

MEDC
MARLBOROUGH
ECONOMIC DEVELOPMENT
CORPORATION

ANNUAL REPORT

2023



MESSAGE TO THE BOARD

Dear Board Members:

As we reflect on the success of the last year, I would like to thank you for your continued support of the organization. The dedication and input from our business community, coupled with a hard-working team, allows MEDC to continue being a premier economic development engine in the Commonwealth.

In December, the City Council and Mayor announced that Marlborough's tax rate would be going down for both residential and commercial taxpayers. That is largely attributed to the work done at the MEDC, both in the office and within our Board. Our mission is to help stabilize the residential tax base - and by bringing in companies such as Moderna and Sartorius, we are accomplishing that goal. We continue to do outreach to commercial brokers, hosting our 7th Annual Brokers Appreciation Reception this past year, as well as outreach to companies nationwide to ensure Marlborough is on their radar when making site location decisions.

In November, we came together to celebrate the groundbreaking at Alta-Marlborough. This project is a testament to Marlborough's ability to be innovative and focus on the long-term goals. I would like to thank Mayor Vigeant and the City Council for their support in the Lincoln/Mechanic endeavor and for enabling MEDC to take on bold projects such as this. When we work together, the results are unmatched.

As we look to the future, your input and feedback is encouraged. We will continue to provide opportunities for all of you to engage in showcasing Marlborough as your participation helps drive everything we do at the MEDC. We look forward to working with our new Mayor, J. Christian Dumais, the City Council and all of the City Departments to continue driving economic development success in Marlborough.

Andrea Pion, Board Chair



A MOMENT OF REFLECTION

BY MEREDITH HARRIS, EXECUTIVE DIRECTOR

This past year was filled with exciting business news, company investments, and community engagement here at the MEDC.

We started the year by working with Moderna to negotiate a TIF at 149 Hayes Memorial Drive, leading to a \$350M investment, 200 jobs and an additional 60K square feet of new commercial real estate. We then ended the year by working with Sartorius to help support the creation of 120 jobs, filling 60K square feet of existing space and a \$100M investment into 200 Donald Lynch Boulevard. We are excited to continue attracting well known, top-tier companies such as Moderna and Sartorius to our existing ecosystem and believe they will continue to invest in our community for years to come.



The MEDC continued to support small business and the hospitality industry by providing grants totaling \$89,200 to six existing small businesses for improvements and/or expansions, and by hosting 159 hotel and restaurant employees for ServeSafe / TIPS / CPR training courses, free of charge to them and the businesses. We hosted the 2nd Annual Restaurant Week, doubling participation from last year, completed our 40th episode of our monthly podcast, expanded our digital footprint by almost doubling the number of video views on our social media platforms, hosted the 4th Annual Food Truck and Arts Festival and launched the Pop-Up Shops in downtown bringing temporary retail space to entrepreneurs and small business owners looking to test out the downtown market.

In terms of dollars, the MEDC worked with the city to secure a \$3M MassWorks Grant to help support revitalization efforts along Lincoln Street, \$35K through the 495 MetroWest Partnership to launch the Pop-Up project, and \$15K to put towards the Food Truck and Arts Festival.

Last but certainly not least, we were thrilled to attend a groundbreaking ceremony at the new Alta-Marlborough project, formerly known as the Lincoln/Mechanic site. This much anticipated project will bring new life to the French Hill neighborhood with 276 residential units, 10K square feet of commercial space, an on-site 448 space parking garage, while also making the Assabet River Rail Trail more accessible to the community, with 22 off-street parking spaces and a restroom building to be conveyed to the City for public use.

Together with the City of Marlborough we are happy to celebrate another year of economic development achievements and we look forward to continuing our efforts in promoting Marlborough as the premier place to live, work, play and visit.

THE YEAR IN NUMBERS



350

Jobs Created
in the City



260K SF

Commercial
Space Occupied



29,000+

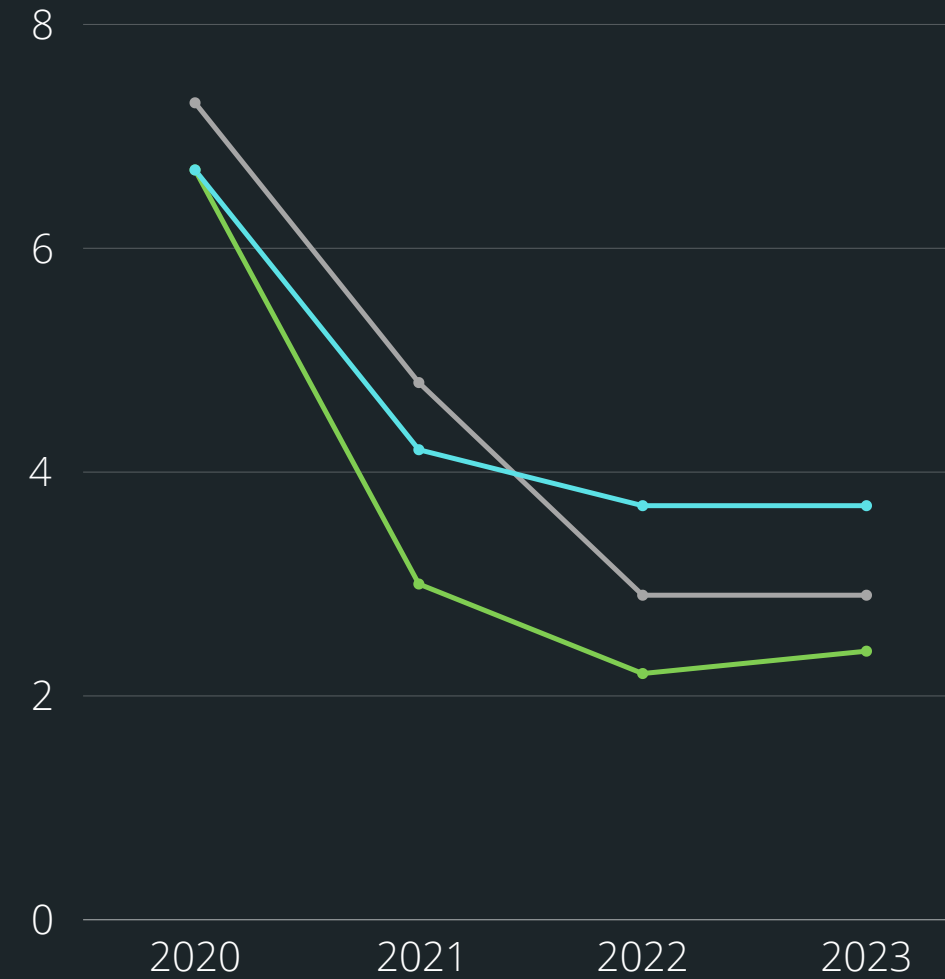
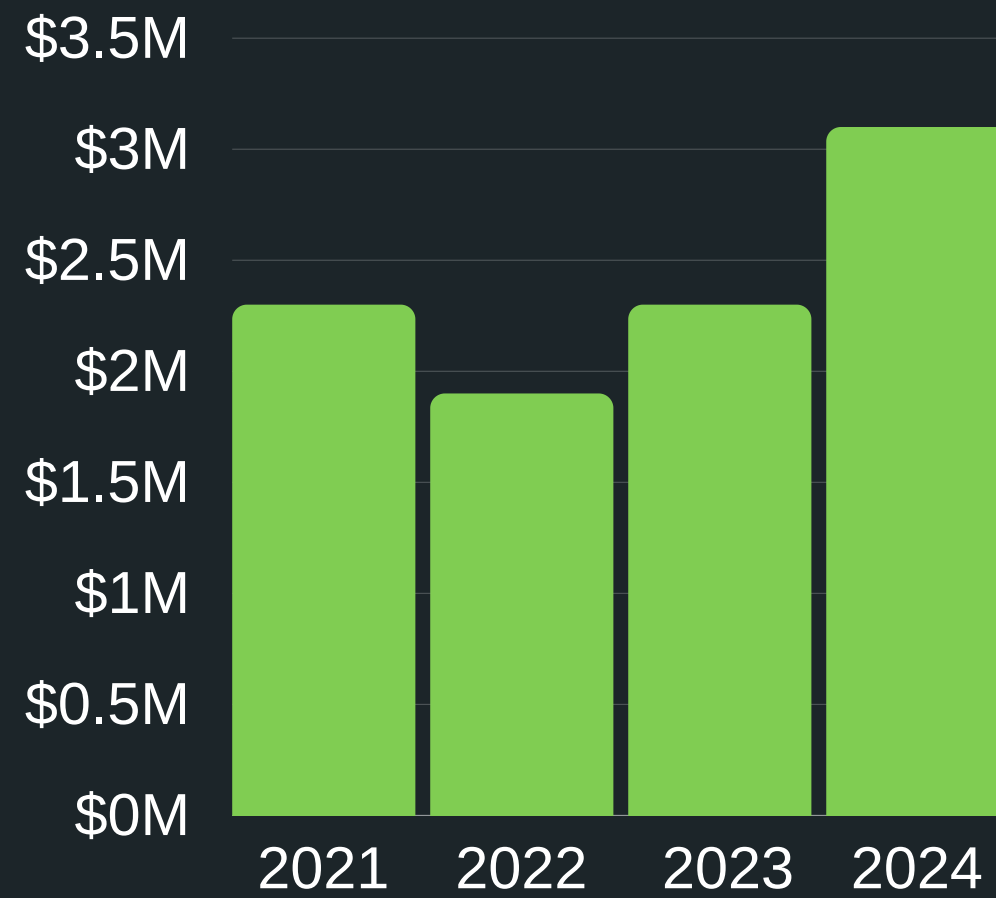
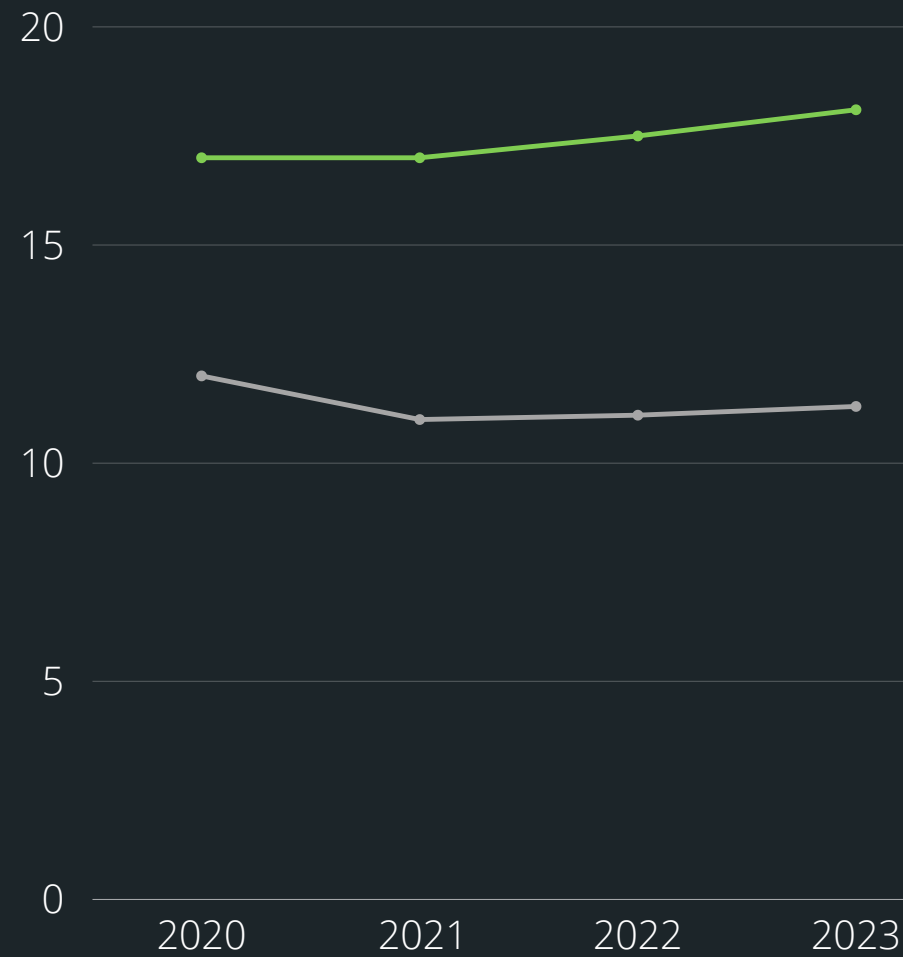
Combined
Video Views



\$89,200

Awarded to
Businesses

CITY STATS



VACANCY
OFFICE/OVERALL

NEW GROWTH

UNEMPLOYMENT
MARLBOROUGH/MASS/US

SUPPORTING SMALL BUSINESS

DOWNTOWN POP-UP SHEDS

With help from the 495 MetroWest Partnership in securing a state grant and the DPW in bringing the vision to life, we were able to launch temporary retail space for small business owners and/or entrepreneurs looking to “test” the downtown market. The Pop-Ups were open from May through mid December and housed over 20 unique vendors.

TOOLBOX EFFORTS

Awarded 6 grants to both new and existing businesses, totaling \$89,200. Grant funds were used to help open or expand operations, and make improvements to existing facilities.

Recipients included: An Nam / Bao Bap, Wemmy’s Kitchen and Lounge, Collins Funeral Home, 195-205 Main Street, Kennedy’s Restaurant and Market, Zarape Mexican Restaurant

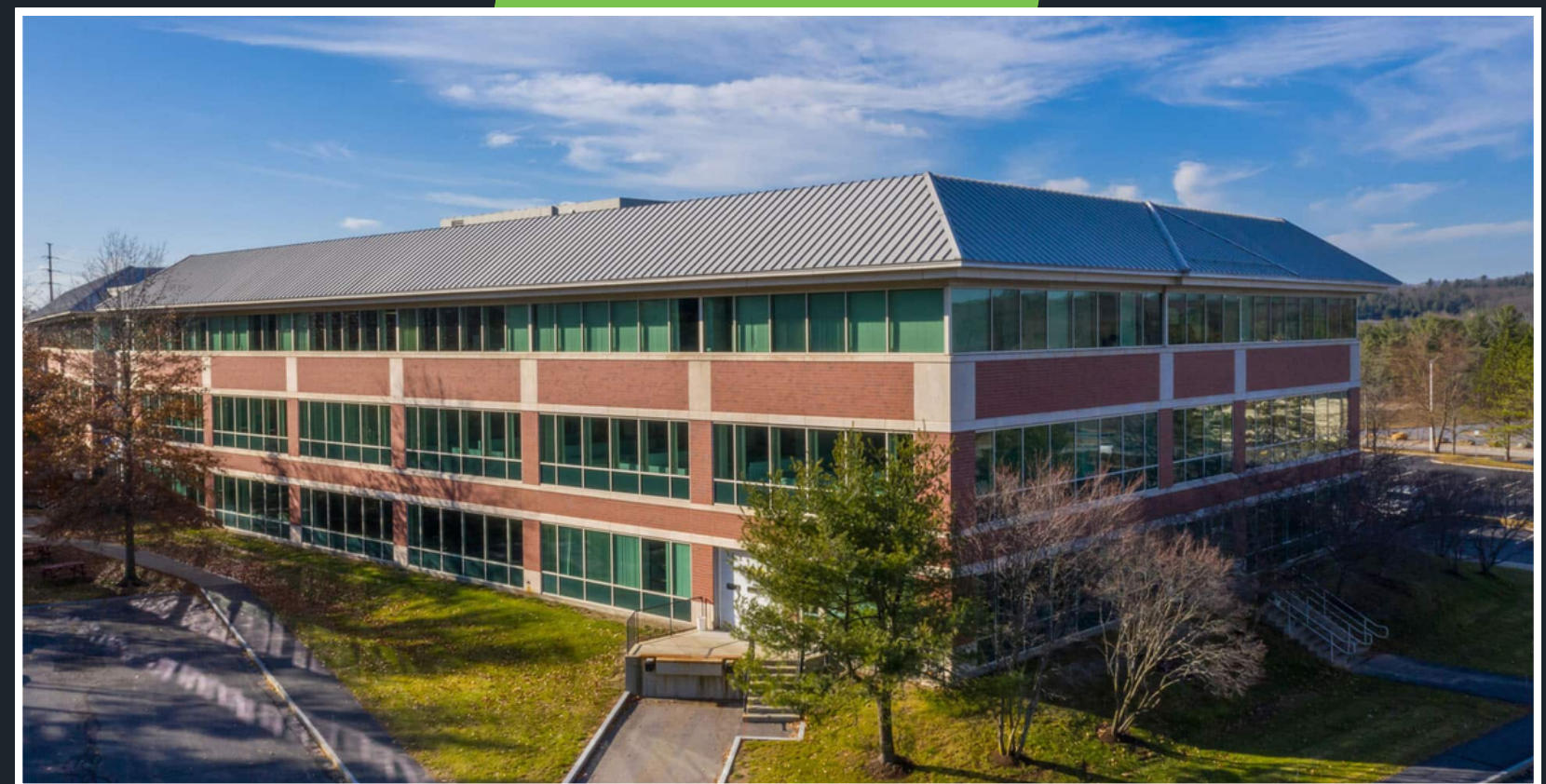


SUPPORTING BIG BUSINESS

EXPANDING THE PIE

MEDC worked with the Mayor and City Council on two Tax Increment Financing Agreements (TIF) to help secure large scale investments from Moderna and Sartorius. Moderna is currently building out 149 Hayes Memorial Drive, adding 60K SF to the 140K SF shell, bringing 200 jobs, and Sartorius expanded at 200 Donald Lynch Blvd. into 63K SF bringing 120 jobs to the city.

Total investment in the city = \$450M



HOSPITALITY AND TOURISM



PHANTOM GOURMET

33.2M Media Impressions
365K+ Social Media Engagements
891K+ Social Media Video Views
149 On-Air Marlborough Restaurant Features
260+ TV Advertisements



RESTAURANT WEEK

Restaurant Association Collaboration
24 Participating Businesses
15 Prixe-Fixe Menu Options
330 New Facebook Page Followers
10 New Participating Restaurants
Confirmed Avg. Daily Guest Increase



FOOD TRUCK / ARTS FESTIVAL

Estimated 3,000 Attendees
20+ Local Artists
3 Breweries, 3 Restaurants
5 Live Bands, 1 Live Mural Artist
13 Community Groups
18 Student Volunteers

BUILDING THE BRAND

ENSURING MARLBOROUGH IS ON THE MAP



SPEAKING ENGAGEMENTS

MEDC was represented via panel discussions at 4 different conferences throughout the year.

EMPLOYEE ATTRACTION COMMERCIAL

MEDC launched a commercial geared towards employee attraction that aired in 6 different geo-zones, 6,882 times over a 3 month period, resulting in 363 visits to MEDC's Career page, 610 outbound clicks to Marlborough company websites, and overall a 21% increase in activity on the MEDC website.

EED PODCAST

Continued running our monthly live video podcast, Exploring Economic Development with MEDC, airing our 40th episode in December, allowing the team to show how we partner with a variety of state, regional and local economic development partners to maximize investment and growth in Marlborough.



BUSINESS ATTRACTION AND RETENTION EFFORTS



20 company visits with Mayor Vigeant
200 business attraction / retention meetings
MEDC attended BIO International in Boston
alongside Team Massachusetts
and the MD&M Expo in NYC reaching
over 75 businesses nationally



SCHOOL TO BUSINESS



TECHNIUM CYBER CAMP

A PARTNERSHIP WITH MARLBOROUGH PUBLIC SCHOOLS

Technium, a global leader and innovator in networking and security, partnered with Marlborough Public Schools to launch Technium Cyber Camp—a career pathway program where five seniors of MHS are working towards obtaining a certification in the networking field while developing business knowledge and gaining industry connections.

2023 BOARD MEMBERS

EXECUTIVE COMMITTEE

Chair

Andrea Pion
The DAVIS Companies

Vice Chair/ Secretary
Dave Walton
Patriot Ambulance, Inc.

Treasurer
Dan Stanhope
AAFCPAs

Members
Arthur G. Vigeant
City of Marlborough, Mayor

Michael Ossing
City of Marlborough, Council President

Richard Tomanek
Embassy Suites Hotel

Joe Santos
L&S-Boule Insurance

Melissa August*
Brian Bouvier
Ellen Carlucci
Dharmendu Damany**
Walter Dwyer
Diane M. Fratoni
Melynda Gallagher
Christopher Horblit
Tye Jordan**
David McCay
Steve Messineo*
Greg Mitrakas
Molly Brodeur Nesbitt
Jon Pezzoni
Bryan Schneidmuller**
Luiz Thomaz DaCosta
Larissa Thurston
Steve Uliss

*Served Partial Term

**Interim Member

2023 Marlborough City Council

Laura J. Wagner
David Doucette
J. Christian Dumais
Teona C. Brown
John J. Irish
Sean A. Navin
Donald R. Landers, Sr.
Mark A. Oram
Michael H. Ossing
Samantha Perlman
Kathleen D. Robey





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