



 **New Bedford
Economic Development Council**

Open for Business!

2019 ANNUAL REPORT

7.1.18-6.30.19



PHOTOGRAPHY

Cover: Josh Souza

Top Left: Cafe Italia

Top Right: Groundwork

Bottom Left: New Bedford Tattoo

Pg 4. Josh Souza

Pg. 9 Christine Hotchkeppel

Pg. 12 Josh Souza

Pg. 15 Christine Hotchkeppel

Pg. 16, 18 & 19 Josh Souza

Pg. 17 Christine Hotchkeppel

Pg. 20 Lauren Owens Lambert

Pg. 22, 24 & 26 Josh Souza

Pg. 27 Margo Saulnier

Pg. 30 Utile

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"A city is more than a place on a map.
It shapes and frames our relationships with
one another, and is woven into each of us."

MAYOR JON MITCHELL, STATE OF THE CITY ADDRESS, MARCH 28, 2019



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 create, retain, and attract emerging industries to targeted sites and districts 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 throughout the city

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 FY19, 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 sectors. The Executive Director of the NBEDC, with a talented and dedicated team of six professionals, is responsible for the coordination and implementation of the organization's programs and initiatives.



FY19: A Quick Review

FY19

Assisting Existing & Small Business

- The Lending Program helped 19 small businesses with \$871,600 in loans that leveraged another \$1,431,730 in private investment.
- In addition to assisting more than 40 businesses throughout the city, the NBEDC hosted six free workshops attended by 55 participants.
- A \$8.4 million expansion project by Northern Wind was approved for a TIF agreement at their MacArthur Drive facility. This expansion enabled the retention of 100 jobs and the creation of 15 new full-time jobs with an average annual wage of \$38,000 plus insurance and benefits.

FY19

Development

- Construction activities began on the original cloth and harness building in the historic Wamsutta mills complex. The \$7.5 million investment by Acorn Inc. is their fifth project in New Bedford.
- Construction began at St. Luke's Hospital on a new \$14 million intensive care unit that will more than double the size of the current ICU.
- The \$15 million project proposed for the corner of Union and North Second Streets by the New Bedford Development Corporation received all necessary permits and would create 42 new residential units, a café, and coworking space.

- New Bedford was the host city for the Offshore Wind Symposium spearheaded by Bristol Community College, “Transforming a Nascent Industry.”
- The NBEDC board and other community leaders joined with local elected officials in a comprehensive and successful advocacy effort towards Commonwealth officials and offshore wind developers to make the case for economic investments in ports such as New Bedford.

- Construction activities for the new \$18 million Plumbers’ Supply facility wrapped up.
- The remediation of the former Polyply site was completed with the demolition of the long-vacant building, ensuring the site will be put back to productive use.
- The GNBIF created a new website, updated park signage, and worked in partnership with the City to redesign a completely new landscape entrance to the park.

- The city’s first-ever Arts + Culture Plan was published and the New Bedford Creative Consortium was established to oversee its execution.
- The city’s first-ever arts and culture website NewBedfordCreative.org was launched.
- The first citywide pilot of the creative placemaking grant program Wicked Cool Places invested over \$50,000 in 12 projects citywide, leveraging an additional \$187,000 in funding.

- In partnership with Partridge, Snow & Hahn, we led a Developer’s Roundtable for 40 attendees focused on the topic of Opportunity Zones.
- In partnership with DNB Inc. and funded by MassDevelopment, four videos were designed and directed by local talent to market the downtown.

- As part of a collaborative of key stakeholders we began to explore the potential for surrounding buildings and sites that could best take advantage of Wings Court as an amenity and asset.
- The NBEDC was at the table as the City Planning Office led the effort with MassDOT and many others to plan for the long-term development of SouthCoast Rail TOD districts.
- In recognition of their work, the Regeneration Committee was an award recipient during MassInc’s Sixth Annual Gateway Cities Innovation Awards held in New Bedford.

A New Resource

Through the annual budget process, the City now tracks and reports annual data on the workload and efficiency of city departments as well as key economic indicators. NB Compass is the online performance management tool that measures ongoing efforts to modernize city services, strengthen the city’s economy, and improve public safety. Check it out at www.newbedford-ma.gov/nbcompass/.

From the President

Dear fellow Council Members,

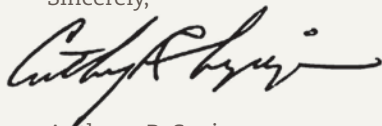
Once again I write this message with pride in another year of sustained progress and tangible optimism about the future growth of our city. Our port is stronger than ever with Vineyard Wind poised to launch from our waterfront. New construction projects are underway. A plethora of small businesses have opened and our gains in arts and culture continue to accelerate. Let me not go any further without thanking each of you, as members of New Bedford Economic Development Council, for your leadership and support in all of these efforts. Know that your time and energy are highly prized by the board of directors and all of the NBEDC team members.

This report outlines the complete NBEDC body of work, and highlights the impact that work has had on our local economy. But it must be stated that these individual successes, no matter how many, are fragile without a strong foundation. Our Regeneration Committee has made the case that the bedrock of any community's ability to enjoy sustainable economic success is its ability to offer high performing public education, a feeling and reality of safety, and access to all aspects of health and wellness. And of these, perhaps most important to all of us is good health.

Our physical, emotional, and spiritual wellness impacts everything we do - from our ability to focus at school or work, to connect with family and neighbors, and to contribute to the success of the community at large. If we are not healthy as a community, everything, especially job creation and economic growth, becomes so much more difficult. As such we are pleased to count Southcoast Health as one of our strongest partners. They are the city's leading employer, their recent capital investments are in excess of \$31 million, and their community investments touch all areas of the city by supporting a host of community partners. It is only through partnerships with Southcoast Health, the City of New Bedford, MassDevelopment, and the many others listed in these pages, that our ambitious goals can be accomplished.

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

Sincerely,

A handwritten signature in black ink, appearing to read 'Anthony R. Sapienza', with a stylized, flowing script.

Anthony R. Sapienza
President, NBEDC

Board of Directors

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

Jeffrey Pagliuca, Loan Committee Chairman

Senior Vice President, Bristol County Savings Bank

Jonathan F. Mitchell, ex-officio

Mayor, City of New Bedford

NBEDC Team Members

Nancy Durant

*Lending and Compliance Specialist
Quest Center Manager*

Angela Johnston

*Director of Business Development,
Marketing and Communications*

Jessica Silva

*NBEDC Senior Fellow for the
Regeneration Project*

Derek Santos

Executive Director

Ramon Silva

*Director of Financial Incentives
Senior Lending Officer*

Deborah Trombly

Controller

Margo Saulnier

Creative Strategist

Economic Development Partnerships

We pride ourselves on the partnerships that we have forged over the years. We count on private organizations of all sizes and types; in New Bedford, across Bristol County, and throughout the Commonwealth of Massachusetts. We count on public sector agencies and elected officials, locally, regionally, and statewide. Together, these strong partners make our progress possible. This year we are highlighting Groundwork—the coworking enterprise based in the Quest Center—as an iconic example of strength in numbers.

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
- MassHire-Greater New Bedford
- Groundwork
- Immigrants' Assistance Center
- Love the Ave!
- 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. Chris Hendricks
 - 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

GROUND WORK

Building a Coworking Community from the Ground Up

The NBEDC began our partnership with Groundwork five years ago when they were a start-up venture in New Bedford planning to move into vacant space in a forgotten corner of the Quest Center. Today, with the assistance of the City and MassDevelopment, the woman owned and operated Groundwork experience is home to creative programming, a revolving art gallery, and are dynamic partners in the ecosystem that supports entrepreneurs in the city.



"It's worth celebrating that coworking is one of the few truly values-driven industries of our time. Perhaps that's why many people refer to coworking as a movement, rather than an industry."

SARAH ATHANAS, FOUNDER, GROUNDWORK

Statement of Financial Position | JUNE 30, 2019

ASSETS

| | |
|--|--------------------|
| Unrestricted, temporarily restricted cash | \$464,997 |
| Restricted cash | 810,574 |
| Grants, awards, receivables, prepaid | 235,155 |
| Loan and interest receivable, net of allowance | 2,846,205 |
| Equipment, furniture and other assets | 17,855 |
| Total Assets | \$4,374,786 |

LIABILITIES AND NET ASSETS

LIABILITIES

| | |
|--|------------------|
| Demand notes payable | \$240,000 |
| Accounts payable | 27,410 |
| Accrued liabilities/deferred revenue | 57,839 |
| Term notes payable | 547,195 |
| Total liabilities | \$872,444 |

NET ASSETS

| | |
|--|--------------------|
| Unrestricted | 193,127 |
| Permanently and temporarily restricted | 3,309,215 |
| Total Net Assets | \$3,502,342 |

| | |
|---|--------------------|
| Total Liabilities and Net Assets | \$4,374,786 |
|---|--------------------|

Statement of Activities | FOR THE YEAR ENDED JUNE 30, 2019

REVENUE AND SUPPORT

| | |
|--|--------------------|
| Grant - MassDevelopment | \$55,000 |
| Grant - Mass Growth Capital | 41,677 |
| Grant - Mass Cultural Council | 20,000 |
| Grant - A&C | 127,000 |
| Grant - BCSB | 53,500 |
| Grant - Santander (partial), other. | 3,329 |
| Grants - Federal sources | 570,476 |
| Sponsoring Corporate Partners. | 16,000 |
| Loan interest and fees | 205,606 |
| Management fees, other earned income | 123,078 |
| | \$1,215,666 |

EXPENSES

| | |
|--|--------------------|
| Direct grant expenditures, donations | \$258,487 |
| Salaries, taxes | 536,760 |
| Bad debt provision | 120,000 |
| Employee insurance, retirement | 119,409 |
| Interest, fees | 21,636 |
| Consultants | 19,349 |
| Communications, marketing, supplies | 31,052 |
| Quest, rent | 25,356 |
| Insurance liability | 12,960 |
| Legal, professional, lending | 19,810 |
| Depreciation | 6,828 |
| Travel, training, business meetings | 32,077 |
| | \$1,203,724 |

Change in Net Assets. \$11,942

Assisting Existing & Small Business



The heart of the NBEDC mission is assisting existing businesses and entrepreneurs with start-up ventures. This work brings us into every neighborhood of New Bedford. In FY19 our grass roots work with neighborhood business associations continued to gain momentum and achieve measurable impacts. Family owned companies, entrepreneurs, and some of New Bedford’s most notable businesses once again continued to drive 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 businesses create and retain 19 jobs in FY19.
- At the close of FY19 the Lending Program portfolio consisted of 64 loans totaling \$3,369,725.

- To further professional development and keep current with ever changing regulations, NBEDC lending team members participated in the Regional SBA Microlenders Roundtable, MassGrowth Capital Corp. Annual Meeting, and the International Economic Development Council conference in Washington DC.

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 2019

| Fund Source | Loans by Source | Loan Amount |
|----------------------|-----------------|-------------|
| SBA MICRO | 12 | \$166,600 |
| EDA – F | 2 | \$190,000 |
| CITIZENS | 2 | \$220,000 |
| CELF | 3 | \$295,000 |
| TOTALS | 19 | \$871,600 |
| Investment Leveraged | | \$1,431,730 |

FY19 LENDING CLIENTS

| | | |
|---------------------------|-------------------------------|----------------------------|
| TL6 The Gallery | Café Italia Ristorante | Depina Bros. Sand & Gravel |
| Kaisan Trucking | DNB | Dennis Madeira |
| Mediumstudio | NB Tattoo Company | Magalhaes Properties |
| Glassman Automotive | Union Flats | Atlantic Red Crab |
| Duende Glass | Sam Potter’s Roast Sandwiches | |
| Groundwork Creative Space | Greasy Luck | |

“With the speeding up of permitting, the stabilization of the commercial property tax rate, and the work of small business lending programs like the one run by the NBEDC, we’re setting the stage for more to come.”

MAYOR JON MITCHELL, STATE OF THE CITY ADDRESS, MARCH 28, 2019

Business Assistance and District Development Programs

In FY19 we continued to support the city’s business associations; Downtown New Bedford, Inc. (DNB Inc.), Community Economic Development Center (CEDC), and the South End Business Association (SEBA). Our support allowed the organizations to create new digital marketing campaigns, host the 2nd annual restaurant week, and provide critical business assistance in neighborhoods with diverse, small businesses with a variety of needs.

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 entrepreneur cohorts during the FY19 Accelerator Programs.
- Six free workshops attended by 86 participants were held by the NBEDC in FY19 focusing on the particular needs of both existing and start up small businesses. These workshops could not be offered without our 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 led by the Cape Verdean Cultural Association and WHALE received multiple grants allowing the progress to continue into FY20.
- NBEDC 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 \$20,000 invested in placemaking and beautification projects in the district.

- NBEDC funded a second phase feasibility study to be undertaken by WHALE for the historic Capital Theater on Acushnet Avenue.
- The second annual Love the Ave and North End Restaurant week - a project of Love the Ave - was planned and fully funded, which included a rebranded website featuring a community news blog! Check it out at lovetheave.com.

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 supported a \$40,000 world-class digital marketing campaign: #artDNB, #eatDNB, #exploreDNB, #drinkDNB – all on DNB Inc.’s Facebook and Instagram!
- A \$30,000 award from MassDevelopment’s Local Lift grant program, supported façade enhancement projects for downtown businesses—all on important downtown corners.

The South End

- NBEDC invested \$8,500 in support of SEBA and its activities in the district to support the small business community and market NBEDC services in this diverse and widespread district.
- The Kilburn Mill at Clark’s Cove saw continued transformation into new studio spaces and new small business of varying sectors - all under a new solar energy roof with a re-imagined courtyard ready for public events. Take a tour! Look for a coffee shop and potential brewery coming soon.
- Over \$13,000 invested in placemaking and beautification in the district.



Tax Increment Financing Program

Since the inception of the Tax Increment Financing (TIF) Program in New Bedford in 1996 a total of 126 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 provide a measure of incentive on new short-term taxes.

- In FY19, 19 such agreements remained active and compliant with the program's reporting requirements. These projects have added more than \$107 million in new private sector investment, have created more than 289 new jobs, and have ensured that more than 872 jobs have been retained in New Bedford.
- Also in FY19 an \$8.4 million expansion project was approved for Northern Wind, Inc. at their MacArthur Drive facility. This expansion enabled the retention of 100 jobs and the creation of 15 new full-time jobs with an average annual wage of \$38,000 plus insurance and benefits.

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 FY19, the incubator spaces at Quest Center were brimming with activity and at functional full capacity with six start-ups with 16 private sector employees, 34 public sector employees from various agencies, and 83 entrepreneurs associated with Groundwork.
- There are three workforce/economic development agencies with a presence at the Quest Center that host dozens of workshops, training sessions, and partnership meetings throughout the year.
- FY19 activity generated \$44,177 in income to the City and a \$150,000 build-out grant was submitted to MassDevelopment for the expansion of the Groundwork program in unfinished space in the rear of the second floor.



Development

We tend to feel that “things are happening” when we see historic buildings restored, new buildings emerging from the ground up, or new road construction taking shape. Beyond the construction jobs and capital investment, real estate development projects are often the most tangible manifestation of the continually changing face of New Bedford’s built environment. In FY19 our energies continued to be centered on fostering the kind of environment that builds investor confidence - most notably reflected perhaps in the new wave of mill redevelopment projects started this year.

Plumbers’ Supply Corporate Headquarters and Distribution Center

Construction activities for this new \$18 million facility were wrapping up at the New Bedford Business Park in FY19. The new 300,000 square foot facility includes 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 1800s.
- They have an annual payroll of \$14 million and currently employ 190 company wide, with 53 jobs located in New Bedford. The average annual salary of non-managerial employees is \$56,000.
- The facility and site have been constructed to allow for a second phase that would double the size of the facility.

Wamsutta Place

Construction activities began on the original cloth and harness building in the historic Wamsutta mills complex during FY19. This was the building where raw materials were received and distributed to the rest of the factory complex. The \$7.5 million investment by Acorn Inc. is their fifth project in New Bedford and will result in 33 premier market-rate units coming on line to help meet the demand for quality housing close to the downtown.

- At the start of construction the contractor had 20 local craftspeople employed and on site. The project will provide more than 50 construction jobs during its duration.
- This project is projected to generate over \$30k in annual tax revenue.
- The project will bring Acorn’s total above \$800k in total tax revenue, and will bring Acorn’s total unit count in the city to over 500.

“Acorn continues to invest in this great community because of New Bedford’s leadership and its commitment to bolstering a vibrant community. From the Mayor’s office to the City Council to every City department, New Bedford’s leadership is unwavering and truly devoted to furthering the City’s growth and greatness.”

QUENTIN RICCIARDI, CEO ACORN INC.



Northern Wind

Northern Wind Inc. is a direct off-loader, processor, and distributor of fresh and frozen scallops and other seafood products. To make their regional expansion possible, their leadership team (pictured above) were in the middle of an \$8.4 million renovation and expansion of a vacant building on MacArthur Drive throughout FY19.

- This project includes the construction of a 21,600 square foot state-of-the-art IQF freezer tunnel.
- The project will allow for the retention of 100 jobs, while 15 new permanent jobs will be created over the next two years.

St. Luke's Hospital Intensive Care Unit

At the close of FY19 construction began at St. Luke's Hospital on a new \$14 million intensive care unit that will more than double the size of the current ICU. This new unit is part of the Southcoast Health pursuit of establishing a Level II trauma center at St. Luke's Hospital in 2020.

- The new 16,000-square-foot-unit is being constructed on the fourth floor of St. Luke's.
- Equipped with the latest technology, it will feature 16 spacious, 440-square-foot rooms that will accommodate medical equipment and enable family and staff to comfortably be at the patient's bedside.
- A conference room will be dedicated for physician meetings with families and a lounge area, with refreshments, TV and showers, will be available to families.

Union Street Infrastructure Enhancement Project

As FY19 was coming to a close, the final construction details before paving were being finished. The project will 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 as 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 throughout or beyond the city.

- Phase one construction (North Water to South Sixth Street) included upgrades to all underground utilities and pedestrian friendly streetscape enhancements - expertly managed by the Department of Public Infrastructure.
- A MassWorks application for phase two (South Sixth to County Street) was also completed in FY19.

Kilburn Mill Redevelopment

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 FY19. The proposed \$40 million project would transform the classic red brick mill structure into 189 units of market rate housing, many with breathtaking views of Clark's Cove.

- During the past year the project submitted for historic preservation tax credits for the preservation work on these National Register properties.

- Building design details were finalized and pre-development activities continued to ready the project for bidding and construction.
- With approval of remaining historic tax credits, construction is planned to begin in the summer of 2020.

117 Union Street Infill Housing

A key strategy of the NBEDC regeneration committee to build a vibrant and diverse downtown is the pursuit of new housing development for key infill parcels. The \$15 million project proposed for the corner of Union and North Second Streets by the New Bedford Development Corporation is just such a project. A modern building with a brick façade, the building will also have a community kitchen and patio overlooking the harbor on the 5th floor.


- The proposed 42,650 square foot building would be five-stories, creating 42 new residential units, a café, and co-working space.
- The project has received all necessary permits from the Planning Board, Zoning Board of Appeals, and the Historical Commission.
- The development team is planning for a ribbon cutting in 2021.



A Bright Future for our Historic Mills

There is a second wave of historic mill redevelopment on the horizon for New Bedford. A second phase to complete the Manomet Mills and continued redevelopment of Hatch Street Mill will bring residents and artists to the Upper Harbor. The redevelopment of the former Revere Copper site for maritime industrial and other uses is soon to take first steps in the Hicks Logan area—bringing skilled jobs and new investment to a forgotten corner of the waterfront. And south end mills, such as the Kilburn, continue to see new investment by visionary owners. In the coming years we will see tens of millions in further investment, hundreds of construction jobs, and transformative new uses of these red brick giants that are so important in telling the New Bedford story.

Offshore Wind

A large-scale photograph showing the installation of an offshore wind turbine. A massive white turbine with red accents is being hoisted by a yellow crane on a barge. The barge is part of a larger vessel, the "DAIMES SCYLLA", which is equipped with complex scaffolding and cranes. The scene is set on the ocean under a cloudy sky.

“Bristol is a leading force in the region’s offshore wind industry, offering the United States’ only associate degree program in offshore wind power technology and establishing a National Offshore Wind Institute to offer Global Wind Organisation or GWO safety, technical and customized training, right here in southeastern Massachusetts.”

LAURA L. DOUGLAS, PH.D., PRESIDENT, BRISTOL COMMUNITY COLLEGE

The team approach that New Bedford takes to drive its economic development agenda—specifically those activities associated with the emerging American offshore wind industry—is what allows the Port of New Bedford to meet the needs of the private sector at nearly every scale of demand. The New Bedford Wind Energy Center serves as the platform for the proactive alignment of resources by the NBEDC, the Port of New Bedford, Bristol Community College, and our partners in both the public and private sector to make our port the premier maritime home base for industrial scale offshore wind.

Offshore Wind Symposium

On a beautiful fall day in October, New Bedford hosted the Offshore Wind Symposium, Transforming a Nascent Industry. Spearheaded by Bristol Community College and held at the Whaling Museum, the event drew a large crowd and was built on previous international exchanges between New Bedford and the Humber region in England.

- Guest speakers from England included Mark O'Reilly, chairman and CEO of Team Humber Marine Alliance, Harriet Cross, British consul general, and Davey Hill, a UK fisherman.
- Sessions included an overview of the US offshore wind industry, managing oceans for various uses, developer opportunities and lessons learned, and the supply chain and training pipeline.
- The partners organizing the symposium included Bristol Community College, the City of New Bedford, the NB Wind Energy Center, and the UK Foreign and Commonwealth Office.

Advocacy for Economic Benefits and Local Investment

The NBEDC and Greater New Bedford Industrial Foundation joined with local elected officials in sending letters to Commonwealth officials and the offshore wind developers to make the case for economic investments in ports such as New Bedford. These communications were part of a comprehensive and successful strategy to ensure the RFP process for the second 83C procurement included local economic impacts. The types of highest yield long-term economic benefits that were prioritized in these communications included:

- Specific dollar investments in public maritime-based infrastructure;

- Commitment to deploy from port facilities in New Bedford and the Taunton River;
- Commitments to site manufacturing or assembly facilities along the Taunton River;
- Commitment to bring power ashore to facilities along the Taunton River;
- Life-of-project leasing facilities in New Bedford for operations;
- Financial commitments to support BCC's training facilities;
- Specific commitments to lease office space in the region; and
- Specific commitment to local hiring, contracting, and goods and services procurement.

Promoting the Port

Throughout FY19 we continued to work closely with the New Bedford Port Authority to promote all of the advantages that a full-service port such as ours has to offer the offshore wind industry. We engaged a wide range of stakeholders by speaking at regional events, participating at community meetings, and meeting one-on-one with US and internationally based supply chain companies. Examples of these activities include:

- Presenting NB Ocean Cluster strategies with the Port of New Bedford team at the UMass Dartmouth Blue Economy Summit at SMAST.
- Participating in several port tours and one-on-one meetings with supply chain companies such as JDR Cables and the Jan De Nul Group.
- Participating in and sponsoring the Access2Opportunities forums organized by Old Bedford Village as an important way to ensure community awareness and outreach.

New Bedford Business Park



In 1954 a group of area service clubs and businessmen organized the Greater New Bedford Industrial Foundation. The group was 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 manner 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.

FY19 proved to be another active year in the Business Park, with construction, planning, and improvement projects underway.

Highlights for the year included:

- Plumbers' Supply will be the latest company to call the business park home. Construction of a 300,000 square foot \$18 million corporate headquarters and distribution facility were in full swing by the end of FY19 and scheduled to wrap up in the early fall.
- Under the leadership of the City's Office of Environmental Stewardship the remediation of the former Polyply site was completed with the demolition of the long-vacant building. Throughout FY19 the City, MassDevelopment, and GNBIF worked closely together to ensure the site is put back to productive use supporting job growth and investment in the park. A study of maximum and best uses for the parcel were studied and an RFP for the development of the parcel is scheduled to be issued by the end of the calendar year.
- The New England Farms facility near the entry of the park was completed this year and it has proven to be a popular amenity for the workers and visitors to the park.

- The GNBIF also created a new website, updated and improved park signage, and worked in partnership with the City's Planning Office to redesign a completely new landscape entrance to the park, sure to boost curb appeal for years to come.

"As we come ever closer to having a fully occupied and bustling park, we are meeting our original purpose as an organization—to work toward a solution for high unemployment, to aid local industry with expansion, and to attract new industries to the community."

ELIZABETH ISHERWOOD, CHAIR OF THE GREATER NEW BEDFORD INDUSTRIAL FOUNDATION

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



Throughout our nearly 250-year history, New Bedford has maintained a vibrant creative and cultural community. Acclaimed artists in visual and performing arts, architecture, literature, and other disciplines, lived or worked here, such as ornithologist John James Audubon, musician Joli Gonsalves, and choreographer Carol Haney. Today, New Bedford is a regional hub of arts and culture, boasting a wide array of attractions and diverse venues that showcase the history, art, and cultural fabric of a cosmopolitan seaport.

The Arts + Culture Plan

In December 2018 the city's first-ever Arts + Culture Plan was published. *New Bedford Creative: Our Art, Our Culture, Our Future*, was 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 citywide planning effort enabled New Bedford to define its future arts and cultural vision and priorities.

In FY19, the implementation of these priorities in the plan included:

- The creation of New Bedford Creative Consortium, a 27-member volunteer leadership group nominated by the arts and culture community, whose purpose is to oversee the execution of the Arts + Culture Plan. This group is facilitated by the Creative Strategist and members participate on one of three task forces: Public Art + Facilities, Placemaking + Community, Fundraising + Distribution.
- The design and launch of the city's first-ever arts and culture website NewBedfordCreative.org includes the following features:
 - › Creative Directory of artists and organizations
 - › Cultural Districts highlighting "The Seaport" downtown, "The Ave" in the north end, and "The Point" in the south end
 - › Calendar of Events in partnership with SouthCoastToday.com
 - › The Arts + Culture Plan
 - › Tool Box in the areas of art/business, art/space, art/funding and art/promotion
 - › Wicked Cool Places grant program
- The completion of the first citywide pilot of the creative placemaking grant program Wicked Cool Places, investing over \$50,000 in 12 projects citywide. These projects leveraged an additional \$187,000 in funding and included:
 - › 3rd EyE Open: a free outdoor creative arts festival celebrating the vibrant energy of hip-hop culture in downtown.
 - › Diana Arvanites, Mobile Art Studio for Creative Disruption: transformed an everyday bicycle into an art-creating mobile structure.
 - › Tracy Barbosa, Kite Festival Workshops: a series of free kite-making workshops in the traditional Guatemalan way, featured at the Festival Tipico Guatemalan Kite Festival.
 - › Co-Creative Center, Commune-n-Tea: an accessible and inclusive wellness-minded community gathering during AHA! Nights.
 - › Community Economic Development Center, Vacant Storefront Art Gallery: four large vacant storefront windows along Acushnet Ave. displaying rotating exhibits celebrating the diverse cultures of people in the neighborhood.
 - › New Bedford Fishing Heritage Center: building on the past success of the Working Waterfront Festival, an event designed to have equal impact with a smaller footprint called "Little Boats, Big Boats."
 - › Seaport Art Walk: In collaboration with DATMA, and in partnership with UMass Dartmouth and Bristol Community College, the Seaport Art Walk launched a Call for Art geared towards students with the theme "Whirlwind of Art" as part of DATMA's 2019 Summer Wind series.

“It is an exciting time to be part of the arts community in the city! The collaborative nature of the artists, art organizations and cultural groups in conjunction with the support of Wicked Cool Places has created a positive impact in the city by supporting the seeds of creative ideas to bring out the beauty, creativity and diversity that is uniquely New Bedford.”

DENA HADEN, CO-CHAIR OF NB CREATIVE CONSORTIUM





- › Mia Pinheiro, Vecinos II: a temporary gallery and interactive platform for dialogue of neighbors by the construction of an Ofrenda at the Co-Creative Center.
- › Reggae on West Beach: Celebrating its 4th year, Reggae On West Beach expanded their series of free events in the South End, converting West Beach Pavilion into a dance club, with live DJs and bands.
- › Jeff Angeley, Southcoast Lessons, “Open Season”: A series of free group sessions with the belief that every culture has a unique, unfiltered form of folk music, created by the people, for the people, and without the need for formal training.
- › SuperflatNB, Artist-in-Residence: SuperflatNB immersed Cedric Douglas, a renowned graffiti painter and muralist, in underserved neighborhoods in the North End and South End.
- › University of Massachusetts Dartmouth, Lighting Installations: Professor Stephanie McGoldrick led students of Interior Architecture + Design (IAD) to implement temporary lighting throughout Wing’s Court.

FY19 Activities of the Seaport Cultural District

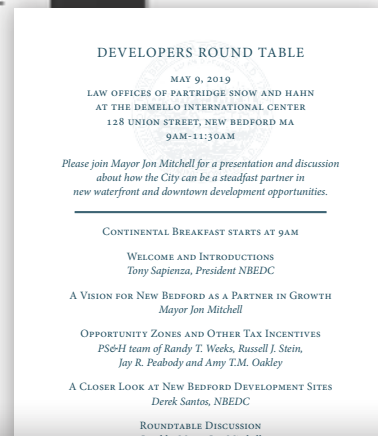
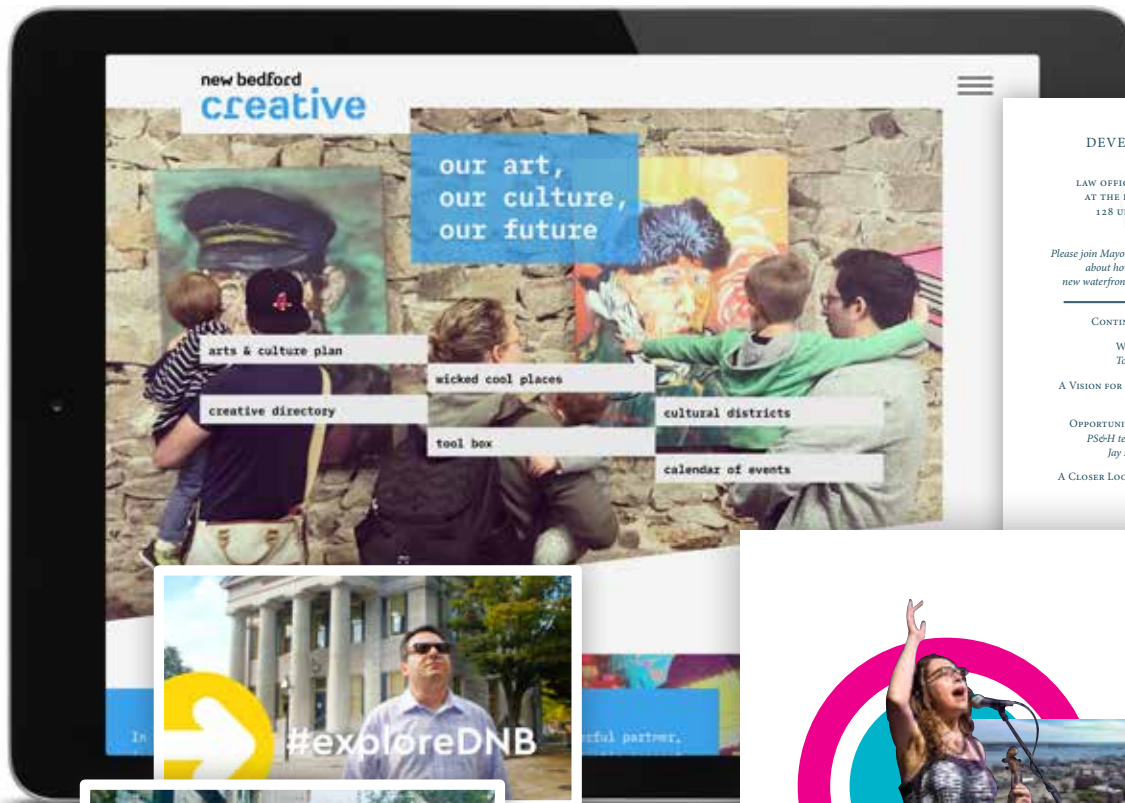


Since 2014 the downtown Seaport Cultural District (SCD), an official designation by the Massachusetts Cultural Council, has served as a center of cultural, artistic and economic activity. The goals of the

statewide cultural districts, as defined by legislative statute, are to attract artists and cultural enterprises, encourage business and job development, establish a tourist destination, preserve and reuse historic buildings, and foster local cultural development.

In FY19, the activities of the SCD included:

- Partnership in the district increased over 50%, with 160 partners total and a strong partnership with members of Downtown New Bedford Inc., AHA!, and New Bedford Whaling National Historical Park.
- District partners hosted Mass Cultural Council in New Bedford’s SCD presenting their programs and services.
- Collaborations by the SCD partners for FY19 included:
 - › Over a dozen free events during the state-wide ArtWeekMA
 - › Renewing a “Cultural Compact” with Massachusetts Cultural Council, New Bedford Cultural Council, and the City.
 - › Enthusiasm for planning and executing district and city-wide themes, including 2019’s Summer Wind Series, featuring the launch of DATMA’s first major art installation “Silver Current” in Custom House Square, as well as many wind-related exhibitions and events by SCD partners at The Whaling Museum, New Bedford Art Museum, The Z, and others.
 - › Press for the above partnerships included features in The Boston Globe, WGBH Jared Bowen’s “Open Studio,” Boston Public Radio, Art New England, The Public’s Radio, Boston Magazine, SouthCoast Today, The South Coast Insider, and more.



Communications

New Bedford is in the news! In FY19 we formed strong partnerships with media experts who are all touting New Bedford as the place to be – to invest, to work, to create and to explore. Video campaigns were a top priority for DNB Inc., while other partners targeted an equally important district - the near and far north end known as the International Marketplace and The Ave. Electronic communications and social media continue to turn up the volume on New Bedford's authentic and cool vibes – and a strategic communications plan kept us on track to capture and share the positive news.

Marketing Development Opportunities to New Audiences

New Bedford is Open for Business! We reached a diverse group of traditional investors and innovative creatives, all focused on opportunities in the city – from market-rate housing to a robust citywide mural project. Highlights included:

- In partnership with Partridge, Snow & Hahn, we led a Developer's Roundtable focused on the topic of Opportunity Zones and Funds, specifically the New Bedford zones, established under a new federal program to provide incentives for development in certain census tracts.
- Our team and development partners attended and participated in three conferences hosted by the International Council of Shopping Centers to continue to strengthen relationships with large, national development firms.
- In partnership with Downtown New Bedford Inc. and funded by MassDevelopment, four videos were designed and directed by local talent to market the downtown: #exploreDNB, #eatDNB, #drinkDNB and #artDNB. Find them on Facebook!

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

Our e-communications platform continued to serve as a vehicle to engage our Council members and friends as we shared news on events such as a brick breaking, a new location for a favorite restaurant, and Arts + Culture funding opportunities. Activities included:

- Our website continued to be a one-stop-shop for existing and new businesses, hosting critical information on tools to develop a small business in the city.
- Social media continued to be a strategic tool to share activities and opportunities in real time.
- Targeted e-blasts and monthly newsletters highlighted opportunities and events throughout the year.

The Importance of Council Engagement

Our Council membership grows as new leaders emerge in the community and new businesses locate and expand in the city. We are close to 300 engaged and well-informed members crossing all sectors and willing to participate in leadership committees, such as the activities of the Regeneration Committee, the New Bedford Creative Consortium and Love the Ave.

The full list of Council Members is located at nbedc.org on the About page. Please contact us if you are interested in becoming a Council Member.

Economic Development Planning & Policy



Forward looking, data-driven, and community based planning and policy are the foundation of the NBEDC economic development agenda. In FY19 we focused our planning and policy efforts on critical development nodes, the future of commuter rail, and advocacy for long-term legislative advancements needed for the funding of public education in cities such as New Bedford.

Wing's Court Edge Activation Study

For years, this has proven to be a challenging public space. Although it's in the center of our TDI district, it is tucked away from the hustle-and-bustle of downtown. In FY19, the NBEDC, City Planning Office, Bristol Community College and the New Bedford Development Corporation kicked-off a collaboration with MassDevelopment and the planning and design firm Utile to explore the potential for surrounding buildings and future development to take advantage of Wing's Court as an amenity and asset.

The study focused on the redevelopment strategies of specific buildings and sites that can better leverage Wing's Court, while acknowledging the challenges of programming and managing buildings with multiple active edges. The following buildings and parcels were the focus of the study:

- The Bristol Community College building (former Cherry and Web)
- The Acushnet Avenue/William Street vacant parcel controlled by Bristol Community College
- The Bancroft and Crickets buildings controlled by New Bedford Development Corporation

Dynamic design concepts resulted from the combination of Utile's strong urban sensibilities and the active participation of all of the collaborating partners. More to come in the future for sure!

Armory District Development Study

This year we added Boston University to our list of higher education partners helping us with critical urban planning through their newly established MetroBridge program. This new program at the Initiative on Cities helps bridge the gap between the needs of local government and the capacities at Boston University.

Our Metro Bridge project was a district planning exercise for a small node of a national register district a few blocks north of our downtown anchored by the Armory. We have long had the idea to develop the area into a campus like setting for start-up activity, coworking, and artistic living and ventures. Throughout the spring semester, the NBEDC and City Planning Office worked with the BU student team to test ideas for a vibrant and productive mixed-use mini-district, given the right mix of smart planning and investment, as well as close access to the commuter rail platform.

SouthCoast Rail Transit Oriented Development

Gateway cities such as New Bedford, Fall River, and Taunton offer great and cost-effective investment opportunities for new growth and entrepreneurship from which the whole Commonwealth can benefit. We know that rail service is critical to enhancing two-way commerce and tourism, addressing a portion of the state's housing shortage and improving the quality of life for residents from this region to Boston.

For those reasons the NBEDC has had a seat at the table as the City Planning Office leads the effort with MassDOT and many others to begin planning for the long-term development of those areas (known as TOD districts) around the platform locations—one at Church Street and the second in the Hicks Logan area. In FY19 early concepts for district boundaries and development goals began to take shape, but the more detailed community-based planning work still lies ahead.

Commuter rail service to Boston is scheduled to begin in 2023.

The Regeneration Project



The Regeneration Committee is an independent committee of the NBEDC. Throughout FY19, the committee took measurable strides to implement the concepts developed in their 2018 report, *Realizing the Potential*. Throughout the pages of this report the committee makes the case that New Bedford can be:

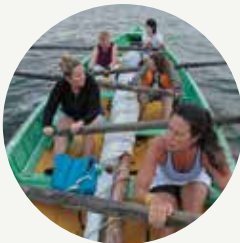
- A global leader in ocean cluster development, research, and entrepreneurship
- A metropolitan anchor for the region with a vibrant and diverse downtown and waterfront experience
- A place where emerging community leadership is recruited and harnessed
- A city that uses art, design, and architecture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

In FY19 the NBEDC brought on Jessica Silva as a Senior Fellow to support the work of the committee, and the year was kicked-off by developing operating principles to sharpen the work of advancing the “Four Big Ideas” outlined in *Realizing the Potential*. Early in FY19 the group rallied support for SouthCoast Rail, and debated the challenges and opportunities of the impact of charter schools on current state funding models for public education—specifically in cities such as New Bedford. Next, the committee organized into working groups to serve as a stakeholder group for a waterfront convention center study conducted by the City Planning Office, and to take a deeper dive into private sector funding strategies to encourage Downtown market rate housing as part of a broader strategy.

The committee also began to receive both regional and national attention for their work, with the NBEDC speaking at the National Conference of the APA with the Lincoln Institute and at the 2019 Greater Ohio Summit. And in recognition of their work, the NBEDC Regeneration Committee was an award recipient during MassInc’s Sixth Annual Gateway Cities Innovation Awards, hosted at the New Bedford Whaling Museum.

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.

Sponsoring Corporate Partners



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.

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