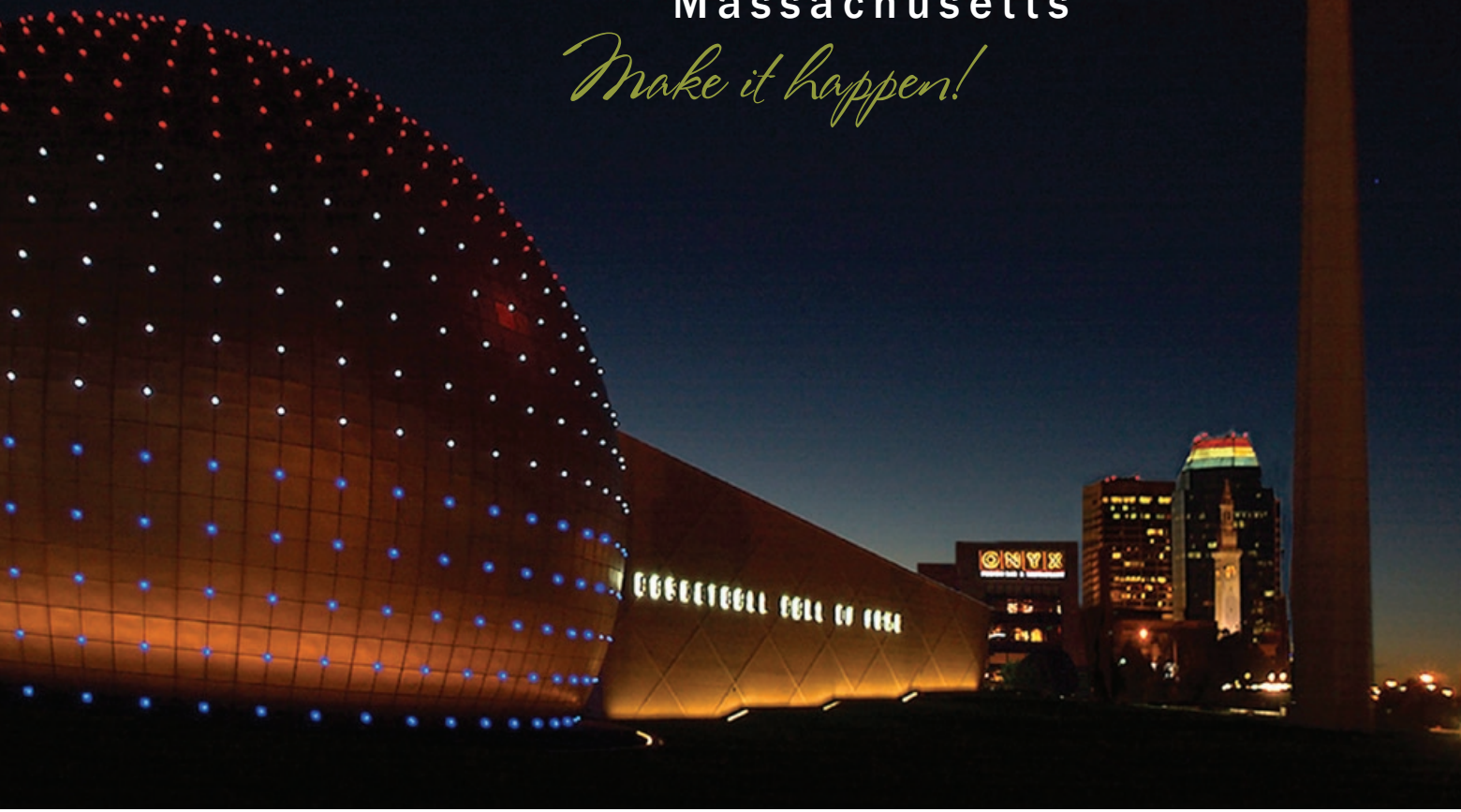


Springfield

Massachusetts

Make it happen!



A BUSINESS & COMMUNITY GUIDE





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Baystate Medical Center is ranked as one of the nation's 100 Top Hospitals[®] for cardiovascular care* in a study of hospitals that treat a broad spectrum of cardiology patients. *Thomson Reuters

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baystatehealth.org/heart



SPRINGFIELD WELCOMES YOU!



As the 54th Mayor of the City of Springfield, it is my honor and pleasure to welcome you to our fine city. While known around the world as the birthplace of basketball and Dr. Seuss, Springfield is also renowned for being the “City of Homes” for its great neighborhoods and impressive architecture. This Old House magazine, USA Today, and Forbes magazine have all recently highlighted Springfield’s neighborhoods and housing stock as being both impressive and affordable.

Springfield has also been a leader in clean and green development, being named the 4th “Greenest City” by Country Home Magazine. Specifically, Springfield was cited for its splendid parks, the purity of its drinking water system, its regional recycling center, and organizations such as ReStore Home Improvement Center. ReStore is making a splash in 2011 with a brand new expanded facility on Warwick Street due to their success in the city.

Springfield is the cultural center of Western Massachusetts. Our world-class museums, the Springfield Symphony, City Stage and historic Armory rival attractions in cities twice our size. Our Basketball Hall of Fame is a one-of-a-kind, spherical museum that features legends of the game’s past, present and future. We also have exciting professional sports being home to the AHL’s Springfield Falcons and NBA-D’s Springfield Armor.

The Springfield Museums feature the brand new Museum of Springfield History as well as being home to the spectacular Dr.

Seuss National Memorial Sculpture Garden - a magical place that brings out the inner child in all who visit. The Museums include five museums in total on the beautifully landscaped Quadrangle green.

Springfield has a thriving business community. While small businesses find the city a great place for a startup, we are also the home to large, global businesses. MassMutual Financial Group is a Fortune 100 company that is headquartered in Springfield and employing 3,800 in Springfield alone. Companies like Smith & Wesson, Big Y Foods, Merriam-Webster, Performance Food Group, Liberty Mutual and Peter Pan Bus Lines all call Springfield home as well as major healthcare providers such as Baystate Health and Mercy Medical Center.

Home to four higher education institutions, Springfield is a proud affiliate of the Knowledge Corridor, which has the second highest number of higher education institutions in all of New England.

These are just a few things that make this city a great place to live and work. Springfield is a place with a storied history and an exciting future, and we hope you will join us in making this the best city in America.

Mayor Domenic J. Sarno

CITY DIRECTORY

Springfield City Hall • 36 Court Street, Springfield, MA 01103
www.springfieldcityhall.com • 311 or 413.736.3111

Office of the Mayor.....	413.787.6100
Building Code Enforcement	413.787.6031
City Clerk.....	413.787.6094
Office of Planning & Economic Development.....	413.787.6020
Community Development/ Neighborhood Services.....	413.787.6050
Conservation Commission	413.787.6020

Historic Commission.....	413.787.6020
License Commission.....	413.787.6140
Department of Public Works.....	413.787.6260
Office of Housing	413.787.6500
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Make it happen in SPRINGFIELD

For 375 years residents, visitors, and businesses have been making it happen in the City of Springfield. Today the city boasts great neighborhoods, a thriving business community, and some of the most exciting development projects in New England.

Springfield's is proud of its legacy of innovation. It is a city of firsts, including America's first armory/military arsenal and the first American-made automobile. Springfield is the birthplace of basketball and of Dr. Seuss's Cat in the Hat. The Merriam-Webster Dictionary was first published in Springfield. And the city was home to the first U.S. designed and built planetarium.

Throughout its history, Springfield has launched a wealth of industrial and manufacturing innovations from large to small. These run the gamut from the first manufactured post-cards and envelopes to the first musket, repeating pistol, and semi-automatic rifle (made by the country's largest gun manufacturer, Smith & Wesson).

Today, a new generation of community and industry leaders is "making it happen" in Springfield. The city has witnessed a strong renewal in energy, spirit and commitment and



is well into a dynamic renaissance. Civic, government, and business organizations are collaborating on Springfield's success and continue to work for an even brighter future for those who work, live and play in the City of Homes, the City of Firsts.

Springfield's current growth industries include health care, educational services, art, entertainment and recreation and other services. Financial services and metal manufacturing remain strong.

MAJOR EMPLOYERS

- **Massachusetts Mutual Life Ins. Co.**
According to the 2010 Fortune 500 list, MassMutual Financial is listed at No. 93 with \$25.4 billion in total revenue. The company employs over 3,800 at its State Street headquarters in Springfield.
- **Baystate Health**
Baystate Health is nearing completion on the "Hospital of the Future" project, an ambitious \$250 million Springfield expansion that is set to open in 2012 and will add 500 new jobs to the largest employer in the region.
- **Smith & Wesson**
159 year-old company Smith & Wesson announced in 2011 that it will move 225 jobs from New Hampshire to its Springfield headquarters. The jobs will push Smith & Wesson's Springfield based employment to over 1100 employees.
- **Peter Pan Bus Lines**
Peter Pan Bus Lines is now celebrating over 75 years in Springfield and has become one of the largest intercity bus companies in the country and employs over 1,000 people.
- **Big Y Foods, Inc.**
Headquartered in Springfield, this supermarket chain of 58 markets employs over 8,500 people and is one of the top 500 largest companies in the country according to Forbes magazine.



WHAT IS THE SIGN OF A GOOD DECISION?SM

It's working with your neighbors
toward a common goal.



Springfield is the place MassMutual calls home. For almost 160 years, we've worked together as a company and community, and seen how our combined strengths created new opportunities. That determination makes us proud to be the largest for-profit employer in the Springfield, Mass., region, with nearly 5,800 employees. Without the commitment of this community, we would not be as successful as we are today. And it's because of this commitment that we've pledged our support for revitalization efforts like DevelopSpringfield, dedicated to projects that stimulate Springfield's growth. A good decision is supporting your home for all that it's given back. **To learn about this and other ways we support our community, visit [MassMutual.com/Responsibility](https://www.massmutual.com/Responsibility)**



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MassMutual Financial Group refers to Massachusetts Mutual Life Insurance Company (MassMutual), its affiliated companies and sales representatives. Photography courtesy of Jim Langone. CRN201211-142385



Development Projects, Plans & Opportunities

South End Revitalization

A key recommendation in the 2006 Urban Land Institute plan for Springfield was investment and redevelopment of the city's South End neighborhood. A city investment of over \$6 million has resulted in the completion of Main Street improvements in 2010, with the expansion of Emerson Wight Park moving forward in 2011.

Springfield Smith & Wesson Industrial Park

An 85-acre industrial park highlighted by Smith & Wesson headquarters and Performance Food Group, FW Webb has agreed to purchase 15 acres for a new distribution facility set to begin construction in 2011. Twenty-five buildable acres remain with visibility to I-291.

State Street Alliance

A collaboration of over 50 private, non-profit, and public institutions dedicated to the redevelopment of State Street has continued to advocate for several projects including Eastern Gateway, Indian Motorcycle, and 195 State Street.



Springfield's Designated Economic Target Area Allows Businesses to Take Advantage of:

- **5% State Investment Tax Credit for qualifying tangible, depreciable investments**
- **10% Abandoned Building Tax Deduction for renovation costs**
- **A municipal tax incentive**
- **Special Tax Assessment or Tax Increment Financing**

195 State Street

The Springfield Fire & Marine Insurance Building, more recently known as the former home of the Springfield School Department, has been targeted as a prime site for downtown residential. An RFP in late 2010 resulted in a proposal set to move the project into construction in 2011.

1592 Main Street

Known as the former "Asylum nightclub" this key downtown property was purchased by city for the purposes of redevelopment. The city has completed a significant asbestos removal project in 2010 and in 2011 will compete the demolition of over half of the rear of the building while preserving the historic Art Deco façade on Main Street.

Bing Arts Center

located at 716 Sumner Avenue in Springfield's Forest Park neighborhood is being renovated for use as a multi-use, nonprofit, community arts center. An ambitious fundraising campaign to complete the theater renovation is underway and City of Springfield CDBG funding has assisted in the completion of Phase I performance and gallery space.

Economic Development Incentive Program (EDIP)

A manufacturing company with over 55 years history was saved after a potential move out of the region was averted through use of city and state incentives. The 100 local employees will remain at Titeflex and the company will invest over \$3 million in upgrades to the site. Titeflex is a world leader in braided hose for the aerospace and auto industries. EDIP also recently helped Smith & Wesson move 225 additional jobs to Springfield as well as helped expedite the redevelopment of 60 Congress Street.

NEIGHBORHOODS

Springfield is known as the “City of Homes” for its Victorian mansions as well as the multitude of single-family homes constructed for manufacturing workers in the late 19th and early 20th centuries. Springfield has a large collection of Victorian houses, many restored and many awaiting restoration.

Springfield’s very affordable housing market, with a wide range of types and prices, is an attractive community asset. Median prices are mostly under \$150K, with a few very desirable areas in the \$300-400K range. In Springfield, a \$200K house would sell for approximately 50% more in Worcester and more than double that in Boston area.

Springfield is also known for its strong sense of neighborhood and community. Economically and ethnically diverse populations

***This Old House* magazine named Springfield’s Forest Park Heights Historic District its 2010 Northeast “Best Old House Neighborhood,” noting that “many who live here have come from pricier markets, including Northampton and Boston, seeking less costly old homes.”**



that range from 4,000 to 25,000 people live in the city’s 17 residential neighborhoods. Community councils and civic organizations

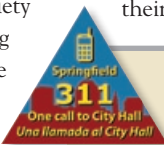
others. A group of residents called Choose Springfield has banded together to promote the great neighborhoods of the city.

Since 1972 the Springfield Preservation Trust has advocated for the creation of Historic Districts, fought demolition of historically significant buildings, published walking guides to some of Springfield’s historic neighborhoods and architecture, or-

ganized historic home and gardens tours, sponsored historic preservation and home ownership lectures and tours and helped restore some of the City’s historic homes.

In 1938 & 1939 the New Deal “Works Progress Administration” undertook a public works project in Springfield to photograph every building in the city.

This collection of images represents what the City of Springfield looked like in the years between the Great Depression and World War II. The Springfield Preservation Trust has begun the effort to digitally scan these images and have them available on their website.



WEB RESOURCES:

Springfield Preservation Trust
WPA Image Project:

www.springfieldpreservationtrust.org

Choose Springfield:

www.choosespringfieldmass.org

City of Springfield Community

Development neighborhood council list:

www.springfieldcityhall.com

Call Marjorie Weeks to arrange a visit.

K THROUGH 8 / 1190 LIBERTY STREET / SPRINGFIELD, MA 01109 / 413-788-0300 / WWW.ACADEMYHILL.ORG



1550 Main Street

Regional Organizations & Resources Moving Springfield Forward

1550 Main Street is an \$11 million reconstruction of Springfield's former Federal Building located in the heart of the Central Business District. Funded by MassDevelopment, the State, the City, plus current tenants, the building will house the Springfield School Department, Baystate Health, and other tenants. The project included a full rehabilitation of the outdoor plaza as well as interior and exterior improvements.

MassDevelopment

Created in 1998 by the State Legislature, MassDevelopment is the state's finance and development authority. Both a lender and developer, the agency works with private and public sector clients to stimulate economic growth by eliminating blight, preparing key sites for development, creating jobs and increasing the state's housing supply.

By partnering with MassDevelopment, clients benefit from cost-saving economic incentives and access to experts in the fields of finance, real estate and business development. MassDevelopment finance options include tax-exempt and taxable bonds; equipment and real-estate loans; and industry-focused programs. The real estate development group partners with cities and towns to craft development plans and assist with large-scale revitalization projects.

In Springfield, MassDevelopment has invested \$121 million in 49 projects since 2001. The agency recently completed its redevelopment of 1550 Main Street and has also extended brownfields funding to the redevelopment of Mason Square Fire Station and Indian Motorcycle.
www.massdevelopment.com

Economic Development Council of Western MA

The EDC is a regional collaborative and non-governmental initiative that brings together the public and private leadership of the Pioneer Valley's three counties. Centralized coordination, effective collaboration, and comprehensive professional services are this organization's unifying foundation. Board members include mayors, major corporation CEOs and college and university leaders. Affiliates include six economic and business development organizations managed by over 50 economic development professionals. The unified goal is to create a positive environment for responsible economic growth. The EDC offers one-stop access to available resources and expertise. www.westernmassedc.com

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UMASS Amherst Design Center – Opened in 2010, the UMASS Amherst Design Center on Court Square is a unique collaboration between the City of Springfield and UMASS in creating a downtown presence of the college and serves as a hub for neighborhood design studios in a variety of planning and architecture disciplines. In its first year 10 design studios were completed touching on a number of Springfield neighborhoods. <http://umassdesigncenter.blogspot.com>

Greater Springfield Convention & Visitors Bureau

A member-based organization, the GSCVB promotes Massachusetts' Pioneer Valley as a year-round destination for conventions, group tour and leisure travel. This State Regional Tourism Council is the destination marketing organization for the Pioneer Valley and works to support the numerous tourism-related and convention businesses in the region. www.valleyvisitor.com

Pioneer Valley Planning Commission

Since 1962, the Pioneer Valley Planning Commission has been the designated regional planning body for the Pioneer Valley Region. A consortium of local governments, the PVPC is responsible for increasing communication, cooperation, and coordination among government, business and civic sectors in order to

benefit the Pioneer Valley region, address problems and opportunities and improve its residents' quality of life. In 2010, PVPC moved into Springfield to its new home at 60 Congress Street. www.pvpc.org



Regional Technology Corporation

The Regional Technology Corporation (RTC) strives to be the market-driven catalyst for growth and development of technology-based industries in Western

Massachusetts and the Knowledge Corridor. In affiliation with the Western Massachusetts EDC, the RTC serves to coordinate and manage the region's technology economic development strategy as it relates to business development, attraction and creation. www.rtccentral.com

Springfield Redevelopment Authority

The redevelopment authority of the city, this organization is carrying out several important redevelopment projects including Union Station, Court Square, and the Springfield Smith & Wesson Industrial Park. Both Union Station and Court Square are expected to make significant strides towards development in 2011, while FW Webb is expected to go into construction on a major distribution facility at the SSWIP. www.springfieldredevelopment-authority.com

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Something To Talk About • US Post Office • Westfield Bank



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Currents • Dunkin' Donuts
Fantastico • Hot Table • Legreque
Mex Table • Tower Grill • Villa Pizza

Visit these interesting **GALLERIES & THE ARTS:**

Artist Square Group Gallery
Avis Neigher Art Gallery • Dreams Studio
Pan African Historical Museum (Pahmusa)
Valley Photographic Center



TOWERS SQUARE

1500 Main Street, Springfield, MA 01115



Find out about upcoming events at... www.VisitTowerSquare.com • 413.733.2171



In 2010 WMDC completed its historic rehabilitation of its new headquarters at 281 State Street with assistance of City Of Springfield funding.



New England Black Chamber of Commerce

The New England Black Chamber of Commerce, Inc., was founded in an effort to enhance the economic infrastructure that supports the development of businesses that impact the black community.
www.neblackchamber.org/about

Western Massachusetts Regional Small Business Center

The Western Massachusetts Regional SBDC provides free and confidential one-to-one counseling to prospective and existing small businesses including business plan development, preventive feasibility, conventional and non-conventional financing, cash flow analysis, organizational and personnel issues and marketing.
www.msbdc.org/wmass

Massachusetts Latino Chamber of Commerce

The Latino Chamber supports the advancement, of education and economic growth of Latino businesses & community and works closely with profit and non-profit businesses & organizations, local and state Chambers of Commerce, and the U.S. Hispanic Chamber of Commerce.
www.masslatinochamber.com

Affiliated Chambers of Commerce of Greater Springfield, Inc. (ACCGS)

With over 2,000 members from nine communities in the greater Springfield area plus a Women's Partnership for professional women, the ACCGS "brings a regional and diverse approach to the value of networking, economic development and business development to industry of all sizes and types."
www.myonlinechamber.com

Western Mass Development Collaborative

The WMDC provides business development assistance to small business in the trades industry in western Massachusetts. WMDC serves as a one-stop resource center for small businesses looking to build capacity and grow their business. WMDC works with minority and women-owned businesses to facilitate networking with key industry partners. WMDC assists with joint ventures

and subcontracting opportunities, as well as technical and financial support to help businesses better compete for federal, state, local government and commercial contracts.
www.wmassdc.org

In 2009, the WMDC purchased 281 State Street, a derelict Victorian mansion directly across from the new Federal Courthouse and spent a year completely renovating it into a functional and attractive office building. WMDC organized the funding and employed numerous minority contractors to complete the work.

DevelopSpringfield

DevelopSpringfield is a private, non-profit corporation formed in 2008 to advance development and redevelopment projects, stimulate and support economic growth, and expedite the revitalization process.
www.developspringfield.com

Incentives & Financial Assistance

Grow Springfield Fund

The Grow Springfield Fund is a partnership between the City and the Grow America Fund, Inc., an affiliate the National Development Council, one of the nation's oldest

not-for-profit corporations specializing in community, economic and public facility development. Eligible businesses can receive loans from \$50,000 to \$250,000 with long term financing, Low Equity Requirements and flexible criteria.

City of Springfield Small Business Loan Program

This loan program is funded by HUD's Community Development Block Grant Program. The City of Springfield will advise applicants regarding the criteria. Loans range from \$1,000 - \$10,000 but can be up to \$25,000.

City of Springfield Neighborhood Storefront Improvement Program

The NSIP is a City program also funded through HUD's Community Development Block Grant Program. This program will



provide financial grants up to \$10K for eligible property owners and business tenants to upgrade the appearance of ground-floor storefronts.

DevelopSpringfield Corridor Storefront Improvement Program

This program is targeted to ground floor commercial storefronts on Main Street and State Street. The CSIP helps businesses and property owners fund exterior renovations to improve the physical appearance and enhance commercial districts along these two principal urban corridors.



AC Produce

Commonwealth of Massachusetts Economic Development Incentive Program

The City partnering with the Massachusetts Office of Business Development offers an EDIP that combines a local incentive, tax increment financing (TIF) with state incentives including a 5% state investment tax credit and a 10% abandoned building tax credit. In addition local personal property taxes may be waived for the duration of the TIF.

Western Mass Enterprise Fund

WMEF is a nonprofit community development financial institution founded in 1989 to bring financial and business resources to western and central Massachusetts in order to stimulate growth and create a more stable regional economy. WMEF offers loans to businesses and organizations that do not have access to sufficient capital through traditional channels. WMEF is a conduit to specialized financial and business programs, and actively partners with organizations to provide a comprehensive and effective set of resources to the business community. www.wmef.org

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GREEN CITY

Springfield's ReStore Home

Improvement Center has raised \$3 million to fund an expansion and relocation of this unique, eco- and community-friendly business. Owned by the non-profit Center for Ecological Technology, the ReStore accepts donations of building and home improvement materials (used, salvaged and overstock) and resells them to the community in a convenient retail setting at a low cost to encourage recycling and reuse. The ReStore strives to make home improvement affordable for more people and to create local jobs and provide job training.

The new location in a former furniture warehouse on Warwick Street will be four times larger than the original site with improved parking, wide aisles and modern material handling equipment. An energy retrofit will reduce energy use by more than 50%. A demonstration center/classroom space will allow homeowners and builders to learn about making their homes greener and more energy saving. Staying true to its mission, the new ReStore will serve as a model for the reuse industry in general as well as of how older commercial buildings can be renovated for new uses.

Springfield's other "green" aspects include an outstanding drinking water system, with exceptionally pure water coming from more than 12,000 acres of protected watershed lands. Springfield is also home to the region's recycling center.



In 2010, People's Bank earned a LEED Silver Certification for its new St. James Avenue branch location and also earned Springfield's first GreenSeal award, a new city program designed to highlight successful green projects.

MassMutual Financial Group

completed a \$2.4 million solar project on the rooftop of its State Street headquarters in 2010. The project includes 528 photovoltaic panels and 96 thermal hot-water panels capable of generating half the campus's hot water needs. The energy produced by the rooftop panels are capable of producing up to 130,000 kilowatt hours of electricity a year, roughly enough power to supply 22 homes. Additional significant solar projects are in the planning stages for other areas of the city for 2011.

Parks & Recreation

The City of Springfield boasts 2,400 acres of parkland distributed among 35 parks, including the vast 735-acre Forest Park. At Forest Park on the banks of the Connecticut River, visitors can enjoy 23 tennis courts (8 clay), paddle boat rides on the 31-acre Porter Lake, bird watching spots, miles of walking trails and one of the finest small zoos in New England. The Parks Department provides a variety of recreation programming and even has its own staff of Park Rangers to "protect the tranquility of open space and ... encourage passive recreation to all who visit the City of Springfield's natural splendors, its PublicParks."

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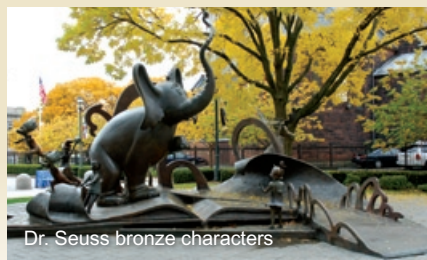
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ATTRactions

Culture & Entertainment

The Quadrangle, considered the cultural center of Springfield, is a city green ringed by historic buildings, including the Springfield City Library and the five Springfield Museums. The Quadrangle is also home to *The Puritan*, a bronze statue by artist Augustus Saint-Gaudens, memorializing Deacon Samuel Chapin, one of the city's



Dr. Seuss bronze characters

earliest settlers. Forest Park—one of the largest municipal parks in the country—is another popular city landmark, offering a green oasis for recreation in an urban atmosphere. Regardless of the preferred venue or activity, residents and visitors alike can always find something exciting happening downtown in Springfield.

The Springfield Museums feature five world-class venues for art, science and history: *the Michele & Donald D'Amour Museum of Fine Arts, the George Walter Vincent Smith Art Museum, the Springfield Science Museum (with the oldest operating planetarium in the U.S.), the Connecticut Valley Historical Museum and the Museum of Springfield History*. The Museums Association is also home to the Dr. Seuss National Memorial Sculpture Garden.

One of America's favorite children's book author/illustrators, Dr. Theodor Seuss Giesel was born in Springfield in 1904. Dr. Seuss's birthplace is now home to a sculpture garden on the Quadrangle.
www.springfieldmuseums.org
www.catinthehat.org

Springfield Armory

This National Historic Site offers the story of the country's first armory and commemorates the critical role it played in the nation's military and industrial history. The Springfield Armory is home to one of the world's largest historic firearms collections. The museum, historic buildings and grounds are open year-round. Special programs include educational school programs, military encampments and other events.
www.nps.gov/spar

Springfield Falcons

Professional hockey is in downtown Springfield as the Springfield Falcons skate in 80 games a year (40 at the MassMutual Center) during the season. The Falcons are the AHL affiliate of the NHL Columbus Blue Jackets.
www.falconsahl.com

Springfield Armor

The "Birthplace of Basketball," now has its own NBA Development League Team. Springfield Armor's inaugural season began in 2009. The team plays home games at the MassMutual Center.
www.nba.com/dleague/springfield

Springfield Symphony Orchestra

After 67 years of great performances, the Springfield Symphony Orchestra is the largest professional orchestra in Massachusetts outside of Boston. In a typical season, the SSO presents over 120 performances. The SSO's artistic programming has earned national recognition for its innovativeness, appeal, and breadth of scope.
www.springfieldsymphony.org

CityStage & Symphony Hall

Built in the early 1900s, the 2,611-seat Symphony Hall is home to Broadway-style theatre, children's programming, internationally recognized speakers and numerous concerts and performances. CityStage features off-Broadway comedies, dramas and musicals in the 487-seat Blake Theatre; plus numerous community events, performances and meetings in the 70-seat Winifred Arms Theatre. On average, the two theatres host 250 events in a season, with an extremely broad variety of shows.
www.symphonymhall.com

DOWNTOWN

The Springfield Business Improvement District is comprised of about 100 property owners in the downtown core working to help revitalize and promote Downtown Springfield as an attraction and destination. Within the 26-block downtown area,



Springfield's "Club Quarter" offers over 30 restaurants plus an array of nightclubs, hotels and conference facilities, historic architecture, and plentiful parking.

Downtown Springfield offers just about any cuisine and atmosphere one could desire. The Business Improvement District is responsible for the popular Thursday night Stearns Square outdoor concert series, attracting thousands throughout the summer months. For those who love the nightlife, Downtown Springfield attracts visitors from throughout New England for safe, accessible variety to dozens of clubs and bars.
www.springfielddowntown.com



Taj Mahal Performing on the Quadrangle.

Naismith Memorial Basketball Hall of Fame



Springfield is the birthplace of basketball. For over 50 years, the Naismith Memorial Basketball Hall of Fame has celebrated the history and players of this American sport from its invention by Dr. James Naismith in 1891 to today's modern game. Today, the Basketball Hall of Fame is a state-of-the-art, interactive sports museum with nearly three hundred inductees and more than 40,000 square feet of basketball history. www.hoopshall.com

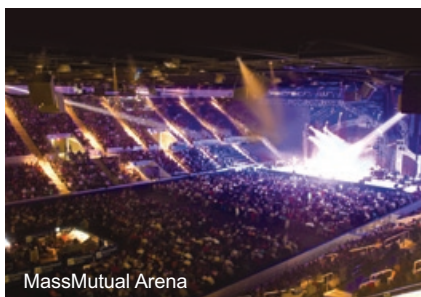
The MassMutual Center is most diverse function space in Western Massachusetts, with 100,000sf of flexible space including a ballroom, five meeting rooms, 40,000sf of exhibit space, plus a totally renovated 8,000-seat arena. The arena hosts many top-notch performers and entertainers every year and is the proud home of the American Hockey League's Springfield Falcons and the NBA D-League's Springfield Armor teams.
www.massmutualcenter.com



SHOPPING

Tower Square is a class A 28-floor office tower in the heart of downtown Springfield's business district, which also features a Marriott Hotel, a three-level secured parking garage and two-levels of convenient retail. The retail area offers a variety of dining options as well as convenient services, shopping, art galleries, billiards, special events and more.
www.VisitTowerSquare.com

Eastfield Mall features more than 85 specialty stores including Macy's, Sears, Old Navy, an international food court plus two full-service restaurants and a 16-screen cinema complex with stadium seating. A vibrant retail community has developed around Eastfield Mall along Boston Road (Route 20), including Home Depot, Wal-Mart, Lowe's, Toys R' Us, Staples, Marshalls and many others.
www.eastfieldmall.com



Springfield City Library

Springfield's public library system includes Central Library and nine neighborhood branches. The library maintains an extensive collection of reference and circulating materials covering all disciplines and is especially strong in the areas of music, fine arts, business, career development, and Holocaust materials. The library system offers computer resources and access, educational programs, local history and genealogy resources plus a collection of state and federal government and legal documents.
www.springfieldlibrary.org

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www.umass.edu



WNEC Pharmacy School



American International College



Springfield College's new campus union building.

EDUCATION

The Springfield City School System educates over 25,000 students in 43 schools, plus four alternative schools, an adult GED program and helps support three charter schools.

A number of Springfield public schools are magnet schools, which specialize in certain subject areas such as math or the arts. Springfield's magnet programs start at the elementary level and include developmental literacy, global studies, dramatic and performing arts, medical science and community service, environmental studies and inquiry science.

High school magnet programs include commerce, medical science and technology, law and government and business and finance and an International Baccalaureate diploma program. Springfield's High School of Commerce is one of 800 schools worldwide to participate in the full IB diploma program, "designed to foster academic excellence and international awareness." www.sps.springfield.ma.us

Academy Hill

Academy Hill has been the preeminent educator of bright and gifted children in Pioneer Valley for the past 25 years. www.academyhill.org

Branford Hall Career Institute

The Springfield Campus is one of 6 accredited training centers in New England that offer career-focused education for adults, which Branford Hall has been doing for more than 40 years. Springfield Campus offers programs in Culinary Arts, HVAC, Massage Therapy, Medical Assistant and Medical Billing/Coding. www.branfordhall.com



American International College

American International College is a private, co-educational founded in 1885 that offers undergraduate and graduate programs, including doctorate degrees in education and physical therapy. American International College's mission is "to provide a quality, transforming education to a diverse body of undergraduate and graduate students for life-long leadership and success in a global environment." www.aic.edu



Western New England College celebrated the grand opening of its new \$40 million Center for the Sciences and Pharmacy in 2010.

Cambridge College

Cambridge College is a regionally accredited, non-profit, private institution that has worked for 35 years to develop an innovative educational model for working adults. The college provides academically excellent, time-efficient, and cost-effective higher education for a diverse population, and has had a presence in the Pioneer Valley for over 20 years. www.cambridgecollege.edu/springfield

Springfield Technical Community College

Located on 35 acres of the Springfield Armory National Historic Site, Springfield Technical Community College is a major resource for the economic vitality of Western Massachusetts. With over 85% of STCC graduates living and working in Western Massachusetts, employers look to STCC to provide the educated workforce that keeps the local economy growing.

As the only technical community college in Massachusetts, STCC offers a variety of career programs unequalled in the state. Biotechnology, IT Security, Laser Electro-Optics, Nursing, Robotics, Sonography, Telecommunications and dozens of other career programs produce potential employees each year. STCC's highly regarded transfer programs provide the most economical option for students pursuing a four-year degree. With an enrollment of over 7,000 day, evening, weekend and online students STCC is a vibrant campus rich in diversity! www.stcc.edu

Springfield College

"Great Ideas Are Born Here" is a major point of pride at Springfield College. Known worldwide as the Birthplace of Basketball®, the institution has long inspired innovation, achievement, and leadership in its students, faculty, and alumni. Guiding all aspects of the Springfield College experience is the distinctive Humanics philosophy—education of the whole person in spirit, mind, and body for leadership in service to others. The College offers 40 undergraduate and 15 graduate areas of study in the health sciences, human

Springfield *Knows* Health

and social services, sports and movement studies, and the arts and sciences. More than 5,000 men and women study at its main campus and at regional campuses. Academic excellence, great facilities, and a strong commitment to community collaboration make Springfield College the place where great ideas continue to be born.

www.spfldcol.edu

University of Massachusetts–Amherst

The University of Massachusetts Amherst is one of the preeminent public research universities in America. Nestled in idyllic Amherst, Massachusetts—often called “The top college town in North America”—the campus is consistently ranked among the top public research universities in the nation, and offers a rich cultural environment in a rural setting close to major urban centers. Over 24,000 students from all 50 states and over 70 countries attend the university, located on 1,450 acres in the scenic Pioneer Valley of Western Massachusetts. The university offers more than 85 undergraduate majors, 68 master's and 48 doctoral degree programs—many counted among the top programs in the nation and world—and is home to New England's premier honors college. www.umass.edu

Western New England College

Since its inception in 1919, Western New England College has been an active participant in the life and history of our community. Through the years, the university has collaborated with many organizations and businesses to broaden the educational experience of our students and to enrich our greater community.

Located on a beautiful 215-acre suburban campus in Springfield, the university enrolls 3,700 students. It offers Schools of Arts & Sciences, Business, Engineering, Law and Pharmacy. The university has 40,000 alumni around the world.

Western New England College is a private, independent, coeducational institution offering the options of a university in a collegial learning environment. More than 40 undergraduate programs are available and graduate programs, many completely online, are offered at the Schools of Arts and Sciences, Business, and Engineering. www.wnec.edu

Springfield and the surrounding region offers convenient, accessible, affordable and—most important—some of the best quality healthcare in the nation. As one of the area's economic engines, Springfield's healthcare industry offers plentiful jobs and business opportunities as well as excellent care for residents.

Baystate Health

The region's only tertiary care referral medical center and accredited as “one of the highest-rated hospitals in the country” by the Joint Commission on Accreditation of Healthcare Organizations, Baystate Medical Center serves as a regional resource for specialty medical care, while providing comprehensive primary medical services to the community. Baystate Medical Center Children's Hospital provides advanced medical care in an environment that focuses exclusively on the needs of kids of all ages throughout the region.



Baystate Health's new “Hospital of the Future” is a \$251M, 640,000-sq ft expansion that will bring over 500 new permanent clinical and physician positions to the region. The first phase is scheduled for completion in the spring of 2012. Some of the project's goals are to create a “healing environment that helps accelerate patient recovery,” plus focus on environmental benefits and aesthetics. The design—using significant input from patients, their families, and staff—will add space, noise reduction and natural lighting for increased comfort. Other benefits include incorporating the highest standards for environmentally responsible building, such as using recycled materials and adding a rooftop green space. The expansion will include the addition of single-patient rooms, a new state-of-the-art Vascular and Cardiac Center as well as a new Emergency Room. www.baystatehealth.com

Mercy Medical Center Mercy Medical Center is ranked among the top 100 U.S. hospitals in value according to the Community Value Index which rates facilities by factors including quality of care and cost. The organization is also a significant boost to the regional economy boasting approximately 5,000 employees. www.mercycares.com

Shriners Hospital for Children is a 40-bed pediatric orthopedic licensed hospital that provides treatment for diseases of the bones, muscles, and joints to children up to age 18. www.shrinersshq.org/Hospitals/Springfield

Your Leader in Higher Education

Contributing to Springfield:

A Great Place to Live, Work, and Learn



- ✓ Offering a broad range of academic programs with proven professional preparation*
- ✓ Small college atmosphere with personalized attention and multiple opportunities for involvement
- ✓ Numerous artistic, sporting, recreational, and cultural programs open to the public each year
- ✓ Named one of 25 “best neighbor” colleges in USA, winner of Springfield’s Super 60 Award, and recognized by Springfield City Council for contributions to region’s economy and quality of life
- ✓ Showcase facilities: award-winning Wellness and Recreation Complex, new campus union, renovated state-of-the-art science center, new student residences, enhanced athletic facilities, and more
- ✓ Educating students in spirit, mind, and body for leadership in service to others



SPRINGFIELD COLLEGE
www.spfldcol.edu

*Ranked by U.S. News Media Group in 2011 edition of “America’s Best Colleges” in top tier of Best Regional Universities – North Region.



A view from the atrium of the newly opened Center for the Sciences and Pharmacy

Focused on the Future

Western New England College has opened the doors to its new \$40 million Center for the Sciences and Pharmacy. The burgeoning growth in the life sciences and pharmacy fields nationally, regionally, and in Massachusetts have created employment demands that Western New England intends to help meet with our graduates. We're leading the way in scientific education because tomorrow can't wait to prepare this vital workforce of the future.



WESTERN
NEW ENGLAND
COLLEGE

www.wnec.edu
Springfield, MA

Envisioning tomorrow—Educating today.



375 Years of Making it Happen in Springfield

Birthplace of Basketball

Birthplace of Dr. Seuss - Theodor Seuss Geisel

Home of the first National Armory

Home of the first gasoline powered commercial automobile

Birthplace and home to Fortune 100 company - MassMutual Financial Group

Birthplace of the Indian Motorcycle - once the largest motorcycle company in the world

Birthplace and home to Smith & Wesson - largest gun manufacturer in the United States

Birthplace and home of Peter Pan Bus Lines - leader in intercity bus transit

Birthplace and home to Merriam-Webster - leading purveyor of dictionaries

Be the next to *Make it Happen* in Springfield!

