfront development districts that can directly support offshore wind activities concluded in FY18. This work was undertaken through a partnership of the New Bedford Port Authority, NBEDC, and City Planning Office.





## New Bedford Business Park

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"We are a family company with deep roots in the city and when we needed to expand we wanted to stay in New Bedford. The Business Park was a perfect fit for us and throughout the process we came to count on City Hall, the NBEDC, and the Industrial Foundation as true partners to local business."

BRIAN JONES, CFO FOR PLUMBERS' SUPPLY

In 1954 a group of area service clubs and businessmen organized the Greater New Bedford Industrial Foundation determined to reverse the downward economic trends that began to face cities such as New Bedford and return the city to a position of strength in the regional economy. After successfully canvassing the area for funds they set up a fifteen-man committee to select an appropriate site for a new industrial park. They found their site in the far North-end of the City and the 550-acre park was officially opened in September 1961 with four plants completed and a fifth under construction.

Today, the New Bedford Business Park covers 1,300 acres and has 41 companies employing more than 3,100 people. All manors of goods are manufactured in the park, from the world's #1 golf ball, to medical devices and textile products. The park continues to be one of New Bedford's greatest economic development assets with companies that are industry leaders in craftsmanship and innovation.

FY18 proved to be another active year in the Business Park, with millions being invested in construction, environmental challenges met, land sales executed, and relocations and expansions set in motion. Highlights for the year included:

- With the sale of lot 10, Plumbers' Supply will be the latest company to call the business park home. Plans to construct a 300,000 square foot corporate headquarters and distribution facility were approved and fully permitted. The \$18 million facility will open in the spring of 2019.
- Construction activities wrapped up for the 200,000 sq. ft. Eversource facility (on a portion of the former Polaroid campus) that serves as the home base for the 180 employees serving the area.
- Construction was completed on the MDT Tours facility—a project that will bring 45 new jobs to the park—and the facility is fully operational.

- Under the leadership of the City's Office of Environmental Stewardship the remediation of the former Polyply site neared completion with the demolition of the long-vacant building. In the year ahead the City, MassDevelopment, and GNBIF will work closely together to ensure the site is put back to productive use supporting job growth and investment in the park.
- The entrance to the park continued to see new development that will serve all park employees as a New England Farms facility began construction this year.
- Planning for the new Parallel Products facility were completed for the former Polaroid campus as well. Plans for the updated 100 Duchaine Boulevard building include a 15,000 square foot addition, new landscaping and signage, and a new solar canopy parking for the reconfigured parking areas. Also this year, early stage planning for several other expansions in the park began to take place, signaling continued growth in the years ahead.

The Greater New Bedford Industrial Foundation was established as a trust in 1955. The trust has 114 members and an executive committee of 15 members that administers the strategic leadership and management of the Foundation. The NBEDC and the Foundation have a management agreement for the strategic planning, development, marketing, and general management services of the Foundation and the business park.



## Arts and Culture

During the 19th century, when the whaling industry fueled New Bedford's economy, acclaimed artists, such as William Bradford, Albert Pinkham Ryder, Clifford Ashley, and Albert Bierstadt lived and worked in this cosmopolitan seaport. Today, New Bedford is a center of arts and cultural center of southeastern Massachusetts, boasting a wide array of attractions, diverse venues, artists and performers that showcase the cultural fabric of our distinctive identity.

### The Arts + Culture Plan

In FY18 we facilitated a team of dozens of community stakeholders to complete the city's first-ever Arts + Culture Plan. Funded through the City of New Bedford's Arts, Culture and Tourism Fund, a donation from Bristol County Savings Bank, and the in-kind support of the NBEDC, this grass roots and city-wide planning effort enabled New Bedford to define its future arts and cultural vision and priorities.

- After a competitive and public RFP process, the firm Webb Management Services out of New York City was selected to undertake the planning process.
- A 45-member Steering Committee, a dynamic and diverse mix of individuals from all over the city, guided the vision and direction of the Plan, meeting 7 times in a 6-month period.
- Over 50 individuals participated in one-on-one interviews, and the consulting team held five focus groups, and four public meetings.
- Over 20 venues and locations hosted poster boards encouraging passersby to leave comments on the future vision of arts in the city, and a Facebook page was created and has over 250 followers.
- Six articles in the Standard-Times chronicled the process:
  - › February 8, 2018: "Under-construction Arts Plan crucial for our creative community"

- › February 22, 2018: "Planning how we can go 'farther, faster, together'"
- › March 8, 2018: "New Bedford Arts and Culture Plan three months away from final brushstrokes"
- › April 19, 2018: "What role should arts play in moving New Bedford forward?"
- › June 28, 2018: "New Bedford Arts & Culture: 'It can be bloody'"
- › July 7, 2018: "Past experiences shaping how arts plan is perceived"
- During the process, an estimated 10,000 people were reached, supplying comments via public meetings, email blasts, one-on-one and small groups, or written comments on public posters. Compiling all of the assessment and community outreach together, a critical path plan with over 80 major strategies and initiatives was completed.

### FY18 Activities of the Seaport Cultural District

Since 2014 the downtown Seaport Cultural District (SCD), an official designation by the Massachusetts Cultural Council, has served as a center of cultural, artistic and economic activity. The goals of the statewide cultural districts, as defined by legislative statute, are to attract artists and cultural enterprises, encourage business and job development, establish the district as a tourist destination, preserve and reuse historic buildings, enhance property values and foster local cultural development.





### Creative Strategies

As creative strategist for NBEDC, Margo Saulnier serves as City liaison and chief advocate for arts and culture in New Bedford. In FY18 she began to put the structures in place to act as a resource and single point of contact for artists or entities wishing to undertake projects in public spaces/buildings.

### NB Creative Directory

An expansion of 2014's *Visual Art Guide*, the establishment of NB Creative Directory began in FY18. In 2019, with the launch of an official Arts and Culture website, the directory will be available for the public to easily find local artists, artisans, crafters, makers, performers and all creatives who work, live, exhibit, perform, volunteer or contribute in any other way to the arts and culture of the city of New Bedford.

- Currently 50 artists and organizations have joined the Creative Directory
- Members are currently being featured on the New Bedford Arts Facebook page labeled #NBcreativdirectory
- The Creative Directory was mentioned in the *Standard-Times's* State of the Arts column on February 8, 2018: "Arts Plan crucial for our creative community"

### Wicked Cool Places

This pilot granting program distributed \$5,000 as a test run for a larger scale pilot program to be launched in the fall of 2018. Grantees included:

- **New Bedford Art Museum/Artworks!** featured free events to support the James Audubon exhibit: Nesting Nights: Knitting in the Galleries & Live Bird Drawing workshop for families
- **Seaport Art Walk**, the fourth annual public art installation brought six sculptures and two murals along MacArthur Blvd, City Pier, State Pier, with the theme "Freedom and Equality"
- **SuperflatNB**, the city's new public art organization, featured live artists painting murals along Acushnet Ave across Custom House Square
- **3rd Eye Unlimited** at Hatch Street Studios, launching the first of Second Saturdays at Hatch, featuring interactive art activities, dance, podcast pop-up and mural painting

- Partnership in the district increased by 20%, with 72 partners total
- The 4th annual Seaport Art Walk with the theme "Freedom and Equality" featured two murals and six temporary sculptures along the waterfront
- Collaborations by the SCD partners for FY18 included:
  - › Over a dozen free events during the first state-wide ArtWeekMA
  - › Signing a "Cultural Compact" with Massachusetts Cultural Council, New Bedford Cultural Council, and the City, and being awarded \$10,000 to accomplish the goals included in it
  - › Enthusiasm for planning and executing district and city-wide themes, including:
    - › 2018: **The Douglass Project**, led by New Bedford Historical Society, celebrating the bicentennial of Frederick Douglass's birth and 180th anniversary of him arriving in New Bedford, his first free home
    - › 2019: **Summer Winds**, celebrating wind energy, featuring the launch of Massachusetts Institute of Design, Art and Technology's first major art installation in Custom House Square from July to October 2019, as well as many wind-related exhibitions and events by SCD partners The Whaling Museum, New Bedford Art Museum, The Z, and more.
    - › 2020: **Lighting the Way**, celebrating the 100th anniversary of women's right to vote, and the project "Lighting the Way: Women of the South Coast"



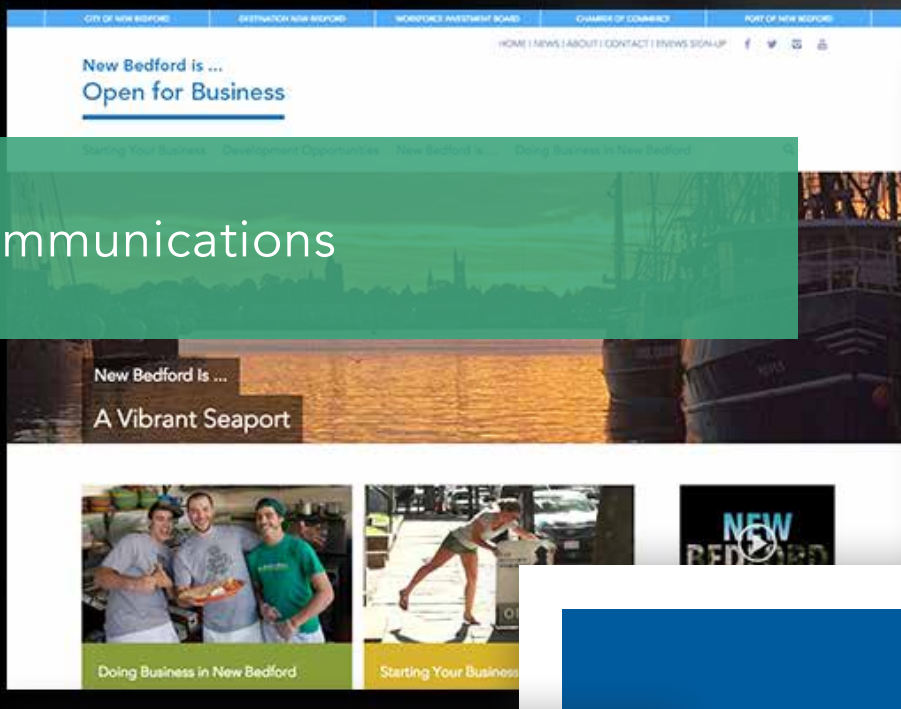


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"In New Bedford, the creative community is an engaged and powerful partner, inspiring social, economic, and cultural growth. In this authentic seaport city, each and every person enjoys an opportunity to experience a diversity of cultures. Art is everywhere, encouraging fun, provoking thought and nurturing the soul."

ARTS & CULTURE PLAN VISION STATEMENT

# Communications



 **New Bedford  
Economic Development Council**  
Open for Business!

## Lending Programs



The NBEDC is a partnership  
driven, non-profit organization



### Realizing the Potential:

A City of Innovation, Collaborative Leadership,  
and Creativity

 **NBEDC**  
**The Regeneration Project**

RESEARCH | ENGAGEMENT | POLICY

The Port of New Bedford Is ...

**READY FOR  
OFFSHORE WIND**



## Service Provider Guide



**CITY OF  
NEW BEDFORD**  
JONATHAN P. MITCHELL,  
MAYOR

We like to tell the New Bedford story and are constantly looking for new ways to effectively market the city as a place ready for new development, advanced manufacturing, creative enterprises, and niche retail. The more we do to highlight our strengths, the better the opportunities to build our pipeline of new and dynamic projects across the city. Throughout FY18 we continued to execute a communications strategy to keep our Council and friends informed through a multi-layered campaign of face-to-face networking events, newsletters, and daily & weekly posts to all our social media channels.

#### Marketing Development Opportunities to New Audiences

We are always looking for new and trusted ways to push the message that New Bedford is Open for Business! This past year was no different as we proactively reached to developers and companies of all sizes to locate in New Bedford—including the largest retailer in the world!

- The NBEDC lead the effort to craft a serious proposal from the City of New Bedford to Amazon for their proposed \$5 billion HQ2 facility.
- Working with our partners at MassINC we developed a new three-minute New Bedford is Open for Business video that has been used on nearly every communication throughout the year and lives on the NBEDC home page.
- In an effort to drive interest in development opportunities in the city, the NBEDC participated in three conference events hosted by the International Council of Shopping Centers (ICSC) in FY18. Once again we pushed New Bedford sites at ICSC events in New York, Hartford, and Las Vegas.

#### Our E-Communications: Tools to Inform, Engage and Educate

FY18 was another big year for our e-communications platform as we continue to constantly remind those looking at New Bedford, as well as ourselves, of the development successes and positive happenings in the City through our year-round communications campaign.

- Our website was again rebooted and refined to be more attractive and user friendly.
- Our Facebook, Twitter, and Instagram feeds continued to be a strong platform for messaging and marketing the NBEDC's small business assistance services.
- We continued to do a series of special e-blasts for special projects and events, and also refined our newsletter format.

#### The Importance of Council Engagement

Each year our Council membership grows as new leaders emerge in the community and new businesses locate and expand in the city. Our Council membership is designed to be a well-informed community that is willing to participate in leadership committees, such as the FY18 activities of the Waterfront Planning Steering Committee, Regeneration Committee, and the Arts + Culture Plan Steering Committee.

The full list of Council Members is located at [nbedc.org](http://nbedc.org) on the About page. Please contact us if you are interested in becoming a Council Member.



# Economic Development Planning & Policy



Successful outcomes are most often the result of good planning. Visionary, data-driven, and community based planning has been a cornerstone of the NBEDC economic development agenda for more than a decade. In FY18 we continued to advocate, partner, and lead progressive policy development and land-use strategies that reflect our shared values, strengthen our connections to the water, and bolster the community's vision for sustainable development across the entire city.

In addition to refining concepts for the future uses of State Pier, a new planning effort was undertaken in FY18 to implement steps to build the capacity of the New Bedford Redevelopment Authority, and ultimately pave the way for the city to undertake specific planning projects in two of the identified subareas of the recently completed framework plan. This effort had the NBEDC and the City Planning Office in supporting roles with our partners at the New Bedford Port Authority leading the charge.

The four major tasks of this effort included:

1. The creation of two subareas plans for the Eversource/Sprague site in the Central Waterfront, and the Hicks Logan area.
2. The development of subarea regulations and review process.
3. State and local approvals for the subareas to become urban renewal districts.
4. The Municipal Harbor Plan notice to proceed.

The New Bedford Port Authority undertook the \$250,000 project with funds from the Seaport Economic Council. The array of technical professionals tasked with this work are lead by the planning and design firm of Harriman.



## NBEDC The Regeneration Project

RESEARCH | ENGAGEMENT | POLICY

The Regeneration Committee is an independent committee of the NBEDC. Throughout FY18 the committee undertook the work to publish its latest report, *Realizing the Potential*. This report is intended to build on the committee's original work in 2014, bringing to it a fresh look and the perspective of recent economic successes. Throughout the pages of this report, the committee makes the case that New Bedford can be:

- A global leader in the ocean cluster development, research, and entrepreneurship
- A metropolitan anchor for the region with a vibrant and diverse downtown and waterfront experience
- A place where emerging community leadership is recruited and harnessed
- A city that uses art, design, and architecture to inspire citizens and visitors

The Regeneration Project is a collaborative platform that allows for a broad cross section of private sector community leaders to shape, advocate, and tangibly advance a strategy of sustainable and shared growth for New Bedford.

Throughout the process the committee researched other current scholarly work, spent months setting priorities, debating the opportunities and challenges of growing the economy, and enjoyed digging into the details through a series of working sessions with content experts. This work was facilitated by NBEDC Senior Fellow, Chris Wilbur with a support team of class members of Leadership SouthCoast.

Inspiration for this report began with the publication of *Revitalizing America's Smaller Legacy Cities*, co-authored by Torey Hollingsworth and Alison Goebel of the Greater Ohio Policy Center, and published by the Lincoln Institute of Land Policy. Ben Forman of MassINC and Colleen Dawicki of the Working Cities Challenge at the Federal Reserve Bank of Boston also provided insights, guidance, and support throughout the process.

### **A Potential New Business Park**

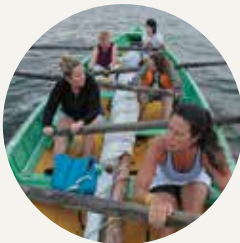
The proposed MassDevelopment and City partnership would convert a 100-acre upland section of the 275-acre City-owned public golf course for development, leaving at least 175 acres for golf. Early stage planning work has shown that this 100-acre section of the site can support more than 1.3 million square feet of new construction in targeted industries such as life science manufacturing, distribution and logistics, and research and development offices.

- In FY18 MassDevelopment awarded the City of New Bedford a \$100,000 Site Readiness Program grant to continue planning and engineering work that began the previous year under the City's first Site Readiness grant.
- Due-diligence efforts were focused on gaining a more complete understanding of soil and environmental conditions at the site.
- Toward the end of FY18, the City engaged a professional firm to explore the options for the reconfiguration of the remaining 175-acre golf course to maximize the golfing experience while ensuring long-term viability.



# Sponsoring Corporate Partners

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The New Bedford Economic Development Council would like to recognize and thank the following corporate partners for supporting our work to promote a transparent and business-friendly environment for sustainable economic development in the City of New Bedford.

LEADING PARTNER



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CORPORATE PARTNERS



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SUPPORTING PARTNERS





## New Bedford Economic Development Council

**Open for Business!**

1213 Purchase Street  
2nd Floor  
New Bedford, MA 02740  
[www.nbedc.org](http://www.nbedc.org)



At Bristol County Savings Bank we pride ourselves in offering state-of-the-art banking products and services, delivered by experienced professionals, while remaining true to our savings bank roots where our customers and the community always come first.