

Creative Economy in Framingham

In the Commonwealth of Massachusetts, the creative economy is a \$1 billion industry that employs more than 100,000 people. Located in the heart of MetroWest, only 20 miles from Boston, the City of Framingham is an ideal location for creative economy leaders to grow their businesses. With an emerging arts and culture scene that includes museums, performance space, and art studios – and a dynamic, diverse, and urban Downtown - Framingham has all of the ingredients to support creative businesses. Framingham offers a number of other advantages, including:

Skilled Workforce – Framingham offers employers a highly skilled, highly trained workforce. Data released in 2015 showed that Framingham's average wage (\$74,700) exceeds that of the rest of the MetroWest region and of the Commonwealth as a whole. Workers in Framingham are educated and possess the kinds of innovative skills for which a creative employer is looking. In fact, the education level of workers in Framingham is higher than in the rest of the Commonwealth.



Access to Boston and Beyond – Framingham employers benefit from multiple transportation options. Interstate 90, otherwise known as the Massachusetts Turnpike, has two Framingham exits. The City is located midway between Boston & Worcester, New England's two largest cities and is 10 miles from Interstate 95 and 10 miles from Interstate 495. These two exits provide immediate access to Boston's innovation and education centers, as well as Logan International Airport.

The City's MBTA Commuter Rail stop, located in Downtown Framingham, is one of the busiest stations in the MBTA system. Framingham is not only centrally located but it has a number of access points for employers and employees.

Less Expensive Overhead – Recent data from Transwestern I RBJ demonstrated that in Cambridge, total class A rents averaged \$59.30 while in Boston, they averaged \$49.81. In contrast, class A rents in Framingham average only \$27.84. While the City of Framingham can offer quality space for creative companies, it can also provide those spaces at an affordable rate. That allows both larger creative enterprises and startups room to grow.

Quality of Life – Framingham is the economic engine of the MetroWest region, and the City has all of the exciting attributes of an urban center while also possessing a relaxed small-town feel. Employers and employees alike feel that the City of Framingham and the MetroWest region offer a positive quality of life which contributes to their productivity and success.



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SAXONVILLE MILLS

Home to more than 70 small businesses, this 10-building historic mill property is comprised of 400,000 square feet of office, research & development, retail, manufacturing, storage, and wholesale space. Striving to meet the technology of the future, one-third of the electricity used in the property is generated by on-site solar panels with two electric car charging stations.

Saxonville Mills is home to the Saxonville Mills Open Studios twice a year where the public is able to view work from a unique group of Metrowest artists. The Saxonville Mills Cafe & Roastery opened in June 2018 for everyone to enjoy premium Colombian coffee and tasty treats. The Saxonville Mills is owned and operated by Creative Development Company. Learn more at: www.creativedevco.com.



Photo credit: Lynne Damianos

COMMCREATIVE UNIFIED MARKETING

CommCreative provides strategic branding, advertising, public relations and digital marketing services. Founded over 25 years ago, the agency employs 30 people and has a client roster that includes national brands like Staples, Bose, GE, and Deloitte.

After years of growth, CommCreative expanded to their current location on Fountain Street with high ceilings and an industrial heritage that echoes Framingham's past. Their Fountain Street location provides access to the MBTA Commuter Rail station, helping the company attract and retain talent commuting from Boston. CommCreative was recognized in 2017 as one of America's fastest-growing companies by Inc. 5000.

"The City has provided an important support system for CommCreative," says Jennifer Ashkinos, the executive vice president and managing director. Ashkinos moved to here from Manhattan and chose CommCreative. "It was truly a conscious choice. We have the energy and fast pace of a city-based agency without the commute. Working closer to home has improved my quality of life."

Learn more at: www.commcreative.com.

MEDIA BOSS

MediaBoss was founded in 2008 and 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 clients that include New England Studios and Framingham's own Jack's Abby Craft Lagers.

Framingham is an ideal location for Media Boss because the City 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 they can make critical investments in their future. "Your biggest investment in your company shouldn't be in your rent," says Ian Barrett, the company's creative director. "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."

Learn more at www.mediabosstv.com.

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