

REGIONAL DEVELOPMENT STRATEGY FINDINGS & CRITICAL STRATEGIES

SOUTH SHORE, MASSACHUSETTS



The South Shore Regional Development Strategy is a comprehensive economic and community development plan for the region's many communities. It represents a multi-year blueprint for better diversifying the regional economy with higher-value jobs and addressing potential workforce shortages in key existing and emerging industries. The Strategy leveraged comprehensive research to identify and advance a handful of key initiatives to enable the South Shore to compete more effectively for the most sought-after jobs and talent in today's economy. Even as its economy is elevated, the region's diversity of towns will continue to be a major strength and drawing card for existing and future residents and businesses.

WHAT WE KNOW

The South Shore is a desirable place to live with a high quality of life, but it faces challenges

- Aging demographics with a lack of replacement workers for older employees nearing retirement
- Strong employment base in industries that are consolidating and shedding jobs
- Local economy based heavily on residential service and consumer needs
- Transportation capacity, mobility, and long commutes are a major problem

Lack of planned action could lead to a declining region and a less desirable place to live or work

- Residential growth without economic growth can overwhelm municipal services and infrastructure
- Shrinking employment base in higher paying jobs could lead to a loss of skilled workforce or longer commutes
- Aging population could lead to shrinking workforce and reduced local services, which could make the region less attractive for younger people or businesses that need workers
- Higher concentration of service jobs focused on catering to an aging population threatens local economic stagnation
- Declining economic and jobs base threatens home values—a critical component of wealth

To preserve what we have, we must change where we are headed

- Attract younger people, including more families
- Diversify our economic base
- Attend to connection between local services, “sense of place and community,” and economic growth
- Capitalize on proximity to Boston by building a stronger regional identity with more intra-regional economic activity and growth
- Acknowledge that families are a net plus for community strength and economic growth
- Foster economic strength through growth in a broad mix of industries



WHAT WILL WE DO?

CRITICAL STRATEGIES FOR BUILDING THE NEW SOUTH SHORE ECONOMY

1) Attract a younger workforce and be more welcoming to families

The strategies for this goal include continued support of the major transit-oriented development already underway or planned such as: Downtown Quincy, Quincy/Adams, SouthField, Braintree, Braintree/Weymouth Landing, Hingham Shipyard, and Cordage Park. Other strategies may include revised zoning and improved permitting to reduce the costs of housing in other areas and opening more transit improvements in some areas. Where we find willing local leaders supportive of economic growth we will work to collaborate on projects that build more vibrant activity and town centers.

2) Strengthen public and private sector collaboration to build stronger communities

Strategies to strengthen collaboration include creating and executing a shared strategic plan between town officials and private sector leaders for community and economic development, building larger and more

engaged business organizations at the local level, increasing the leadership quotient of local business leaders, creating a regional advocacy agenda, and taking inventory of and partnering with other public and private organizations pursuing projects that align with the regional agenda.

3) Strengthen and retain existing businesses in key target sectors

Expanding the economic base starts with promoting existing businesses that diversify that base. These may be broadly identified as businesses selling products or services sold primarily outside the region. Expanding the economic base will not only add jobs, but also attract more companies in similar sectors or “supply chain” companies that support those sectors.

4) Promote new business startups and entrepreneurship on the South Shore

Strategies encouraging new business growth include facilitating

growth of community banks, creating a “maker space” in the region for start-ups, and enhancing business education and mentoring programs.

5) Recruit new businesses to the region

Boston’s growth in workforce and the South Shore’s expected growth are favorable opportunities to attract business relocation. The South Shore must develop a marketing/branding campaign to promote the region for both commercial and residential relocation.

6) Improve our infrastructure capacity

Continuing to focus on enhanced intra- and inter-regional mobility will sustain and increase growth in the region. Key strategies include identifying a new set of infrastructure priorities tied to regional economic development and local community development in addition to working with partners to advocate for priority projects.

HOW WILL WE DO IT?

- Positioning the South Shore Chamber and a new affiliated economic development corporation as coordinators of the region’s strategic implementation efforts
- Leveraging existing relationships and reaching out to new partners to build implementation teams around our key strategies
- Increasing our capacity to conduct critical research and support regional promotion
- Strengthening ties with the commonwealth’s economic development agency to better tell the South Shore’s story in greater Boston and across Massachusetts
- Establishing and tracking a set of critical performance measures to define strategic goals, assess implementation progress, and adjust strategies based on changing competitive challenges and opportunities