

Appendix A

**Turners Falls Canal District Market
Analysis by Camoin Associates**

DRAFT

MARKET ANALYSIS

TURNERS FALLS CANAL DISTRICT

Town of Montague, MA

JULY 2022

ABOUT CAMOIN ASSOCIATES

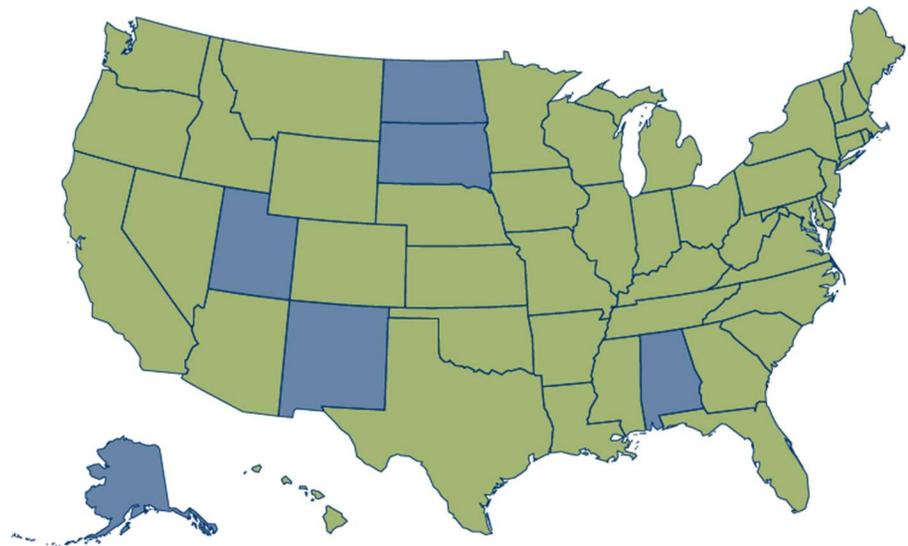
Camoin Associates has provided economic development consulting services to municipalities, economic development agencies, and private enterprises since 1999. Through the services offered, Camoin Associates has served EDOs and local and state governments from Maine to California; corporations and organizations that include Amazon, Lowes Home Improvement, FedEx, Volvo (Nova Bus) and the New York Islanders; as well as private developers proposing projects in excess of \$6 billion. Our reputation for detailed, place-specific, and accurate analysis has led to over 1,000 projects in 44 states and garnered attention from national media outlets including Marketplace (NPR), Crain's New York Business, Forbes magazine, The New York Times, and The Wall Street Journal. Additionally, our marketing strategies have helped our clients gain both national and local media coverage for their projects in order to build public support and leverage additional funding. We are based in Saratoga Springs, NY, with regional offices in Richmond, VA; Portland, ME; Boston, MA; and Brattleboro, VT. To learn more about our experience and projects in all of our service lines, please visit our website at www.camoinassociates.com. You can also find us on Twitter @camoinassociate and on Facebook and LinkedIn.

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KEY FINDINGS

Camoin Associates conducted a broad review of the market in the Town of Montague and surrounding region to identify opportunities and challenges for the Turners Falls Canal District site. Key findings are provided below related to population and households, the local economy, housing, commercial, and industrial activity.

POPULATION AND HOUSEHOLDS

The combined Montague/Greenfield area has seen modest gains in population over the past decade measuring just 1.0% from 2010 to 2021. The broader Franklin County grew at a slightly faster 1.8% but this pales in comparison to the statewide pace of 6.3% over the same period. The local population is also older than the state overall with more than one in five residents aged 65 years or older (22.3%) as opposed to the notably lower statewide proportion (18.3%). This relatively high share of seniors in turn moves median age in the Montague/Greenfield area up to 45.1 years, 4.5 years older than it is for Massachusetts at 40.6 years.

Incomes in Franklin County are significantly below those seen throughout the rest of the state. For the Montague/Greenfield area the discrepancy is particularly stark, with median household incomes of \$52,000 falling more than \$33,000 below the level found for all of Massachusetts (median income is over \$85,000). More than one in four households in the two communities see household incomes of \$25,000 or less (25.4%) compared to less than one in six statewide (15.5%).

While the proportion of students who graduate high school in Franklin County and the Montague/Greenfield is on par with the rest of the state, and the proportion taking an associate degree (11.3% for Montague/Greenfield and 9.9% for Franklin County) is well above

what the state sees (7.4%). The proportion holding a bachelor's or other advanced degree, however, falls short of the statewide pace. Around one third of Montague/Greenfield residents (33.9%) hold a bachelor's or higher while for Massachusetts, that share is closer to one half (45.6%).

The region sees less ethnic diversity than found statewide. Fully nine out of ten Montague/Greenfield residents are white (90.3%) while for Massachusetts it is only three quarters (74.8%). The difference is seen most notably for black populations and those of Asian descent which represent less than 2% each in the study area but those shares both jump to over 7% for Massachusetts as a whole.

ECONOMY

Employment in the Montague/Greenfield area is heavily weighted towards healthcare and social assistance, which accounts for one out of every four jobs (25.1%). This is due in large part to worker opportunities at the Baystate Franklin Medical Center and The United Arc. A varied collection of manufacturing companies provides nearly one in ten jobs for the two communities including BETE Fog Nozzle (spray nozzle engineering and manufacturing), Lighthouse Foods (produces foods for plant-based diets) and Yankee Environmental Systems (environmental measurement device manufacturer).

Over the past decade, growth opportunities have unfortunately remained elusive for the area. From 2011 to 2019, the Montague/Greenfield economy lost 1% of its job base. All the while, Massachusetts grew its total employment by over 13%. Then, with the pandemic, the Montague/Greenfield area shed another 6.6% of their jobs – more than 850 positions. Amongst the hardest hit was the accommodation and food services which contracted by 30.2%

and reduced payrolls by 229 workers in 2020. The government and retail sectors also saw sizable declines, shedding more than 300 jobs between them.

Going into 2021, however, the rebound in hiring was widespread with retail, manufacturing, management and educational services, wholesale, and transportation and warehousing industries all ramping up their hiring. These combined increases along with others brought total employment up by 0.7% last year.

Healthcare, social services, and education stand as some of the largest industries for the Montague/Greenfield area, so it comes as no surprise that some of the most prominent occupations are oriented towards these sectors. These include healthcare practitioners, community and social service occupations, and educators and librarians.

DEMOGRAPHICS AND HOUSING

Like much of the country, the population of the Montague/Greenfield area is aging. Over the coming five years the number of households headed by people aged 64 years and younger will decline by nearly 500 (a 6% decline) while those headed by someone aged 65 or older will climb by 379 (a 10% increase). In total this means an overall decline of more than 100 households by 2026, but it also highlights the growing proportion of seniors in the community.

Over 12,600 housing units are found in the area with more than half (54.5%) of these owner-occupied, nearly two fifths (38.5%) rental units and most of the balance (6.2%) is vacant. There are also a relatively small number of seasonal units in the area (0.8%) which is significantly below the proportion found in Franklin County as a whole (3.9%). This is likely the reason that the Montague/Greenfield area did not see a boost in population over the past two years which has been seen in some other rural communities. Partially as a result

of disruption caused by the COVID-19 virus, many people fled larger urban areas, relocating away from more dense population centers. In large part this was facilitated by the ability of many people to work from home. A prime destination for these pandemic refugees has been second homes. With a limited number of these vacation homes, however, this area did not witness a similar boost.

The housing stock throughout all of Franklin County and in the Montague/Greenfield area in particular is quite old with half of the units in the two towns over 70 years old. Nearly three quarters were built more than 50 years ago. With this vintage of residential inventory, a certain degree of new home building will be required simply to replace those units which fall too far into disrepair.

Over the past decade replacement construction characterizes much of the new home building going on for the area with new single-family homes averaging only 8 units per year. There has been a slightly stronger number of multifamily units developed over the same period with the number of units split nearly evenly between those going in structures with four or fewer units and the rest into 5-or-more-unit projects.

For multifamily housing in the Montague/Greenfield area, more than half (57.3%) of the sites identified by the CoStar real estate service offer 8 units or less. That said, a handful of developments providing 100 to 200 units each account for nearly three quarters of all units in the area (74.0%). Note that all 6 of these properties are found in Greenfield.

For those renting in the Montague/Greenfield area, monthly rental rates fall significantly below statewide averages. Well over one third of renting households (39.5%) pay less \$800 per month, whereas this share drops to one quarter for all of Massachusetts (26.4%). The proportion of rental households paying over \$1,000 is conversely much lower in the two towns (39.8%) than for the state as a whole (63.6%).

With rental rates in Montague/Greenfield running 30% to 35% below the statewide average the market may seem especially affordable for local residents. Any imagined savings coming from these lower monthly payments are, however, accompanied by similarly reduced incomes which also register 30% to 35% below Massachusetts' levels.

Ultimately the challenges of affordability are strikingly similar when looking at Massachusetts, Franklin County, or the Montague/Greenfield area. At all levels, nearly half of the renting household are, in fact, "rent burdened" with 30% or more of household income going to pay rent. One in five households within the two towns (21.4%) find themselves severely rent burdened. This is when payments on a rental unit account for half or more of the household's income and in this community that describes well over one thousand households. With rents exceeding the ability to pay for so many residents, development of affordable housing within the Canal District deserves serious consideration.

For those households inclined to own their homes, the area remains relatively affordable compared to some neighboring communities. The median home sale price within Franklin County of \$281,000 in 2021 registered 19% lower than in adjoining Hampshire County and a full 34.7% below the level seen in Worcester County. For Greenfield, Turners Falls and Millers Falls, median prices dropped to around the \$250,000 range or lower. Away from the Falls area of Montague the median price jumped to \$335,000 but this still remains well below the level found in Northampton, Easthampton, and Florence.

Beyond single family detached housing, there are also around 165 condominiums in Montague and Greenfield. For the handful of units sold in 2021, the median sale price registered nearly \$300,000 – slightly above the level for the Northampton, Southampton, and Easthampton area. This suggests that development of for-sale multifamily units also remains a possibility for the Canal District.

Despite the anticipated decline in households projected in the near-term, need for new residential space persists. Simply replacing one percent of those units over seventy years old would call for construction of several hundred new units.

In addition, providing new senior housing that captures just 5% of the *increase* in households aged 65 and older over the coming five years would require another 75 units.

Similarly, development of affordable housing to serve just 5% of households where income measures \$35,000 per year or less would necessitate upwards of 200 new units.

Through data review, public surveys and discussions with local stakeholders, the need and desire for additional residential space stands out as one of the foremost priorities for any future Canal District development.

RETAIL & COMMERCIAL MARKET

The regional retail market area for this study was designated as those locations within a 45-minute drive time of Turners Falls. Comparing total consumer spending to local business sales within this trade area identified retail sectors where the region registers a *sales gap* where demand is satisfied by spending outside of the region (local demand exceed local sales) or a *sales surplus* indicating consumers from outside the region are boosting demand beyond what is needed locally (local sales are greater than local demand).

For this area, restaurants, car dealerships, and bakeries registered the greatest sales gaps, with demand exceeding supply by over \$250 million for these three sectors alone. Other notable sectors seeing significant sales gaps include electronics/appliance stores, general merchandise stores and clothing retailers. Conversely, the region enjoys a healthy surplus of sales at grocery stores, auto parts stores, and specialty food service suppliers.

Comparing those retail sub-segments registering a sales gap to the average sales for each sector provides an estimate of how many additional local businesses could be supported if a portion of that spending stayed within the region.

Most notable among those industries registering a sales gap, the analysis shows the potential for the region to support several new restaurants, both limited- and full-service. Other sectors showing promise within the region would be the addition of new nail and beauty salons, drycleaners, fitness centers, and building materials stores.

Narrowing down this review to just the Turners Falls/Montague area, again, an opportunity for one or more new restaurants stands out. For other sectors measuring a more modest sales gap, though there may not be sufficient excess demand to support an entire new storefront, there may be potential for expansion. These sectors include pharmacies, nail salons and general merchandise stores.

Supporting the arts and entertainment businesses, Montague offers multiple performance theaters including at the Ja'Duke Center for the Performing Arts which boasts the largest stage in Franklin County. The value that the community puts on cultural organizations is also reflected in the recent renovation of the municipally owned Shea Theater and the designation of the Turners Falls Cultural District. In addition, RiverCulture, administered through the department of Planning and Conservation, hosts and promotes cultural events within the community.

Other features which draw out-of-town visitors include the Great Falls Discovery Center, unique retail opportunities such as the Sawmill River Art Gallery and the Montague Bookmill, the Great Falls Farmers Market, and the Montague Retreat Center.

Local and out-of-town outdoor enthusiasts take advantage of the Canalside Rail Trail, the Montague Plains Wildlife Management Area,

and waterfront opportunities along the river. Several special occasions also draw visitors to the community including the Mutton & Mead Medieval Festival, the Pocumtuck Homelands Festival, and the Great Falls Festival.

INDUSTRIAL MARKET

The Montague/Greenfield area is home to a broad array of manufacturers from specialty plastic film to high tech environmental monitoring devices to plant-based food products. In all, manufacturing accounts for nearly one in ten jobs for the two communities. For these firms, the area appeals to companies producing at a moderate level who are interested in living and working in a setting surrounded by natural beauty and historic architecture.

Looking to opportunities in the canal district, ideas center around the goal of better utilizing, to the degree possible, the existing mill structures while maintaining and enhancing the industrial heritage of the area. To the extent that restoration of any of these historic sites would prove financially unviable, partial or full demolition would then open up alternative prospects for commercial or public use.

Planned use of the Southworth Mill for commercial cannabis cultivation serves as a demonstration of the district's ability to support light industrial activity. Comparable uses are varied and range from small scale assembly or manufacturing of industrial products, consumer goods or food processing.

Developing space for crafts workers, perhaps as lofts in an existing mill, could also serve to revitalize the canal district as it has elsewhere. In these studios or live/work spaces, entrepreneurial artisans practice their crafts, take advantage of gallery space or host open studio visits. In the case of Turners Falls, this type of use would certainly advance the goal of developing a unique character for the site.

Areas of the canal district which face significant constraints to vehicular access may be best suited to be used as battery energy storage facilities. The dam along the canal produces a steady flow of electric power for Firstlight Energy who operates and maintains this generating capacity. Utility-scale electric storage is charged when consumers and business require less power but can then be drawn from during times of peak demand. The Montague Planning Board approved amending local zoning bylaws to allow these facilities in early 2022 and this change is currently under review by the State Attorney General.

Redeveloped mill space within the canal district may also serve to facilitate the needs of the areas existing commercial or industrial firms as they expand operations. This could be as added light manufacturing or simply as storage space. As far as the areas potential to host warehouse capacity going beyond the needs of local producers or to serve as a regional distribution center, these

types of businesses are typically located much closer to the intersection of multiple interstate highways, large production facilities or greater population areas – qualities not found in the Turners Falls area.

A great deal of interest has also been expressed around the canal district providing greater recreational activities. With the bike path already in place, this may include a bike shop offering sales and rentals. Other possibilities focus on the water access. The area is already popular with anglers and kayakers, suggesting the potential for retail and services based around fishing and human powered boating.

The findings of this real estate analysis can be used to inform redevelopment scenario planning for the Canal District to ensure alignment with the current market realities. Planning for the future of the site should consider the site opportunities, market opportunities, and community vision.

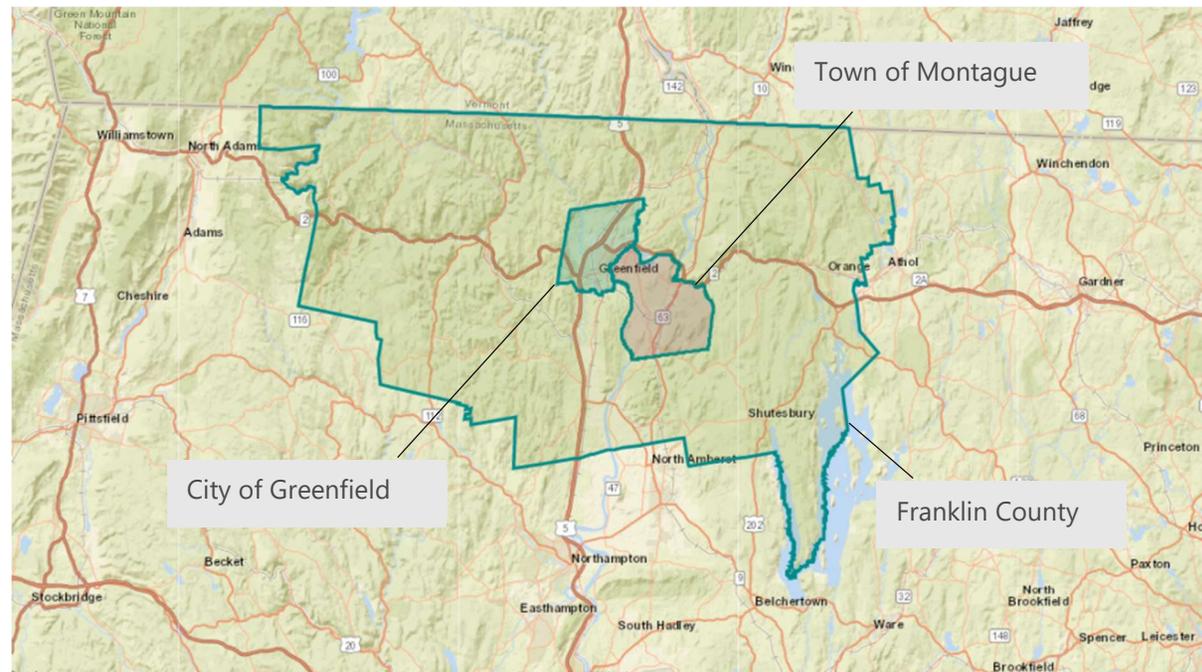
METHODOLOGY

STUDY REGIONS

To guide discussions around potential for economic growth and development, a set of economic and demographic measures have been developed centered around the Town of Montague along with the City of Greenfield. To provide a broader regional context, data for these communities is reviewed and analyzed in the context of conditions found within the broader Franklin County and the Commonwealth of Massachusetts.

DATA SOURCES

Much of the data in this report was acquired from Esri Business Analyst Online (Esri) and Economic Modeling Specialists International (Emsi). Esri uses the 2000 and 2010 Census along with the 2019 American Community Census (ACS) as its base data. It also employs proprietary statistical modeling and additional data from the US Census Bureau and other sources to project current statistics and future trends. Esri data are often used for economic development, marketing, site selection, and strategic decision making. Emsi uses data compiled from several sources, including the US Census Bureau and the US Health and Labor Departments. Using specialized proprietary processes and models, it provides estimates on current statistics and predicts future trends. The data used are from Emsi's Complete Employment data set, which includes both jobs covered and not covered by unemployment insurance. In other words, it includes both traditional employment and non-traditional employment such as the self-employed. As traditional jobs have been replaced or augmented by freelance work, consulting, and self-employment, these non-covered jobs have become much more important to the economy, and Emsi provides researchers with the ability to more accurately track these economic trends over time.



DEMOGRAPHIC PROFILE

DEMOGRAPHICS SUMMARY

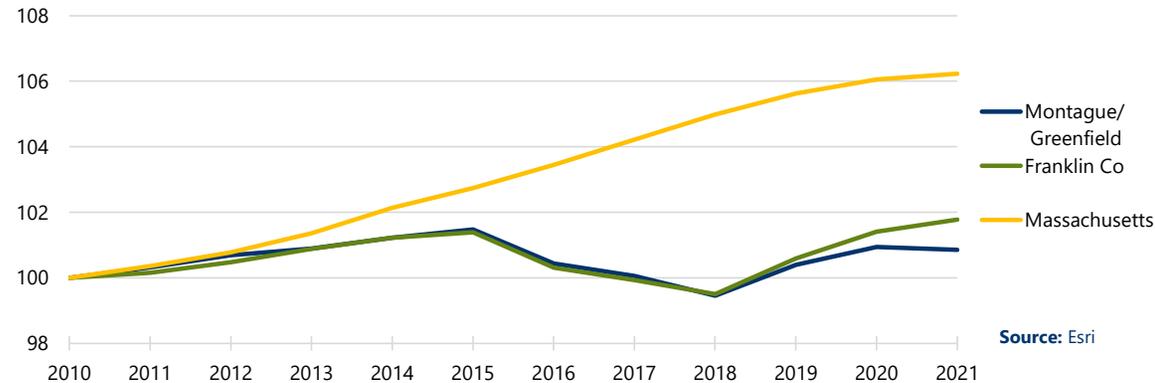
- ◆ The Montague/Greenfield area’s 1.0% population gain seen over the past decade falls short of the Franklin County pace (up 1.8%). This modest growth pales next to the statewide average, however. The Massachusetts population increased 6.3% over the 2010 to 2021 timeframe.
- ◆ At just under \$52,000, the median household income for Montague/Greenfield residents registers less than two thirds (60.9%) of the state level – a difference of more than \$33,000.
- ◆ Population and household levels are projected to wane for Montague/Greenfield and Franklin County, falling by about 1% from 2021 to 2026. This stands in sharp contrast to the state as a whole where both population and households are slated to climb by 2.5% over the five-year span.

Demographic Summary

	2010	2021	2026	2010-2021 Pct Change	2021-2026 Pct Change
Montague/Greenfield					
Population	25,893	26,156	25,838	1.0%	-1.2%
Median Age	42.8	45.1	45.5	5.4%	0.9%
Households	11,546	11,769	11,652	1.9%	-1.0%
Average Household Size	2.18	2.16	2.15	-0.9%	-0.5%
Median Household Income		\$51,923	\$55,170		6.3%
Franklin County					
Population	71,372	72,692	71,942	1.8%	-1.0%
Median Age	44.2	47.0	47.5	6.3%	1.1%
Households	30,462	31,294	31,040	2.7%	-0.8%
Average Household Size	2.29	2.27	2.27	-0.9%	0.0%
Median Household Income		\$59,062	\$63,837		8.1%
Massachusetts					
Population	6,547,629	6,959,075	7,132,163	6.3%	2.5%
Median Age	39.0	40.6	41.3	4.1%	1.7%
Households	2,547,075	2,699,574	2,767,330	6.0%	2.5%
Average Household Size	2.48	2.49	2.49	0.4%	0.0%
Median Household Income		\$85,273	\$95,924		12.5%

Source: Esri

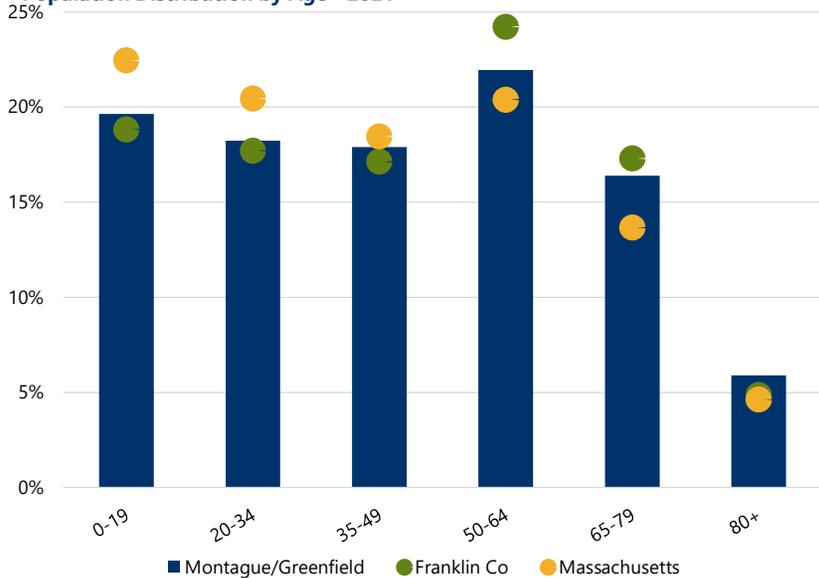
Population Index - 2010=100



AGE DISTRIBUTION

- ◆ With a median age of 45.1 years, the Montague/Greenfield population registers nearly two years younger than the larger Franklin County. The source of this differential is most striking in the 50-64 year old age cohort where Franklin County registers a notably higher share within its age distribution.
- ◆ Differences in median age between the two towns and the county are marginal when compared to the state as a whole. At 40.6 years, the level for Massachusetts is more than six years younger than for Franklin County. This is driven by the relatively high prevalence of Baby Boomers and Gen-Xers in the county. Residents aged 50 and over make up a full 7.7% larger share of the population in Franklin County than they do at the state level (46.4% as compared to 38.7%).

Population Distribution by Age - 2021



Source: Esri

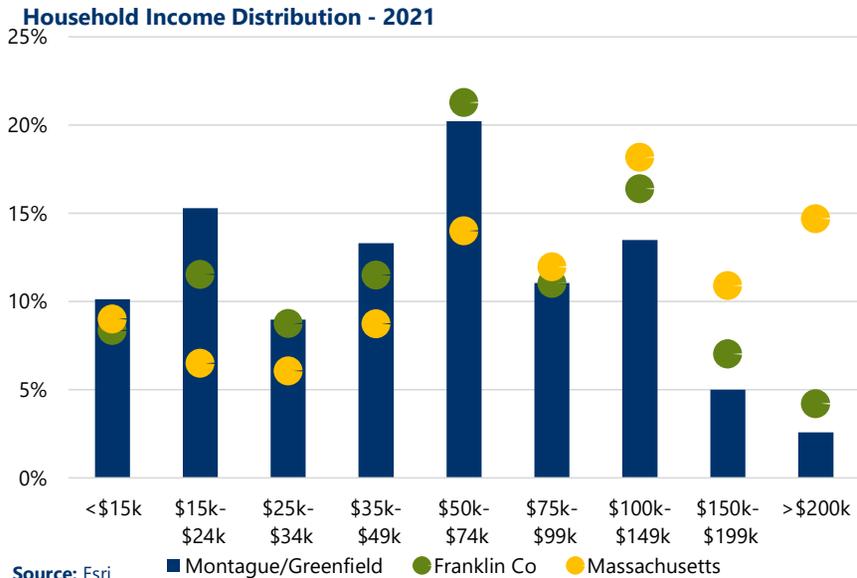
2021 Age Distribution

	Montague/ Greenfield	Franklin Co	Massachusetts
Age 0-19	19.6%	18.8%	22.5%
Age 20-34	18.2%	17.7%	20.4%
Age 35-49	17.9%	17.1%	18.4%
Age 50-64	21.9%	24.2%	20.4%
Age 65-79	16.4%	17.3%	13.7%
Age 80+	5.9%	4.8%	4.6%
Total	100.0%	100.0%	100.0%
Median Age	45.1	47.0	40.6

Source: Esri

HOUSEHOLD INCOME

- ◆ Annual median income over all households in the Montague/Greenfield area falls more than \$7 thousand shy of the level seen within Franklin County as a whole.
- ◆ Through the middle incomes, the towns and state post similar shares. For Montague/Greenfield, 44.7% of households see income in the \$50,000 to \$150,000 range, similar to Massachusetts' 44.1%.
- ◆ At the lower end, however, the disparity becomes apparent with more than one in three households in the Montague/Greenfield area (34.4%) seeing incomes below \$35,000. For Massachusetts that ratio is less than one in four (21.6%).
- ◆ Conversely, one in four Massachusetts households (25.6%) see incomes at or above \$150,000 but for Montague/Greenfield, that measure is less than one in thirteen (7.6%).



2021 Household Income Distribution

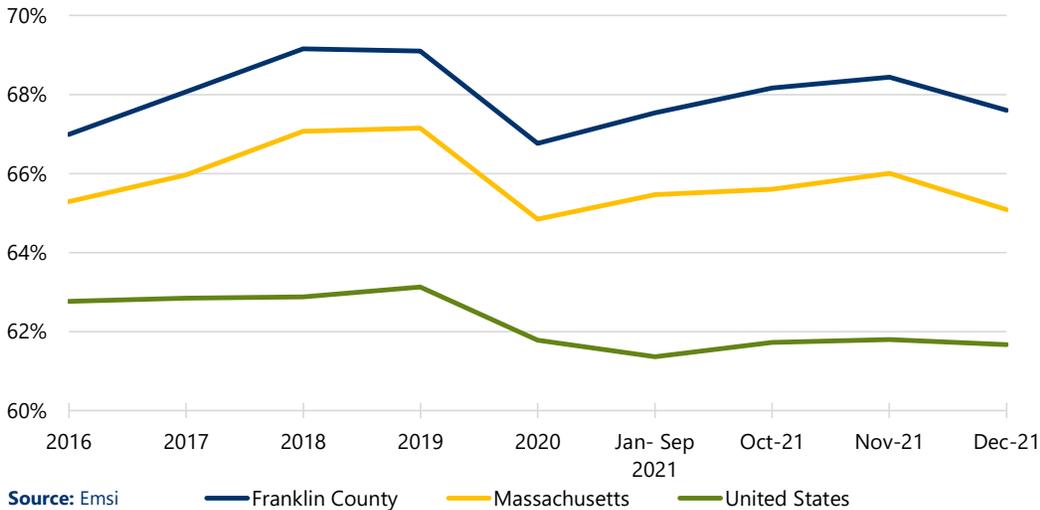
	Montague/ Greenfield	Franklin Co	Massachusetts
less than \$15,000	10.1%	8.4%	9.0%
\$15,000-\$24,999	15.3%	11.5%	6.5%
\$25,000-\$34,999	9.0%	8.8%	6.1%
\$35,000-\$49,999	13.3%	11.5%	8.7%
\$50,000-\$74,999	20.2%	21.3%	14.0%
\$75,000-\$99,999	11.1%	11.0%	12.0%
\$100,000-\$149,999	13.5%	16.4%	18.2%
\$150,000-\$199,999	5.0%	7.0%	10.9%
\$200,000 or greater	2.6%	4.2%	14.7%
Total	100.0%	100.0%	100.0%
Median Income	\$51,923	\$59,062	\$85,273
Average Income	\$67,266	\$78,382	\$118,826

Source: Esri

LABOR FORCE PARTICIPATION

- ◆ Over the past five years, Franklin County has consistently shown higher levels of labor force participation than either the state or nation.
- ◆ The onset of the pandemic saw these rates drop nationwide with reductions of 2.3% for both the U.S. and Massachusetts in 2020. For Franklin County, however, the adjustment was more modest, bumping down just 1.3%.
- ◆ Renewed economic activity over the first half of 2021 brought a rapid 1.4% rebound in labor force participation for Franklin County through 3Q21. The state also managed a fairly strong comeback as well, though not quite as strong.
- ◆ Gains continued through November 2021 for the state and county before taking a slight step back in December.
- ◆ Meanwhile, U.S. rates have yet to post any sizable turn-around.

Labor Force Participation Rate - 2016-Present



Labor Force Participation Rate

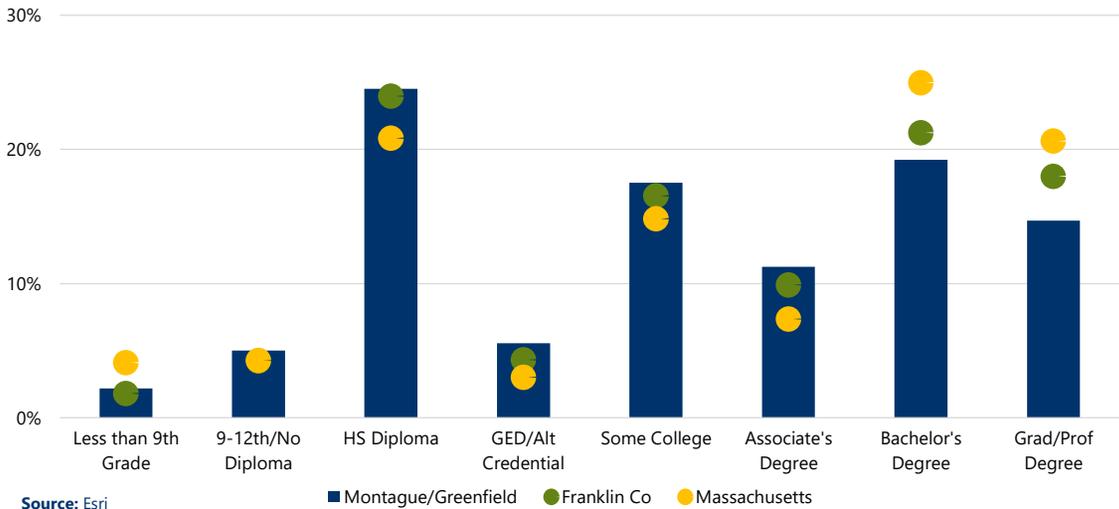
	Franklin County	Massachusetts	United States
2016	67.0%	65.3%	62.8%
2017	68.1%	66.0%	62.9%
2018	69.2%	67.1%	62.9%
2019	69.1%	67.2%	63.1%
2020	66.8%	64.8%	61.8%
Jan- Sep 2021	67.5%	65.5%	61.4%
Oct-21	68.2%	65.6%	61.7%
Nov-21	68.4%	66.0%	61.8%
Dec-21	67.6%	65.1%	61.7%

Source: Emsi

EDUCATIONAL ATTAINMENT

- ◆ Franklin County reports a significantly lower share of residents holding a bachelor’s degree or higher (39.2%) as compared to the state (45.6%).
- ◆ The proportion with a bachelor’s or advanced degree make up an even smaller proportion in the Montague/Greenfield (33.9%).
- ◆ The community does, however, see a higher proportion of its working-age population having completed high school (or equivalent). For the state, the proportion not completing high school is 8.4%, while for Franklin County this measure drops to just 6.0%. At 7.2%, the Montague/Greenfield area does not rate quite as low as the overall county but it still stands below the state level.

Educational Attainment for Population 25 Years of Age and older- 2021



Source: Esri

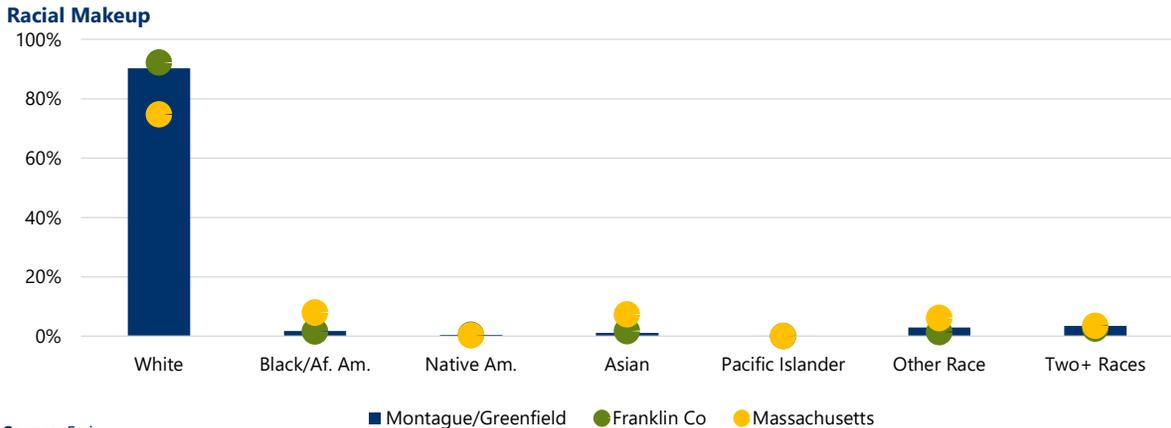
2021 Educational Attainment - Residents aged 25 years and over

	Montague/ Greenfield	Franklin Co	Massachusetts
Less than High School	7.2%	6.0%	8.4%
Less than 9th Grade	2.2%	1.8%	4.1%
9-12th Grade/No Diploma	5.0%	4.2%	4.3%
High School or Equivalent	30.1%	28.3%	23.8%
High School Diploma	24.5%	24.0%	20.8%
GED/Alternative Credential	5.6%	4.3%	3.0%
Some College/Associates Degree	28.8%	26.4%	22.2%
Some College/No Degree	17.5%	16.6%	14.8%
Associate's Degree	11.3%	9.9%	7.4%
Bachelor's Degree or Higher	33.9%	39.2%	45.6%
Bachelor's Degree	19.2%	21.2%	25.0%
Graduate/Professional Degree	14.7%	18.0%	20.6%
Total	100.0%	100.0%	100.0%

Source: Esri

RACE AND ETHNICITY

- ◆ Franklin County counts whites as a significantly higher proportion of population (92.3%) than does Massachusetts overall (74.8%). The Town of Montague shows a somewhat lower proportion than does the County with white people comprising nine out of ten residents (90.3%)
- ◆ This high share of white residents is also reflected in the modest proportion of black and of Asian descent. Combined, these two minorities come to about 3% for both Montague/Greenfield and for Franklin County. In contrast, these groups represent more than 15% of the statewide population.
- ◆ Conversely, a modest 4.5% of both Franklin County residents identify as Hispanic as compared to a full 13.2% statewide.



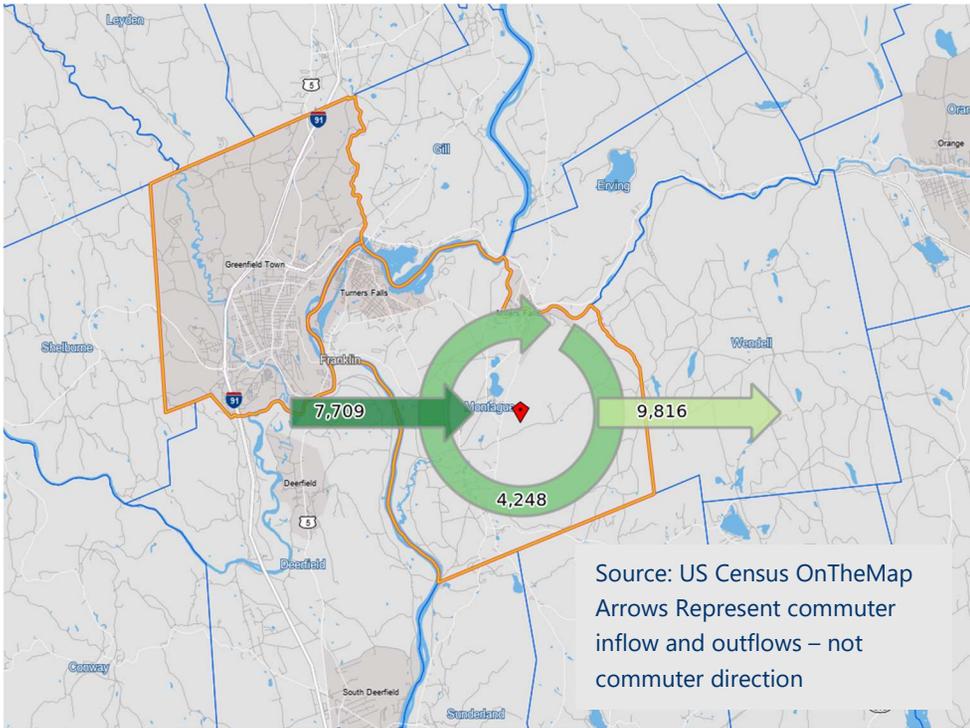
2021 Racial Makeup

	Montague/ Greenfield	Franklin Co	Massachusetts
White	90.3%	92.3%	74.8%
Black/African American	1.7%	1.6%	7.9%
Native American	0.5%	0.5%	0.3%
Asian	1.1%	1.7%	7.4%
Pacific Islander	0.0%	0.0%	0.0%
Other Race	2.9%	1.3%	6.1%
Two or More Races	3.5%	2.6%	3.5%
Total	100.0%	100.0%	100.0%
Hispanic	7.3%	4.5%	13.2%

Source: Esri

COMMUTE PATTERNS

- ◆ Out of Montague/Greenfield’s total work force of 11,957, a little over one third, 4,248, also make their home in the two towns as of 2019. The balance is made up of in-bound commuters numbering 9,816 workers.
- ◆ Meanwhile, another 7,709 residents commute out of Montague/Greenfield to work elsewhere.
- ◆ Of those Montague/Greenfield residents who work outside of the two towns, their most common destination is a near tie between Hampshire County (14.3%) and elsewhere in the Franklin County (14.0%).
- ◆ The most common origin of workers coming into Montague/Greenfield is also from elsewhere in Franklin County (24.8%), the next most common is again, Hampshire County (9.0%).
- ◆ Data presented reflects commute patterns in 2019, the most recent available. In the wake of the pandemic, some of these proportions have likely changed.



Commuter Origins and Destinations - 2019

	Montague/Greenfield	Elsewhere in Franklin Co.	Hampshire County	Hampden County	Worcester County	Other	Total
Live in Montague/Greenfield-Work in:	4,248	1,965	2,013	1,460	993	3,385	14,064
Share	30.2%	14.0%	14.3%	10.4%	7.1%	24.1%	100.0%
Work in Montague/Greenfield-Live in:	4,248	2,963	1,077	928	692	2,049	11,957
Share	35.5%	24.8%	9.0%	7.8%	5.8%	17.1%	100.0%

Source: U.S. Census OnTheMap

ECONOMIC PROFILE

EMPLOYMENT BY SECTOR – 2-DIGIT NAICS

- ◆ Of Montague/Greenfield’s 12,000+ workers, an exceptionally high share, 25.1%, work in Healthcare. This sector is boosted in part by employment at Baystate Franklin Medical Center, The United Arc, and Charlene Manor Extended Care.
- ◆ Retail also makes a strong showing thanks in part to Hamshaw Lumber (formerly Leader Home Center with estimated sales of \$11M). The manufacturing segment sees a significant support coming from the presence of BETE Fog Nozzle (designs & machines spray nozzles), Lifelight Foods (produces food for plant-based diets), Mayhew Steel Products (punches and chisels), specialty film maker Charter NEX, and others.

Employment - 2021

Sector (NAICS Code)	Montague-Greenfield		Franklin County		Massachusetts	
	Level	Percent	Level	Percent	Level	Percent
Agriculture, Forestry, Fishing and Hunting (11)	50	0.4%	1,038	3.6%	16,974	0.4%
Mining, Quarrying, and Oil and Gas Extraction (21)	5	0.0%	11	0.0%	877	0.0%
Utilities (22)	9	0.1%	49	0.2%	12,186	0.3%
Construction (23)	513	4.1%	1,692	5.9%	204,947	5.4%
Manufacturing (31)	1,195	9.6%	3,725	12.9%	234,902	6.2%
Wholesale Trade (42)	216	1.7%	501	1.7%	118,759	3.1%
Retail Trade (44)	1,540	12.3%	2,905	10.0%	342,639	9.0%
Transportation and Warehousing (48)	190	1.5%	884	3.1%	97,379	2.6%
Information (51)	166	1.3%	256	0.9%	93,341	2.5%
Finance and Insurance (52)	284	2.3%	413	1.4%	180,838	4.8%
Real Estate and Rental and Leasing (53)	105	0.8%	188	0.7%	58,003	1.5%
Professional, Scientific, and Technical Services (54)	438	3.5%	1,020	3.5%	397,504	10.5%
Management of Companies and Enterprises (55)	645	5.2%	645	2.2%	68,957	1.8%
Admin and Support and Waste Mgt and Remediation Svcs (56)	350	2.8%	845	2.9%	190,041	5.0%
Educational Services (61)	579	4.6%	1,876	6.5%	237,200	6.2%
Health Care and Social Assistance (62)	3,133	25.1%	4,624	16.0%	640,176	16.8%
Arts, Entertainment, and Recreation (71)	150	1.2%	689	2.4%	54,020	1.4%
Accommodation and Food Services (72)	536	4.3%	1,534	5.3%	228,411	6.0%
Other Services (except Public Administration) (81)	601	4.8%	1,150	4.0%	179,617	4.7%
Government (90)	1,779	14.3%	4,863	16.8%	444,596	11.7%
Total	12,484	100.0%	28,908	100.0%	3,801,370	100.0%

Source: Emsi/Camoin Associates

EMPLOYMENT CONCENTRATION – 2-DIGIT NAICS

- ◆ A Location Quotient compares the local employment share of an industry to the national average. An LQ over 1.0 indicates a higher-than-average concentration of that sector. Making up over one quarter of total employment in Montague/Greenfield, it comes as no surprise to see this ratio for the Healthcare sector measuring a very strong 1.93.
- ◆ The healthy showing by Manufacturing lifted the LQ for that industry up to 1.23 but for the broader county, this measure jumps to 1.66 due in part to Rodney Hunt in Orange (hydro-gate manufacturer) and Erving Industries in Erving (paper products).
- ◆ With the second greatest number of farms in the state (over 800), Franklin County also scores high in Agricultural activities. The county also includes 18% of the state's total farm acreage – again, second highest in the state.
- ◆ Northfield Mount Hermon School and Deerfield Academy, both preparatory schools, along Montague High School and Franklin County Technical School all contribute to the very strong educational employment in Franklin County.

Location Quotient - 2021

Sector (NAICS Code)	Montague/ Greenfield		
	Montague/ Greenfield	Franklin County	Massachusetts
Agriculture, Forestry, Fishing and Hunting (11)	0.32	2.82	0.35
Mining, Quarrying, and Oil and Gas Extraction (21)	0.12	0.12	0.07
Utilities (22)	0.21	0.49	0.93
Construction (23)	0.70	1.00	0.92
Manufacturing (31)	1.23	1.66	0.79
Wholesale Trade (42)	0.48	0.48	0.87
Retail Trade (44)	1.24	1.01	0.90
Transportation and Warehousing (48)	0.36	0.73	0.61
Information (51)	0.73	0.49	1.36
Finance and Insurance (52)	0.53	0.33	1.12
Real Estate and Rental and Leasing (53)	0.49	0.38	0.88
Professional, Scientific, and Technical Services (54)	0.50	0.51	1.50
Management of Companies and Enterprises (55)	3.57	1.54	1.25
Admin and Support and Waste Mgt and Remediation Svcs (56)	0.46	0.48	0.82
Educational Services (61)	1.77	2.48	2.38
Health Care and Social Assistance (62)	1.93	1.23	1.29
Arts, Entertainment, and Recreation (71)	0.86	1.70	1.01
Accommodation and Food Services (72)	0.60	0.74	0.83
Other Services (except Public Administration) (81)	0.94	0.78	0.92
Government (90)	0.96	1.13	0.78
Total	1.00	1.00	1.00

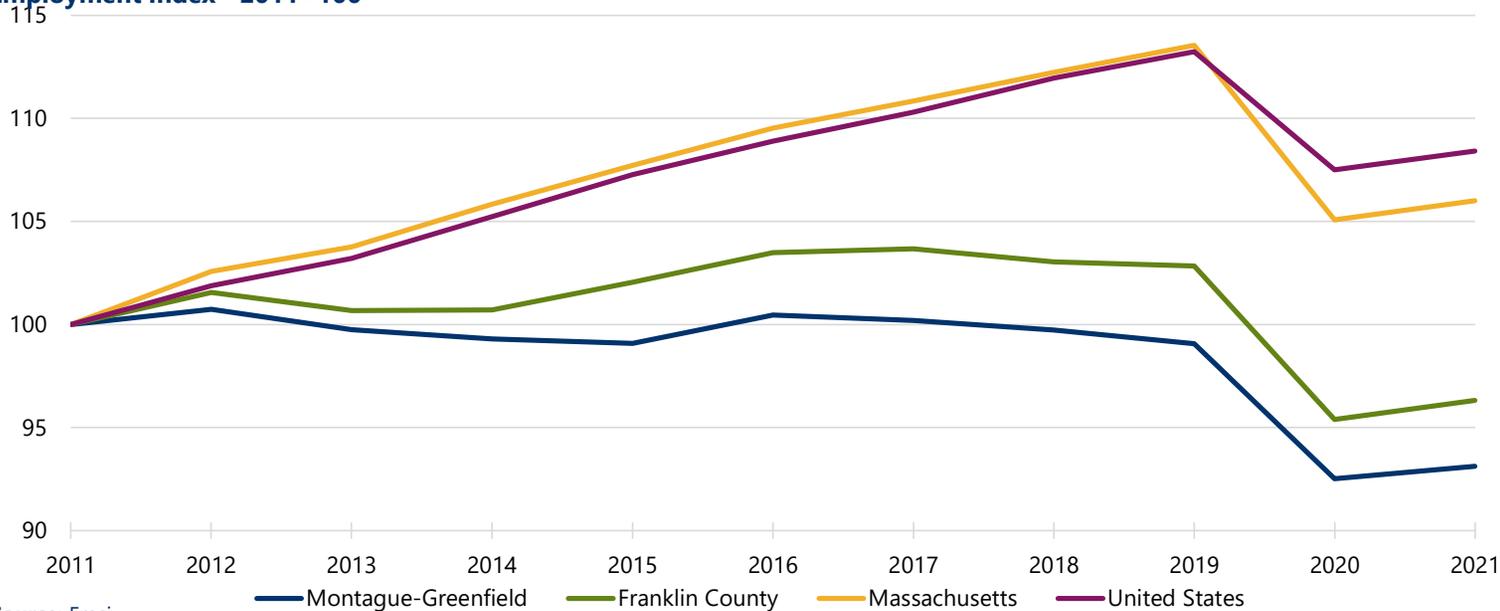
Source: Emsi/Camoin Associates

Note: NAICS 90, Government, includes federal, state, and local government (including military and postal service), prisons and jails, as well as public schools and hospitals.

HISTORIC EMPLOYMENT INDEX

- ◆ From 2011 to 2019, the number of jobs in Massachusetts rose a little over 11% - about on par with the U.S. average. Meanwhile, Montague fluctuated slightly over the same period but stayed within 1% of its 2011 level. Meanwhile, the county fared only slightly better, rising less than 4% by 2017 before settling back slightly over the subsequent two years.
- ◆ Onset of the pandemic wiped out jobs around the world and the Commonwealth was not spared, declining 7.5% in 2020. Franklin County essentially matched that decline with a 7.2% job loss while the decline seen by Montague/Greenfield was slightly moderated. The two towns fell 6.6% and stood more than one thousand jobs below the 2016 peak
- ◆ In 2021 the nation, state, county, and Montague/Greenfield all saw an end to the declines and each registered a modest rebound in total employment on the order of 0.7% to 1.0%.

Employment Index - 2011=100



Source: Emsi

HISTORIC AND FORECAST EMPLOYMENT GROWTH – 2-DIGIT NAICS

- ◆ As well as being its largest sector, healthcare also added the most jobs over the 2011-2019 period, growing by 8.9%. Since the pandemic hit there has been a subsequent decline of more than 3% but prospects remain quite strong for this segment.
- ◆ As seen nationwide, accommodation and food services saw the most severe layoffs brought on by the pandemic. Also hit especially hard were retail and government workers with over 300 jobs lost in the Montague/Greenfield area between the two sectors. A few industries remained surprisingly resilient over this period, specifically professional services, wholesale and agriculture which all actually managed to gain employment in 2020.
- ◆ The 2021 rebound was spread amongst many sectors though in total only a fraction of lost jobs were regained. Two of the largest segments, healthcare and government continued to shed jobs during this timeframe.

Montague/Greenfield - Employment Patterns

Sector (NAICS Code)	2011-2019		2019-2020		2020-2021		2021-2026	
	Level Change	Pct Change	Level Change	Pct Change	Level Change	Pct Change	Level Change	Pct Change
Agriculture, Forestry, Fishing and Hunting (11)	7	21.9%	11	28.2%	0	0.0%	3	6.0%
Mining, Quarrying, and Oil and Gas Extraction (21)	0	0.0%	-1	-16.7%	1	20.0%	-2	-33.3%
Utilities (22)	-24	-80.0%	3	50.0%	0	0.0%	-1	-11.1%
Construction (23)	62	12.4%	-57	-10.1%	6	1.2%	-6	-1.2%
Manufacturing (31)	-158	-11.2%	-84	-6.7%	29	2.5%	-33	-2.8%
Wholesale Trade (42)	-110	-38.3%	13	7.3%	26	13.7%	22	10.2%
Retail Trade (44)	-88	-5.1%	-128	-7.9%	39	2.6%	-129	-8.4%
Transportation and Warehousing (48)	-116	-40.7%	-4	-2.4%	25	15.2%	10	5.3%
Information (51)	2	1.0%	-30	-15.4%	1	0.6%	-17	-10.2%
Finance and Insurance (52)	-137	-31.7%	-6	-2.0%	-5	-1.7%	-30	-10.6%
Real Estate and Rental and Leasing (53)	19	17.3%	-24	-18.6%	0	0.0%	-5	-4.8%
Professional, Scientific, and Technical Services (54)	11	2.9%	26	6.6%	16	3.8%	27	6.2%
Management of Companies and Enterprises (55)	67	12.1%	-3	-0.5%	28	4.5%	32	5.0%
Admin and Support and Waste Mgt and Remediation Svcs (56)	57	16.1%	-54	-13.2%	-6	-1.7%	-24	-6.9%
Educational Services (61)	108	23.5%	-17	-3.0%	28	5.1%	55	9.5%
Health Care and Social Assistance (62)	265	8.9%	-52	-1.6%	-47	-1.5%	180	5.7%
Arts, Entertainment, and Recreation (71)	13	9.5%	0	0.0%	0	0.0%	39	26.0%
Accommodation and Food Services (72)	-43	-5.4%	-229	-30.2%	7	1.3%	-111	-20.7%
Other Services (except Public Administration) (81)	-124	-15.8%	-65	-9.8%	4	0.7%	-36	-6.0%
Government (90)	64	3.3%	-175	-8.6%	-71	-3.8%	-108	-6.1%
Total	-125	-0.9%	-876	-6.6%	81	0.7%	-134	-1.1%

Source: Emsi

EMPLOYMENT BY SECTOR – 4-DIGIT NAICS

- ◆ Looking at a more granular level, seven of the top fifteen largest sectors in Montague/Greenfield fall within the healthcare sector, accounting for over 2,700 jobs.
- ◆ The three separate government subsectors also represent a significant portion of the top fifteen, accounting for 1,482 positions.
- ◆ The lone manufacturing sector of the collection, plastics products manufacturing (3261) registers a very high Location Quotient and has shown healthy gains over the past decade (up 15.3%).

Montague/Greenfield - Largest Sectors 2021

Sector (NAICS Code)	2011 Emp	2021 Emp	2021 Location Quotient
General Medical and Surgical Hospitals (6221)	678	666	1.79
Management of Companies and Enterprises (5511)	553	645	3.57
Individual and Family Services (6241)	207	624	2.82
Education and Hospitals (Local Government) (9036)	679	602	0.95
Local Government, Excluding Education and Hospitals (9039)	575	539	1.25
Restaurants and Other Eating Places (7225)	709	504	0.69
Plastics Product Manufacturing (3261)	425	490	10.80
Grocery Stores (4451)	577	421	1.91
Elementary and Secondary Schools (6111)	364	408	4.32
Nursing Care Facilities (Skilled Nursing Facilities) (6231)	646	367	3.29
Education and Hospitals (State Government) (9026)	457	341	1.45
Offices of Other Health Practitioners (6213)	277	335	3.84
Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities (6232)	161	254	5.20
Offices of Physicians (6211)	217	239	1.11
Outpatient Care Centers (6214)	134	231	2.81

Source: Emsi

EMPLOYMENT GAINS AND LOSSES – 4-DIGIT NAICS

- ◆ The largest employment gains over the past decade were seen in Individual and Family Services (6241) which gained over 400 jobs and includes most prominently the Franklin County office of the Community Action of the Pioneer Valley and LifePath elderly services. The next two fastest growing were also in the healthcare and social assistance sector, Outpatient Care Centers (6214) and mental health facilities (6232), which added an additional 190 jobs.
- ◆ The sector with the greatest number of job losses is also amongst the healthcare providers. Nursing care facilities (6231) fell by 43.2% over the past ten years – a total of 279 positions lost. Close behind were the 256 jobs lost in Architectural and Structural Metals Manufacturing (3323) which declined by 256 workers, a precipitous 90% reduction.

Montague/Greenfield Employment Gains and Losses by Sector - 2011 to 2021

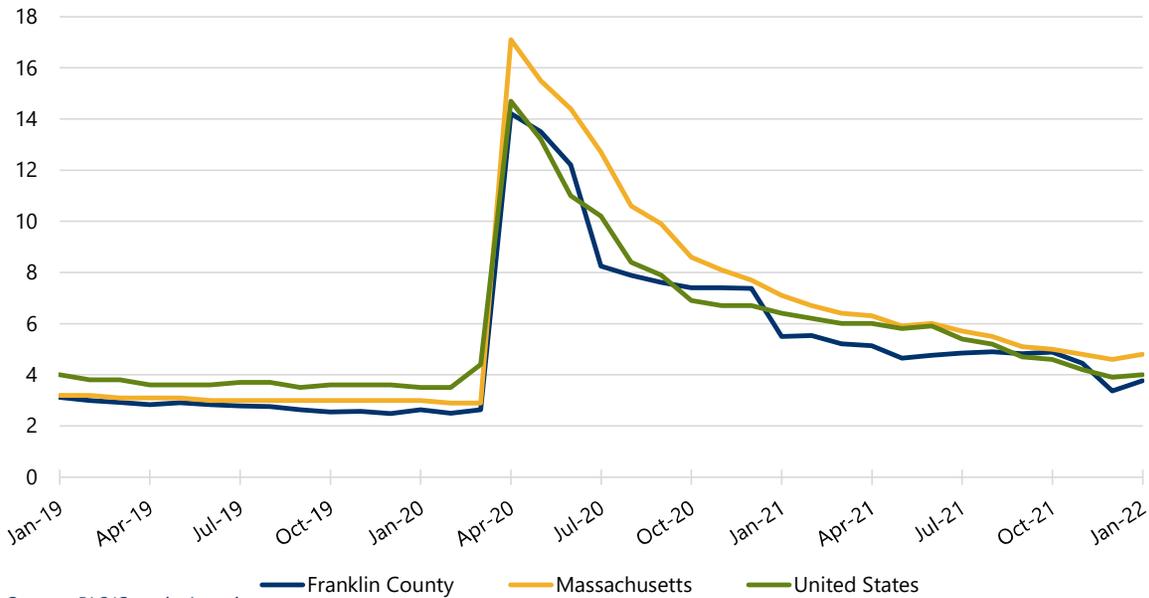
	2011 Emp	2021 Emp	2011-2021 Change	2011-2021 Pct Change
Strongest Gains				
Individual and Family Services (6241)	207	624	417	201.4%
Outpatient Care Centers (6214)	134	231	97	72.4%
Residential Intellectual & Developmental Disability, Mental Health, and Substance Abuse Facilities (6232)	161	254	93	57.8%
Management of Companies and Enterprises (5511)	553	645	92	16.6%
Plastics Product Manufacturing (3261)	425	490	65	15.3%
Greatest Losses				
Nursing Care Facilities (Skilled Nursing Facilities) (6231)	646	367	-279	-43.2%
Architectural and Structural Metals Manufacturing (3323)	284	28	-256	-90.1%
Restaurants and Other Eating Places (7225)	709	504	-205	-28.9%
Grocery Stores (4451)	577	421	-156	-27.0%
Couriers and Express Delivery Services (4921)	240	103	-137	-57.1%

Source: Emsi

RECENT UNEMPLOYMENT

- ◆ The sharp loss of jobs brought on by the pandemic pushed unemployment rates to levels not seen in 80 years. In Franklin County, one in seven workers were without a job. For Massachusetts that figure was one in six.
- ◆ Given the severity of the economic conditions, unemployment subsequently dropped fairly quickly, reaching 5.1% for the county one year after the 2020 peak – a 9.1% decline.
- ◆ A mild downward trend in unemployment continued through 2021 as rates settled back below 3.4% for Franklin County by December.

Unemployment Rate - Percentage



Source: BLS/Camoin Associates

COMPETITIVE EFFECT – 2-DIGIT NAICS

- ◆ Over the 2011-2021 period Montague lost 920 jobs in total, an 6.9% decline. Despite the pandemic driven contraction, total employment in the U.S. remained up 7.5% over the same timeframe. Of course, adjustments occurred at differing rates amongst the industries. The measure of Competitive Effect reflects where a city or region stands relative to where it might have been had each of the industries grown at the same pace as the national average.
- ◆ Had Montague/Greenfield seen the same pace of expansion & decline witnessed throughout the U.S. economy, Competitive Effect analysis indicates that employment would register 17.2% higher than currently seen. That equates to 2,143 more jobs.

Montague/Greenfield - Competitive Effect

Sector (NAICS Code)	2011-2021 Emp Change	2021 Emp	Competitive Effect
Agriculture, Forestry, Fishing and Hunting (11)	18	50	17
Mining, Quarrying, and Oil and Gas Extraction (21)	0	6	0
Utilities (22)	-21	9	-20
Construction (23)	11	513	-123
Manufacturing (31)	-213	1,195	-265
Wholesale Trade (42)	-71	216	-72
Retail Trade (44)	-177	1,540	-226
Transportation and Warehousing (48)	-95	190	-213
Information (51)	-27	166	-31
Finance and Insurance (52)	-148	284	-199
Real Estate and Rental and Leasing (53)	-5	105	-22
Professional, Scientific, and Technical Services (54)	53	438	-44
Management of Companies and Enterprises (55)	92	645	-22
Admin and Support and Waste Mgt and Remediation Svcs (56)	-3	350	-43
Educational Services (61)	119	579	57
Health Care and Social Assistance (62)	166	3,133	-378
Arts, Entertainment, and Recreation (71)	13	150	20
Accommodation and Food Services (72)	-265	536	-256
Other Services (except Public Administration) (81)	-185	601	-179
Government (90)	-182	1,779	-142
Total	-920	12,485	-2,143

Source: Emsi

OCCUPATION CONCENTRATION – 2-DIGIT SOC

- ◆ With the Montague/Greenfield area's high concentration in healthcare, social services and education it is not surprising to find similarly strong concentrations in occupations oriented towards these industries including community & social service jobs, healthcare support positions, healthcare practitioners and education-based jobs.
- ◆ The community is also fortunate to host an above average proportion of management positions which provide earnings significantly above average.
- ◆ Franklin County also shows a much higher than average share of agricultural jobs, thanks to its large number of farms.

Occupations - 2021

	Montague/Greenfield			Franklin County			Median Ann. Earnings
	Jobs	Pct	LQ	Jobs	Pct	LQ	
Management Occupations (11)	1,003	8.0%	1.27	2,407	8.3%	1.32	\$93,969
Business and Financial Operations Occupations (13)	621	5.0%	0.84	1,217	4.2%	0.71	\$72,723
Computer and Mathematical Occupations (15)	232	1.9%	0.60	414	1.4%	0.46	\$85,507
Architecture and Engineering Occupations (17)	135	1.1%	0.64	359	1.2%	0.74	\$79,792
Life, Physical, and Social Science Occupations (19)	149	1.2%	1.26	263	0.9%	0.96	\$77,160
Community and Social Service Occupations (21)	515	4.1%	2.31	900	3.1%	1.74	\$43,303
Legal Occupations (23)	111	0.9%	1.01	190	0.7%	0.74	\$91,057
Educational Instruction and Library Occupations (25)	975	7.8%	1.34	2,913	10.1%	1.73	\$59,626
Arts, Design, Entertainment, Sports, and Media Occupations (27)	256	2.1%	1.11	634	2.2%	1.19	\$49,209
Healthcare Practitioners and Technical Occupations (29)	1,055	8.4%	1.47	1,433	5.0%	0.86	\$73,681
Healthcare Support Occupations (31)	961	7.7%	1.68	1,806	6.2%	1.36	\$31,651
Protective Service Occupations (33)	277	2.2%	1.03	701	2.4%	1.12	\$60,395
Food Preparation and Serving Related Occupations (35)	708	5.7%	0.79	1,799	6.2%	0.86	\$27,180
Building and Grounds Cleaning and Maintenance Occupations (37)	345	2.8%	0.80	936	3.2%	0.93	\$34,090
Personal Care and Service Occupations (39)	397	3.2%	1.14	848	2.9%	1.06	\$28,752
Sales and Related Occupations (41)	1,082	8.7%	0.93	2,165	7.5%	0.80	\$29,398
Office and Administrative Support Occupations (43)	1,385	11.1%	0.90	2,763	9.6%	0.77	\$41,688
Farming, Fishing, and Forestry Occupations (45)	32	0.3%	0.34	564	2.0%	2.58	\$27,795
Construction and Extraction Occupations (47)	415	3.3%	0.72	1,322	4.6%	0.98	\$52,661
Installation, Maintenance, and Repair Occupations (49)	372	3.0%	0.76	985	3.4%	0.88	\$49,116
Production Occupations (51)	689	5.5%	0.99	2,120	7.3%	1.31	\$36,857
Transportation and Material Moving Occupations (53)	771	6.2%	0.73	2,085	7.2%	0.85	\$32,274
Military-only occupations (55)	0	0.0%	0.00	83	0.3%	0.46	\$55,780
Total	12,486	100.0%		28,907	100.0%		

Source: Emsi

RESIDENTIAL MARKET

HOUSEHOLDS BY AGE AND INCOME – 2021 TO 2026

- ◆ Combined, the Town of Montague and City of Greenfield are home to 11,769 households. Of those, more than one third (34.4%) see an income of less than \$35,000. Well over two thirds of these households take in less than \$75,000 per year.
- ◆ More than half (52.8%) of the Montague/Greenfield households are headed by a resident aged 55 years or older. Those aged 65 and older account for nearly one third (31.8%).
- ◆ Over the coming five years, the ranks of those over 65 are expected to swell by 379 more households – a 10.1% increase.
- ◆ An increase in the number of senior households will be outstripped, however, by declines amongst the younger cohorts. Those households headed by folks aged 64 and under will decline by 6.1% - a loss of 496 households.

Number of Households by Income and Age - Montague/Greenfield Area 2021

Income	Age of Primary Householder							Total
	<25	25-34	35-44	45-54	55-64	65-74	75+	
<\$15,000	73	134	142	149	271	229	194	1,192
\$15,000-\$24,999	74	213	152	188	329	381	461	1,798
\$25,000-\$34,999	49	153	109	136	179	189	240	1,055
\$35,000-\$49,999	72	206	192	206	288	318	284	1,566
\$50,000-\$74,999	85	320	343	434	547	456	193	2,378
\$75,000-\$99,999	33	203	210	240	300	215	100	1,301
\$100,000-\$149,999	21	220	389	307	345	231	74	1,587
\$150,000-\$199,999	4	85	81	158	137	68	54	587
\$200,000+	0	40	56	73	75	50	11	305
Total Households	411	1,574	1,674	1,891	2,471	2,137	1,611	11,769
Median HH Income	\$36,411	\$54,510	\$65,444	\$62,749	\$55,536	\$47,039	\$30,516	\$51,923

Projected Change - 2021 to 2026

Income	Age of Primary Householder							Total
	<25	25-34	35-44	45-54	55-64	65-74	75+	
<\$15,000	-5	-19	-14	-24	-54	-4	26	-94
\$15,000-\$24,999	-7	-37	-22	-38	-82	-33	26	-193
\$25,000-\$34,999	-9	-22	-11	-22	-33	-13	25	-85
\$35,000-\$49,999	0	-17	-10	-36	-49	-12	41	-83
\$50,000-\$74,999	8	-21	8	-60	-57	34	58	-30
\$75,000-\$99,999	1	4	22	-7	-24	30	41	67
\$100,000-\$149,999	1	18	30	3	4	44	43	143
\$150,000-\$199,999	1	15	19	19	9	19	35	117
\$200,000+	0	1	5	13	3	15	4	41
Total Households	-10	-78	27	-152	-283	80	299	-117
Median HH Income	\$2,710	\$4,484	\$5,736	\$6,439	\$4,315	\$4,737	\$3,644	\$3,247

Source: Esri

POSTAL FORWARDING

- ◆ Many communities in the Northeast have seen flat or declining populations over the past decade. In many instances, however, “pandemic refugees” have fled larger cities to settle in smaller towns giving them a recent bump up in residents. This has not been the case for the Montague/Greenfield area. In large part these relocating households moved to a vacation home which was owned prior to the pandemic. The two towns are not as much vacation destinations as those closer to ski areas and have not historically drawn the same degree of second home buyers.
- ◆ Rather, while thousands have in fact settled within the area, more have relocated away as evidenced by Postal Service data. The steady pace of families and individuals moving out of the Montague/Greenfield area held steady through 2020 and 2021.

Net Change Postal Forwarding - Montague/Greenfield

	Moved Away			Moved To			Net Change
	Families	Individuals	Total	Families	Individuals	Total	
2018	573	1,903	2,476	411	1,833	2,244	-232
2019	615	2,381	2,996	451	2,274	2,725	-271
2020	417	2,228	2,645	335	2,138	2,473	-172
2021	407	2,113	2,520	311	2,003	2,314	-206
2022*	81	463	544	72	351	423	-121

*Two months year-to-date

Source: USPS

HOUSING UNIT INVENTORY

- ◆ Montague and Greenfield contain a combined 12,648 housing units. Just over half of these (54.5%) are owner occupied and the lion's share (38.5%) of the balance are renter occupied.
- ◆ Less than one percent (0.8%) are used as vacation homes. Franklin County, on the other hand sees a good share of its housing stock dedicated to vacation units – nearly on par with the statewide average. Note that Massachusetts sees especially high proportions of vacation homes in Barnstable County (Cape Cod) which raises the overall share.
- ◆ Any new construction would likely become resident occupied as the Montague/Greenfield area does not seem to attract a great deal of second home buyers.

Housing Unit Inventory - 2021

Status	Town of Montague	City of Greenfield	Montague/ Greenfield	Franklin County	Massachusetts
Owner Occupied	2,373	4,522	6,895	21,970	1,680,692
Renter Occupied	1,406	3,468	4,874	9,324	1,018,941
Seasonally Vacant	39	62	101	1,348	127,398
All Other Vacant	235	543	778	2,138	145,570
Total Housing Units	4,053	8,595	12,648	34,780	2,972,601
Percent					
Owner Occupied	58.5%	52.6%	54.5%	63.2%	56.5%
Renter Occupied	34.7%	40.3%	38.5%	26.8%	34.3%
Seasonally Vacant	1.0%	0.7%	0.8%	3.9%	4.3%
All Other Vacant	5.8%	6.3%	6.2%	6.1%	4.9%
Total Housing Units	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Esri/Camoin Associates

HOUSING VINTAGE

- ◆ Just over one in twenty of the Montague/Greenfield housing stock has been constructed in the past two decades (5.6% since 2000). In fact, for every unit built since 2000, seven more were already in place before the start of WWII.
- ◆ What's more, over half of the homes found in Montague/Greenfield were built during the Truman administration or earlier.
- ◆ The upshot is that a good portion of residents live in older units which likely requiring regular maintenance and upkeep. Unless there has been a great deal of restoration and renovation activity, a housing market with stock of this size and age would expect to see one hundred or more new units built annually simply to replace stock that has become inadequate due to deficient plumbing, heating or wiring, or if general upkeep has become unreasonably burdensome.

Housing Unit Vintage

Year Units Constructed	Town of Montague	City of Greenfield	Montague/ Greenfield	Franklin County	Massachusetts
2014 or Later	0.2%	3.1%	2.1%	1.2%	1.6%
2010-2013	0.0%	1.3%	0.8%	0.8%	1.7%
2000-2009	3.2%	2.3%	2.6%	5.7%	7.1%
1990-1999	6.0%	2.8%	3.8%	6.8%	7.7%
1980-1989	6.9%	9.4%	8.6%	13.4%	10.8%
1970-1979	11.5%	9.1%	9.9%	12.6%	11.6%
1960-1969	9.9%	7.6%	8.3%	8.2%	10.2%
1950-1959	14.4%	14.2%	14.3%	10.2%	11.3%
1940-1949	4.9%	7.4%	6.6%	4.5%	5.5%
1939 or Earlier	43.0%	42.8%	42.9%	36.5%	32.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Median Year of Construction	1952	1950	1950	1959	1961

Source: Esri

RESIDENTIAL CONSTRUCTION ACTIVITY

- ◆ New housing starts in Montague/Greenfield have been quite modest over the past decade, totaling just 205 units from 2011 to 2020. That accounts for less than two percent of the area's total stock (1.6% of 12,600+ units).
- ◆ Of those most recently built homes, only 40% are single family units. Three fifths of the newly constructed dwellings are in multifamily structures and the majority of those are in properties with five or more units (64 out of 123 multifamily units).
- ◆ This level of new construction registers as the bare minimum needed to maintain the existing housing stock as older units fall into disrepair.

Residential Building Permits Issued in Montague/Greenfield

Structure Type	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Units in Single-Family Structures	4	7	6	3	11	3	14	9	8	17
Units in All Multi-Family Structures	10	10	4	10	68	8	7	0	2	4
Units in 2-unit Multi-Family Structures	10	10	4	6	10	2	0	0	2	4
Units in 3- and 4-unit Multi-Family Structures	0	0	0	4	0	0	7	0	0	0
Units in 5+ Unit Multi-Family Structures	0	0	0	0	58	6	0	0	0	0
Total Units	14	17	10	13	79	11	21	9	10	21

Source: HUD

MULTIFAMILY RESIDENTIAL STRUCTURES

- ◆ The Montague/Greenfield area includes 75 multifamily rental properties with a total of 1,737 units as tracked by the CoStar commercial real estate service. More than half of these properties offer 8 units or less but the six largest developments, those with 100 or more units, account for nearly half of all rental dwellings.
- ◆ As with the overall housing stock, there are very few properties developed in the past two decades. In fact, the median year of construction is 1900 and several properties date back two centuries or more.
- ◆ This market, made up in large part by very old building stock, is due for an infusion of new and updated properties.

Rental Multifamily Buildings and Units by Size

Units in Building	Number of Buildings			Number of Units		
	Greenfield	Montague	Total	Greenfield	Montague	Total
5 or less	10	9	19	48	45	93
6-8	12	12	24	81	77	158
9-12	7	5	12	78	53	131
13-19	2	2	4	35	35	70
20-99	5	5	10	206	259	465
100-200	6	0	6	820	0	820
Total	42	33	75	1,268	469	1,737
Percentage						
5 or less	23.8%	27.3%	25.3%	3.8%	9.6%	5.4%
6-8	28.6%	36.4%	32.0%	6.4%	16.4%	9.1%
9-12	16.7%	15.2%	16.0%	6.2%	11.3%	7.5%
13-19	4.8%	6.1%	5.3%	2.8%	7.5%	4.0%
20-99	11.9%	15.2%	13.3%	16.2%	55.2%	26.8%
100-200	14.3%	0.0%	8.0%	64.7%	0.0%	47.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: CoStar

RENTAL RATES

- ◆ Nearly one in four renting households in the Montague/Greenfield area pay less than \$550 per month (23.5%) and more than one-third pay less than \$800 per month (38.3%). On the higher end, well over one third of renting households pay \$1,000 per month or more (39.8%) which is in sharp contrast to the state overall where nearly two thirds of households (63.6%) are paying over \$1,000 per month.
- ◆ Both median and average rental rates in the study area register notably lower than rates seen for Franklin County as a whole with renters within the two towns paying \$50 to \$100 lower monthly rates than is seen throughout the entire county. That difference jumps significantly comparing rental rates in the Montague/Greenfield area to statewide figures where the cost per month stands around \$350 to \$450 above what is seen for the two towns.
- ◆ It might initially seem as though Montague/Greenfield residents in a favorable position with rents a full 35% to 40% below the statewide average. Any sense of financial benefit is offset, however, by much lower incomes which similarly fall 30%-35% below the statewide pace.

Gross Monthly Rent Payments - 2019

Monthly Payment	Town of Montague	City of Greenfield	Montague/Greenfield	Franklin County	Massachusetts
<\$550	386	814	1,200	2,009	178,361
\$550-\$799	180	577	757	1,260	81,831
\$800-\$999	490	624	1,114	2,044	97,795
\$1,000-\$1,499	387	1,362	1,749	3,194	260,112
\$1,500+	140	143	283	1,083	366,633
Total Rental Units	1,583	3,520	5,103	9,590	984,732
Percent					
<\$550	24.4%	23.1%	23.5%	20.9%	18.1%
\$550-\$799	11.4%	16.4%	14.8%	13.1%	8.3%
\$800-\$999	31.0%	17.7%	21.8%	21.3%	9.9%
\$1,000-\$1,499	24.4%	38.7%	34.3%	33.3%	26.4%
\$1,500+	8.8%	4.1%	5.5%	11.3%	37.2%
Total Rental Units	100.0%	100.0%	100.0%	100.0%	100.0%
Gross Rents					
Median	\$918	\$926	\$922	\$976	\$1,282
Average	\$903	\$899	\$900	\$995	\$1,377

Source: Esri

RENTAL HOUSING AFFORDABILITY

- ◆ More than half of the households in the Montague/Greenfield area who rent their homes are able to make their payments with less than 30% of household income (53.5%).
- ◆ Rental affordability becomes a concern when the proportion of a household's financial resources going towards paying for their dwelling becomes so high that they have difficulties affording other necessities such as food, clothing, transportation and medical care. Generally, when this share of income reaches 30% or higher the household is considered "Rent Burdened". For the Montague/Greenfield area, this describes nearly half of all renting households (46.5%).
- ◆ What's more, for more than one out of five renting households, (21.4%), fully half of their income goes towards paying rent.
- ◆ Unfortunately, these high percentages are not unique to Montague/Greenfield or Franklin County. Similar proportions of Rent Burdened households are found throughout the state and the nation.

Rental Affordability by Number of Households - 2019

Payments as a Share of Household Income	Town of Montague	City of Greenfield	Montague/Greenfield	Franklin County	Massachusetts
<30% - Non-Burdened	876	1,856	2,732	4,976	525,022
30-49.9% - Rent Burdened	336	941	1,277	2,290	231,265
50%+ - Severely Rent Burdened	371	723	1,094	2,324	228,445
Total	1,583	3,520	5,103	9,590	984,732
Percent					
<30% - Non-Burdened	55.3%	52.7%	53.5%	51.9%	53.3%
30-49.9% - Rent Burdened	21.2%	26.7%	25.0%	23.9%	23.5%
50%+ - Severely Rent Burdened	23.4%	20.5%	21.4%	24.2%	23.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Esri

RESIDENTIAL SALES PRICES

- ◆ Home prices in Franklin County register significantly below those in adjacent counties – most especially when compared to other Massachusetts counties. The differential amounts to a 6.6% increase for homes in Windham County, VT, and a much more sizable 19.2% and 34.7% premium for those buying in Hampshire or Worcester Counties (respectively).
- ◆ Prices in Montague registered notably higher than the countywide median but even then, at \$335,000, it measured even with Hampshire County.
- ◆ Conversely, sales prices for Greenfield, Turners Falls and Millers Falls came in considerably below the Franklin County median level.

Home Sale Prices - 2021

Location	Median Sales Price	Percent above/below Turners Falls
Worcester County, MA	\$378,600	50.7%
Windham County, VT	\$299,500	19.2%
Hampshire County, MA	\$335,000	33.3%
Florence	\$417,500	66.2%
Northampton	\$368,500	46.7%
Easthampton	\$345,250	37.4%
Franklin County, MA	\$281,000	11.8%
Montague	\$335,000	33.3%
Greenfield	\$255,000	1.5%
Turners Falls	\$251,250	0.0%
Millers Falls	\$220,000	-12.4%

Source: Redfin/Camoin Associates

CONDOMINIUMS IN THE MONTAGUE/GREENFIELD AREA

- ◆ The CoStar real estate service counts a total of 165 condo units in the Montague/Greenfield area. Most all of these are located in Greenfield (80.6%) with the balance found in Turners Falls (19.4%)
- ◆ While the largest of these properties includes 16 units, well over half of the 23 properties include only 5 or 6 units.
- ◆ The “newest” of these buildings, repurposed as condominiums, dates back to the 1920s while one was originally constructed in 1835.

Condominium Inventory for the Montague/Greenfield Area

Number Of Units	Average SF/Unit	Median Year Built
165	1,062	1900

Source: CoStar

- ◆ The median selling price for a condo in the Montague/Greenfield area in 2021 was just under \$300,000 – notably several thousand more in the North/South/Easthampton area. Prices in this latter geography were brought down in large part due to the much lower selling prices found in Northampton specifically.
- ◆ These transactions in the Montague/Greenfield area show that this area can maintain prices on par or even above those in other nearby population centers. There is both sufficient wealth and demand to support this area. In fact, one unit in Greenfield sold for \$350,000 in early 2021.

Condominium Sales - 2021

Location	Median Sales Price	Homes Sold
Montague/Greenfield	\$298,000	8
North/South/Easthampton	\$276,500	93

Source: Redfin/Camoin Associates

RESIDENTIAL DEMAND POTENTIAL

- ◆ The Montague/Greenfield area is slated to see a decline of 117 households from 2021 to 2026. Despite this 1% decrease, however, **there remains a need for new residential construction within the community.**
- ◆ Given the vintage of the overall housing stock in the Montague/Greenfield area, simply replacing 1% of those units built more than 50 years ago would warrant development of approximately 90 new residential units each year. **Over the coming five years this brings the need for replacement units to 400 units.** Recent history, however, has fallen well short of that pace as **only 72 new units were constructed over the past five years.**
- ◆ A substantial and growing number of senior citizens in the area may also call for development of retirement facilities. With nearly 1,200 65+ households in Montague, **new senior housing which captured just 5% of these would support 60 units.** Widening this to include Greenfield the number of senior households grows to over 3,700 and similarly capturing just one in twenty of these would account for over 185 units.
 - From a different perspective, while total households in the area decline, a **growing elderly population will drive the number of senior households up by about 375 by 2026** in the Montague/Greenfield area. And 300 of those will be in the 75+ age cohort. Capturing 10% of these with newly developed units would providing housing for 35 or so senior households.
- ◆ With more than Montague 700 families rent burdened households and another 1,600 in Greenfield, housing affordability is clearly a challenge in the area. **A household making 60% of the area median income** (\$52,000) would bring in around \$31,000 per year (a little over one third of all households are at or below \$35,000/year). To hold the cost of housing to 30% of this household's income **would require monthly payments of \$780 or less.** This compares to the current median rent of \$922 per month.
 - More than 4,000 households see incomes below \$35,000. Providing affordable housing to just 5% of these would mean development of 200 units.
- ◆ There is also a **demonstrated demand for condominiums in the Montague/Greenfield area where the median sales price reached nearly \$300,000** in 2021. With only 8 sales, the two towns accounted for a mere 4.5% of the total in the combined Franklin and Hampshire Counties. Offering newly developed for-sale units could certainly raise this share though it is not clear how typical 2020 was and the overall potential uncertain.

RESIDENTIAL DEMAND POTENTIAL (CONTINUED)

◆ The table below lists some sources of residential demand in the Montague/Greenfield area along with the amount of development required to address a portion of these needs.

Demand for Residential Development in Montague/Greenfield

Demographic Concern	Addressing These Concerns	Implied Development
Aging housing stock - Median Age more than 70 Years.	Replace 1% of units over 70 years old over five year period	455
Aging Population - 375 more elderly (65+) Households by 2026	New Senior housing capturing 5% of these households over five year period	75
More than 4,000 households make \$35,000/yr or less	Provide affordable housing to 5% of these households	200

RETAIL/COMMERCIAL MARKET

MARKET DEMAND: LEAKAGE ANALYSIS

RETAIL SALES GAP

In a retail gap analysis, the existing retail sales (“supply”) of trade area businesses are compared to the estimated retail spending of trade area residents (“demand”). The difference between demand and supply is referred to as the “retail gap” which can be positive or negative.

When the demand (spending by trade area residents) for goods or services is greater than sales at local trade area businesses, sales are said to “leak out” of the trade area, creating a positive retail gap (i.e., sales leakage).

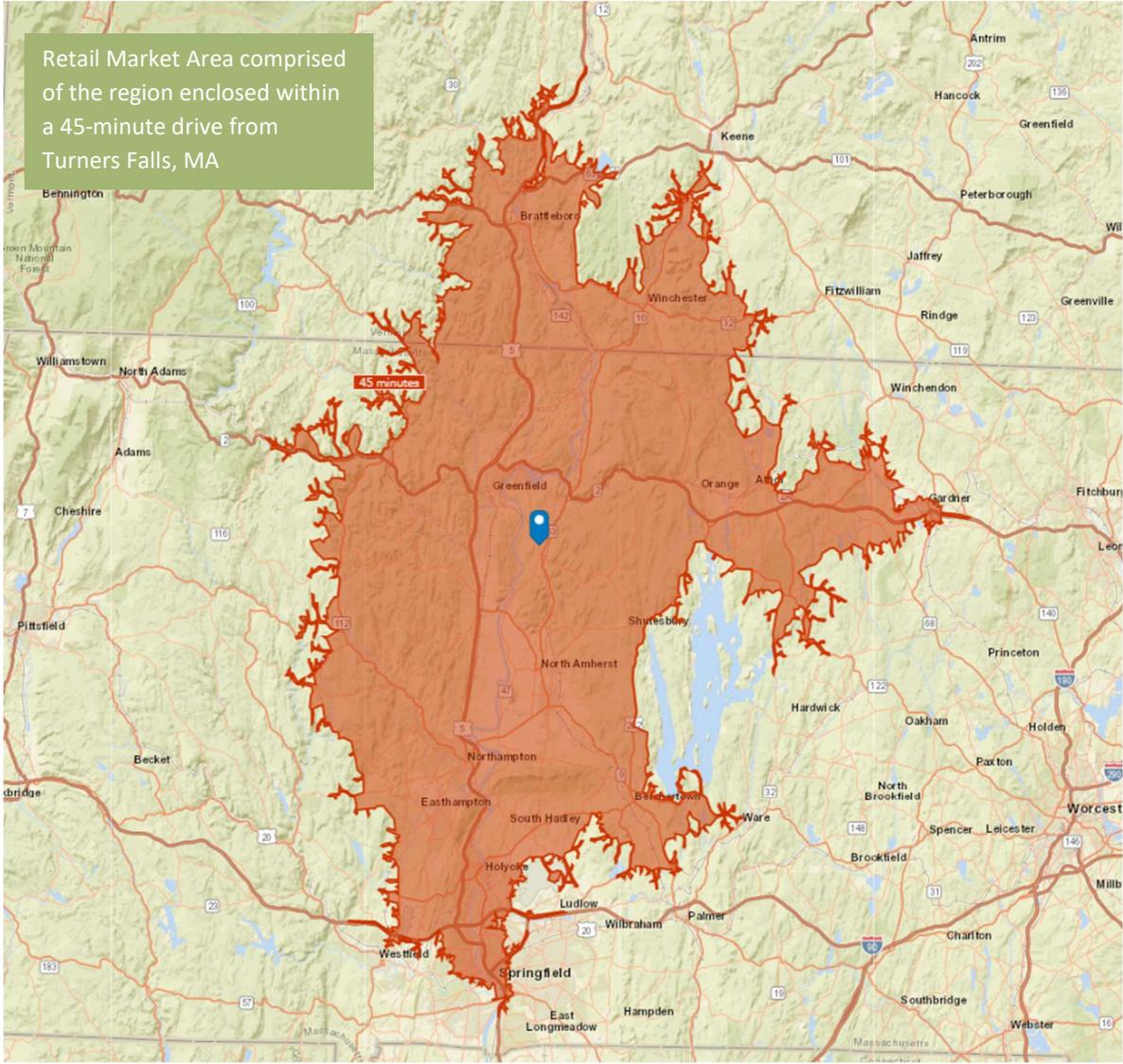
Conversely, if the supply of goods sold (local trade area sales) exceeds trade area demand (spending by trade area residents), it is assumed that non-residents are coming into the trade area and spending money, creating a negative retail gap (i.e. sales surplus).

Sales leakage and sales surplus carry different implications. In many cases, sales leakage presents an opportunity to capture unmet demand in a trade area since a percentage of residential spending occurs outside the trade area. This demand can be met within the trade area by opening new businesses or expanding existing businesses within retail sectors that show sales leakage. However, not all retail categories that exhibit sales leakage within a particular trade area are a good fit for the region. Rapidly changing retail norms mean long term consequences for potential build out of retail space. It is important to consider that while there may be leakage indicated for a certain industry, that leakage could be due to ecommerce and therefore is not a retail category that would be as productive as a brick-and-mortar space. What were once retail locations may have more economic potential as flex space, office or redevelopment in housing. This data should be used as a starting point to determine what categories exhibit leakage and whether they are viable for brick-and-mortar locations.

A sales surplus might exist for several reasons. For example, the region might be a popular shopping destination for tourists and other out-of-towners, or a cluster of competing businesses offering a similar product or service may be located within the trade area, creating a specialty cluster that draws in spending by households from outside the trade area. Alternatively, a sales surplus could be an indicator of market saturation.

MARKET DEMAND: RETAIL SALES GAP (CONTINUED)

- ◆ For this analysis a Retail Market Area was defined as the area centered at Turners Falls and radiating out within a 45 minute drive from that site.
- ◆ The following Retail Gap Analysis table contains a list of industries by 4-digit NAICS codes and includes figures for sales demand (estimated purchases by Montague/Greenfield residents both in and out of Montague/Greenfield), sales supply (existing sales within Montague/Greenfield), and retail gap (demand minus supply).



MARKET DEMAND: RETAIL SALES GAP

- ◆ The greatest Retail Sales Gap is found in the Restaurant segment (7225) where only four out of every five dollars spent by residents remains within the market area and \$151.7 million go elsewhere.
- ◆ The analysis shows substantial unmet demand for Car Dealers (4541) and Bakeries (3118). For these items a significant amount of spending is spread beyond the local market area.
- ◆ A sales surplus is seen for several segments, most prominently, Grocery stores (4451), Miscellaneous Retailers (4539) and Auto Parts Stores (4413). For these, out-of-area consumers are boosting demand beyond the needs of local residents.

Market Area Retail Sales Gap - 2021

Sector	Total Demand	Local Sales	Retail Sales Gap (Demand - Sales)
Restaurants and Other Eating Places (7225)	\$721,752,573	\$570,067,685	\$151,684,888
Automobile Dealers (4411)	\$256,388,165	\$190,196,760	\$66,191,404
Bakeries and Tortilla Manufacturing (3118)	\$61,231,133	\$16,240,164	\$44,990,969
Electronics and Appliance Stores (4431)	\$69,788,523	\$24,860,410	\$44,928,113
General Merch Stores, incl Warehouse/Superctr (4523)	\$203,838,780	\$162,647,956	\$41,190,824
Motion Picture and Video Industries (5121)	\$68,741,394	\$29,288,478	\$39,452,917
Other Amusement and Recreation Industries (7139)	\$80,777,064	\$56,870,662	\$23,906,403
Clothing Stores (4481)	\$96,913,171	\$80,761,033	\$16,152,137
Other Motor Vehicle Dealers (4412)	\$26,039,996	\$10,492,709	\$15,547,287
Beverage Manufacturing (3121)	\$129,700,298	\$115,600,916	\$14,099,382
Drycleaning and Laundry Services (8123)	\$17,109,301	\$4,857,309	\$12,251,992
Personal Care Services (8121)	\$90,752,096	\$78,632,685	\$12,119,410
Home Furnishings Stores (4422)	\$25,582,213	\$14,024,645	\$11,557,567
Furniture Stores (4421)	\$31,711,391	\$21,384,182	\$10,327,208
Health and Personal Care Stores (4461)	\$129,267,360	\$119,756,617	\$9,510,742
Gasoline Stations (4471)	\$138,426,972	\$129,033,956	\$9,393,016
Vending Machine Operators (4542)	\$7,327,114	\$618,172	\$6,708,941
Jewelry, Luggage, and Leather Goods Stores (4483)	\$27,026,859	\$20,428,590	\$6,598,269
Shoe Stores (4482)	\$19,568,324	\$14,760,896	\$4,807,427
Office Supplies, Stationery, and Gift Stores (4532)	\$21,218,159	\$16,416,727	\$4,801,432
Florists (4531)	\$6,243,055	\$3,407,836	\$2,835,219
Drinking Places (Alcoholic Beverages) (7224)	\$10,778,968	\$8,525,282	\$2,253,687
Other Personal Services (8129)	\$53,159,884	\$55,828,491	-\$2,668,607
Used Merchandise Stores (4533)	\$17,486,266	\$22,005,118	-\$4,518,851
Book Stores and News Dealers (4512)	\$4,312,887	\$11,908,900	-\$7,596,013
Beer, Wine, and Liquor Stores (4453)	\$15,428,226	\$24,894,051	-\$9,465,825
Specialty Food Stores (4452)	\$21,926,480	\$34,065,299	-\$12,138,818
Sporting Goods, Hobby, and Music Stores (4511)	\$39,216,141	\$52,401,269	-\$13,185,129
Lawn and Garden Equipment and Supplies Stores (4442)	\$18,765,016	\$32,522,393	-\$13,757,377
Building Material and Supplies Dealers (4441)	\$144,114,946	\$158,923,886	-\$14,808,939
Department Stores (4522)	\$76,542,242	\$93,195,544	-\$16,653,303
Special Food Services (7223)	\$38,613,372	\$57,908,082	-\$19,294,710
Automotive Parts, Accessories, and Tire Stores (4413)	\$61,643,020	\$96,784,349	-\$35,141,330
Other Miscellaneous Store Retailers (4539)	\$62,427,859	\$106,702,434	-\$44,274,575
Grocery Stores (4451)	\$251,286,014	\$303,652,200	-\$52,366,186

Source: Emsi

MARKET DEMAND: RETAIL POTENTIAL

- ◆ Comparing the Retail Sales Gap to the typical sales per establishment for a given segment identifies a community's potential to support new businesses and/or expansion of existing stores.
- ◆ Retail Sales Gap Analysis was also performed at the 6 Digit NAICS level and the table below identifies the number of new businesses that, theoretically, could be supported in Montague, assuming:
 1. 25% of the sales leakage is recaptured and
 2. Businesses have sales comparable to the average sales for that retail category in Franklin County.
- ◆ Unmet demand appears strongest for Restaurants – both Limited-Service (722513) and Full-Service (722511) but a wide range of other retailers and service providers also register as potential opportunities within the region.

Market Area Sales Gap and Opportunities - 6 Digit NAICS

Sector	Retail Sales Gap	25% Leakage Recapture	Average Sales per Business*	Potential Additional Businesses
Limited-Service Restaurants (722513)	\$125,214,321	\$31,303,580	\$1,316,904	23.8
Full-Service Restaurants (722511)	\$47,214,792	\$11,803,698	\$1,440,217	8.2
Nail Salons (812113)	\$8,834,338	\$2,208,584	\$437,814	5.0
Drycleaning and Laundry Services (except Coin-Operated) (812320)	\$4,130,963	\$1,032,741	\$257,546	4.0
Beauty Salons (812112)	\$7,780,282	\$1,945,070	\$542,128	3.6
Fitness and Recreational Sports Centers (713940)	\$10,467,965	\$2,616,991	\$734,988	3.6
Floor Covering Stores (442210)	\$11,142,490	\$2,785,623	\$987,159	2.8
Other Building Material Dealers (444190)	\$18,238,277	\$4,559,569	\$2,333,141	2.0
Drinking Places (Alcoholic Beverages) (722410)	\$2,253,687	\$563,422	\$330,780	1.7
Furniture Stores (442110)	\$10,327,208	\$2,581,802	\$1,528,546	1.7
Wineries (312130)	\$18,814,008	\$4,703,502	\$2,885,497	1.6
Food (Health) Supplement Stores (446191)	\$3,027,969	\$756,992	\$510,601	1.5
Women's Clothing Stores (448120)	\$4,759,593	\$1,189,898	\$844,041	1.4
New Car Dealers (441110)	\$60,744,827	\$15,186,207	\$11,802,042	1.3
Jewelry Stores (448310)	\$5,427,954	\$1,356,988	\$1,103,698	1.2
Cosmetics, Beauty Supplies, and Perfume Stores (446120)	\$4,392,415	\$1,098,104	\$922,329	1.2
Sporting Goods Stores (451110)	\$5,725,263	\$1,431,316	\$1,215,781	1.2
Used Car Dealers (441120)	\$5,446,577	\$1,361,644	\$1,164,733	1.2
Family Clothing Stores (448140)	\$7,446,906	\$1,861,727	\$1,828,215	1.0
Florists (453110)	\$2,835,219	\$708,805	\$696,681	1.0
Vending Machine Operators (454210)	\$6,708,941	\$1,677,235	\$1,778,581	0.9
Men's Clothing Stores (448110)	\$3,334,692	\$833,673	\$905,358	0.9

*Note: Average Sales for Massachusetts

Source: Emsi

MARKET DEMAND: MONTAGUE SPECIFIC RETAIL POTENTIAL

- ◆ A similar Retail Sales Gap Analysis was performed at the 6 Digit NAICS level to identify opportunities within Montague which would specifically serve local residents. This is based on data for the sum of the three ZIP codes, 01349 (Millers Falls), 01351 (Montague) and 01376 (Turners Falls).
- ◆ For most segments Montague does not offer enough unmet demand to support starting up any new retail ventures. The stand-out exception is for the Limited-Service Restaurant sector where the analysis suggests sufficient demand to support possibly two of these shops such as a delicatessen, pizza delivery or fast casual restaurants. Capturing one quarter of currently leaked restaurant spending would generate around \$2.5 million, well above the State average sales of \$1.3 million. Alternatively, this may suggest that a currently successful restaurant in town has room to expand.
- ◆ Similarly, the analysis suggests opportunities for expansion of existing Full-Service Restaurants, a Pharmacy, a nail salon, or other niche retailers.

Montague Retail Sales Gap and Opportunities - 6 Digit NAICS

Sector	Retail Sales Gap	25% Leakage Recapture	Average Sales per Business*	Potential Additional Businesses
Limited-Service Restaurants (722513)	\$10,185,180	\$2,546,295	\$1,316,904	1.9
Full-Service Restaurants (722511)	\$3,129,369	\$782,342	\$1,440,217	0.5
Pharmacies and Drug Stores (446110)	\$1,731,086	\$432,772	\$1,503,728	0.3
Fitness and Recreational Sports Centers (713940)	\$725,554	\$181,388	\$734,988	0.2
Nail Salons (812113)	\$430,977	\$107,744	\$437,814	0.2
All Other General Merchandise Stores (452319)	\$1,008,634	\$252,158	\$1,058,231	0.2
Automotive Parts and Accessories Stores (441310)	\$956,149	\$239,037	\$1,178,556	0.2
Used Car Dealers (441120)	\$898,001	\$224,500	\$1,164,733	0.2
Women's Clothing Stores (448120)	\$598,114	\$149,529	\$844,041	0.2

*Note: Average Sales for Massachusetts

Source: Emsi

ADDITIONAL MONTAGUE ASSETS

- ◆ Entertainment, recreational, and retail opportunities found in Montague are enjoyed by both local residents, guests from neighboring communities and by visiting tourists.
- ◆ The two performing arts theaters provide venues for both local and touring performances.
- ◆ Outdoor enthusiasts are attracted by available hiking, biking and cross-country skiing trails.
- ◆ Visitors are attracted to the multiple festivals and functions hosted at the Montague Retreat Center.
- ◆ Additional offerings including the areas natural beauty are the Great Falls Discovery Center and several specialty retailers catering to local and out of town visitors.

Montague Assets

Arts, Music and Culture		Notes
Ja'Duke Theater		Largest stage in Franklin County with 540 seats
Shea Theater Arts Center		Non-profit theater with 330 seats
Outdoor Recreation		
Montague Plains Wildlife Mgt Area		1,500 acres - Maintained by Fish and Wildlife and popular with mountain bikers
Canalside Rail Trail		3.8 miles from Turners Falls to East Deerfield
Cabot Woods		Owned by Firslight
Unity Park		Repeatedly voted Franklin County's favorite park and home to the Unity Skatepark
Occasions		
Montague Retreat Center		Unique location available for weddings, functions, workshops, cultural events, and retreats
Mutton & Mead Medieval Festival		Turners Falls
Pocumtuck Homelands Festival		Turners Falls - celebration of Native American art, music, and history
The Great Falls Festival aka Pumpkinfest		Turners Falls
Attractions		
Great Falls Discovery Center		Natural, cultural, and industrial history exhibits housed in a former paper mill
French King Bridge		View from Millers Falls of the three-span cantilever arch design
Turners Falls		Visitor destination
Bitzer Fish Hatchery		State trout hatchery that's open to the public.
Unique Retail		
Montague Bookmill		1834 grist mill with 40,000 books and one waterfall
Sawmill River Art Gallery		Curated art and handmade goods and located in the Bookmill area.
Additional Unique shopping experiences		Including Loot, Nova Motorcycles, Swanson's Fabrics, FAB Fashion and Buckingham Rabbits Vintage

CANAL DISTRICT OPPORTUNITIES AND CONSTRAINTS

- ◆ Beyond retail opportunities identified in the Retail Sales Gap analysis, other commercial suitable to renovated mill sites and abutting property may include:
 - Coffee house featuring live music
 - Farmer's Market
 - Used bookstore
 - Art gallery
 - Bed and breakfast/extended stay lodging
 - Studio/Artisan space
 - Maker space
 - Recreational ventures tied to river access and the bike trail
 - A Cidery as has been previously proposed
- ◆ Several types of commercial activity are less suitable to the Canal District for a variety of reasons:
 - With three breweries already located in Montague, Brick and Feather Brewery, Element Brewing Company, and Pioneer Valley Brewery, developing an additional micro-brewery would face challenges supporting a pub business. A brewery or distillery intent on producing beer or spirits for sale and distribution but not on-site consumption, however, may prove more feasible.
 - While the waterfront may seem a perfect location for canoe and kayak rentals, dam releases are cited as causing hazardous conditions due to roiling waters.
- ◆ One of the more significant concerns constraining options for redevelopment of the mill buildings on the most northern portion of the island is the narrow roadway running along the canal. In its current configuration it allows for only one way traffic.
- ◆ The mill building area also currently lacks adequate parking needed for uses which would draw a large number of visitors or workers.

INDUSTRIAL MARKET

CURRENT INDUSTRIAL ACTIVITY

- ◆ The Montague/Greenfield area is home to a broad array of manufacturers. These provide nearly one in ten jobs for the two communities – well over a thousand in total.
- ◆ Exceptionally strong employment in Plastics Product Manufacturing is generated by the specialty film producer, Charter NEX Films.
- ◆ Other notable firms include BETE Fog Nozzle (spray nozzle engineering and manufacturing), Lifelight Foods (produces foods for plant-based diets) and Yankee Environmental Systems (environmental measurement device manufacturer), Judd Wire (high-tech electrical wire manufacturer), Great Falls Aquaculture (one of the largest and longest running commercial recirculating aquaculture systems (RAS) in the US), Atlantic Golf and Turf (supplier of chemicals, fertilizers, soil tests and agronomic consulting services).
- ◆ Multiple breweries provide a boost to the beverage manufacturing sector.

Prominent Commercial/Industrial Sectors in Montague/Greenfield - 2021

Sector	Jobs	Location Quotient
Plastics Product Manufacturing (3261)	490	10.8
Other Miscellaneous Manufacturing (3399)	192	7.9
Other Food Manufacturing (3119)	110	6.1
Grain and Oilseed Milling (3112)	24	4.8
Metalworking Machinery Manufacturing (3335)	57	4.5
HVAC and Commercial Refrigeration Equip Mfg (3334)	41	3.9
Basic Chemical Manufacturing (3251)	32	2.8
Sugar and Confectionery Product Manufacturing (3113)	15	2.6
Highway, Street, and Bridge Construction (2373)	61	2.2
Beverage Manufacturing (3121)	41	1.9

Source: Emsi

LIGHT INDUSTRIAL OPPORTUNITIES IN MONTAGUE

- ◆ Though only 5 minutes from I-91, immediate access to *multiple* interstate highways or proximity to larger consumer or industrial areas would be needed to help Montague fit the profile of a regional distribution center. This makes any significant expansion of warehousing/distribution center activity unlikely beyond the current level serving local industry.
- ◆ A notable draw to the area is the local bucolic setting. For light industrial businesses, Montague appeals to companies producing at a moderate level who are interested in living and working in an area surrounded by natural beauty and historic architecture.
- ◆ Renovation of the existing mill buildings along the canal may successfully offer light industrial capacity for:
 - Shared kitchen space for food preparation
 - Crafts-person/Artisan workspace
 - Small scale manufacturing including industrial products, consumer goods or food processing.
 - Makerspace geared towards entrepreneurs.
 - Indoor growing space.
- ◆ The mill buildings might also meet the needs of one or more existing industrial firms already located in the area requiring additional space as their business expands.
- ◆ Firstlight Power maintains the dam along the canal and utility-scale electric storage would dovetail well with this facility. The Montague Planning Board approved amending local zoning bylaws to allow these facilities in early 2022 and this change is currently under review by the State Attorney General.

Montague Specific Manufacturers

Company	Notes
Charter NEX Films	Specialty films Manufacturer
Hart & Cooley	HVAC Component Manufacturer
Hassay Savage Co.	Precision machine tool attachments supplier
Judd Wire, Inc.	High technology wire manufacturer
Lightlife Foods, Inc.	Produces food for plant-based diets
Mayhew Steel Products	Oldest punch and chisel manufacturer in the U.S.
Yankee Environmental Systems, Inc.	Environmental measurement products manufacturer

ATTACHMENT A: DATA SOURCES

ECONOMIC MODELING SPECIALISTS INTERNATIONAL (EMSI)

To analyze the industrial makeup of a study area, industry data organized by the North American Industrial Classification System (NAICS) is assessed. Camoin Associates subscribes to Economic Modeling Specialists Intl. (Emsi), a proprietary data provider that aggregates economic data from approximately 90 sources. Emsi industry data, in our experience, is more complete than most or perhaps all of the alternative local data sources (for more information on Emsi, please see www.economicmodeling.com). Many local data sources do not include significant portions of the workforce as information regarding sole proprietorships and contractual employment (i.e., 1099 contractor positions) is not included in their measures. In addition, certain employment counts are suppressed in BLS/BEA figures for confidentiality reasons when too few establishments exist within a single NAICS code. Emsi is able to create more exhaustive measures of employment level and number of businesses based on the use of multiple sources and statistical modeling techniques.

ESRI BUSINESS ANALYST ONLINE (BAO)

Esri is the leading provider of location-driven market insights. It combines demographic, lifestyle, and spending data with map-based analytics to provide market intelligence for strategic decision-making. Esri uses proprietary statistical models and data from the U.S. Census Bureau, the U.S. Postal Service, and various other sources to present current conditions and project future trends. Esri data are used by developers to maximize their portfolio, retailers to understand growth opportunities, and by economic developers to attract business that fit their community. For additional information, please see www.esri.com.