

# WELCOME TO THE CHOOSE FRAMINGHAM NEWSLETTER



**Choose Framingham Newsletter**  
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**Business Profile: Globoforce  
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**Software Company opens new HQ in Framingham**

*On March 20th, international software company [Globoforce](#)*

During its final session, which closed on May 2nd, Framingham's annual Town Meeting voted to support a number of projects that will improve Framingham's infrastructure and promote economic development. Taken together, these decisions highlight community commitment to make Framingham a great place to live, work, and play.

Town Meeting voted to support the design for a new fire station on A Street in North Framingham. Members also voted to support the rehabilitation of Village Hall in Framingham Center to make the historic structure handicap accessible. Additionally, they supported additional funds for Loring Skating Arena, a seasonally-operated skating facility, which recently underwent renovations.

With regard to important infrastructure improvements, members approved improvements at the intersection of Edgell, Water, and Edmands Streets in the Nobscot neighborhood. They also granted authority to the municipality to acquire easements on Marble Street in Downtown Framingham to support a residential real estate project at 266 Waverly Street.

Finally, members also voted to fund an account for the Economic Development and Industrial Corporation (EDIC), which will allow the corporation to hire an economic development specialist to support its activities promoting Framingham. They also passed a resolution to promote renewable energy. In total, Town Meeting approved a \$280 million municipal operating budget for FY 2018.

"These decisions reflect the Town's desire for updated facilities and

*opened its new headquarters in Framingham. Previously located in Southborough, the company - which also has headquarters in Dublin, Ireland - moved to this 55,000 square foot facility to assist in its growth. [Choose Framingham](#) got a chance to ask the company about its new digs in Framingham.*

### **Tell us a little about Globoforce and your work you do.**

Pioneer of the WorkHuman® movement, Globoforce helps make work more human for millions of people and organizations worldwide. Its cloud-based social recognition software helps build award-winning cultures where employees feel more appreciated and socially connected at work - driving a sense of belonging and inspiring the entire organization to reach its full potential and achieve business success. Founded in 1999, the company is headquartered in Framingham, Mass., and Dublin, Ireland.



**Globoforce recently opened a new facility in Framingham. Describe the new facility and how it benefits Globoforce.**

Globoforce's new state-of-the-art headquarters in Framingham is designed to represent Globoforce's mission to inspire greater humanity, productivity and teamwork in the workplace. The new headquarters encompasses more than 55,000 square-feet and occupies two floors. The facility also focuses on promoting cross-functional collaboration and inclusion, enabling more than 3 million employees around the world to have positive experiences at work. Infographics on the walls of the office illustrate Globoforce's history and the company's vision of what it means to work human.

### **What amenities does the new facility bring to Globoforce?**

The human-centric office space features digital walls, floor-to-ceiling glass windows, stairwells with inspirational messages, phone booths for personal phone calls, collaboration spaces, relaxation areas and a game area. Additionally, the office includes a wellness room that offers yoga, meditation and amenities for new mothers, while the Globocafe provides employees with healthy snacks, a coffee bar and a grassy area with Adirondack chairs.

### **Why did you choose Framingham for the new facility?**

Globoforce began looking for a new office three years ago to

roadways to meet today's needs," said Art Robert, Director of Community & Economic Development. "Framingham is investing in its future."

In January 2018, Framingham will begin operating as a city under a new municipal charter.

## New Choose Framingham Website Launched

In May, Framingham's Community and Economic Development launched its new website for [Choose Framingham](#)! As Framingham continues trying to enhance awareness about why Framingham is not only a great place to do business, but a great place to live, the new website helps people get a better understanding about what Framingham has to offer.

Whether it's Working, Living, Playing, Learning, or Enjoying - [Choose Framingham](#) has information for you. Find out about local parks, restaurants - and even beaches! Or you can find available commercial properties, zoning laws, and workplace information. The new site provides residents and businesses the opportunity to learn about Framingham, and what makes it a great place to live and work. With maps of the different villages, pictures, and a new calendar - there is something for everyone who is trying to learn more about Framingham.

Using the website, visitors can easily to link to Choose Framingham [Twitter](#) and [Facebook](#) pages or sign up for (this) monthly newsletter.

accommodate the company's continued growth. When picking a new space, the company looked at approximately 40 potential locations, while also surveying employees to evaluate commute times. Globoforce ultimately chose Framingham because of its central location between Boston and the outer boroughs, making it easily accessible for employees, as well as the company's many visitors to the office, including customers and partners.

### What do your employees like best about working in Framingham?

Globoforce's employees enjoy working in Framingham because of its proximity to Boston and surrounding areas. Along with easier commute times for employees compared to the company's prior headquarters in Southborough, the company feels Framingham is a prime region to achieve continued growth as the area serves as home to some of the world's most recognizable and renowned companies.

### How many employees are working at the Framingham facility? Do you have plans for expansion?

There are currently more than 200 U.S. employees working at the Framingham facility with ample room for future growth. The company also continues to grow its roster of customers, which currently includes such leading companies as The Hershey Co., JetBlue Airways, Baystate Health and InterContinental Hotels Group (IHG).

Globoforce also recently unveiled its new 45,000 square foot Dublin headquarters and plans to create 100 jobs over the next three years as the company continues to expand globally.

### What's next for Globoforce?

Globoforce is committed to helping companies build more human workplace cultures through the power of social recognition. Along with building customer momentum and inspiring some of the world's most established companies to recognize their employees routinely, the company will also continue to motivate companies through its WorkHuman movement, which is dedicated to helping educate, energize, and engage business and HR leaders to build more human-focused work cultures. The WorkHuman movement serves as the catalyst for creating a more inclusive and human workplace - one that values individuals as key components to the growth and success of an organization.

### Anything we missed that you'd like to add?

Globoforce is helping companies worldwide ensure a greater

transition from the traditional pillars of HR processes to a movement of working human. The company's modern, values-based approach empowers employees to recognize each other's continuous work achievements and behaviors - inspiring the entire community to reach their full potential and do the best work of their lives. Globoforce believes building an inclusive workplace - where diversity of thought and personality are respected - is key to building a more human workplace. Globoforce has proven that a culture of recognition encourages employees to feel more connected to their organization's overall mission which helps drive business success. With a strong mobile offering, a robust cloud-based platform, global presence and a vast ecommerce network, Globoforce is well-positioned to help organizations build workplaces where employees feel valued and respected.

## Sofá Café Opens In Downtown Framingham



[Sofa Cafe](#) is the newest coffee house and café in downtown Framingham (at 181 Concord Street). It all began in São Paulo, Brazil in 2011 due to a simple and abiding love for coffee. Six years later, Sofá Café is now considered

one of Brazil's best cafes. After opening four locations there, they brought their business to the United States. Its first U.S. location opened on Newbury Street in Boston but has now moved right here to downtown Framingham!

When you come to Sofá Café, you will have a unique coffee experience - and that's how they want it to stay. They only use specialty coffee - from all over the world, though they will soon be roasting their own coffee right here in Framingham, as well. When making your coffee, they promote a "slow coffee experience," meaning the beans are ground on demand and the coffee is brewed right in front of you. You can choose four pour over options: Chemex, Hario v60, Aeropress and French press. And, while you wait for your coffee experience, you can enjoy a cozy spot on a couch or sit at a table to work (with free wifi!), talk with friends, or simply enjoy some time to yourself. The team at Sofá Café wants you to enjoy the quality coffee, the experience of drinking it, the quality of the food and the space.

Some Sofá Café Creations to try next time you stop in:

- **Cult:** (Espresso+ Milk + Nutella + Baileys Coffee Creamer)
- **Ventura:** (Espresso + Water + Ice + Sugar + Lime)

And a new drink coming just in time for summer!

- **Tonic Espresso:** (Espresso + Tonic Water + Ice)

Sofá Café is proud to have brought their café and unique coffee experience to Framingham. They believe in the future of Framingham and are excited about what lies ahead. With the new café, they will continue to reach out and work to be a part of the community, as they are in Brazil, where they work on a number of philanthropic efforts in addition to running education and social programs. In addition to all the good they are doing, they have been rated one of the best coffee shops in Brazil for the past four years. They are excited to bring their passion for coffee to Framingham.

Sofá Café offers original brewing methods, specialty flavors, and a relaxed and inviting atmosphere. To read more about it, check out the recent story in the [MetroWest Daily News](#) or visit their [website](#).

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.

*STAY CONNECTED*

