

2021 ANNUAL REPORT

7.1.20-6.30.21

**New Bedford is...
Back in Business**

NEW BEDFORD
● ● ECONOMIC
● ● DEVELOPMENT
COUNCIL





ON THE COVER

Concept sketch for the redevelopment of the Sprague Oil and Eversource sites on the New Bedford waterfront, with an alternative view shown above. This concept allows for a mix of water dependent uses and is consistent with the planning for this area approved by the New Bedford Redevelopment Authority and the New Bedford Planning Board.

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Unless otherwise noted, all images are by photographer, Josh Souza.

“New Bedford is presented with a unique opportunity, with the federal pandemic response having directed resources to America’s cities not seen in generations. The task before us in the months ahead is to ensure that the sacrifices and difficulties of the pandemic are redeemed as meaningful, long-term benefits for our citizens.”

MAYOR JON MITCHELL, 2020 STATE OF THE CITY ADDRESS



As Southcoast Health proudly celebrated 25 years of service to the community in 2021, their providers, nurses, clinical support personnel, and all 7,500 employees continued to combat the COVID-19 public health crisis. Frontline heroes like Director of Infection Prevention Deborah Hylander RN, Chief Clinical Officer Dr. Dani Hackner, Infectious Disease Specialist Dr. Eliesel Lacerda De La Cruz, and all of their courageous frontline staff committed to providing world-class care close to home. All while launching an innovative testing and vaccination program across the region.

PHOTO COURTESY OF SOUTHCOAST HEALTH

Mission & Strategy

To cultivate and promote a transparent, credible, and business-friendly environment, the NBEDC works collaboratively with local, state, and federal partners to support creativity, sustainable job growth, and private sector investment benefiting the citizens of New Bedford.

To accomplish our mission, we employ a balanced and aggressive strategy to:



Recruit targeted industries and sustainable real estate focused development to priority sites and districts poised for job creation and long-term growth

Foster and support entrepreneurs and small businesses of all types by providing financing, educational opportunities, and strong connections to local, regional, and national partners

Engage in city-wide and regional efforts to drive catalytic projects that offer dramatic positive change and growth potential

Provide community reflective leadership to forge thoughtful and inclusionary policies that help to strengthen the city's economic future

The NBEDC is a non-profit organization comprised of over 400 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 seven professionals, is responsible for the coordination and implementation of the organization's programs and initiatives.

FY21: A Quick Review



Assisting Existing & Small Business

- We granted \$260,000 to 27 businesses through the COVID-19 aid for small business program.
- Our lending program helped 29 small businesses with \$493,500 in loans.
- Throughout the year, we assisted 48 existing businesses and/or start-ups with site selection, permitting, lending, or business planning.
- Three acquisition and redevelopment projects were approved for TIF agreements by the City Council and Commonwealth. Combined, these projects represent nearly \$18 million in new investment and will create more than 123 new jobs and retain 314 jobs.

Business & Real Estate Development

- We had 30 active pipeline projects in the recruitment and pre-development phase - double that of the previous year - with a total investment value of \$124 million, an estimated 631 new jobs, and 415 new housing units.
- The ribbon was cut on the \$4.4M investment at the former Davy's Locker location - completely reimagined with new outdoor seating, entertainment, and parking - all with better connection to the water's edge. This new business has provided for 45 full-time employees and as many as 100 seasonal workers.
- Construction activities crossed the finish line in the historic Wamsutta mills complex. The \$7.5 million investment by Acorn Inc. is their fifth project in New Bedford and will result in 33 new premier market-rate units in our southern TOD district.

NB Compass

Through the annual budget process, the City 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.

Entrepreneurial Ecosystem

- In FY21, the New Bedford SourceLink website platform boasted 35 active and trusted Resource Partners, over 3,200 page views, resulting in over 857 online referrals from the Resource Navigator.
- Construction was in full swing for the expansion of the Groundwork program in unfinished space on the second floor at the Quest Center. The work is largely being accomplished by the talented City craftsmen of the Department of Facilities and Fleet management with assistance from local suppliers and contractors. This work is funded in large part with a \$125,000 build-out grant from MassDevelopment.

New Bedford Business Park

- Preparatory work was done for the subsequent and celebrated groundbreaking of the Tonix Pharmaceuticals facility. The clinical-scale manufacturing facility will be home to Tonix's Advanced Development Center for accelerated research, development, and analytical capabilities, as well as the production of clinical trial quality vaccines for infectious diseases, including COVID-19.
- The GNBIF partnered with the NBEDC to undertake a comprehensive approach to city-wide business recruitment with Buxton, a national analytics firm specializing in developing mobility and detailed demographic profiles tied to mapping.
- Eastern Fisheries completed their relocation and expansion from the waterfront. This relocation keeps this company in New Bedford and allows for the only vacant facility in the park to come back to life with an investment of more than \$10 million.

Arts and Culture

- For "Art Is Everywhere," projects needed to directly impact a current challenge facing residents, visitors and/or businesses by mobilizing arts, creativity and culture. Upon receiving 28 applications, we invested \$62,000 in six projects.
- This year also brought about the completion of the third round of the creative placemaking grant program "Wicked Cool Places." After receiving 34 applications, we invested \$50,000 in nine projects city-wide.
- Seaport Art Walk, the Seaport Cultural District's annual public art installation, partnered with DATMA's WATER 2021 to present six new artworks with the theme "Tides and Time".

Communications

- Our website underwent a complete redesign to better serve those who are looking to invest, expand, or start new businesses in New Bedford. NBEDC.org was honed to be an efficient one-stop shop for information. And more importantly, a platform to showcase the beauty of New Bedford and its people.
- The COVID-19 page was continuously updated, directing clients to pertinent disaster relief funding and posted regular updates on the ever-changing requirements of the available opportunities and programs. In total, 36 COVID-19 focused communications were released - well over half of our pieces overall.

Offshore Wind

- This New Bedford Ocean Cluster contracted with the Port of New Bedford to create a maritime business network, develop strategies to expand the value and reach of the Port into the community, and ensure that New Bedford is the first port of call for offshore wind.
- Bristol Community College leased a New Bedford waterfront site as the home for the National Offshore Wind Institute - the nation's first state-of-the-art offshore wind training facility.
- Vineyard Wind received final federal approvals for the nation's first commercial scale offshore wind farm. This project will deploy from New Bedford and will create enough energy to power more than 400,000 homes and businesses in Massachusetts.

Economic Development Planning & Policy

- Before receiving a host of local approvals, a public information campaign for the Advanced Manufacturing Campus was undertaken through a series of briefings, public meetings, local media, and Cable Access appearances.
- The community-based planning and economic analysis of both SouthCoast Rail districts were completed as construction activities in the Church Street area also continued. Planning for the new pedestrian bridge over Route 18 also began. Commuter rail service to Boston is scheduled to begin in 2023.

From the President

Dear fellow Council Members,

This past year has continued to be a challenge as new vaccines gave us our first glimmers of hope in emerging from the COVID-19 pandemic. Looking back, we can see that New Bedford's strength and resiliency was forced to the surface while devastating viral sickness and fatalities, as well as economic and social vulnerabilities, remain challenges to be overcome in the recovery period that lies ahead.

Meeting those challenges requires hard work, a solid strategy, and thoughtful leadership. Your guidance as members of the New Bedford Economic Development Council has once again proven to be vital to our work, and I urge you all to continue to support our collective efforts. Rest assured that your time and energy are coveted by the board of directors and all of the NBEDC team members. To the board of directors, I thank you once again for your extraordinary governance of this volunteer organization. And as a board, we applaud the effort, ability, and dedication of our staff and associated team members. All of us together, working with Mayor Mitchell and our many partners, are as strong a team pursuing sustainable and equitable economic growth as can be found anywhere in America.

When our fiscal year began on July 1st, 2020, we had become unexpected experts on the novel coronavirus. Since then, we have begun to build a foundation for a strong recovery, and we believe that for all the hardship we have faced, we can be a better city for having endured so much. We continued to invest a great deal of energy in maintaining clear and consistent lines of communication to the thousands of businesses in New Bedford to ensure everyone had access to accurate and up-to-the-minute information about the ever changing situation and the available resources to all. We have focused like never before on building a stronger base of support for an emerging entrepreneurial community to drive home-grown wealth. We have taken great strides in advancing the next big opportunity for future job growth and tax-base expansion at the municipal golf course site—sure to be a landmark for the future. And we continued to execute an arts and culture-based program of activities that is a national model in terms of its execution, inclusiveness, and measurable impacts.

But perhaps most important this year was our work undertaken to help launch the New Bedford Ocean Cluster as a new 501c3 non-profit, with John Bullard at the helm. The NBOC has a mission to leverage New Bedford's coastal position, marine knowledge base, and landside capacity to drive employment and wealth creation for New Bedford residents. This shall be done through a dynamic approach that combines recruitment of targeted businesses, creating unique economic infrastructure, workforce development, and support for homegrown ocean economy companies. The NBOC is a perfect example of going to a strength and making it even stronger, more diverse, and forward looking to provide the Port of New Bedford and the city as a whole the greatest long-term competitive advantage.

The pages of this report details all of this and so much more from FY21. However, none of it was possible without the dedication of the many partners whom we work with every day. While there is always more to be done, we thank you again and ask that you help us spread the word that New Bedford is back in business!

Sincerely,



Anthony R. Sapienza
President, NBEDC

Board of Directors

Anthony R. Sapienza, President

JA Apparel Corp. (retired)

Elizabeth Isherwood, Vice President

*President, Moore & Isherwood
Communications*

David Slutz, Treasurer

*President/Co-Founder Moby Dick Brewing
Company, Inc.
Managing Partner, Airport Grille, LLC
Managing Director, Potentia
Manufacturing Group*

Carol Pimentel, Clerk

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

Helena DaSilva Hughes

*President and CEO, Immigrants'
Assistance Center*

John Vasconcellos

*President, SouthCoast
Community Foundation*

Keith Hovan

President and CEO, Southcoast Health System

Laura Douglas

President, 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

Derek Santos

Executive Director

Ramon Silva

*Senior Director
Real Estate Development |
Financial Incentives |
Senior Lending Officer*

Jessica Trombly

*Director Business Development |
Communications | Special Projects*

Deborah Trombly

Controller

Nancy Durant

*Specialist Lending | Compliance |
Quest Center Management*

Margo Saulnier

Creative Strategist

Jasmyn Baird

Creative Senior Fellow

Devin Melo

Lending Senior Fellow

Jehrin Colbert

Lending Senior Fellow

Jonathan Silva-Jones

Lending Senior Fellow

Zane Cox

Creative Fellow

Contributors

Steven Froias

Contributing writer

Mediumstudio

Graphic design and web services

Josh Souza

Contributing photographer

Economic Development Partnerships

For much of the past year, COVID-19 has required us to take actions to protect ourselves, our family members, co-workers, and fellow citizens. These are actions we take in partnership as a society. As our recovery begins to take shape, we are reminded of the importance of being resilient, adaptable, and maintaining trusted partnerships. This year we highlight the work of a new non-profit partner, the New Bedford Ocean Cluster, as we double-down on our historic and global connections to the sea as a means to sustainably and thoughtfully provide greater economic opportunities for our community.

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

SouthCoast Community Foundation

Downtown New Bedford Inc.

Greater New Bedford Industrial Foundation
Groundwork

MassHire Greater New Bedford

New Bedford Ocean Cluster

Immigrants' Assistance Center

Love the Ave

SouthCoast Chamber of Commerce

South End Business Association

Waterfront Historic Area League

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
 - College of Visual and Performing Arts
 - School of Law
 - SouthCoast Development Partnership
- Bristol Community College
Bridgewater State University
Harvard University
Massachusetts Institute of Technology

ARTS AND CULTURE PARTNERS

AHA! (art, history and architecture)

Buttonwood Park Zoo

Destination New Bedford

Massachusetts Office of Travel and Tourism

New Bedford Creative Consortium

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



Harnessing our Seafaring Advantages

The New Bedford Ocean Cluster is a newly established non-profit organization created to serve the maritime business community in the greater New Bedford region.

Its mission is to leverage New Bedford's coastal position, marine knowledge base, and landside capacity to drive employment and wealth creation for New Bedford residents. This shall be done through a dynamic approach combining recruitment of targeted businesses, creation of unique economic infrastructure, workforce development, and support for homegrown ocean economy companies.

The NBOC is committed to diversity, equity and inclusion in these efforts so that minority, women, veteran, and other underserved communities will have opportunities to participate in the growing blue economy. The NBOC is also committed to sustainable industry practices where development in different industry areas should meet the needs of the present without compromising the capability of future generations to meet their own needs.



"The mission of the New Bedford Ocean Cluster is to build on our centuries old relationship with the sea to create economic opportunity for future generations. We'll accomplish this by building on our dominance in commercial fishing, leading the way in offshore wind, breaking new ground in marine technology, and joining the fast-growing field of marine aquaculture."

JOHN BULLARD, PRESIDENT, NEW BEDFORD OCEAN CLUSTER

Statement of Financial Position | JUNE 30, 2021

ASSETS

Unrestricted, temporarily restricted cash	\$742,223
Restricted cash	1,994,188
Grants and other receivables, prepaid	169,777
Loan and interest receivable, net of allowance	2,100,510
Equipment, furniture and other assets	8,739
Total Assets	\$5,015,437

LIABILITIES AND NET ASSETS

LIABILITIES

Accounts payable	\$158,546
Accrued liabilities, deferred revenue	59,554
Term notes payable	638,900
Total liabilities	\$857,000

NET ASSETS

Unrestricted	239,918
Permanently and temporarily restricted	3,918,519
Total Net Assets	\$4,158,437

Total Liabilities and Net Assets	\$5,015,437
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Statement of Activities | FOR THE YEAR ENDED JUNE 30, 2021

REVENUE AND SUPPORT

Grants – CDBG, SBA, and other federal sources	\$1,120,391
Grant - MassDevelopment	335,000
Grant - Mass Growth Capital	72,130
Grant - ACT	142,751
Grant - Bristol County Savings Bank	50,000
Grant - Santander	7,500
Grant - other	18,750
Covid Related CDBG-CV/Sm Bs Partnership	292,412
SBA PPP Forgiveness	92,200
Sponsoring Southcoast Partner	15,000
Sponsoring Corporate Partner	3,500
Loan interest and fees	146,781
Management fees, other earned income	125,044
	\$2,421,459\$

EXPENSES

Direct grant expenditures, donations	\$733,939
Salaries, taxes	596,942
Bad debt provision	189,938
Employee insurance, retirement	84,748
Consultants	72,443
Communications, marketing, supplies	22,795
Quest, rent	21,506
Insurance liability	13,483
Legal, professional, lending	21,402
Interest, fees	7,487
Depreciation	6,432
	\$1,771,115

Change in Net Assets. \$650,344



Assisting Existing & Small Business

Our efforts in assisting small and family-owned New Bedford businesses are the cornerstone of the NBEDC mission. We are active in neighborhoods throughout the city, and the impacts of the COVID-19 throughout all of FY21 had us continue to focus those services on economic recovery. Businesses of all types and sizes have adapted well to a new normal. Innovations in how business can be conducted proved New Bedford business leaders recognized how to weather the storm and come out stronger on the other side.

COVID-19 Aid for Small Businesses

The City of New Bedford and the NBEDC developed a program designed specifically to provide working capital for existing businesses to assist in surviving the unknown duration of and recovering from the COVID-19 crisis. Utilizing federal CARES ACT funding, the City of New Bedford began offering grant financing through the NBEDC COVID-19 Business Assistance program. The program offers grants of up to \$10,000 in conjunction with matching financing to businesses operating in the City of New Bedford that have been negatively affected by the outbreak of the COVID-19 virus.

COVID-19 GRANTS AWARDED FOR FY21

FUND SOURCE	GRANTS BY SOURCE	GRANT AMOUNT
Covid – CV Grants	22	\$215,000
City of NB – Grants	5	45,000
TOTALS	27	\$260,000

Funding is still available, so if you are interested and would like more information on the program details, please send an email to Lending@NBEDC.org. Funding for this vital program is provided by COVID-19 Community Development Block Grant Program and Office of Attorney General Maura Healey.

FY21 COVID-19 GRANT RECIPIENTS

- TL6 The Gallery
Mike Andrade Excavation
Alison Wells Fine Art Studio & Gallery
KAP Transportation
Comfort Transportation
Fonseca Electrical
Café Italia Ristorante
The Juice’d Cafe
Freire Electric
Glassman Automotive
Ground Breakers
Indigo Spa, LLC
Mass Escape
- Neves Groceries
NB School of Yoga
The BeeHive
Tootle Chimney
William’s Estate and Financial Group
Celia’s Boutique
Groundwork Creative
mediumstudio
Williams, Quintin & O’Leary
Pa Raffa’s Italian Restaurant
The Green Thumb
Vangel HVAC
Renewable Construction Homes

Lending Program

The NBEDC Lending Program is central to the execution of our mission—and is often the most tangible way for us to have a quantifiable effect in the continued growth of small business and new development in all neighborhoods of New Bedford. During a full year of COVID-19, our lending team spent countless hours working to ensure small businesses had accurate information and access to all of the federal, state, and local tools available to help them get through a near full shut-down of the economy and then a new way of doing business.

- The Lending Program helped small businesses create and retain 15 jobs in FY21.
- At the close of FY21, the Lending Program portfolio consisted of 75 loans totaling \$2,604,323.
- To further professional development and keep current with ever-changing regulations, NBEDC lending team members participated in multiple SBA webinars and the MassGrowth Capital Corp. Annual Meeting, all attended remotely.

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 FY21

FUND SOURCE	LOANS BY SOURCE	LOAN AMOUNT
SBA MICRO	9	\$78,500
EDA – CARES	16	\$375,000
Covid – CV Micro	4	\$40,000
TOTALS	29	\$493,500

FY21 LENDING CLIENTS

- TL6 The Gallery
Mike Andrade Excavation
Alison Wells Fine Art Studio & Gallery
Better Image Apparel
Sangha New Bedford
KAP Transportation
Comfort Transportation
The Green Thumb
Fonseca Electric, LLC
Café Italia Ristorante
The Juiced’ Cafe
Freire Electrical
Glassman Automotive
Doug’s House of Harmony
- Indigo Spa, LLC
Mass Escape
Neves Groceries
School of Yoga
The BeeHive
Tootle Chimney
William’s Estate and Financial Group
Celia’s Boutique
Groundwork Creative
J&J HVAC
mediumstudio
Pa Raffa’s Italian Restaurant
Williams, Quintin & O’Leary

Business Assistance and District Development Programs

In FY21, we continued to partner and support the city's business associations by connecting them with the resources needed to assist small businesses and their families during the ongoing pandemic. As expected, boots on the ground and grassroots communications remained highly effective tools as events and marketing were still predominantly virtual. Robust social media campaigns in the districts also brought much needed attention to the businesses that made changes to services, products, and hours throughout several phases of re-openings and unexpected shutdowns.

Citywide Efforts to Assist Small Business

- Assisted 48 existing businesses and/or start-ups with site selection, permitting, lending, or business planning.
- Partnered with Entrepreneurship for All to help amplify the opportunity available to entrepreneurs in the FY21 Accelerator Programs.
- Despite the challenges amid the pandemic, we managed to hold all of our planned six workshops in FY21 through a virtual format. We had 180 attendees among all of the sessions—surpassing previous records! The workshop series could not be offered without the continued collaboration with the Massachusetts Small Business Development Center and the Mass Growth Capital Corporation.

THE DOWNTOWN

- Downtown New Bedford Inc. continued to be a lean, all-volunteer organization that led the robust marketing and branding of the downtown with support from the NBEDC. The team was able to effectively pivot their strategy and refocus energies into a fundraising campaign to help rebuild from the previous year and deliver more online-based content. Seasonal outdoor programming, like the Shop Small Crawl, provided small businesses and their customers a great opportunity to connect once again. A new digital map resource and enhanced social media kept locals and visitors alike in the know about ongoing programming.
- The Downtown Squad truly came into its own after being formed to continue the efforts of the Transformative Development Initiative, via MassDevelopment. Partners met regularly to advance downtown projects and programming, and discuss strategies for the ongoing COVID-19 obstacles.



THE SOUTH END

- The NBEDC collaborated with New Bedford Creative, mediumstudio, and Love The Ave's Steven Froias to begin the development of a "branded experience" campaign in the south end. The creative initiative aims to identify and celebrate the unique characteristics of what the beachy edge of the city has to offer. Video content will be curated to tell the story and highlight the champions of the south end, including Reggae at West Beach, Kilburn Mill, Cisco Brewers Kitchen + Bar, Fort Taber, and many more.
- Kilburn Mills secured itself as an important south end asset, and the NBEDC continued to promote space availability at the multi-tenant building during FY21.



“We just want to support our local businesses in any manner in which we can. The patrons love them, the restaurant owners love them, and the city loves to support its businesses.”

ANNE LOURO, ACTING CITY PLANNER, DISCUSSING THE PARKLETS FIRST USED BY THE CITY DURING THE RE-OPENING PHASES OF THE COVID-19 PANDEMIC.

PHOTO COURTESY OF STEVEN FROIAS

LOVE THE AVE INITIATIVE

- Despite the challenges of COVID-19, the \$1.5 million redevelopment project of the historic Strand Theater led by the Cape Verdean Cultural Association and WHALE received additional grants and historic tax credits, allowing progress to continue into FY21.
- NBEDC invested \$22,000 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.
- Island Park beside the Strand Theater hit a major milestone by securing all of its renovation funding.
- NBEDC helped fund the upcoming restoration work for the historic Capitol Theater on Acushnet Avenue, managed by WHALE.
- The Love the Ave brand grew as they captured the activity in the bustling north end. Also, exciting updates to the website, including a new community asset map, came to life. Check it all out at LovetheAve.com.

Tax Increment Financing Program

Since the inception of the Tax Increment Financing Program in New Bedford in 1996, a total of 129 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 FY21, 18 such agreements remained active and compliant with the program's reporting requirements. These projects have added more than \$104 million in new private sector investment, have created more than 298 new jobs, and have ensured that more than 866 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 start-up activity.

- With strict COVID-19 protocols in place after a mandated shutdown, throughout much of FY21 the incubator spaces at Quest Center were brimming with activity and at full functional capacity, with 38 public sector employees from various agencies, and 83 entrepreneurs that associated with Groundwork.
- There are three entrepreneurial/workforce/economic development agencies with a presence at the Quest Center that hosted dozens of workshops, training sessions, and partnership meetings both online and in-person throughout the year.
- FY21 activity generated \$32,939 in income to the City, and MassDevelopment awarded a \$125,000 build-out grant for the expansion of the Groundwork program in unfinished space in the rear of the second floor. Even with strict COVID-19 protocols in place, construction work on the new space by City forces was in full swing throughout FY21, with a ribbon cutting expected before the end of the calendar year. The work is largely being accomplished by the talented City craftsmen of the Department of Facilities and Fleet management with assistance from local suppliers and contractors.

- Three projects submitted letters of intent to participate in the program for approvals in FY21. Combined, these projects represent nearly \$18 million in new investment and would create more than 123 new jobs and retain 314 jobs.
- Also in FY21, three acquisition and renovation projects were approved for Atlantic Rec Crab, Eastern Fisheries and Served Well New Bedford, LLC. Combined, these projects represent nearly \$18 million in new investment and will create more than 123 new jobs and retain 314 jobs.



PHOTO COURTESY OF GROUNDWORK

Business & Real Estate Development



PHOTO COURTESY OF ACORN MANAGEMENT

This past year has proven that the many businesses, developers, and entrepreneurs we partner with can certainly take a punch. While COVID-19 brought everything to a standstill the previous year, our pipeline of 78 business and real estate development projects is now stronger than ever. In total, this pipeline represents more than \$246 million in development value, as many as 1,676 jobs being created or retained, and as many as 669 new residential units to be constructed. While many of these projects suffered setbacks, schedules were back on track in FY21 for projects in all phases of development in nearly every corner of New Bedford.

Existing Business Expansion Support

As in most years, much of our potential new growth in FY21 could be attributed to the expansion of existing businesses that already call New Bedford home. In the past year, we were actively working with 29 such businesses or developers on projects with a total value of nearly \$117 million. These projects would create more than 848 new jobs and add as many as 250 new housing units. A few illustrative examples include:

EASTERN FISHERIES RELOCATION AND EXPANSION

The planned relocation of the largest scallop company in the world to a new home in the New Bedford Business Park solidified itself to reality in FY21. This \$10M investment has allowed for an expansion of existing operations and has retained all 250 employees, while adding an additional 60 new jobs within the next five years.

SPICY LIME

This downtown staple underwent a comprehensive storefront redevelopment with updated painting and signage through the Wicked Cool Places grant program. At the close of FY21, staff continued to work closely with the owner to explore additional mural projects and façade enhancement projects.

WAMSUTTA PLACE PHASE 3 MILL REDEVELOPMENT

Construction activities crossed the finish line on the original cloth and harness building in the historic Wamsutta mills complex during FY21. 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.

Industry and Developer Recruitment

In FY21, we had 30 active pipeline projects in the recruitment and pre-development phase - double that of the previous year - with a total investment value of \$124 million, an estimated 631 new jobs, and 415 new housing units. This recruitment pipeline represents a wide variety of project type, investment value, and location. Several notable examples of our efforts to bring in future development include:

SATORIA

Boston-based developer group worked closely with staff during FY21 to identify mid and small-scale residential and retail projects within downtown and TOD zones. Utilizing the sophisticated technology of the Buxton platform, the team has been able to deliver critical data about visitor demographics, spending habits, and seasonal activity.

ISLAND CREEK OYSTERS

This established seafood distribution, processing, and wholesale company was awarded a grant from the state to address food insecurity. To deploy the project, they contacted staff to begin their site search within the Opportunity Zone. The NBEDC has worked hard to bring excellent leads with great synergy to the table and looks forward to their establishment in the community.

174 UNION STREET

In FY21, this historic icon and adjacent parcels became available in the highly competitive downtown district. The team led conversations and collaborated with local brokers to help recruit a new owner and redevelopment team. The pre-development planning was ongoing at the close of FY21.



Start-up Cultivation and Assistance

This past fiscal year, we counted 19 new ventures ready to bring ideas to reality in New Bedford. With a combined investment value of \$10.1 million, these start-ups will also bring more than 342 new jobs into the city. A few examples of the entrepreneurial efforts we have been working with include:

CISCO KITCHEN + BAR

In FY21, the ribbon was cut on the \$4.4M investment at the former Davy's Locker location - completely reimagined with new outdoor seating, entertainment, and parking - all with better connection to the water's edge. Owner Steve Silverstein, the founder of Not Your Average Joe's, and owner of the Black Whale and the Whale's Tail Clam Bar, and his partner Jay Harmann of Cisco Brewers in Nantucket, astonished with a vision to transform the eastern edge of the south end that surpassed expectations. This new business has provided for 45 full-time employees and as many as 100 seasonal workers.

"There's a lot on this city's plate and they're managing it well and it's a pleasure to see these things happen. The government shouldn't be the only driver of progress – you need the private sector, partners and people like Steve Silverstein and Jamie Strobino to make things happen."

LT. GOV. KARYN POLITO, AT THE RIBBON CUTTING FOR CISCO BREWERS KITCHEN + BAR

ABSTRAKT ENTERTAINMENT

A Los Angeles based music and entertainment company, providing top quality products and services to artists and musicians of all levels and genres, looked to establish a production facility in New Bedford during FY21. Staff provided connections, leads, and support for state grant applications as they made plans to settle into the downtown artist community with the acquisition for a new location at the historic Zeitz Building on Union Street.

UNION FLATS

In FY21, great strides were made in the renovation phase at the vacant 37 Union Street site. The co-owners of DNB Burgers, Amelia Ruvich and Josh Lemaire, have partnered with Chris Cronin, formerly the chef at Seacoast Market and Little Moss in Padanaram, to bring lower Union Street New Bedford its first seafood and raw bar restaurant. The ribbon cutting is expected in the fall.

"I'm excited to take on the responsibility of bringing the Zeitz building to a new chapter-- it's everything an artist would need in one spot. Right now we are focusing all of our resources on our members, so we can give them whatever they need to succeed."

MIKE MONTEIRO, FOUNDER AND OWNER OF ABSTRAKT ENTERTAINMENT



A smiling woman with dark hair pulled back, wearing a dark blue polka-dot ruffled vest over a black top, stands in an art gallery. The background is filled with various colorful abstract paintings on the walls. A teal banner is overlaid on the top left of the image.

Entrepreneurial Ecosystem

"It's no secret that New Bedford is home to some of the most hard-working and innovative business owners in the nation. It's a part of our history and identity. The New Bedford SourceLink initiative provides another tool for business owners to build, grow, and scale their businesses, which will be especially valuable as we emerge on the other side of the pandemic."

MAYOR JON MITCHELL

New Bedford's entrepreneurial ecosystem has developed a solid foundation to grow from, and COVID-19 could not stop it. This effort began seven years ago when we were simply recruiting a coworking or makerspace operator for vacant space in a city-owned building. Now with New Bedford SourceLink as a new platform for connecting business and creating opportunities, we are prepared to foster greater citywide growth for years to come. Program partners such as Groundwork, EforAll, the Co-Creative Center, the New Bedford Ocean Cluster, and UMass Dartmouth give us the strength to galvanize a community of hundreds of entrepreneurs centered around maritime innovation, arts+culture, and main street businesses.

New Bedford SourceLink

During FY21, New Bedford SourceLink went from crawling to moving at a brisk pace. This project's founding partners - NBEDC, New Bedford Port Authority, University of Massachusetts Dartmouth, New Bedford Creative Consortium, Co-Creative Center, E for All, and Groundwork - helped establish the brand into the community and build awareness for its tools and resources.

- By the end of FY21, we had fully launched a completed a promotional campaign across multiple mediums, and held three Resource Partner quarterly meetings.
- At the close of FY21, the website platform boasted 35 active and trusted Resource Partners, over 3,200 page views, resulting in over 857 online referrals from the Resource Navigator.

NB100!

During FY21, the U.S. Small Business Association released the Community Navigator Program, a highly competitive grant opportunity aimed at the creation of new opportunities for entrepreneurs from all backgrounds. What began as an idea on a whiteboard became a fully articulated grant application with the concept of NB100! - a game-changing driver in our efforts to promote entrepreneurship, grow local wealth, encourage creativity, and revitalize small business spirit within the City of New Bedford as we emerge from the COVID-19 pandemic.

Funding awards will be made public by the SBA in the fall of 2021.

Planning for 20m.i.2 Portside

In order to further highlight the success of our entrepreneurs and grow the ecosystem, in late FY21 we began to develop the early concepts for an annual convening event with partners from the NB Creative Consortium. The event, tentatively called 20m.i.2 Portside, would celebrate each major pillar of our local entrepreneurs—main street businesses, maritime innovation, and arts+culture—cycling a different pillar each year.

The pilot for 20m.i.2 Portside would create a two-day program in May of 2022 that invites New Bedford's cultural organizations, entrepreneurs, and the community at large to innovatively co-create, activate, and celebrate every neighborhood in New Bedford's 20-square miles (20mi²), including our commercial port and waterfront.



To get started in your entrepreneurial journey,
search for local events in our community calendar,
or find your next resource for your business,
visit NewBedfordSourceLink.com!



Offshore Wind

“The historic signing of the nation’s first Project Labor Agreement for the offshore wind industry and the Vineyard Wind project are critical to our efforts to combat climate change, generate clean power, and boost our economy.”

U.S. SENATOR ELIZABETH WARREN, AT THE VINEYARD WIND & SOUTHEASTERN MASSACHUSETTS BUILDING TRADES COUNCIL SIGNING CEREMONY IN NEW BEDFORD

PHOTO COURTESY OF MAERSK TRAINING

For more than a decade, our team-based approach to driving our 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 private sector demand. In FY21, the establishment of the New Bedford Ocean Cluster as an independent entity and Bristol Community College's advancement of the National Offshore Wind Institute strengthened team New Bedford ten-fold. And most importantly, Vineyard Wind received all federal approvals needed to allow for New Bedford to be the first full-scale offshore wind deployment port in America.

New Bedford Ocean Cluster

This past May, as one of their very first actions, the NBOC replied to a Port of New Bedford solicitation to create a maritime business network, facilitate commercial collaboration, develop strategies to expand the value and reach of the Port into the community, and ensure that New Bedford is the first port of call for offshore wind. The NBEDC team provided direct assistance in crafting the response and the Port selected the NBOC proposal at the close of FY21.

The NBEDC has one of 11 seats on the board of directors, and Tony Sapienza was nominated and elected as one of the originating members. Our staff provided operational assistance through FY21 as the NBOC prepared to recruit an executive director, contract with the Xodus Group for offshore wind program management, and move towards a MOU with Vineyard Wind for the purpose of establishing a system where local businesses in the Greater New Bedford area would have priority opportunities to become a part of the offshore wind supply chain.

Bristol Community College's National Offshore Wind Institute

For years we have worked side-by-side with Bristol Community College and so many other valuable partners in laying the groundwork to establish industrial scale offshore wind in America. In FY21, Bristol leased a waterfront site in New Bedford as the home for the National Offshore Wind Institute (NOWI) - the nation's first state-of-the-art offshore wind training facility.

The NOWI provides strategies to accelerate and support the next generation of workforce and supply chain for the wind energy sector. Guided by industry stakeholders, Bristol will focus on workforce development initiatives that are demonstrably relevant to career pathways and that accelerate the development of a national offshore wind industry. Specifically, the NOWI will offer the full array of Global Wind Organization trainings including Basic Safety and Basic Technical training modules that are required for all workers certified to be employed on an offshore wind farm; other required certifications; skill development for the workforce pipeline; and customized private sector training for the developers, OEMs and supply chain companies.

Vineyard Wind

In early May, Vineyard Wind received the Record of Decision from the U.S. Department of the Interior Bureau of Ocean Energy Management, the final major step in the federal review process for the first commercial scale offshore wind farm in the United States. This first project from Vineyard Wind will deploy from New Bedford and is comprised of 62 GE turbines delivering a total capacity of 800 megawatts – enough energy to power more than 400,000 homes and businesses in Massachusetts and reduce carbon emissions by more than 1.6 million tons per year, the equivalent of taking 325,000 cars off the road.

Also, Vineyard Wind and the Southeastern Massachusetts Building Trades Council held a signing ceremony in New Bedford to commemorate the first Project Labor Agreement for an industrial scale offshore wind project in the U.S. 500 jobs are estimated to be created through this agreement, and a \$500,000 fund was established to create career opportunities for low-income residents, particularly in underserved communities.

“When all of our assets; the business park, the working waterfront, the downtown, and our regional airport, are working at full potential, New Bedford’s citizens are the ones who benefit. Better jobs, safer neighborhoods, amazing cultural opportunities, and great schools, are the result of a strong economy.”

ELIZABETH ISHERWOOD, CHAIRMAN OF THE GREATER NEW BEDFORD INDUSTRIAL FOUNDATION

New Bedford Business Park



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-person 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.

Despite the pandemic, FY21 proved to be another active year in the New Bedford Business Park. New operational procedures for worker safety were the new normal for all of last year as activity throughout the park continued along at its usual bustling pace. Highlights for the past year included:

- Eastern Fisheries completed their relocation and expansion from the waterfront to the business park in FY21. This relocation keeps this company in New Bedford and allows for the only vacant facility in the park to come back to life with an investment of more than \$10 million. This new facility is truly representative of what is generally termed advanced manufacturing, using state-of-the-art technology, equipment, and logistics practices. This move also allowed for more than 250 employees to stay right here in New Bedford.
- During much of FY21, preparatory work was done for the subsequent and celebrated groundbreaking of the Tonix Pharmaceuticals facility this summer. The 45,000 sq. ft. clinical scale manufacturing facility will be home to Tonix's Advanced Development Center (ADC) for accelerated research, development, and analytical capabilities, as well as the production of clinical trial quality vaccines for infectious diseases, including COVID-19. At full capacity, the facility can employ

up to 70 researchers, scientists, manufacturing and technical support staff. Tonix expects the facility to be operational in the summer of 2022.

- Consistent with its mission, the Foundation partnered with the NBEDC to undertake a comprehensive approach to city-wide business recruitment in Buxton, a national analytics firm specialized in developing mobility and detailed demographic profiles tied to mapping. The tools were fully implemented and are now prominently featured as a key element of the Development Opportunities page of our website, acting as a catalyst to strategic conversations with developers and those considering New Bedford for their next project.
- Also, in FY21 we collaborated with SRPEDD and SRTA to administer a transportation study to better understand the service demands and needs of the business park. The goal of the study was to inform and assist SRTA in its future service planning process.

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 Foundation and the business park's strategic planning, development, marketing, and general management services.

A woman with short dark hair, wearing a blue and gold patterned dress and large gold earrings, is singing into a black and blue microphone. She is holding the microphone with her right hand and gesturing with her left hand. The background is a red wooden lattice screen.

Arts and Culture

“The Wicked Cool Places grant, financed by the city’s Arts, Culture and Tourism Fund, was instrumental in helping us launch the first ‘Black in Business’ outdoor pop-up market. In supporting Black-owned businesses, we are working to close the racial wealth gap, strengthen our local economies, foster job creation, and celebrate Black culture.”

JUSTINA PERRY, FOUNDER OF BUYBLACKNB

PHOTO BY ETHAN DE AGUIAR

We hold the fundamental belief that creativity can shape society for the better. Never has that been more evident than over the past year, where the strength of the city's arts and culture community stepped up to offer imaginative solutions to expedite recovery from the COVID-19 pandemic, strengthen the creative network throughout the city, and support the advancement of diversity, equity, inclusion and access (DEIA) in all forms. Below are highlights from FY21 that illustrate this belief.

The Arts + Culture Plan

New Bedford Creative: Our Art, Our Culture, Our Future is the City's first ever arts and culture strategic plan, and the New Bedford Creative Consortium is the leadership group with the mission of overseeing the execution of the 10-year plan.

In FY21, the implementation of the plan included facilitating the official launch of "TDI Creative Cities," funded by MassDevelopment/Transformative Development Initiative (TDI) and the Barr Foundation, to support arts-based economic development, enrich urban life in the Commonwealth, and expedite the strategies in New Bedford's arts and culture plan. One of the components of "TDI Creative Cities" included the second round of the grant program "Art Is Everywhere," where projects needed to directly impact a current challenge facing residents, visitors and/or businesses in New Bedford's neighborhoods by mobilizing its arts, creativity and culture.

Upon receiving 28 applications, we invested \$62,000 in six projects city-wide, including:

- "Highlighting Diverse Stories: New Bedford's Middle Schoolers as Literacy Ambassadors," a pilot project by Emma York, a local educator, and Sawyer Pollitt, founder of New Bedford media outlet *The Scallop*, to lead students at Our Sisters' School in writing a monthly column reflecting New Bedford's diversity.
- "New Bedford Children: Creative Resource Center for Early Childhood Educators," located within the Kilburn Mill community, this project works to bring together local artists and early childhood educators in an inspiring and supportive environment filled with materials brimming with creative potential.

- "Pandemic Renaissance – The Art of Surviving C-19," a documentary film to serve as a historic archive of the pandemic for generations to come, viewed through the artistic lenses of art, dance, music and poetry, captured by award-winning Cape Verdean artists Iva Brito and a'Ali DeSousa.
- South Coast LGBTQ Network produced two projects during June's Pride Month: an LGBTQ+ art show entitled "Kaleidoscope – Art Through Your Eyes" at Gallery X and a month-long virtual Book Club discussing the *The Healing Otherness Handbook* by transgender author Dr. Stacey Reicherzer.
- "The SouthCoast Learning Trails," where Little People's College, along with the New Bedford Birth to Grade 3 Partnership and the Southcoast Coalition for Early Childhood Education, will feature a series of seasonal signage by matching local artists with businesses along Acushnet Ave in the north end to advance early childhood development.
- "Um Frenti Unido - Um Prujeto di Memória Kultural (A United Front - A Cultural Memory Project)" led by La Soul Renaissance to archive the living cultural memories of the Cape Verdean American community in New Bedford.

This year also brought about the completion of the third round of the creative placemaking grant program "Wicked Cool Places." After receiving 34 applications, we invested \$50,000 in nine projects city-wide:

- 3rd Eye Youth Empowerment continued monthly virtual pop-ups called "Your New Bedford: The Secret City Revealed" supporting young creatives throughout the city.
- BuyBlackNB launched their first "Black in Business: Outdoor Pop-Up Market" on Juneteenth, connecting over 1,000 consumers with Black-owned businesses (many of them from the creative economy) across the SouthCoast.

- Downtown NB, Inc. produced a series of seasonal placemaking events to boost visitors and increase patronage to eat, shop, art, and explore in dNB.
- Good Company NB's teen Yoga Project "teensXyoga" brought teens from Trinity Day School to communicate and explore through a lens of art and yoga at the Creative Court in Clasky Common with nationally-renowned artist Maria Molteni.
- New Bedford Art Museum/Artworks! shared their Ruth E. Carter costume exhibition with 130+ youth at Clasky Common, Riverside, Eddie James, Harrington, and Ruth Street Commons parks, as well as the May, June, and July AHA! nights.
- New Bedford Festival Theatre's Summer Academy presented a piece inspired by "The Laramie Project," providing an opportunity for LGBTQIA+ teens to express their voices and debut on a professional stage at the Zeiterion to a 150+ audience.
- New Bedford Symphony Orchestra (NBSO) and their youth orchestra collaborated with a number of organizations to bring "Music in the Streets" (and parks) throughout the city.
- Artist Fitzcarmel LaMarre brought his "New Deadford" graphic novel, telling the rich history of New Bedford through the lens of a zombie apocalypse, to students at Our Sisters School through a series of creative workshops.



PHOTOS BY ETHAN DE AGUIAR



"In launching TDI Creative Cities in a year that was so challenging for communities like New Bedford, we prioritized the idea that the city's most creative leaders should be empowered with financial assistance, so they can use their craft to help solve broader community issues."

NOAH KORETZ, MASSDEVELOPMENT DIRECTOR OF TDI

- UMass Dartmouth's College of Visual and Performing Arts, with Professor Stephanie McGoldrick and students majoring in Interior Architecture + Design, created solar lighting designs to help revitalize the Phillips Ave Pocket Park.
- 2020 Wicked Cool Places projects that were postponed due to COVID-19 saw triumphant returns: Reggae on West Beach and Festival Típico de Guatemala at Riverside Park.



PHOTOS BY ETHAN DE AGUIAR

Activities of the Seaport Cultural District



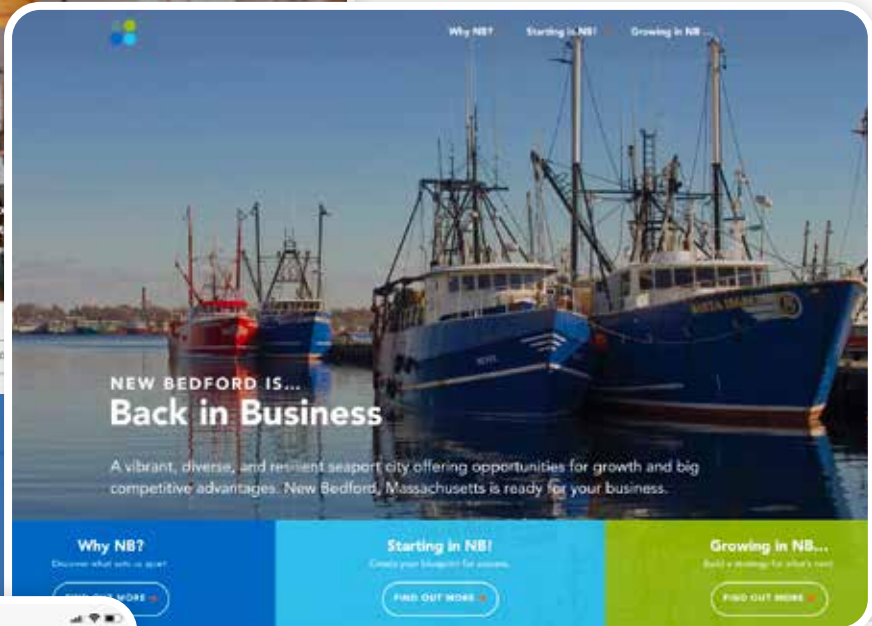
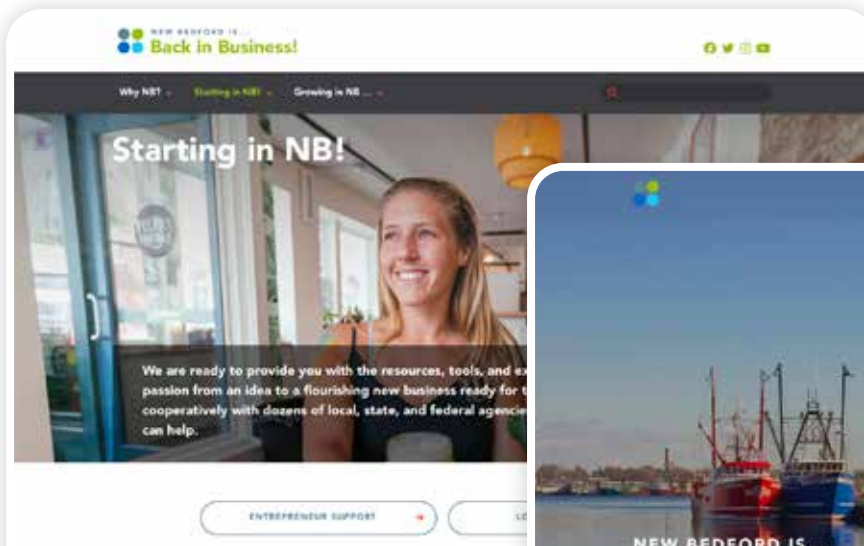
Since 2014 the downtown Seaport Cultural District (SCD), an official designation by the Massachusetts Cultural Council, has served as a center of cultural, artistic and economic activity. In FY21, the activities of the SCD included:

- Seaport Art Walk, the district's annual temporary public art installation, partnered with DATMA's WATER 2021 to present six new artworks along the waterfront with the theme "Tides and Time".
- Facilitated the Black Lives Matter mural on Union Street in partnership with community volunteer members, led and organized by Tanisha Ferrer.
- Maintained a strong 160+ partnership, attended bi-weekly meetings with other cultural districts hosted by Massachusetts Cultural Council, held four successful virtual partner meetings, and supported the partners in planning and executing events with COVID-19 safety guidelines.
- Press for the partnership organizations included features in *Art New England*, *Artscope Magazine*, *The Arts Fuse*, *The Boston Globe*, *Boston Magazine*, *Boston Public Radio*, *The National Review*, *The New York Times*, *The Public's Radio*, *SouthCoast Today*, *The South Coast Insider*, *The South Coast Almanac*, *The Village Voice*, *The Wall Street Journal*, WGBH Radio and TV, and many more.

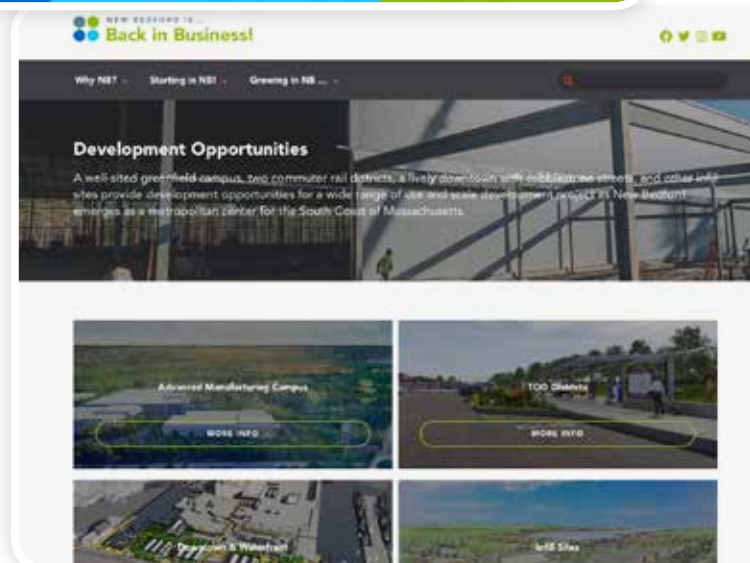
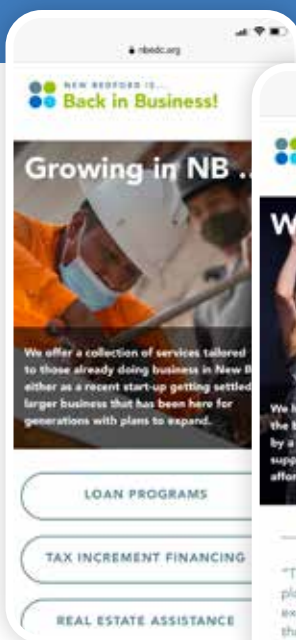


Leveraging City Resources

In the first four years (FY18-21), the \$410,000 from the City's Arts, Culture, and Tourism fund leveraged an additional total amount of \$1,536,289 from Barr Foundation, Bristol County Savings Bank, Gannett Foundation, MassDevelopment, Mass Cultural Council, Mass Department of Housing & Community Development, New England Foundation for the Arts, Southeastern Mass Visitors Bureau, and grantees of Wicked Cool Places and Art is Everywhere.



Communications



Having a robust communications program as the leading edge of our business recruitment efforts is simply a must-have for the NBEDC, but in the age of COVID-19 it is essential to have timely and accurate information from trusted sources make its way into the hands of New Bedford businesses. In FY21, the NBEDC led as a trusted resource in the community, providing timely and accurate information about new protocols, funding opportunities, and training events. Tools and strategy were further refined to provide consistent, reliable, and quality content to our audience, with a goal of ensuring that they would never miss out on opportunities or resources to help them become more resilient.

COVID-19 Rapid Response Platform

From the beginning of the pandemic in early 2020, the NBEDC stepped forward in acting as the point of contact for all state and federal disaster funds for the small business community. Fast forward to today, when we remain a leader in the community supporting development and business of all scale.

FY21 activities included:

- NBEDC.org was continuously updated, directing clients to pertinent disaster relief funding and posted regular updates on the ever-changing requirements of the available opportunities and programs. In total, 36 COVID-19 focused communications were released—well over half of our pieces overall.
- The Lending Team took great care in supporting our clients with a dedicated communication line and a simple application for flexible options for payments and deferrals.
- We surveyed businesses of all sectors several times to gauge the types of support needed within the small business community and to begin the development of recovery strategies emerging out of the pandemic. This resulted in specific and targeted opportunities for small businesses, Council members, and the public to share their important input.

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

Before and beyond COVID-19, our e-communications platform continued to serve as a critical platform to engage our Council members and friends as we shared news on events such as groundbreakings, a new location for a favorite restaurant, and Arts + Culture funding opportunities. Activities this past year included:

- Our website underwent a complete redesign to better serve those who are looking to invest, expand, or start new businesses in New Bedford. NBEDC.org was honed to be an efficient one-stop-shop for information and more importantly a platform to showcase the beauty of New Bedford and its people.
- Social media continued to be a strategic tool to share activities and opportunities in real-time.
- Targeted e-blasts and quarterly 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. In times like these, we need a strong Council more than ever. At the close of FY21, we exceeded 400 engaged and well-informed members crossing all sectors who were 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

Being a busy economic development organization is easy, but being an effective one requires investing time and resources into forward-looking, data-driven, community-based planning and policy work. This work continues to serve as the foundation of the NBEDC economic development agenda. In FY21, we continued to focus our planning and policy efforts toward bringing a new advanced manufacturing campus to the city, the future of commuter rail, and advancing the pandemic recovery and growth policies advocated by the Regeneration Project Committee.

SouthCoast Rail Transit Oriented Development

Gateway cities such as New Bedford, Fall River, and Taunton offer excellent 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 the SouthCoast to Boston.

For those reasons, the NBEDC has continued to have 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 FY21, the community-based planning and economic analysis of both areas were completed as construction activities in the Church Street area also continued. Planning for the new pedestrian bridge over Route 18 also began. Commuter rail service to Boston is scheduled to begin in 2023.

The Advanced Manufacturing Campus at the Golf Course

In early FY21, an extensive planning and analysis study was completed to move forward the concept of a new 110-acre advanced manufacturing campus on a portion of the municipal golf course located at the strategic intersection of I-195 and Route 140. This new campus would support 1,000 new jobs that would yield more than \$33 million in total wages.

During the year, work amongst NBEDC, City Council, City Boards, City Departments, MassDevelopment, and a range of consultants included:

- A public information campaign was undertaken in the first half of FY21 through a series of briefings, public meetings, local media, and Cable Access appearances.
- Local approvals from the City Council, Park Board, and Planning Board allowed for Article 97 issues to advance for approval by the state legislature.
- New zoning and design guidelines were drafted for the 100-acre site and approved by the City Council.
- The initial drafting of a Request for Proposals was begun in late FY21, with the goal of publishing the RFP before the close of 2021 as developer interest in the site remained high.



RESEARCH | ENGAGEMENT | POLICY

The Regeneration Project

The Regeneration Project Committee is an independent policy formation and advocacy committee of the NBEDC. Throughout FY21, 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

During FY21, the Committee met twelve times and published six op-ed pieces. The year was kicked-off by rallying ongoing support for upcoming downtown residential projects, and the strategic plan for New Bedford's Port activities, including the New Bedford Ocean Cluster. In the fall, they published a public supportive op-ed piece to encourage the Department of Housing & Community Development's support of the 117 Union Street redevelopment proposal for in-fill housing.

Offshore wind also remained an important point as developments in the industry leaped forward, and the New Bedford Ocean Cluster established itself as a new non-profit. Education reform was equally pressing and brought about great conversations as the Massachusetts Business Alliance for Education visited to outline the obstacles and opportunities within the changes to vocational admissions policies.

As the 2020 calendar year began, strategic development projects remained at top of mind with two additional pieces written, including an op-ed to support the advanced manufacturing campus at the city's golf course, as well as a letter outlining the impact of the Zeiterion Performing Art Center's renovations to the prosperity of downtown.

The COVID-19 pandemic's impact on the city and strategies to rebound remained a major focus. The Mayor debriefed the Committee on the City's efforts, and energies were spent developing subcommittees dedicated to each of the four "Big Ideas," a plan that still rang true in times of great change. In addition to the working groups, the Committee came together to begin to discuss and develop their recommendations for the funds from the American Rescue Plan Act (ARPA).

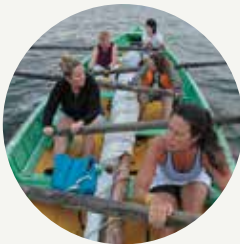
To round out FY21, five new members with various backgrounds joined the Committee, bringing the total membership to 43, helping to amplify minority voices in the community and take a step forward in having a membership that is fully reflective of the city's population.

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.

"The proposed Advanced Manufacturing Campus represents one of the best opportunities to achieve commercial tax growth at a scale large enough to make a real difference in future municipal budgets. And it will demonstrate that we can do big, impactful, and complex things here in New Bedford—and do them well."

REGENERATION PROJECT COMMITTEE, FEBRUARY 17, 2021, OP-ED:
IN SUPPORT OF SENSIBLE DEVELOPMENT AT THE NEW BEDFORD GOLF COURSE

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.

LEADING PARTNER



CORPORATE PARTNERS



SUPPORTING PARTNERS





1213 Purchase Street
2nd Floor
New Bedford, MA 02740
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.