

SUMMER CONCERT SERIES - FOREST PARK
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COMMUNITY / SAVOR / ENTERTAINMENT / SPORTS





s 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 highlighted Springfield's neighborhoods and

housing stock as being both impressive and affordable.

The city was also recently highlighted by MSNBC as one of the top ten cities in America where business opportunities are rising. With the \$960 million MGM Springfield now open for business, the long awaited redevelopment of historic Union Station complete, and the new state of the art CRRC Corporation railcar assembly facility, Springfield continues to be an economic force in New England.

The business community in the city continues to thrive. While small businesses find the city a great place for a startup, we are also home to companies known around the world. MassMutual Financial Group is a Fortune 100 company that is headquartered in Springfield and employs over 4,000 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. Major healthcare providers Baystate Health, Mercy Medical Center, and Shriners Hospital make the city the place in Western Massachusetts for top-notch healthcare.

With a newly branded Cultural District, the city is the cultural center of Western Massachusetts. Our world-class Springfield Museums, the

Springfield Symphony Orchestra, and the Springfield Armory National Historic Site rival attractions in cities twice our size. Our Naismith Memorial Basketball Hall of Fame is a one-of-a-kind, spherical museum that features legends of the past, present, and future. We are also a hockey town – home to both the headquarters of the American Hockey League (AHL) and the AHL's popular Springfield Thunderbirds.

The Springfield Museums feature a collection of five world-class museums including a stunning art collection as well as the Museum of Springfield History - celebrating the history, culture, and innovation that helped make Springfield what it is today. The Museums continue to grow with the recent addition of The Amazing World of Dr. Seuss Museum, honoring the work of beloved Springfield native Theodor Geisel.

Inspiration comes in the form of education as well, with four college campuses and several additional satellite locations in the city. 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 exciting future, and we hope you will join us in making this the best city in America.

Mayor Domenic J. Sarno

CITY CONTACT INFORMATION

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

ONE CALL TO 311:

In Springfield dial 3-1-1 for non-emergency city services, or (413) 736-3111 outside of Springfield. Operators are available weekdays 7:00 am to 4:30 pm, or use our online reporting and tracking system anytime at www.springfield-ma.gov. Request tree trimming, street plowing, bulk pickup, or just get your question answered about services from any City department. For 24/7 service on the go, download our smartphone app for iPhone or Android devices.

On the cover: Top - Fresh Paint Mural Festival, Bottom - MGM Springfield, Right - Springfield's own Taj Mahal at the Springfield Jazz & Roots Festival

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The Springfield Renaissance

How a thoughtful city process reshaped the old casino stereotype into a new economic development cornerstone.

In its first year alone, MGM Springfield attracted over 6 million visitors to downtown Springfield, bringing with it new life, vitality and entertainment to the core of this historic city.

It wasn't by chance the development became an instant hit with visitors, it was a development vision and process years in the making led by Mayor Domenic J. Sarno and key staff including the city Law, Finance, and Development divisions.

As many cities worldwide contemplate gaming within their urban core, they need not look any further than Springfield and its team on how "doing it right" means embracing it full on as a major asset to its downtown vibrancy and tourism appeal. Utilizing a unique interactive Request For Proposal (RFP) process, Springfield secured the interest of three international gaming companies, all vying for the right to be their partner. After detailed assessment and engagement with each, the City ultimately selected MGM Resorts for its proposal in the heart of downtown.

Though known as one of the world's largest and most successful gaming companies, it was their emphasis as an "entertainment" company first and foremost that resonated with the City and the MGM's focus on creating something beyond a casino alone. MGM embraced the possibilities presented in Springfield, choosing an opportune site of four city

blocks devastated by a 2011 tornado, though ripe with potential through historic structures, prime Main Street address and adjacencies to Springfield's existing stock of hotels, entertainment venues, and recently renovated convention center.

MGM worked closely with the city on ensuring this wasn't a standard casino – in fact, the development has over 17 points of entry, making it porous to visitors enabling them to visit other attractions in the city's downtown. It also committed to programming events in existing venues such as the MassMutual Center and Springfield Symphony Hall, yet another way to encourage visitors to leave the campus and explore the city.



The company also worked closely with the Springfield Historical Commission (SHC), and while not all properties were able to be preserved, MGM incorporated so many unique to Springfield artifacts and preserved many significant structures that Preservation Massachusetts crowned it with the 2019 Paul & Niki Tsongas award for superlative achievements in preservation, its highest award.

The guiding principles and commitments of the development project were documented in a "Host Community Agreement" (HCA), which served as the contract between parties outlining the essential terms and obligations. Utilizing speciality consulting agencies Taft Law and The Chicago Consultants Studio, the city team was able to craft an agreement that served its residents well, with commitments to new public safety investments, early education, parks improvements and economic development activities.

The HCA also outlined the major features required by the development, including new to market amenities such as a downtown movie theater, ice skating rink, four-star hotel, bowling alley, new retail and restaurants, and specific entertainment booking commitments.



The project also resulted in a financial windfall for the city, increasing property tax agreement revenue from the parcels by over \$24 million annually.

The economic spinoff has been realized as well, with the city noting a nearly 25% increase in both hotel room tax and meals tax citywide in the first year, suggesting that the expected spillover has occurred.



All of this led to the project receiving an international award in the fall of 2019. The International Economic Development Council (IEDC) gave the project a Gold Excellence in Economic Development Award for Best Public-Private Partnership. The award was significant, giving the gaming legislation that established resort casinos in Massachusetts did so on the basis of economic development - and this was now the world's largest economic development organization recognizing the project as not only a great gaming project, but a great economic development project.

Much of the design of the project is thanks to the diligent work of the Office of Planning & Economic Development and The Chicago Consultants Studio. Staff including Philip Dromey, Scott Hanson, and Brian Connors were essential in ensuring the project was designed in a way that would add value to the existing streetscape and provide amenities that would be a net positive not only for visitors but Springfield residents.

With six million visitors and regional and national awards, it's apparent the public has responded positively to this dynamic downtown project.



City of Firsts Development Boom

With over \$4 billion in economic development activity in recent years, a small sampling of some of the many unique projects and developments, large and small, in the city:





CRRC

The largest railcar manufacturer in the world built a \$95 million state of the art facility in Springfield, and delivered its first new railcar from the facility in 2019 to MBTA in Boston. With billions in new contracts to outfit Boston, Los Angeles, and Philadelphia with new subway cars, the Springfield location will be a busy North American centerpiece for this international company for years to come.

FRESH PAINT SPRINGFIELD

Under the leadership of Commonwealth Murals, Springfield held its first ever Mural Festival in 2019. With ten full wall murals being completed in a single week, the event captured the imagination of residents and businesses and is expected to continue to grow in future years including an expansion to additional neighborhoods.

UNION STATION

The \$103 million redevelopment of Union Station was complete in June, 2017 with a long awaited grand re-opening after nearly 45 years of closure. The now operational Union Station offers Amtrak, regional rail and both intercity and long-distance bus services. The station is now a state-of-the art intermodal transportation center featuring a new parking garage and office, retail and restaurant spaces for lease. The station welcomed daily commuter rail service to Hartford and New Haven in 2018, as well as points North in 2019.

SPRINGFIELD INNOVATION CENTER

The Springfield Innovation Center opened in 2019 as a dynamic, mixed-use center of entrepreneurial activity that serves as the home to Valley Venture Mentors (VVM). VVM is a nonprifit with a mission to help entrepreneurs turn their ideas into thriving, scalable businesses. The property was successfully redeveloped by DevelopSpringfield for use as a business accelerator with a ground floor café and exhibition space and incubator office space above.

MAKE-IT SPRINGFIELD: A collaboration between MassDevelopment and the UMASS Design Center resulted in Springfield's first "Maker Space," a place that holds dozens of

workshops and hand-on trainings for the community each month. The space also serves as a weekly bike shop, a center for design studio projects, art gallery, and has held workshops on everything from cooking to 3-D Printing. The center has been so popular it expects to grow into a larger space in 2020.

RISE-UP SPRINGFIELD: The award-winning Interrise small business curriculum has been brought to Springfield to assist city businesses in growth plans and education, under the name Rise-Up Springfield. The program has completed two cohorts and has seen successful results of businesses driving growth and job creation.





Springfield Business Resources

CITY OF SPRINGFIELD OFFICE OF PLANNING & ECONOMIC DEVELOPMENT (OPED)

The city operates small business assistance programs for Springfield businesses, funded through Community Development Block Grants (CDBG), as well as manages the Rise-Up Springfield small business education program and manages tax incentive programs. Contact economic development staff at 413-787-6020.

BUSINESS IMPROVEMENT DISTRICT (BID)

Springfield's Downtown has exploded into a diverse urban hotspot offering a calendar filled with year-round events and experiences such as Restaurant Week in the Spring, mobile beer gardens in the summer, and a host of concerts and recreational activities year-round. The BID also provides a street team to keep downtown Springfield looking clean and feeling safe. For a complete daily listing go to: springfielddowntown.com

MASSACHUSETTS SMALL BUSINESS DEVELOPMENT CENTER (MSBDC)

The MSBDC provides free, confidential, one-toone business assistance and free or low-cost educational training programs to prospective and existing small businesses throughout the Commonwealth. The MSBDC fosters the start, growth and sustainability of small business by providing high-quality, in-depth advising, training and capital access. msbdc.org

ECONOMIC DEVELOPMENT COUNCIL OF WESTERN MASSACHUSETTS (EDC)

The EDC's mission is to stimulate and facilitate a vigorous regional economy, encouraging and sustaining capital investment and quality job growth. The EDC's offices are headquartred in downtown Springfield, and they can be reached at: westernmassedc.com

COMMON CAPITAL

Common Capital is a community loan fund and 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, and offer several programs for small business lending. common-capital.org

SPRINGFIELD REGIONAL CHAMBER

Representing more than 700 businesses of all sizes, industries and professions, the Springfield Regional Chamber is a business association representing the region by providing leadership, networking, and resources to create a healthy economic climate. springfieldregionalchamber.com

MASSDEVELOPMENT

The Commonwealth's economic development and finance authority, MassDevelopment is committed to achieving three goals: stimulating business, driving economic growth, and helping communities thrive across Massachusetts. MassDevelopment has a local office in Downtown Springfield.

massdevelopment.com

DEVELOPSPRINGFIELD

DevelopSpringfield is a nonprofit corporation aimed to advance development projects and support economic growth within the City of Springfield. Recent projects include the Springfield Innovation Center and the Lower Maple Business Park. developspringfield.com

City of Opportunity

In a city bursting with opportunity, the new "Opportunity Zones" federal incentive program offers significant tax benefits for investing in Springfield.

RIDE AN ELECTRIC-ASSIST BIKE! ValleyBike Share

n the tax reform bill of 2017 was a new program aimed at encouraging new private investment in urban centers around the country. The Opportunity Zone program offers investors the ability to defer capital gains on earnings that are reinvested in "Qualified Opportunity Funds" - special purpose entities that exist to invest in businesses and real estate developments located in Opportunity Zones.

Long term investors receive an additional step-up in basis, cancelling out some of their original tax bill (10% after five years and rising to a total 15% increase in basis after seven years). Investments maintained for ten or more years are not subject to any additional capital gains tax on earnings from Opportunity Zone Investments.

The investments can be made directly into businesses that are located in these zones as well as into real estate development projects. Springfield has seven approved census tracts that are Opportunity Zone eligible, including tracts in downtown, the North End, and Mason

In an effort to assist local developers and property owners, the city's Office of Planning & Economic Development has hosted

ZONES

local workshops on the incentive, bringing in national experts as well as leadership from the regional office of the De-**OPPORTUNITY**

partment of Housing and Urban Development.

For more information on Opportunity Zones in Springfield, visit springfield-ma.gov





Springfield is a Cultural City

MGM SPRINGFIELD

Opening to rave reviews in 2018, MGM Springfield offers two million square feet of entertainment, gaming, and top restaurants. The facility is home to a luxury seven-screen movie theatre, a four-star hotel with spa and salon, ice skating rink, ROAR comedy club, and a bevy of dining options. The development won a 2019 international award for Excellence in Economic Development. mgmspringfield.com

SPRINGFIELD MUSEUMS

The Springfield Museums features five worldclass museums, all for a single admission price: the D'Amour Art Museum, the George Walter Vincent Smith Art Museum, the Springfield Science Museum (with the oldest operating planetarium in the U.S.), the Museum of Springfield History and the "Amazing World of Dr. Seuss" Museum which features the Dr. Seuss National Memorial Sculpture Garden, created in tribute to Springfield's own Dr. Theodor Seuss Geisel, born in the city in 1904. springfieldmuseums.org

NAISMITH MEMORIAL BASKETBALL HALL OF

Springfield is the birthplace of basketball and for 60 years, the Naismith Memorial Basketball Hall of Fame has been its treasure. Located on the banks of the Connecticut River, the stateof-the-art, interactive sports museum has more than three hundred inductees and 40,000



square feet of basketball history, interactive exhibits and live clinics. The facility also plays host to several restaurants and was recently renovated. hoophall.com

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 and the city's industrialization through displays of historic collections, archives, buildings and landscapes. nps.gov/spar

MASSMUTUAL CENTER

The MassMutual Center, managed by MGM Springfield, is an active function space with 100,000 sf of flexible space including a mix of entertainment and tourism activities which inspire residents and visitors to experience and enjoy downtown Springfield. In MGM Springfield's first year of operation, the building played host to some of the top names in entertainment including Stevie Wonder, Cher, and Aerosmith. massmutualcenter.com





SPRINGFIELD THUNDERBIRDS

The American Hockey League is headquartered in Springfield, and the city has a long history supporting AHL franchises. The Springfield Thunderbirds are the newest version, starting play in 2016 thanks to a local business community that cemented Springfield's hockey future with the new franchise. The Thunderbirds play their home games at the MassMutual Center. The team is an NHL affiliate to the Florida Panthers and has been regularly selling out games in recent years. springfieldthunderbirds.com

SPRINGFIELD CENTRAL LIBRARY

Springfield City Library is Springfield's public library system which includes Central Library, located at 220 State Street. Central Library is a Carnegie Library and offers programs and resources for preschoolers through Seniors, as well as meeting spaces and valuable on-line options. springfieldlibrary.org

TOWER SQUARE

Tower Square offers an interesting mix of specialty shops, dining options and art galleries, as well as an office tower and a hotel.

Tower Square is a 28-floor complex in the heart of Springfield's business district and is also the home to UMASS Springfield and Cambridge College. visittowersquare.com

EASTFIELD MALL

Eastfield Mall features more than 70 specialty stores including Old Navy, an international food court plus two full-service restaurants and a 16-screen cinema complex with stadium seating. eastfieldmall.com

SPRINGFIELD JAZZ & ROOTS FESTIVAL

This internationally known festival draws approximately 10,000 visitors each August, uniting our region's diverse cultural communities through music, arts, education, and revelry. springfieldjazzfest.com

PIONEER VALLEY RIVERFRONT CLUB

This non-profit operates on the banks of the Connecticut River in the North End with the mission to promote river-based sporting







activities, provide river access, and encourage recreation in Springfield. The organization hosts a popular Dragon Boat Festival each Spring.

RIVERFRONT PARK & 9/11 MEMORIAL

Riverfront Park in downtown includes a section of a 3.7 mile bikeway as well as a new 9/11 Memorial dedicated in 2019. The "Twin Shadows" sculpture features a 9.5-foot structural steel beam from the World Trade Center in New York City. The entire park was refurbished as part of the sculptures installation.

BRIGHT NIGHTS

Begun in 1995, Bright Nights at Forest Park has been named as one of the Top 100 Attractions in North America by the American Bus Association, listed on People.com as "One of the Top Ten Holiday Happenings in America" and featured in the NY Times. The holiday light display features a 2.6 mile drive through a hightech winter wonderland while you listen to holiday music on your car radio. The display runs from late November to early January. Special activities include Public Safety Night, the Bright Nights 5K Road Race, Supper with Santa and wagon and carriage rides. Visit: brightnights.org

SPRINGFIELD SYMPHONY ORCHESTRA

The Springfield Symphony Orchestra is the largest professional orchestra in Massachusetts outside of Boston and consists of 80 musicians. The Orchestra is celebrating 75 seasons of classical and pops performances and youth-outreach programs. The orchestra plays in historic Springfield Symphony Hall. springfieldsymphony.org

SPRINGFIELD PRESERVATION TRUST

The only organization dedicated to historic preservation in Springfield, the Springfield Preservation Trust hosts home tours and special events as well as a popular Second Saturday Walking Tour each month from the Springfield Museums.

springfieldpreservation.org



BING ARTS CENTER

The Bing Arts Center located in the historic Bing Theater is a multi-use hub for community cultural activity. The venue hosts music performances, art exhibits, lectures as well as educational programming.

bingartscenter.org



SPRINGFIELD SYMPHONY HALL

Designed as part of the Municipal Complex with City Hall and the Campanile, this 2,611 seat building recently celebrated its 100th birthday. The venue is now managed by MGM Springfield, ans has played host to artists including Jerry Seinfeld and Bob Dylan in recent years.



Living In Springfield

Forest Park

Springfield has 17 distinct neighborhoods stretching North, South and East from its original settlement in 1636 and what is now known as Metro Center. While Metro Center is known for its cultural and entertainment attractions like MGM Springfield and the Downtown Dining District, it is also home to a growing downtown residential population

The McKnight National Historic District, developed in late 1800's, became the United States' first planned residential neighborhood and features over 900 wood framed Victorian homes.

Mulberry Street is located in Springfield's first

'Gold Coast' area and the neighborhood of Six Corners. This area was made famous by Dr. Seuss' first children's book And to Think That I Saw It on Mulberry Street.

The **Brightwood** neighborhood in the city's North End is just steps from the busy

medical district and has easy access to the 3.7 mile Connecticut River Bike and Walkway. The **South End** neighborhood features a collection of historic eateries, many of Italian descent.

Forest Park offers the city's largest residential neighborhood along with a significant historic district, while East Forest Park is home to more suburban style classic ranch homes. Indian Orchard is on the easternmost side of the city and has an artist colony that is well known in the region.



The City of Springfield boasts 19 public parks, 13 pools, two swim-

ming ponds and two public golf courses. In addition, Forest Park includes an ice arena, petting zoo and a beautifully landscaped banquet facility at the historic Barney Carriage House. Park activities include swimming, golf, ice-skating, tennis, team sports, picnicking and a host of programs for children.

With so many neighborhoods of varying styles there is something for every residential taste in Springfield. Whether made famous through history or not, each of Springfield's neighborhoods has its own unique demographic and feel but collectively, they make Springfield the richly diverse residential community it is today.

DEMOGRAPHICS FACT

According to the United States Census Bureau, population estimates for the city of Springfield in 2017 were 154,758, marking an increase in residents for the city. According to Zillow, the median property value in Springfield at the end of 2018 was \$159,800, up 8% and a prediction for further growth in 2019.





Learn In Springfield

Springfield offers learning environments and schools for 21st Century students. 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, government, business, finance, and an International Baccalaureate diploma program.

UMASS CENTER AT SPRINGFIELD

The UMass Center at Springfield is a first-of-its-kind learning center for the State and is powered by UMass, named one of the nation's top public University systems for the third consecutive year. The philosophy of the Center is that "as technology continues to change and redefine industry and the workplace, the center is an institution shaped not in reaction to these changes, but in alignment with them." umasscenteratspringfield.org

AMERICAN INTERNATIONAL COLLEGE

American International College is a private, co-educational institution founded in 1885 that offers undergraduate and graduate programs, including doctorate degrees in education and physical therapy. Focused on intellectual and personal growth, leadership, social responsibility and community, American International College maintains that small classes equal a big impact.

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. stcc.edu



SPRINGFIELD COLLEGE

Making a difference to the world since 1885, Springfield College is committed to the Humanics Philosophy which calls for educating students in spirit, mind and body for leadership in service to others. There are 2500 full-time undergraduate students studying at the main campus in Springfield.

springfield.edu

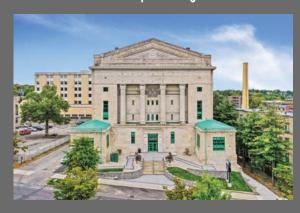
WESTERN NEW ENGLAND UNIVERSITY

Western New England University is celebrating its Centennial as a visionary leader for quality, innovation and value in higher education. The University has 3800 students from 37 States and territories and 25 foreign countries.

wne.edu



New is the Springfield Conservatory of the Arts (SCotA) at the historic Masonic Temple on State Street. ScotA is a public magnet school where middle and high school students



make art everyday through dance, music, drama, visual art and media arts. The Temple was built in 1924 and after a period of closure was redeveloped for the school's use culminating in a grand opening in 2019.

COMMUNITY MUSIC SCHOOL

Community Music School of Springfield, founded in 1983, is a non-profit community arts school in Western Massachusetts. The school aims to provide an equitable and inclusive center of excellence in music and arts education that empowers individuals, inspires creative passion, and promotes well-being. The school serves more than 700 students annually at its 127 State Street location, and an additional 1,000 students each week in a variety of community partnership programs.

communitymusicschool.com

Healthy Living In Springfield

BAYSTATE HEALTH

Baystate Health is a not-for-profit, integrated health care system serving over 800,000 people throughout western New England. With roots dating to the founding of Springfield City Hospital in 1873, Baystate Health has been providing skilled and compassionate health care in the Pioneer Valley for more than 140 years.

Facilities and services include an academic medical center, community hospitals, medical practices, homecare and hospice and more. Baystate Health is the regional clinical campus of the University of Massachusetts Medical School, and is the region's only level 1 Trauma Center and tertiary referral center. Baystate Health is home to the Davis Family Heart and Vascular Center and the D'Amour Center for Cancer Care, two of the most advanced medical facilities in the country. Baystate Medical Center has been named a top 100 U.S. hospital, and one of the country's best hospitals for quality, safety, and value. With more than 12,000 team members.

Baystate Health is one of western Massachusetts' strongest economic engines, delivering over \$2.6 billion in yearly economic impact (as of 2009). Visit: baystatehealth.org

MERCY MEDICAL CENTER

Mercy Medical Center is a proud member of Trinity Health of New England and a valuable





resource to the Community. Mercy Medical Center is committed to offering the highest quality of health care services and provides a broad range of programs and services from adult psychiatric inpatient care to women's health to cancer treatments at the new Sister Caritas Cancer Center.

mercycares.com

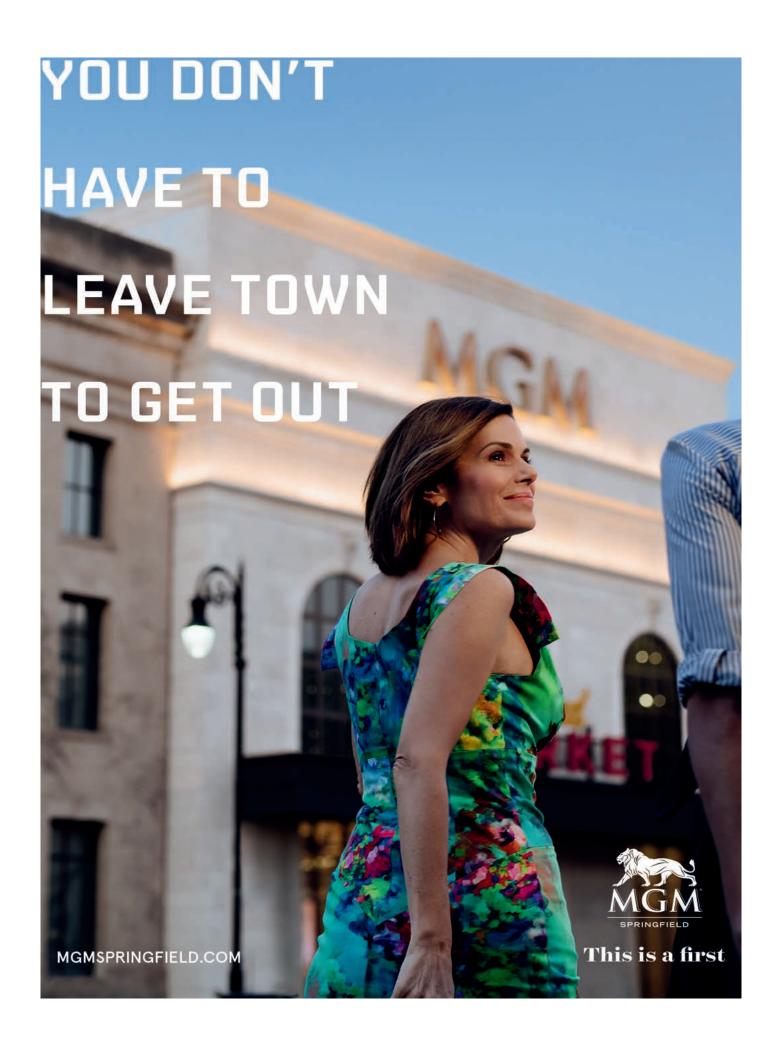
SPRINGFIELD SHRINERS HOSPITAL

The Springfield Shriners Hospital focuses on cost-efficient, high-quality care for children. The hospital is unique in its ability to provide exceptional, specialized pediatric orthopaedic, rheumatology and cleft lip and palate care using the latest innovations in diagnosis and treatment.

shrinershospitalsforchildren.org/springfield

CARING HEALTH CENTER

Caring Health Center, created by the community, for the community, strives to provide the highest level of healthcare for the ill and to comfort the sick. With roots in Springfield for nearly 40 years, Caring Health Center is committed to providing quality health care for all. caringhealth.org





AWARD WINNING

SPRINGFIELD

Best Brownfields Redevelopment in United States

Union Station • EPA National Phoenix Award

Inc. Magazine, Surge Cities 2020
Top 50 Cities to start a business

Best Public-Private Partnership

City of Springfield & MGM Springfield • International Economic Development Council

