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

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

Source: 2010 Census
About 77% of Bellingham’s population is in the labor force and 71% are employed.

Source: ACS 2016 5 Year Estimates
Unemployment Rate

Source: MA Dept of Labor and Workforce Development
Employment Age Projection

Source: MAPC Stronger Region Scenario
Employment to Population Ratio

Source: ACS 2015 5 Year Estimates
Education of Adult Population (25+)

Bellingham

- Less than HS Grad: 6%
- High School Graduate: 34%
- Some College Education: 21%
- Associates Degree: 10%
- Bachelors degree or higher: 28%

Massachusetts

- Less than HS Grad: 10%
- High School Graduate: 25%
- Some College Education: 16%
- Associates Degree: 8%
- Bachelors degree or higher: 41%

Source: ACS 2015 5 Year Estimates
Median Household Income

Source: US Census Bureau
### Employees by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Trade</td>
<td>1,968</td>
</tr>
<tr>
<td>Accommodation &amp; Food Services</td>
<td>767</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>720</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>504</td>
</tr>
<tr>
<td>Construction</td>
<td>382</td>
</tr>
<tr>
<td>Other Services, Ex. Public Admin</td>
<td>268</td>
</tr>
<tr>
<td>Health Care &amp; Social Assistance</td>
<td>214</td>
</tr>
<tr>
<td>Information</td>
<td>199</td>
</tr>
<tr>
<td>Arts, Entertainment, &amp; Recreation</td>
<td>134</td>
</tr>
<tr>
<td>Transportation &amp; Warehousing</td>
<td>134</td>
</tr>
<tr>
<td>Professional &amp; Technical Services</td>
<td>122</td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>83</td>
</tr>
<tr>
<td>Utilities</td>
<td>59</td>
</tr>
<tr>
<td>Utilities</td>
<td>56</td>
</tr>
</tbody>
</table>

Source: 2016 MA Dept. of Labor
Inflow/Outflow of Workers (2015)

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed in Bellingham</td>
<td>5,415</td>
<td>100.00%</td>
</tr>
<tr>
<td>Employed in Bellingham but Living Outside</td>
<td>4,741</td>
<td>87.60%</td>
</tr>
<tr>
<td>Employed and Living in Bellingham</td>
<td>674</td>
<td>12.40%</td>
</tr>
<tr>
<td>Living in Bellingham</td>
<td>8,701</td>
<td>100.00%</td>
</tr>
<tr>
<td>Living in Bellingham but Employed Outside</td>
<td>8,027</td>
<td>92.30%</td>
</tr>
<tr>
<td>Living and Employed in Bellingham</td>
<td>674</td>
<td>7.70%</td>
</tr>
</tbody>
</table>

Source: ACS 2015 5 Year Estimates
Number & Percent Change in Employment by Industry (2005-2015)

1. Other Services, Ex. Public Administration
2. Retail Trade
-2. Utilities
-21. Construction
-13. Finance and Insurance
-115. Manufacturing
Largest Employers

Market Basket
Whole Foods Market
Van Lumber Co Inc
Bellingham Memorial Middle
Algonquin Industries
Walmart
Home Depot
BlueLinx
Antron Engineering

Source: Infogroup USA, 2016
# Largest Private Retailers

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

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)

<table>
<thead>
<tr>
<th>Community Name</th>
<th>Residential</th>
<th>Commercial &amp; Industrial</th>
<th>Personal Property</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franklin</td>
<td>$ 14.58</td>
<td>$ 14.58</td>
<td>$ 14.58</td>
</tr>
<tr>
<td>Hopkinton</td>
<td>$ 16.80</td>
<td>$ 16.80</td>
<td>$ 16.80</td>
</tr>
<tr>
<td>Foxborough</td>
<td>$ 15.04</td>
<td>$ 17.13</td>
<td>$ 17.13</td>
</tr>
<tr>
<td>Hamilton</td>
<td>$ 16.81</td>
<td>$ 16.81</td>
<td>$ 16.81</td>
</tr>
<tr>
<td>Sharon</td>
<td>$ 19.62</td>
<td>$ 19.62</td>
<td>$ 19.62</td>
</tr>
<tr>
<td>Wrentham</td>
<td>$ 14.25</td>
<td>$ 18.75</td>
<td>$ 18.70</td>
</tr>
<tr>
<td>Bellingham</td>
<td>$ 14.34</td>
<td>$ 20.72</td>
<td>$ 20.60</td>
</tr>
</tbody>
</table>

Source: FY2017 Rates- Massachusetts Dept of Revenue
## Comparative Commercial Tax Base

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

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
Fifteen Minute Drive Time: Hartford Ave
Employers in Route 140 by Industry

Source: Infogroup 2016
110 total firms, 819 employees
Fifteen Minute Drive Time: Route 140

KEY FACTS

- Population: 82,860
- Median Age: 40.0
- Households: 31,252
- Median Disposable Income: $55,851
- Average Household Size: 2.6
- Median Household Income: $75,581
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**

- Population: 16,345
- Median Age: 37.4
- Households: 6,803
- Median Disposable Income: $36,188
- Average Household Size: 2.4
- Median Household Income: $44,670
Bellingham Open House
Development Activity
Priority Areas for Development

Town of Bellingham

Pulaski Boulevard

- Building rooftops
- Parcels
- Interstate
- U.S. Highway
- State Route
- Non-numbered route
- Bellingham boundary
- Open space
- MAPC towns

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.

- 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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- 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
Thank you for your participation!
Thank you!!

Bellingham: Open for Business

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

Please RSVP by email to Raul Gonzalez of MAPC at RGonzalez@mapc.org