

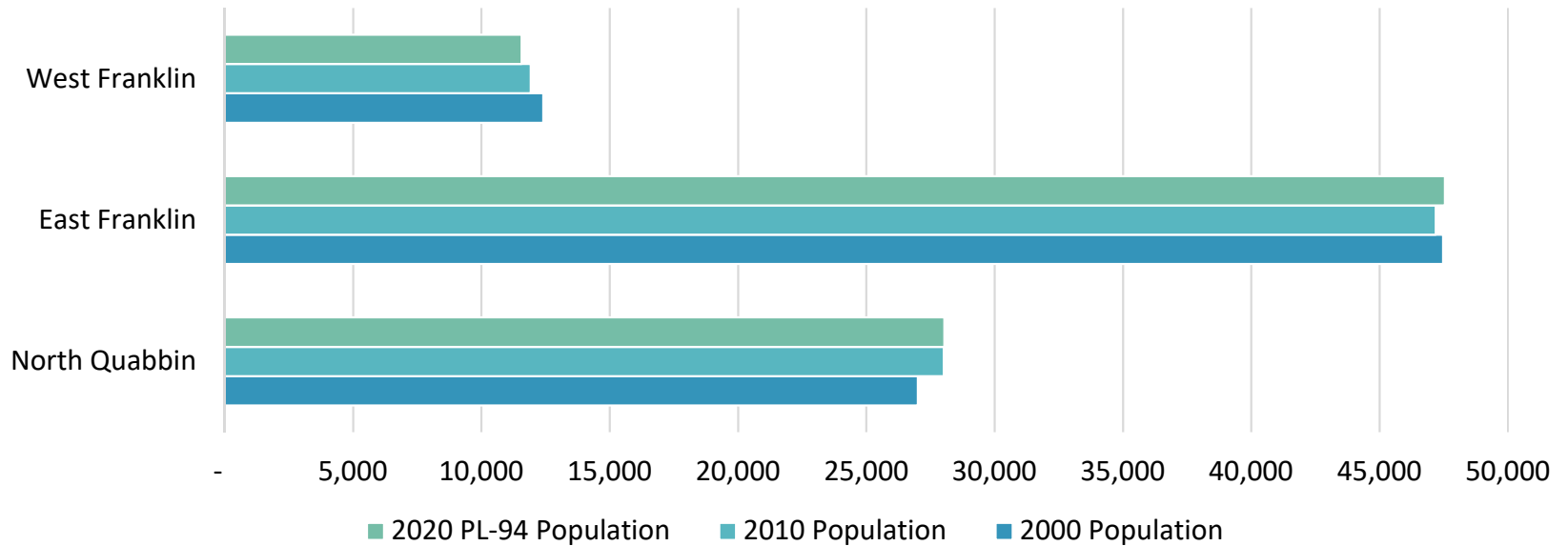
# Pre-COVID-19 Snapshot

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- 30-town region
- 86,628 estimated total population
- 17.8% of population under 18 years old
- 20.5% of population 65 years old and over
- 9.2% estimated Population of Color
- 30.1% of population age 25 years and older high school graduate as highest educational attainment
- 19.1% of population age 25 years and older high school graduate as highest educational attainment
- 26 of 30 towns had a median household income less than the state median of \$60,950.
- 10.1% of the population for whom poverty status was determined, lived below the poverty level, compared to 9.7% for the state.

# Pre-COVID-19 Snapshot

Total Population, 2000 Census to 2020 Census PL-94 Redistricting Data, by Franklin County Subregion



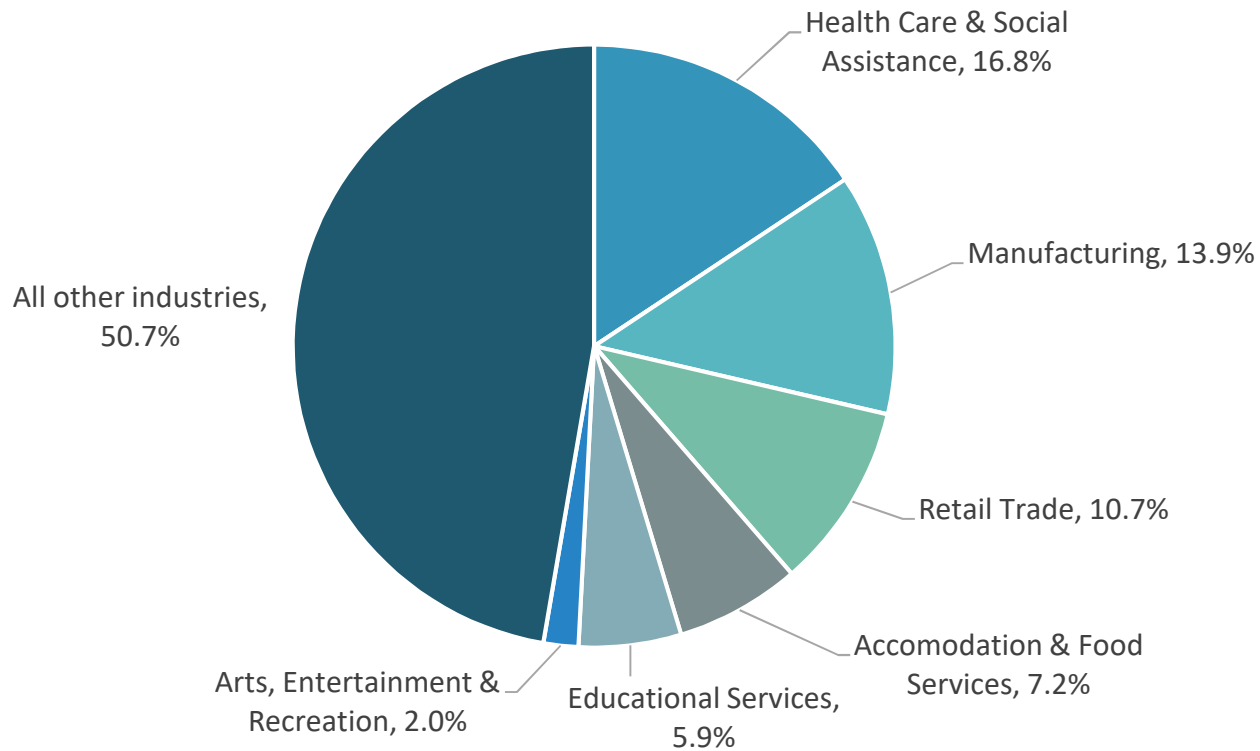
# Pre-COVID-19 Snapshot

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	2019 Establishments	2019 Average Annual Employment	2019 Total Annual Wages
West Franklin	395	2,499	\$84,621,856
East Franklin	1,731	21,883	\$995,358,261
North Quabbin	885	7,064	\$264,269,485
TOTAL	3,011	31,446	\$1,344,249,602

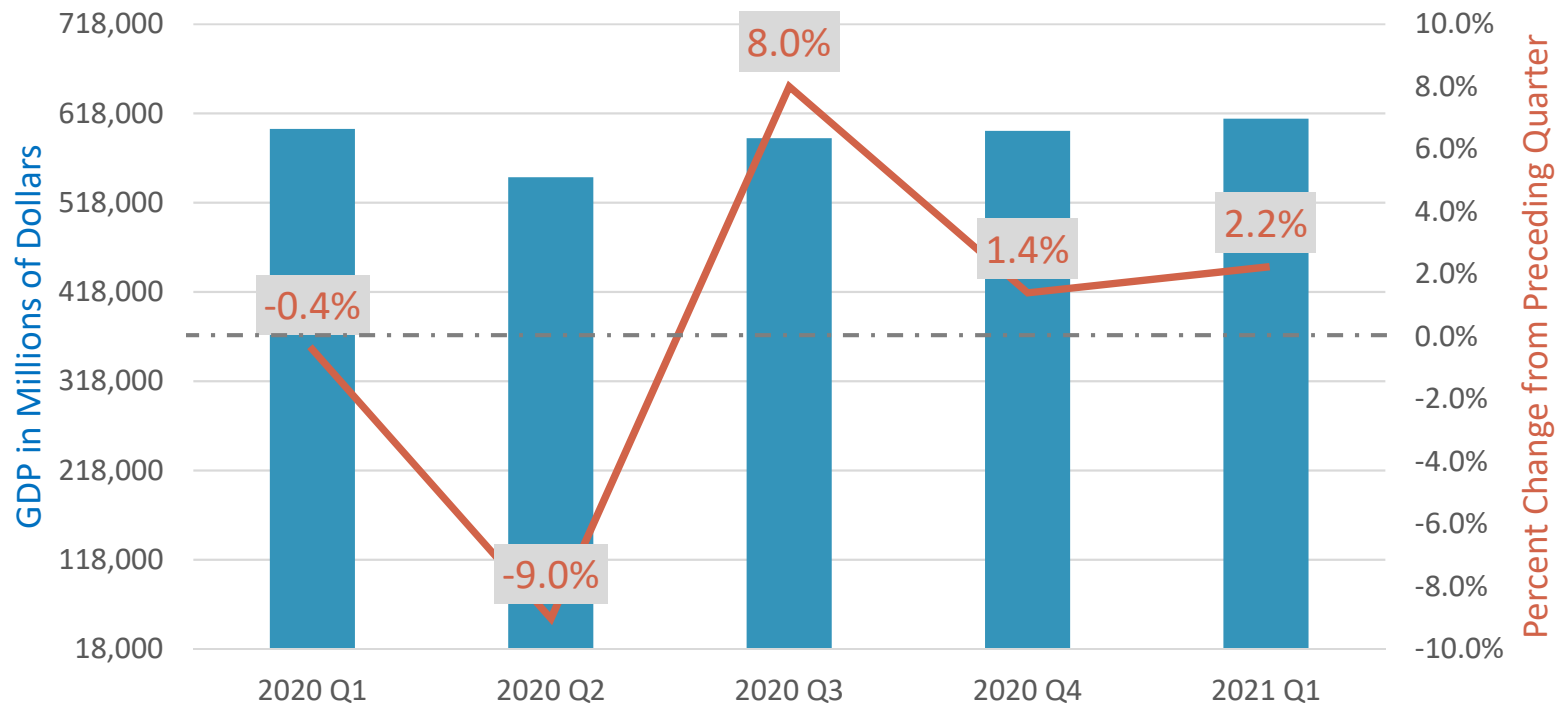
# Pre-COVID-19 Snapshot

Select Franklin County Industries by Percent of Total Employment, 2019



# COVID-19 Economic Impacts

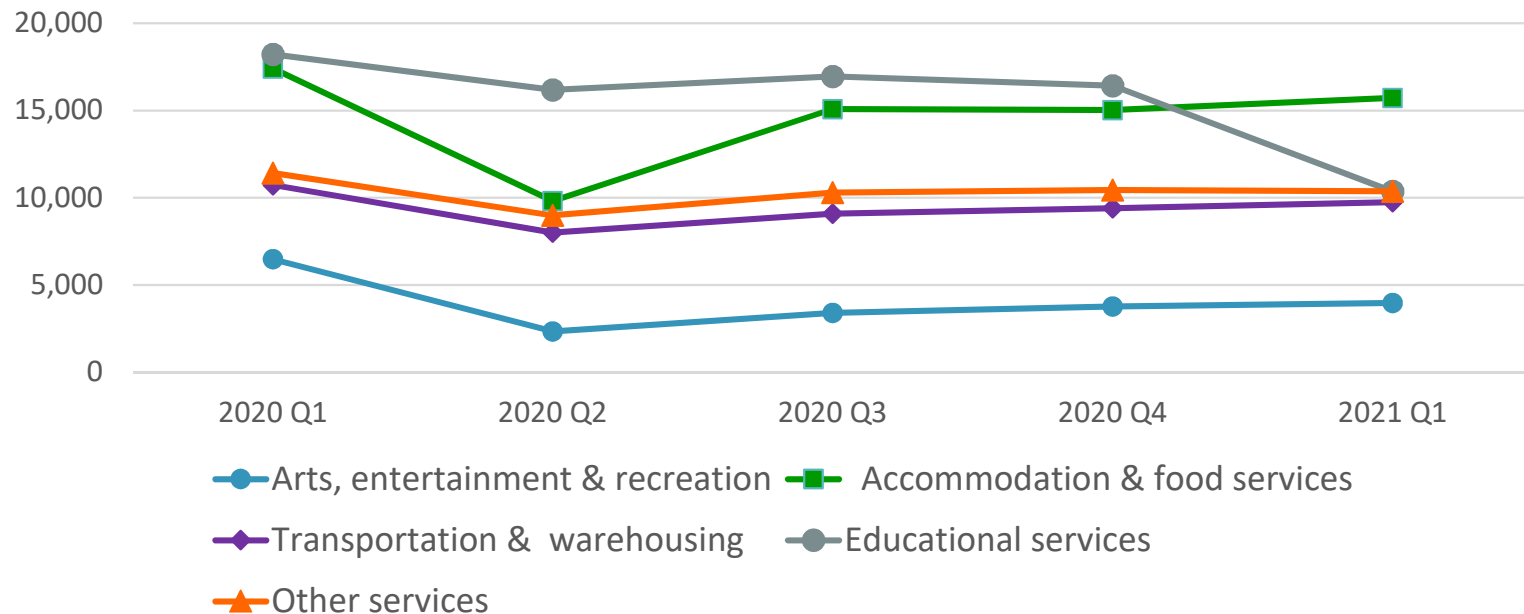
MA Real Gross Domestic Product (GDP),  
1st Quarter of 2020 to 1st Quarter of 2021



*The GDP is the value of the goods and services produced in Massachusetts.  
The growth rate of GDP is the most popular indicator of an area's overall economic health.*

# COVID-19 Economic Impacts

MA Real Gross Domestic Product (GDP),  
1st Quarter of 2020 to 1st Quarter of 2021 for  
Most Impacted Industries



*These industries plus the State & Local Government industry have not reached pre-COVID-19 GDP levels.*

# COVID-19 Economic Impacts

**MassBenchmarks** is a quarterly journal by the UMASS Donahue Institute.

“Massachusetts economy along with several other states in the Northeast was **hit harder by COVID-19 early on** than the country as a whole, was shut down earlier and more completely than most other states and has reopened later and more slowly than most states. Therefore, it is not surprising that the **economic hit was greater [in the second quarter]**.” [MassBenchmarks, July 2020]

“The strong growth in the third quarter was **aided in large part by federal fiscal and monetary policy**, especially the CARES act, which offered generous income support for households, massive enhancements to unemployment insurance income, and grants and loans to businesses to remain open and reemploy workers. ” [MassBenchmarks, October 2020]

# COVID-19 Economic Impacts

**MassBenchmarks** is a quarterly journal by the UMASS Donahue Institute.

“The **sharp slowdown in the pace of growth** from the third quarter was expected and **reflects a transition** from the period of very strong growth associated with the reopening of much of the economy during the summer and which more recently has slowed to a more restrained pace as winter approached and the COVID-19 virus returned with a vengeance.”

“Another **factor limiting growth in the fourth quarter** was the **reduction in income**, including unemployment compensation, associated with the waning effects of the CARES Act and related stimulus programs.”

“During the fourth quarter of 2020, the **Massachusetts economy fared better than the U.S.** in terms of GDP, employment, and wage and salary income growth.”

[MassBenchmarks, January 2021]



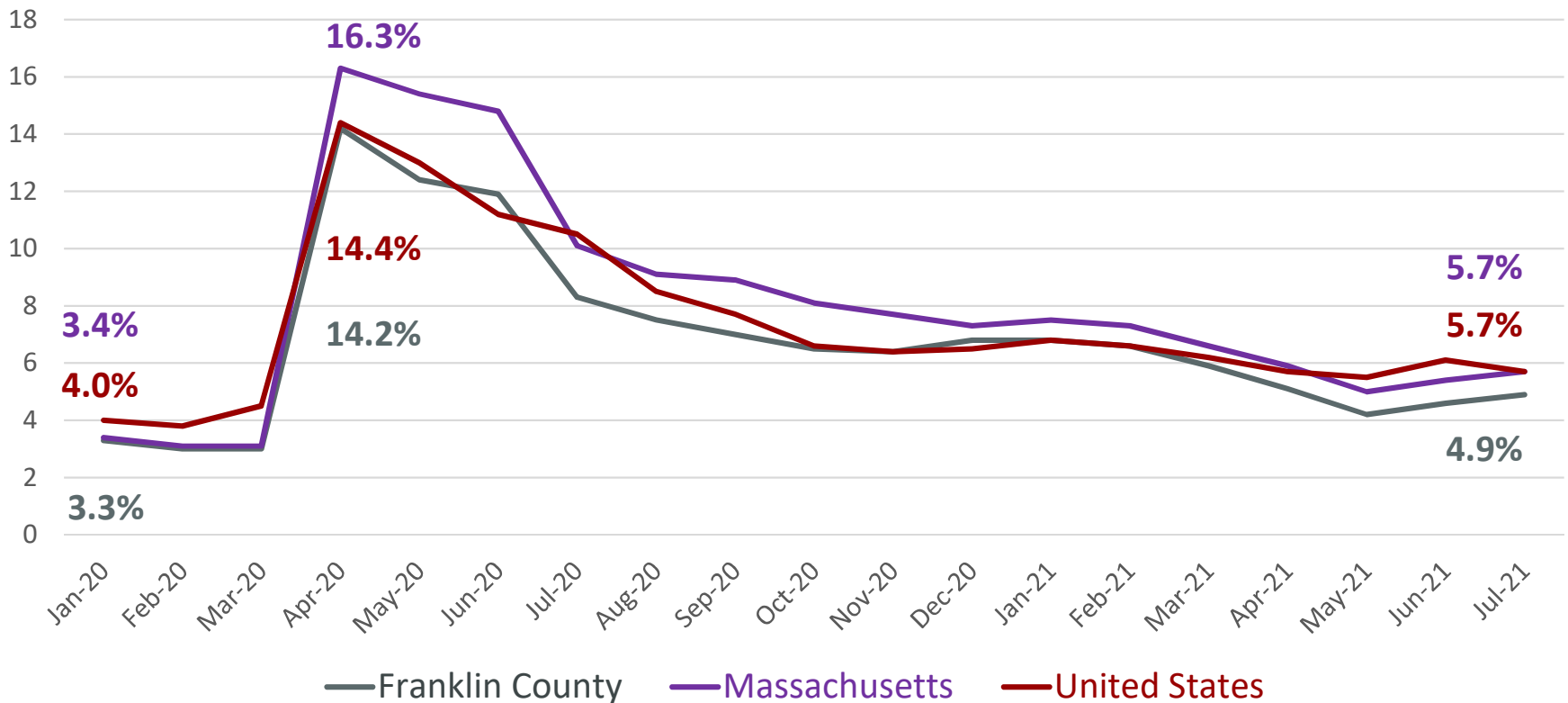
# COVID-19 Economic Impacts

In July 2020, [The MassINC Polling Group](#) released the findings from their statewide survey of small businesses to determine impacts from COVID-19.

“Small businesses in Massachusetts have suffered serious damage due to the COVID-19 pandemic, a new survey has found, with **just one in three reporting they are fully open**. Financial results for the first half of the year show the scale of the challenge, **with 64% of small businesses reporting drops in gross revenue of 25% or more for the first half of 2020. Nearly half (46%) of small businesses say they have laid off or furloughed employees, including 77% of restaurants. Businesses owned by women and people of color have been hit particularly hard and report greater financial losses.**”

# COVID-19 Economic Impacts

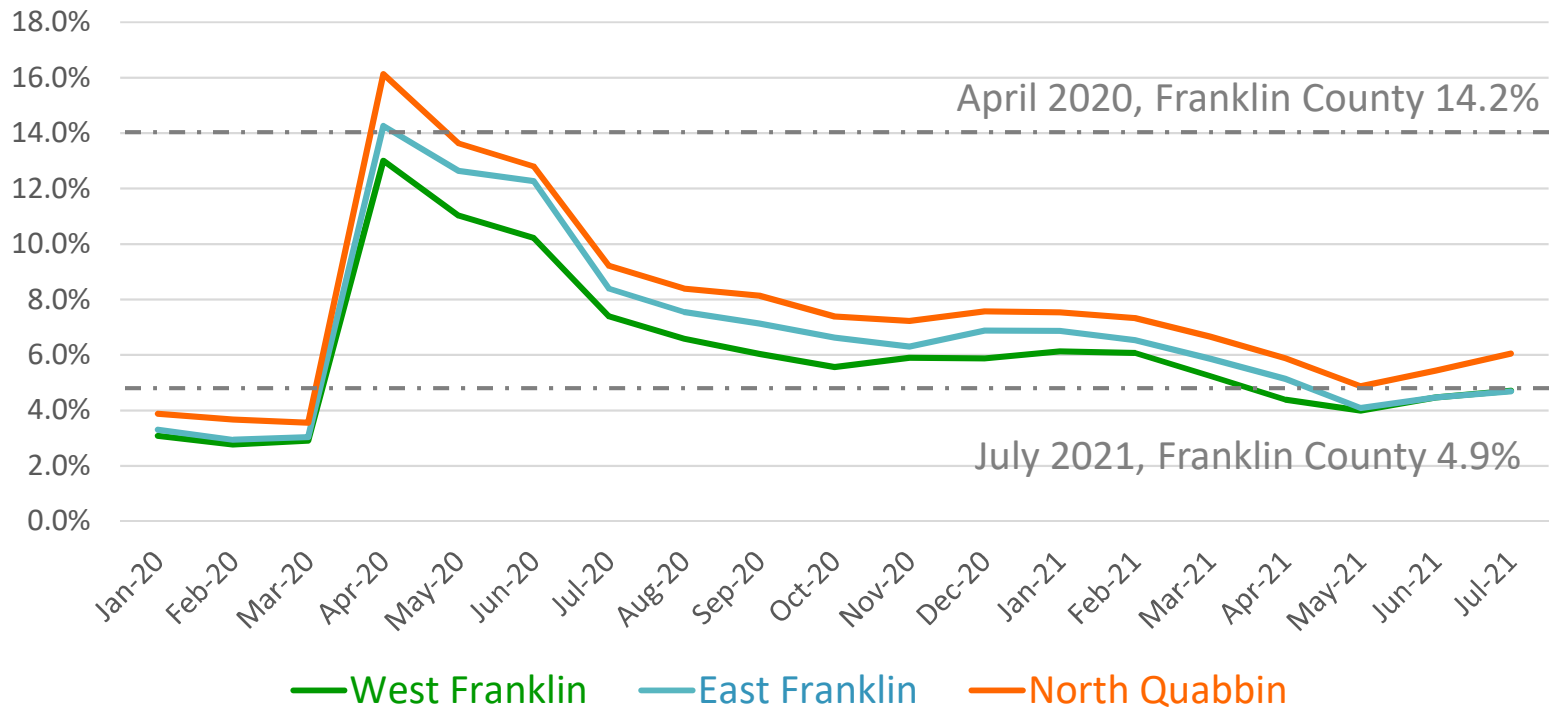
Unemployment Rates, January 2020 to July 2021



From March to April 2020, there was an -11% drop in labor force size.

# COVID-19 Economic Impacts

Unemployment Rate by Franklin County Subregion,  
January 2020 to July 2021



# COVID-19 Economic Impacts

Labor Force and Employment in West Franklin Region,  
January 2020 to July 2021



From March to April 2020, there was an -11% drop in labor force size.

# COVID-19 Economic Impacts

Labor Force and Employment in East Franklin Region,  
January 2020 to July 2021



From March to April 2020, there was an -11% drop in labor force size.

# COVID-19 Economic Impacts

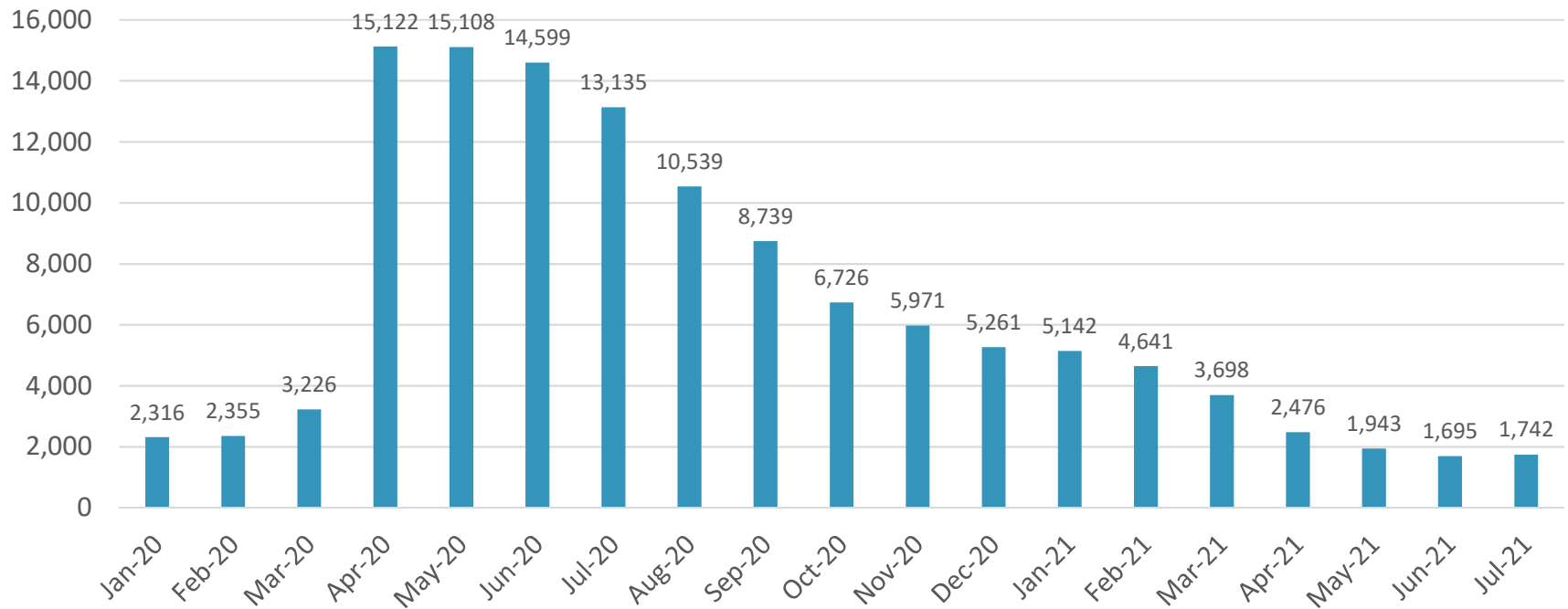
Labor Force and Employment in North Quabbin Region,  
January 2020 to July 2021



From March to April 2020, there was an -9% drop in labor force size.

# COVID-19 Economic Impacts

Total Number of Unemployment Insurance (UI) Claimants for Franklin/Hampshire WDA\*



\*The Franklin/Hampshire Workforce Development Area (WDA) includes Franklin and Hampshire counties and the North Quabbin region. ([www.masshirefhwb.org/our-service-area/](http://www.masshirefhwb.org/our-service-area/))

# COVID-19 Economic Impacts

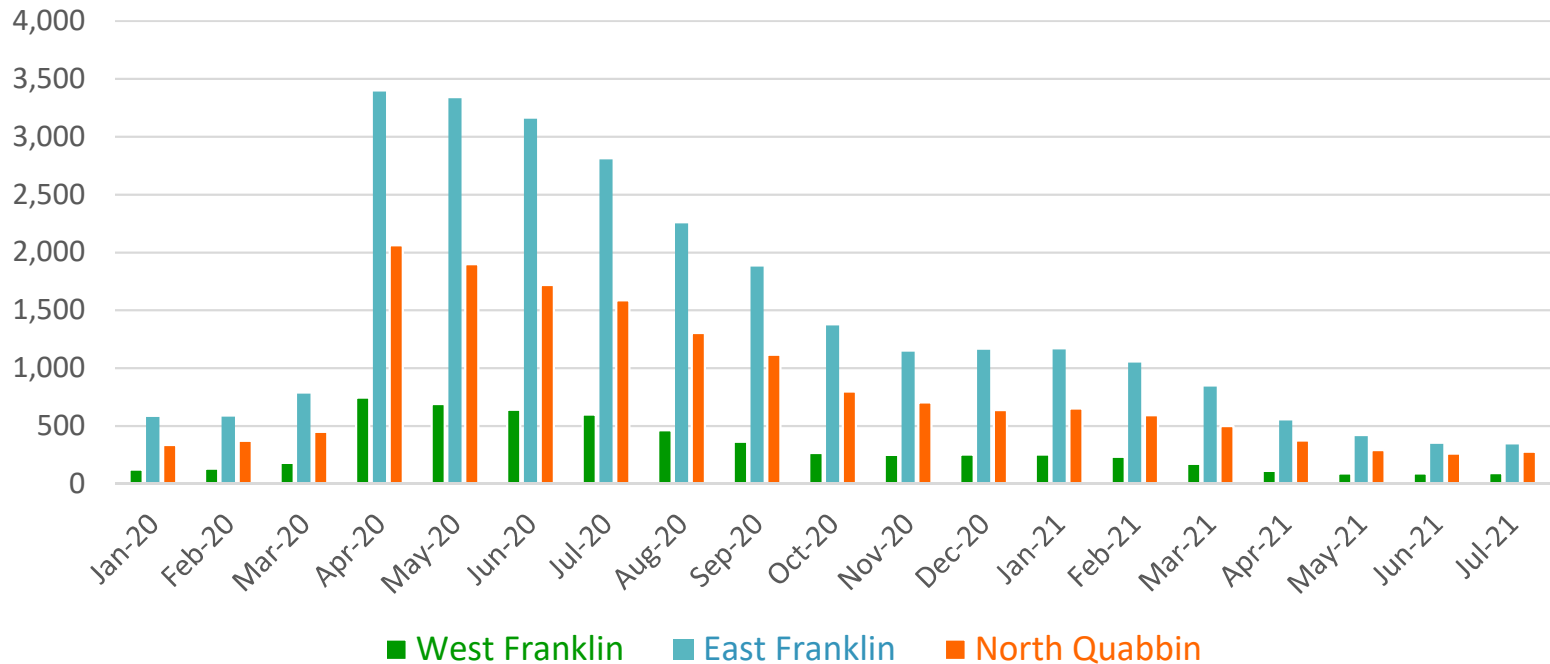
## Franklin/Hampshire WDA UI Claimant Selected Characteristics

<b>% of Total UI Claimants</b>	<b>Jan. 2020</b>	<b>Apr. 2020</b>	<b>Sep. 2020</b>	<b>Feb. 2021</b>	<b>Jul. 2021</b>
<b>Total UI Claimants</b>	<b>2,316</b>	<b>15,122</b>	<b>8,739</b>	<b>4,641</b>	<b>1,742</b>
% of Female	26.3%	51.6%	56.4%	41.9%	54.9%
% Person of Color (Race)	11.4%	11.7%	15.7%	14.0%	15.5%
% Hispanic or Latino Ethnicity	5.8%	5.6%	7.2%	6.4%	6.8%
% High School or GED	48.1%	37.1%	34.1%	40.1%	35.6%
% Bachelor's	12.1%	18.3%	19.5%	17.1%	20.4%
% Average Weekly Wages Less than \$1,000	48.4%	61.2%	69.2%	56.2%	60.6%
% Industry: Health Care & Social Assistance	5.5%	13.8%	14.1%	9.1%	14.2%
% Industry: Manufacturing	8.1%	9.8%	6.0%	5.8%	6.4%
% Industry: Education Services	2.3%	2.6%	6.7%	4.1%	7.7%
% Industry: Retail Trade	5.7%	12.4%	11.1%	8.5%	9.4%
% Industry: Accommodation & Food Services	4.6%	16.4%	15.5%	9.5%	7.1%



# COVID-19 Economic Impacts

Total Number of Unemployment Insurance (UI) Claimants by Franklin County Subregion, January 2020 – July 2021



# COVID-19 Economic Impacts

## Shelburne UI Claimant Selected Characteristics

% of Total UI Claimants	Jan. 2020	Apr. 2020	Sep. 2020	Feb. 2021	Jul. 2021
<b>Total UI Claimants</b>	<b>37</b>	<b>191</b>	<b>86</b>	<b>52</b>	<b>21</b>
% of Female	27.0%	47.1%	57.0%	32.7%	52.4%
% Person of Color (Race)	5.4%	4.2%	5.8%	5.8%	14.3%
% Hispanic or Latino Ethnicity	n/a	n/a	n/a	n/a	n/a
% High School or GED	54.1%	39.3%	37.2%	44.2%	28.6%
% Bachelor's	n/a	n/a	n/a	n/a	n/a
% Average Weekly Wages Less than \$700	48.6%	64.4%	74.4%	55.8%	38.1%
% Industry: Health Care & Social Assistance	n/a	n/a	n/a	n/a	n/a
% Industry: Manufacturing	n/a	n/a	n/a	n/a	n/a
% Industry: Education Services	n/a	n/a	n/a	n/a	n/a
% Industry: Retail Trade	n/a	n/a	n/a	n/a	n/a
% Industry: Accommodation & Food Services	n/a	n/a	n/a	n/a	n/a

# COVID-19 Economic Impacts

## Greenfield UI Claimant Selected Characteristics

% of Total UI Claimants	Jan. 2020	Apr. 2020	Sep. 2020	Feb. 2021	Jul. 2021
<b>Total UI Claimants</b>	<b>206</b>	<b>1,368</b>	<b>795</b>	<b>394</b>	<b>150</b>
% of Female	29.6%	48.7%	56.4%	41.6%	48.7%
% Person of Color (Race)	15.5%	12.1%	16.0%	15.0%	14.0%
% Hispanic or Latino Ethnicity	9.7%	6.5%	9.6%	8.1%	6.7%
% High School or GED	48.1%	42.3%	40.8%	41.9%	51.3%
% Bachelor's	10.2%	14.5%	13.8%	13.7%	10.7%
% Average Weekly Wages Less than \$700	58.3%	65.7%	76.1%	65.2%	71.3%
% Industry: Health Care & Social Assistance	5.8%	12.6%	15.0%	8.9%	14.7%
% Industry: Manufacturing	13.1%	14.8%	7.2%	8.6%	8.0%
% Industry: Education Services	2.9%	1.9%	4.4%	2.8%	6.7%
% Industry: Retail Trade	9.7%	11.9%	12.3%	6.3%	13.1%
% Industry: Accommodation & Food Services	2.9%	18.3%	19.6%	12.2%	11.3%

# COVID-19 Economic Impacts

## Orange UI Claimant Selected Characteristics

% of Total UI Claimants	Jan. 2020	Apr. 2020	Sep. 2020	Feb. 2021	Jul. 2021
<b>Total UI Claimants</b>	<b>80</b>	<b>540</b>	<b>306</b>	<b>163</b>	<b>83</b>
% of Female	23.8%	52.0%	59.2%	46.6%	61.4%
% Person of Color (Race)	5.0%	6.7%	10.5%	8.0%	9.6%
% Hispanic or Latino Ethnicity	n/a	n/a	n/a	n/a	n/a
% High School or GED	58.8%	53.0%	49.3%	52.1%	53.0%
% Bachelor's	7.5%	8.1%	7.2%	9.2%	15.7%
% Average Weekly Wages Less than \$700	60.0%	58.3%	72.9%	57.7%	77.1%
% Industry: Health Care & Social Assistance	8.8%	15.7%	19.0%	11.0%	25.3%
% Industry: Manufacturing	11.3%	19.3%	12.1%	7.4%	0.0%
% Industry: Education Services	n/a	n/a	n/a	n/a	n/a
% Industry: Retail Trade	0.0%	13.7%	10.8%	8.6%	6.0%
% Industry: Accommodation & Food Services	n/a	n/a	n/a	n/a	n/a

# COVID-19 Housing Impacts

Some recent data and anecdotal reports indicate population shifts from urban areas to rural and suburban areas.

“Coronavirus flight is particularly high in **New Jersey and New York**, where two thirds of United Van Lines’ moves are for **relocations out of those states.**” [\(08/31/20 Bloomberg\)](#)

“While the **Berkshire County** Board of Realtors doesn’t track where the buyers are coming from or whether they intend to use the property as a primary or secondary residence, many local real estate agents have noted that **buyers are coming from New York**, specifically Brooklyn.” [\(08/04/20 Berkshire Edge\)](#)

“When school reopened this month, the number of **enrolled students** had increased by 54, a **jump of more than 25 percent**, so the costs to taxpayers will exceed projections by half a million dollars.” [\(09/26/20, New York Times\)](#)



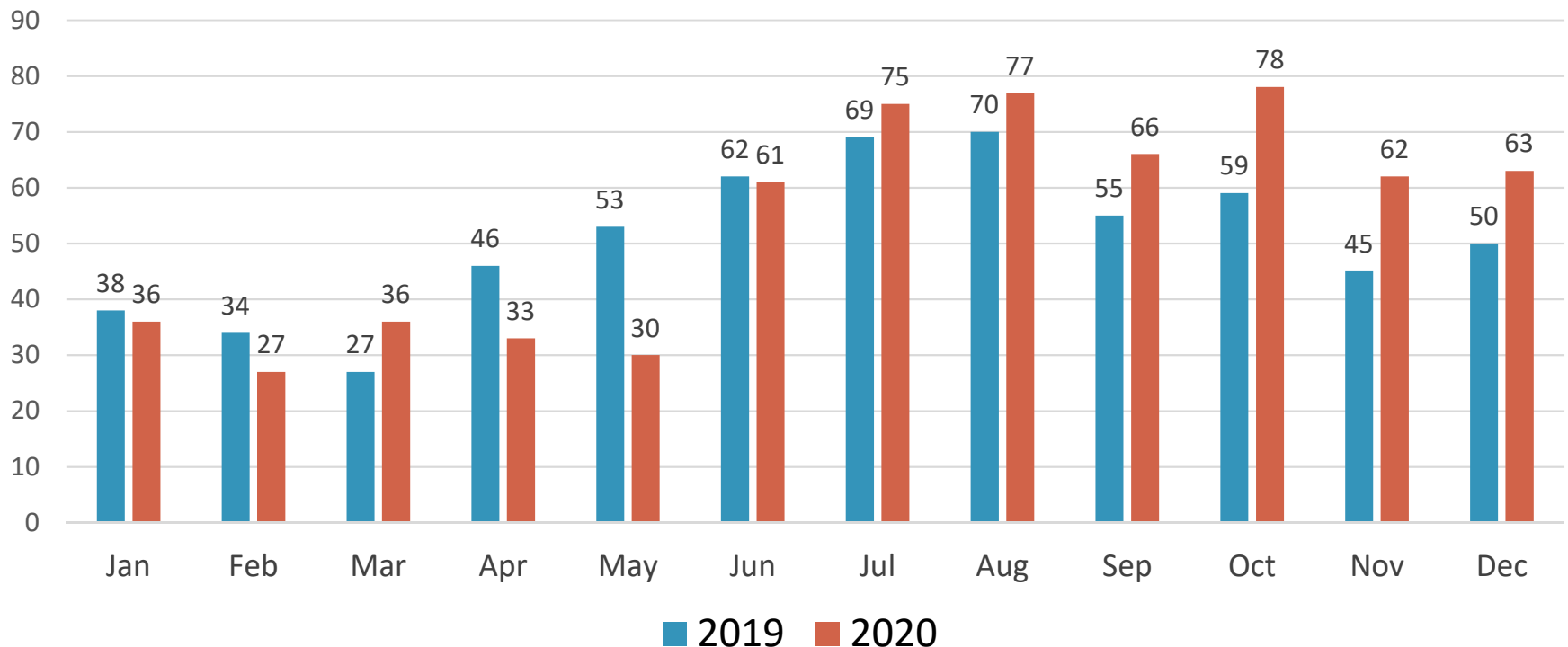
09/26/20, New York Times

# COVID-19 Housing Impacts

Real Estate Data for Single Family Homes in Franklin County, Monthly Comparison for 2019 and 2020

+7% Closed Sales from 2019 to 2020.

## Closed Sales



# COVID-19 Housing Impacts

Real Estate Data for Single Family Homes in Franklin County, Monthly Comparison for 2019 and 2020

+8% Median Sales Price from 2019 to 2020

## Median Sales Price

