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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 EcoBuilding Bargains. EcoBuilding recently opened 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

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www.springfieldcityhall.com • 311 or 413.736.3111

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City of Springfield

Development Services

Kevin Kennedy – Chief Development Officer

**Economic Development | Planning | Community Development
Building Code Enforcement | Housing | Neighborhoods**

The City of Springfield has taken a one-stop approach to development services, organizing all development related departments under one wing of municipal government. Using this comprehensive approach offers businesses, developers, and property owners a streamlined path in undertaking development projects.

Many of these departments are housed at the Richard E. Neal Municipal Operations Center at 70 Tapley Street, which is also home to the **Springfield Redevelopment Authority (SRA)**. The city's Development Services division works closely with the SRA on major neighborhood and commercial redevelopment projects aimed at revitalization, job creation, and growing the city's economic base. The division is also responsible for the administration and planning of the annual Community Development Block Grant (CDBG) funding allocations, programming millions of dollars each year into community and economic development efforts.

The Development Services division also works closely with local partner agencies including DevelopSpringfield on targeted real estate projects as well as businesses on major job creating projects. In recent years, the division has helped create and retain thousands of jobs at companies in Springfield including MassMutual Financial, Smith & Wesson, Liberty Mutual, Titeflex, Performance Food Group, FW Webb, and LaQuinta Inn & Suites.



MAJOR EMPLOYERS

- **Massachusetts Mutual Life Ins. Co.**

Named to FORTUNE® Magazine's FORTUNE 500® in 2012 and recognized by FORTUNE® Magazine on its annual "World's Most Admired Companies®" list. The company, which employs over 3,800, recently relocated 250 new jobs to Springfield as part of a nearly \$60M new investment at its State Street headquarters.

- **Baystate Health**

Baystate Health has completed an ambitious \$250 million expansion including the **Davis Family Heart & Vascular Center**, with world class heart and vascular procedure rooms, and a new **Emergency Department and Trauma Center**, with over three times the space and region's only completely separate pediatric Emergency Department.

- **Smith & Wesson**

This 160+ year-old company has added 350 new jobs in the last two years and now boasts over 1,500 employees at its world headquarters in Springfield. The company is investing \$62 million in its latest expansion.



- **Big Y Foods, Inc.**

Family-owned and operated since 1936, this supermarket chain of 63 markets employs over 10,000 people and is one of the largest independently owned supermarket chains in New England.

- **Peter Pan Bus Lines**

Peter Pan Bus Lines has been an iconic means of transportation for riders throughout the Northeast for 80 years. The family-owned company established in Springfield is one of the country's largest privately owned intercity bus companies. In 1933, the company began with four buses and today has a fleet of 300-plus environmentally friendly buses, and employs 1,000 people companywide.

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. The organization is moving forward on several key initiatives including the redevelopment of the former River Inn property, the State Street Supermarket project, and has also recently acquired distressed historic properties at 83 Maple Street and the Gunn Block on State Street. DevelopSpringfield brings to the development process a noteworthy measure of flexibility and a clear commitment to demonstrating that development in Springfield makes economic sense.



DevelopSpringfield, along with the Springfield Redevelopment Authority and City of Springfield, helped lead the rebuilding master plan effort after the June 1, 2011 tornado. The full plan can be found on the DevelopSpringfield website. Also the organization offers storefront grants to businesses along the State and Main Street corridors.

www.developspringfield.com

Development Projects, Plans & Opportunities

Springfield Redevelopment Authority

Established in 1960 and overseen by a 5-member board, the Springfield Redevelopment Authority has been a key component in keeping



the City of Springfield a vital place throughout the years. The SRA buys and sells property, acquires property through eminent domain, and constructs, finances and maintains properties throughout the City. Current projects include Union Station, South End Revitalization, and the Smith & Wesson Industrial Park. www3.springfield-ma.gov/planning/sra.html

Union Station

This \$78 million project will serve as the new transportation hub for the entire Central New England Region in a convenient, state-of-the-art complex. The new Union Station will integrate multiple transit modes, including local and intercity bus; Amtrak intercity and planned New Haven-Hartford-Springfield commuter rail; and taxi, bicycle and pedestrian travel. The station opened in 1927 but has sat derelict and empty since 1973. The new station will serve thousands of travelers and commuters going north to south along the Connecticut River as well as east and west to Boston.

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. Other completed infrastructure projects include the expansion and renovation of Emerson Wight Park and the Dwight Street Extension Streetscape Improvements. Currently in progress is the rehabilitation of the Outing



Stimulating revitalization and economic growth within the City of Springfield through targeted investments in strategically positioned redevelopment initiatives.

To learn more, contact:

Jay Minkarah, President & CEO

1182 Main St., Springfield, MA 01103

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413-209-8808

www.DevelopSpringfield.com

Park Historic District, including the phased restoration of 23 historic, four-story masonry buildings built between 1913 and 1927 known as the Hollywood District.

Smith & Wesson Industrial Park

Springfield Smith & Wesson Industrial Park is home to the world headquarters of Smith & Wesson, Performance Food Group, and a brand new regional FW Webb Center, which opened in 2013 after a \$6 million investment. The park has been developed by the Springfield Redevelopment Authority and includes one remaining developable parcel.



FW Webb Center

State Street Alliance

A collaboration of over 50 private, nonprofit, and public institutions dedicated to the redevelopment of State Street has continued to advocate for several projects. These include



Union Station Phase I—expected to be complete by late 2014—will include restoration of the first floor of the Terminal Building, including adding Amtrak and bus ticket counters plus some retail space; demolition of the Baggage Building and construction of a 24-bay bus terminal and a 146-space parking garage with 4 additional bus bays; restoration of a passenger tunnel linking the terminal building to boarding platforms and pedestrian access to the downtown; and new stair and elevator access. **Phase II** will include adding additional parking, commercial/retail space and transit-related office/administrative space.



Mason Square Fire Station/Indian Motorcycle, which was approved in 2013 by Springfield City Council; the Eastern Gateway project, which completed demolition and greening; and the State Street Supermarket Project, which continues to progress to bringing a full line supermarket to the neighborhood. Major partners including MassMutual Finance, American International College, Springfield College and others have joined forces with neighborhood and other advocates on advancing the implementation of the redevelopment plan.



Maple High/Six Corners Revitalization

Devastated by the tornado of 2011, this district will see significant investment in infrastructure and the creation of new single family housing. Key aspects to the project will include the reconstruction and realignment of the Central Street corridor, construction of a new Brookings School, and redevelopment of the historic Brookings School that was damaged by the tornado.



Incentives & Financial Assistance



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

- 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



Section 108 Loan Program

The Section 108 Loan Program is a low interest loan fund administered by the City of Springfield under authority from the United States Department of Housing & Urban Development. The fund is available for loans for major real estate and business projects that include significant investment and job creation. Most recently, the city utilized the program in assisting in the redevelopment of the LaQuinta Inn & Suites, an award winning hotel renovation.

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. www.developspringfield.com/programs.html

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. Recently the city has worked with companies including Smith & Wesson, Titeflex, Custom Carbide, Nash Manufacturing, F.W. Webb, and Latino Food Distributors in job creating projects that have brought millions in new investment to the city.

Common Capital, Inc.

Common Capital is a non-profit organization that is committed to a thriving local economy in order to create positive social and community impacts. They align capital and other resources to community needs and opportunities. They accomplish this by providing financing and business assistance consultation to small businesses and high-impact community projects. Every dollar that Common Capital deploys is an investment in job creation, providing opportunity for low-income people, essential community services, neighborhood rejuvenation and environmental sustainability. They focus on businesses that are locally owned and that recirculate local dollars. www.common-capital.org



Springfield 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 that range from 4,000 to 25,000 people



Forest Park



McKnight

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.”



Atwater Park

live in the city's 17 residential neighborhoods. Community councils and civic organizations take pride in and look out for their neighborhoods in variety of ways, including watchdog and advocacy groups. There are also 6 different historic districts, in which properties are given architectural protection by the Historical Commission; these include **Forest Park, Lower Maple, McKnight District** and **Mattoon Street** among others.

An all-volunteer group of residents called Choose Springfield has banded together to promote the great neighborhoods of the city. Their comprehensive website not only describes and highlights the numerous neighborhoods, but lets viewers "meet" some



Central Street

neighbors, reveals the city's "hidden gems," lists some rentals and homes for sale and gives an overview of the city's education and cultural opportunities plus relocation tips. www.choosespringfieldmass.org

Since 1972 the Springfield Preservation Trust has advocated for the creation of Historic Districts and fought demolition of historically significant buildings. It has also published historic neighborhood walking guides, organized home and gardens tours, sponsored preservation and home ownership lectures and tours and helped restore some of the City's historic homes. www.springfieldpreservationtrust.org

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.



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1550 Main Street

Regional Organizations & Resources Moving Springfield Forward

MassDevelopment completed the 1550 Main Street project in 2012.

This \$11 million reconstruction of Springfield's former Federal Building is located in the heart of the Central Business District. Funded by MassDevelopment, the State, the City, plus current tenants, the building houses the Springfield School Department, Baystate Health, and other tenants. The building is about 90 percent occupied and houses approximately 350 employees. The project included a full rehabilitation of the outdoor plaza as well as interior and exterior improvements.

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.

From FY08 through FY12, MassDevelopment invested in about \$190 million in 43 projects in Springfield. Notable projects include the redevelopment of 1550 Main, the former



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.



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>

federal building downtown; a \$45 million tax-exempt financing package on behalf of Baystate Medical Center for its "Hospital of the Future" project; and a \$43 million in tax-exempt bonds on behalf of Western New England University to build its new School of Pharmacy.

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



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



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New England Public Radio (NEPR) Breaks Ground on Downtown Springfield Facility

A new era for New England Public Radio began March 4, 2013 as the station formally broke ground on a new, multi-million dollar production and operations facility at the corner of Main and Bridge streets in downtown Springfield. NEPR's choice to move to the heart of downtown Springfield was a deliberate one. The station wanted to play a key role in the UMass Amherst/Springfield Partnership to



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.



For information call (413) 755-1320.



Massachusetts Latino Chamber of Commerce

The MLCC's mission is to develop, promote and protect Latino businesses and communities in Massachusetts. It 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



revitalize the city. The opportunity to occupy the first-floor space in a pedestrian center of the city will fundamentally change the profile of the organization, plus the new public space will invite a new level of community engagement. "This new state-of-the-art broadcast facility on Main Street is an indication that downtown Springfield is being revitalized block-by-block," said Congressman Richard Neal at the opening ceremony. Additionally, by choosing the iconic Fuller Building, NEPR will preserve a part of the city's history.

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.msdbc.org/wmass

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

Representing nearly 1,200 businesses 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

Springfield Knows Health

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

Baystate Health is a not-for-profit healthcare organization serving over 750,000 people throughout western New England. Services include an academic medical center, community hospitals, medical practices, homecare and hospice and much more. Springfield's Baystate Medical Center, the western campus of Tufts University School of Medicine, is the region's only level 1 trauma center and tertiary referral center, and has been named one of the top 50 cardiovascular hospitals in America, a top 100 U.S. hospital, and one of the country's best hospitals for quality, safety and value. In 2012, Baystate Medical Center opened the \$300 million Davis Family Heart and Vascular Center, one of the most advanced medical facilities in the U.S.

Baystate Health, with a workforce of 10,000 employees, is the largest private employer in the region. In 2012, Truven Health Analytics named Baystate Health one of the top 15 health systems in the United States. 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. Shriners Hospital is one of 22 pediatric hospitals in North America providing specialized care for orthopedic conditions, burns, spinal cord injuries and cleft lip and palate. All services are provided at no charge to patients, families, insurance companies, or governmental agencies. www.shrinersshq.org/Hospitals/Springfield



Kindred Healthcare has over 80 long-term acute care hospitals across the country and also operates nursing centers, institutional pharmacies and rehabilitation services. Kindred hospitals feature an interdisciplinary environment where physicians, nurses, therapists, nutritionists and social workers combine their expertise to provide quality care. Most patients are referred by other hospitals because of Kindred's ability to treat complex patients with sophisticated technology and a combination of disciplines.

Kindred Hospital Park View in Springfield specializes in providing comprehensive services including pulmonary, critical care, and wound care services plus short-and long-term rehabilitation.

www.khparkview.com

Caring Health Center, a community health center with roots in Springfield for over 35 years, will open a new \$23 million healthcare center in the city's South End neighborhood in 2013. The investment will redevelop a historic building that was in the path of the June 1, 2011 tornado.



Green City



The City of Springfield has continued to build off of its #4 ranking in the United States as a “**Best Green City**” from Country Homes Magazine through a thoughtful approach to energy efficiency in municipal buildings as well as a continued growth in solar, both in the public and private sectors. The city also boasts one of the highest quality drinking water systems in the country, 12,000 acres of protected land, and plays host to a state of the art recycling center.

Featured twice on This Old House for its deconstruction services, Springfield’s **EcoBuilding Bargains**—formerly known as the ReStore—is owned by the Center for EcoTechnology. This non-profit raised and invested over \$3M to

move and improve the original retail location to better serve the public. EcoBuilding Bargains 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. EcoBuilding Bargains 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 is four times larger than the original site—making it the largest



used building materials store in New England—with improved parking, wide aisles and modern material handling equipment. An energy retrofit incorporates a new 140 kilowatt solar panel system projected to produce over 95 percent of the store’s annual electric demand. The retrofit has saved them 83% in heating costs and reduced the electric bill by 33%. Staying true to its mission, the new EcoBuilding Bargains serves as a model for

the reuse industry in general as well as of how older commercial buildings can be renovated for new uses.

www.ecobuildingbargains.org

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 rooftop panels are capable of producing up to 130,000 kilowatt hours of electricity a year, roughly enough power to supply 22 homes. In June 2012, the **Western Massachusetts Electric Company (WMECo)**, the City of Springfield and the **Springfield Redevelopment Authority** were jointly recognized by the Environmental Business Council of New England for WMECo’s 2.3 megawatt Indian Orchard Solar Facility. They received the James D.P. Farrell Brownfields Project of the Year Award for the redevelopment of the brownfield site into one of the largest solar energy facilities in the region.

Unveiled this year, more than 2,000 solar panels will help **Big Y Supermarket** keep energy costs down at their Springfield headquarters, and will help the environment as well. This three-acre solar array, which produces 750,000 kilowatt hours of electricity, will offset the electric consumption of their Roosevelt Avenue headquarters by 15%.



Forest park



Riverfront park



Parks, Recreation & Open Spaces

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 largest open space in the city's South End, Emerson Wight Park underwent a year-long \$1.2M dollar renovation in 2012. Both Blunt and Van Horn Parks offer playgrounds, picnic areas, and numerous sports fields.

The City also boasts two municipal golf courses (franconiagolfcourse.com). Franconia Golf Course is located on Dwight Road and was renovated in 2001 with a Van Kleek and Stiles design. Veterans Memorial Golf Course is on South Branch Parkway and was designed by famed architect Jeffrey Cornish. 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 Public Parks."



Forest Park

Bright Nights at Forest Park is a nationally renowned annual holiday light display featuring a 2.6 mile drive through a high-tech winter wonderland while you listen to holiday music on your car radio. The display runs from late November to early January. Special activities include Military Night, the Bright Nights 5K Road Race, Supper with Santa, Dinner with Dickens, a Christmas Cabaret and wagon and carriage rides. www.brightnights.org





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

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 Sam-



uel Chapin, one of the city's earliest settlers.

Forest Park—one of the largest urban 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.



Springfield Falcons

The Springfield Falcons are an AHL affiliate of the NHL who play in 80 games a year (40 at the MassMutual Center) during the season. The Falcons are the affiliates of the Columbus Blue Jackets and were the 2013 AHL North-east Division Champions. 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, and are the affiliate of the New Jersey Nets.

www.nba.com/dleague/springfield

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.hoophall.com

Photo courtesy of Springfield Falcons



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



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www.visitTowerSquare.com 413.733.2171

70-seat Winifred Arms Theatre. On average, the two theatres host 250 events in a season, with an extremely broad variety of shows. www.symphonyhall.com

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



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



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

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.

www.springfieldlibrary.org

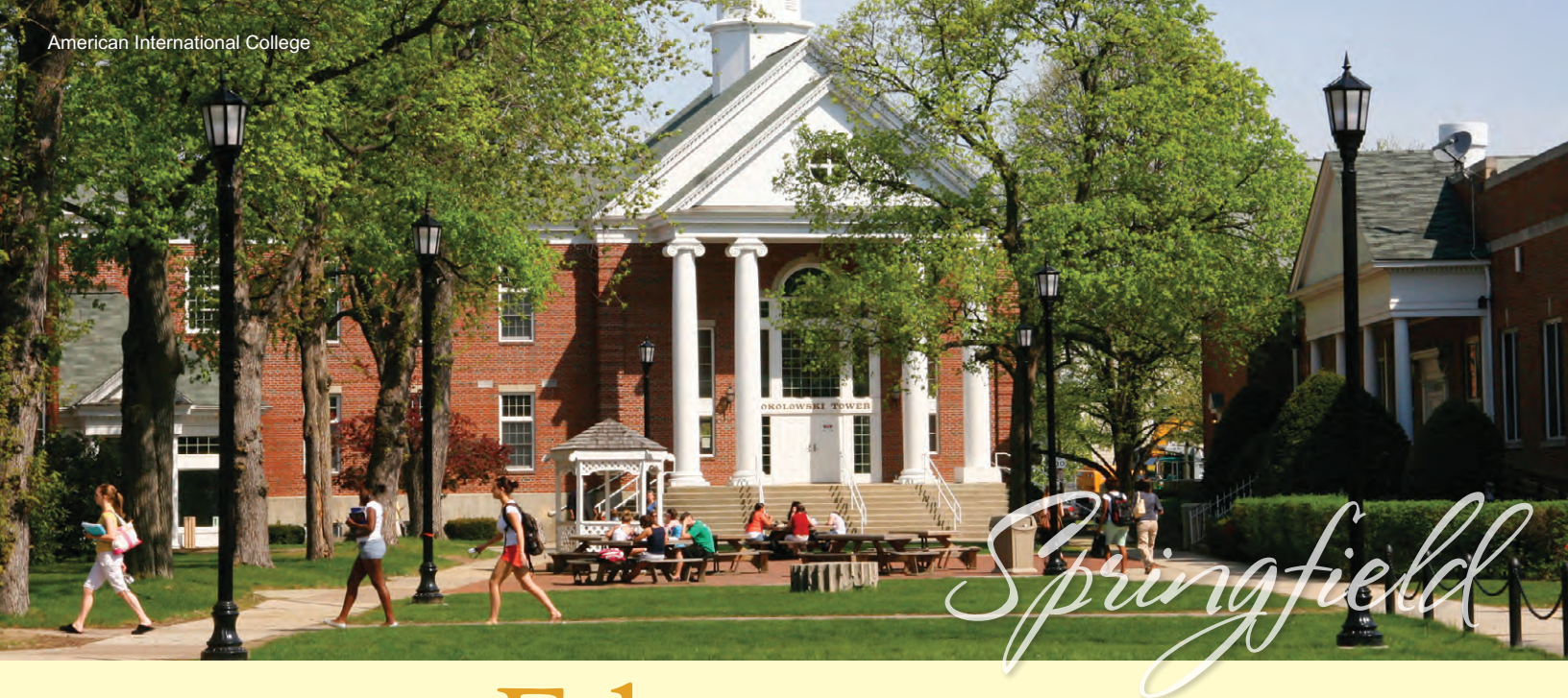


SHOPPING

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





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.brandfordhall.com



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.

In 2013, Cambridge College moved to downtown Springfield, making a significant investment and bringing with them 300 students and 50 faculty to the new Tower Square location. www.cambridgecollege.edu/springfield

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. Originally founded to educate new immigrants and prepare them for citizenship and a better life through education, today American International College's mission is still "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

Springfield Technical Community College

Located on 35 acres of the Springfield Armory National Historic Site and founded in 1967, 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. In

addition, STCC's highly regarded transfer programs in Business, Engineering, Liberal Arts, Science and Technology continue to provide the most economical option for students pursuing a four-year degree. With an annual enrollment of over 9,000 day, evening, weekend and online students S.T.C.C. is a vibrant campus rich in diversity. S.T.C.C. was recently honored as one of the 10 Most Beautiful Community Colleges in America. To learn more about how an S.T.C.C. education can transform your life visit 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 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,



Springfield College

great facilities, and a strong commitment to community collaboration make Springfield College the place where great ideas continue to be born. www.spfldcol.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



Western New England College

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 including the Five-year Bachelor/MBA, Five-year Bachelor/MSA (accounting), Five-year Bachelor programs in engineering (electrical, mechanical, and engineering management), the 3+3 Law program, and the only Six-year Biomedical/Law program in the country. Graduate programs, many completely online, are offered at the Schools of Arts and Sciences, Business, and Engineering. The School of Arts and Sciences offers a doctoral program in Behavior Analysis. The School of Law offers full- and part-time J.D. programs as well as one of the only online LL.M. programs in the U.S. Pending appropriate approvals, the School of Pharmacy will welcome the first class to its Pharm.D. program in fall 2011. www.wnec.edu

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the Arts

Springfield is proud to be home of both a public television, WGBY, and soon a public radio station, WFCR, which will move to the city from Amherst in May 2014.

The move to Springfield will allow WFCR to modernize in a much larger facility. The new 15,000sf studio complex in the historic Fuller Building on Main Street will employ thirty people.

Indian Orchard Mills is a multi-tenant industrial complex "dedicated to the growth of Arts and Industry." It is home to a wide variety of offices, services and industry plus Dane Gallery and the Artists at Indian Orchard Mills, the largest collection of artists in Springfield. Over 40 artists working in all media have private art studios of all sizes in this refurbished historic mill building. Dane Gallery is open every Saturday from 12-4PM or by appointment.

www.indianorchardmills.com

Artist Square Gallery is located on the upper retail level of Tower Square and features 20 local artists working in a variety of media and all artwork exhibited is for sale. Rosemary "Tracy" Woods is owner of **Springfield's Art for the Soul Gallery** on State Street and manager of the **Artist Square Group Gallery** in Tower Square. **Art for the Soul** primarily showcases work by African-American artists but is open to all artists.



Owned and operated by non-profit **"X" Main Street Corporation**, the **Bing Arts Center** is a former movie theater turned multi-use Community Arts Center on Sumner Ave in the Forest Park commercial "X" district. At once an art gallery, arts education center and meeting space, it still offers motion pictures but also visual and performing arts, including **"First Fridays,"** special events and exhibitions. The gallery is open from 11-3 Friday



and Saturday, as well as during special events and performances.

www.facebook.com/BingArtsCenter

Local artist James Kitchen has made a name for himself in Springfield with his 35-foot-tall **"Birdicus Gigantium"** sculpture, which can be seen between Main Street and Court Square. His work is known for using recycled metal, including repurposed artifacts (gears, tools, agricultural and kitchen implements and more!) found throughout Western Massachusetts. **The James Kitchen Public Art Initiative**-a partnership of the artist, The Springfield BID, NAI Plotkin, and WGBY—is responsible for two exhibits in downtown Springfield with plans for new commissioned works incorporating recycled metals from Springfield neighborhoods and industry.

www.jameskitchen.com



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- ✓ 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 10 colleges nationally "most committed to service," 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 & Recreation Complex, renovated historic Judd Gymnasium, new Richard B. Flynn Campus Union, remodeled state-of-the-art Schoo-Bemis Science Center, updated student residences, enhanced athletic facilities, and more
- ✓ Educating students in spirit, mind, and body for leadership in service to others



SPRINGFIELD COLLEGE
springfieldcollege.edu



Springfield

is recognized with *Top Honors!*

#4 Best Green City in United States

Country Home Magazine, 2007

America's Best Cheap Cities

Forbes Magazine Best Places to Live, 2009

Best Old House neighborhoods in the Northeast

This Old House Magazine, 2010

SBA Perseverance Award

Small Business Administration, 2013

Best Park in the Pioneer Valley, Forest Park

The Valley Advocate, 2013

#2 Best City for LGBT in United States

Advocate Magazine, 2013

TOP HONORS

