

Innovative Economic Development Strategies for Haverhill and Region

Leveraging Innovation & Collaboration

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(to Haverhill City Council)

Preface

- For a long time I have been committed to bringing new business, new technology, new industry to Haverhill
- I want to bring you up to date
 - Participating in regional collaborations
 - Presenting to various stakeholders in Haverhill & across the region
 - To help build consensus
 - Fold ideas into ongoing regional and local economic development initiatives
- In light of recent economic downturn it is absolutely vital to have a concrete plan for our citizens
- I appreciate the opportunity to present these ideas

What the Experts Say is Needed

- "The economy here (New England) is much more diverse than it used to be," says Jeffrey Bussgang, an ex-entrepreneur who now invests on behalf of Flybridge Capital Partners in Boston.
 - "There's a much longer list of sectors that are interesting for entrepreneurs or venture capitalists to invest in."
- What produces a healthy cluster (similar or complementary businesses in same area?) You need:
 - Research labs (academic and commercial) for target industries where new ideas can percolate;
 - Big companies and lots of start-up ventures
 - Investors willing to put capital to work;
 - And a networking group or social gathering that brings people together

Regional approach is needed because of scale and complexity of emerging industries

What we have
(brief summary)



Today's Business Landscape in Haverhill

- Industrial parks
 - Businesses
 - Manufacturing (e.g. Food Manufacturing Center)
 - Retail – Big Box
 - Service (e.g. Whittier Hospital)
 - Defense
- Downtown commercial real estate (e.g. Burgess-Lang Center)
 - Address Gruen Report finding:
 - “The Downtown currently lacks a concentration of either major office space users or an established base of market rate residential units.”
- Funding and services (e.g. Loan pools, Federal, State & Local incentives)
 - Expedited permitting
 - Infrastructure investment
- Diverse work force
- Quality of Life
- Education and workforce development

**More for
Less!**



HVERHILL MEANS BUSINESS

What we need

Reconnecting Massachusetts Gateway Cities

- The lingering economic problems for the Merrimack Valley region are illustrated in a highly touted report by MassINC and the Brookings Institute, entitled: Reconnecting Massachusetts Gateway Cities: Lessons Learned and Agenda for Renewal. The report states:
 - “The Gateway Cities have continued to slip in importance in relation to Boston on key measures of economic performance... Gateway Cities continue to struggle with deindustrialization, and [have not yet found a niche in the specialized knowledge-oriented economy](#) that has revitalized the Boston area in recent decades.”
- Haverhill has been designated a Gateway City by Governor Patrick.

Merrimack Valley Planning Commission's Comprehensive Economic Development Strategy

- Support new and expanding firms
 - Continue mill building re-utilization for increased business space
 - Establish priority sites
 - Expedited permitting
 - Pursue infrastructure
- Encourage innovation;
 - Provide loans (and other financial incentives) to small businesses
 - Increase the supply of flexible, incubator space – including labs
 - Support international business opportunities
 - Promote existing entrepreneurship courses/programs
 - Promote Wi-Fi hotspots in downtowns
 - Develop regional online emerging idea marketplace and collaborative web-site
- Promote regional identity by marketing
 - Encourage private sector led promotional events
- Strengthen connection between workforce development and emerging industry needs

**Action Plan that Addresses
What Experts Say is Needed**

Add Diverse, Innovative Sectors of Commerce to our Economic Development Strategy

- Innovation Economy
(VC's are investing now)
 - Bio-tech & pharma
 - Clean technology
 - Robotics
 - Mobile communications
 - Consumer electronics
 - E-Healthcare
 - Web 2.0/Digital media
 - Devices and diagnostics
 - Video games
 - Virtualization

- Traditional economy
(Continue to attract & retain)
 - Food manufacturing
 - Manufacturing
 - Retail – Big Box
 - Service
 - Defense

1. Which industries make sense for Haverhill?
2. What are industry needs/constraints?
Can we meet needs?
 - Build labs;
 - Proximity to corporations & startups;
 - Workforce development
 - Infrastructure;
 - VC and other funding/financial incentives;
 - Connection into Regional Community
 - Expertise.

Wild card: Green Chemistry!

Source: Boston Globe

Current Bio-Tech/Life Sciences Industry in Region

Andover

1. Basilea Pharmaceutica
2. Cambridge Isotope Laboratories, Inc.
3. Eisai co., Ltd.
4. Formatech
5. HydroCision
6. Philips
7. Physical Sciences, Inc.
8. Smith & Nephew
9. Straumann
10. TransMedics
11. Wyeth

Chelmsford

1. Magellan/ESA Biosciences
2. pro2kem
3. Suturtek
4. Zoll

**Haverhill to Market
Frontier (Hilldale)
Industrial Park
For Life Sciences &
Bio-Tech**

Lawrence

1. Charm Sciences, Inc.
2. Nexcelom Bioscience
3. Hooke Laboratories
4. NxStage
5. PhaseX Corporation

Methuen

1. Novelis

Newburyport

1. PCI Synthesis
2. Strem Chemicals

North Andover

1. Aurora
2. Andover Medical
3. Johnson Matthey Pharma

Tewksbury

1. Acusphere
2. Cambridge Heart, Inc.
3. Mitralign

Westford

1. Cynosure
2. Z-Tech

Billerica

1. Advanced Radiation Therapy, LLC.
2. BD Biosciences
3. Belmont Instrument Corporation
4. Bruker
5. EMD Serono
6. Insulet Corp
7. Lantheus Medical Imaging
8. Millipore
9. Parexel
10. Physiometrix
11. Seahorse Bioscience
12. SRS Medical Systems
13. Thermo Scientific

Dracut

1. Quartet Technology, Inc.

Lowell

1. Bard Electrophysiology
2. Corning
3. Metabolix
4. Diagnosys

**Governor has invested heavily
In bio-tech (\$1B!)**

Source:
Merrimack Valley
Economic Development
Council

We are several years behind the curve.

Current Renewable Energy Hotspot

- **Solectria Renewables of Lawrence** - designs and manufactures premium efficiency, high reliability power electronics and systems for renewable power generation;
- **Nexamp of North Andover** - installs solar panels and other renewable energy solutions and provides energy management services;
- **All-Pro Solar of Haverhill** - installs solar panels and other renewable energy solutions;
- **PanelClaw of North Andover** - designs the Polar Bear revolutionary flat roof photovoltaic mounting system;
- **Olympic Engineering of Haverhill** - manufactures the Polar Bear solar mounting system;
- **Powerhouse of Lawrence** - green and modular home builder that uses “healthy” materials;
- **Evergreen Solar, Fort Devens** - one of the largest solar panel manufacturers in the country. Their products are used across the Merrimack Valley.
- **Environmental Solar Systems of Methuen** – designs and manufactures a variety of solar-powered products for home use;
- **Ulvac Technologies of Methuen** - the North American headquarters of a Japanese company, Ulvac is a leading equipment supplier for solar cell manufacturing industry;
- **Solar Edison of Topsfield** - Renewable Energies Dealer/Installation Company



Governor has invested heavily into Renewable Energy (\$100M+)

Focus on Eastern Portion of Merrimack Valley (MVEDC+)

The Trades Play a Major Role in this Emerging Industry

Social Networking and Developing Community

www.ivalley.org

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Innovation Valley

A Showcase for Economic Innovation in the Merrimack Valley Region

Highlights

- Green Chemistry Summit
- Green Jobs for Lawrence: Keys to the Future
- How to Brand a Region
- Miracle on Merrimack Street
- The Way Ahead: MVR
- Innovation Network

Regional Innovation Network

- Communications & Software
- Creative Economy
- Education & Workforce
- Green Tech & Clean Energy
- iValley inSight
- Life Sciences
- Open Innovation

Upcoming events

No upcoming events available

more


Welcome to the Innovation Valley site. This site is a portal for innovative economic development in the Merrimack Valley. Please join one of the groups in our [Regional Innovation Network](#) below to begin contributing. *Thank you!*

[Printer-friendly version](#)

New Posts

An Olympics of Urban Foresight iValley inSight

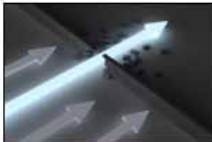
By: Seth Itzkan Created: 10/02/2008 - 16:49



[Download PDF version as it appeared in the October issue of Valley Patriot] Imagine an Olympics of urban foresight and sustainability. How would Merrimack Valley cities do? Gold? Silver? Bronze? Honorable Mention? We may soon find out.

Branding Campaign for Merrimack Valley Challenge Open Innovation


By: michtson Created: 09/18/2008 - 16:19



The Merrimack Valley Comprehensive Economic Development Strategy (CEDS) has been published by the Merrimack Valley Planning Commission.

Hot Renewable Energy Market is Brewing in Valley 1 Comments iValley inSight

By: michtson Created: 09/05/2008 - 23:46



Former Army Captain Daniel Leary is a lifelong North Andover resident who was deployed to Kuwait as part of Operation Iraqi Freedom. Now as President for a startup Renewable Energy firm he is fighting to make the Merrimack Valley a global leader again

Corporate Relocation Saves Big By Going Green 1 Comments iValley inSight, Green Tech & Clean Energy

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Spotlight on Haverhill's All-Pro Solar - Workforce Development & Trades

- In order for All-Pro Solar to continue to prosper it must continuously train its workforce to keep up with green and clean technology trends.
 - It relies very heavily on vocational schools such as Whittier Regional Vo-Tech and Greater Lawrence Regional Vo-Tech to be their farm system.
 - In fact, All-Pro currently employs two interns from each of the schools.
 - While the Vo-Techs feed the installation contractors
 - UMASS/Lowell, Merrimack College and Cambridge College are pumping out scientists and engineers for research and development companies like Solectria
 - Northern Essex Community College is preparing the technicians needed in manufacturing companies such as Evergreen.

**Example of value:
Social Networking and Developing Community**

Green Chemistry Business Summit

- The Summit explored five facets germane to Green Chemistry business development. Each of these, listed below, is key to growing and maintaining a regional economic leadership in the field. They are:
 - Green Chemistry Science
 - Economic Opportunity for Industry
 - Investment Opportunities
 - Workforce Development Opportunities
 - Technology Transfer & Open Innovation

Pilot for Community Building Model

Global, Regional and Local Collaboration - Green Chemistry Conference

Speakers:

Greg Watson, Assistant Secretary for Clean Energy and Technology, Executive Office of Energy and Environmental Affairs;

John C. Warner, Ph.D., President and CTO, The Warner Babcock Institute for Green Chemistry;

Paul Anastas, Ph.D., Professor in the Practice of Green Chemistry, Yale University Center for Green Chemistry and Engineering;

Berkeley Cue, Ph.D., Retired Pfizer VP; Creator, Pfizer's Green Chemistry initiative;

Amy Cannon, Ph.D., Co-Founder, Beyond Benign Foundation;

David Hartleb, Ph.D., President, Northern Essex Community College (NECC);

Mahesh Sharma, Ph.D., President, Cambridge College; **Bruce Rayner**, Vice President and Director of Research and Consulting, Technology Forecasters, Inc.;

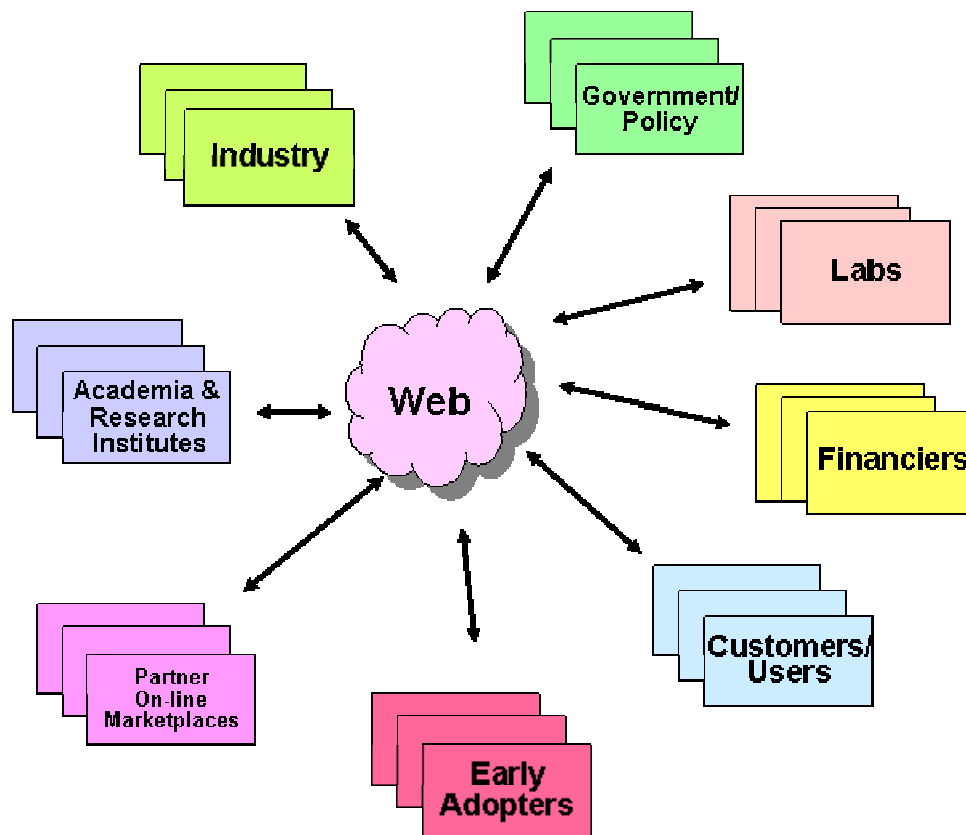
Daniel Hullah, Associate, Rockport Capital Partners;

Joel A. Tickner, ScD, Assistant Professor, Lowell Center for Sustainable Production UMASS/Lowell;

Eugene Buff, M.D., Ph.D., Consulting Director, Yet2.com, Inc.;

Jon Cronin, Ph.D., Director, Sales, InnoCentive;

Abigail A. Barrow, Ph.D., Director, Massachusetts Technology Transfer Center University of Massachusetts.



Validated the Collaboration Model

Sponsors:

Massachusetts Technology Collaborative
Merrimack Valley Venture Forum
Merrimack Valley Economic Development Council
Warner-Babcock Institute for Green Chemistry
Beyond Benign Foundation
Planet-TECH Associates

Attendees included:

Cory Atkins, Massachusetts State Representative
Harriett Stanley, Massachusetts State Representative
Brian Dempsey, Massachusetts State Representative
Jim Fiorentini, Mayor, Haverhill, Massachusetts
Jim JaJuga, Greater Haverhill Chamber of Commerce
Pat Cloney, Director, Massachusetts Office of Business Development
Art Roberts, Massachusetts Office of Business Development, Industry Specialist for Defense and Alternative Energy

International Attendees:

Sergey Tsyganov, Russian Federation of Basic Research
Erik Noaksson, Jegrelius Research Centre, JILU, Sweden
Tomas Ostberg, Jegrelius Research Centre, JILU, Sweden
Magnus Hedenmark, Jegrelius Research Centre, JILU, Sweden

Green Chemistry Business Summit – On National Stage

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Top technology news headlines

Last updated: Nov 12, 2007 8:40 AM PT



Green chemistry's 'race to innovation'

As with green-tech movement, the eco-spin on chemical science isn't just for tree huggers. Businesses, too, are betting on better materials. [News.com's Green Tech blog](#)
5 hours, 57 minutes ago



The Achilles' heel for Google's Android

perspective Can Google be a partner to cell phone makers? Only if the company can force itself to beg, beguile, and bluff, says CNET News.com's Michael Kanellos.
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Intel's big hope for small circuits

With its new Penryn design, the chipmaker shifts to 45 nanometers and aims to put some distance between itself and AMD.
21 hours, 57 minutes ago

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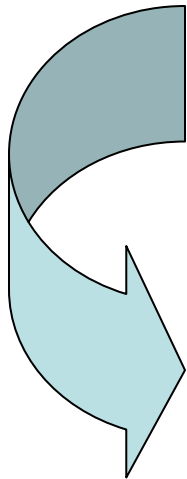
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- Music site Jango in public beta
- CNET News.com QuickCast, Nov. 12
- Oracle: Just say no to operating systems

Diverse & Synergetic Marketing Campaign



Encourage private funding and use "free" channels

Regional



YOU'LL BE IN GOOD COMPANY

Local



Summary of Recommendations

- Broaden scope of City's marketing initiatives
 - Address additional innovative sectors of commerce for all industrial parks
 - View downtown as the incubator for all of our industrial parks
 - With an eye to the revitalization of downtown, a program of incentives should be considered for that area
- Extend regional collaboration (corporations, start-ups, financiers, all levels of government, universities and colleges, customers)
 - Establish an efficient and effective way to include industry
 - Provide social networking for “anytime” collaboration
 - Plan emerging technology conferences (bi-annually) at NECC Technology Center
- Develop synergetic regional and local marketing campaigns

Next Steps

- Just the beginning of the conversation
- I have thought about this for many years
- I ask you to consider these ideas and if you agree, recommend them to the Economic Development Director
- I am anxious to continue the conversation