

Welcome to the

ARLINGTON BUSINESS SUMMIT

Wednesday, November 20 at 5:30PM
Arlington Town Hall Auditorium





Executive Director - Beth Locke
Associate Director - Anne Thomson



Recent Chamber Initiatives



Visit Arlington Magazine & Community Guide



Minuteman Bikeway Signage Program



10,000 Daffodils Planted Along and Adjacent to Battle of Menotomy Reenactment Route

Survey Results

What are the biggest challenges you face when it comes to running your business?

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Financial Management

39 Responses

44% Budgeting and Forecasting

41% Managing Expenses vs. Revenue

31% Profitability Concerns

Human Resources and Staffing

31 Responses

65% Hiring and Retaining Talent

Work-Life Balance

38 Responses

64% Avoiding Burnout

45% Managing Time Effectively

Legal and Regulatory Compliance

25 responses

72% Understanding Local/State/Federal Regulations

Customer Relations

33 Responses

65% Understanding Customer Needs & Behavior

Market Trends and Adaptability

31 Responses

52% Adapting to Technological Advancements

49% Responding to Economic Changes or Crises

* Marketing and Sales

39 Responses

59% Reaching Target Customers

49% Digital Marketing

* Networking and Partnerships

35 Responses

64% Collaborating with local businesses and organizations

54% Building Strong Business Relationships

Operations and Efficiency

33 Responses

52% Streamlining Business Processes

46% Technology and Automation Challenges



Christine Bongiorno
Deputy Town Manager-Operations



Arlington's Economic
DEVELOPMENT

Katie Luczai, Economic Development Coordinator

ARLINGTON BUSINESS SUMMIT

11.18.24

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Businesses By The Numbers

~1,700 No. of Establishments

Retail **135**

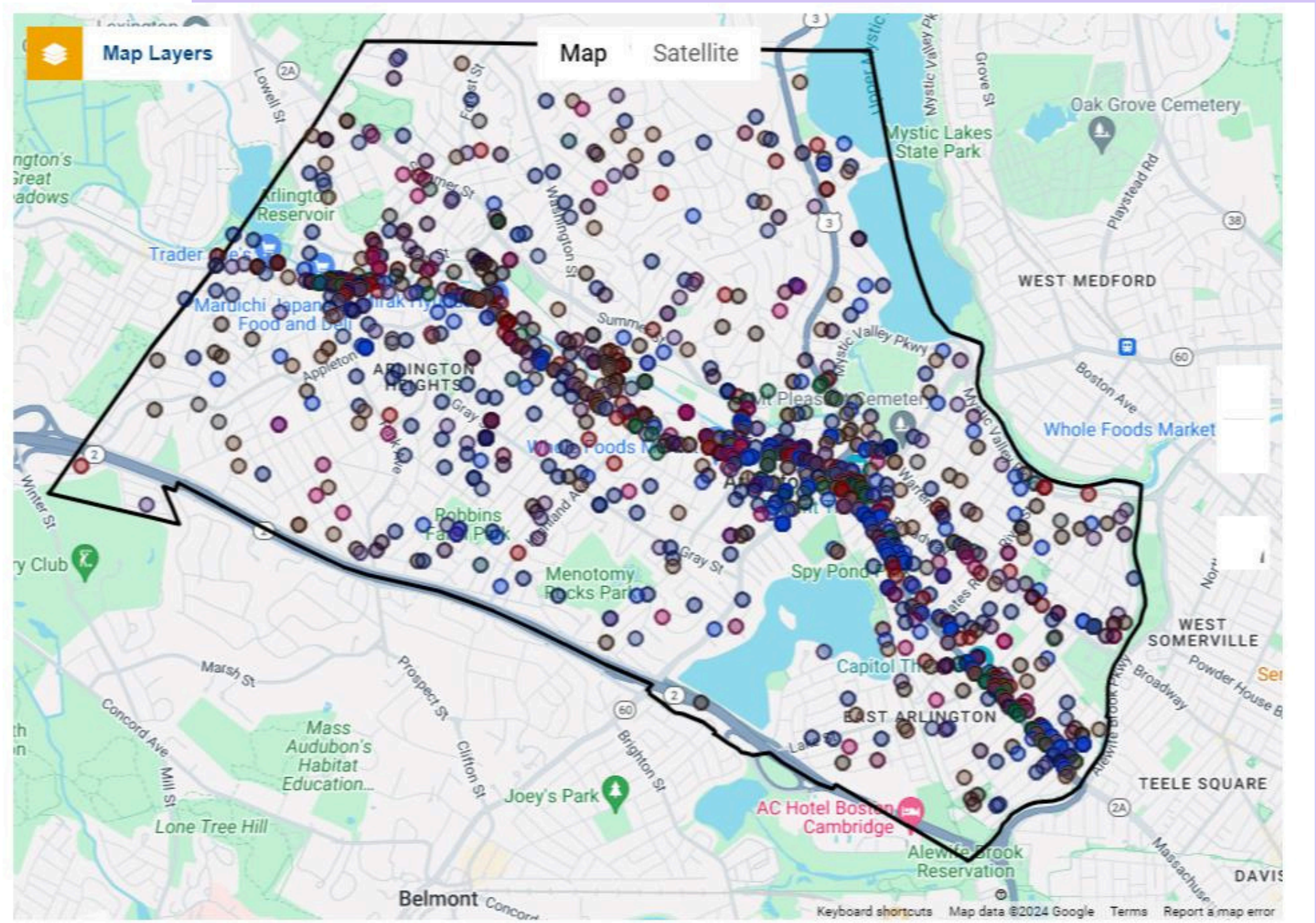
Accommodation and Food **74**

Arts, Sports, Entertainment
and Recreation **31**

Top Industry: Health Care + Social Services (566)

87 NEW Businesses
registered in 2024 so far

Top Employers: Town of Arlington, Armstrong
Ambulance, American Alarm, Brightview Senior
Living, Whole Foods, Leader Bank, Mirak



MassEcon (2024)

Community Strengths

Top Valued Arlington Attractions by Residents

Minuteman Bikeway
Spy Pond & Arlington Reservoir
Capitol or Regent Theatre

Arlington's biggest strengths: open spaces, quality of schools, walkability, local businesses

What makes somewhere your favorite place to shop or eat?

A cozy, friendly atmosphere or 'vibe'
High-quality and unique offerings
Parking for vehicles or bikes
Kid-friendliness

When asked, what's missing from Arlington here are the most popular answers:

Boutique Ice Cream Shop

Brewery

Arlington Brewing Company coming 2025!

Teahouse

Vintage Tea & Cakes now open!

Food Trucks

Grocery Store in East Arlington

More Thriftstores

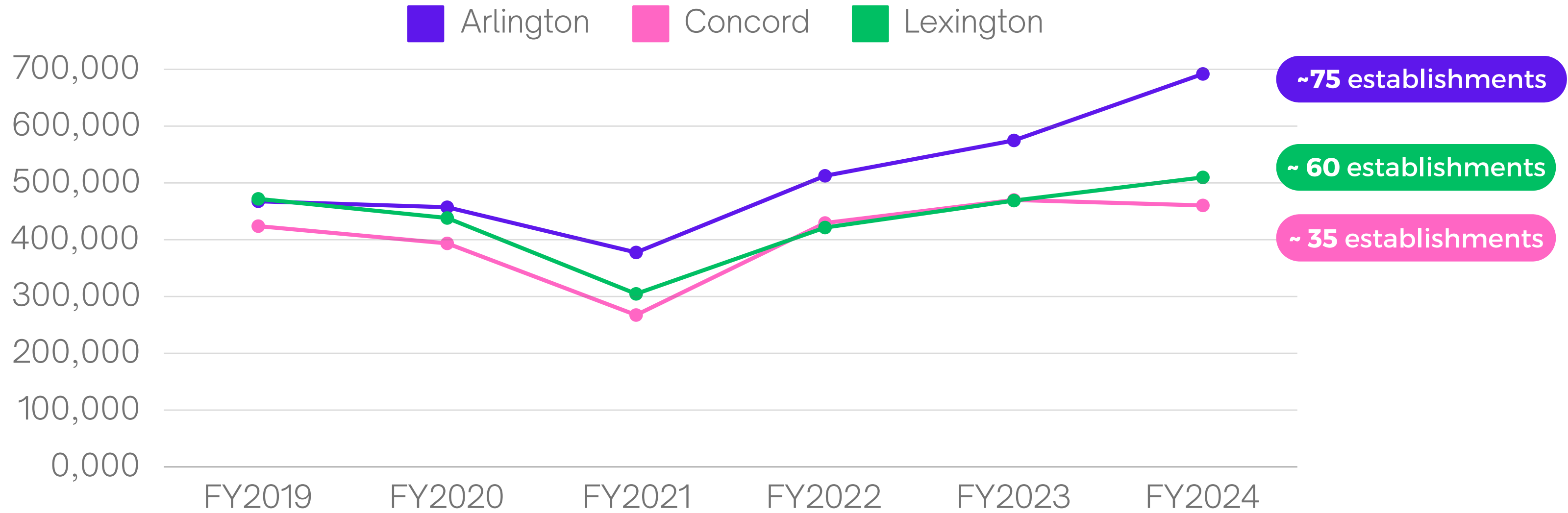
Want a bike racks in front of your business? Reach out!

LOCAL RECEIPTS

Healthy post-pandemic recovery, inflation, higher food costs

7 % Meals Tax
6.25 % state + 0.75% local option

Meals Receipts



Data: Division of Local Services and Mass Econ

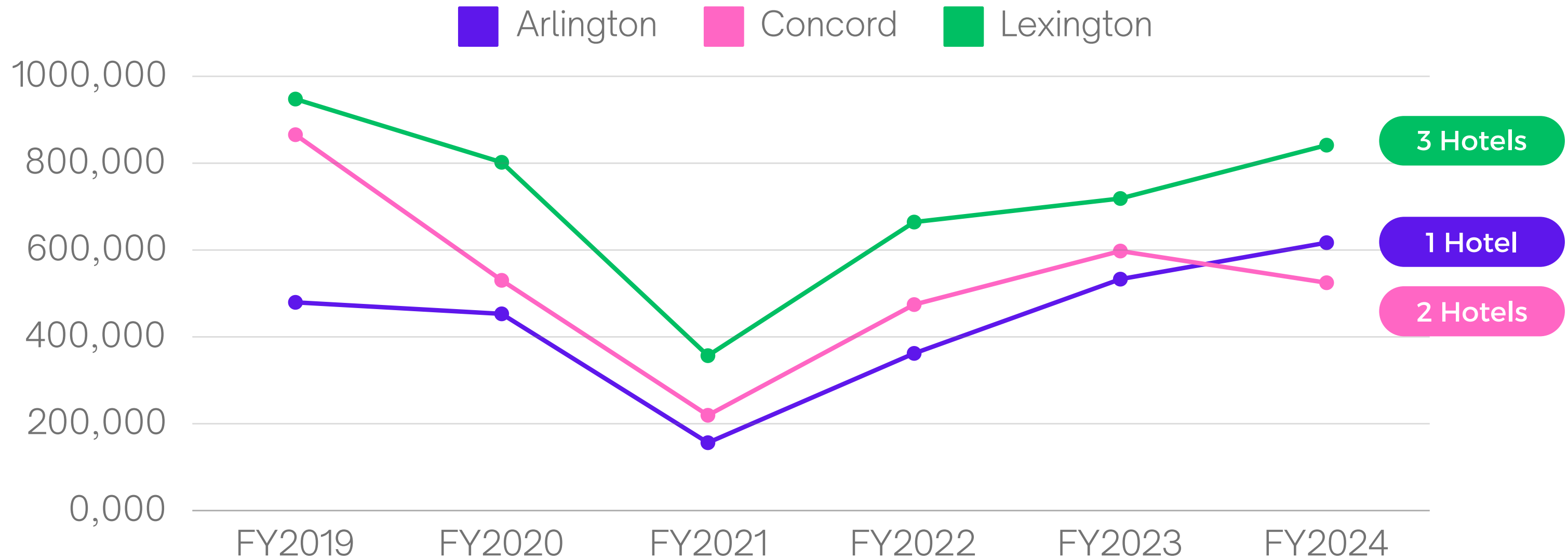


*July '20-June '21
Peak COVID-19 Pandemic

LOCAL RECEIPTS

5.7 %
Room Tax

Room Receipts



Data: Division of Local Services

Community Impact Fee for Short Term Rentals (Airbnb, VRBO):

FY24: \$29,151

FY20 to date: \$64,360

REZONING INITIATIVE:



ARLINGTON
HEIGHTS
BUSINESS
DISTRICT

A key recommendation out of the Heights Neighborhood Action Plan was to create one entirely new business district to replace the existing four business districts. This district would be tailored to Uses and Dimensions appropriate to the Heights, consistent with community vision.

- Survey will be coming out on Thursday to solicit public feedback

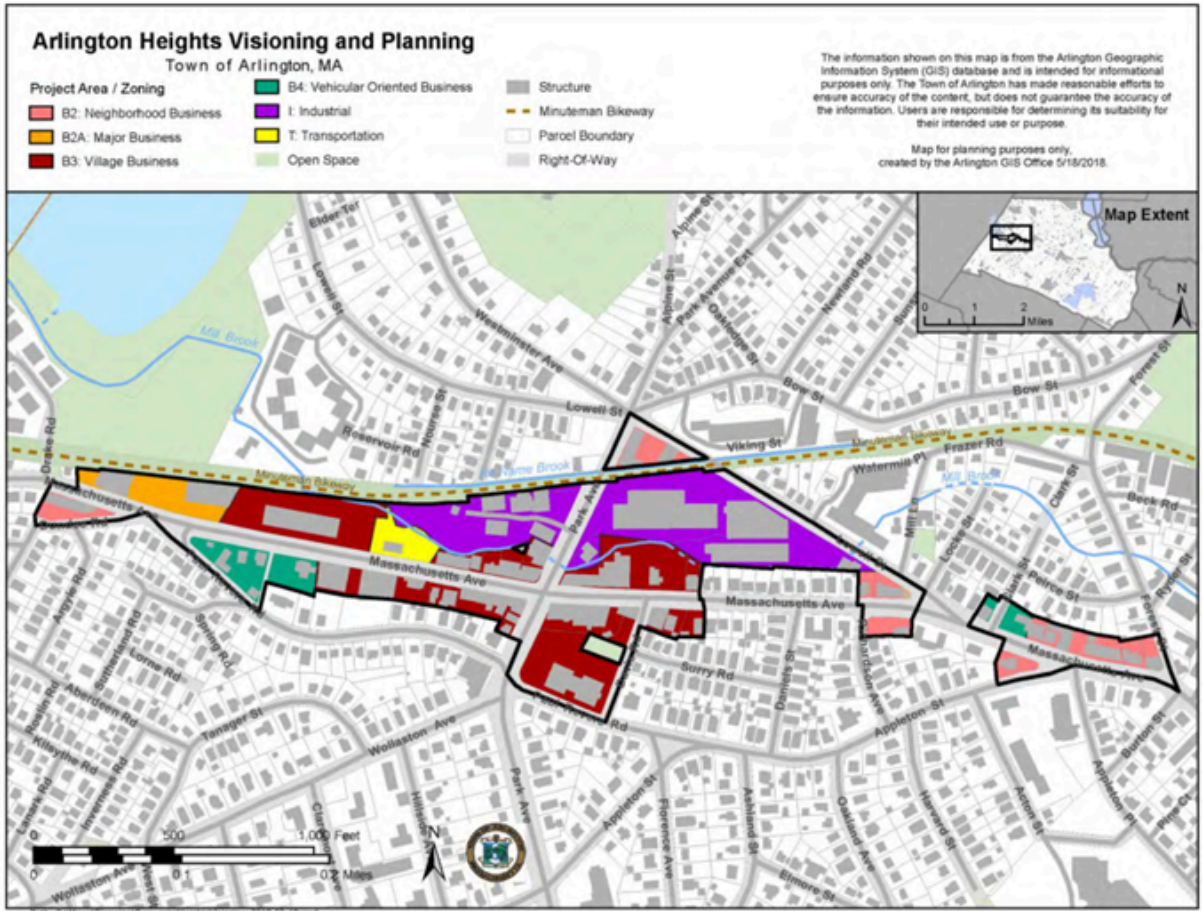
Prior Engagement Sessions:
Heights Spring Fling (May)
Arlington Town Day (September)
Community Engagement Forum (October)



Street car running along Mass Ave. c. 1900. Looking west from intersection with Park Avenue



Robbins Spring Hotel (Photo, 1880-1910 est.) - opened in 1898, had 45 guest rooms, a golf course, tennis course and a bowling alley. This extravagant hotel was demolished in 1950. - Robbins Rd, Gray St. area



Images: Arlington Historical Society Collection, Digital Commonwealth and Robbins Library Historic Collection

THE SEMIQUICENTENNIAL

April 19th, 1775

The Battle of Menotomy was the longest and bloodiest engagement of April 19th, 1775. On that fateful day, Menotomy (now Arlington) was a crossroads village of about 400 farmers, millers, tavern keepers, and their families ("Menotomy" deriving from the Indigenous term for "flowing water;" our Mill Brook.) Here 79 companies of minutemen from 16 towns, 3800 militiamen in all, surrounded and engaged His Majesty's troops on their retreat from Concord and Lexington. While adding to the grim statistics of the day (forty royal troops killed, and 25 colonials lost), the Battle of Menotomy was decisive proof (as John Adams would argue to the Continental Congress) that the Crown and its colonies were in a state of war.



Retreat of the British from Concord by James Smilie



Jason Russell House

THE SEMIQUICENTENNIAL

The Bicentennial: April 19th, 1975

The Bicentennial saw a boost in tourism and economic activity and drew in visits from dignitaries such as President Ford and Queen Elizabeth II.

Boston Tea Party's 250th Commemoration

The 250th celebration of the Boston Tea Party surpassed its expected attendance by 1.5x and resulted in 2,000 hotel rooms being booked.



President Gerald Ford delivering an address at the Old North Bridge, Concord, MA during the Bicentennial (History News Network)



Boston Tea Party 250th on December 16, 2023 (Middlesex County Fife and Drum Corp)

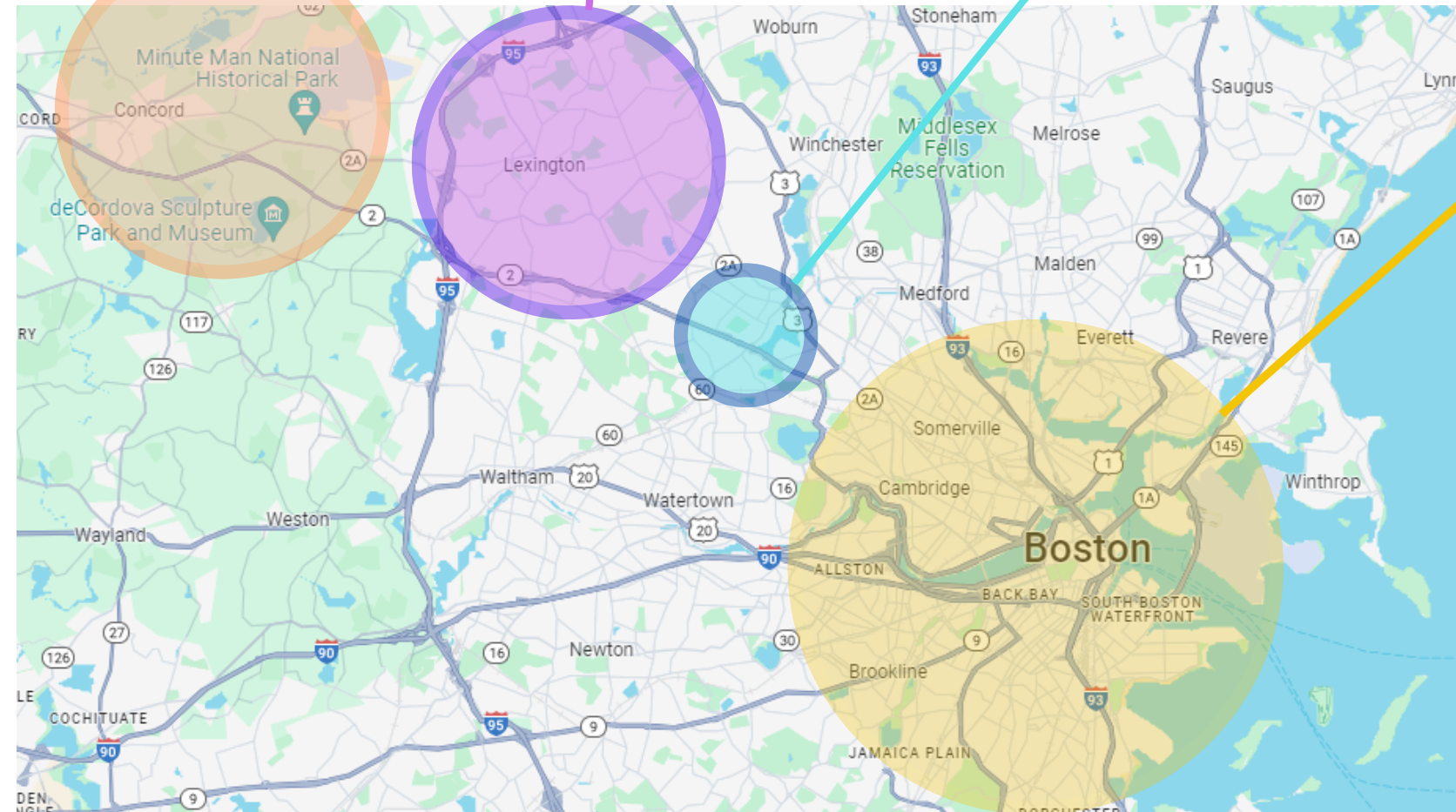
THE SEMIQUICENTENNIAL

**MINUTEMAN NATIONAL PARK:
1 MILLION TOURISTS ANNUALLY**

**LEXINGTON, MA:
120,000 TOURISTS ANNUALLY**

ARLINGTON, MA

**BOSTON/CAMBRIDGE:
19.3 MILLION VISITORS**



2024 consumer forecasting shows that spending on travel has become more important to consumers since the pandemic. This was especially true for baby boomers, whose return to travel in recent months is a strong positive signal for the industry (Deloitte 2024).

Visitors' direct expenditures have a multiplier impact on the Massachusetts economy through indirect and induced spending.



THE SEMIQUICENTENNIAL

Multi-year arc of tourism through 2026

2025

April - 250th Commemoration of the Battle of Lexington, Concord & Menotomy

Anticipating ~10,000 visitors to Arlington on Reenactment

June - 250th Commemoration of the Battle of Bunker Hill

2026

June & July - Boston hosts 7 FIFA World Cup matches

July 4th - 250th Commemoration of Independence Day

July - Sail Boston brings Tall Ships back to Boston Harbor

THE SEMIQUICENTENNIAL

What We're Doing

Planning and organizing a weekend long series of events from April 18th-April 21st, 2025, including a one-mile long historical reenactment.

Official Intermunicipal Collaboration with Lexington, Concord and Lincoln

Joint events planning firm, Anthem Group.

Regional emergency and public safety planning

Shuttle services (possible)

Marketing

The Town will be advertising our weekend of events.

Increased MBTA Service + Cooperation

Increased/extended service on the 77 bus and commuter rail services.



THE SEMIQUICENTENNIAL - HOW TO PARTICIPATE

How can you use this major event to your business' advantage?

- Consider remaining open on Sunday, April 20, 2025
- Special Menu Item: Add a Patriots themed special to your menu!
- Host an Event or Activity: Organize a special sale, historical exhibit, or themed workshop to engage the community.
- Show Your Spirit: Decorate your business with Patriots' Day-themed decorations to enhance the festive atmosphere.
- Collaborate and Promote: Partner with fellow businesses and share the event on your social media channels to maximize reach and engagement.

Benefits of Participation

- Increased Visibility: Gain exposure through event marketing and promotions.
- Community Engagement: Strengthen your connection with local customers and foster goodwill.
- Shared Success: Collaborate with other businesses to create a vibrant and successful event week.
- Making History: Be part of this historic anniversary celebration!

PANEL DISCUSSION

Panelists:

Shelia Green, Massachusetts 250th Coordinator (Massachusetts Office of Travel and Tourism)

Chris Sinclair, Principal and Founder (The Anthem Group)

Katherine Venzke, Owner (Helena's)

Stewart Ikeda, Commissioner (Arlington 250), Chair (Arlington Commission for Arts and Culture)



PANEL DISCUSSION

Open Question + Answer

Thank you for coming

ARLINGTON BUSINESS SUMMIT

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