

WELCOME TO THE CHOOSE FRAMINGHAM NEWSLETTER



*Choose Framingham Newsletter
February 28, 2019 - In This Issue:*

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Framingham is Open For Business

The Summit Building at the 11 Pleasant Street Connector

Conveniently situated opposite 9-90 Office Park, the [Summit Building at the 11 Pleasant Street Connector](#) is in the heart of Framingham. Located in one of the most active areas of the city, the building is ideally suited for businesses and working professionals. The spacious lobby and panoramic views from the first floor's large glass windows are just the first of many areas in the building offering an inviting and spacious feel.

With over 25,000 square feet, seven conference rooms, a break room, and three kitchenettes, the 11 Pleasant Street Connector offers a variety of areas to provide common space for companies and employees. The building is easily accessible with plenty of available parking spaces.

There are currently several spaces available for lease and its proximity to both Route 9 and the MassPike make it an ideal location for a number of different kinds of businesses.

Mayor Yvonne Spicer Highlights Downtown Framingham's Renaissance in Banker & Tradesman

"It's such a joy to see the sense of optimism in Downtown Framingham these days, but given our plans for the next few years, I know the best days are yet to come." So Mayor Yvonne M. Spicer wrote in the February 4th edition of [Banker and Tradesman](#), one of Boston's oldest and most respected business trade publications.

CommCreative Brings Creative Passion - and Art Work - to Downtown

Choose Framingham Checks In with the Branding Agency Two Years After Their Expansion

In 2016, [Choose Framingham](#) spent some time with Framingham-based branding and marketing company [CommCreative](#) to learn more about their planned expansion and why Framingham makes sense for businesses that are central to the creative economy. In this month's newsletter, we check in Ashley DePaolo, president of [CommCreative](#), to see what they are up to two years after their expansion in Downtown Framingham.

Tell us a little more about CommCreative and the kind of work you do?

CommCreative is a digital-first marketing agency that works at the convergence of science and emotion. CommCreative started as a traditional advertising agency over 25 years ago and has evolved and adapted as the ever-changing needs of our clients and the marketing industry continue to grow. We challenge ourselves to stay at the forefront of industry trends in digital, creative, social media, content, and we lead the discussion around what's next.

What kind of clients do you work with?

We work with an array of B2B clients in the healthcare, cybersecurity, manufacturing and biopharmaceutical space, as well as consumer brands in the footwear and flooring industries.

We last spoke with you in 2016, when you were about to embark on an expansion in Downtown Framingham. Tell us more about your new space. What do you like most about it?

We've been in our newly renovated office for more than two years now, and we love it! Our office is located in the historic R.H. Long Complex in Framingham, which was built in the early 1900s and used to be home to a shoe factory and an automotive manufacturing plant. Now, it's a state-of-the-art facility engineered to generate the big ideas that push our clients' brands to the forefront of their industries. With approximately 13,000 square feet of customized space inspired by mid-century modern and industrial décor, our headquarters offers an exciting mix of open and collaborative work stations, and thoughtfully designed conference and quiet room spaces. One of the best things about our space is that there is original artwork

In the article, Mayor Spicer highlighted the ways that Downtown Framingham has grown in just a short amount of time - from new housing that will bring a new sense of vitality to the neighborhood to the area's growing cluster of Life Sciences businesses at 1 Grant Street and the City's efforts to encourage more amenities like restaurants, cafes and venues like the Springdale Barrel Room. She also talked about ways the City is helping Framingham businesses prepare for the workforce of the future.

If you are interested in reading Mayor Spicer's *Banker and Tradesman* column, "[Get Ready for More Excitement and Opportunity in Downtown Framingham](#)," you can do so at the [Choose Framingham](#) website.

Downtown Framingham Events Calendar

What's going on in Downtown Framingham this Spring? Our friends at Downtown Framingham Inc. are making sure to keep us updated and below is a list of events for March and April. For more information on Downtown Framingham events, please visit the [Downtown Framingham website](#) or contact DFI's executive director Courtney Thraen at courtney@downtownframinghaminc.org.

March Events

March 8
International Women's Day
Celebration
11:45am - 2:15pm
[Exhibit 'A' Brewing Co](#)
81 Morton Street

March 14
Public Board Meeting
8:00 am
Memorial Building
150 Concord St, Ablondi Room

highlighted throughout the agency to inspire our passionate group of boundary-pushing, imaginative marketers. The entire space is bursting at the seams with creativity, which is at the very core of everything we do here at CommCreative.

One of the exciting features about your expanded headquarters is the new art gallery. What's it like running that space and can the public stop by to see the art work?



CommCreative has always had a deep connection with the art world, which is why we were so excited to announce

the launch of our on-site art gallery when we first opened the building. A standout feature of our office is the Factory Mark Gallery where emerging and re-emerging artists showcase their passion and work. All proceeds from sales in the gallery go directly to the artist to help support their aspirations. The Factory Mark Gallery makes an incredible statement at the entrance of our headquarters, but beyond the visual impact, it personifies the company's love for the arts. In addition, the entire CommCreative team benefits from the creative inspiration felt by being surrounded by these incredible original works of art. We also host a networking event and party for each new opening, which is always fun and exciting. In addition to the event for each opening, gallery viewings are available by appointment.

What do you like most about being located in Framingham?

Our proximity to some of the most prominent tech companies in Massachusetts allows us to partner with leading software companies, health systems, major manufactures, and more. In addition, our offices are located close to the commuter rail station making it easy for team members from all over the MetroWest area to commute to and from home.

If a new business told you they were interested in moving to Framingham, what would your pitch be to encourage them to come to the city?

Framingham is booming right now! Any new business looking to relocate would be wise to make the move now while the resurgence of downtown is happening. On top of that, it's a perfect location to provide a true work life balance for people who live in the MetroWest area, compared to those who make the drive in and out of Boston each day.

What's next for CommCreative?

March 16
[Shamrock Stroll](#)
7:00 pm - 11:00 pm

7:30 pm
[Exhibit 'A' Brewing](#)
81 Morton Street

8:30 pm
[Pho Dakao](#)
101 Concord Street

10:00 pm
[Jack's Abby Springdale Barrel Room](#)
102 Concord Street

April Events

April 15
[Celebrate 6 MarathonFest](#)
9:00 am - 1:00 pm
701 Waverly Street

April 28
[Taste of Downtown Framingham](#)
12:00 pm - 3:00 pm
[Jack's Abby Springdale Barrel Room](#)
102 Concord Street

April 28 - May 4
[Spring Restaurant Week](#)
A variety of restaurants will be participating in special deals for the week, keep checking the website for more details.

We're very excited about the future of our agency here in Framingham! This year is off to a fantastic start, and we're already hiring additional team members to help us keep pace with our growing business. We look forward to continuing to stay at the forefront of marketing trends on behalf of our clients and constantly improving so we remain an amazing place to work.

Framingham Takes Over the "OA On Air" Podcast



In case you missed it, we want to remind you to take a few minutes to listen to the [OA on Air Framingham Takeover](#) podcast that was released earlier this month. The episode featured Gabriele Brambilla, the CEO of [Alira Health](#), about why Framingham has become such a desirable location for Life Science companies looking for a sense of community and lower overhead; [Jack's Abby](#) co-founder Sam Hendler about Framingham's growing micro-brewery scene; and our own Arthur Robert, the Director of Framingham's Division of [Community & Economic Development](#), about the City's efforts to attract new housing and new business.

We're also proud to announce that the [Framingham Takeover](#) has become the most listened-to episode of the [OA on Air](#) podcast, so you know it is good! So when you have the opportunity, spend some time listening to all of advantages Framingham has to offer.

Framingham EDIC

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