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Known as the Immigrant City, Lawrence is multi-ethnic and multicultural, combining a rich history of manufacturing and pride. Lawrence sits at a convenient location for business making it highly accessible. With direct access to both I-495 & I-93, Boston and Manchester, NH are just 30 minutes away.

Lawrence has direct public transit access to Boston by both commuter rail and MVRTA bus service. The Lawrence Municipal Airport can facilitate development of its own on-site industrial park. Lawrence is the place to grow & invest in its Opportunity Zones.
Lawrence’s Opportunity Zone Program

- The Opportunity Zone Program was created through the U.S. Tax Cut and Jobs Act of 2017. It is a federally-established program to provide investment incentives for certain low-income census tracts and encourage growth in these communities.

- State incentive programs available for investments that create jobs. These state programs can be paired with local incentives for added value.

- Individuals can gain favorable tax treatment on their capital gains by investing those funds (through a privately-created Opportunity Fund) into economic activities in the area.

- About 75% of Lawrence is located in a U.S. Small Business Administration's HUB zone which allows for loan guarantee programs as well as bid-differentials on federal contracts.
# Geography of Opportunities Zones

The U.S. Department of the Treasury designated four opportunities zones for the City of Lawrence:

1. Arlington District-50300
2. Marston District-50800
3. Downtown and North Canal District-50100
4. Merrimack Street Gateway-51600

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Essex County</td>
<td>723,419</td>
<td>743,159</td>
<td>775,860</td>
<td>4.40%</td>
</tr>
<tr>
<td>City of Lawrence, MA</td>
<td>72,043</td>
<td>76,377</td>
<td>79,497</td>
<td>4.08%</td>
</tr>
<tr>
<td>Opportunity Zones (4 Zones)</td>
<td>16,025</td>
<td>17,339</td>
<td>18,997</td>
<td>9.56%</td>
</tr>
<tr>
<td>Downtown and North Canal District</td>
<td>1,722</td>
<td>2,329</td>
<td>2,830</td>
<td>21.51%</td>
</tr>
<tr>
<td>Arlington District</td>
<td>1,882</td>
<td>2,101</td>
<td>2,191</td>
<td>4.28%</td>
</tr>
<tr>
<td>Marston District</td>
<td>6,456</td>
<td>6,932</td>
<td>7,801</td>
<td>12.54%</td>
</tr>
<tr>
<td>Merrimack Street Gateway</td>
<td>5,965</td>
<td>5,977</td>
<td>6,175</td>
<td>3.31%</td>
</tr>
</tbody>
</table>
Opportunity Zone Goals

- Unlock mixed-use development in commercial districts
- Create market-rate housing
- Support small business growth
- Optimize remediated brownfields
- Increase the vitality of Downtown
- Increase wages & quality of life for all

Economy

- Hub for food processing
- Lawrence General Hospital is largest employer
- Home to New Balance, NxStage Medical, Charm Science and Yaskawa-Solectria
- Vibrant cultural and food scene
- 2018 Boston Globe list of 10 Best Places to buy a home for less than $500,000
- Modern Lawrence Water Treatment plant processes more than 6 million gallons daily
- Strong economic base in medical services
Arlington District

Zone Typology: Mixed Use

Residents within the Zone:

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2,191</td>
<td>2,101</td>
<td>4.28%</td>
</tr>
</tbody>
</table>

Median Disposable Income: $40,594¹

Zone Assets²

- Stevens Pond
- Lawrence Reservoir
- Bourgoin Park

Top 3 Industries:

- Manufacturing
- Retail Trade
- Professional Services

¹Source: Census Data aggregated by: 2000 - 2013-2017 Data Contains: 1 Census Tract
²Assess within or Directly Adjacent to area.
Marston District

Zone Typology: Mixed Use

Residents within the Zone:

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7,801</td>
<td>6,932</td>
<td>12.54%</td>
</tr>
</tbody>
</table>

Median Disposable Income : $43,644¹

Zone Assets²

- Lawrence General Hospital
- Paul E Lorenz Playstead
- Commonwealth Motors

Top 3 Industries:
- Retail Trade
- Health Care and Social Assistance
- Manufacturing

¹Source : Census Data aggregated by: 2000 - 2013-2017 Data Contains: 1 Census Tract
²Assess within or Directly Adjacent to area.
Downtown and North Canal District

Zone Typology: Mixed Use

Residents within the Zone:

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2,830</td>
<td>2,329</td>
<td>21.51%</td>
</tr>
</tbody>
</table>

Top 3 Industries:
- Professional Services
- Public Administration
- Finance and Insurance

Median Disposable Income: $21,625¹

Zone Assets²
- MassHire Consortium
- Public Offices
- School Department
- Campagnone Common Park
- Lawrence Heritage State Park

¹Source: Census Data aggregated by: 2000 - 2013-2017 Data Contains: 1 Census Tract
²Assess within or Directly Adjacent to area.
Merrimack Street District

Zone Typology: Mixed
Residents within the Zone:

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6,175</td>
<td>5,977</td>
<td>3.31%</td>
</tr>
</tbody>
</table>

Top 3 Industries:
- Professional Services
- Health Care and Social Assistance
- Technology

Zone Assets²
- Essex Art Center
- MVTA
- Phillip J. O'Connell Park
- Registry of Deeds

¹Source : Census Data aggregated by: 2000 - 2013-2017 Data Contains: 1 Census Tract
²Assess within or Directly Adjacent to area.
## Business Development & Incentives

<table>
<thead>
<tr>
<th>Incentives</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban Renewal Community</td>
<td>• Qualified businesses that hire local residents and invest or operate commercial property are entitled to special federal tax deductions, credits and capital gains exclusions.</td>
</tr>
<tr>
<td>Tax Increment Financing (TIF)</td>
<td>• Landowners may be granted property tax exemptions of up to 100% of the tax increment. A municipality may enter into a TIF Agreement with a landowner for a maximum term of 20 years.</td>
</tr>
</tbody>
</table>
| Opportunity Zones                  | • Re-invest any form of capital gains.  
• Defer your taxes on your original capital gain until the end of 2026.  
• Reduce your taxes by up to 15% when you invest in an Qualified Opportunity Fund for at least 7 years.  
• Completely eliminate the tax on new capital gains from your Qualified Opportunity Fund investment after the 10-year mark. |
| New Markets Tax Credits            | • Federal income tax credits used to encourage private investment in low-income communities. |
| Historic Rehabilitation Tax Credits| • 20% tax credit for qualified rehab. expenditures of qualified historic structure  
• 10% tax credit for qualified rehab. expenditures of building not certified as a historic structure, but built before 1936. |
| Housing Development Incentive Program (HDIP) | • Provides two tax incentives to developers to undertake new construction or substantial rehabilitation of properties for lease or sale as multi-unit market rate. |
| Economic Development Incentive Plan | • Companies may receive state and local tax incentives in exchange for job creation, manufacturing job retention and private investment commitments. |
| Chapter 40R Smart Growth Zoning District | • Allows for high density office, mixed use and residential development by right, with permitting completed in under 6 months. |
Education and Workforce Investment

- Regionally positioned to access broad base of skills and professional experience in surrounding communities
- Proximity to institutions of higher learning in the Greater Boston Area
- Workforce of approximately 51,000 people between 18-64 year olds
- Willing workforce development partners in Northern Essex Community College and Mass Hire Merrimack Valley.

Education and Workforce Partners

- Northern Essex Community College
- Cambridge College
- Suffolk University North Campus
- Merrimack College
- Mass Hire
- Lawrence High School
- Greater Lawrence Technical School
## Lawrence Top Employers

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia Gas of Massachusetts</td>
<td>1,000-4,999</td>
</tr>
<tr>
<td>Gem Group Inc.</td>
<td>250-499</td>
</tr>
<tr>
<td>Microsemi Corp</td>
<td>250-499</td>
</tr>
<tr>
<td>New Balance</td>
<td>250-499</td>
</tr>
<tr>
<td>North Shore Trading</td>
<td>250-499</td>
</tr>
<tr>
<td>Nx Stage Medical Inc.</td>
<td>250-499</td>
</tr>
<tr>
<td>R M Technologies Inc.</td>
<td>250-499</td>
</tr>
<tr>
<td>Aramark Uniform Svc</td>
<td>100-249</td>
</tr>
<tr>
<td>Bagel Boy</td>
<td>100-249</td>
</tr>
<tr>
<td>Macom</td>
<td>100-249</td>
</tr>
<tr>
<td>United Linen Svc NE</td>
<td>100-249</td>
</tr>
<tr>
<td>Mahoney Companies</td>
<td>100-249</td>
</tr>
</tbody>
</table>
Public Transit

- Lawrence is served by regional bus and rail as well as the nearby airport in North Andover.

- The MVRTA's Patricia McGovern Intermodal Transportation Center was completed in 2005 on Merrimack street, a major gateway into the City from Route 495. The Center provides access to bus and rail service as well as multi-level parking that serves surrounding businesses and commuters.
Water

The Merrimack River supplies the drinking and waste water for the city. The Merrimack River covers over 4,672 square miles between the States of New Hampshire and Massachusetts.

The Water Treatment Facility, built in 2006, produces an average of 6 million gallons of drinking water each day.

The City's Drinking Water Treatment Facility operates 24 hours a day, 7 days a week to provide the highest quality water to the residents of the City. The facility produces over 2 billion gallons of water each year.

Water quality is continuously monitored by laboratory testing and online analysis to ensure our water meets and exceeds state and federal drinking water regulations at all times.

The Water Treatment Facility also maintains several ancillary facilities to maintain adequate water pressure and volume throughout the City of Lawrence.

Source: https://www.cityoflawrence.com/323/Water-Treatment