

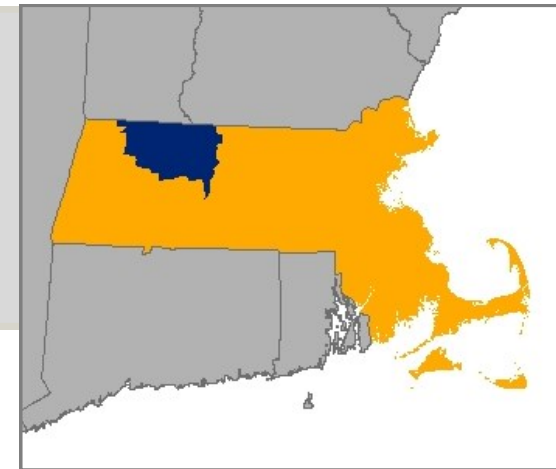
FRANKLIN COUNTY, MA:

Business Development Profile

Interested in starting a new business or expanding an existing business in Franklin County?

With a rural quality of life and easy access to major employment and education centers, Franklin County is an ideal location to start a new venture!

This profile contains data about the county and broader region, and information about organizations and programs that support new entrepreneurs, established businesses seeking to grow or enter new markets, and firms interested in locating here.



Travel Time from Greenfield

30 Minutes:	Amherst, MA	Northampton, MA
	Brattleboro, VT	Keene, NH
45 Minutes:	Interstate-90	Springfield, MA
1 Hour:	Hartford, CT	Bradley Int'l Airport
2 Hours:	Boston, MA	Albany, NY
3 Hours:	Portland, ME	
3 Hours 30 Minutes:	New York, NY	



Interstate-91 in Greenfield



OIC, home to a variety of small businesses



Bridge Street in downtown Shelburne Falls



An historic school building converted into rental housing in Greenfield.

REGIONAL CONTEXT

Demographics¹

Total Population: 1,792,328

Population By Age Groups:

14 & under	311,134
15 to 24	274,737
25 to 34	207,524
35 to 44	219,514
45 to 54	274,572
55 to 64	241,604
65 to 74	140,076
75 & over	123,167

Total Families: 444,504

Total Households*: 687,985

**Households include families and people living alone or with non-relatives*

Income & Wealth¹

Households with total incomes:

Below \$25,000	157,189
\$25,000-\$49,999	146,867
\$50,000-\$74,999	118,079
\$75,000-\$99,999	90,697
\$100,000-\$149,999	102,724
Over \$150,000	72,429

Families with total incomes:

Below \$25,000	61,851
\$25,000-\$49,999	85,090
\$50,000-\$74,999	79,789
\$75,000-\$99,999	68,379
\$100,000-\$149,999	85,012
Over \$150,000	64,383

Employment & Wages²

Of the region's residents

Size of Labor Force: 924,482

Number of Employed: 866,388

Unemployment Rate: 6.3%

Of establishments located in the region.

Number of Establishments: 56,530

Annual Average Employment: 748,144

Average Weekly Wages: \$903

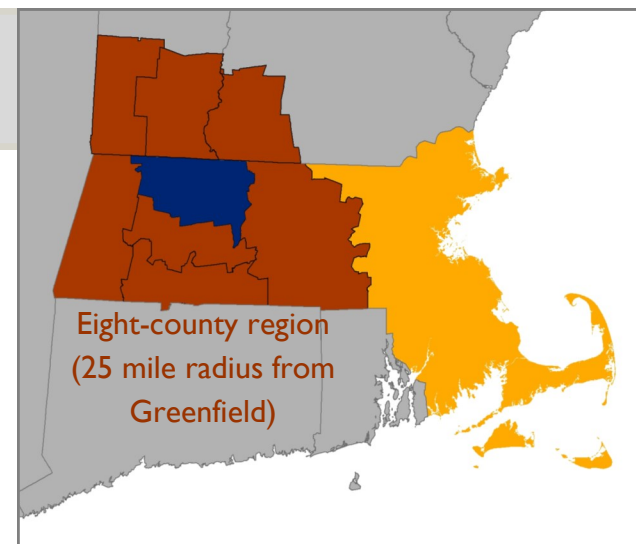
Educational Attainment¹

% of population 25 years & older with a highest educational attainment level of:

Associate's Degree: 9%

Bachelor's Degree: 19%

Graduate or Professional Degree: 13%



Top Industry Sectors³

Top Industries of Private-Sector Employer Firms*:

Industry	Employees	Firms
Health Care & Social Assistance	143,250	4,702
Retail Trade	92,424	6,528
Manufacturing	73,398	2,202
Accommodations & Food Service	61,406	4,287
Education Services	45,285	738

**Does not include public sector firms or the self-employed.*

¹ U.S. Census Bureau, American Community Survey, 2010-2014 Five-year Estimates

² U.S. Bureau of Labor Statistics, 2014 Local Area Unemployment Statistics and 2014 Quarterly Census of Employment & Wages

³ U.S. Census Bureau, County Business Pattern Data, 2014

FRANKLIN COUNTY, MA

Demographics¹

Total Population: 71,300

Population By Age Groups:

14 & under	10,920
15 to 24	8,317
25 to 34	8,086
35 to 44	8,447
45 to 54	11,337
55 to 64	12,341
65 to 74	6,746
75 & over	5,106

Total Families: 18,382

Total Households*: 30,390

**Households include families and people living alone or with non-relatives*

Income & Wealth¹

Median Household Income: \$54,072

Households with total incomes:

Below \$25,000	6,919
\$25,000-\$49,999	7,101
\$50,000-\$74,999	5,851
\$75,000-\$99,999	4,535
\$100,000-\$149,999	3,997
Over \$150,000	1,987

Median Family Income: \$68,965

Families with total incomes:

Below \$25,000	2,411
\$25,000-\$49,999	3,921
\$50,000-\$74,999	3,828
\$75,000-\$99,999	3,311
\$100,000-\$149,999	3,206
Over \$150,000	1,705

Employment & Wages²

Of the region's residents:

Size of Labor Force: 39,558

Number of Employed: 37,477

Unemployment Rate: 5.3%

Of establishments located in the region:

Number of Establishments: 2,321

Annual Average Employment: 25,926

Average Weekly Wages: \$741

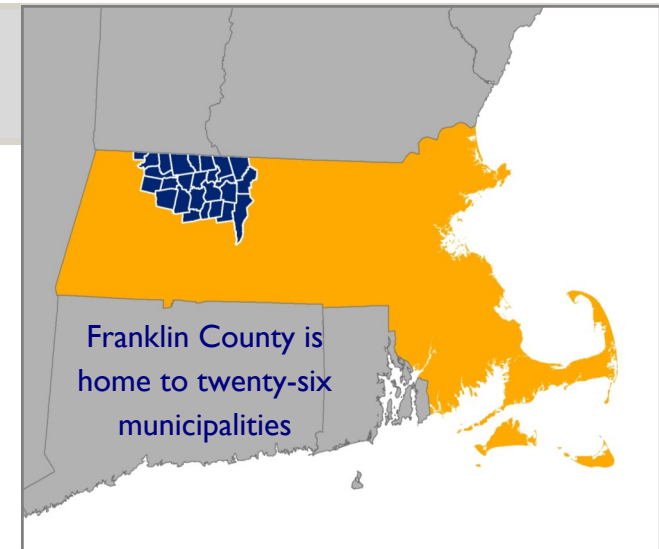
Educational Attainment¹

Percent of population 25 years & older with a highest educational attainment level of:

Associate's Degree: 10%

Bachelor's Degree: 19%

Graduate or Professional Degree: 16%



Top Industry Sectors³

Top Industries of Private-Sector Employer Firms*:

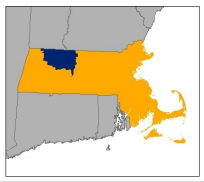
Industry	Employees	Firms
Manufacturing	3,689	109
Health Care & Social Assistance	3,538	188
Retail Trade	2,946	259
Accommodations & Food Service	1,934	153
Education Services	1,258	28

**Does not include public sector firms or the self-employed.*

¹ U.S. Census Bureau, American Community Survey, 2010-2014 Five-year Estimates

² U.S. Bureau of Labor Statistics, 2014 Local Area Unemployment Statistics and 2014 Quarterly Census of Employment & Wages

³ U.S. Census Bureau, County Business Pattern Data, 2013



Real Estate & Utilities

Real Estate & Housing

- ♦ **Housing Units:** 33,677 total housing units. Of the 30,390 occupied housing units, 68% are owner-occupied and 32% are renter-occupied.
- ♦ **Home Sales:** In 2014, there were 536 single family home sales, an 18% increase from the previous year. The median sales price of a single family home was \$185,000 in both 2014 and 2013.
- ♦ **Commercial Vacancy:** In 2014, Greenfield had a downtown commercial vacancy rate of 15%, while Turners Falls and Orange had rates of 7% and 9%, respectively.
- ♦ **Industrial parks:** The six planned industrial parks are I-91 Industrial Park (Greenfield), Airport Industrial Park (Montague), Deerfield Industrial Park, Orange Industrial Park, Randall Pond Industrial Park (Orange), and Whately Industrial Park.

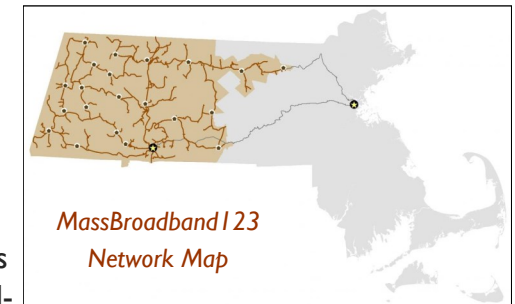


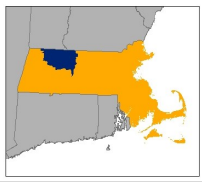
"Doing business in Franklin County is like being in the 'Cheers Bar' where everyone knows your name. A relatively small economy makes doing business personal and all the players are interested in your success."

Mark Abramson, Realtor
Cohn & Company Real Estate Agency

Utilities

- ♦ **Electricity:** Distribution by Eversource or National Grid. Consumers have the option to select their electricity generation provider.
- ♦ **Broadband:** A next generation middle-mile fiber network called *MassBroadband123* extends throughout the county and western Massachusetts. Last mile services are available via cable systems in 13 towns; a wireless broadband system in Warwick; and a fiber system in Leverett. Remaining towns are exploring the potential to deploy fiber and other advanced broadband technologies.
- ♦ **Natural Gas:** Deerfield, Greenfield, Montague, Sunderland and Whately are served by Berkshire Gas Company infrastructure. However, Berkshire Gas Company has implemented a moratorium on new natural gas service in these communities.
- ♦ **Water/Wastewater Systems:** Fifteen Franklin County towns have a public water system in their community, and thirteen have a wastewater/sewer system.
- ♦ **Green Communities:** The Commonwealth's Green Communities Division strives to help municipalities find clean energy solutions to reduce long-term energy costs and strengthen local communities. In Franklin County, sixteen towns are designated a Green Community.





Transportation & Education

Transportation

- **Highways:** Average daily traffic volume on I-91 south of Exit 24 in Whately was 34,773 vehicles and north of Exit 28A/B in Bernardston was 24,406 vehicles in Average daily traffic volume on Route 2 at Exit 16 in Orange was 9,991 and east of Shelburne Falls was 9,186 vehicles.
- **Passenger Rail:** Amtrak's Vermonter from the JWO Transit Center in Greenfield connects north to Vermont and south to Springfield, New York City and Washington DC daily.
- **Freight Rail:** Connecticut River Main Line and NECR Main Line run north-south, and the Patriot Corridor runs east-west. East Deerfield Rail Yard allows some access for off-loading.
- **Air Transport:** Bradley International Airport is an hour's drive away near Hartford. An additional international airports, including Boston Logan (MA), Albany (NY), and Manchester (NH), are within a 2.5 hour drive.
- **Bicycle/Pedestrian:** Franklin County Bikeway is 44 miles of shared roadway and off-road bicycle paths, including the 3-mile Canalside Trail Bike Path in Montague.



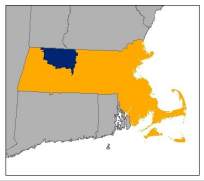
Education Sector

- **Higher Education:** 12 colleges and universities with 47,000 students are within 30 miles of Greenfield, including the "Five Colleges" of Amherst, Hampshire, Mt. Holyoke and Smith Colleges and UMASS.
Greenfield Community College offers Associate's degrees and certificates in over 30 programs. Fall 2015 enrollment was 2,050 students.
- **High School:** In the county are eight public high schools with over 3,700 students, including a technical school and a charter school; and six independent schools which board over 2,000 students.



"I feel that the businesses and educational institutions---the technical and high schools, Greenfield Community College---of Franklin County realize their interdependence and are readily interactive, continually communicating and working to understand and support each other's missions to the mutual benefit and success of both groups in a spirit of community partnership."

Christopher R. Pichette, Plant Manager
wTe Recycling, Inc.



Regional Resources

- ♦ **Common Capital, Inc.** (Holyoke) - A non-profit organization that offers loans and other financing, such as the Community First Fund, for start-up ventures and businesses seeking to expand. Web: www.common-capital.org
- ♦ **Community Action of the Franklin, Hampshire, and North Quabbin Regions - Youth Programs** (Greenfield) - A provider of employment readiness, job training and placement for youth through 24 years. The Youth Programs tailor training to career pathways projected to grow locally, matching employers with interns, and provide job placement. Web: www.communityaction.us/youth-programs.html
- ♦ **Community Involved in Sustaining Agriculture (CISA)** (Deerfield) - An organization dedicated to making connections between farms and the community. CISA conducts marketing programs and offers business technical assistance workshops to farmers and agri-businesses. Web: www.buylocalfood.org
- ♦ **Economic Development Council of Western Massachusetts** (Springfield) - The EDC markets development opportunities in the region, and provides data and information to help business locating to or expanding in the region. Web: www.westernmassedc.com
- ♦ **Fostering Art and Culture in Franklin County Project and Partnership** (Greenfield) - An initiative to grow the creative economy by coordinating networking opportunities and events, such as the Creative Economy Summit. Web: www.fosteringartandculture.org
- ♦ **Franklin County Chamber of Commerce** (Greenfield) - Provides services to large and small businesses throughout Franklin County, including health insurance, networking opportunities, lobbying representation, and assistance with town events. In addition, the Chamber serves as a Regional Tourism Council, promoting the region's tourism industry and providing services to visitors. Web: www.franklincc.org
- ♦ **Franklin County Community Development Corporation** (Greenfield) - Provides direct technical assistance and business planning workshops, administers a business lending program, and operates the Western Mass. Food Processing Center (a commercial kitchen) and the Venture Center (a business incubator). In addition, FCCDC administers the PV Grows Investment Fund to support farm and food businesses. Web: www.fccdc.org

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Business Support

These are public and private non-profit organizations that offer a variety of programs and services to entrepreneurs and businesses seeking to strengthen, grow, or locate to the area.

Provided are brief descriptions, their local office location, and websites for more information.

Key to Types of Support

TA Technical Assistance

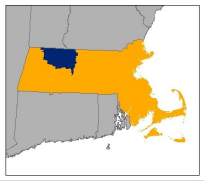
L&F Lending and Financing

ISS Industry Specific Services

RE&I Real Estate and Incentives

M&N Marketing and Networking

W&T Workforce and Training



Regional Resources

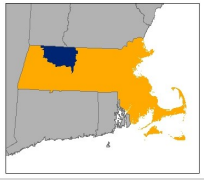
- ♦ **Franklin Regional Council of Governments** (Greenfield) - Administers a variety of municipal and regional programs, such as the Brownfields Program, which uses US EPA grant funds to conduct environmental site assessments on eligible properties at no cost to the property owner, as resources allow. These assessments determine if the site is contaminated, and if so to what extent. Web: www.frcog.org/program-services/economic-development-planning RE&I
- ♦ **Franklin/Hampshire Career Centers** (Greenfield) - The Centers work with individuals seeking employment and employers seeking to find workers. Access to workshops, career counseling and job search assistance is offered at their Greenfield and Northampton locations and Orange satellite office. For employers, they post positions, provide labor market data, help plan job fairs, and provide pre-screening and recruitment assistance. Web: www.fhcc-onestop.com W&T
- ♦ **Franklin/Hampshire Regional Employment Board** (Greenfield) - As the workforce investment board for the region, they develop training programs on behalf of businesses and industry seeking a workforce with skills or knowledge. Web: www.franklinhampshirereb.org W&T
ISS
- ♦ **Greenfield Community College** (Greenfield) - A public higher educational institution that offers a variety of degrees and certifications, including industry specific programs for farms & food systems, renewable energy/energy efficiency, healthcare, and outdoor recreation. GCC can custom design training programs in partnership with local businesses, and also connect students and employers for internships. Web: www.gcc.mass.edu W&T
ISS
- ♦ **Hidden Tech** - A community of mostly home-based businesses in western Massachusetts that connect to each other online and at events for networking and professional development. Web: www.hidden-tech.net M&N
- ♦ **Massachusetts Office of Business Development** (Springfield) - MOBD is “the state’s one-stop source for businesses seeking to relocate to Massachusetts and businesses wishing to expand their current operations here”, with a western region office in Springfield. Web: www.mass.gov/mobd RE&I

“The people are what make Franklin County a great place to do business. Hard working, honest, and motivated to succeed with a wide variety of industry and employment opportunities to choose from. We are always amazed at all the different backgrounds and skill levels of the people that we encounter and enjoy assisting them while they plan and prepare for their future.”

Michael E. Ramon, Benefits Consultant
Ramon Financial Services, LLC

“As a leading provider of financial services in Franklin County for more than 147 years, Greenfield Savings Bank has helped business of all kinds including retail, restaurants, hospitality, professional, medical, real estate development, technology, and manufacturing. For start-ups or established companies, Franklin County is a great place to do business.”

John H. Howland, President & CEO
Greenfield Savings Bank



Regional Resources

- ♦ **Massachusetts Small Business Development Center Network** (Springfield) - THE MSBDC provides one-to-one free, comprehensive and confidential services focusing on, business growth and strategies, financing and loan assistance as well as strategic, marketing and operational analysis. Low cost educational training programs targeted to the needs of small business are also offered. MSBDC can connect businesses to assistance from the State, such as the **Massachusetts Export Center** and the **Procurement Technical Assistance Center**, as well as from the U.S. Small Business Administration. MSBDC provides services out of their Western Regional Office as well as by appointment at the Franklin County Chamber of Commerce office in Greenfield. Web: www.msbdc.org/wmass
- ♦ **MassDevelopment** (Springfield) - As the state's finance and development agency, MassDevelopment works with businesses, developers, non-profits, financial institutions, and communities to provide technical assistance, financing and real estate services. MassDevelopment has a western region office in Springfield. Web: www.massdevelopment.com
- ♦ **U.S. Small Business Administration** (Springfield) - The SBA offers, either through direct services or partners (such as the MSBDC), business counseling, resource guides, access to capital, support for government contracting, as well as disaster recovery assistance from its regional office in Springfield. Web: www.sba.gov
- ♦ **Valley Alliance of Worker Co-operatives** - Member cooperatives work together to provide information and guidance to support the creation of new co-ops and the transition of existing businesses into a co-op. Web: www.valleyworker.coop
- ♦ **Valley Venture Mentors** is an accelerator program that attracts experienced business people to mentor and support selected start-up businesses seeking to grow quickly. While based in Springfield, VVM has expanded to include monthly events in Greenfield that are co-sponsored by Franklin County Community Development Corporation. Web: www.valleyventurementors.org
- ♦ **Western Mass. Chapter of SCORE** offers entrepreneurs and businesses access to mentoring and technical assistance from experienced businesspeople. In addition, they offer low cost workshops and access to online tools. They provide services from their regional office as well as by appointment at the Franklin County Chamber of Commerce office in Greenfield. Web: www.westernmassachusetts.score.org
- ♦ **Western Mass. Food Processing Center** is a food business incubator and commercial kitchen in Greenfield operated by the Franklin County Community Development Corporation. Start-ups and existing businesses can access technical assistance for product development, as well as a fully equipped production facility that meets local, state and federal standards. Web: www.fccdc.org/food-processing

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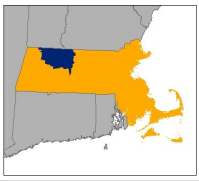
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Local Resources

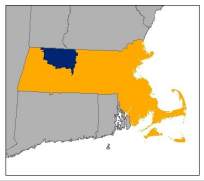
- ♦ The **Greater Shelburne Falls Area Business Association** serves a ten-town area in western Franklin County. GSFABA coordinates cooperative marketing efforts, organizes events, promotes networking opportunities, offers access to discounted group rates for health care plans, and pursues economic development initiatives. Web: www.gsfaba.org
- ♦ The **Greenfield Business Association** actively promotes Greenfield as a destination to visit, shop, dine and conduct business. Web: www.greenfieldbusiness.org
- ♦ The **Mohawk Trail Association** is a regional tourism council that markets the northern tier from central Massachusetts to the Berkshires. The Association produces an annual visitors' guide and maintains a comprehensive website of attractions and tourism services. Web: www.mohawktrail.com
- ♦ The **Montague Business Association** seeks to build a viable business support system for the town. Web: www.montaguebusinessassociation.com
- ♦ The **North Quabbin Chamber of Commerce** is a regional chamber and tourism council, serving the nine-town North Quabbin area. The Chamber works to promote and improve the business environment and economic opportunities. Web: www.northquabbinchamber.com
- ♦ **North Quabbin Woods** is a project of the North Quabbin Community Coalition that seeks to revitalize the economy through the responsible utilization of the region's forests. The website provides an area guide of businesses, focusing on outdoor recreation, agriculture, and local artisans. Web: www.northquabbinwoods.org
- ♦ The **Northfield Area Tourism and Business Association** promotes the greater area of Northfield, Bernardston and Gill to attract visitors and support businesses. Web: www.visitnorthfieldarea.com
- ♦ The **Orange Business Association** promotes and engages businesses and the community to foster a sense of spirit in Orange. Web: www.orangebusinessassoc.org
- ♦ **Turners Falls RiverCulture** promotes the arts and business community of Turners Falls by developing events and conducting marketing. Web: www.turnersfallsriverculture.org

Local Business Support

Interested in networking with other businesses or participating in exciting happenings in your area? These local entities promote economic activity and support businesses in specific areas of the greater Franklin County region.



The Iron Bridge Dinner,
Shelburne Falls



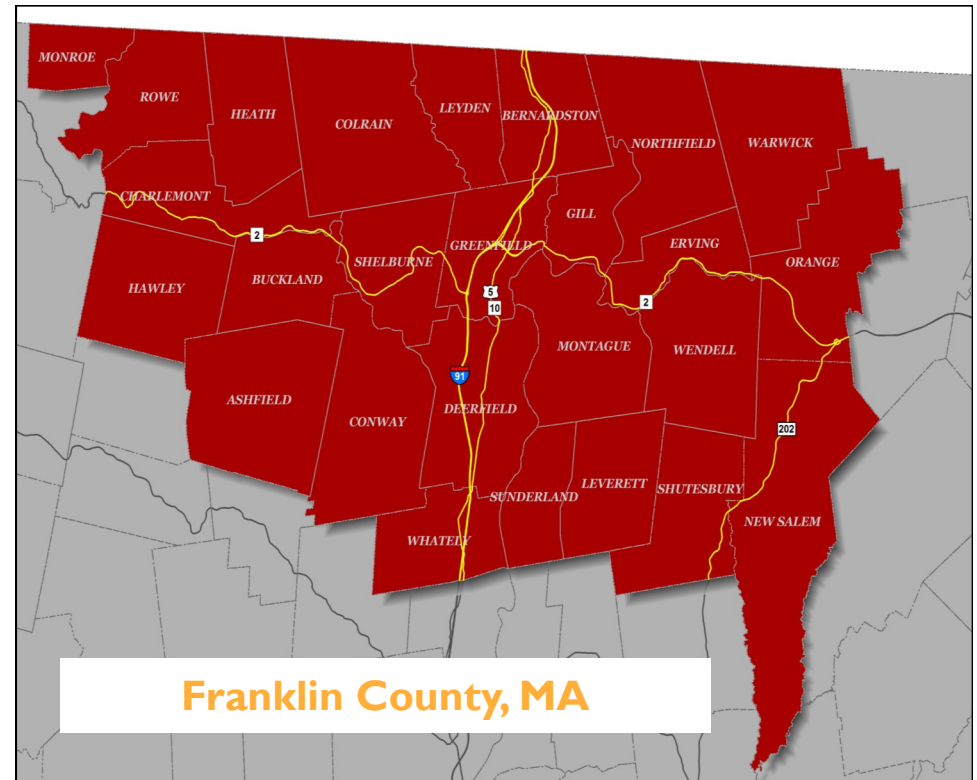
Local Information

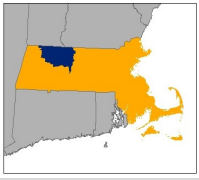
TOWN

Ashfield	www.ashfield.org
Bernardston	www.townofbernardston.org
Buckland	www.town.buckland.ma.us
Charlemont	www.townofcharlemont.org
Colrain	www.colrain-ma.gov
Conway	www.townofconway.com
Deerfield	www.deerfieldma.us
Erving	www.erving-ma.org
Gill	www.gillmass.org
Greenfield	www.greenfield-ma.gov
Hawley	www.townofhawley.com
Heath	www.townofheath.org
Leverett	www.leverett.ma.us
Leyden	www.townofleyden.com
Monroe	www.mass.gov/portal/cities-towns/monroe.html
Montague	www.montague.net
New Salem	www.newsalem-massachusetts.org
Northfield	www.northfield.ma.us
Orange	www.townoforange.org
Rowe	www.rowe-ma.gov
Shelburne	www.townofshelburne.com
Shutesbury	www.shutesbury.org
Sunderland	www.townofsunderland.us
Warwick	www.warwickma.org
Wendell	www.wendellmass.us
Whately	www.whately.org

WEB

Interested in more information about a particular community? Check out their municipal website or contact the Town directly.





Development Resources

Making a significant investment in equipment and/or real estate development? Tax incentives or tax credit programs may be able to help. Both federal and state governments maintain tax credit programs available to support private, large-scale development projects. Awarded tax credits are sold to raise capital which is then invested into a development project.

- ♦ The State's **Economic Development Incentive Program** (EDIP) offers state and/or local tax incentives (such as a TIF) for certified projects that promote job creation and invest in expanding or building new facilities or significant new investments in equipment. Web: www.mass.gov/edip
- ♦ The Massachusetts Department of Environmental Protection (MassDEP) administers the state's **Brownfields Tax Credit Program** to help fund eligible clean-up costs of hazardous substances. Web: www.mass.gov/eea/agencies/massdep/cleanup/programs/brownfields-tax-incentives.html
- ♦ Through the **Massachusetts Historic Rehabilitation Tax Credit Program** managed by the Massachusetts Historic Commission, certified rehabilitation projects on income-producing properties are eligible to receive up to 20% of the cost of certified rehabilitation expenditures in state tax credits. There is an annual limit on the amount of tax credits available, so selection criteria is employed to ensure funds are distributed to projects that provide the most public benefit. Web: www.sec.state.ma.us/mhc/mhctax/taxidx.htm
- ♦ The **New Market Tax Credit** program supports development and redevelopment projects in eligible Census Tracts meet specific economic distress thresholds. In Franklin County, NMTC eligible Census Tracts are located in Downtown Greenfield, Turners Falls, and the towns of Erving, Orange, Warwick and Wendell. Web: www.cdfifund.gov

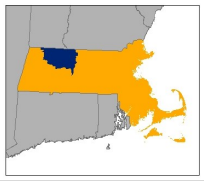
Green Improvements: There are several organizations and programs that can offer assistance to businesses investing in renewable energy or energy efficiency improvements, such as the [Massachusetts Clean Energy Center](#) and [MassSave](#).

What is a TIF?

Tax Increment Financing (TIF) is a tax exemption plan based on a percentage of the value added through new construction or renovation for an agreed upon number of years from five to twenty years.

What is a tax credit?

Tax credits allow a developer to lower its amount of taxes owed. In some cases, this tax benefit can be sold to an investor or another entity for its use, which allows the developer to raise capital for the initial development project. There is a variety of tax credit programs that are applicable individually or in combination for select projects. Tax credits are awarded through a competitive application process. These programs are effective tools to support development and redevelopment; however, they are also very complex. It is highly recommended that appropriate professional staff be consulted when attempting to utilize these programs.



Highlighted Asset

From start-up to market, the **Western Mass. Food Processing Center** can work with you to provide every advantage as you launch or expand your business. The Center offers business planning, recipe development, scale-up and testing, referrals to labs for product testing, and preparation for license inspections. Here are just some of the businesses and products launched from the Center:

- ◇ Appalachian Naturals
- ◇ Artisan Beverage Coop, makers of Katalyst Kombucha, Ginger Libation, and Green River Ambrosia
- ◇ Shire City Herbals' Fire Cider
- ◇ Herrell's Hot Fudge Sauce
- ◇ Hillside Pizza
- ◇ Just Roots' Just Soup
- ◇ Real Pickles, Inc.
- ◇ Steem Peanut Butter
- ◇ Tortured Orchard Original Sauces
- ◇ Yummy Yammy Salsas



Above: Equipment at the Western Mass. Food Processing Center.

Left: Fire Cider production. (Photo by Beth Reynolds)

For more information go to www.fccdc.org/food-processing or call 413-774-7204.

This document was prepared by (FRCOG) using Federal funds under award #01-83-14340.02 from the Economic Development Administration, and do not necessarily reflect the views of the Economic Development Administration or the U.S. Department



the Franklin Regional Council of Governments under award #01-83-14340.02 from the Economic Development Administration, U.S. Department of Commerce. The state recommendations are those of the author(s) views of the Economic Development Administration or the U.S. Department of Commerce.