



## WELCOME TO THE *CHOOSE FRAMINGHAM NEWSLETTER*



Choose Framingham Newsletter  
February 29, 2016 - In This Issue:

FEATURED BUSINESS: MediaBoss

CHOOSE FRAMINGHAM: Urban  
Agenda Grant

AG HEALEY OKAYS DOWNTOWN  
REZONING

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## Attorney General Healey Okays Downtown Rezoning

Massachusetts Attorney General Maura Healey recently approved plans by the Town of Framingham to rezone its Central Business District,

## FEATURED BUSINESS: MediaBoss

A Framingham Company Gives Back

After last year's record setting winter, Framingham residents got the chance to see how it is that the Town's Department of Public Works (DPW) was able to keep the streets clear of more than 100 inches of snow when other communities were forced to cancel school and other activities. [MediaBoss](#), a Framingham-based video production company, was responsible for creating the "[Ready, Set, Snow](#)" video that gave residents a peak behind

Downtown Framingham. The rezoning plans were approved on October 21, 2015 by Special Town Meeting members. Town officials see the rezoning as critical to encouraging transit-oriented development (TOD) in Downtown Framingham, and will move their efforts forward to encourage this kind of residential development.

"Downtown Framingham is poised to reclaim its title as an important walkable, urban center for economic development in MetroWest and Greater Boston," said Charlie Sisitsky, Chair of Framingham's Board of Selectmen. "The Town of Framingham is excited to offer in Metrowest an urban living experience to people who may be attracted to the Town's small-town atmosphere and convenient proximity to Boston. We anticipate this rezoning will attract new investment, new visitors, and new energy as we advance our transit-oriented development plans."

For more information, please read the full [press release](#) on the Town's plans to revitalize Downtown Framingham.

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Where can you learn about the opening of the new Christa McAuliffe library, the Planning Board's approval of a new entertainment venture, and the goings-on at the Fountain Street Arts Studios all in one place? At the [Choose Framingham Facebook](#) page, of course. And who is keeping you up to date on local businesses? The [Choose Framingham Twitter](#) account. Join the more than 900 followers we have on Twitter and 300 we have on Facebook so that you can be in the know.

the DPW curtain.

"Infrastructure gets taken for granted, but last year's storms showed that it does matter. You need the right staff, equipment, and infrastructure," said Ian Barrett, MediaBoss's creative director. "We just happened to start this project with the Town of Framingham before the worst winter ever, but it was interesting to see the DPW trucks repaired quickly so that they could turn around and get back to work."

MediaBoss was founded in 2008 and in those years has grown to serve a number of companies in MetroWest, Boston, and beyond. Their video production services run the gamut from [television pilots](#) to web videos, [animations](#) to live streaming events, graphics to photography. They also handle content creation for a number of clients, including New England Studios, the movie studios located at Devens, and Framingham's own [Jack's Abby Craft Lagers](#).



MediaBoss has produced content for Framingham's Jack's Abby Craft Lagers.

Framingham is an ideal location for the company because the Town has given them a chance to grow. With industrial space available and with good infrastructure and transportation options, MediaBoss has been able to flourish in Framingham because the company can make critical investments in its future. "You're biggest investment in your company shouldn't be in your rent," says Barrett. "It should be in staff, in equipment. The overhead in other places is prohibitive, but not in Framingham. The opportunity is here and there is space waiting."

The company is continuing its fruitful relationship with the Town of Framingham, as well - next up is a video called "Water Is Life," which looks at the Town's water and sewer infrastructure, which is superior to surrounding communities.

And about all of last year's storms? "None of our employees had any problems getting to work on Framingham's roads," laughs Barrett.

## Choose Framingham

### Framingham Receives Urban Agenda Grant from the Commonwealth of Massachusetts

Last month, Massachusetts Governor Charlie Baker announced \$3 million in grant funding for his administration's "Urban Agenda" program. The program is promoting partnership-building, problem-solving, and shared accountability as a way of encouraging economic vitality and cultivating safer, stronger urban neighborhoods in communities throughout Massachusetts. Framingham was one of [13 municipalities](#) to receive a grant, which is managed by the Commonwealth's Executive Office of Housing and Economic Development.

Working with the [South Middlesex Opportunity Council](#) (SMOC)

and a number of other partners, Framingham received \$125,000 to establish the Framingham Business Resource Alliance. The grant will support the Town's efforts to strengthen Framingham's Downtown businesses by adding resources they need. Additionally, it will also establish a network through which existing resources connect to those businesses.

The goal of the initiative is to coordinate and expand existing supports, resources and people, intended to add capacity to the Town of Framingham's economic development efforts Choose Framingham and Framingham Downtown Renaissance. Additionally, the project aims to establish a Microenterprise Center at SMOC, called SMOC Financial Services (SFS), in the Town of Framingham.

"We are grateful to the Commonwealth of Massachusetts for this grant to create the Framingham Business Resource Alliance and to our partners for their hard work," said Arthur Robert, Director of the Town of Framingham's Community and Economic Development Division. "It is another vote of confidence in the community, especially our Downtown, and will benefit the pioneering businesses who have made Downtown Framingham their home."

The project's partners include SMOC, SMOC Financial Services, the Town of Framingham, Framingham Downtown Renaissance, Framingham State University, MetroWest Legal Services, Middlesex Savings Bank, MutualOne Bank, MassBay Community College, the MetroWest Chamber of Commerce, and the Brazil New England Chamber of Commerce.

Framingham EDIC

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The Framingham Economic Development and Industrial Corporation (EDIC) was established in 1995 to stimulate economic development and expand employment opportunities in the Town of Framingham in accordance with the town's approved economic development plans.

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