

# WELCOME TO THE CHOOSE FRAMINGHAM NEWSLETTER



*Choose Framingham Newsletter  
July 31, 2017 - In This Issue:*

**Business Profile: Avidia Bank  
Chooses Framingham for Its Next  
Location**

**Soccer Camp Collaboration  
Between Alira Health and SMOC  
Brings Italy to Framingham**

**Framingham and Natick Convene  
Steering Committee for Golden  
Triangle Project**

**Tech Park Advisory Committee  
Reconvenes**



**Framingham and**

**Business Profile: Avidia Bank**

## Natick Convene Steering Committee for Golden Triangle Project

### Communities Launch Innovative Online Planning Platform for the Region

As we announced in [April](#), these are exciting times for the Golden Triangle, the area near Exit 13 of the MassPike that straddles both Framingham and Natick. The two communities signed a memorandum of agreement in August 2016 to develop together a development plan for this critically important area in MetroWest that is also undergoing transportation planning at the state level.

In the past month, the two communities convened a Steering Committee comprised of representatives from both Framingham and Natick to support the joint effort in the Golden Triangle. The mission of the Steering Committee is to ensure that the Golden Triangle study includes:

- A clear, achievable, and shared development vision for the area, along with zoning recommendations and an action plan;
- Input to the Massachusetts Department of Transportation (MassDOT) that will help the state improve Exit 13 access in a way that supports the shared development vision;
- Feasible development options for the region;
- Development options to advance the area's quality of life.

## Chooses Framingham for Its Next Location

Hudson-based [Avidia Bank](#) is opening its next location in Framingham soon. [Choose Framingham](#) caught up with Avidia to learn more about what customers can expect at the Framingham site. Additionally, you can take a sneak peek at the location [here](#).

### Tell us a little about Avidia Bank.

Avidia is a community bank with over 147 years of serving the MetroWest area, with \$1.4 billion in assets. We have 238 employees. The name Avidia comes from a combination of the words "Avid Ideas." We provide a complete line of banking products and services to businesses and consumers alike. Since its inception, the Avidia Charitable Foundation has donated nearly \$1 million to local charities and in 2016 alone, the Bank supported more than 250 organizations. Our motto is "Forward Thinking, Community Driven"

### When does your new site in Framingham open?

Late Summer 2017 - no specific date is set yet.

### Give us some details on the new location - how big is it, what will customers expect when they step inside, etc.?



The 8000-square foot building has two floors, a drive up window and drive up ATM. When you enter the building, you will find that no detail was overlooked as we planned it out. It has a lot of natural light, clean lines, variety of textures and

plenty of imagery from local businesses and organizations. Since we are focused on innovation, you'll find that we have not skimped on technology in the branch, which includes our tech bar "Avid Ideas Lab," touch screen televisions, social media wall, digital bulletin boards for community events, a coin machine, and more.

Outside of the branch, you'll find nice courtyards, landscaping and a sculpture created by an artist from New Hampshire.

### Why did you choose Framingham to grow your business?

Steering Committee participants not only include local officials from each of the communities, but also representatives from major employers and civic organizations in and around the Golden Triangle.

At the same time, the communities engaged Co-Urbanize to develop an innovative online platform to support the Golden Triangle project. The page is interactive and will be updated frequently. Residents and others can visit the [Website](#) to learn more about the project, answer questions, and share input on concerns and priorities for the area.

"The Golden Triangle is an important commercial center for Framingham and the MetroWest region," said Arthur Robert, Framingham's Director of Community and Economic Development. "We're excited to see so much happening now in this area. Through this work, we will encourage future development and transportation options that will support the tax base of both Natick and Framingham."

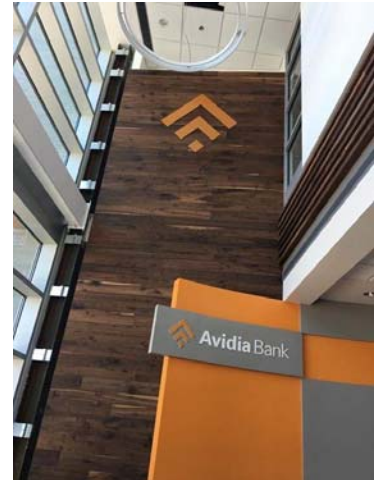
## Tech Park Advisory Committee Reconvenes

On July 25th, the recently re-constituted Tech Park Advisory Committee held its first meeting. The committee's purpose is to build relationships and promote discussions among key Tech Park and 9/90 Corporation Center owners and municipal Framingham representatives around growth-related opportunities. Framingham's Massachusetts Turnpike Exit 12 area, a major regional employment center

Framingham is a growing community and it's also a place of innovation. The Choose Framingham for Business initiative showed us the entrepreneurial side of the community, which we find very encouraging as it will continue to attract other businesses. It's a perfect fit for us to be there.

### What do you like best about your new location in Framingham?

The new location provides a highly visible presence and allows the Bank the opportunity to put on display an office that will deliver the best of full service banking and access to all of our various banking experts plus a terrific digital experience.



### Do any of the employees at the new location have ties to Framingham? What are they?

Jeremy Brandon - the AVP - Market Manager for Framingham has been working in Framingham for over 5 years. He recently graduated from Leadership MetroWest in the Class of 2017.

Fernando Ferreira - the Assistant Manager for Framingham has worked in Framingham, is currently attending Framingham State University and is very active in his church, located in Framingham. Fernando is enrolled in the Leadership MetroWest Class of 2018.

### Do you have any exciting plans for the opening?

August 3rd from 5pm - 8pm - We are hosting an event at Exhibit A Brewing that includes giveaways, trivia and the Sabor Latino Food Truck!

In the branch, we're running a social media giveaway during the entire first month we are open. If you take a photo with our social media wall and post it, you can be entered to win an Amazon Echo. We're giving one away each week once we open! Watch for our opening date!

We have a few other publicity stunts you may see around town but you don't want to give it all away!

### Anything we missed?

For more updates follow us at #Avidia01701:

hosting more than 10,000 workers, offers prospects for supporting additional growth. The renewed committee is another example of Framingham's readiness to continue our engagement with leading employers and collaborating in order to foster growth in the area.

Leaders from companies like Sanofi, Bose, Staples, Nestle Waters, Sheraton Framingham, and National Development and representatives from Framingham (including Town Manager Bob Halpin; Art Robert, Director of Community & Economic Development; Police Chief Ken Ferguson; Assistant Fire Chief Mike Dutcher; Building Commissioner Mike Tusino; Planning Board Administrator Amanda Loomis and representatives from the Department of Public Works) have all chosen to take part in the group's efforts.

As part of the group's work, they will first focus on enhancing pedestrian safety. Looking forward, the group will develop a charter to formalize the collaboration and establish an agenda prioritizing goals to include supporting and managing corporate growth in the area. The Committee is looking forward to helping this part of Framingham grow, and will provide updates as progress is made.

<http://avidia01701.hscampaigns.com/>

## Soccer Camp Collaboration Between Alira Health and SMOC Brings Italy to Framingham



From July 10 - 14, 85 boys and girls between the ages 5 and 12 who are a part of summer programs offered by the [South Middlesex Opportunity Council](#) (SMOC), their congregate shelters

and the [Suburban Athletic Club](#), had the unique opportunity to participate in a free soccer clinic, where they learned from professional players and expert coaches. The clinic was the result of a collaboration between SMOC and Framingham's Alira Health.

Local [Alira Health](#) CEO Gabriel Brambilla approached SMOC's Executive Director Jim Cuddy earlier this year, looking for a way to get involved in the community after expanding his company in Framingham last year. Brambilla proposed a soccer camp for the kids, offering to bring soccer players from Italy over to assist and help coach for the week.

Paulo Taddei and Pierpaolo Tugliola both have played and coached soccer in Italy, and they brought their expertise and love of soccer to the camp. They were joined by other local volunteers and coaches to bring the camp together and give the 85 children the opportunity to learn from a variety of expert coaches. Each day, the kids learned new practice drills, participated in pick-up games, and ended the day with team scrimmages. At the end of the week, the kids had all come together as a group to support and learn from one another.

"This is a great example showing that, in Framingham, leaders can connect and make an immediate impact," said Arthur Robert, Director of Community and Economic Development. "Collaborative community service projects like these highlight the very best Framingham has to offer."

The SMOC team and Mr. Brambilla are looking forward to doing it all again next year.

You can read more about the Soccer Camp in the Metrowest Daily News: [Framingham kids get soccer time with Italian coaches](#)

Framingham EDIC

[chooseframingham@framinghamma.gov](mailto:chooseframingham@framinghamma.gov)

The Framingham Economic Development and Industrial Corporation (EDIC) was established in 1995 to stimulate economic development and expand employment opportunities in the Town of Framingham in accordance with the town's approved economic development plans.

**STAY CONNECTED**

