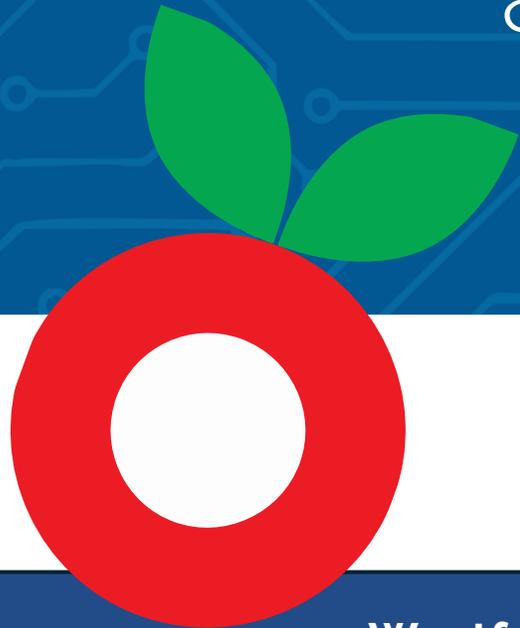


Discover Westford

A new initiative to promote business
and economic development



Town of Westford, MA

Westford Economic Development Committee • Troast Advisory Services

March 14, 2025

Discover Westford: Strategic Outcome Areas



Responsive and Responsible Town Government



Quality Educational Opportunities



Caring and Engaged Community



Commitment to Environmental Sustainability and Climate Action



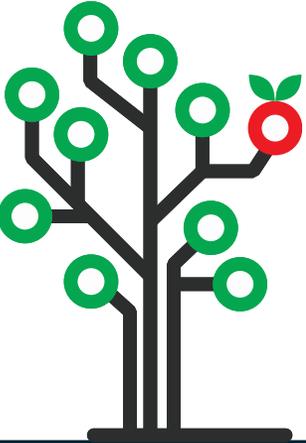
Opportunities for Recreation and Preservation of Open Space



Diverse and Attainable Housing Options



Intentional and Appropriate Economic Growth

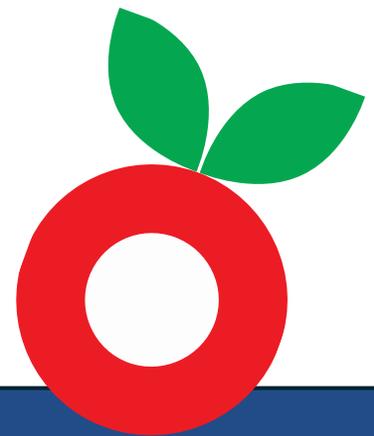
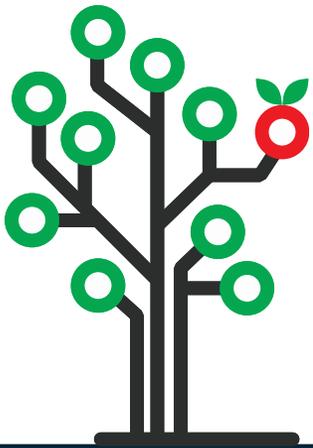


Data courtesy of Town of Westford, MA Strategic Plan 2025.

Discover Westford:

Intentional and Appropriate Economic Growth

Westford is a traditional New England town that preserves its historic Town Center and neighborhood villages. The Town is committed to promoting an environment along our commercial corridors where unique and local businesses can thrive. Westford encourages economic growth and a diverse tax base.

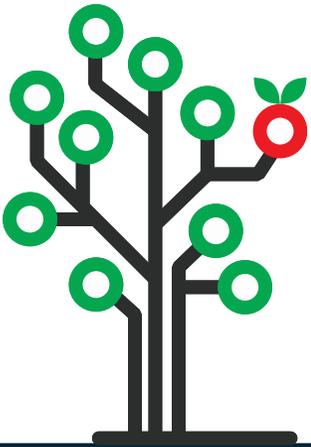


Discover Westford:

Intentional and Appropriate Economic Growth

Strategies:

- Identify and evaluate locations in the Town that are conducive to economic development
- Review Town policies to identify opportunities to become more business-friendly
- Develop an engagement plan to understand resident preference and balance between growth and preservation
- Explore tax incentive programs and promote existing programs for commercial and residential taxpayers

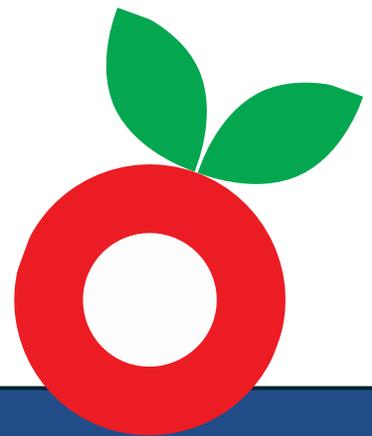
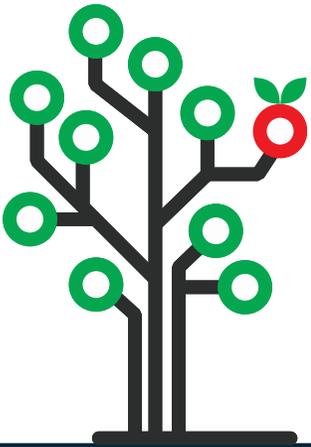


Discover Westford:

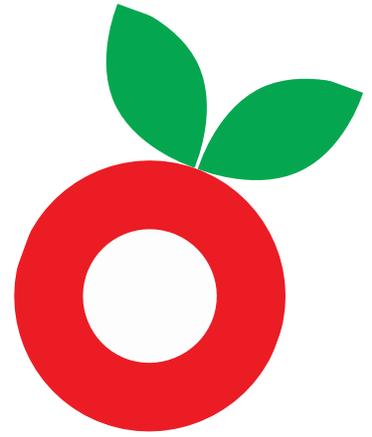
Intentional and Appropriate Economic Growth

Key Performance Indicators (KPI):

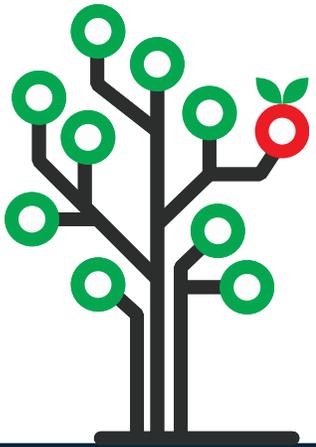
- Year-over-year growth in commercial tax revenue
- Percentage increase of community survey respondents satisfied with the pace of economic growth compared to the previous survey year
- Annual growth in small businesses (based on Small Business Administration SBA or other federal agency data)



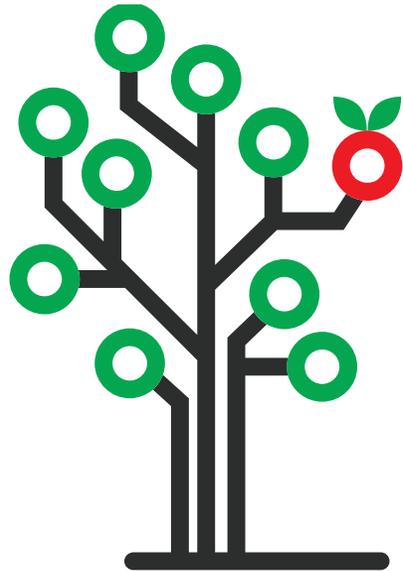
Discover Westford: A Targeted Effort



- Outreach to existing businesses
- Offer a “primary contact” for inquiries
- Evaluate financial assistance opportunities
- Build partnerships - local, regional, state-wide



Discover Westford: A Distinct Identity



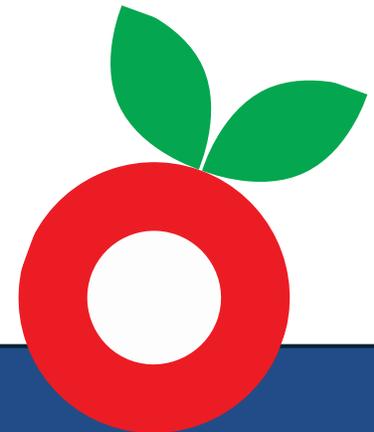
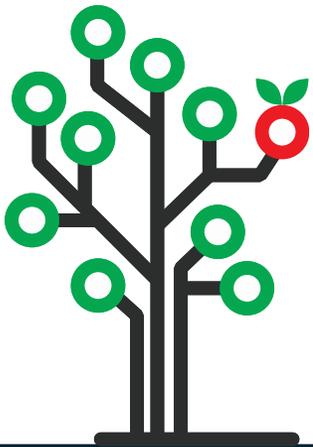
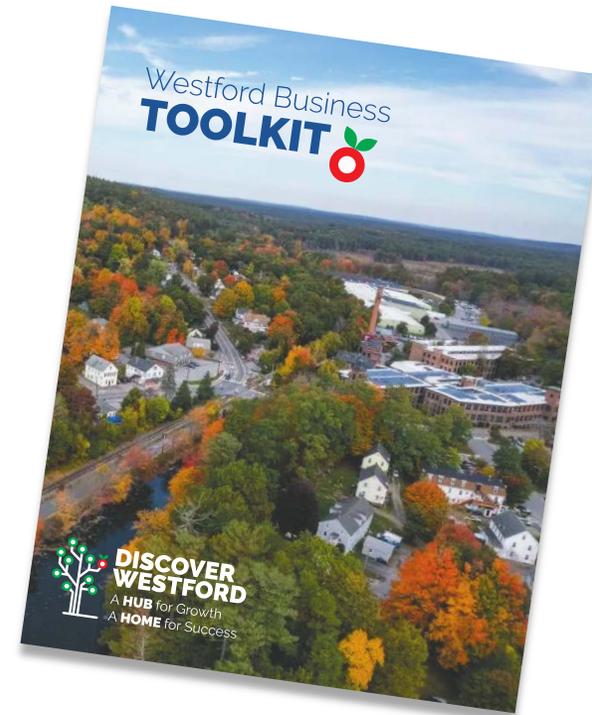
DISCOVER WESTFORD

A **HUB** for Growth

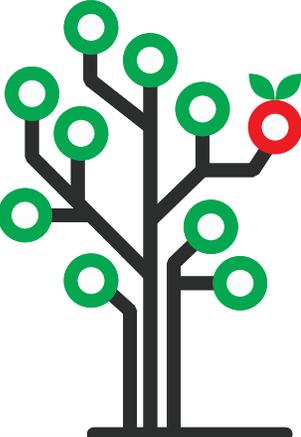
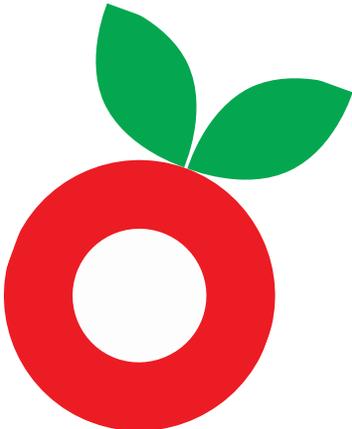
A **HOME** for Success

Discover Westford: A Distinct Identity

- Create additional visuals to include web page and business resource guide



Discover Westford: Population



Population:

24,524

Median Household Income:

\$174,424

Per Capita Income:

\$67,815

WESTFORD

495/MW

MA

Population Growth 2012-2022

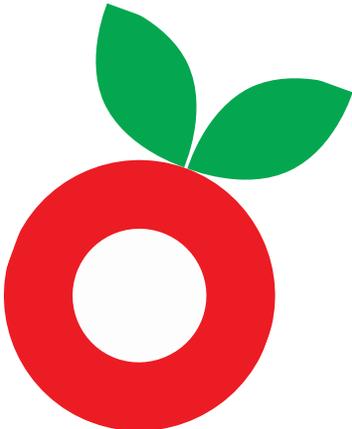


Residents 25+ with a Bachelor's Degree or Higher



Data prepared by 495/MetroWest Partnership from 2022 American Community Survey 5-Year, 2021 U.S. Census OnTheMap Application

Discover Westford: Industry Data

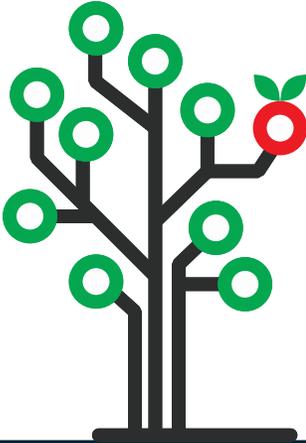


Labor Force:
13,357

FY 23 Industry Data

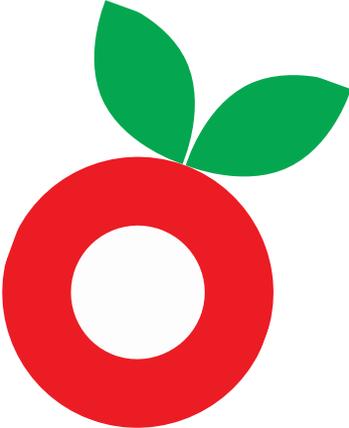
Total Payroll Dollars
\$1,456,318,851
Average Weekly Wages:
\$2,287
Average Monthly
Employment:
12,247
Number of Business
Establishments:
885

Top Industries by Average Employment (Q2 - 2023)



Data prepared by 495/MetroWest Partnership from 2022 American Community Survey 5-Year, 2021 U.S. Census OnTheMap Application

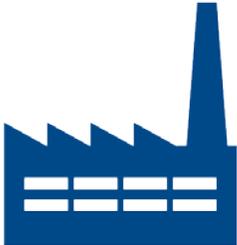
Discover Westford: Diverse Property Mix



Commercial Office



Retail



Manufacturing



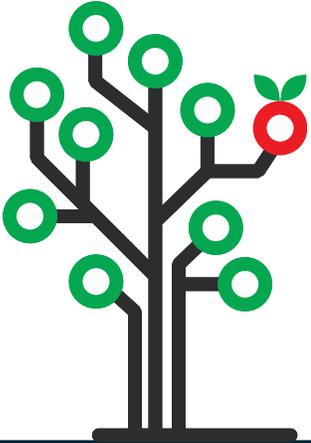
Multi-Family



Professional/
Medical Office

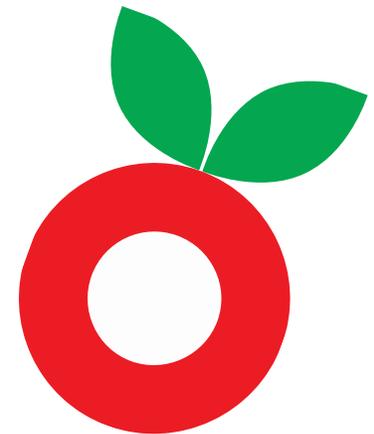
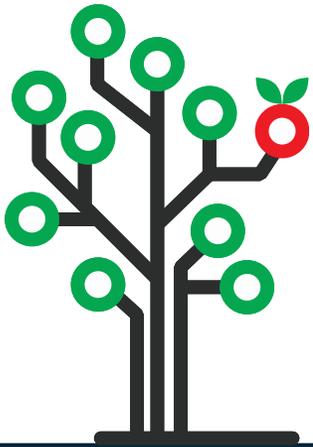
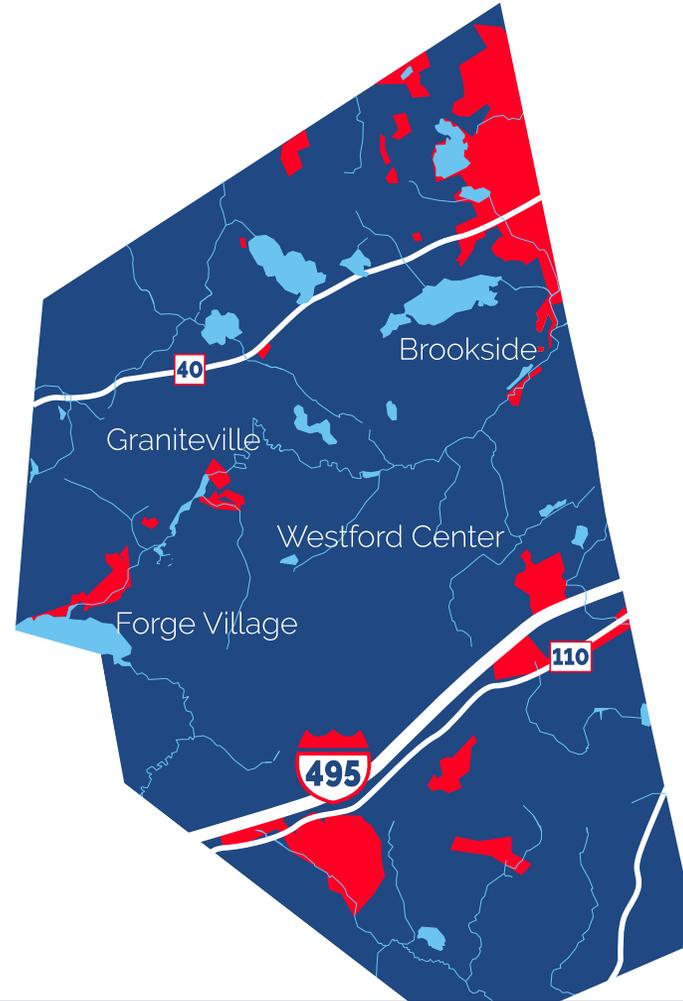


Industrial
Distribution



Discover Westford: Distinct Business Districts

- Route 110 Corridor
- Route 40 Corridor
- Graniteville
- Forge Village



Discover Westford: Why Westford?

- Hub for Technology Industry



Discover Westford: Why Westford?

- o Retail Hub



Discover Westford: Why Westford?

- o Dining and Destination Hub



Meet me at ...



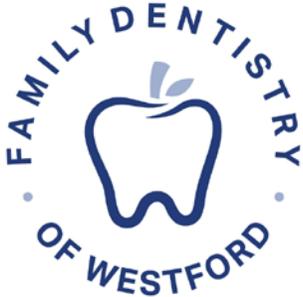
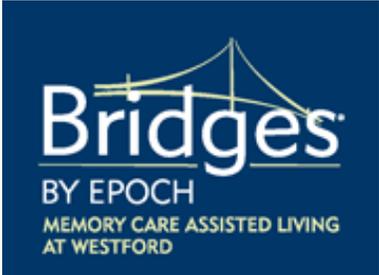
Discover Westford: Why Westford?

- o Industrial and Manufacturing Hub



Discover Westford: Why Westford?

- o Professional Office and Medical Care Hub



Discover Westford: Why Westford?

- o Financial Services Hub



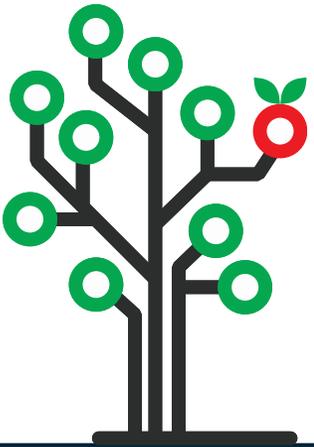
Where Each Relationship Matters®



Banking that works.

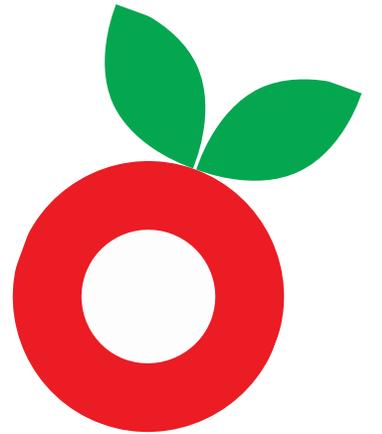
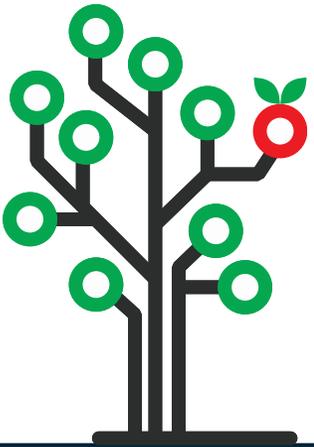
Discover Westford: Why This is Important

- Building on existing strengths
- Promoting those strengths within the community
- Sharing those strengths outside the community
- Meeting the goals of intentional and appropriate growth



Discover Westford: What's Next?

- Web page and business resource guide
- 1:1 Inquiry and support
- Business outreach through signature events
- Input through stakeholder groups



Discover Westford: Westford Business Success

Westford Business Success panelists

- Michael Szabados, COO, NETSCOUT
- Rob DiMatteo, General Manager, BTU International
- Ann Westerheim, PhD, Founder and President, Ekaru
- Kaytlyn Constantinou, Owner/Designer, Focal Point Design

