



**Economic Development Strategies:  
Foxborough, Plainville and Wrentham,  
Massachusetts**

*In Cooperation With:  
Plainridge Park Casino  
Patriot Place/Gillette Stadium  
Wrentham Village Premium Outlets*

# Plainridge Park Casino

## 301 Washington Street, Plainville, Massachusetts

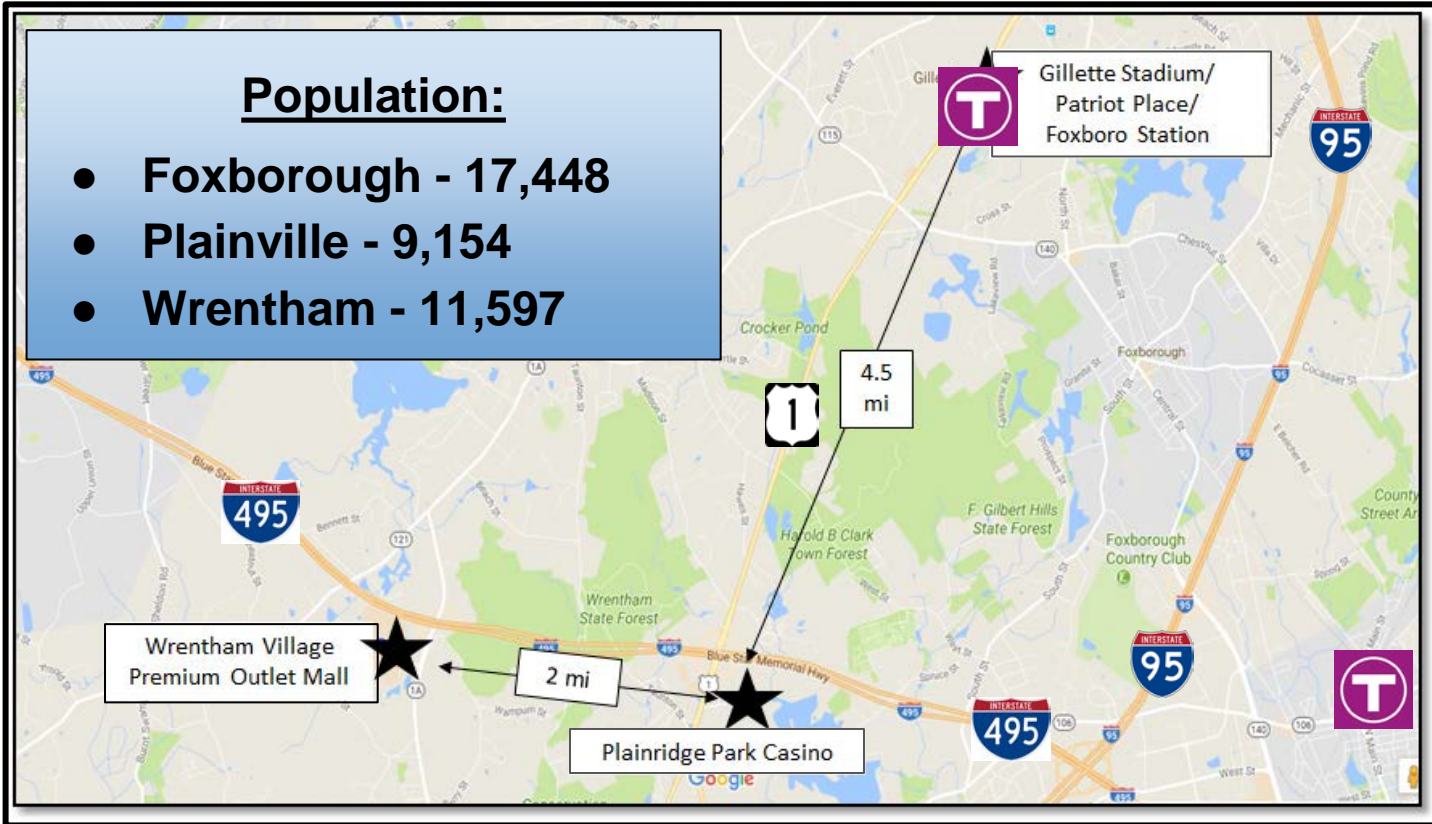
- Opened – June 2015
  - Annual Gaming Revenues of \$150+M
  - Approximately 475 employees
  - Annual visitation – approximately 2M
- Owned by Penn National Gaming
- Location
  - 5.5 miles from Gillette Stadium in Foxborough
  - One exit from Wrentham Village Premium Outlets



# Foxborough, Plainville & Wrentham

## Population:

- Foxborough - 17,448
- Plainville - 9,154
- Wrentham - 11,597



# Communities At a Glance

## Tax Rates (FY19)

- Foxborough
  - \$14.70 (residential)
  - \$18.67 (commercial)
- Plainville
  - \$14.97 (residential)
  - \$17.65 (commercial)
- Wrentham
  - \$14.12 (residential)
  - \$18.24 (commercial)

## Location, Location, Location

- Convenient highway access (I-95, I-495, Route 1).
- Commuter rail service to Boston & Providence located at Gillette Stadium (and in nearby towns).
- Strategic location enables employers to draw from three labor markets (Boston, Providence, Worcester).



# Major Regional Destinations

The Towns of Plainville, Foxborough and Wrentham each have a major regional destination located within their borders.

1. Plainville - Plainridge Park Casino
2. Wrentham - Wrentham Village Premium Outlets
3. Foxborough - Gillette Stadium/Patriot Place



***These three major destinations are located within seven miles of each other and bring in an estimated 20+ million combined visitors per year to our region.***

# Desirable Communities

- Each of our communities boasts a quaint, New England village style downtown.
- Our downtowns are undergoing a transformation with new businesses and housing.
- We have prioritized smart growth in our downtowns.
- Local school systems are highly rated.
- Housing prices are affordable for the region.



# A Regional Approach

- Destination Marketing - the three towns, with funding from the Massachusetts Gaming Commission, are in the process of creating a destination marketing plan.
- Leverage Our Assets - the goal is to leverage the power of our three large-scale destinations through a coordinated approach to economic development, marketing, transportation and tourism.



# Objectives of Our Destination Marketing Plan

1. Generate increased economic activity through the effective marketing of the region as a tourist and meeting destination.
2. Increase national and international exposure.
3. Attract leisure business to not only visit but stay in our region.
4. Respond to consumer information requests.
5. Increase convention and meeting bookings.
6. Increase group and individual tour business through solicitation and servicing.
7. Support a climate within the region wherein tourism may flourish through the active participation and cooperation of government and private sectors.



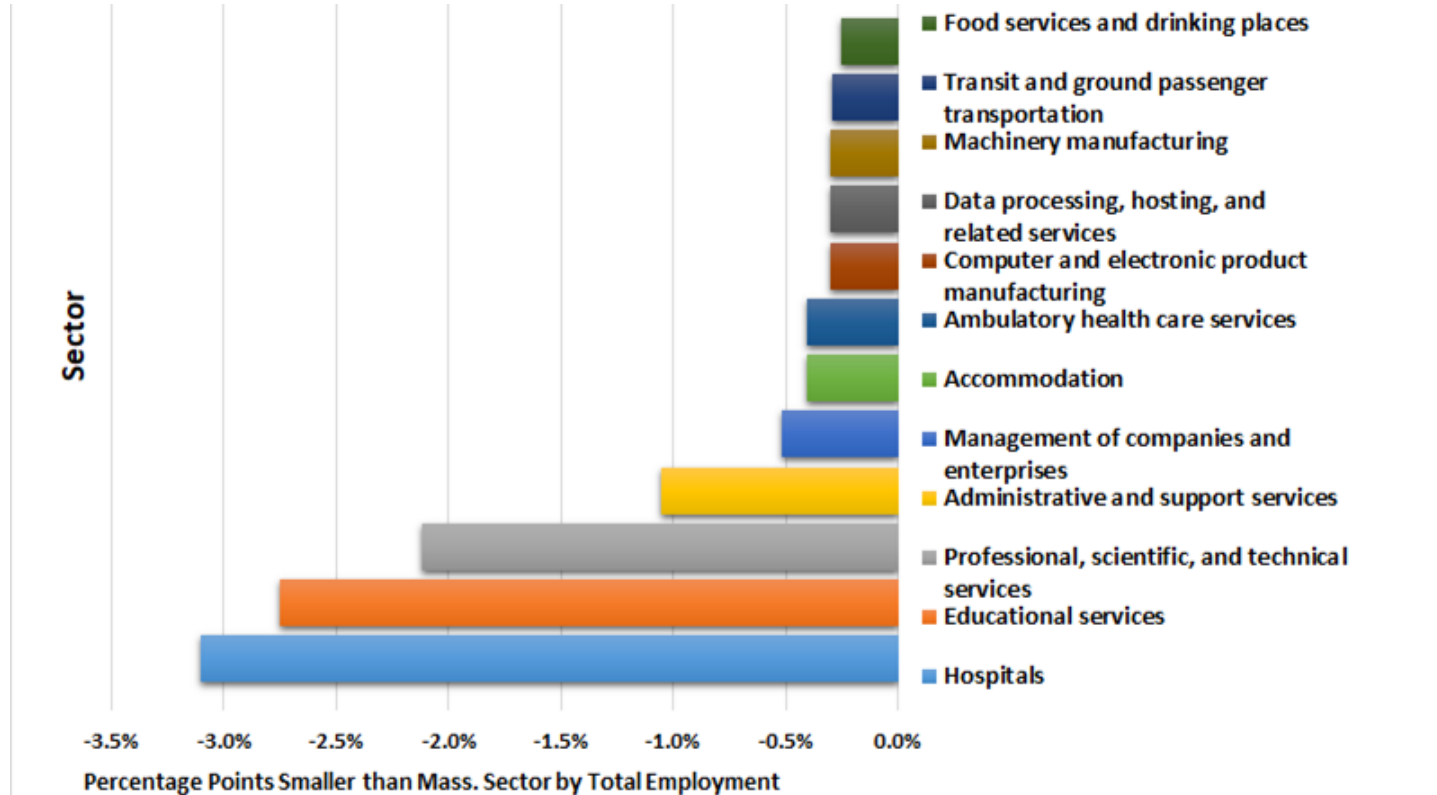
# Economic Development in Our Region

- Numerous hotels (1200+ rooms with more under development). Brand names include: Marriott, Hilton, Hampton Inn, Holiday Inn and Renaissance brands.
- Restaurants:
  - Patriot Place = 20+
  - Plainridge Park Casino = 2 plus food court
  - Wrentham Village Premium Outlets = 15
  - Foxborough = 30 (not including Patriot Place)
  - Wrentham = 13 (not including Wrentham Village Premium Outlets)
  - Plainville = 20 (not including Plainridge Park Casino)

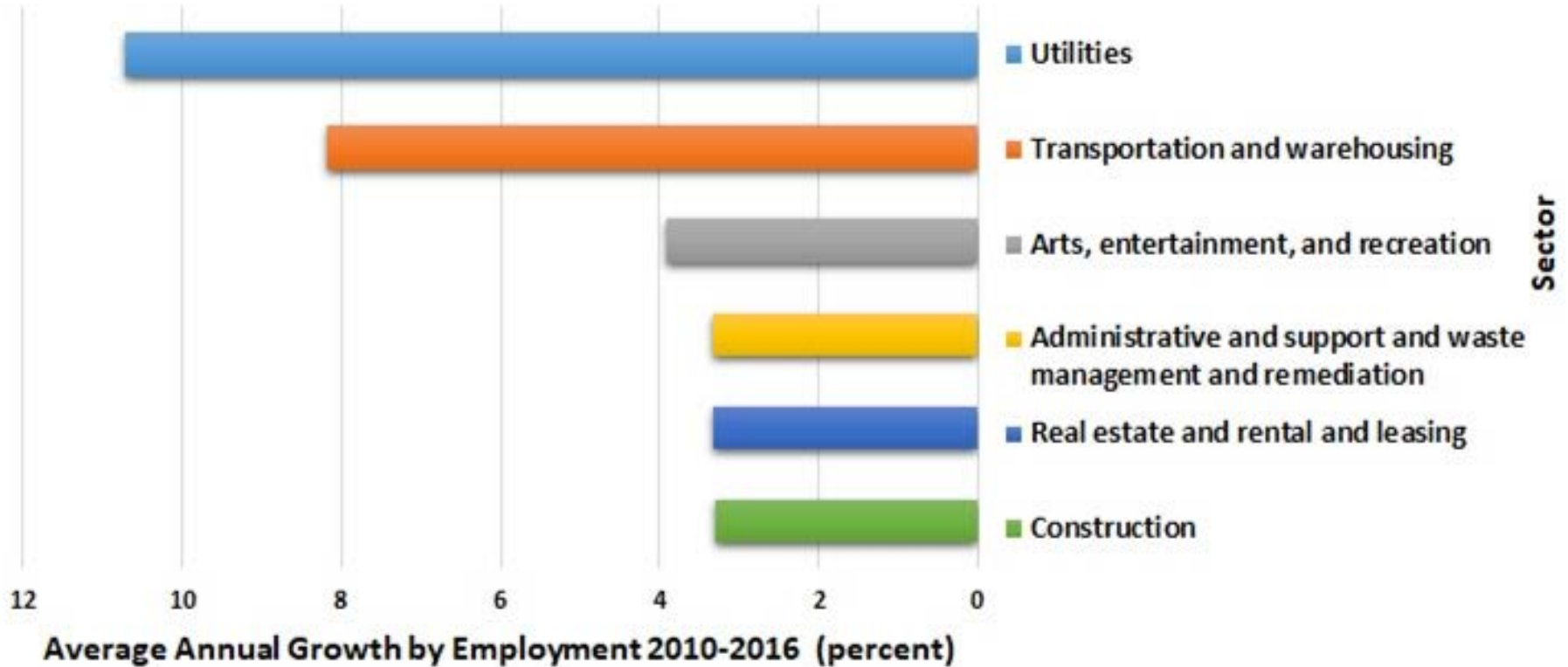
# Norfolk County Specialized Industries: Largest Employment Percentage Compared to Massachusetts



# Smallest Norfolk County Sectors Compared to Massachusetts by Percent of Total Employment



# Norfolk County Fastest Growing Sectors 2010-2016



# Interested in Our Development Opportunities?

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