

Welcome!

to

Athol massachusetts

the Tool Town



**Town Manager's Five Point Plan for Sustained Success
Economic Development Component**

Presented to Athol Board of Selectmen – January 19, 2016

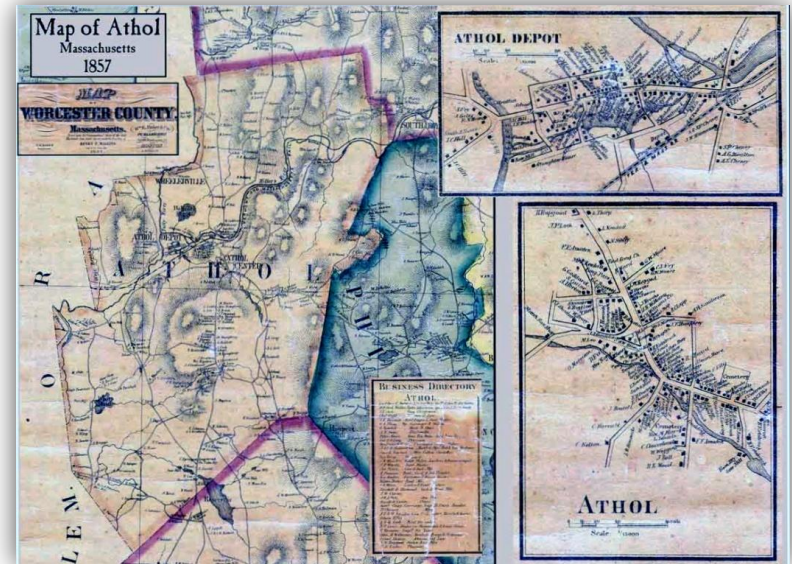
Town Manager's Five Point Plan for Sustained Success

Economic Development Component



THE USUAL NUMBERS...

- 11,584 - population (2010)
- 5,205 - labor force (2012)
- 100.3 - miles of road
- 33.4 - square miles



THE IMPROVING NUMBERS...

- Vacant homes 180+/- (2013) to 160+/- (2015) ↓
- Unemployment 12.6% (2/2010) to 5.7% (7/2015) ↓
- Per capita income \$17,944 (2011) to \$23,036 (2013) ↑
- Poverty rate 15.8% (2013) to Mass. 11.4% ⛔

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FIVE-POINT PLAN for SUSTAINED SUCCESS



Fiscal Management (sound “in house” fiscal policies)



Economic Development (grow tax base; create jobs; tourism)

Progress!

Community Services (safe, attractive, maintained community)

Progress!

Community Development (stabilize housing, neighborhoods)

Progress!

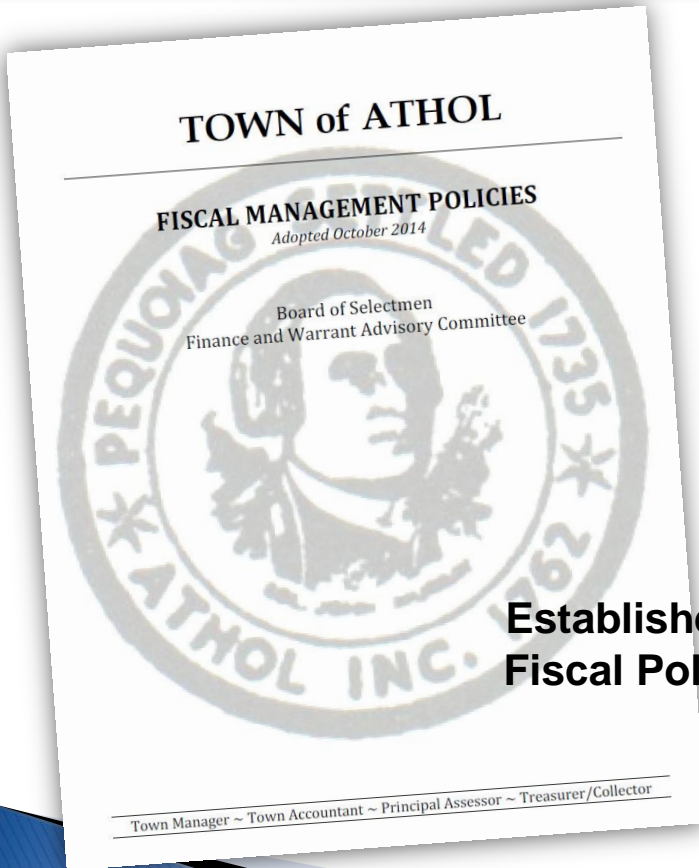
Strong Schools (= strong community; integrate ARRSD 5-yr plan)

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FISCAL MANAGEMENT



Cut Reliance on 1X Revenues
and
Reduce Long-term Liabilities
(Health Insurance and OPEB)



Improved Bond Rating
(AA- by Standard & Poor's 2014)

**Established Written
Fiscal Policies 2014**



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ECONOMIC DEVELOPMENT

Grow tax base; create jobs; tourism

District Improvement Financing (DIF) Program

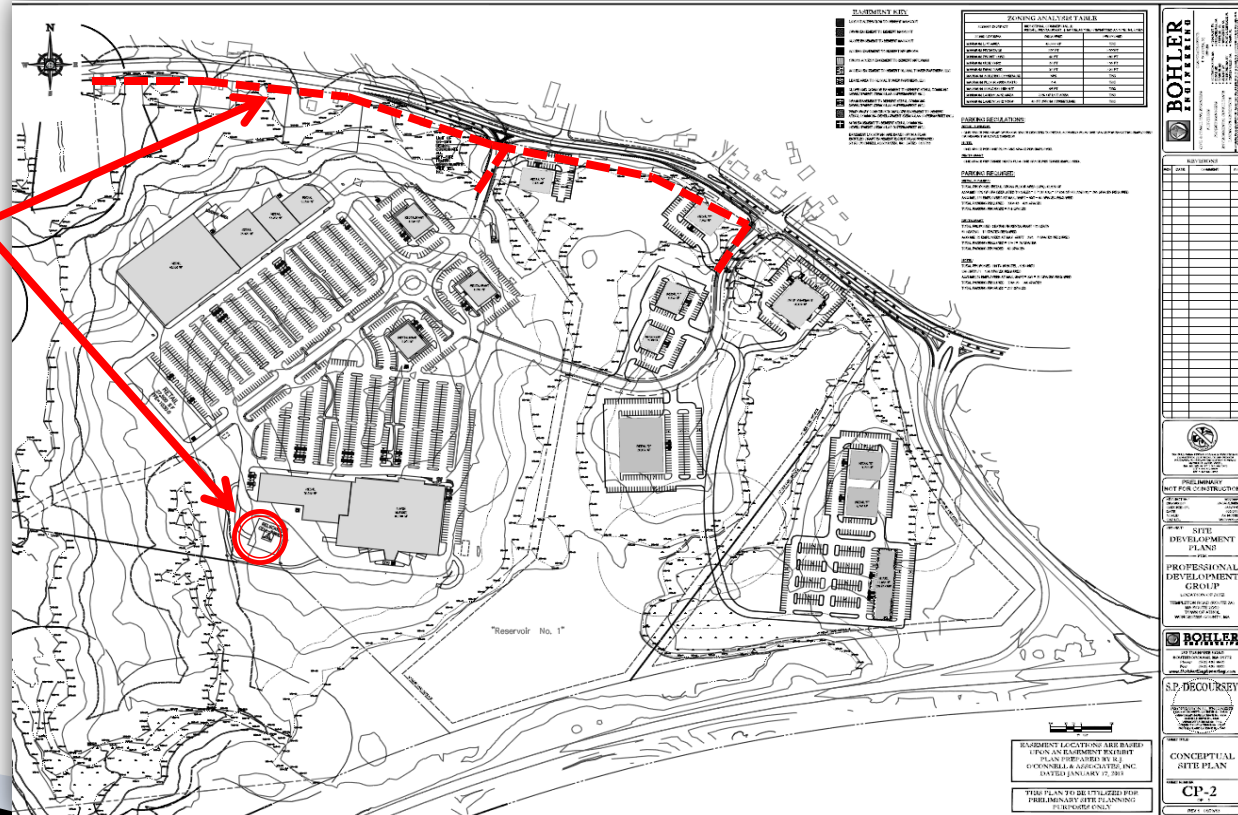
in partnership with

EOHED MassWorks Grant

2500 lf 12" water main
Water booster station
210,000 gal. water tank

316 acres

450,000 sf build-out
Est. 600 jobs



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ECONOMIC DEVELOPMENT

Grow tax base; create jobs; tourism

North Quabbin Commons – Phase 1



rmd

North Quabbin Commons

Rt. 2 & 2A • Athol, MA • 01331



Center Information

Total Square Footage: 300,000
 Square Footage Available: 220,000
 Parking Ratio: 5.65 spaces per 1,000 GLA
 Daily Trips: 20,000 ADT

Tenants

Market Basket: 79,269 SF

Property Features

Market Basket anchored
 Regional destination with tremendous visibility and highway access
 Located on Route 2 between Gardner and Greenfield
 Wide trade area with very little retail competition and stable demographics
 20,000 VPD in the area

Distance to Major Retail Markets

Fitchburg/Leominster, MA – 28 miles
 Greenfield, MA – 31 miles
 Amherst, MA – 33 miles
 Keene, NH – 33 miles
 Worcester, MA – 36 miles



Demographics

	Population	Households	Avg. HH Income
5 miles	15,750	6,275	\$60,503
10 miles	52,543	20,848	\$62,165
15 miles	94,046	36,358	\$66,789

retail management & development
 881 East Street, Tewksbury, MA 01876
 T: 978.851-0200 • F: 978.851-4962 • rmd-inc.net

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ECONOMIC DEVELOPMENT

Grow tax base; create jobs; tourism



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Big Cheese 5K

Miller's River Greenway Athol to Orange

\$2M state transportation bond



River Rat Race



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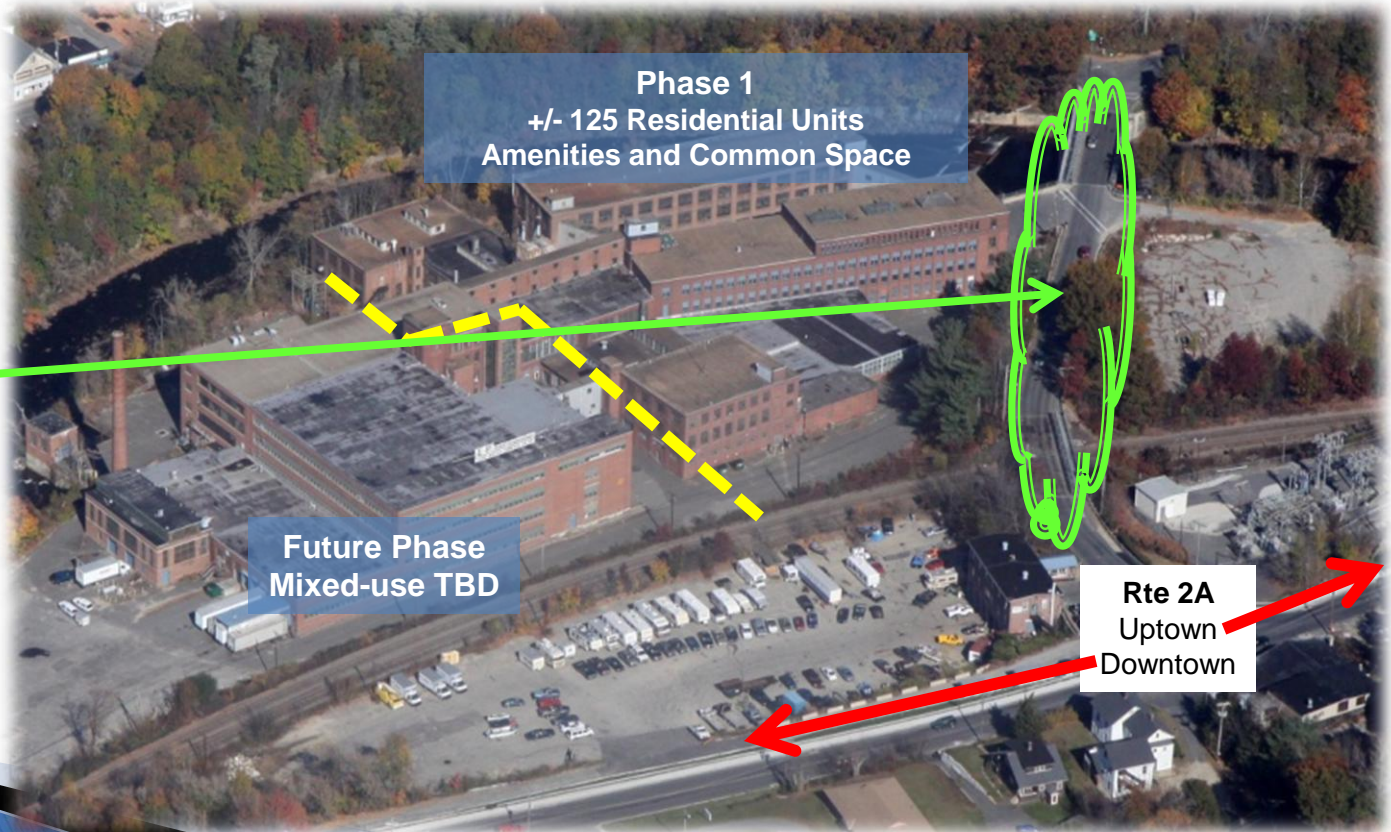


ECONOMIC DEVELOPMENT

Grow tax base; create jobs; tourism

**Union Twist Mill
Redevelopment**
365,000 square feet

**Improve
Access
Points**



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ECONOMIC DEVELOPMENT

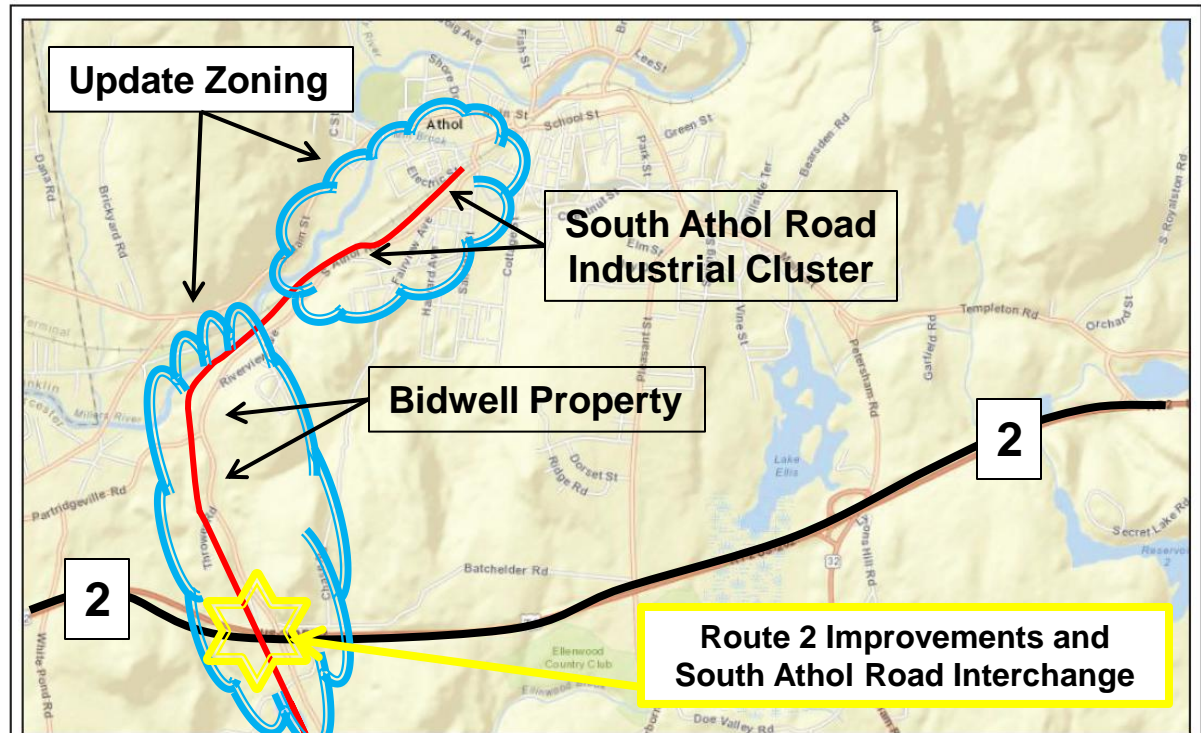
Grow tax base; create jobs; tourism

“Route 2 Work”

Partner with Governor's Office and EOHD via Community Compact

Leverage state assistance to develop jobs corridor along South Athol Road

State seeks regional vision; this plan aligns Athol's priorities with Orange's "Job Creation Corridor" also linked to Route 2



Route 2 Work Program
Athol, MA

1 Inch = 2558 Feet
January 19, 2016



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ECONOMIC DEVELOPMENT

Grow tax base; create jobs; tourism

Route 2 Safety and So. Athol Road Exit

Widen Route 2 per existing
MassDOT plans

New exit at South Athol Road

(will serve existing industries on
South Athol Road and promote
productive use of 100-acre
Bidwell Property and others)

