

# Bellingham MASSACHUSETTS



## Bellingham Economic Development Initiative Open House

Thursday, January 18, 2018

Bellingham Public Library



# Goals for Tonight

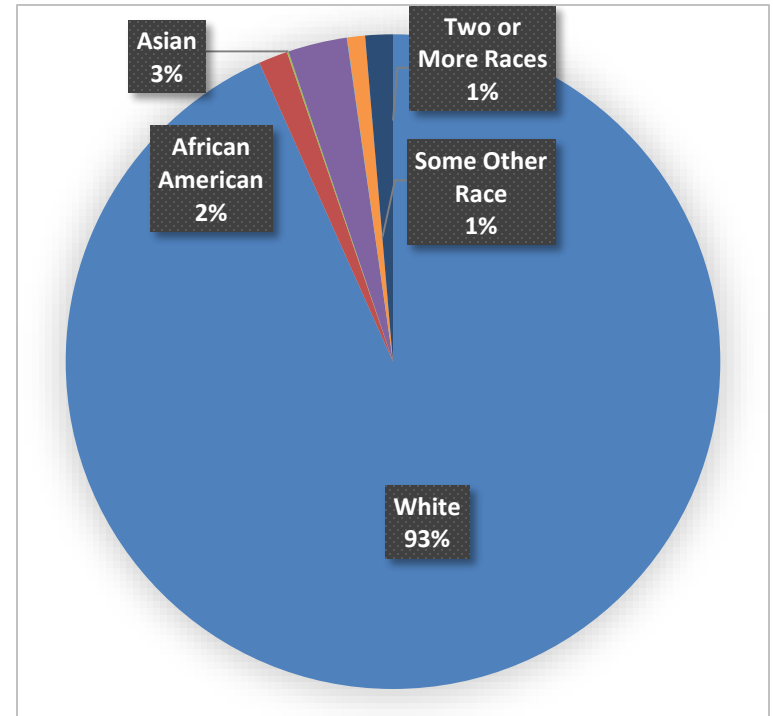
- Create a shared understanding of the planning process thus far and present some of the information collected within this process.
- Begin to form a shared economic development vision for Bellingham.
- Identify the types of development residents are interested in seeing in Bellingham.
- Provide opportunities for people to socialize, and meet members of the community (individuals, businesses, orgs).

# What does the Bellingham Economic Development Initiative consist of?

- Conducting a market assessment of the town and region to identify competitive advantages for Bellingham.
- Focus on promoting new development and redevelopment in strategic growth locations in Bellingham.
- Identify the types of development residents are interested in seeing in Bellingham.
- Finally, to implement the action plan, an Economic Development Advisory Committee will be established

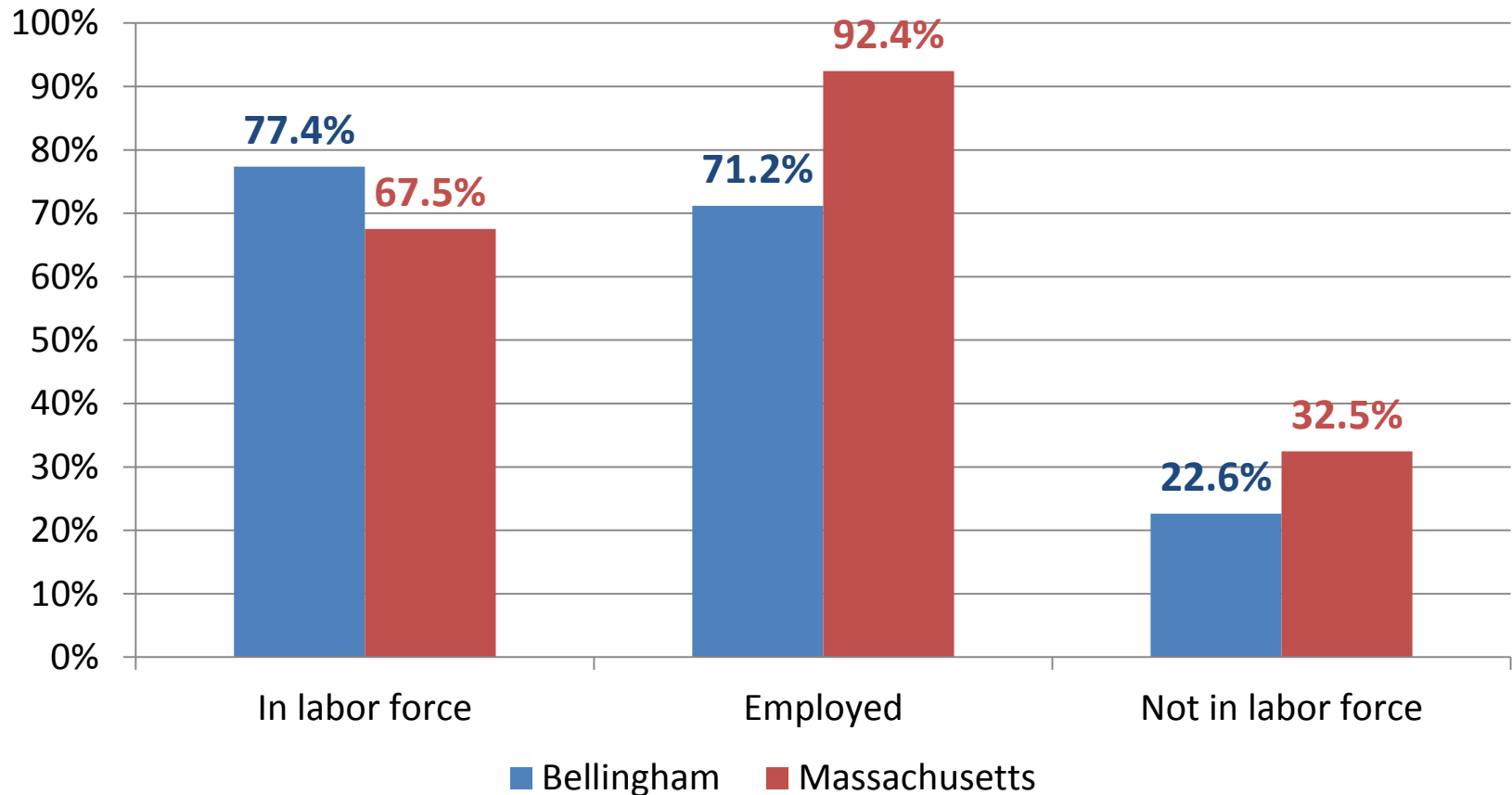
# Bellingham Key Demographics

Subject	Bellingham
Total population	16,332
White	15,239
Black or African American	235
American Indian/Alaska Native	13
Asian	476
Native Hawaiian/Pacific Islander	4
Some Other Race	143
Two or More Races	222
Hispanic or Latino (of any race)	409

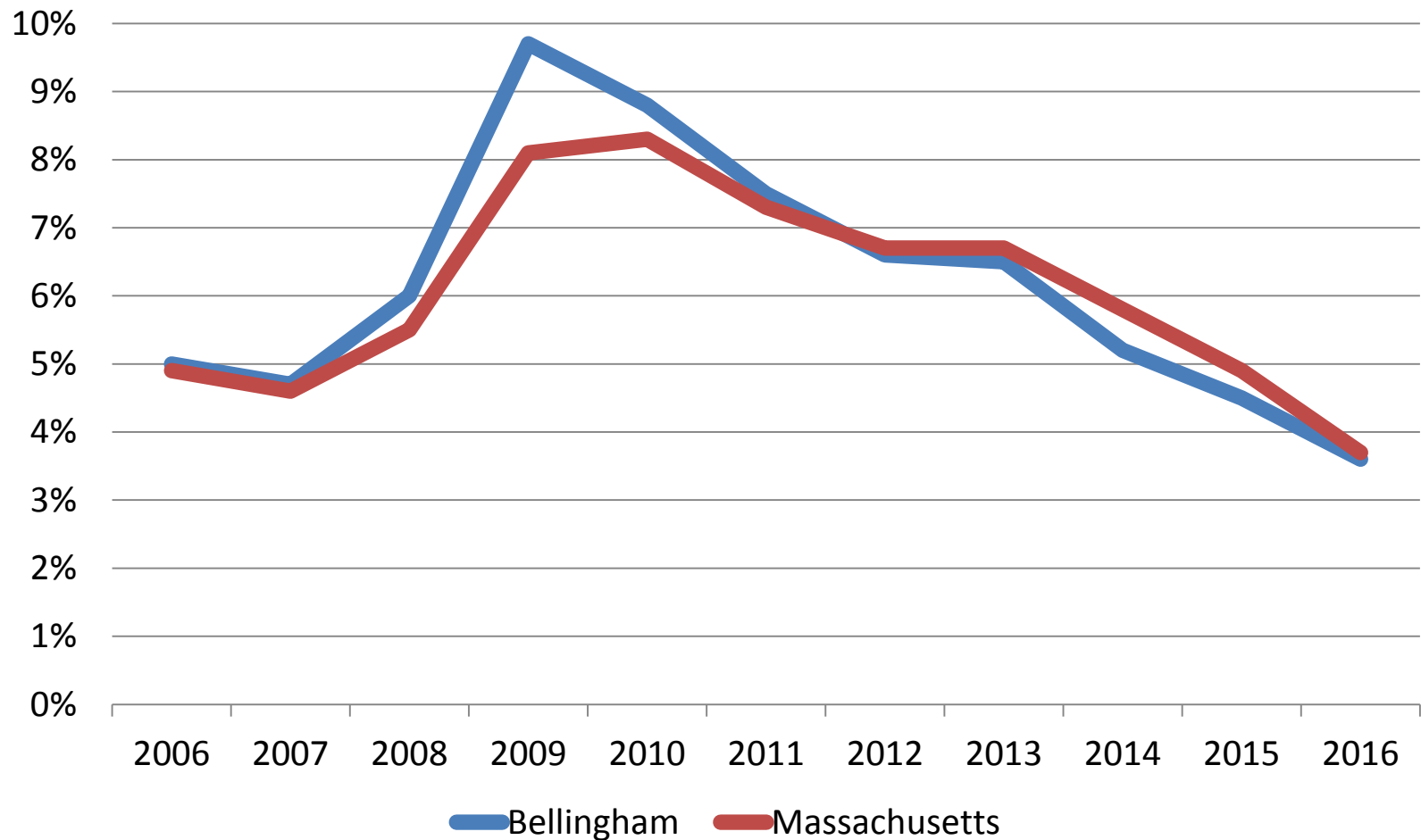


# Employment Status of Population 16+

**About 77% of Bellingham's population is in the labor force and 71% are employed.**

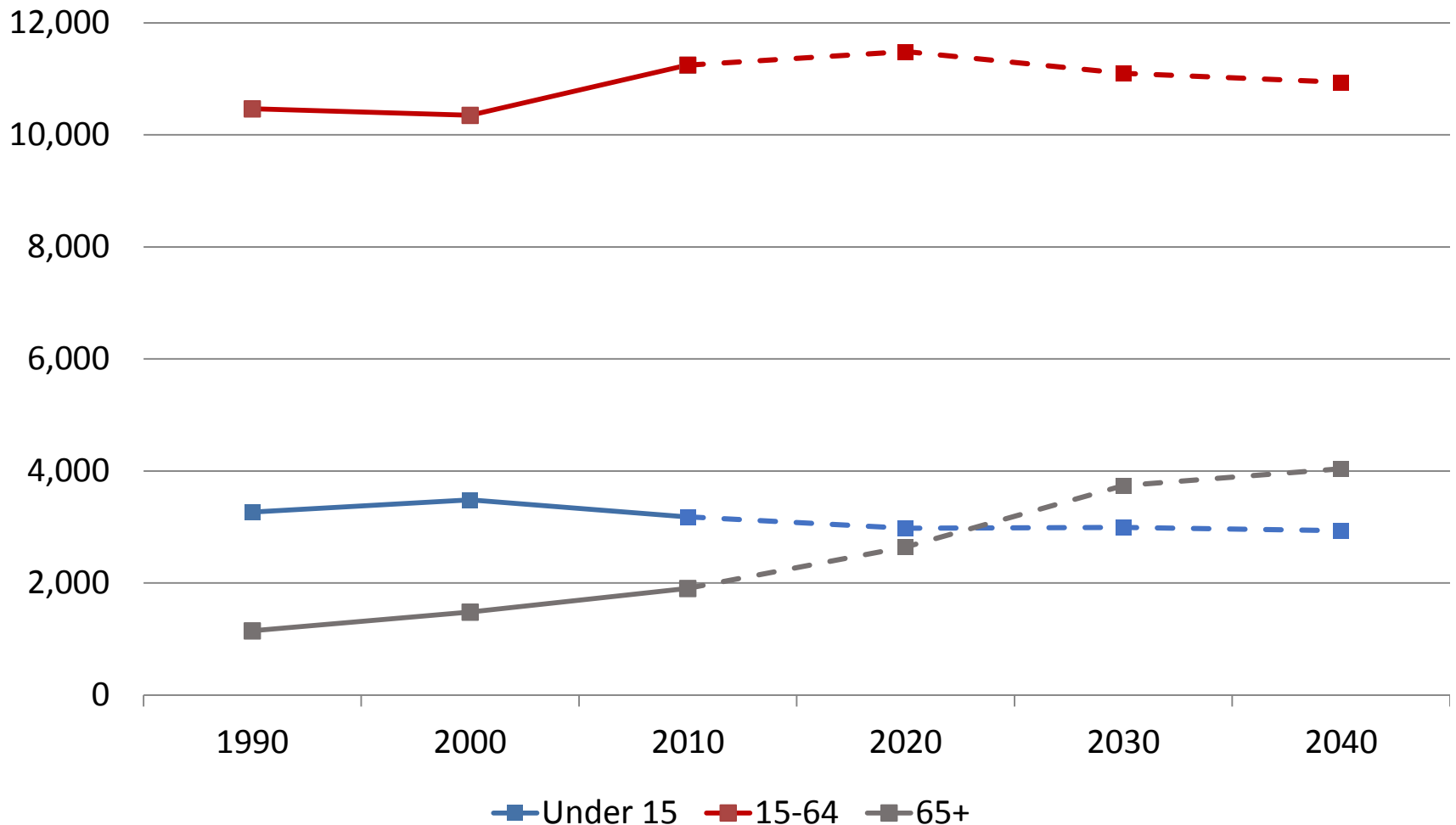


# Unemployment Rate



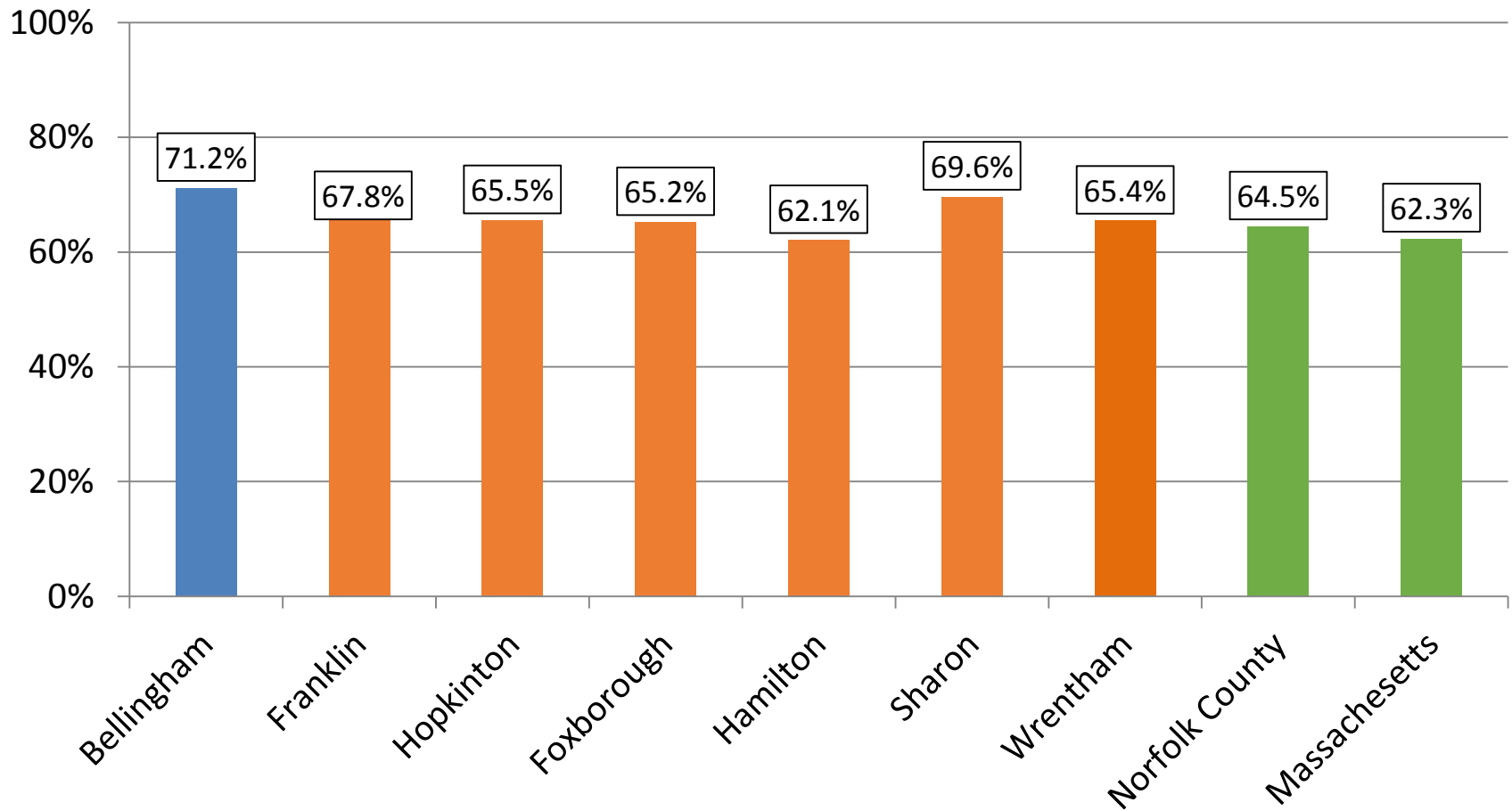
Source: MA Dept of Labor and Workforce Development

# Employment Age Projection



Source: MAPC Stronger Region Scenario

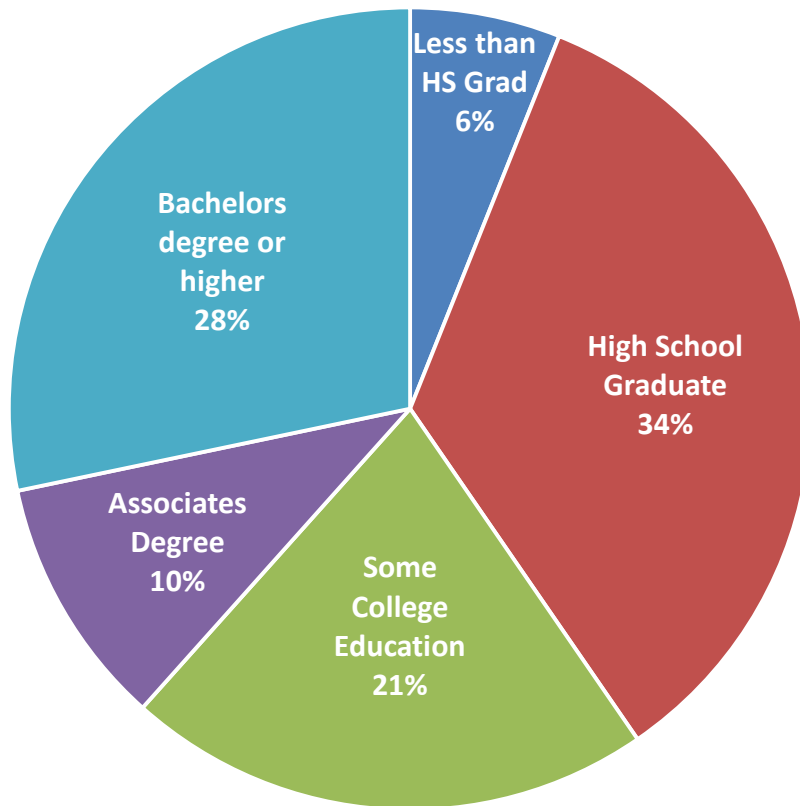
# Employment to Population Ratio



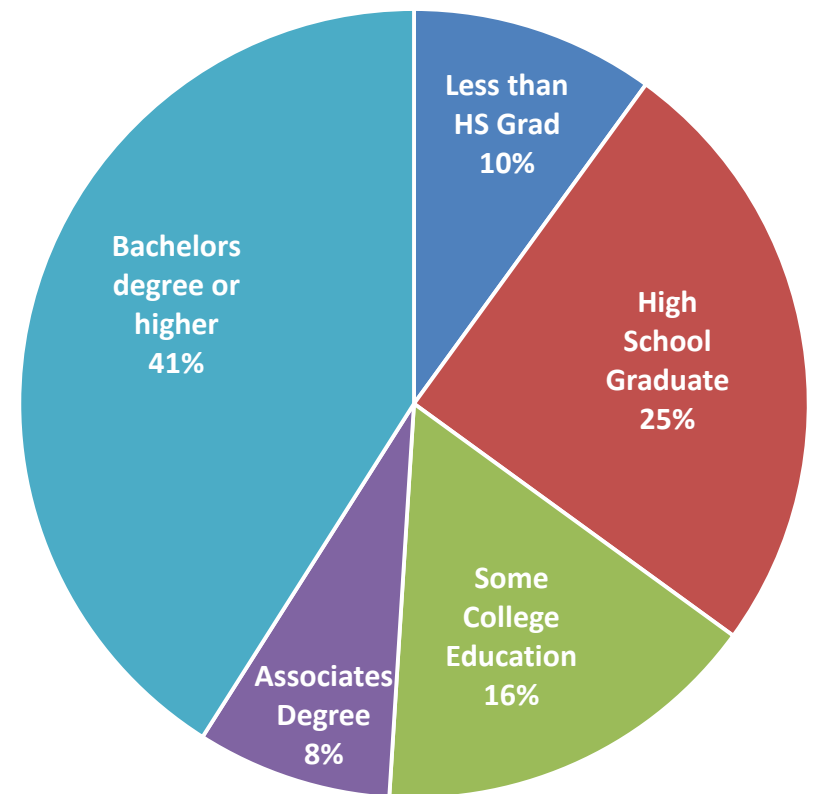


# Education of Adult Population (25+)

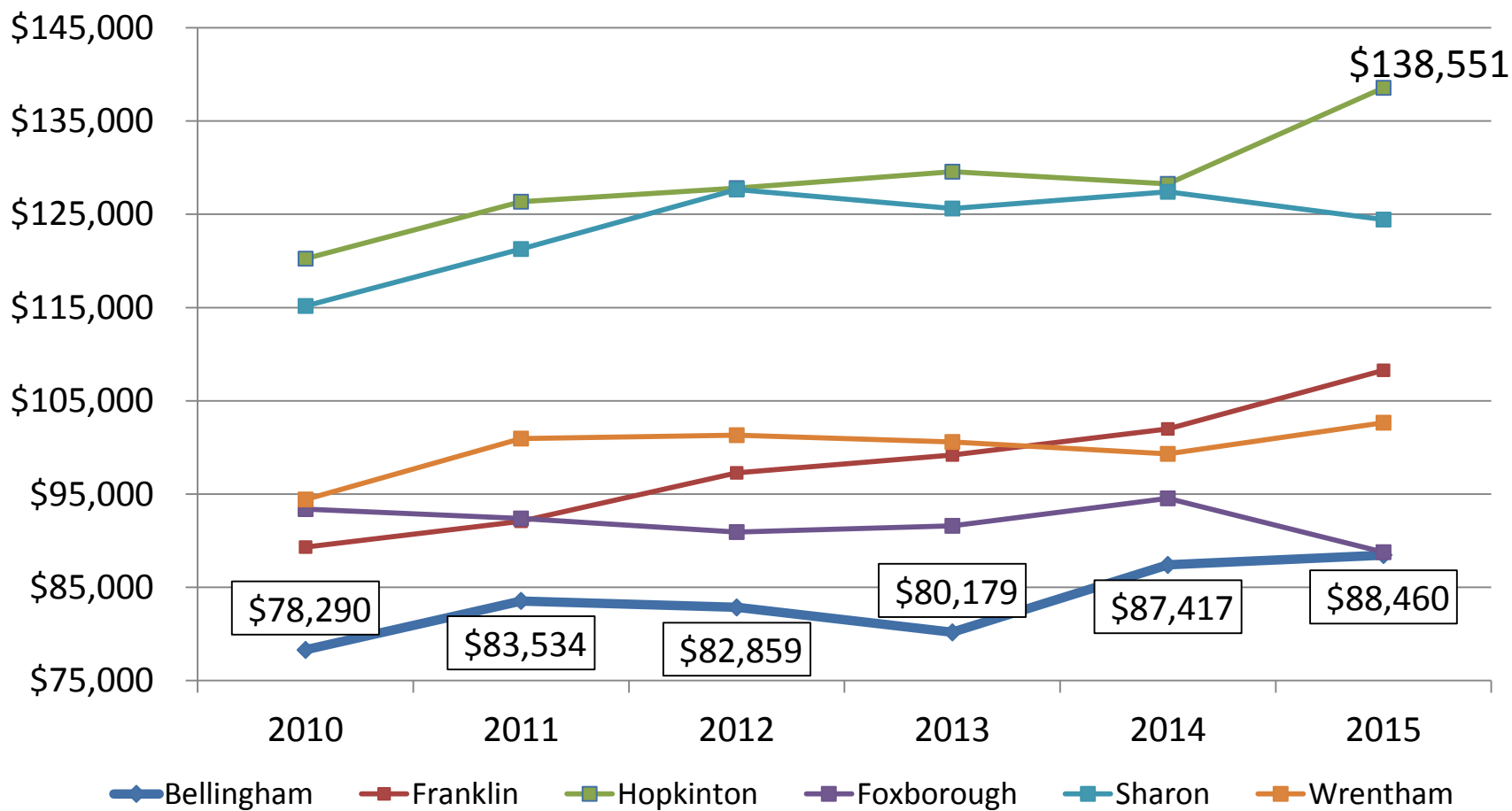
Bellingham



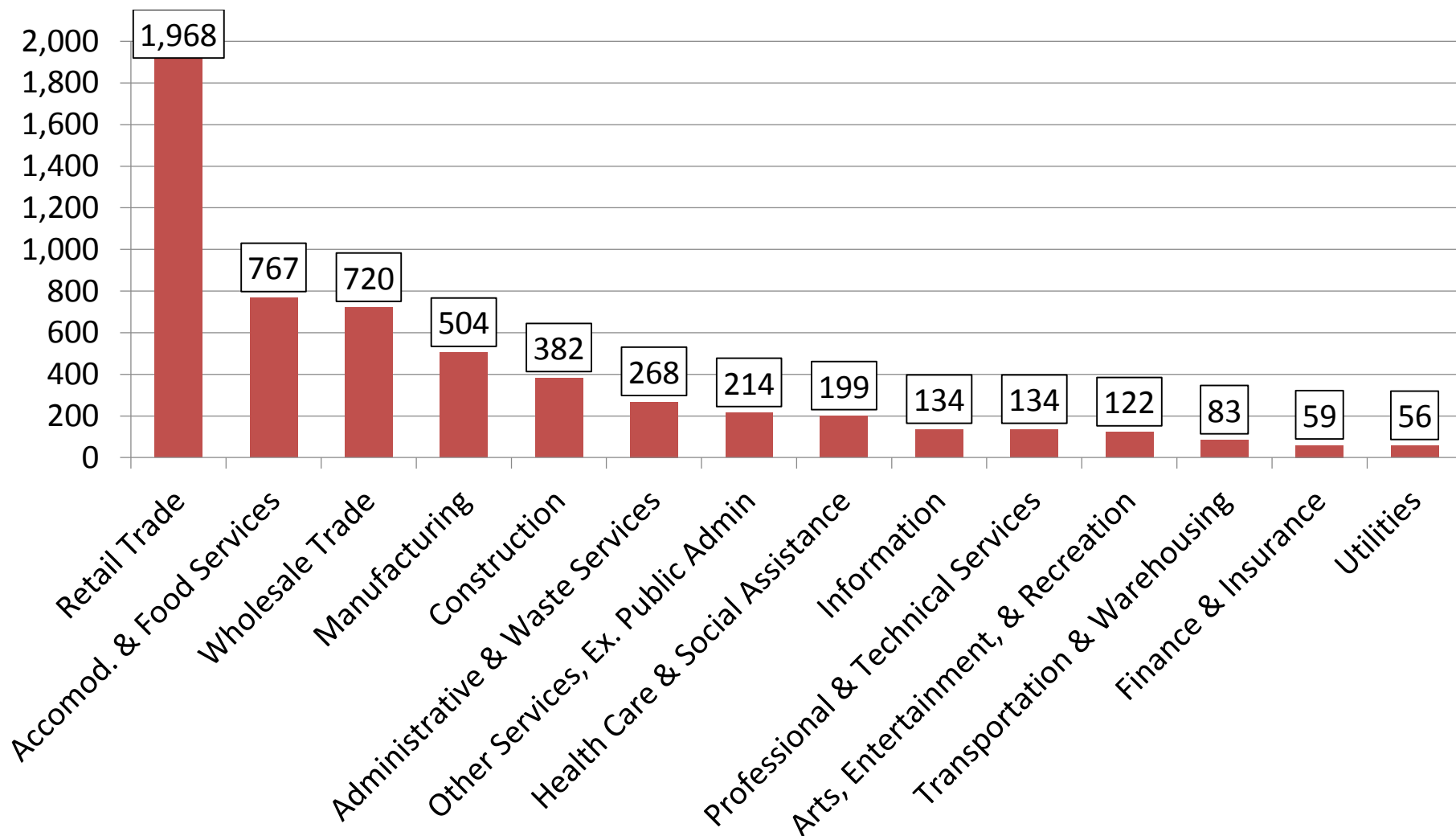
Massachusetts



# Median Household Income

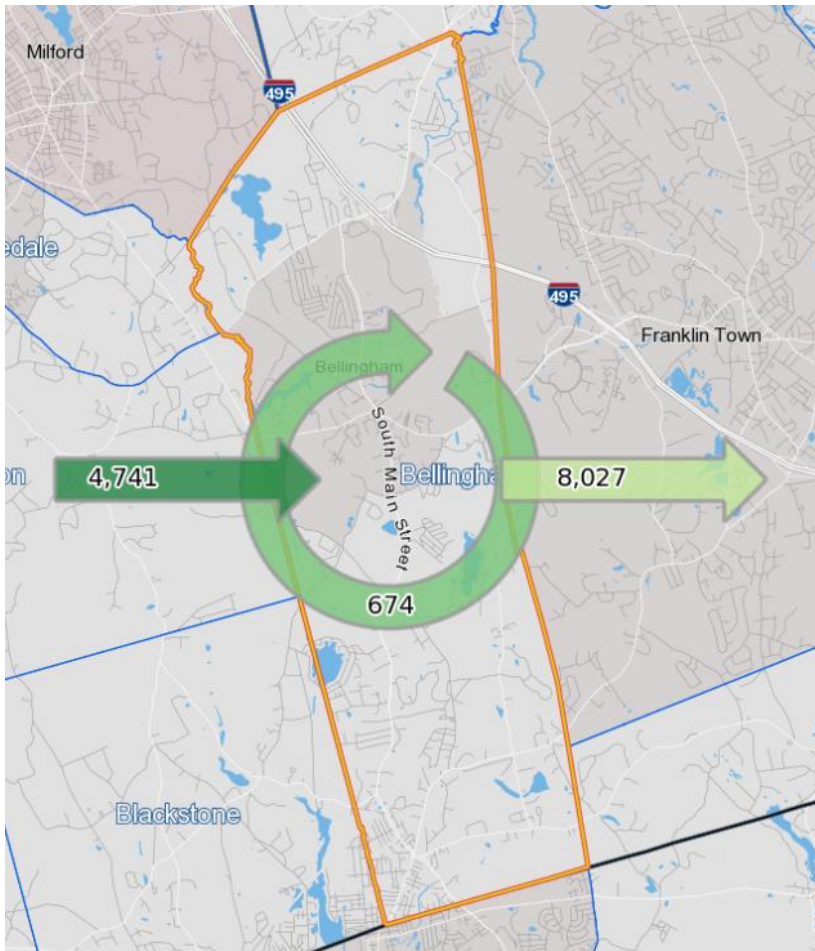


# Employees by Industry



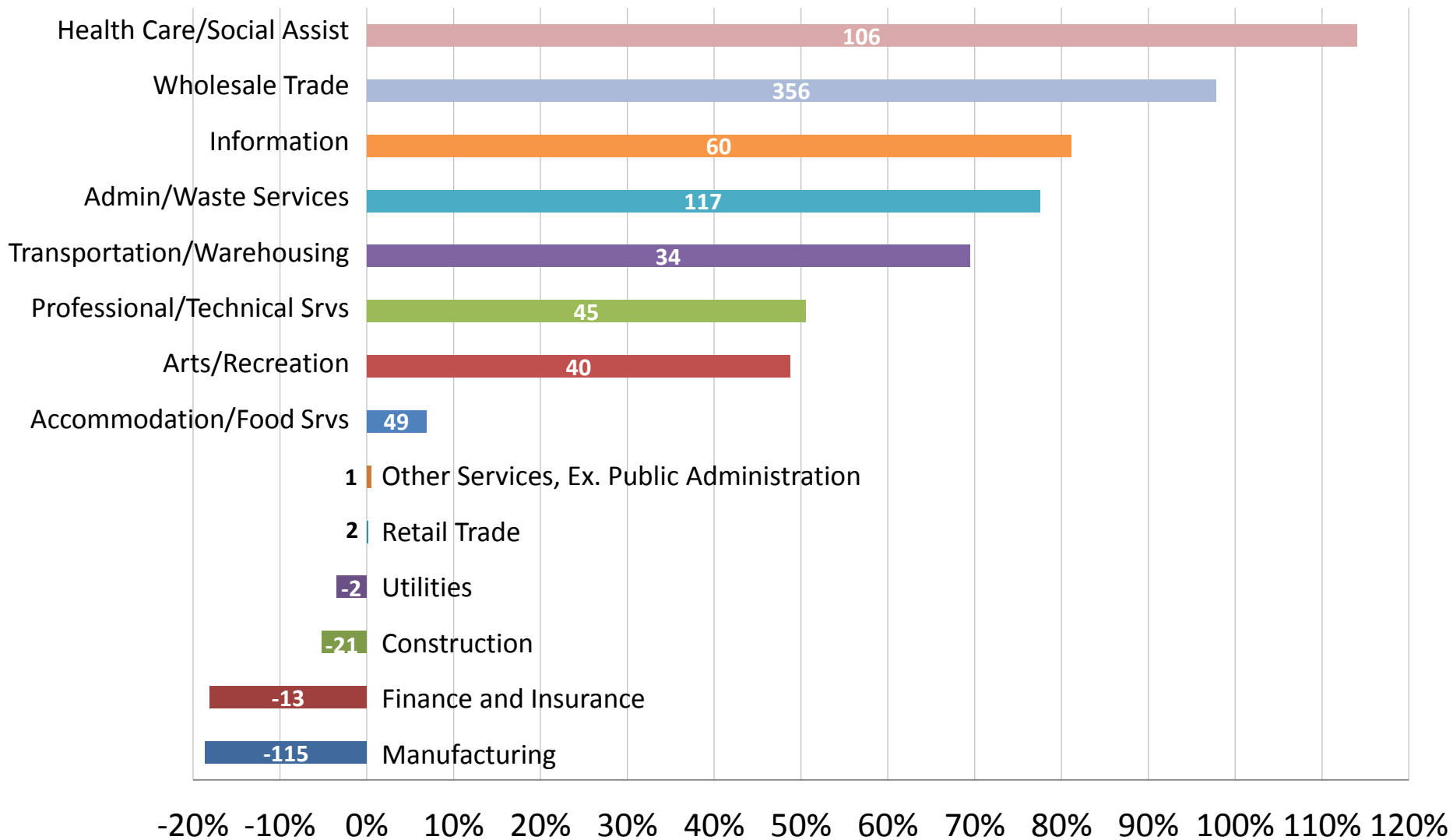
Source: 2016 MA Dept. of Labor

# Inflow/Outflow of Workers (2015)



	Count	Share
<b>Employed in Bellingham</b>	<b>5,415</b>	<b>100.00%</b>
<b>Employed in Bellingham but Living Outside</b>	<b>4,741</b>	<b>87.60%</b>
<b>Employed and Living in Bellingham</b>	<b>674</b>	<b>12.40%</b>
<b>Living in Bellingham</b>	<b>8,701</b>	<b>100.00%</b>
<b>Living in Bellingham but Employed Outside</b>	<b>8,027</b>	<b>92.30%</b>
<b>Living and Employed in Bellingham</b>	<b>674</b>	<b>7.70%</b>

# Number & Percent Change in Employment by Industry (2005-2015)



# Largest Employers



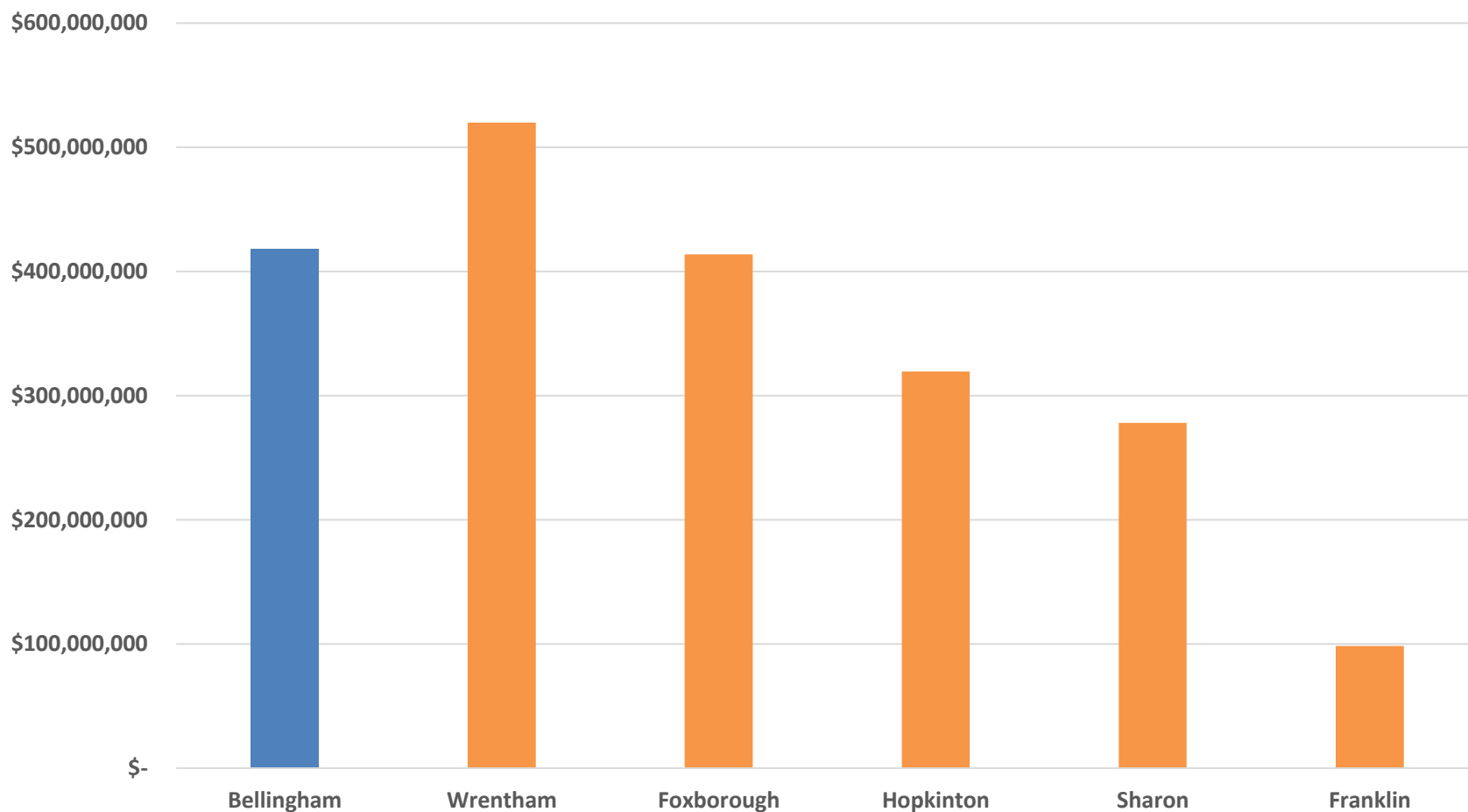
Source: Infogroup USA, 2016

# Largest Private Retailers

Company Name	Address	Number of Employees	NAICS Description
Market Basket	274 Hartford Ave	250-499	Supermarkets/Other Grocery (Exc Convenience) Strs
Walmart	250 Hartford Ave	100-249	Department Stores (Except Discount Dept Stores)
Home Depot	229 Hartford Ave	100-249	Home Centers
Whole Foods Market	255 Hartford Ave	100-249	Supermarkets/Other Grocery (Exc Convenience) Strs
Van Lumber Co Inc	27 S Maple St	100-249	Other Building Material Dealers
Super Stop & Shop	70 Pulaski Blvd	100-249	Supermarkets/Other Grocery (Exc Convenience) Strs
Vanmillwork	27 S Maple St	20-49	Other Building Material Dealers
Toys R US	217 Hartford Ave	20-49	Hobby, Toy & Game Stores
Old Navy	253 Hartford Ave	20-49	Family Clothing Stores
Staples	284 Hartford Ave	20-49	Office Supplies & Stationery Stores
PETSMART	213 Hartford Ave	20-49	Pet & Pet Supplies Stores
Gap Body	249 Hartford Ave	20-49	Family Clothing Stores
Michaels	251 Hartford Ave	20-49	Hobby, Toy & Game Stores

Source: Infogroup USA, 2016

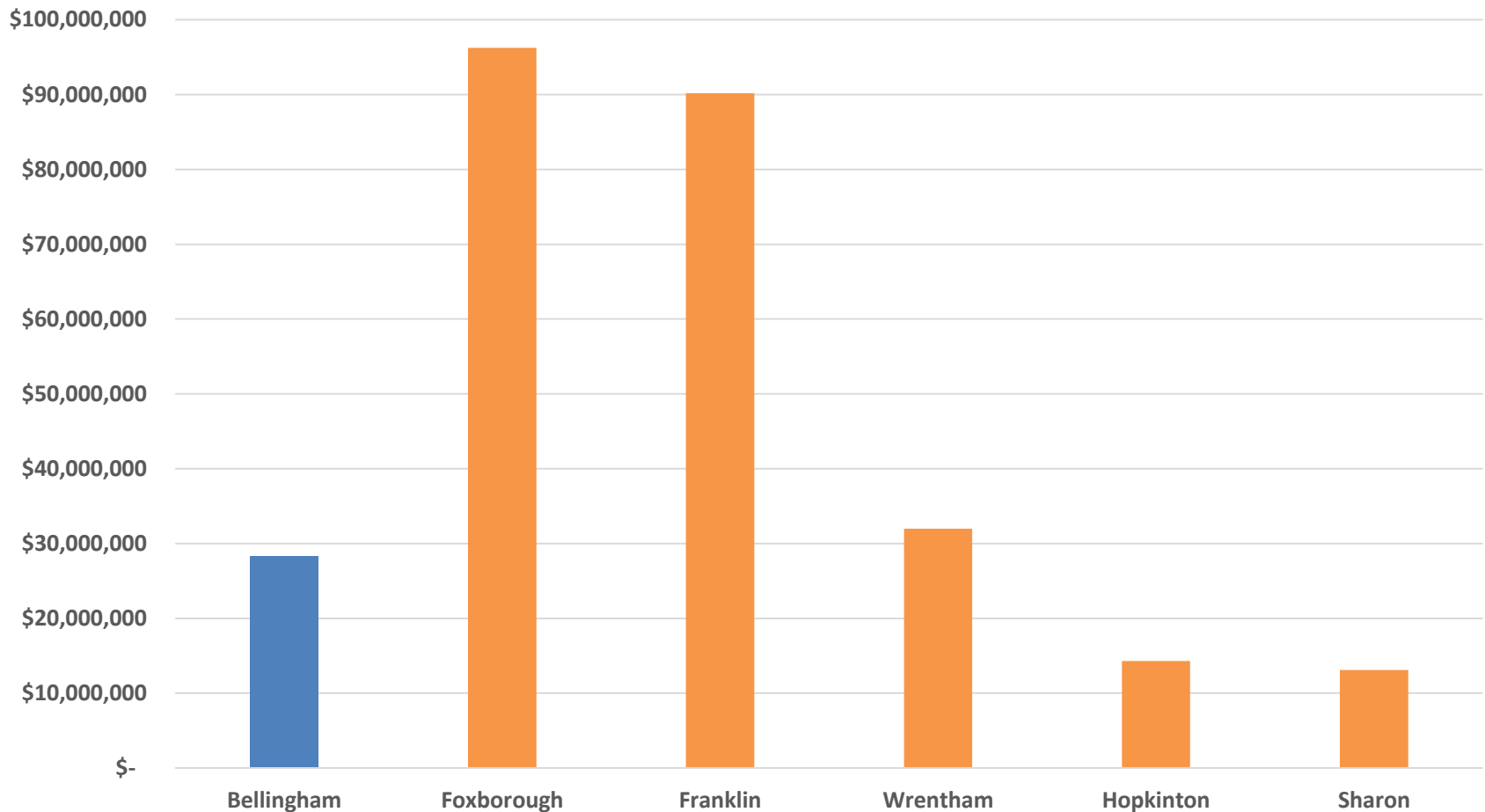
# Total Retail Sales, 2012



Source: ACS 2012 Economic Census



# Total Accommodation and Food Services Sales, 2012



Source: ACS 2012 Economic Census

# Comparative Bellingham Tax Rates (2017)

Community Name	Residential	Commercial & Industrial	Personal Property
Franklin	\$ 14.58	\$ 14.58	\$ 14.58
Hopkinton	\$ 16.80	\$ 16.80	\$ 16.80
Foxborough	\$ 15.04	\$ 17.13	\$ 17.13
Hamilton	\$ 16.81	\$ 16.81	\$ 16.81
Sharon	\$ 19.62	\$ 19.62	\$ 19.62
Wrentham	\$ 14.25	\$ 18.75	\$ 18.70
Bellingham	\$ 14.34	\$ 20.72	\$ 20.60

Source: FY2017 Rates- Massachusetts Dept of Revenue

# Comparative Commercial Tax Base

Municipality	Residential Value	% Tax Base Residential	CIP Value Total	% Tax Base Commercial
Franklin	\$3,874,399,665	79.83	\$978,656,559	20.17
Hopkinton	\$2,909,012,220	83.99	\$554,460,147	16.01
Foxborough	\$2,202,413,648	75.84	\$701,767,972	24.16
Hamilton	\$1,424,219,400	95.15	\$72,644,988	4.85
Sharon	\$3,069,894,273	93.20	\$160,094,727	6.80
Wrentham	\$1,605,057,192	79.22	\$421,067,308	20.78
Bellingham	\$1,653,258,358	71.70	\$652,417,698	28.30

Source: FY2017 Rates- Massachusetts Dept of Revenue

# Town Economic Corridors

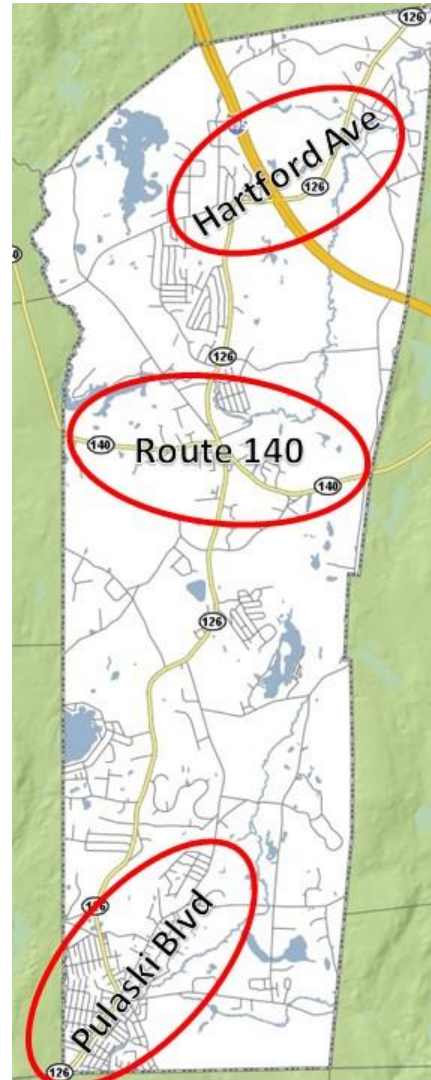
## 1. Hartford Avenue

Approximate Number of

Businesses: 79

Approximate number of

Employees: 1,897



## 2. Route 140

Approximate Number of

Businesses: 110

Approximate number of

Employees: 819

## 3. Pulaski Boulevard

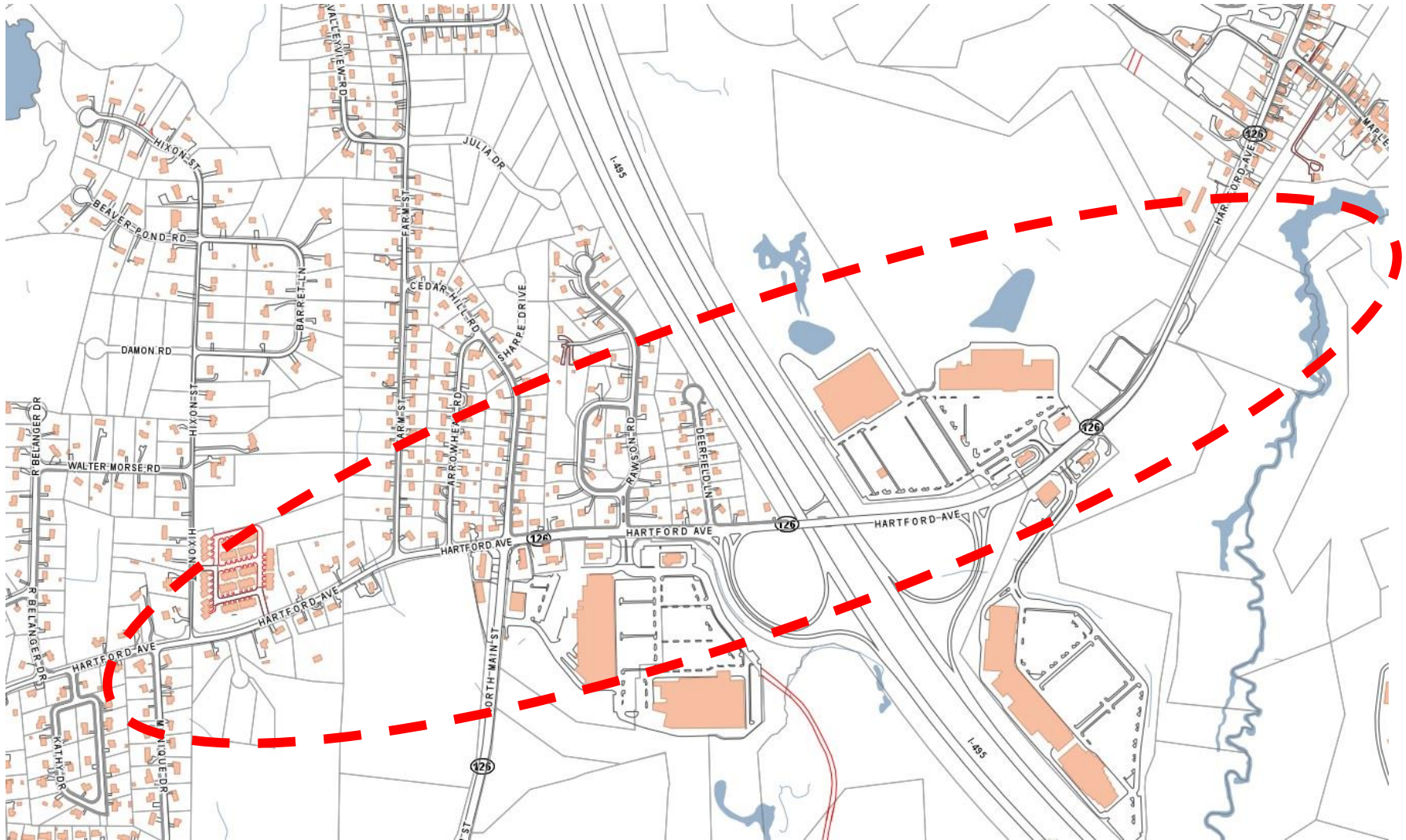
Approximate Number of

Businesses: 63

Approximate number of

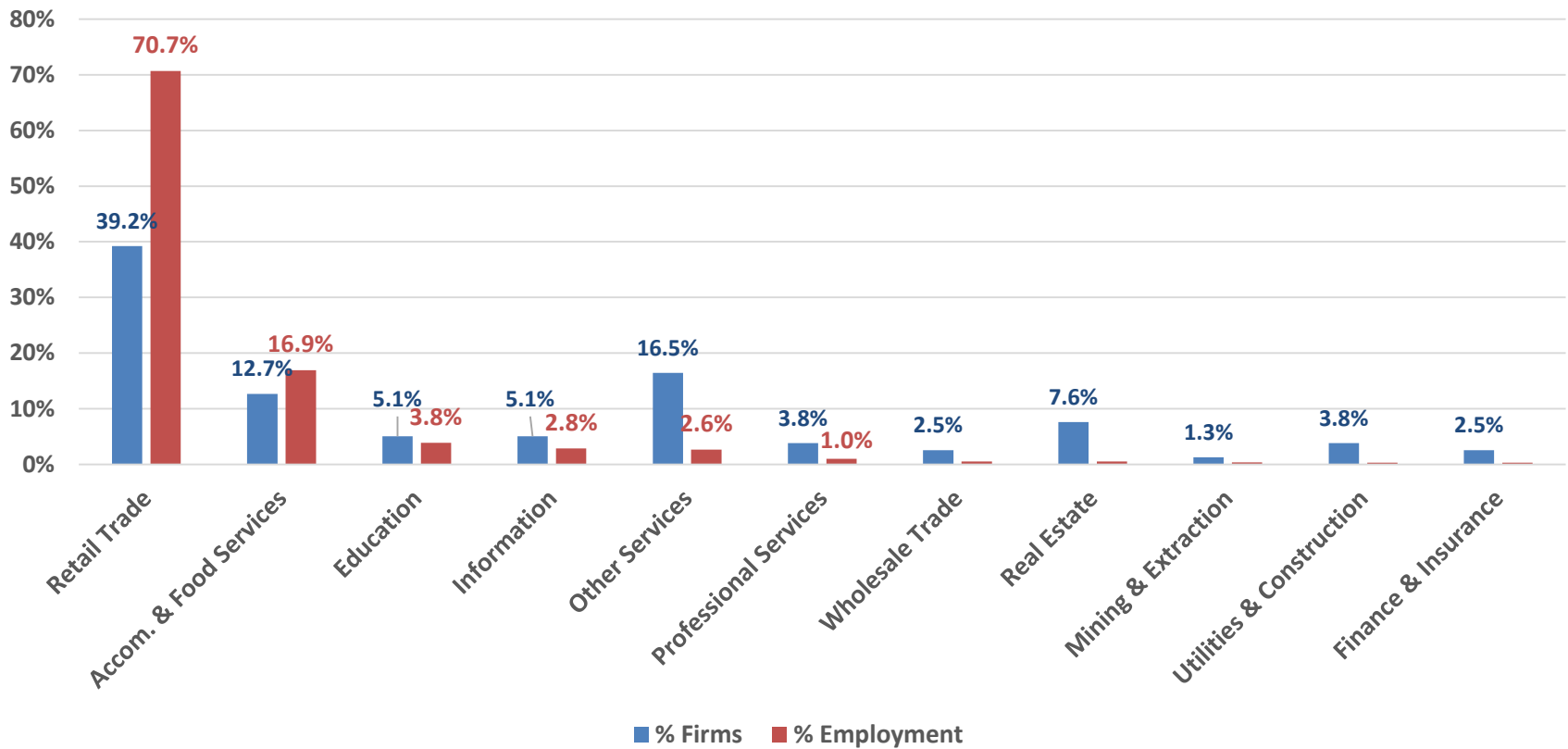
Employees: 509

# Economic Corridor 1: Hartford Ave



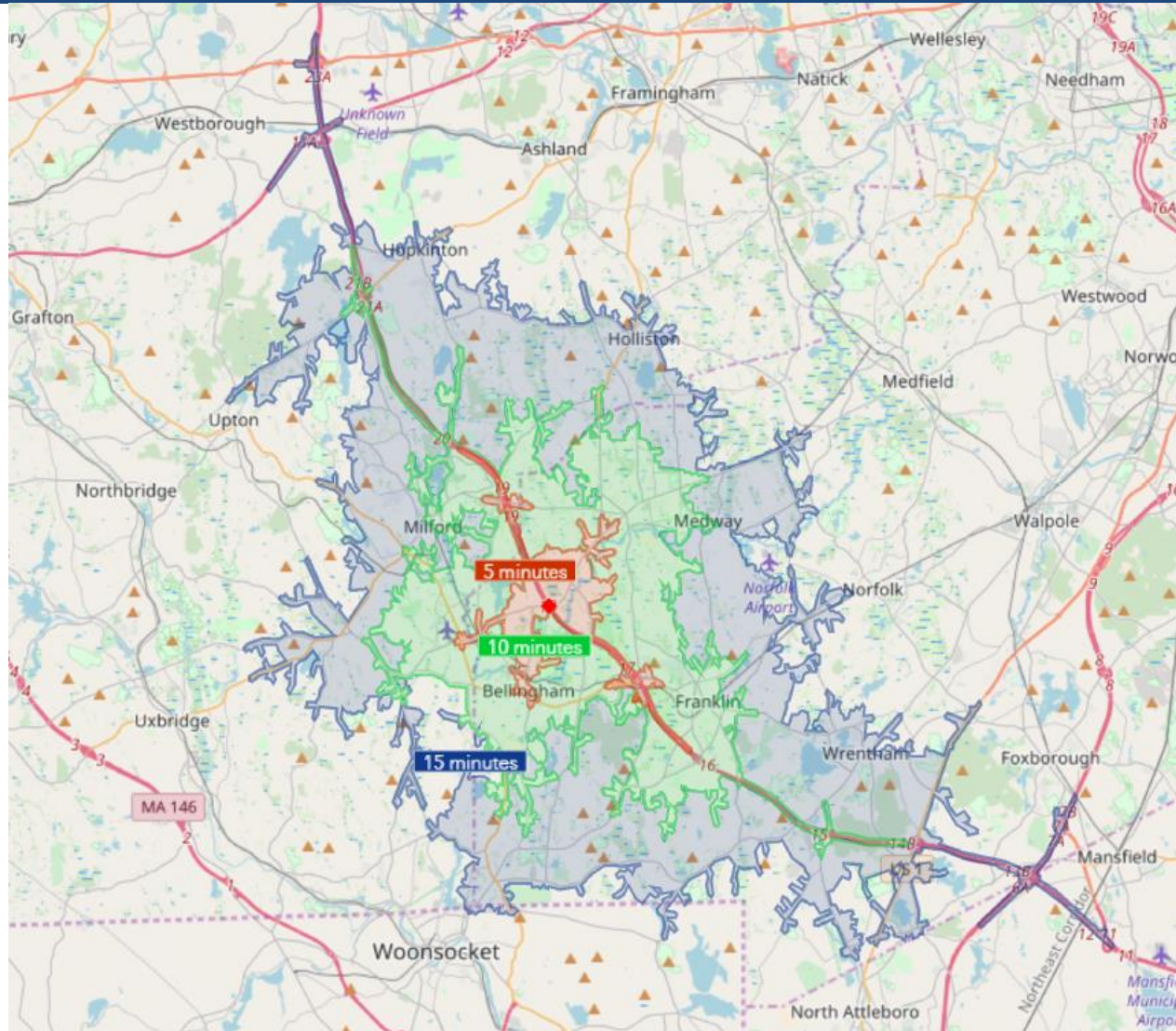
# Employers in Hartford Ave by Industry

Source: Infogroup 2016  
79 total firms, 1,897 employees





# Fifteen Minute Drive Time: Hartford Ave



## KEY FACTS

82,998

Population

41.6

Median Age



29,857

Households

\$69,702

Median Disposable Income



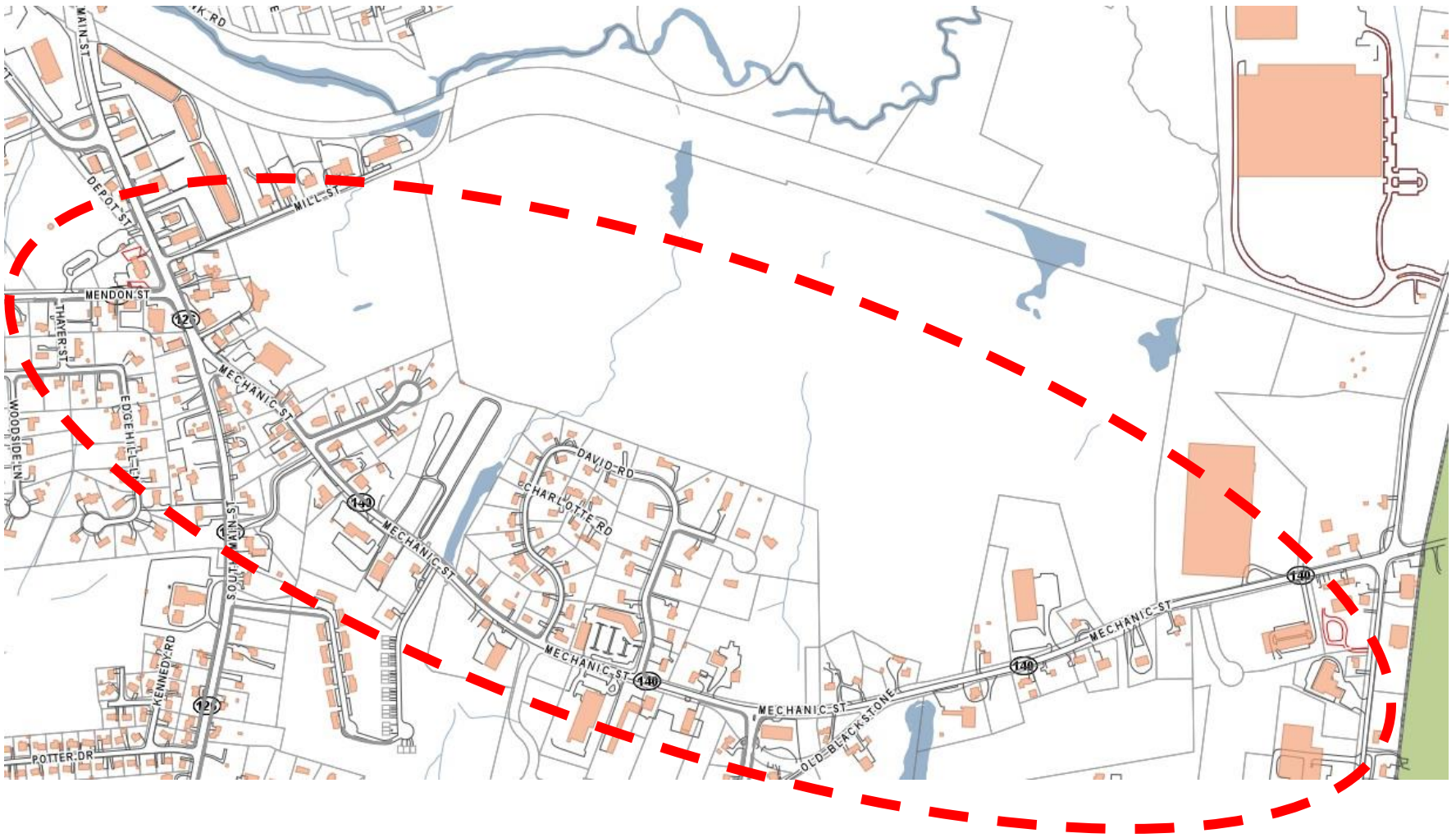
2.8

Average  
Household Size

\$100,201

Median Household  
Income

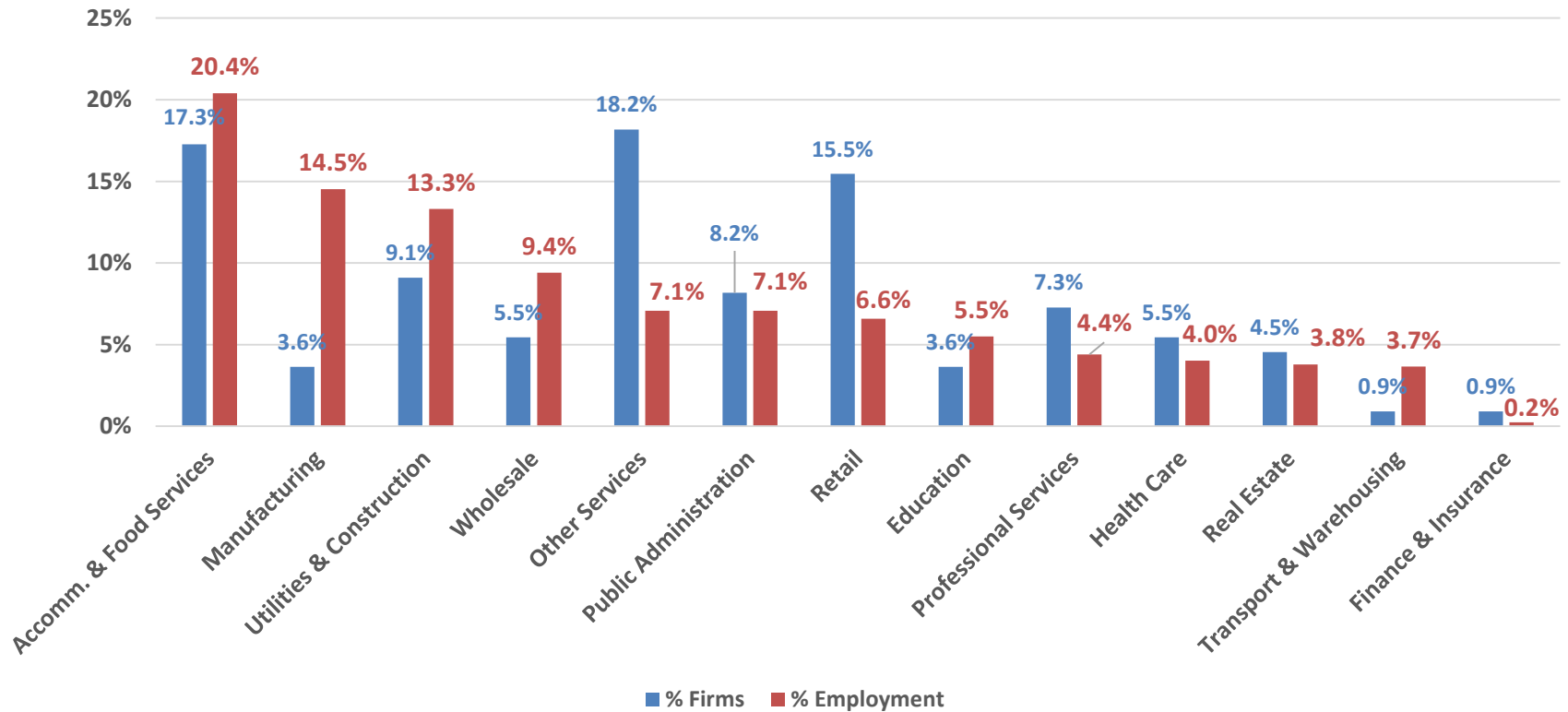
# Economic Corridor 2: Route 140



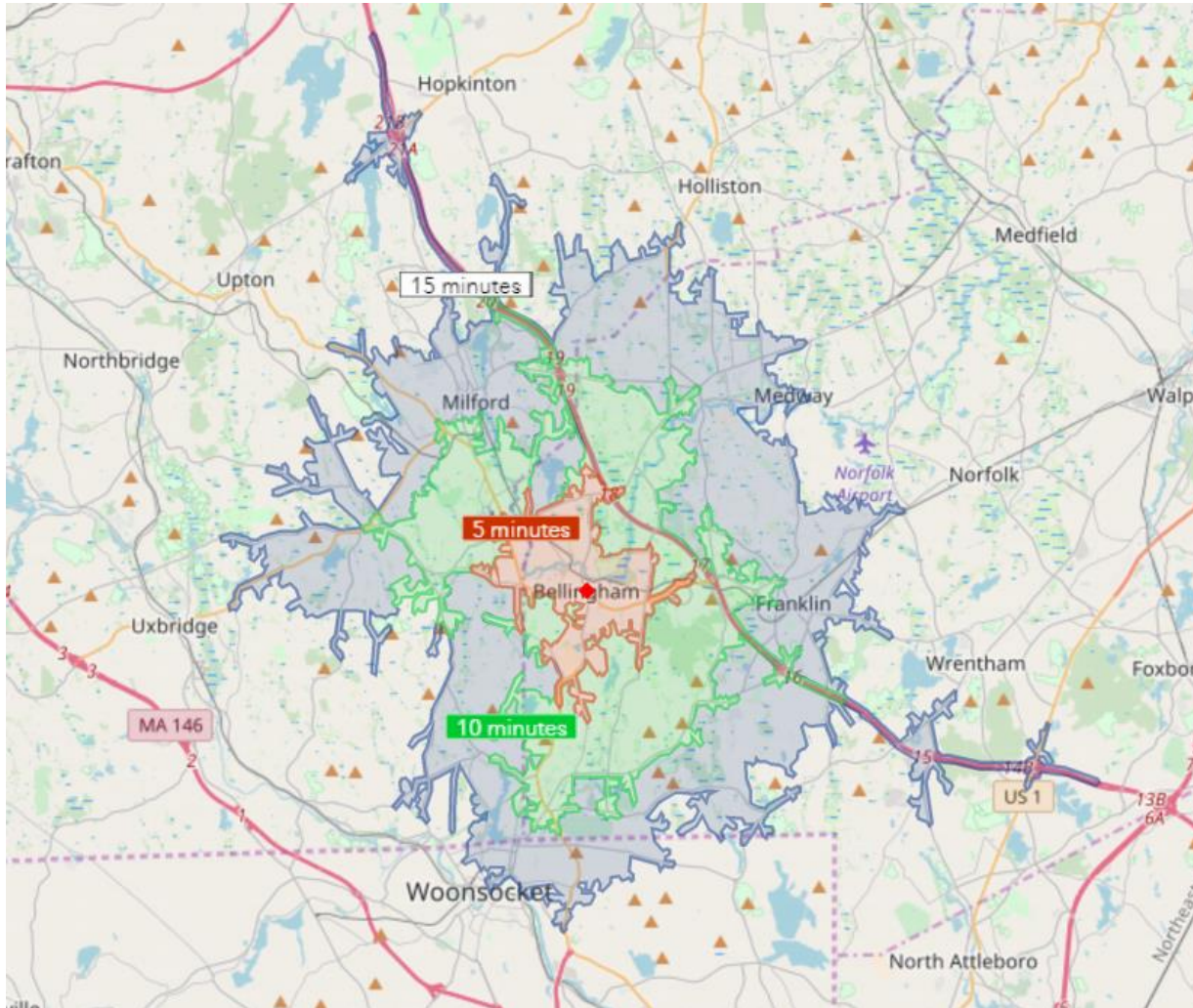


# Employers in Route 140 by Industry

Source: Infogroup 2016  
110 total firms, 819 employees



# Fifteen Minute Drive Time: Route 140



## KEY FACTS

82,860

Population

40.0

Median Age



31,252

Households

\$55,851

Median Disposable Income



2.6

Average  
Household Size

\$75,581

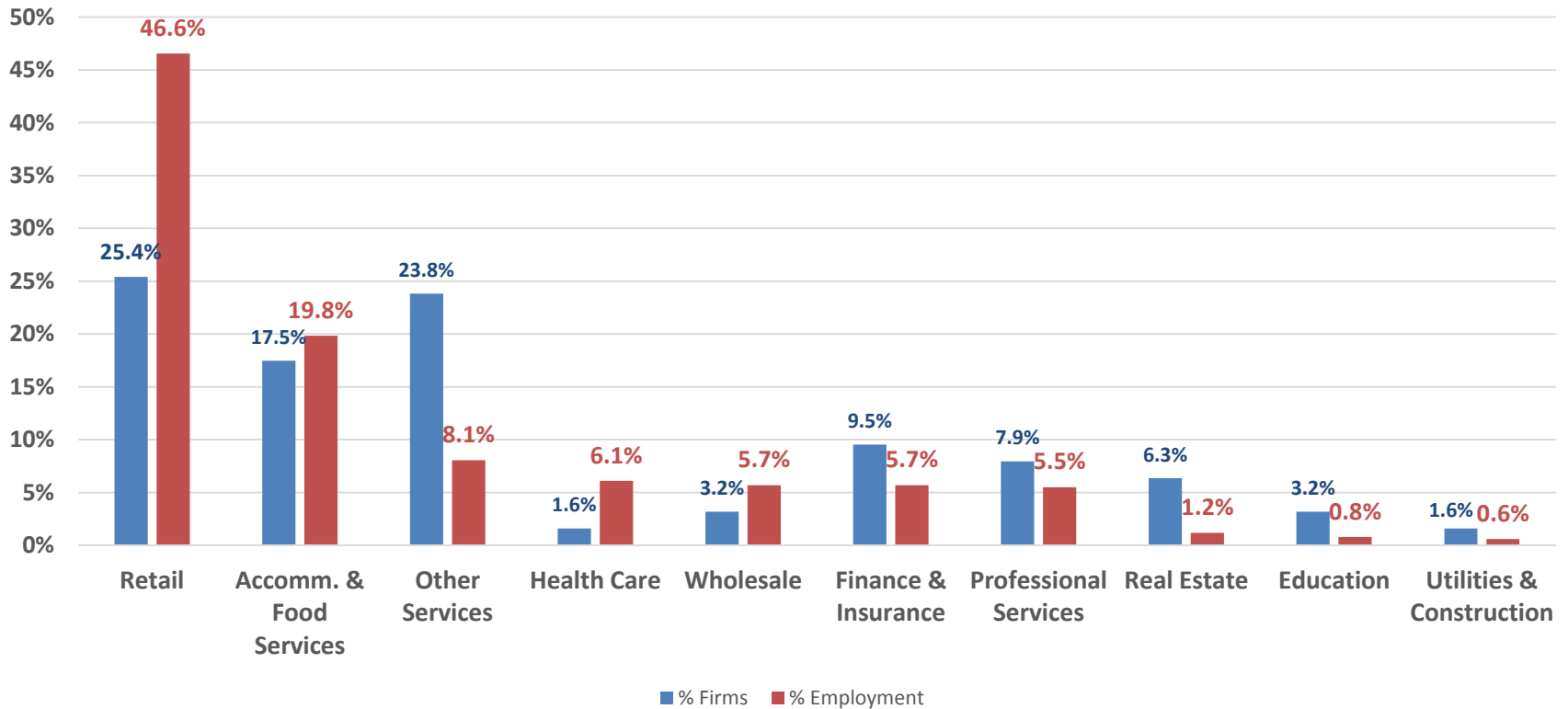
Median Household  
Income

# Economic Corridor 3: Pulaski Blvd



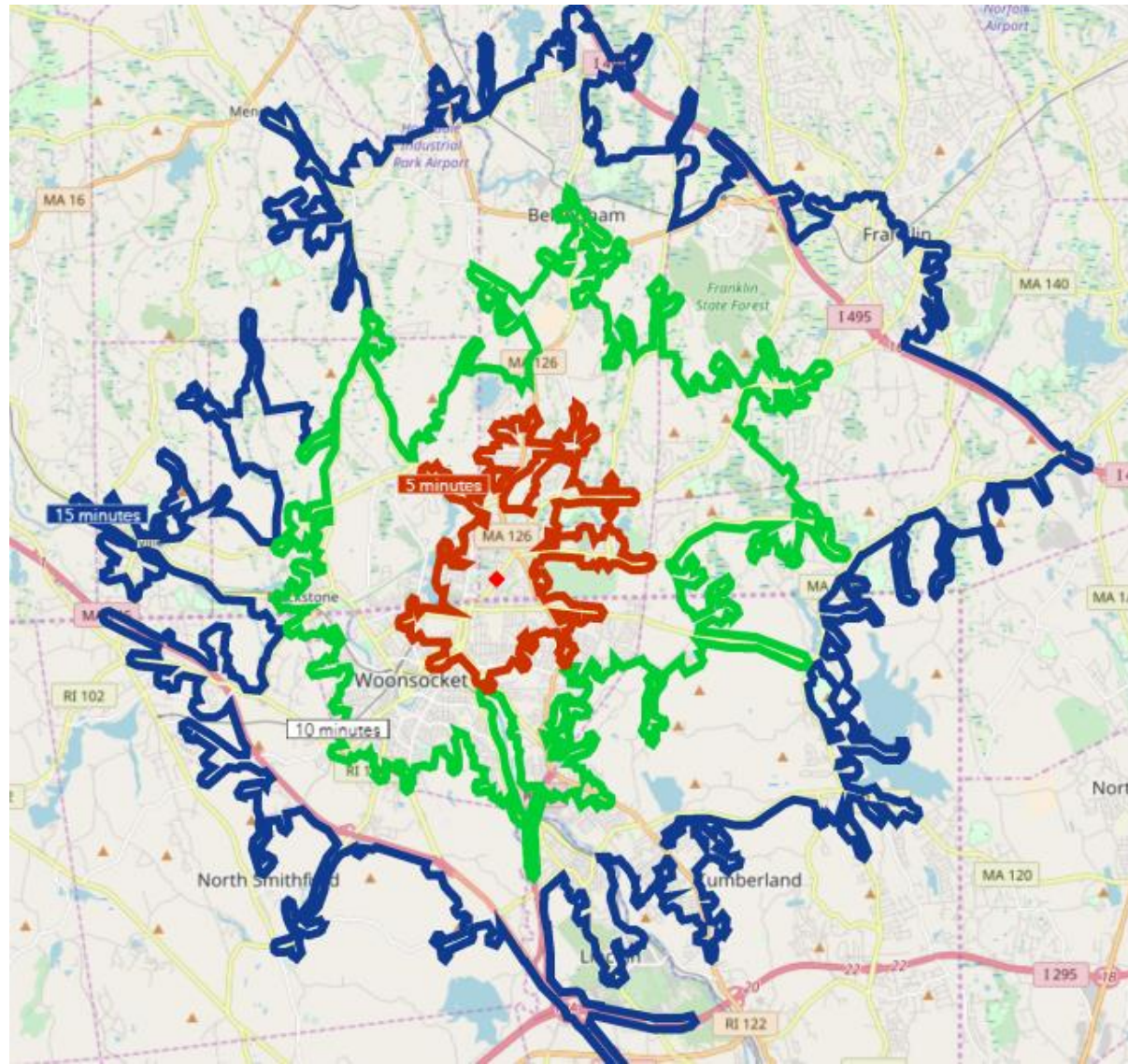
# Employers in Pulaski Blvd by Industry

Source: Infogroup 2016  
63 total firms, 509 employees





# Fifteen Minute Drive Time: Pulaski Blvd



## KEY FACTS

16,345

Population



6,803

Households



2.4

Average  
Household Size

37.4

Median Age

\$36,188

Median Disposable Income

\$44,670

Median Household  
Income

# Bellingham MASSACHUSETTS



## Bellingham Open House Development Activity





# Priority Areas for Development



● For Development

● Against Development

# Industry Types



## What industry types do you want in town?



Please place a sticker representing the industry that you want on the map. If you are unsure of where the industry should be located, or think that the industry should be located throughout town, place the industry's sticker in the box below.

If you do not want an industry in a specific location, write an X over its sticker and place it on the map.

If you do not want a certain industry in any part of town, write an X over its sticker and place it in the box below.

Town-wide:



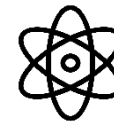
Information



Accommodation,  
Food Services



Arts,  
Entertainment,  
Recreation



Science,  
Technical Services



Educational  
Services



Manufacturing



Professional  
Offices



Transportation,  
Warehousing,  
Wholesalers



Finance,  
Insurance



Retail



Health Care,  
Social Assistance



Agriculture,  
Forestry,  
Fishing,  
Hunting



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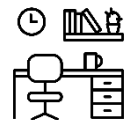
Information



Arts,  
Entertainment,  
Recreation



Educational  
Services



Professional  
Offices



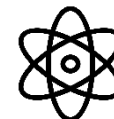
Finance,  
Insurance



Health Care,  
Social Assistance



Accommodation,  
Food Services



Science,  
Technical Services



Manufacturing



Transportation,  
Warehousing,  
Wholesalers



Retail



Agriculture,  
Forestry,  
Fishing,  
Hunting

# Bellingham MASSACHUSETTS



Thank you for your participation!



# Thank you!!

## Bellingham: Open for Business

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**Feb 5**

**6:00 - 7:30pm**

**10 Mechanic Street  
Arcand Meeting Room**

Business owners are invited to join the Town of Bellingham and the Metropolitan Area Planning Council (MAPC) in discussing how the town can better support and grow local businesses.

Food and refreshments from PJ's will be provided.

Questions? Contact: Jim Kupfer, Town Planner, at [JKupfer@bellinghamma.org](mailto:JKupfer@bellinghamma.org)



**Please RSVP by email to Raul Gonzalez  
of MAPC at [RGonzalez@mapc.org](mailto:RGonzalez@mapc.org)**

