

Economic Development Appendix

Additional Socioeconomic and Economic Data for Orange and Nearby Towns

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Summary of Comments from the July 26, 2003 Forum, “Creating a Vision for Orange”

List of Business and Economic Development Resources

Additional Socioeconomic and Economic Data for Orange and Nearby Towns

Table A-1: Total Population, 1970 to 2000

Geography	1970 Population	1980 Population	1990 Population	2000 Population
Orange, Franklin County	6,104	6,844	7,312	7,518
Erving, Franklin County	1,260	1,326	1,375	1,467
New Salem, Franklin County	474	688	801	929
Warwick, Franklin County	492	603	746	750
Wendell, Franklin County	405	694	899	986
Athol, Worcester County	11,185	10,634	11,451	11,299
Petersham, Worcester County	1,015	1,024	1,131	1,180
Royalston, Worcester County	809	955	1,147	1,254
Franklin County	59,223	64,317	70,092	71,535
Worcester County	637,969	646,352	709,705	750,963
Massachusetts	5,689,377	5,737,037	6,016,425	6,349,097

Source: U.S. Census Bureau, 1970 Census, 1980 Census, 1990 Census, and 2000 Census.

Table A-2: Population Change, 1970 to 2000

Geography	1970-1980 Change	1980-1990 Change	1990-2000 Change	1970-2000 Change
Orange, Franklin County	+12.1%	+6.8%	+2.8%	+23.2%
Erving, Franklin County	+5.2%	+3.5%	+6.9%	+16.4%
New Salem, Franklin County	+45.1%	+16.6%	+15.8%	+96.0%
Warwick, Franklin County	+22.6%	+22.7%	+1.4%	+52.4%
Wendell, Franklin County	+71.4%	+29.5%	+9.7%	+143.5%
Athol, Worcester County	-4.9%	+7.7%	-1.3%	+1.0%
Petersham, Worcester County	+0.9%	+10.4%	+4.5%	+16.3%
Royalston, Worcester County	+18.0%	+20.1%	+9.3%	+55.0%
Franklin County	+8.6%	+9.0%	+2.1%	+20.8%
Worcester County	+1.3%	+9.8%	+5.8%	+17.7%
Massachusetts	+0.8%	+4.9%	+5.5%	+11.6%

Source: U.S. Census Bureau, 1970 Census, 1980 Census, 1990 Census and 2000 Census.

Table A-3: Age Distribution, 1990 and 2000

Geography	9 Years & Under	10 - 19 Years	20 - 24 Years	25 - 44 Years	45 - 64 Years	65 - 74 Years	75 Years & Over
Orange, Franklin County							
1990	1,207	1,040	448	2,403	1,204	641	369
2000	966	1,220	362	2,131	1,758	551	530
% Change	-20.0%	+7.3%	-19.2%	-11.3%	+46.0%	-14.0%	+43.6%
Erving, Franklin County							
1990	176	219	79	418	239	139	105
2000	178	193	60	448	386	98	104
% Change	+1.1%	-11.9%	-24.1%	+7.2%	+61.5%	-29.5%	-1.0%
New Salem, Franklin County							
1990	92	122	32	296	161	53	45
2000	112	126	19	275	305	48	44
% Change	+21.7%	+3.3%	-40.6%	-7.1%	+89.4%	-9.4%	-2.2%
Warwick, Franklin County							
1990	89	91	53	297	145	37	34
2000	93	102	41	218	213	44	39
% Change	+4.5%	+12.1%	-22.6%	-26.6%	+46.9%	+18.9%	+14.7%
Wendell, Franklin County							
1990	124	160	30	404	138	21	22
2000	110	170	45	302	314	24	21
% Change	-11.3	+6.3%	+50.0%	-25.2%	+127.5%	+14.3%	-4.5%
Athol, Worcester County							
1990	1,889	1,532	646	3,516	1,973	1,002	893
2000	1,409	1,753	601	3,157	2,439	848	1,092
% Change	-25.4%	+14.4%	-7.0%	-10.2%	+23.6%	-15.4%	+22.3%
Petersham, Worcester County							
1990	133	141	64	371	222	115	85
2000	132	147	36	319	339	108	99
% Change	-0.8%	+4.3%	-43.8%	-14.0%	+52.7%	-6.1%	+16.5%
Royalston, Worcester County							
1990	212	163	34	453	141	90	54
2000	174	222	42	375	318	59	64
% Change	-17.9%	+36.2%	+23.5%	-17.2%	+125.5%	-34.4%	+18.5%
Franklin County							
1990	10,196	8,819	4,518	23,959	12,429	5,741	4,430
2000	8,247	10,255	3,897	20,406	18,550	4,781	5,399
% Change	-19.1%	+6.3%	-13.7%	-14.8%	+49.2%	-16.7%	+21.9%
Worcester County							
1990	102,301	93,936	55,580	235,312	125,289	54,889	42,398
2000	106,034	106,631	42,610	233,672	164,047	46,961	51,008
% Change	+3.6%	+13.5%	-23.3%	-0.7%	+30.9%	-14.4%	+20.3%
Massachusetts							
1990	789,195	756,968	508,039	2,021,191	1,121,105	464,131	355,796
2000	828,129	846,984	404,279	1,989,783	1,419,760	427,830	432,332
% Change	+4.9%	+11.9%	-20.4%	-1.6%	+26.6%	-7.8%	+21.5%

Source: U.S. Census Bureau, 1990 Census STF3A and 2000 Census SF3.

Table A-4: Highest Educational Attainment Level, 1990 and 2000

Geography	Population 25 years and over	% Less than High School Graduate*	% High School Graduate*	% Some College*	% Associate Degree*	% Bachelor Degree*	% Graduate Degree*
Orange, Franklin County							
1990	4,617	25.0%	39.7%	17.2%	8.0%	7.2%	2.9%
2000	4,984	20.4%	39.5%	16.6%	7.7%	9.9%	6.0%
Erving, Franklin County							
1990	901	22.6%	44.3%	13.0%	10.4%	6.7%	3.0%
2000	1,036	15.5%	48.2%	15.7%	9.0%	8.3%	3.3%
New Salem, Franklin County							
1990	555	13.7%	32.6%	14.6%	6.3%	19.5%	13.3%
2000	673	8.0%	24.7%	21.2%	6.5%	24.5%	15.0%
Warwick, Franklin County							
1990	513	24.4%	33.7%	17.7%	5.5%	13.3%	5.5%
2000	496	6.5%	34.3%	28.8%	5.4%	16.1%	8.9%
Wendell, Franklin County							
1990	585	13.3%	27.0%	20.5%	6.8%	22.2%	10.1%
2000	642	7.9%	25.1%	19.0%	6.9%	23.8%	17.3%
Athol, Worcester County							
1990	7,384	24.9%	40.5%	15.7%	6.6%	7.8%	4.5%
2000	7,307	20.0%	40.3%	17.8%	8.6%	9.0%	4.2%
Petersham, Worcester County							
1990	793	9.6%	22.4%	18.4%	7.1%	23.7%	18.8%
2000	861	5.3%	23.2%	16.4%	9.1%	22.3%	23.7%
Royalston, Worcester County							
1990	738	21.5%	31.8%	16.9%	11.0%	13.1%	5.6%
2000	786	17.2%	35.9%	21.4%	8.4%	9.5%	7.6%
Worcester County							
1990	457,888	22.6%	30.7%	16.5%	8.0%	14.1%	8.2%
2000	495,868	16.5%	30.2%	18.5%	7.9%	16.7%	10.3%
Franklin County							
1990	46,559	17.6%	33.2%	16.9%	8.0%	14.5%	9.8%
2000	49,121	12.0%	31.2%	19.0%	8.6%	16.2%	12.9%
Massachusetts							
1990	3,962,223	20.0%	29.7%	15.8%	7.2%	16.6%	10.6%
2000	4,273,275	15.2%	27.3%	17.1%	7.2%	19.5%	13.7%

* All percentages are for persons 25 years of age and over.

Source: U.S. Census Bureau, 1990 Census STF3A and 2000 Census SF3.

Table A-5: Income and Poverty

Geography	Per Capita Income in 1999	Median Household Income in 1999	Poverty Rate in 2000	Poverty Rate for Persons over 65 years of age in 2000
Orange, Franklin County	\$17,361	\$36,849	7.8%	10.5%
Erving, Franklin County	\$19,107	\$40,039	6.7%	5.1%
New Salem, Franklin County	\$23,234	\$48,687	6.3%	3.0%
Warwick, Franklin County	\$19,989	\$42,083	8.0%	1.0%
Wendell, Franklin County	\$19,701	\$43,846	10.2%	17.6%
Athol, Worcester County	\$16,845	\$33,475	9.4%	8.4%
Petersham, Worcester County	\$24,222	\$47,833	5.8%	1.5%
Royalston, Worcester County	\$18,297	\$44,444	8.7%	6.5%
Franklin County	\$20,672	\$40,768	9.4%	8.8%
Worcester County	\$22,983	\$47,874	9.2%	9.5%
Massachusetts	\$25,952	\$50,502	9.3%	8.9%

Source: U.S. Census Bureau, 1990 Census STF3A and 2000 Census SF3.

Table A-6: Worker Commute Patterns, 1990 and 2000

Geography	Total Workers*	Worked in Town of Residence	Worked out of Town but in County of Residence	Worked out of County but in State of Residence	Worked out of State of Residence
Orange, Franklin County					
1990	3,183	34.0%	14.4%	50.0%	1.7%
2000	3,611	33.6%	16.9%	46.4%	3.0%
Erving, Franklin County					
1990	681	18.2%	65.1%	13.1%	3.7%
2000	748	15.0%	59.4%	23.1%	2.5%
New Salem, Franklin County					
1990	418	17.9%	27.5%	52.2%	2.4%
2000	521	17.5%	25.3%	55.3%	1.9%
Warwick, Franklin County					
1990	328	19.8%	47.6%	23.8%	8.8%
2000	350	16.0%	34.3%	25.8%	0.8%
Wendell, Franklin County					
1990	474	17.9%	43.0%	37.8%	1.3%
2000	578	17.6%	41.9%	38.1%	2.4%
Athol, Worcester County					
1990	4,770	54.6%	26.2%	17.3%	1.9%
2000	5,004	38.3%	35.1%	25.8%	0.8%
Petersham, Worcester County					
1990	568	35.6%	51.1%	12.1%	1.2%
2000	591	30.3%	44.8%	24.0%	0.8%
Royalston, Worcester County					
1990	501	12.6%	68.5%	15.6%	3.4%
2000	577	15.1%	64.0%	18.0%	2.9%
Franklin County					
1990	34,674	35.8%	35.8%	24.9%	3.4%
2000	37,053	27.6%	34.9%	33.4%	4.1%
Worcester County					
1990	340,843	37.9%	40.2%	19.7%	2.2%
2000	360,343	30.1%	44.0%	23.6%	2.4%
Massachusetts					
1990	2,979,594	36.5%	35.9%	24.5%	3.1%
2000	3,102,837	31.3%	35.4%	30.1%	3.3%

* Employed workers 16 years of age and over.

Source: U.S. Census Bureau, 1990 Census STF3A and 2000 Census SF3.

Table A-7: Travel Time to Work, 1990 and 2000

Geography	Total Workers*	Work at home	Less than 10 Min.	10 - 19 Min.	20 - 29 Min.	30 - 39 Min.	40 - 59 Min.	60 - 89 Min.	90 or More Min.
Orange, Franklin County									
1990	3,183	4.5%	21.4%	33.4%	12.6%	7.9%	11.9%	6.8%	1.5%
2000	3,611	3.8%	19.1%	31.5%	10.9%	12.9%	13.9%	5.6%	2.3%
Erving, Franklin County									
1990	681	1.9%	19.1%	34.5%	20.6%	14.5%	7.5%	1.6%	0.3%
2000	748	3.2%	13.4%	29.1%	26.7%	15.2%	7.6%	3.3%	1.3%
New Salem, Franklin County									
1990	418	5.7%	12.2%	30.6%	17.5%	16.0%	12.0%	3.6%	2.4%
2000	521	6.7%	24.0%	14.4%	17.3%	15.4%	9.0%	5.2%	8.1%
Warwick, Franklin County									
1990	328	9.5%	7.6%	18.6%	22.6%	22.6%	10.4%	3.7%	5.2%
2000	350	6.3%	18.0%	26.3%	23.1%	11.7%	3.7%	1.4%	9.4%
Wendell, Franklin County									
1990	474	4.9%	7.4%	17.3%	27.2%	22.2%	11.6%	9.1%	0.4%
2000	578	9.7%	13.3%	22.8%	22.5%	10.4%	8.5%	2.9%	9.9%
Athol, Worcester County									
1990	4,770	1.8%	32.2%	30.3%	11.3%	7.3%	11.7%	4.7%	0.9%
2000	5,004	25.0%	25.4%	14.4%	12.9%	11.7%	6.1%	3.0%	1.5%
Petersham, Worcester County									
1990	568	7.9%	18.5%	23.2%	17.3%	11.4%	13.7%	6.0%	1.9%
2000	591	19.3%	7.8%	17.3%	9.8%	13.9%	9.5%	4.6%	8.0%
Royalston, Worcester County									
1990	501	3.6%	5.0%	25.1%	31.5%	15.2%	8.8%	8.0%	2.8%
2000	577	5.9%	17.7%	22.0%	17.5%	13.7%	12.3%	4.2%	6.8%
Franklin County									
1990	34,674	4.7%	21.8%	32.1%	17.8%	11.5%	7.7%	3.2%	1.1%
2000	37,053	5.1%	16.3%	30.0%	19.1%	14.2%	9.7%	3.3%	2.3%
Worcester County									
1990	340,843	2.3%	18.7%	32.4%	18.5%	13.2%	9.3%	4.4%	1.1%
2000	360,343	2.7%	14.3%	29.2%	19.0%	14.6%	11.9%	6.1%	2.3%
Massachusetts									
1990	2,979,594	2.5%	15.6%	31.3%	18.7%	15.5%	10.7%	4.7%	1.0%
2000	3,102,837	3.1%	12.6%	27.4%	18.6%	16.3%	13.0%	6.5%	2.4%

* Employed workers 16 years of age and over.

Source: U.S. Census Bureau, 1990 Census STF3A and 2000 Census SF3.

Table A-8: Selected Labor Force Characteristics, 1990 and 2000

Geography	Population 16 Years and Over	Labor Force (Civilian)	Total Employed	Unemploy- ment rate	Participation Rate	Female Participation Rate
Orange, Franklin County						
1990	5,460	3,674	3,249	11.6%	67.4%	60.3%
2000	5,783	3,803	3,619	4.8%	65.8%	59.7%
Change/Difference	5.9%	8.5%	11.4%	-6.8%	-1.6%	-0.6%
Erving, Franklin County						
1990	1,083	734	703	4.2%	67.8%	60.1%
2000	1,181	809	765	5.4%	68.7%	66.9%
Change/Difference	9.0%	10.2%	8.8%	1.2%	0.9%	6.8%
New Salem, Franklin County						
1990	639	460	431	6.3%	72.0%	65.6%
2000	734	553	531	4.0%	75.3%	67.4%
Change/Difference	14.9%	20.2%	23.2%	-2.3%	3.3%	1.8%
Warwick, Franklin County						
1990	589	371	336	9.4%	63.0%	65.0%
2000	573	373	354	5.1%	65.1%	60.5%
Change/Difference	-2.7%	0.5%	5.4%	-4.3%	2.1%	-4.5%
Wendell, Franklin County						
1990	669	531	486	8.5%	79.4%	77.8%
2000	767	614	585	4.7%	80.1%	86.3%
Change/Difference	14.6%	15.6%	20.4%	-3.8%	0.7%	8.5%
Athol, Worcester County						
1990	8,630	5,386	4,801	10.9%	62.9%	52.6%
2000	8,803	5,336	5,096	4.5%	60.7%	51.6%
Change/Difference	2.0%	-0.9%	6.1%	-6.4%	-2.2%	-1.0%
Petersham, Worcester County						
1990	912	589	566	3.9%	64.9%	51.2%
2000	954	639	597	6.6%	67.0%	60.6%
Change/Difference	4.6%	8.5%	5.5%	2.7%	2.1%	9.4%
Royalston, Worcester County						
1990	820	562	513	8.7%	68.7%	57.2%
2000	921	628	600	4.5%	68.2%	62.5%
Change/Difference	12.3%	11.7%	17.0%	-4.2%	-0.5%	5.3%
Franklin County						
1990	54,597	37,723	35,245	6.6%	69.1%	62.1%
2000	56,950	39,357	37,577	4.5%	69.1%	64.4%
Change/Difference	4.3%	4.3%	6.6%	-2.1%	0.0%	2.3%
Worcester County						
1990	554,534	368,577	343,039	6.9%	66.5%	60.3%
2000	578,707	383,266	366,942	4.3%	66.2%	60.4%
Change/Difference	4.4%	4.0%	7.0%	-2.6%	-0.3%	0.1%
Massachusetts						
1990	4,809,772	3,245,950	3,027,950	6.7%	67.5%	60.3%
2000	5,010,241	3,312,039	3,161,087	4.6%	66.1%	60.4%
Change/Difference	4.2%	2.0%	4.4%	-2.1%	-1.4%	0.1%

Source: U.S. Census Bureau, 1990 Census STF3A and 2000 Census SF3.

Table A-9: Unemployment Rates, 1990 to 2001

Geography	1990 Unemp. Rate	1991 Unemp. Rate	1992 Unemp. Rate	1993 Unemp. Rate	1994 Unemp. Rate	1995 Unemp. Rate	1996 Unemp. Rate	1997 Unemp. Rate	1998 Unemp. Rate	1999 Unemp. Rate	2000 Unemp. Rate	2001 Unemp. Rate
Orange, Franklin County	8.9%	13.9%	12.3%	9.5%	7.8%	6.8%	5.7%	6.4%	5.2%	4.4%	4.1%	5.4%
Erving, Franklin County	3.7%	7.8%	7.6%	5.3%	3.4%	3.6%	2.8%	3.1%	2.9%	2.7%	2.7%	3.9%
New Salem, Franklin County	5.1%	8.5%	6.7%	4.5%	8.5%	7.6%	4.3%	4.0%	4.3%	4.1%	3.8%	4.0%
Warwick, Franklin County	5.1%	9.2%	9.5%	8.3%	7.6%	5.4%	3.7%	4.5%	4.2%	5.6%	5.5%	4.3%
Wendell, Franklin County	5.8%	9.4%	9.4%	6.8%	6.3%	3.7%	3.4%	3.5%	3.7%	2.5%	2.0%	3.4%
Athol, Worcester County	9.6%	14.9%	13.6%	10.0%	8.6%	7.8%	6.7%	6.9%	5.7%	5.3%	4.4%	6.2%
Peterborough, Worcester County	3.8%	8.4%	8.3%	6.2%	5.7%	5.2%	3.3%	4.8%	3.1%	3.5%	3.4%	3.6%
Royalston, Worcester County	4.9%	10.6%	5.8%	7.6%	7.5%	5.4%	4.9%	4.4%	4.2%	4.1%	3.4%	6.3%
Franklin County	4.9%	8.1%	7.8%	6.0%	5.2%	4.7%	3.8%	3.8%	3.3%	2.9%	2.6%	3.2%
Worcester County	6.7%	10.0%	8.9%	6.8%	5.6%	5.3%	4.3%	4.0%	3.4%	3.4%	2.9%	4.1%
Massachusetts	6.0%	9.1%	8.0%	6.9%	6.0%	5.4%	4.3%	4.0%	3.2%	3.2%	2.6%	3.7%

Source: Massachusetts Division of Employment and Training, ES-202 Data.

Table A-10: Labor Force and Total Employment, 1990 to 2001

Geography	1990		1991		1992		1993		1994		1995	
	Labor Force	Employed Persons										
Orange, Franklin County	3,551	3,234	3,484	2,999	3,493	3,062	3,460	3,150	3,365	3,002	3,253	3,033
Erving, Franklin County	729	702	721	665	695	642	697	660	696	672	725	699
New Salem, Franklin County	450	427	449	411	415	387	404	385	422	386	436	403
Warwick, Franklin County	352	334	338	307	325	294	301	276	290	268	335	317
Wendell, Franklin County	521	491	541	490	522	473	515	480	521	491	535	515
Athol, Worcester County	528	4751	5186	4412	5099	4405	5,128	4,617	4,960	4,533	4,641	4,281
Petersham, Worcester County	580	558	560	513	563	516	567	532	570	566	556	527
Royalston, Worcester County	535	509	558	499	521	491	540	499	532	492	518	490
Franklin County	37,239	36,396	37,273	34,265	36,565	33,703	36,453	34,249	36,869	34,961	36,954	35,210
Worcester County	365,267	340,812	358,952	323,092	357,748	326,069	361,711	337,202	361,522	341,325	356,520	337,692
Massachusetts	3,227,600	3,032,900	3,161,800	2,875,500	3,145,100	2,875,800	3,164,100	2,945,400	3,172,500	2,981,800	3,164,100	2,994,400

Geography	1996		1997		1998		1999		2000		2001	
	Labor Force	Employed Persons										
Orange, Franklin County	3,185	3,005	3,269	3,061	3,183	3,016	3,162	3,024	3,046	2,921	3,069	2,902
Erving, Franklin County	722	702	747	724	753	730	757	735	749	729	752	723
New Salem, Franklin County	416	398	423	406	419	401	412	395	397	382	395	379
Warwick, Franklin County	325	313	334	319	330	316	323	305	311	294	305	292
Wendell, Franklin County	533	513	550	531	563	542	565	551	557	546	561	542
Athol, Worcester County	4,506	4,204	4,626	4,306	4,517	4,261	4,517	4,278	4,320	4,132	4,377	4,104
Petersham, Worcester County	538	520	564	537	552	535	545	526	526	508	54	505
Royalston, Worcester County	509	484	521	498	520	498	484	464	464	448	475	445
Franklin County	36,582	35,203	37,610	36,174	37,789	36,550	37,989	36,870	37,388	36,427	37,366	36,89
Worcester County	356,504	341,146	368,012	353,388	370,396	357,838	368,605	356,160	359,837	349,540	366,187	351,167
Massachusetts	3,171,600	3,035,000	3,261,600	3,130,800	3,277,900	3,173,100	3,284,100	3,179,100	3,236,600	3,15,000	3,232,700	3,03,100

Source: Massachusetts Division of Employment and Training, ES-202 Data.

Summary of Comments from the July 26, 2003 Forum, "Creating A Vision for Orange"

Forum held at the Orange Town Hall

Overall Top Comments:

- To redevelop a visible blighted building or site, such as the Putnam Hall and Getty lot.
- Create a riverfront park and associated public boat launch, which would support outdoor recreation-related businesses, such as rafting.
- Create paid position in Town government to promote Orange and move community development projects forward.
- Create small neighborhood parks in the residential areas in and surrounding the Downtown.
- Create a resource center to support the development of small businesses.
- Identify additional resources to maintain the downtown area, including up keep of parking lots, planting trees, replacing tree grates, and picking up trash.

What would residents and businesses like to change about the downtown?

- Create a riverfront park and associated public boat launch.
- Change in attitude; more pride and support of the Downtown.
- Promotion of Orange across the State (ex. television and radio) for events like the River Rat Canoe Race, Garlic & Arts Festival, Parachute "100" event, as well as natural assets and outdoor recreation opportunities.
- Achieve national historic recognition for the Peace Statue and market the statue to attract visitors.
- Create brochures and informational signs to promote economic activity and direct visitors to retailers, restaurants, and parking areas.
- Create a business development resource center in downtown, and corresponding network of individuals to provide advice and support to new and existing businesses.
- Reduce "slum" appearance of selected buildings in downtown.
- Develop regulations to fine landlords for illegal tenant dumping or lack of trash removal, or for disrepair of buildings.
- Install signage on Route 2 to direct travelers to the downtown.
- Increased maintenance, such as replacing street light bulbs, more street sweeping, weeding of parking lots, providing trash barrels/pick-up, window cleaning, cleaning street drains after rainstorms, etc.
- Initiate Downtown beautification efforts, such as participating in the "Re-leaf" program, and replacing tree grates.
- Create small parks and green spaces in downtown for families, visitors, and others to enjoy.
- Address problem of not enough parking for the Courthouse.
- Increase police presence in the downtown area.
- Redevelop underutilized buildings, particularly those located along the river.
- Create a retail center in the South Main Street/Route 202 area to stimulate downtown growth. The retail center could include businesses such as Starbucks, Chili's, TJ Maxx, and Barnes & Noble, etc.

What would residents and businesses like to keep the same?

- Retain historical facades and character of downtown buildings.
- Develop regulations to control signage, lighting, and color to retain historical character while revitalizing buildings.
- Maintain the great sports and arts programs currently available for Orange children.
- Maintain the river as an important scenic asset and improve access to and views of the river.
- Expand and restore the library as an asset for community residents and as a generator of "foot traffic" for businesses downtown.
- Retain and revitalize the skateboard park.
- Retain existing antiques shops and further develop marketing around antiques.
- Utilize fantastic natural assets to create economic interest, such as through outdoor recreation.
- Keep the Courthouse in downtown operational.
- Continue to utilize the restored Town Hall as a larger community resource for concerts and events.

What should be the mix of uses for the downtown?

- Create a museum or information center in an existing building in the downtown that promotes and educates residents and visitors about the history of Orange, including the tapioca factory and Grout cars. A museum could provide employment to youth.
- A local grocery store.
- More restaurant choices in downtown for lunch and dinner.
- A function hall.
- Passenger rail service.
- Artists & crafts-people's retail cooperative store.
- Apothecary & holistic health center.
- Canoe & kayak rentals.
- Concessions at events.
- Youth activities.
- Encourage evening entertainment, such as movies, plays, etc.
- Create a "Thursday night out" campaign to encourage downtown gatherings.
- Invite a theater group to use Town Hall auditorium.
- Retail businesses could be supported by pedestrian traffic after Town Hall auditorium events, such as an ice cream shop.
- Develop a business incubator in a downtown building to encourage more businesses to move into the downtown.
- Promote a mix of both retail and service businesses in downtown.
- Create an attraction for visitors, such as the Bridge of Flowers in Shelburne Falls
- Develop a marketing campaign around the presence and reputation of the local antique shops. Establish Orange as an antiques center for western and central Massachusetts.
- Businesses focused on alternative energy production. Business could be combined with eco-tourism promotion efforts.
- Reuse upper floors of vacant or underutilized manufacturing buildings for senior housing.

What should be the boundaries of the areas addressed by the Downtown Master Plan?

- Commercial downtown district as outlined in zoning bylaws.
- Expand downtown to include specific sites, such as Butterfield Park, Art Galleries, Tapioca plant, Extra Mart.
- Downtown should be defined by “walk-ability.”
- Have both a smaller downtown center and a larger downtown area.

What are the Key Issues or Top Priority Projects residents and businesses would like to see addressed?

- Redevelop Putnam Hall and Getty lot for assisted living for elders, because it is in the center of the downtown, has views of the river, and is part of the historic district.
- A challenge is the limited financial resources of the Town to implement all the ideas the community has. Town staff-person needs to work on development issues and help find funding, such as through the re-instatement of the Town’s Community Development Office.
- The high percentage of low-income residents can make it difficult to attract businesses.
- Residents need to have disposable income to spend so that businesses will come here.
- Attract visitors from outside and residents from other towns to support local businesses.
- Issues related to absentee or neglectful landlords or building managers and the need to develop partnerships with landlords and building managers.
- An impediment is that conflicts in town need to be recognized, such as old/new, private enterprise/public involvement, diversity of populations, growth or no growth, and a balance needs to be achieved between them.
- Important to build on momentum of activities and need to have patience to accomplish projects.
- Businesses need economic interest to move downtown.
- Athol and other North Quabbin communities have similar issues and would benefit from coordination and communication among them as well as among the regional organizations that serve these communities.
- The North Quabbin Chamber of Commerce could be a valuable resource for Orange, especially with the promotion of activities.
- Create a marketing plan to encourage retail businesses and encourage local customer support.
- Capitalize on current themes when developing a vision for the downtown: “Friendly Town”, Peace Statue, manufacturing center, small-town feeling, town history, reputation for parachuting, and the Millers River.
- Residents should take financial responsibility for funding efforts through contributions, for example, Orange Tonic.
- Support new owners of the antiques shops in the downtown.
- Develop a long-term vision for the reuse and access for buildings in the downtown.
- Focus revitalization efforts on one building or one block to build support and momentum, which could help with larger effort to promote more revitalization.
- Have more outreach from Town Hall to residents, such as through a Town Newsletter, issued street listing, or informational brochure for new residents. Support effort being made with www.orangetowngreen.com.

- Support for specific projects began by the Orange Revitalization Partnership; such as the bikepath, and in particular the Riverfront Park and parking.
- Create parks for youth to go in Downtown, such as small “vest pocket” parks within residential neighborhoods.
- More parking.
- Develop a small business incubator.
- Need for assisted living space. Reuse of old buildings as a potential location.

Who should lead this effort? Who could help coordinate and administer this effort?

- Have great volunteers in Town that move projects forward, but volunteers burn-out.
- Need to have a paid staff-person in Town to continue efforts.
- A promotion planner for the Town.
- Town should make a financial commitment by hiring staff person to move projects forward.
- Work with the Franklin County Housing & Redevelopment Authority and the Franklin Regional Council of Governments to identify funding opportunities, such as Community Development Block Grants (CDBG).
- Orange needs to have resources to promote leadership in the community.

Are businesses willing to donate staff time and/or funding towards this effort?

- Before certain state funds can be accessed, the community and financial commitment from private enterprises must be demonstrated.

Other comments?

- Follow up work should be done by Select Board and Town Administrator.
- Have another meeting in a few months to discuss progress.

List of Business and Economic Development Resources

Organization: Center for Economic Development - UMASS

Address: 109 Hills North, UMASS, Amherst, MA 01003

Telephone: (413) 545-6628

Website: www.umass.edu/larp/CED

Description: CED offers technical assistance to conduct workshops or complete economic development plans. In addition, applied research projects services are available as well as training for municipal board members.

Organization: Cooperative Development Institute

Address: 277 Federal Street, Greenfield, MA 01301

Telephone: (413) 774-7599

Website: www.cooplife.com/aboutcdi.htm

Description: CDI is a non-profit organization that offers fee-based services to assist in the development of cooperative businesses and organizations.

Organization: Franklin County Chamber of Commerce (FCCC)

Address: P.O. Box 790, 395 Main St., Greenfield, MA 01302

Telephone: (413) 773-5463

Website: www.co.franklin.ma.us

Description: FCCC provides services to large and small businesses throughout Franklin County, including health insurance, networking opportunities, lobbying representation, and assistance with town events.

Organization: Franklin County Community Development Corporation (FCCDC)

Address: The Venture Center, 324 Wells Street Greenfield, MA 01301

Telephone: (413) 774-7204

Website: www.fccdc.org

Description: The FCCDC offers business training, consulting, direct lending, community organizing, and real estate development services. The FCCDC also operates the Venture Center business incubator and the Western Mass. Food Processing Center.

Organization: Franklin Regional Council of Governments (FRCOG)

Address: 425 Main Street, Suite 20, Greenfield, MA 01301-3313

Telephone: (413) 774-3167

Website: www.frcog.org

Description: The FRCOG provides services to the 26 towns of Franklin County including regional planning and community development, engineering, municipal and human services. Also, as a State Data Center affiliate free economic and demographic information is offered.

Organization: Franklin/Hampshire Career Center

Address: One Arch Place, Greenfield, MA 01301

Telephone: (413) 774-4361

Website: www.fhcc-onestop.com

Description: The Center's mission is to help job seekers secure employment and/or education to improve their economic situation as well as helping employers become more competitive and find workers with skills and abilities to be productive on the job.

Organization: Franklin/Hampshire Regional Employment Board (FHREB)

Address: One Arch Place, Greenfield, MA 01301

Telephone: (413) 774-1835

Website: www.fhcc-onestop.com/reb.html

Description: FHREB is the local administrator of public employment and training programs and services for area employers and residents overseen by the Mayor of Northampton, the Greenfield Selectmen, and the Private Industry Council.

Organization: Greenfield Community College - Office of Resource and Workforce Development

Address: 270 Main Street, Greenfield, MA 01301

Telephone: (413) 775-1607

Website:

www.gcc.mass.edu/foldergeninfo/wd/index.html

Description: GCC's Office of Resource and Workforce Development offers employers a resource for enhancing the skills of their employees through programs targeted to entry-level employee training, job enhancement workshops, and industry related workshops.

Organization: Massachusetts Chapter of the American Planning Association

Address: c/o Town of Barnstable, 200 Main St. Hyannis, MA 02601

Telephone: (508) 862-4703

Website: www.massapa.org

Description: As part of the national American Planners Association, the MassAPA offers workshops, materials and other resources to assist planners.

Organization: Massachusetts Department of Revenue - Business Information

Address: 436 Dwight Street, Springfield, MA 01103

Telephone: (413) 784-1000

Website:

www.dor.state.ma.us/business/businesshome.htm

Description: The DOR Business Information web page offers an explanation of tax obligations and electronic forms and filing for taxes and licensing and regulations.

Organization: Massachusetts Development Finance Agency - Western Office

Address: 1441 Main Street, Springfield, MA 01103

Telephone: (413) 731-8848

Website: www.massdevelopment.com

Description: MassDevelopment programs include funding for pre-construction analyses, direct loans for projects with clear community development or job creation/retention potential, and issuing tax-exempt and taxable bonds for applicable entities.

Organization: Massachusetts Municipal Association (MMA)

Address: 60 Temple Place, Boston, MA 02111

Telephone: (800) 882-1498

Website: www.mma.org

Description: The MMA is a non-profit, statewide organization that brings municipal officials

together to establish unified policies and to share information for the benefit of the community residents.

Organization: Massachusetts Rural Development Council, Inc. (MRDC)

Address: 216 Draper Hall, UMASS, Amherst, MA 01003

Telephone: (413) 545-4404

Website: www.mrdc.org

Description: The MRDC is committed to securing the future of rural Massachusetts by building enduring public/private sector partnerships.

Organization: Massachusetts Small Business Development Centers Network - Western Office

Address: Springfield Enterprise Center, 1 Federal St., Springfield, MA 01105-1160

Telephone: (413) 737-6712

Website: www.msbdc.som.umass.edu

Description: The Regional Office provides assistance to prospective and existing small businesses on topics such as business plan development, financing, personnel issues and marketing. MSBDC staff hold office hours at the Franklin County Chamber of Commerce.

Organization: Office of Industry Liaison and Economic Development - UMASS

Address: Goodell Building, UMASS, Amherst, MA 01003

Telephone: (413) 545-4516

Website: www.umass.edu/iled

Description: ILED works to connect the UMASS community with business and industry such as through the promotion of innovation and advancement of research.

Organization: Pioneer Valley Connect

Address: Franklin Regional Council of Governments, 425 Main Street, Suite 20, Greenfield, MA 01301

Telephone: (413) 774-1194 ext 101

Website: www.franklinconnect.org

Description: The Connect is focused on the advancement of broadband services and deployment in Franklin and Hampshire County.

Organization: Regional Technology Alliance (RTA)

Address: 100 Venture Way, 3rd Floor, Hadley, MA 01035

Telephone: (413) 587-2195

Website: www.rtacentral.com

Description: The RTA is a collaboration of industry, academia and public/non-profit sectors to increase the pace of innovation and technology commercialization in the Western Massachusetts region.

Organization: Service Corps of Retired Executives (SCORE)
Address: c/o Franklin County Chamber of Commerce, P.O. Box 790, 395 Main St., Greenfield, MA 01301
Telephone: (413) 773-5463
Website: www.score.org
Description: The Franklin County Chamber of Commerce host SCORE services of technical assistance to area businesses at no charge through retired executives. The SCORE website also offers an extensive web-links page of online resources.

Organization: Technology Enterprise Council (TEC)
Address: 100 Venture Way, Suite 400, Hadley, MA 01035
Telephone: (413) 587-2195
Website: www.tecouncil.org
Description: TEC is a private, regional, industry-led organization created to advance the success of companies driven by information and communications technologies (affiliated with the Regional Technology Alliance).

Organization: United States Rural Development Agency - Western Mass Office
Address: 243 King Street, Room 24, Northampton, MA 01060
Telephone: (413) 585-1000
Website: www.rurdev.usda.gov/ma/index.html
Description: USDA Rural Development in the Southern New England Jurisdiction offers technical assistance and financial backing to rural

businesses and cooperatives to create quality jobs in rural areas.

Organization: United States Small Business Administration - Springfield Office (SBA)
Address: Springfield, MA
Telephone: (413) 785-0484
Website: www.sba.gov/ma
Description: The SBA provides financial, technical and management assistance to help start, run, and grow businesses. SBA has a portfolio of business loans, loan guarantees and disaster loans, in addition to a venture capital portfolio.

Organization: Western Massachusetts Enterprise Fund (WMEF)
Address: PO Box 1077, 308 Main Street, Greenfield, MA 01302
Telephone: (413) 774-4033
Website: www.wmef.org
Description: The WMEF is a non-profit organization that provides financing and technical assistance to entrepreneurs and small businesses in the five counties of western Massachusetts. Loan programs with competitive interest rates range from \$1,000 to \$100,000.

Organization: Young Entrepreneurs Society, Inc. (YES)
Address: PO Box 426, 1 South Main Street, Orange, MA 01364-0426
Telephone: (978) 544-1869
Website: www.geocities.com/yes_cafe
Description: YES offers training on business plan development and technical assistance to support youth entrepreneurship.