



# Middleborough, MA... We Mean Business!





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Middleborough Town Hall



Middleborough Town Hall Annex

*Created by SRPEDD and Middleborough’s Office of Economic and Community Development*

*Sources: Town of Middleborough, Middleborough Gas and Electric Department, Discover Middleborough, Middleborough on the Move, Cranberry Country Chamber of Commerce, U.S. Census Bureau, ESRI Business Analyst, Massachusetts Executive Office of Labor and Workforce Development, Ocean Spray, Christmas Tree Shops, Champion Exposition Services, AMETEK Brookfield, Middleborough High School, Bristol-Plymouth Regional Technical School, Greater Attleboro Taunton Regional Transit Authority, and the Massachusetts Bay Transportation Authority*

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# Welcome to Middleborough

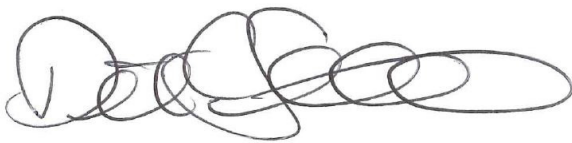
Thank you for your interest in the Town of Middleborough, Massachusetts. Centrally located in the heart of Plymouth County in southeastern Massachusetts, Middleborough is situated along Interstate 495 and is just 38 miles south of Boston, 30 miles east of Providence, Rhode Island and 30 miles northwest of Cape Cod. Middleborough's close proximity to these destinations as well as to nearby Routes 3, 24, 44, and 140 and access to the MBTA Commuter Rail make it accessible to the more than 2.9 million people who live within an hour's drive of Middleborough.

Middleborough is a business-friendly community experiencing new levels of economic interest and investment due both to its location and its amenities, including competitive municipal services, such municipal water and sewer service, a town-owned and operated electric and gas department, and an efficient permitting process. Middleborough's mix of its quaint downtown business corridor, historic museums, art galleries, agricultural and equestrian activities, and historic colonial homes complement the town's commercial and industrial centers, new housing subdivisions and apartment complexes.

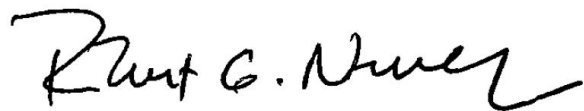
Middleborough's economy is anchored by six business parks totaling more than six million square feet and is home to many major companies and serves as the corporate headquarters for Ocean Spray, Christmas Tree Shops, and AMETEK Brookfield. The Town has targeted several areas for further development including Downtown Middleborough, Route 28, Route 105, and the Rotary area near the interchange of Route 44 and Interstate 495. Town staff work closely with developers from initial contact, through the streamlined permitting process, to occupancy to ensure that the needs of the business and the community are effectively and efficiently addressed.

To further assist the town in promoting business development, the Middleborough Office of Economic and Community Development (OECD) has a variety of programs and resources to help both current and new businesses in Middleborough prosper. The OECD also collaborates with local business and economic development organizations such as the Cranberry Country Chamber of Commerce, Middleborough on the Move, and Discover Middleborough.

Thank you again for your interest in Middleborough. We look forward to helping you achieve your business goals.



Diane C. Stewart, Chair  
Middleborough Board of Selectmen



Robert G. Nunes  
Middleborough Town Manager



## True Grit Art Gallery Testimonial

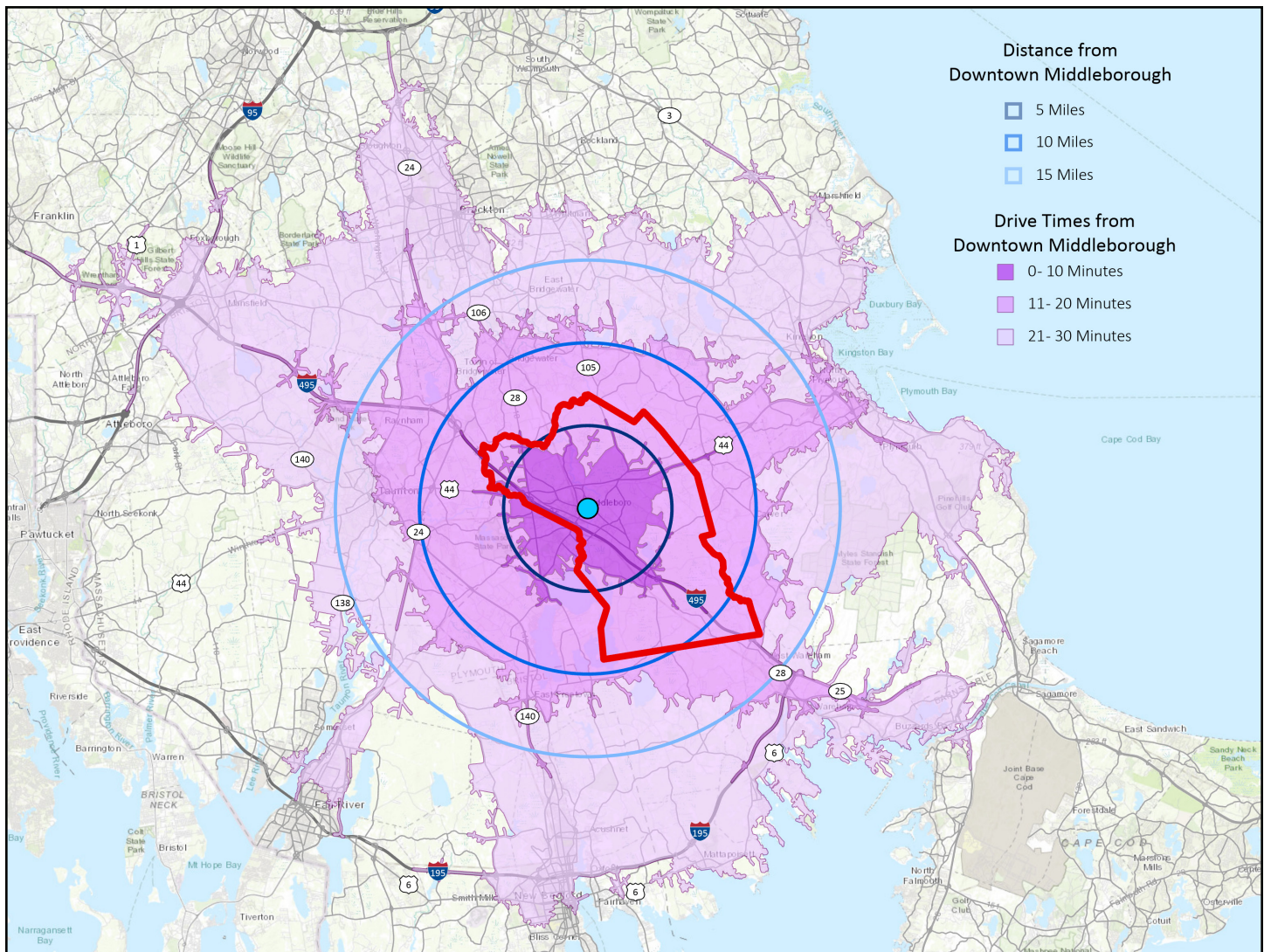


**“We love the historic feel of Middleborough Center; the old mansions on Main Street, the grand scale of the Town Hall, and the quaintness of Thatcher’s Row. There is great walking space in the center of town, with many benches to stop and people-watch or just rest your feet. We bought our building in 2006 with the distinct purpose of renovating it for a gallery space. We were proud to renovate it and bring it back to its nineteenth century-splendor. We are even more proud to represent the many talented artists from Middleborough and surrounding areas that we do, hosting exhibits and giving local, emerging artists a venue to break out. We feel that any successful downtown revitalization must have and even start with a great appreciation for both art and historic preservation.”**

**- Peter and Jennifer Damon, Co-owners of True Grit Art Gallery**



# Market Area Demographics



	5 Mile Radius	10 Mile Radius	15 Mile Radius	10 Minute Drive	20 Minute Drive	30 Minute Drive
Population:	31,839	169,239	472,341	18,159	138,176	608,025
Households:	11,111	61,077	170,423	6,686	49,293	225,651
Median Household Income:	\$87,146	\$84,545	\$82,528	\$78,913	\$89,163	\$78,229
Bachelor's Degree or Higher:	31.6%	30.1%	30.8%	32.2%	31.8%	31.7%



# Middleborough Demographics

## Population

Middleborough has a population of 24,213. It has experienced a 4.7% increase in population since 2010.

Population  
**24,213**

## Households

There are 9,089 households in Middleborough, with an average household size of 2.61 people. Slightly more than 70% of all households are family households and approximately 31% of all households have either a person under age 18 or a person age 65 and older.

Households  
**9,089**

## Income

Middleborough has a median household income of \$79,800. Approximately 38% of households have an income of \$100,000 or more and 15% have an income of \$150,000 or more.

Median Household Income  
**\$79,800**

## Age

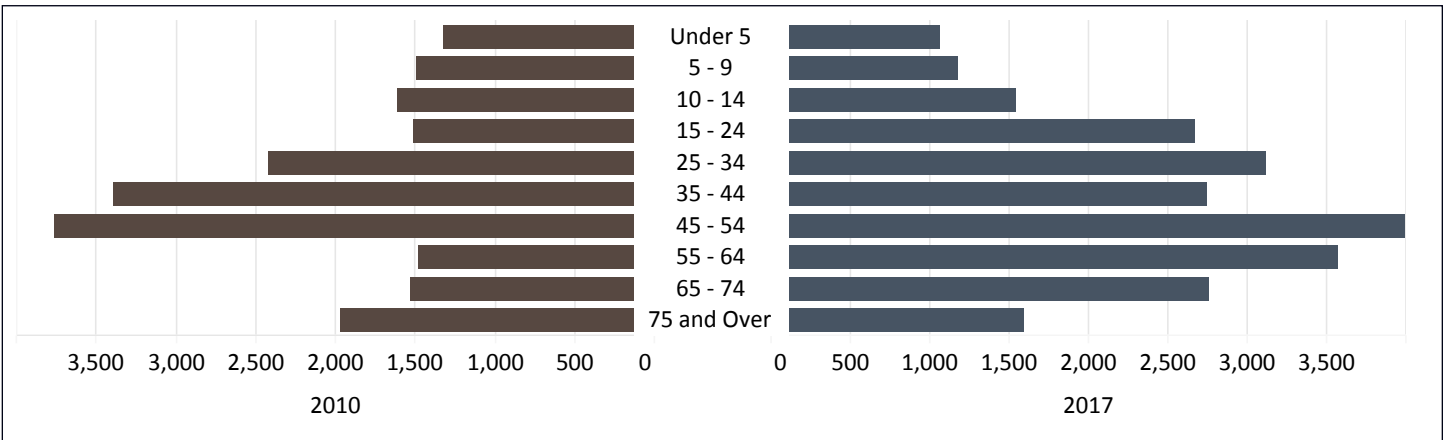
Middleborough has a median age of 44.1 years. The age groups that have increased the most since 2010 have been the 25-34 age group and the 65 to 74 age group, which have increased 29% and 40% respectively.

Median Age  
**44.1**

## Educational Attainment

29% of Middleborough’s population has a Bachelor’s Degree or higher and 10% have a Graduate Degree or higher.

Bachelor’s Degree or Higher  
**29%**



Middleborough’s age profile chart for the years 2010 and 2017



## Education

Students in Middleborough have the option to go to Middleborough High School (the new high school will be completed in 2021), Bristol-Plymouth Regional Technical High School, Bristol County Agricultural High School, Norfolk County Agricultural High School, and the Samuel Fuller School.

Middleborough High School offers Advanced Placement, Honors, and College Prep courses to prepare students who wish to go to college. It also has a range of electives such as Introduction to Business, Marketing, CAD, Television/Video Production, Graphics, and Art Classes.

Bristol-Plymouth Regional Technical School offers a variety of technical programs for students to participate in. Ranging from automotive technology, carpentry, dental assisting, early childcare education, to graphic design, and many more.

Within a 30-minute drive from Downtown Middleborough there are 8 colleges and universities and 5 satellite college campuses.

Colleges and Universities within 30 minutes from Middleborough:

- Bridgewater State University - Bridgewater
- UMass Dartmouth - Dartmouth
- UMass School of Law - Dartmouth
- Wheaton College - Norton
- Stonehill College - Easton
- Massasoit Community College - Brockton
- Bristol Community College - Fall River
- Mass Maritime Academy - Bourne

Colleges with Satellite Campuses near Middleborough:

- Massasoit Community College - Middleborough
- Bristol Community College - Taunton
- Curry College - Plymouth
- Bay State College - Taunton
- Quincy College - Plymouth

# 8

local colleges and universities are within a 30-minute drive from Middleborough



*Rendering of new Middleborough High School*



*Massasoit Community College in Middleborough*



*Bridgewater State University*



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## Downtown Middleborough

Located near North & South Main Street and Center Street, Middleborough's downtown has become a destination. The downtown is home to a variety of restaurants, shops, an art gallery, a community theater, and much more. It is also home to many town amenities, including Town Hall, the public library, the post office, and Middleborough Gas & Electric.

The pedestrian-friendly downtown is lined with sidewalks making it easy for people to walk to the many shops and restaurants. Kramer Park is a small pocket park adjacent to the Town Hall Annex allowing people to stop and enjoy the downtown atmosphere. The following is a sampling of businesses in the Downtown.



*Kramer Park*

### Restaurants

- Coffee Milano
- The Charred Oak Tavern
- Lindo's Pizza
- Main Ingredient
- Nellie Rose

### Retail

- Middleborough Antique Co-op
- House of Fashion
- Big Mo Hardware
- CLM Designs
- Egger's Furniture

### Entertainment

- Burt Wood School of Performing Arts
- The Alley Theatre
- True Grit Art Gallery

### Services

- The Custom Decorator
- The Heart in Art
- Rachel Park Dance
- Residential Mortgage Services
- Rockland Trust

## Industrial and Business Parks

### **Middleborough Park at 495**

Located north of the Middleborough Rotary, Middleborough Park at 495 has quick access to Interstate 495, as well as Routes 18, 28, and 44. It is home to Compass Medical, Turner Bros. Construction, AMETEK Brookfield, and a number of others.

### **Campanelli Business Park**

Campanelli Business Park also has quick access to Interstate 495 and Routes 18, 28, and 44. It is home to seven major tenants including Christmas Tree Shops, Sager Electronics, and Champion Exposition Services.

### **Abbey Lane**

Abbey Lane is a smaller industrial/office park located on Route 28 and is located one mile from Interstate 495. Abbey Lane is home to AMI Machining, East Coast Accessories Distribution, and Mass Tank Sales Corporation, among others.

### **South Middleborough Business Park**

The South Middleborough Business Park is located on Cowan Drive. It is home to Federal Express Ground Shipping Facility, Malden International Designs, and Pavestone Manufacturing.



*Middleborough Park at 495*



## Companies that call Middleborough “Home”

Middleborough is home to the headquarters of the following three companies:

### Ocean Spray

Ocean Spray is owned by more than 700 cranberry farmers in the United States, Canada, and Chile. The Middleborough headquarters of Ocean Spray is home to the largest cranberry processing facility in the world based on size and barrels handled.

### Christmas Tree Shops

Christmas Tree Shops headquarters and distribution center is located in Middleborough. Since opening as a small holiday store in the 1950s, Christmas Tree Shops has more than 70 stores in 21 states.

### AMETEK Brookfield

AMETEK Brookfield is a world leader in standards of viscosity measurement and control of liquids and semi-solids. Headquartered in Middleborough, they have offices in China, Germany, India, and the United Kingdom.



*Christmas Tree Shop Headquarters*

NAICS Description	Number of Establishments
Health Care and Social Assistance	135
Construction	109
Retail Trade	67
Professional and Technical Services	59
Other Services, Except Public Administration	51
Accommodation and Food Services	47
Administrative and Waste Services	47
Manufacturing	28
Transportation and Warehousing	27
Wholesale Trade	26
Finance and Insurance	18
Public Administration	14
Real Estate and Rental and Leasing	13
Educational Services	10
Management of Companies and Enterprises	7
Agriculture, Forestry, Fishing and Hunting	5
Information	4
Mining, Quarrying, and Oil and Gas Extraction	3
<b>Total</b>	<b>670</b>

*This table displays the number of businesses described by NAICS code that are located in Middleborough.*

*Source: Massachusetts Executive Office of Labor and Workforce Development (EOLWD), 2017*

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## Cultural & Historical Amenities

In addition to a growing economy, Middleborough has many natural and cultural amenities that attract visitors from across the region. A few are noted below.

### Nemasket River and Oliver Mill Park

The Nemasket River is one of the more enjoyable trips for canoes and kayaks with undeveloped riverside and plenty of wildlife. Oliver Mill Park is one of the picturesque areas in town. In the Springtime, people gather here for the annual Herring Run Festival.

### Frederick Weston Memorial Forest

Frederick Weston Memorial Forest is a 220-acre forest known for its walking and horseback riding trails. Marked trails guide you to different spots throughout the forest.

### Rocky Gutter Wildlife Area

The Rocky Gutter Wildlife Area is managed by the Massachusetts Division of Fisheries and Wildlife. The 2,954-acre area is known for its hunting, fishing, and wildlife viewing. The area's 15 miles of trails can be enjoyed by walking, mountain biking, or horseback riding.

### Pratt Farm Conservation and Recreation Area

The Pratt Farm Conservation and Recreation Area is approximately 160 acres of fields, woodlands, and wetlands. It serves as a recreation and education center for the community. There are approximately 8 miles of trail throughout the area.

### Robbins Museum

Robbins Museum is an archaeological museum that contains more than 3,000 artifacts, a Doyle collection of Native American Dolls, Handcrafted Mishoon (dugout canoes), and other Native American history.

### Peter Oliver, Jr. House

The historic Oliver Estate is the site of an elegant Georgian mansion. Built in 1769, the Estate sits on 54 acres along the Nemasket River. Noted for its colonial architecture and manicured gardens, the Estate is open regularly for tours as well as for special events.



*Nemasket River and Oliver Mill Park*



*The Peter Oliver, Jr. House*



## The Charred Oak Tavern Testimonial

It has been over two years since my brother Mike and I opened the Charred Oak Tavern and we couldn't be any prouder to be part of this community. The downtown area has more than proven itself to be a very nourishing environment to do business. Just like any entrepreneur, all the concerns we were worried about were eased by the town's personnel. Every step from obtaining a building permit to the full on premise liquor license along with any information or guidance that we needed was graciously assisted by town members and selectmen. The sense of safety, cleanliness, and neighborly welcome around the downtown is utterly contagious, and promotes and invigorates a positive business environment.

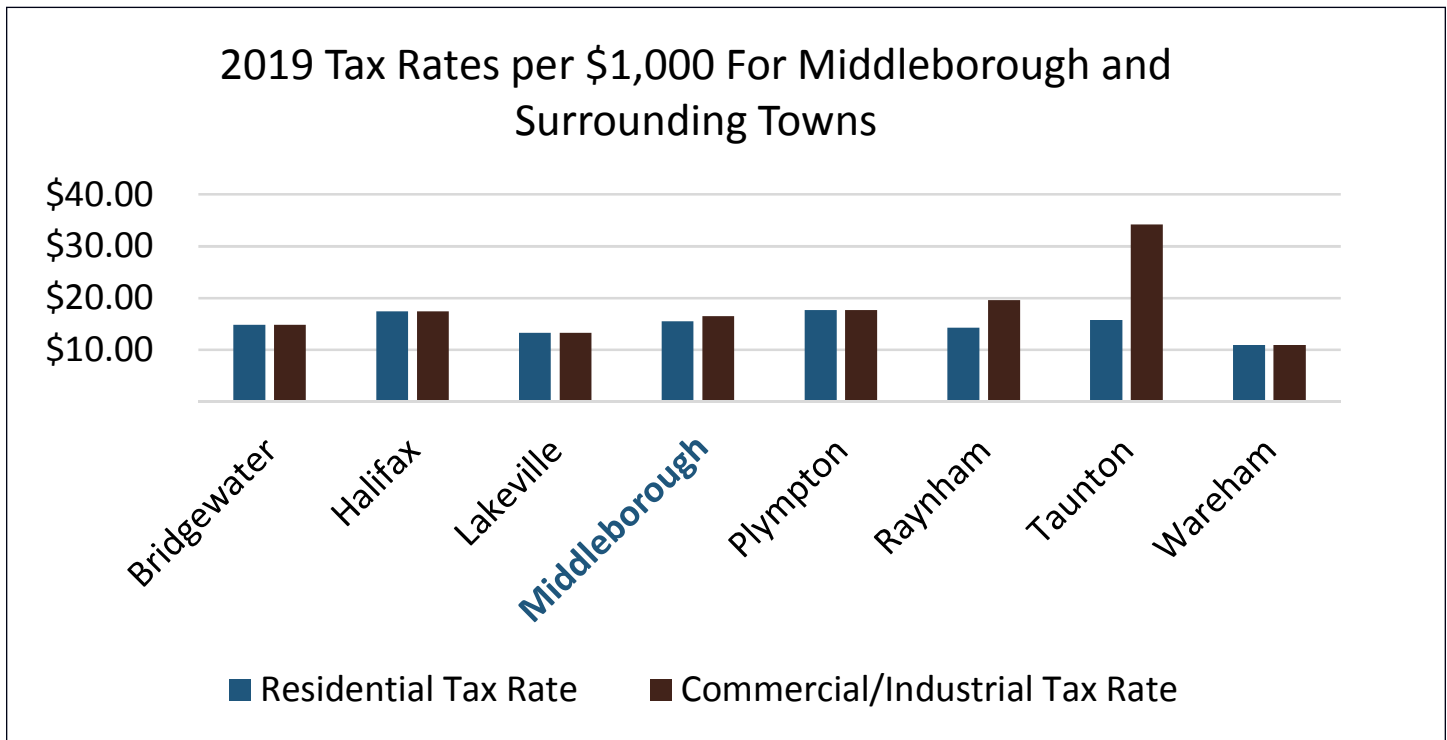
Its contagiousness motivates us to become the best neighbors we can be as well. The support we receive from customers both near and far is deeply appreciated. Downtown Middleborough is a huge credit to our success and certainly in my opinion, is truly a wonderful place to do business. We are forever grateful to be here.

- Matthew Menard, Co-owner of The Charred Oak Tavern



## Tax Rate

Middleborough has a split tax rate (meaning that its taxes for residential and commercial/industrial properties are different). The residential tax rate for 2019 is \$15.48 per \$1,000 and its commercial and industrial tax rate is \$16.44 per \$1,000. Compared to neighboring towns, Middleborough has one of the lower commercial and industrial tax rates.



## Infrastructure (Water, Sewer, Electric & Gas)

The Town of Middleborough has both municipal water and sewer service. With its infrastructure primarily concentrated in the northern part of town, most of Middleborough's industrial and office parks in this area are serviced by municipal water and sewer. The municipal water infrastructure consists of 130 miles of water main, 800 fire hydrants, 2 water storage tanks, and 11 groundwater sources. The municipal sewer infrastructure consists of 23 miles of sewer main and 6 pump stations, treating approximately 1.1 gallons of effluent each day. The wastewater treatment plant underwent a \$25 million upgrade in 2017 to meet the new stringent standards set by the Environmental Protection Agency and the Massachusetts Department of Environmental Protection to lower phosphorous and nitrogen levels of treated effluent discharged into the Nemasket River.



Middleborough is also home to the Middleborough Gas and Electric Department (MGED) which is one of 40 municipal electric utilities in Massachusetts. Established in 1893 and serving residential, commercial, industrial, and municipal customers in both Middleborough and neighboring Lakeville, MGED manages 262 miles of overhead electric distribution service and 104 miles of underground electric cable. MGED also maintains 103 miles of natural gas pipes underground.

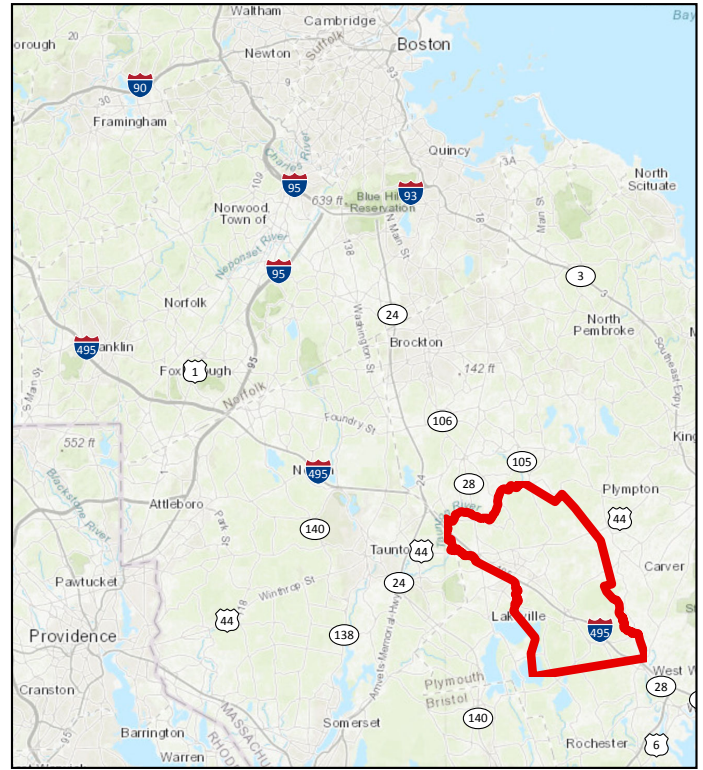


## Commute & Distance Information

Middleborough has easy access to Interstate 495 and five major routes: Routes 18, 24, 28, 44, and 105. It is also a short drive to Interstate 195, Routes 25, 58, and 79.

The average commute of a Middleborough resident is 30.8 minutes.

Local Distances and Times (via car)		
Middleborough to Taunton	10 Miles	20 Minutes
Middleborough to Boston	42 Miles	51 Minutes
Middleborough to Providence	30 Miles	45 Minutes
Middleborough to Cape Cod	44 Miles	50 Minutes
Middleborough to Plymouth	15 Miles	21 Minutes



## Transit Service Availability

### Train Service

Downtown Middleborough is less than 2 miles from an existing Massachusetts Bay Transportation Authority (MBTA) Commuter Rail Station in Lakeville. The travel time between the Middleborough/Lakeville Station to South Station in Boston on the Commuter Rail is just under one hour. The train runs daily with a limited schedule on the weekends. Construction for the MBTA's South Coast Rail project is currently underway. This project will result in a new commuter rail station in Middleborough, located just minutes from the downtown.



*Downtown Shuttle Route*

### Bus Service

The Greater Attleboro Taunton Regional Transit Authority (GATRA) provides fixed route bus service to Middleborough via three bus routes. The two fixed route buses, the Downtown Shuttle and Wareham/Lakeville Train Connector, run Monday - Friday 8 AM to 5 PM. The third bus is a reservation service route that is run by the Middleborough Council on Aging. This service runs on Mondays, Wednesdays, and Fridays between Middleborough and Taunton.

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## Discover Middleborough

The Middleborough Tourism Committee focuses on promoting Middleborough throughout the area. Their website “Discover Middleborough”, features places to stay, eat, and shop and provides general information about the Town of Middleborough. Throughout the year they host three annual events. In the Spring, they host the Herring Run Festival at the Oliver Mill Park which features a variety of vendors, exhibits, demonstrations, food, and music. In the Fall, they host Crantoberfest, featuring cranberry bog tours, Halloween costume parades, a cranberry bake-off and more. The Festival of Lights in December features a cabin decorating contest, cookies and hot chocolate, pictures with Santa, and over 200,000 Christmas lights.



## Middleborough on the Move

Middleborough on the Move (MOM) is a non-profit organization whose mission is to encourage the development of business and community by promoting Middleborough as an exciting place to live, shop, and invest for the future. MOM has been designated by the Board of Selectmen as a partner to help revitalize the Downtown area.

Every summer they host a two day festival called Middleborough Krazy Days. This downtown street fair supports local vendors by providing booths allowing them to showcase their arts, crafts, and food. The event features live entertainment, activities for children, and a community dinner.



## Cranberry Country Chamber of Commerce

The Cranberry Country Chamber of Commerce is a private, not-for-profit advocacy organization whose purpose is to research, develop and advocate the interests of their members through program, policy, service and community business leadership. The chamber represents the towns of Middleborough, Lakeville, Raynham, Bridgewater, Plympton, Halifax, Carver, Wareham, and Rochester.

The Cranberry Country Chamber of Commerce hosts a variety of events throughout the year as well as a number of annual events, including an Annual Meeting in January, the Women’s Elements for Excellence in the Spring, a Golf Fundraiser in the Summer, and a Legislative Event in October.





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# Local and State Economic Development Tools/Resources

## Financial Assistance

### [Middleborough Economic Target Area](#)

- The Town of Middleborough has been designated an Economic Development Target Area by the Commonwealth of Massachusetts and is therefore eligible to negotiate tax incentives agreements to encourage commercial development in any of its Economic Opportunity Areas.

### [MassDevelopment](#)

- MassDevelopment is the Commonwealth's economic development and finance authority, and is committed to stimulating businesses, driving economic growth, and helping communities thrive.

### [Massachusetts Office of Business Development](#)

- Massachusetts Office of Business Development helps businesses relocate to Massachusetts and businesses wishing to expand their current operations in Massachusetts.

### [Massachusetts Growth Capital Corporation](#)

- Massachusetts Growth Capital Corporation's purpose is to create and preserve jobs at small businesses and promote economic development throughout the Commonwealth, with a special focus on business needs in underserved areas, Gateway Cities, and low to moderate income communities.

### [South Eastern Economic Development \(SEED\) Corporation](#)

- South Eastern Economic Development Corporation is a regional nonprofit economic development corporation focusing on job creation by financing all types of small businesses in Massachusetts and Rhode Island.

## Professional Assistance

### [Middleborough Business Resource Center](#)

- The Town's Office of Economic and Community Development Business Resource Center will provide current and prospective business owners access to no-cost private conferences with legal, financial, and marketing professionals that donate their time and experience to support local businesses. The Center will also provide referrals to financial programs, help with locating properties and hold a variety of business workshops and trainings.

## Middleborough Permitting Guide

- The Middleborough Permitting Guide presents information on the various types of permits that may be required for a development project and identifies which Town Departments should be contacted to submit a permit application or to request assistance.

### [Massachusetts Small Business Development Center Network: Southeast Regional Office](#)

- Massachusetts Small Business Development Center provides free and confidential business advice to existing and prospective small business people. Areas of assistance include: business plan development, preventure feasibility, cash flow analysis, personnel and organizational issues, conventional and non-conventional financing, and marketing.

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# Local and State Economic Development Tools/Resources, Con't.

## Professional Assistance

### [SCORE](#)

- SCORE is the nation's largest network of volunteer, expert business mentors. They are dedicated to helping small businesses get off the ground, grow, and achieve their goals.

### [U.S. Small Business Administration: Massachusetts District Office](#)

- The Small Business Administration helps small business owners and entrepreneurs by providing counseling, capital, and contracting expertise.

## Workforce Development

### [Massasoit Community College](#)

- Massasoit Community College has a campus in Downtown Middleborough and offers Associates Degrees in dozens of popular majors. Additionally, the College's Corporate Education division can help organizations find the solutions that keep their businesses running smarter and more efficiently by offering customized training solutions to match your businesses needs.

### [MassHire Bristol Career Centers](#)

- MassHire Bristol Career Centers serves as a vital link between workers and employers to bring about economic opportunity by providing a variety of employment related services for both job seekers and businesses. Employers can post job openings, access the MassHire talent bank, and upgrade the skills of their employees.





