



Welcome to Springfield!

2009 Developers Conference

Friday, October 30, 2009
MassMutual Center



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PLATINUM Sponsor:



The Economic Development Council
Of Western Massachusetts
We Lead Our Region's Economic Development

GOLD Sponsors:



SILVER Sponsors:

Keller Williams Realty
YPS of Greater Springfield
Infinity Real Estate Group, Inc.



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Agenda

9:00

Real Estate Exhibit, Coffee, and Registration

10:00

Welcome from Mayor Domenic J. Sarno

10:15

Remarks from Dee Brown
Head Coach of Springfield Armor

10:30

Bus Tour of Key Investment Opportunities
in Springfield

12:30 - Lunch

Remarks from Secretary Greg Bialecki

Presentation by John Judge, City of Springfield
Chief Development Officer: Investment Opportunities in Springfield

2:00 - Closing



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Mayor Domenic J. Sarno
City of Springfield, MA



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Dee Brown
Head Coach of Springfield Armor



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Bus Tour of Key Investment Opportunities in Springfield

- 1. Court Square*
- 2. 1592 Main Street*
- 3. Union Station*
- 4. Springfield Smith & Wesson Industrial Park*
- 5. State Street Corridor Development Opportunity*
- 6. School Department Building*
- 7. 1200 Hall of Fame Avenue*
- 8. York Street Site*
- 9. Zanetti Elementary School*



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Secretary Greg Bialecki
Executive Office of Housing and
Economic Development



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John Judge
Chief Development Officer
City of Springfield, MA



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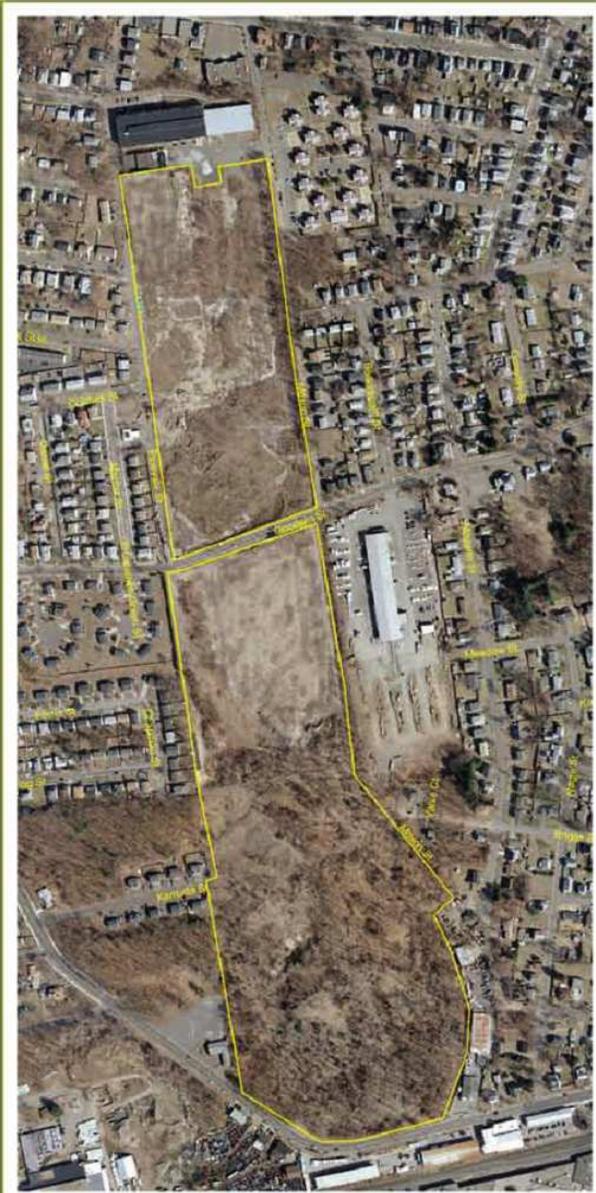
Springfield

Embarking on a vigorous plan to
build a dynamic 21st Century City



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Indian Orchard Business Park

- 54+ acres
- Light Industrial – Research & Development, Office and Life Science

**90 Day Permitting
GUARANTEED**



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Chicopee River Industrial Park

- 45 acres – shovel ready
- Located at intersection of I-291 & I-90
- One of only 16 “Regional Growth Districts” in Mass.
- Uses: Office, Industrial, Research & Development

**90 Day Permitting
GUARANTEED**



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One-Stop Shopping

Consolidated Departments necessary to facilitate
Economic Development

Development Services Division:

Community Development

Economic Development

Housing

Homeless Services

Inspectional Services and Zoning

Marketing

Neighborhood Services

Planning



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DevelopSpringfield

- New Non Profit Partner – launched this week
- DevelopSpringfield's vision is to build a stronger Springfield economy
- Catalyst for continued economic growth and revitalization



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Springfield2010

Live

Work

Play

Grow



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VISION: Make Springfield one of the best places to **live, work, play** and **grow**.

**Strengthen Springfield's
Leadership in the Region:**

- Establish a vibrant, 24 x 7 downtown
- Leverage Recommendations of ULI Report
- Re-engage in Regional Planning Initiatives around Education, Jobs, Housing and Transportation

Communicate our Strengths:

- Build the Springfield Brand
- Establish a City Marketing Advisory Committee
- Collaborate on the Campaigns of our Stakeholders
- Incorporate Permission Marketing in our Outreach



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VISION: Make Springfield one of the best places to **live, work, play** and **grow**.

Empower Entrepreneurship:

- Establish an Entrepreneurship Roundtable
- Partner with Colleges to foster new business creation
- Tap into Region's Creative Economy
- Create incubators for new business technology and support existing incubator at STCC

Become a Catalyst for Growth:

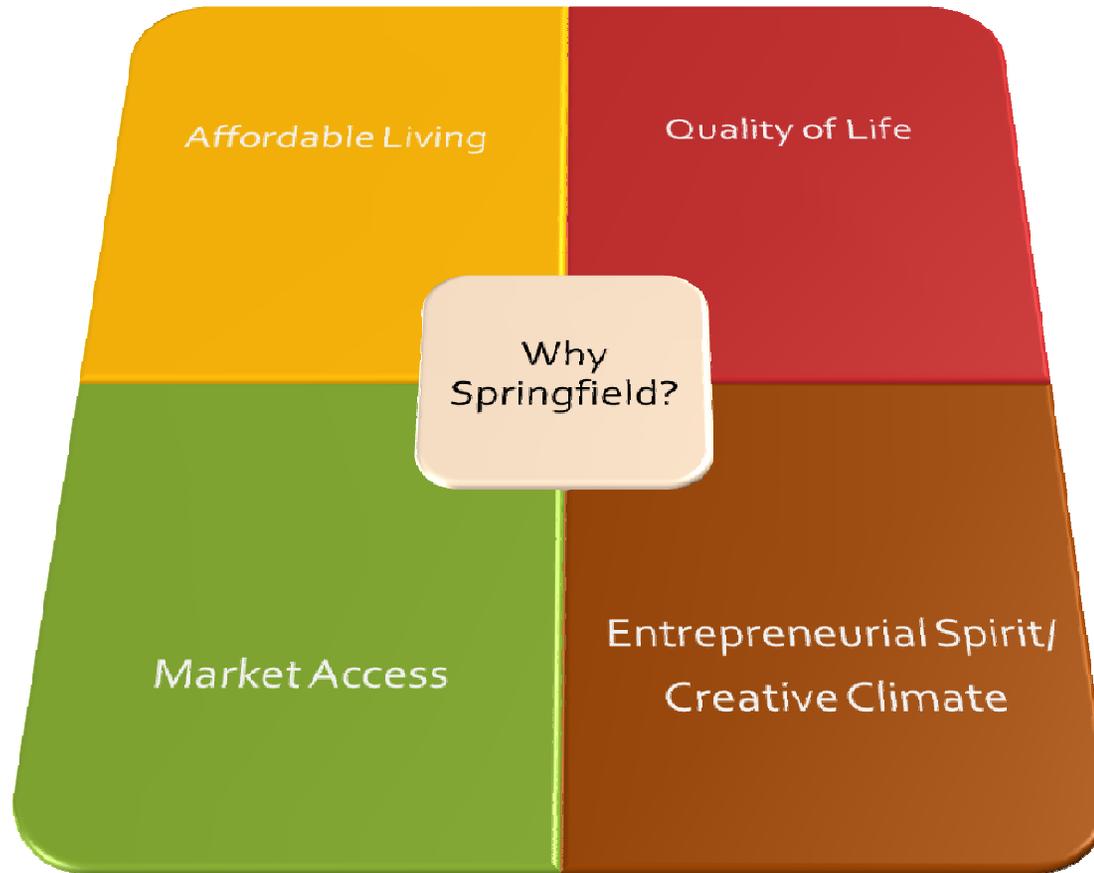
- Convene forums on key policy initiatives
- Establish a Downtown Development Center
- Drive Creation of Commuter Rail Service in our Corridor & beyond
- Identify best practices and areas for potential growth



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Why Springfield?



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Clusters of Opportunity

- Education
- Health/Biomedical
- Creative Services
- Information Technology
- Precision Manufacturing
- Recreation
- Social Services
- Green Industry



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Empowering our Clusters with the help of our Competitive Advantages

- Innovation
- Workforce
- Financing
- Physical Infrastructure
- Information Infrastructure
- Business Climate
- Quality of Life



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Competitive Advantages: the Crossroads of New England

- Cost of living below the New England Average
- \$1.7 Billion in annual retail sales
- One of America's Greenest Cities
- Large Banking Center
- Top City for Entrepreneurs – CNN 10/09
- Home to MassMutual: Fortune 100 Company
- 4th Largest City in New England
- BayState – top 40 in US hospital
- Knowledge Corridor: 26 Colleges/Universities
- 100,000 vehicles transit along Routes 91 daily
- Average 300+ flights daily at New England's 2nd biggest



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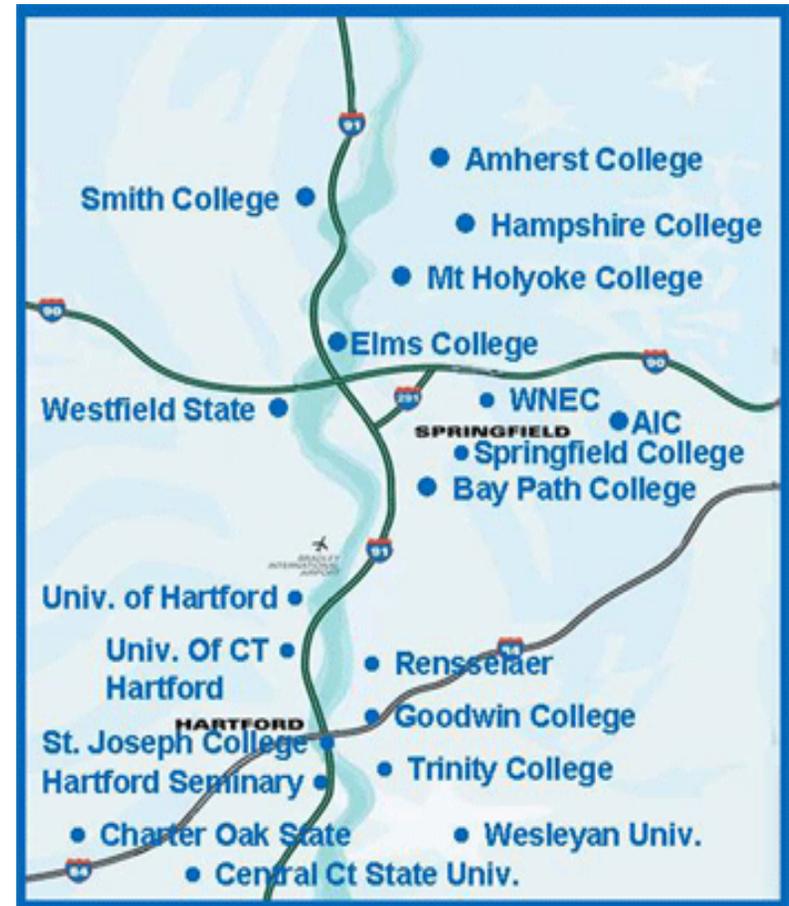
Knowledge Corridor

Springfield Colleges:

American International College
Springfield College
Springfield Technical Community College
Western New England College

Proximity Colleges & Universities:

Amherst, Asnuntuck Community, Bay Path, Central CT State Univ., Charter Oak State, Elms, Goodwin, Greenfield Community, Hampshire, Holyoke Community, Mt. Holyoke, Rensselaer, St. Joseph, Smith, Trinity, UConn, Univ. Hartford, UMass, Wesleyan University, Westfield State



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Economic Leadership

Springfield is ready to compete in the global economy

Springfield Global Partners is a new vibrant network providing connections between Springfield and the international community

- Sister-City**

 - Establish relationships with global urban centers

 - Facilitate partnerships with respective Chambers of Commerce

 - Share and adopt Best Practices

- Economic Exchange**

 - Set goals for economic development and trade opportunities

 - Create growth opportunities for business and organizations through new ideas such as creative economy, green industry and tourism

- Culture and Learning**

 - City-to-City Semester Abroad of learning for young people

 - Educational and civic exchanges



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Economic Readiness

Now: \$400,000,000 million in permitted and under construction projects

Development Services Goal: in Year 2011

\$1 Billion

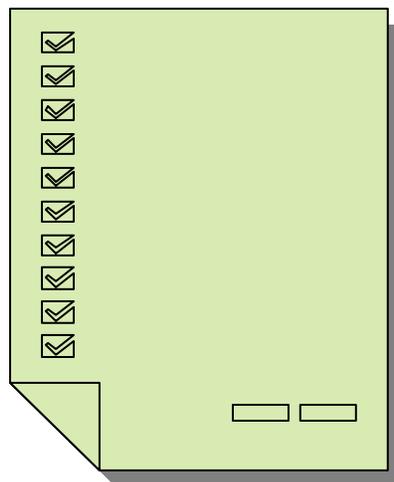


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Your Feedback is Important to Us!



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