

# 2022 ANNUAL REPORT

7.1.21-6.30.22

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

NEW BEDFORD  
 **ECONOMIC**  
**DEVELOPMENT**  
**COUNCIL**







"In New Bedford, the arts are tangible, and we have created a lot of human connection that creates a state of wellbeing. And for me, it reminds me of how you would interact with a family, and I always think of New Bedford as one big family, and the arts are our vehicle for human connection."

LINDSAY MIŚ, EXECUTIVE DIRECTOR, MASSACHUSETTS DESIGN, ART, AND TECHNOLOGY INSTITUTE (DATMA)

#### ON THE COVER & INSIDE COVER

Longstanding programs like AHA! Night (on the cover) and new programs like the citywide arts festival 20mi2 (on the inside cover) both speak to New Bedford's vibrant arts and culture scene, a bedrock of the creative community, which inspires social, economic and cultural growth. For the past four years, the NBEDC has been leading the implementation of the city's strategic arts and culture plan, *New Bedford Creative: Our Art, Our Culture, Our Future*, where "Art is everywhere, encouraging fun, provoking thought, and nurturing the soul."

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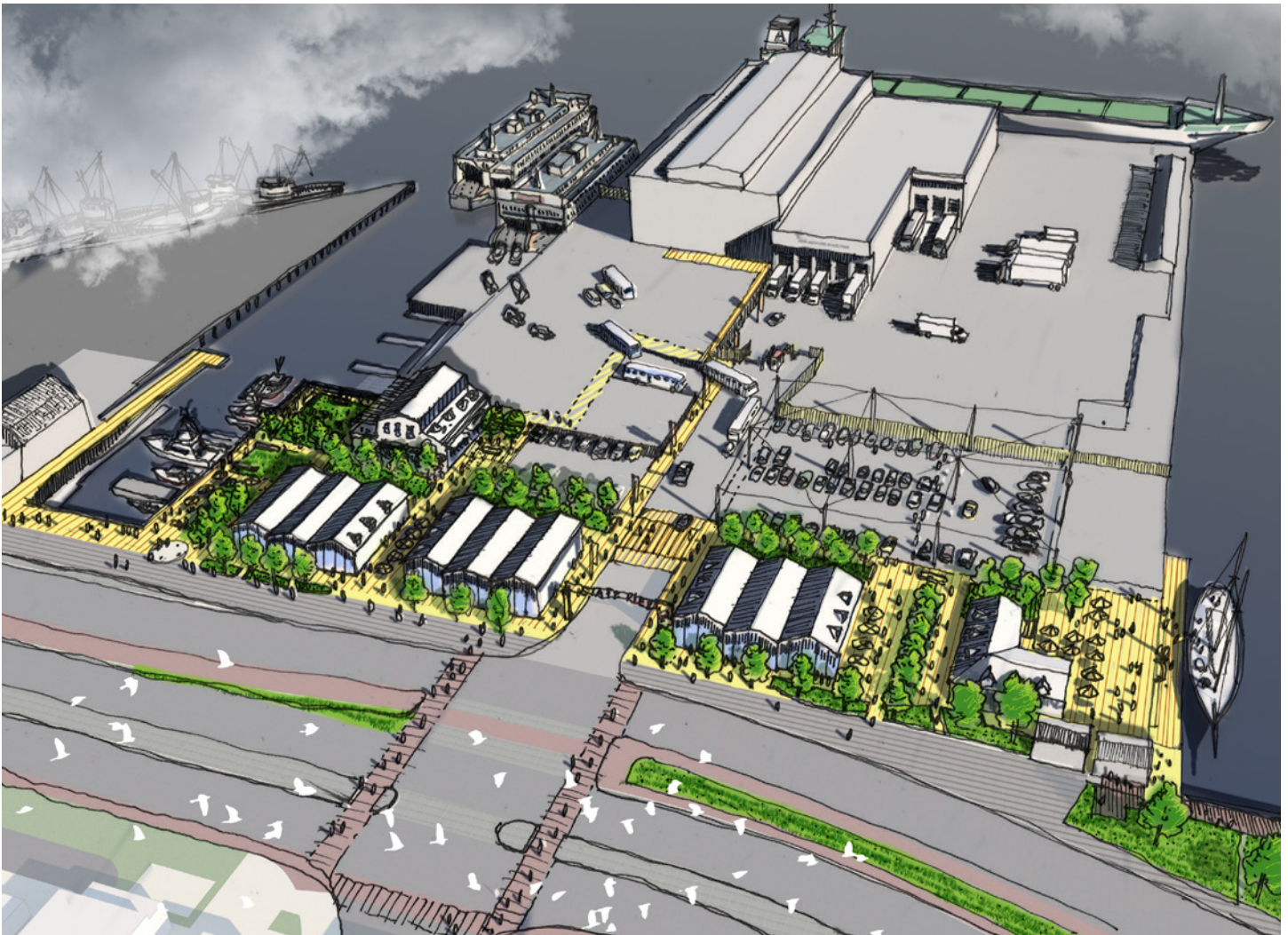
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*Unless otherwise noted, all images are by photographer, Josh Souza.*



"Twice in the last decade, New Bedford led all of America's cities in its year-over-year decline in unemployment – twice. Our population is growing steadily; and we've seen major investments in several key areas. We've succeeded because we made the conscious decision to seize responsibility for our own economic competitiveness, we have planned comprehensively, and we execute our plans relentlessly."

MAYOR JON MITCHELL, STATE OF THE CITY ADDRESS, APRIL 27, 2022

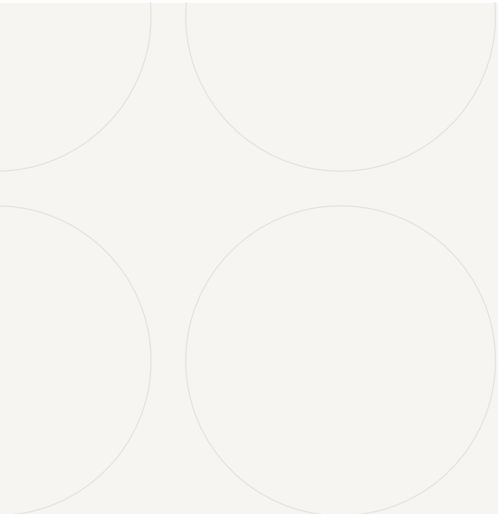


## Mission & Strategy

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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**

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

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

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

The NBEDC is a nonprofit organization comprised of more than 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 six professionals, is responsible for the coordination and implementation of the organization's programs and initiatives.

## FY22: A Quick Review



### Assisting Existing & Small Business

- The NBEDC launched NBForward! and NB100! – two new programs to help finance the dreams of existing and aspiring small businesses in New Bedford. In total, \$3.3 million in SBA and municipal ARPA funding was made available to support local businesses and entrepreneurs.
- In FY22, the NBEDC funded 18 COVID-19 business assistance grants to small businesses for \$180,000.
- The Lending Program helped 30 small businesses with \$1.03 million in loans that helped to create or retain 13 jobs.

### Business & Real Estate Development

- Our pipeline of 84 business and real estate development projects is now stronger than ever. In total, this pipeline represents more than \$402 million in development value, as many as 3,111 jobs being created or retained, and as many as 684 new residential units to be constructed.
- Efforts to reimagine New Bedford State Pier in partnership with MassDevelopment and the City lead to the release of a RFP for comprehensive redevelopment in the spring. Several proposals were submitted to MassDevelopment and an award is expected in FY23.
- Eighteen & Union is a redevelopment project on the lower block of Union Street facing Route 18 that began construction this year. This \$10 million investment by LaFrance Hospitality will rehabilitate three historic structures and create 28 units of new housing and two commercial spaces.



## New Bedford Ocean Cluster

- In late 2021, the NBOC announced the launch of the Act Local program in partnership with Vineyard Wind. The program is designed to maximize the positive economic impacts of the growing offshore wind industry in greater New Bedford by connecting Original Equipment Manufacturers (OEMs) and Tier 1 companies with local businesses.
- The NBOC hosted a delegation of Belgian companies to explore opportunities for investment in the region's growing offshore wind market. The Belgian delegation was the third foreign trade mission to visit New Bedford this year with an interest in forging relationships with local stakeholders and learning about the City's marketplace assets and advantages in offshore wind.
- The NBOC signed a Memorandum of Understanding with the Belgium Blue Cluster to formally express both parties' intent to explore collaboration, and foster innovation and international trade.

## Arts + Culture

- With funding from MassDevelopment and the Barr Foundation, the city's first-ever city-wide arts festival 20mi2, a call to co-create, activate, and celebrate all twenty square miles of New Bedford was a great success.
- The third round of Art Is Everywhere grants were awarded. Projects 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 \$70,000 in seven projects city-wide.
- This year also brought about the completion of the fourth round of the creative placemaking and placekeeping grant program Wicked Cool Places. These projects were funded by the City of New Bedford's Arts, Culture and Tourism Fund, with additional support from Bristol County Savings Bank, Mass Cultural Council, and MassDevelopment. After receiving 35 applications, we invested \$70,000 in 16 projects city-wide.
- Seaport Art Walk, the district's annual temporary public art installation, partnered with DATMA's SHELTER 2022 to present five new artworks along the waterfront with the theme "Open Spaces."

## Communications

- As one example of our expanded social media presence, Facebook NBEDC postings showed a 150% increase in post reach, a 43% increase in post engagement, and a 500% increase in new page likes. Since January, NBEDC posts have increased their reach by 781.6%.
- In addition to our expanded work in social media, our targeted e-blasts and quarterly newsletters highlighted opportunities and events throughout the year as we continued COVID-19 relief information from trusted federal and state sources.

## New Bedford Business Park

- We celebrated the groundbreaking and ribbon cutting of the state-of-the-art Tonix Pharmaceuticals Advanced Development Center for accelerated research, development and analytical capabilities. The 45,000 sq. ft. facility will employ up to 70 researchers, scientists, manufacturing and technical support staff.
- Consistent with its mission, the Greater New Bedford Industrial Foundation partnered with the NBEDC to continue a comprehensive approach to city-wide business recruitment with Buxton, a national analytics firm specialized in developing mobilitytic and detailed demographic profiles tied to mapping.

## Economic Development Planning & Policy

- With all state and local approvals in hand, in the spring, the City of New Bedford released the Request for Proposals for a new 100-acre advanced manufacturing campus on a portion of the municipal golf course located at the strategic intersection of I-195 and Route 140.
- As a result of planning work undertaken in FY22, two city-owned properties, long associated with the New Bedford Harbor Superfund Site, could soon be the key anchors of the Upper Harbor River Walk project.
- TOD district zoning efforts for SouthCoast Rail were begun as construction activities in the Church Street area also continued. Planning for the new pedestrian bridge over Route 18 also was in full swing as a signature element serving as a gateway to the downtown.

## From the President

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**Dear fellow Council Members,**

This is my third letter in which the COVID-19 pandemic has continued to be a big part of our everyday lives. While vaccines are highly effective and widely available, and treatments are also vastly improved for those who require care, we are not yet at a point where this virus is behind us, and we must be diligent. For us in New Bedford, and particularly those who focus on the ongoing efforts to grow our local economy, we must continue to be watchful of setbacks as we look to support our business community in emerging fully from the pandemic.

In the past two years, our whaling-era strength and resiliency proved to be there all along, forged from the centuries of hard work by citizens of nearly every culture brought to us by those ships that called our port home. As we put the pandemic further in our past, we cannot forget about the economic and social vulnerabilities that remain and the remaining challenges to be overcome.

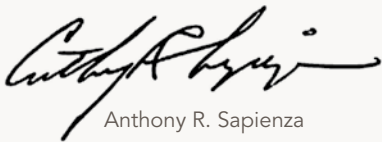
We can draw strength from all of the cultures that are reflected in our citizenry. We will continue to utilize hard work, a solid strategy, and thoughtful leadership as the foundation for the efforts to bring New Bedford back to a position of strength for all businesses in all neighborhoods of the city. Your leadership as members of New Bedford Economic Development Council will continue to be fundamental to our work. Your time and energy are much needed by the board of directors and all of the NBEDC team members.

The pages of this report detail the work of the NBEDC in FY22. You will find that we have continued to make great strides in long-term development effort, celebrated groundbreakings and ribbon cuttings, expanded clear and consistent lines of communication to thousands of New Bedford businesses, and have developed new programs to assist small businesses at every stage to drive home-grown wealth. Perhaps most often overlooked are our arts and culture-based activities carried out through the New Bedford Creative platform. This work is a national model in terms of inclusiveness, execution, and measurable impacts. We invest in this activity because the arts are a cord that ties together economic, social, and cultural well-being. I can think of no better sign of a city's strength and inclusiveness than a vibrant arts and culture scene that is ingrained in business districts and neighborhoods alike.

Today it is for the connection to the community of all the elements of our agenda, in addition to the support of our council members, that I once again thank the board of directors for their extraordinary governance of this volunteer organization. And as a board, we applaud the energy, capability, and perseverance of our staff and associated team members. With everyone at the NBEDC working closely with Mayor Mitchell's administration, the City Council, and all our many partners, we can continue to make New Bedford a stronger city in every way that counts.

While there is always more to be done, we thank you again for this past year. More than ever, New Bedford is back in business!

Sincerely,



Anthony R. Sapienza  
President, NBEDC



# Board of Directors

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**Anthony R. Sapienza, President**

JA Apparel Corp. (retired)

**Elizabeth Isherwood, Vice President**

President, Moore & Isherwood  
Communications

**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**

President, Immigrants' Assistance Center

**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

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**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**

Senior Fellow, Creative

**Devin Melo**

Senior Fellow, Lending

**Jehrin Colbert**

Senior Fellow, Lending

**Jonathan Silva-Jones**

Senior Fellow, Lending

**Zane Cox**

Fellow, Creative

**Justina Perry**

Senior Fellow, Entrepreneurship

**Alexa Icenia**

Senior Fellow, Place-Based Projects

# Contributors

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**Steven Froias**

Contributing writer

**Mediumstudio**

Graphic design and web services

**Josh Souza**

Contributing photographer

# Economic Development Partnerships

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In FY22, we cautiously began to put the worst of COVID-19 behind us as we began to focus our energies on crafting a well-executed recovery from years of pandemic life. This work centered on our long-standing small business owners and new entrepreneurs, because it is their successes that are the backbone of a robust, resilient, and equitable local economy. One new program in particular, NB100!, brings trusted partners to the table in a way that has not yet been done and we want to highlight the seven resource partners that will make it happen. We are reminded of the importance of being resilient, adaptable, and maintaining trusted partnerships.

## 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

New Bedford SourceLink resource partners

Immigrants' Assistance Center

Love the Ave!

One SouthCoast Chamber

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

Southeastern Economic Development  
Corporation

Southeastern Regional Planning and Economic  
Development District

## KEY EDUCATIONAL PARTNERS

University of Massachusetts Dartmouth

- Charlton College of Business
- College of Visual and Performing Arts
- School of Law

Bristol Community College

- National Offshore Wind Institute

- Business Solutions and Partnerships

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

# NB100!

## Jumpstarting Recovery by Supporting Risk-Takers

The launch of NB100! as part of the New Bedford SourceLink platform will be a game-changing driver in our efforts to promote entrepreneurship, grow local wealth, encourage creativity, and revitalize small business spirit within the city. As we learned during the pandemic, the way business is done has dramatically changed, but the spirit of our local entrepreneurs has not dimmed.

Through NB100!, untapped entrepreneurs and new business start-ups will get the support they need to get started in New Bedford. We wish to achieve an outcome where we serve entrepreneurs through our seven resource partners who will provide coordinated outreach and technical assistance to prepare, make aware, and put entrepreneurs in direct contact to avenues for funding that advances their next stage of development.

These partners include; EforAll South Coast, Groundwork, Co-Creative Center, New Bedford Ocean Cluster, University of Massachusetts Dartmouth, Bristol Community College, and Junior Achievement of Southern Massachusetts.



"The beautiful thing about the platform of NB100! is that each of our New Bedford SourceLink partners have something different to offer a large variety of entrepreneurs. Junior Achievement's programs tap into the limitless potential of young entrepreneurs across our city who are excited to build and grow their businesses and futures in New Bedford."

JEFFREY PELLETIER, PRESIDENT OF JUNIOR ACHIEVEMENT OF SOUTHERN MASSACHUSETTS



Statement of Financial Position | JUNE 30, 2022

**ASSETS**

Unrestricted cash . . . . .	\$1,756,922
Restricted cash . . . . .	2,082,621
Grants and other receivables, prepaid . . . . .	359,329
Loan and interest receivable, net of allowance . . . . .	2,056,607
Equipment, furniture and other assets . . . . .	16,333
<b>Total Assets . . . . .</b>	<b>\$6,271,811</b>

**LIABILITIES AND NET ASSETS**

**LIABILITIES**

Accounts payable . . . . .	\$632,911
Accrued liabilities, deferred revenue . . . . .	66,214
Term notes payable . . . . .	598,596
<b>Total liabilities . . . . .</b>	<b>\$1,297,721</b>

**NET ASSETS**

Unrestricted . . . . .	1,852,652
Permanently and temporarily restricted . . . . .	3,121,439
<b>Total Net Assets . . . . .</b>	<b>\$4,974,091</b>

<b>Total Liabilities and Net Assets . . . . .</b>	<b>\$6,271,811</b>
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*unaudited*

## Statement of Activities | FOR THE YEAR ENDED JUNE 30, 2022

### REVENUE AND SUPPORT

Grants - Federal sources . . . . .	\$2,009,694
Grant - ACT . . . . .	367,146
Grant - MassDevelopment . . . . .	39,263
Grant - Mass Growth Capital . . . . .	90,000
Grant - Bristol County Savings Bank - programs . . . . .	50,000
Grant - Bristol County Savings Bank - sponsoring . . . . .	25,000
Grant - Santander . . . . .	10,000
Sponsoring Southcoast Partners . . . . .	18,500
Loan interest and fees . . . . .	141,072
Management fees, other earned income . . . . .	140,307
	<b>\$2,890,982</b>


### EXPENSES

Direct grant expenditures, donations . . . . .	\$779,768
Salaries, taxes . . . . .	608,192
Bad debt provision . . . . .	292,500
Employee insurance, retirement . . . . .	88,933
Insurance liability . . . . .	14,973
Consultants . . . . .	35,161
Communications, marketing, supplies . . . . .	72,623
Quest, rent . . . . .	23,819
Meetings, development . . . . .	16,952
Legal, professional, lending . . . . .	39,575
Interest, contributions . . . . .	31,376
Depreciation . . . . .	5,245
	<b>\$2,009,117</b>

**Change in Net Assets . . . . . \$881,865**

*\$825,000 restricted EDA RLF funding  
unaudited*

## Assisting Existing & Small Business



"The SBA is excited to work alongside the NBEDC on removing barriers that underrepresented and underserved entrepreneurs in the region face with accessing resources to recover, grow, and start businesses. Our goal is to empower key community-based organizations to reinvigorate the local small business community with critical resources and assistance."

SBA MASSACHUSETTS DISTRICT DIRECTOR ROBERT NELSON



The NBEDC mission is anchored by our work to help strengthen small and family-owned New Bedford businesses of all sizes and in every stage of their own development. In FY22, we continued to work with businesses in neighborhoods throughout the city, as the stubborn effects of the COVID-19 pandemic required continued assistance to mitigate economic losses while we launched new programs at the end of the year focused on the future. New Bedford's business leaders have proven resilient, and we will be at their side as they look toward a full recovery and new growth opportunities.

### Newly Launched NB100! and NBForward! Business Support Programs

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.

#### NBForward!

This program offers at least 100 grants of up to \$20,000 in conjunction with matching loan financing from other, non-ARPA sources, and with payments deferred for three months – along with technical assistance including business planning, resource guidance, and best practices.

This program provides resources for businesses to get through the challenges of the next phase of our pandemic recovery, while looking toward investing in and preparing for greater future success.

#### NB100!

This new program aims to promote entrepreneurship, grow local wealth, and strengthen community bonds by helping 100 new businesses get off the ground while having positive impacts on New Bedford's neighborhoods. NB100! will be specifically tailored to the spirit of innovation and creativity which characterizes entrepreneurship in New Bedford. Indeed, a critical part of NB100! is activating the network of partners who have founded New Bedford SourceLink in order to create connections which will set businesses up for greater success in both the near and long-term. Through NB100!, one hundred eligible businesses may receive grants up to a maximum of \$10,000 – but engagement and support will continue long after grant awards are made.



*New Bedford SourceLink was developed as a supportive platform to connect maritime, arts+culture, and main street entrepreneurs to a network of local, regional, and national resource partners to foster innovation, growth, and prosperity. New Bedford SourceLink partners are all trusted, culturally knowledgeable local individuals, organizations and businesses.*

*New Bedford businesses can now apply to participate in the NBForward! and NB100! programs. For a full rundown of eligibility, application requirements, and benefits, visit [nbedc.org/grant-loan-programs/](https://nbedc.org/grant-loan-programs/).*

COVID-19 Aid for Small Businesses

Two years ago, 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 offered grant financing through the NBEDC COVID-19 Business Assistance program. The program offered 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.

In FY22, the NBEDC funded 18 grants to small businesses for \$180,000. Over the past two years, a total of 45 businesses received grant funding in the amount of \$440,000. Funding for this vital program was provided by COVID-19 Community Development Block Grant Program and Office of Attorney General Maura Healey. In FY22, the program ended pending the City’s receiving new ARPA funding.

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 businesses and new development in all neighborhoods of New Bedford. During the past year, 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.

**FY22 COVID-19 GRANT RECIPIENTS**

Auto Pro Detailing  
Chago Luna d/b/a KJ Designs  
Duende Glass  
F. Rahaman Corp.  
Freedom Restoration  
Glassman Automotive  
INI Screen Printing  
Kaisan Trucking  
Auto Pro Detailing  
Owl Eye

P & D Auto Repair  
Raquel’s Hair Salon  
Romina’s Hair Salon  
Spicy Lime  
Station 7 Motors  
Styled to the T  
The Polished Look  
Tia Maria’s Cafe  
Unplugged Float Center

- The Lending Program helped small businesses create and retain 13 jobs in FY22.
- At the close of FY22, the Lending Program portfolio consisted of 78 loans totaling \$2,660,121.
- To further professional development and keep current with ever-changing regulations, NBEDC lending team members participated in multiple SBA webinars and the Mass Growth Capital Corp. Annual Meeting. All were 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 FY22**

FUND SOURCE	LOANS BY SOURCE	LOAN AMOUNT
SBA MICRO	4	\$40,000
EDA – CARES	26	\$993,000
<b>TOTALS</b>	<b>30</b>	<b>\$1,033,000</b>
INVESTMENT LEVERAGED		<b>\$27,000</b>

### FY22 LENDING CLIENTS

Auto Pro Detailing  
Abstrakt Music  
Raquel's Beauty Salon  
Chago Luna d/b/a KJ Designs  
Romina's Hair Salon  
Kaisan Trucking  
Unplugged Float Center  
Synsere Kuts  
INI Screen Printing

Styled to the T  
Union Flats  
Freedom Restoration  
Tia Maria's Café  
Glassman Automotive  
P & D Auto Repair  
Spicy Lime  
The Polished Look  
Duende Glass

Owl Eye  
3 C's Bar & Grille  
Jason Vangel, Electrician  
Vangel HVAC & Electric  
Cut Above Landscaper's  
The Green Thumb  
No Problemo  
Station 7 Motors

### Business Assistance and District Development Programs

In FY22, 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 efforts shifted from virtual to in-person over the year. 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 65 existing businesses and/or start-ups with site selection, permitting, lending, or business planning.
- Despite the continued pandemic challenges early in the year, we managed to hold all of our planned six workshops in FY22 through a virtual format. We had 185 attendees among all of the sessions—again surpassing our previous record! 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 Downtown Squad continued quarterly meetings facilitated by the NBEDC. Partners met regularly to advance projects and programming with new place-based projects, such as the festive lighting of Purchase Street, topping the list.





## LOVE THE AVE INITIATIVE

- The Love the Ave project became one of MassDevelopment's next Transformative Development Districts, our second such designation. Upon announcement of the news, Love The Ave team members immediately began working within the TDI cohort framework.
- The NBEDC invested \$32,000 on the Avenue for arts and culture projects and 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.
- The Love the Ave collaboration surrounding Acushnet Avenue in North End New Bedford continued to enjoy broad support and deepening engagement between members and with the community at large. The NBEDC continued to facilitate the group's quarterly meetings.

## Tax Increment Financing Program

Since the inception of the Tax Increment Financing Program in New Bedford in 1996, a total of 119 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 FY22, 12 such agreements remained active and compliant with the program's reporting requirements. These projects have added more than \$81 million in new private sector investment, have created more than 462 new jobs, and have ensured that more than 826 jobs have been retained in New Bedford.
- While several companies seeking expansion had inquired about the program, one project for Island Creek Oysters was submitted to participate in the program this past year, with final approval expected in FY23. This project represents nearly \$1 million in new investment and would create as many as 10 new jobs.

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"I can't tell you how proud I am and how grateful I am to have this level of partnership and engagement, especially coming out of a pandemic."

LT. GOVERNOR KARYN POLITO AT THE ANNOUNCEMENT FOR THE DESIGNATION OF THE AVENUE AS A TDI DISTRICT

## 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.

- As we all began to move back to the office in early FY22, the incubator spaces at Quest Center were brimming with activity and at full functional capacity with 83 entrepreneurs that are associated with Groundwork and 38 public sector employees from various agencies.
- 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.
- FY22 activity generated \$23,400 in income to the City, and the construction was completed for the MassDevelopment funded build-out of the expansion of the Groundwork program in unfinished space in the rear of the second floor. The work was largely accomplished by the talented City craftsmen of the Department of Facilities and Fleet management with assistance from local suppliers and contractors. At the close of FY22, this new space was already at near capacity.
- The NBEDC and City began exploring opportunities for the re-use of the vacant areas of the third floor in FY22, as the building's close location to the waterfront, downtown, and South Coast Rail proved to be attractive assets sought by private sector interests.





## Business & Real Estate Development



“This project is the next significant investment we’re making in downtown New Bedford. From our Fairfield Inn & Suites and Waypoint Event Center, we have a clear view of the vacant Beckman buildings and can see their potential as contributors to New Bedford’s resurgence. We believe in the city, and it’s exciting to be a part of its revitalization.”

SEAN LAFRANCE, CORPORATE DIRECTOR OF FACILITIES FOR LAFRANCE HOSPITALITY



The NBEDC has never had more private sector interest in New Bedford—from real estate development, to expanding businesses, and entrepreneurs alike. In FY22 our pipeline of 84 business and real estate development projects is now stronger than ever. In total, this pipeline represents more than \$402 million in development value, as many as 3,111 jobs being created or retained, and as many as 684 new residential units to be constructed. While many of these projects have had to deal with supply-chain delays or early inflationary pressures, they continued nonetheless throughout the city.

### Industry and Developer Recruitment

In FY22, we had 41 active pipeline projects in the recruitment and pre-development phase, with a total investment value of \$128 million, an estimated 2,439 new jobs, and 467 new housing units. This recruitment pipeline represents a wide variety of project type, investment value, and location.

Notable examples of our efforts to bring in future development include:

- The redevelopment of New Bedford State Pier in partnership with MassDevelopment and the City led to the release of an RFP for comprehensive redevelopment in the spring. Several proposals were submitted to MassDevelopment and an award is expected in FY23.
- The Quest Center & Armory District as a key area within a new TOD district, specifically the redevelopment of the Glaser Glass site by New Bedford Research and Robotics who entered into a P&S for the site. The NBEDC has and continues to assist NBRR in their pre-development work.

### Start-up Cultivation and Assistance

This past fiscal year, we have been working with 14 new business ventures ready to bring ideas to reality in New Bedford. With a combined investment value of \$300,000, these start-ups will also bring more than 39 new jobs into the city. We expect the launch of the NB100! program to drive this growth to all-time highs in the year ahead.

### Existing Business Expansion Support

In FY22, we continued to see that much of our potential new growth is 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 just over \$114 million. These projects would create more than 633 new jobs and add as many as 217 new housing units.

A few illustrative examples include:

- Eighteen & Union is a redevelopment project on the lower block of Union Street facing Route 18. This \$10 million investment by LaFrance Hospitality began construction in FY22 and will rehabilitate three historic structures and create 28 units of new housing and two commercial spaces.
- Shoreline Marine's redevelopment of the former Revere Copper site would create a 13- acre marine industrial complex on a long-vacant and blighted waterfront site. The NBEDC has worked closely with the Quinn family in permitting, incentives for investment, and critical grant support.



## New Bedford Ocean Cluster

"The entire NBOC Board is excited to have Jen lead our team. To be successful we need to bring a lot of people together, discover common objectives, work out our differences and move forward with a goal of increasing economic opportunities for all. Jen can help us do that."

JOHN BULLARD, PRESIDENT OF THE NBOC BOARD OF DIRECTORS

The New Bedford Ocean Cluster's 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. The NBOC seeks to leverage and enhance the City and Port of New Bedford's existing maritime strengths, while advancing innovative programs, start-ups, and technology partnerships. This past year the NBOC recruited its first executive director, began implementing robust business-to-business events, and hosted several foreign delegations to the port, underscoring our position as the epicenter of offshore wind in America.

### **Act Local Program Aims to Strengthen Local Offshore Wind Supply Chain**

In late 2021, the NBOC announced the launch of the Act Local program in partnership with Vineyard Wind. The program is designed to maximize the positive economic impacts of the growing offshore wind industry in greater New Bedford by connecting Original Equipment Manufacturers (OEMs) and Tier 1 companies with local businesses interested and able to participate in the offshore wind industry supply chain. "Meet the Buyer" events and Community Outreach Forums further disseminate this information and educate the local business community about opportunities in the OSW industry.

### **Foreign Delegations Visit New Bedford to Explore Partnerships in Offshore Wind**

To develop further economic growth and address gaps in the local supply chain, the NBOC works to attract businesses and foreign direct investment to New Bedford. Serving as a one-stop-shop and first point of contact, the NBOC is providing information and support to both domestic and international companies interested in expanding their business to New Bedford.

In FY22, The NBOC hosted a delegation of Belgian companies to explore opportunities for investment in the region's growing offshore wind market. The Belgian delegation was the third foreign trade mission to visit New Bedford this year with an interest in forging relationships with local stakeholders and learning about the City's marketplace assets and advantages in offshore wind. The NBOC also visited the UK as part of the Northern Powerhouse Trade Mission organized by the Department of International Trade. The trip provided an opportunity to tour several locations in the North of England, key to the UK's thriving offshore wind industry, and deepen business relationships.

### **MOU Signals Future Collaboration**

In front of Gov. Charlie Baker, Her Royal Highness Princess Astrid of Belgium, and Flanders Minister-President Jan Jambon, the NBOC signed a Memorandum of Understanding with the Belgium Blue Cluster to formally express both parties' intent to explore collaboration, and foster innovation and international trade. The signing was part of an event at the Greentown Labs in Somerville to celebrate leadership in offshore wind development in Massachusetts.

The Belgian Blue Cluster is a non-profit organization created in 2017 by private companies with the aim of developing and valorizing innovative and sustainable economic activities related to seas and oceans. The Blue Cluster has 192 industrial members and 17 publicly funded partners.

### **Jennifer Downing Named NBOC Executive Director**

Jennifer Downing was hired early in 2022 to lead the NBOC as its first executive director. She brings over 20 years of non-profit experience in the areas of local economic development, environmental sustainability, and leadership development to the NBOC. A thread running through her career has been a deep interest in advancing collaborative network approaches locally to strengthen and revitalize our community.



## New Bedford Business Park

“The opening of our new manufacturing facility in the New Bedford Business Park is a significant milestone for Tonix and we are excited to be part of the growing biotech industry in the South Coast region of Massachusetts.”

DR. SETH LEDERMAN, CO-FOUNDER AND CEO OF TONIX PHARMACEUTICALS



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 37 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.

Even while supply chain issues affected all sectors of manufacturing, FY22 was an active year in the New Bedford Business Park. Park sites for expansion were in planning and construction as day-to-day activity throughout the park continued along its usual bustling pace. Highlights for the past year included:

- During FY22, we celebrated the groundbreaking and ribbon cutting of the state-of-the-art Tonix Pharmaceuticals facility. The 45,000 sq. ft. clinical scale manufacturing facility is now 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. At full capacity, the facility will employ up to 70 researchers, scientists, manufacturing and technical support staff.
- The Foundation finalized the sale of its last parcel to D.F. Pray. Known as Lot 11, this 14-acre parcel abuts the freight rail line and can support 100,000 square feet of new office or light manufacturing development. Conceptual planning and marketing of the site for new users was underway in partnership with D.F. Pray and clearing the land began at the close of FY22.

- The City put a RFP out for its small parcel on Duchaine Boulevard for redevelopment. The Foundation and NBEDC worked in partnership to develop test-fit development concepts and market the RFP to the private sector. A determination on development proposals received will be made in FY23.
- Consistent with its mission, the Foundation partnered with the NBEDC to continue a comprehensive approach to city-wide business recruitment with Buxton, a national analytics firm specialized in developing mobility and detailed demographic profiles tied to mapping. The tools are 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.

**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 photograph of a man with dark hair and glasses, wearing a light blue button-down shirt. He is shown in profile, playing a violin and singing into a microphone. His mouth is wide open in a shout or song. The background is a red brick wall. A green rectangular overlay is in the top left corner.

## Arts and Culture

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“The recipients in this round of the ‘Art is Everywhere’ Grant Program showcase the breadth of what New Bedford’s creative community has to offer. These projects have the power to catalyze the local arts-based creative economy in a way that creates deep impact in the community.”

MIKE KENNEALY, SECRETARY OF HOUSING AND ECONOMIC DEVELOPMENT

PHOTO: DAVE PRENTISS



We hold the fundamental belief that creativity can shape society for the better. Over the past year the strength of New Bedford's arts and culture community continued to offer imaginative and impactful 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 in all forms. Below are highlights from FY22 that illustrate this belief.


## The Arts + Culture Plan

The 24-member volunteer leaders of the New Bedford Creative Consortium oversee the execution of the City's first-ever arts and culture strategic plan, New Bedford Creative: Our Art, Our Culture, Our Future. FY22, the third year of the approximate 10-year plan, included dozens of projects, and three that we would like to highlight:

- Facilitating the final year of being the pilot city for MassDevelopment's TDI Creative Cities to support arts-based economic development, enrich urban life, and expedite the strategies in New Bedford's arts and culture plan.
- Implementing the fourth round of the city's creative placemaking and placekeeping grant program Wicked Cool Places, which aims to make or keep a place where things are happening and people want to be that involve and impact residents, visitors and/or businesses in New Bedford's neighborhoods.
- Launching the first-ever place-based pilot of Creating Connection, a national initiative to make creative expression a recognized, valued, and expected part of everyday life.

## TDI Creative Cities

Funded by MassDevelopment and the Barr Foundation, highlights of the final year of TDI Creative Cities included:

- The city's first-ever citywide arts festival 20mi2,  a call to co-create, activate, and celebrate all twenty square miles of New Bedford, with a focus on creative entrepreneurship.
- Launching the professional training and development series Peer-to-Peer Sessions, which focused on grant finding, grant writing, marketing, and promotion.

- The third round of the grant program Art Is Everywhere, whereby projects 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 \$70,000 in seven projects city-wide, including:
  - » Dil ba Dil Rah Dhara, under the direction of the SouthCoast Afghan Support Network, is a women's art project based on an Afghan proverb that means, "From one heart to another, there is a way," to support families from Afghanistan now living in New Bedford.
  - » Ease Into Summer, Bilingual Kids Yoga, with Tahais Real-Martins and her Yoga Es Vida, is a bilingual Spanish yoga series for kids ages 6-9 that promotes mindfulness, gratitude, love and kindness.
  - » Frederick Douglass Memorial in Abolition Row Park will soon feature a statue of a young Frederick Douglass, who's first home in freedom was here in New Bedford, organized by the New Bedford Historical Society, in partnership with the city.
  - » Kids Open Art Week, a free art education and mentorship series geared to low-income BIPOC youth ages 4 and up, led by David Andrews and the Communal Space.
  - » La Soul Renaissance's 20th Anniversary will capture, inspire and share the cultural heritage of the Cape Verdean, African and Indigenous communities through curated arts programming at the Verdean Veterans Memorial Hall.
  - » Safe Station: New Bedford's Underground Railroad, a temporary public art exhibition by DATMA's 2022 SHELTER that tells the story of New Bedford's unique historical involvement in the abolition movement through the lens of local artists.
  - » Showcasing Local Creatives and Local Food, presented by Coastal Foodshed to introduce local artists, chefs and musicians to the New Bedford farmers markets each week.



## Wicked Cool Places

This year also brought about the completion of the fourth round of the creative placemaking and placekeeping grant program Wicked Cool Places. These projects were funded by the City of New Bedford's Arts, Culture and Tourism Fund, with additional support from Bristol County Savings Bank, Mass Cultural Council, and MassDevelopment. After receiving 35 applications, we invested \$70,000 in 16 projects city-wide. The complete list is on New Bedford Creative's website, and here are a few highlights:

- AHA! Pride Block Party organized by the Queer Arts Council of New Bedford at Custom House Square and the historical 54th Regiment Plaza.
- Junta Mon: Together in Music, the New Bedford Symphony Orchestra and Cape Verdean Association in New Bedford's free, outdoor music event at Island Park on Acushnet Ave.
- BuyBlack NB's second Juneteenth Vendor Market to support Black-owned businesses and celebrate Black Independence Day.
- The Little Melodies Project to build resilience in children from birth to preschool through music therapy and yoga by Rosemary Williams of Mindful Melodies.
- Patio de Comida, the Community Economic Development Center's weekly summer series featuring foods and artists from Guatemala, El Salvador, Dominican Republic, Mexico, and more at Riverside Park.
- The fifth year of Reggae On West Beach, New Bedford's inclusive, multigenerational, and family-friendly summer series at West Beach Pavilion.

## Creating Connection

New Bedford Creative was selected as the lead partner on a year-long training and grant program supported by the Barr Foundation. Creating Connection, a national initiative directed by Minneapolis-based Arts Midwest, draws on data-driven strategies to expand audiences and support for the arts by helping organizations deepen relevance and learn new messaging strategies.

Since January, eight New Bedford nonprofit organizations have been learning how to connect their messages and programs to existing community values. Those organizations include 3rd Eye Youth Empowerment, BuyBlackNB, Cape Verdean Association in New Bedford, the Co-Creative Center, Massachusetts Design Art & Technology Institute (DATMA), New Bedford Art Museum/Artworks!, New Bedford Historical Society, and New Bedford Symphony Orchestra.



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“Our investment in bringing Creating Connection to New Bedford recognizes the momentum and great work of the creative community underway. New Bedford arts organizations and artists have demonstrated an incredible ability to move the hearts and minds of their community. As the city reimagines itself in the wake of the pandemic and racial justice reckoning, there is a great opportunity for the arts to bring people together to connect across differences, to inspire, and to foster a sense of belonging.”

SUEELLEN KROLL, SENIOR PROGRAM OFFICER AT THE BARR FOUNDATION

## Activities of the Seaport Cultural District

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



In FY22, the activities of the district included:

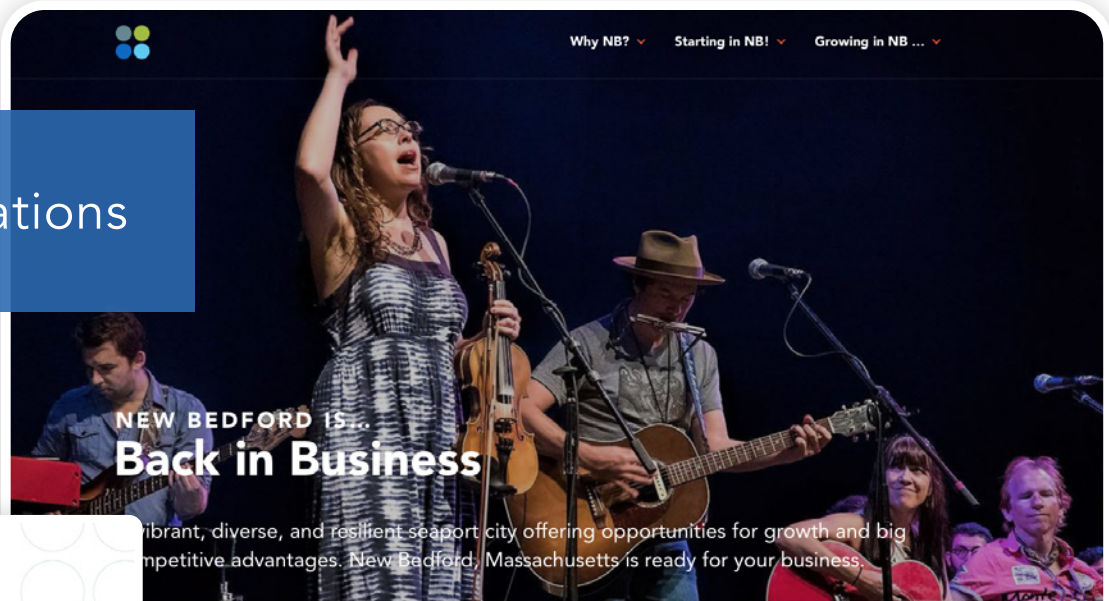
- Seaport Art Walk, the district's annual temporary public art installation, partnered with DATMA's SHELTER 2022 to present five new artworks along the waterfront with the theme "Open Spaces."
- Maintained a strong 160+ partnership with four successful partner meetings in collaboration with the New Bedford Whaling National Historical Park and AHA!
- Press for the partnership organizations included features in Art New England, Artscope Magazine, The Arts Fuse, The Boston Globe, Boston Magazine, Boston Public Radio, Commonwealth Magazine, The National Review, The New York Times, The Public's Radio, SouthCoast Today, The South Coast Insider, The South Coast Almanac, The Wall Street Journal, WGBH Radio and TV, and many more.



### Leveraging City Resources

During FY22, the \$107,600 from the City's Arts, Culture, and Tourism fund leveraged an additional total amount of \$1,173,816 from Arts Midwest, Barr Foundation, Bristol County Savings Bank, MassDevelopment/TDI, Mass Cultural Council, New Bedford Local Cultural Council, New England Foundation for the Arts, SouthCoast Community Foundation, Southeastern Massachusetts Visitors Bureau, and grantees of Wicked Cool Places and Art is Everywhere!

# Communications



## NEW BEDFORD IS... Back in Business

Vibrant, diverse, and resilient seaport city offering opportunities for growth and big competitive advantages. New Bedford, Massachusetts is ready for your business.

### Why NB?

What sets us apart.

### Starting in NB!

Create your blueprint for success.

### Growing in NB...

Build a strategy for what's next.

## NEW BEDFORD IS... Back in Business!



### Creating a Business Plan for Webinar This Week

Good afternoon Friends,

We hope you're well and enjoyed the Superbowl weekend. We're reaching out to let you know that our friends at the Development Center (MSBDC) will be hosting an informal successful business plan this Thursday at 3:00 PM.

Join Cliff Robbins, Senior Business Advisor, for the session and how to go about developing one.

This workshop will help you answer these questions and more:

- Why do I need to write a business plan?
- Is there a market for my product and service?
- Is there room in the competitive environment for my

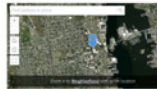
For more information about the webinar and to register, go to:

Be well,

Derek



### Arts + Culture eNews for August



WHALE, in partnership with Trust for Public Land, is developing a Greenprint of New Bedford, and they need your input!

WHALE's Greenprinting project will result in a Cultural Conservation Index (CCI) of noteworthy cultural assets such as historic buildings and park/open space development opportunities.

To nominate a location, please click on this link [NB Nomination Survey](#), as well as their website link [WHALE](#).



### 2022 Seaport Art Walk Officially Opens!

The 2022 Seaport Art Walk officially opened on July's AHA! Night with a walking tour featuring the artists. Be sure to check out each installation along the seaport. Artists include: Jessica Bregoli & Jessica England, Jacob Gingo, Keith Francis, Erin Meade, and Collin Wietzel.

Thank you all for the hard work from each artist, our partners and all the attendees that night. The exhibit will be on view from July through October. To learn more about each installation visit our website and social media. Read about Seaport Art Walk from [SouthCoast Today](#), [WBSTN](#) and more... (Photos by Josh Bourke)

**New Bedford Cultural Council needs your input!** The NBCC uses information from this annual Community Input Survey to ensure the funding decisions meet the needs and priorities of the citizens of New Bedford. Thank you for participating! [Click here to fill out the survey.](#)

CITY OF NEW BEDFORD

## NB100!

### Small Business Technical Assistance & Grant Program

This is a new program offered by the City of New Bedford to help small businesses, entrepreneurs, grow local wealth and create jobs. Through this program, small businesses have the opportunity to apply for a \$10,000 grant. Completing technical assistance of our partners.

To apply, visit [www.nbedc.com](http://www.nbedc.com). For questions, email [NB100@nbedc.com](mailto:NB100@nbedc.com)

For those looking to participate in the NB100 program, specific technical assistance is available for small businesses. Contact the City of New Bedford's Small Business Technical Assistance Program at [NB100@nbedc.com](mailto:NB100@nbedc.com).

CITY OF NEW BEDFORD

## NBForward!

### Existing Business Technical Assistance & Grant Program

This is a new small business assistance program that provides resources for existing businesses to get through the challenges of the next phase of our pandemic recovery, while looking toward investing in, and preparing for, greater future success. We will be offering grants of up to \$20,000 in conjunction with matching financing and other technical assistance (business planning, marketing, etc.).



### New Bedford Advanced Manufacturing Campus

#### Transformative Development Opportunity



Situated on Hathaway Road in New Bedford with direct access to I-195 and Route 1A0, this sought-after site is a unique development opportunity that will serve as a catalyst for expansive job creation and economic revitalization.

- 100 acres
- Frontage on I-195, with direct access to the State Route 1A0 interchange
- Abuts active rail line
- Within one mile of the New Bedford Regional Airport
- Infrastructure capacity to support the development
- Adjacent 18-hole municipal golf course site

#### The Concept



The City seeks proposals from developers who will use the Property for advanced manufacturing and serve as a catalyst for job creation, economic revitalization, and investment in the City. The site is suitable for one million square feet of new development. The above text fit is just one example of a potential master plan layout, and more information on zoning details are found in the RFP.

RFP AVAILABLE AT:  
INSERT WEB ADDRESS HERE

#### Contact

Ramon Silva  
Senior Director  
Real Estate Development | Financial Development

Jessica Trombly  
Director  
Business Development | Economic Development





The NBEDC must tell a continuous compelling set of stories that highlight New Bedford as the centerpiece of our business recruitment strategy. Additionally, the pandemic brought with it a new responsibility to disseminate timely and accurate information from trusted sources directly to all New Bedford businesses. This past year we continued to lead as a trusted resource in the community and our tools and objectives were strengthened and refined to provide consistent, reliable, and quality content to our audiences—those looking to our city for the first time, and those who have had businesses here for generations.

### **Social Media and E-Communications: Tools to Inform, Engage and Educate**

During the past year, we made the decision to invest more in our already robust communications program. Specifically, by bringing our diverse social media platforms to the next level and thus meet followers, supporters, partners and clients where they consume the vast majority of their news. These tools 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.

Since we launched the project in late January, we've seen a vast increase in engagement across our social media platforms, from Facebook to Twitter to LinkedIn to Instagram, and including New Bedford SourceLink, establishing NBEDC as a critical communications conduit and trusted partner. Highlights of these impacts are as follows:

- Facebook NBEDC postings showed a 150% increase in post reach, a 43% increase in post engagement, and a 500% increase in new page likes. Since January, NBEDC posts have increased their reach by 781.6%.
- On LinkedIn, we have successfully fully activated the page preferred by professionals, seeing growth rise to 16,157 impressions since January with an engagement rate of 8%, well above the 3% platform average.
- Tweets on Twitter have earned 5,200 impressions since January, breaking down to an average of 78 impressions per day.

In addition to our expanded work in social media, our targeted e-blasts and quarterly newsletters highlighted opportunities and events throughout the year as we continued to share COVID-19 relief information from trusted federal and state sources.

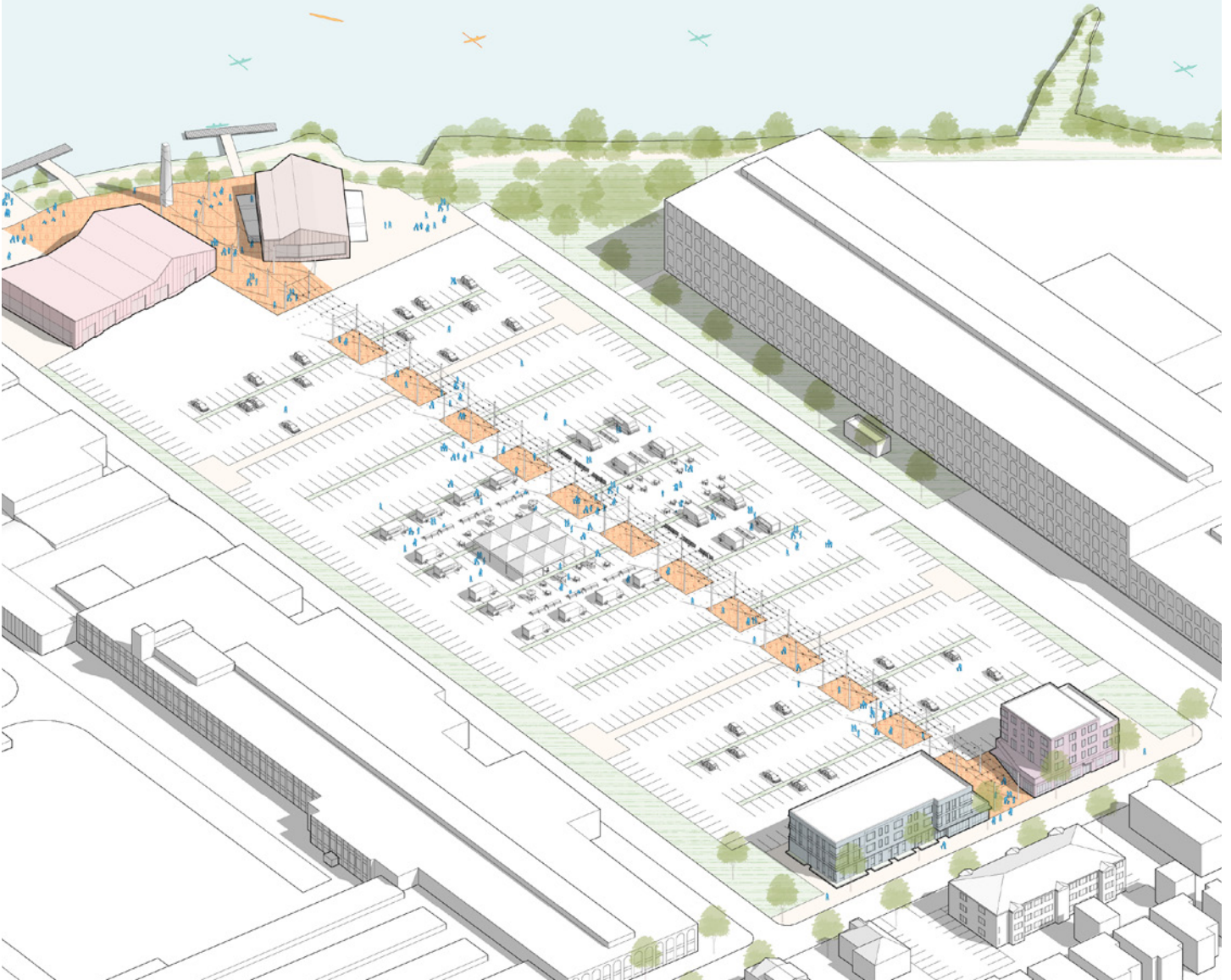
### **The Importance of Council Engagement**

Our Council membership grows as new leaders emerge in the community, and new businesses locate and expand in the city. With such continued uncertainty, we need a strong Council more than ever.

At the close of FY22, we exceeded 400 engaged and well-informed members crossing all sectors and 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/about](https://nbedc.org/about). Please contact us if you are interested in becoming a Council Member.



# Economic Development Planning & Policy



Impactful and sustainable results in growing a local economy cannot be left to chance. While nothing will ever replace hard work, forward-looking, data-driven, and community-based planning and policy work are essential. This combination continues to be the cornerstone of the NBEDC economic development agenda. In FY22, we continued to focus our planning and policy efforts on a new advanced manufacturing campus in the city, the future of commuter rail, and advancing the pandemic recovery and growth policies advocated by the Regeneration Project Committee while new upper harbor planning took steps for future growth at key sites.

## The Advanced Manufacturing Campus at the Golf Course



With all state and local approvals in hand, in the spring the City of New Bedford released the Request for Proposals (RFP) for a new 100-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.

Proposals are expected to be received and reviewed in the fall of 2022.

## Upper Harbor Site Redevelopment Planning

As a result of planning work undertaken in FY22, two city-owned properties, long associated with the New Bedford Harbor Superfund Site, could soon be the key anchors of the Upper Harbor River Walk project. The former AVX site at 740 Belleville Avenue was the source of much of the harbor contamination but is more than halfway through a remediation process that will enable City to reuse the 10-acre site. EPA, which has been the City's tenant at the Sawyer Street facility near Market Basket, is nearing the end of its decade's long cleanup of the harbor and is slated to turn the site back over to the City by 2025.

With funding from New Bedford's settlement with AVX, the City has worked with the architecture and planning firm Utile to develop potential reuse concepts for both sites that will enhance the River

Walk project with added public access that will complement each neighborhood. The NBEDC has had a seat at the table throughout this early planning process to provide input into current private sector market demand. This project has been expertly led by the City's office of Resilience and Environmental Stewardship. Public input and feedback to these early-stage concepts will be underway in FY23.

## 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 FY22, the TOD district zoning efforts of both areas were begun as construction activities in the Church Street area also continued. Planning for the new pedestrian bridge over Route 18 also was in full swing as a signature element serving as a gateway to the downtown. Commuter rail service to Boston is scheduled to begin in 2023.



RESEARCH | ENGAGEMENT | POLICY

## The Regeneration Project

The Regeneration Project Committee is an independent policy formation and advocacy committee of the NBEDC. Throughout FY22, the committee took measurable strides to implement the concepts developed in its 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 FY22, the Committee met ten times and directly supported downtown housing development, more efficient local permitting, and a comprehensive and community-based approach to the utilization of municipal ARPA funding. Topics of committee discussion included education policy and reform, as well as the need for new housing units for all levels of demand in all areas of the city.

**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.**

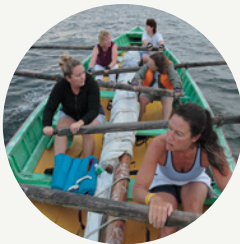
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“Our full 2018 report, *Realizing the Potential*, outlines four “big ideas” to drive local, sustainable, and equitable economic growth in New Bedford. A specific action for our advocacy is the pursuit of smaller-scaled housing developments with a focus on key downtown infill parcels to bolster the market and attract new residents interested in an urban lifestyle. This project proposed by the Alinea Capital Partners—the first downtown housing project of scale in 36 years—does just that. Advancing this project, as a means to help us emerge with a downtown that is stronger in a post-COVID-19 pandemic world, cannot be overstated.”

REGENERATION PROJECT COMMITTEE, NOVEMBER 9, 2021  
IN SUPPORT OF INFILL DEVELOPMENT AT 278 UNION STREET

# Sponsoring Corporate Partners

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

## LEADING PARTNER



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## CORPORATE PARTNERS



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## SUPPORTING PARTNERS







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



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