

WELCOME TO THE
CHOOSE FRAMINGHAM NEWSLETTER



Choose Framingham Newsletter
August 31, 2017 - In This Issue:

The TJX Companies Launch New Store Concept - Homesense - in Framingham

Framingham Downtown Renaissance (FDR) Celebrates Summer with Café Crawl and Architecture Tour

Business Profile: MutualOne Bank, A Framingham Institution

Jack's Abby Partnering with U.S. Tennis Association for Jack's Abby Social Tennis League

Dulce D Leche Brings the Sweet Taste of Italian Gelato to Framingham



Jack's Abby Partnering with U.S. Tennis Association for Jack's Abby Social Tennis League

Jack's Abby Social Tennis League coming September 27th.

Framingham's very own award-winning [Jack's Abby Craft Lagers](#) is partnering with the United States Tennis Association of New England to bring their young adult social league to Framingham. You can help to spread the word to your employees about this fun after-work activity! SPECIAL: the first business to field a team of 7-8 players will receive a \$100 gift card for players to use at Jack's Abby Beer Hall.

The five-week league runs from September 27th to October 25th at Butterworth Park from 6-9 pm every week. The league is a co-ed, doubles format and all tennis abilities are welcome.

After matches each week, players will head down the street to Jack's Abby Beer Hall to enjoy food and drinks and socialize. The brewery is throwing an end of year party for all players as well.

For more information and to register, click [here](#).

Dulce D Leche Brings the Sweet Taste of Italian Gelato to Framingham

For over a year, [Dulce D Leche](#) has been providing customers with locally owned, locally produced food made with natural ingredients, all in the form of delicious sweet treats like chocolates, gelato, and pastries - along with savory breads and panini sandwiches. And for those who need it - many of their menu items are also lactose-free. But the owners of Dulce D Leche will quickly caution that "xx-free" does not mean they have given

The TJX Companies Launch New Store Concept - Homesense - in Framingham

On August 17th, Framingham-based The TJX Companies launched its new off-price home concept, [Homesense](#), close to home - at Shopper's World in Framingham. The company also opened a new [Sierra Trading Post](#) location on the same day.

"We're really pleased that TJX chose Framingham to launch Homesense," said Arthur Robert, Director of Framingham's Community and Economic Development Division. "The company is known nationally and internationally for its leadership in the retail sector. Framingham is fortunate to have the earliest access to what we believe will be the next great off-price concept by TJX."



According to the company, "Homesense will offer a shopping experience that complements its sister chain, HomeGoods, by offering expanded departments such as large-scale furniture, lighting and art, as well as new departments like a general store. While sharing the same name, the Homesense concept in the U.S. will differ from stores bearing the same name in Europe or Canada. Rooted in inspiration and discovery, shoppers will be invited to uncover exciting finds from around the world with a greater depth of merchandise in certain categories to fuel inspiration, such as:

- A broad assortment of furniture. - Customers may find oversized upholstery, such as sectionals and sofas, futons and day beds, as well as leather furniture and expanded at-home workplace essentials, such as desks, bookcases and filing cabinets.
- Accent décor conceptually displayed to entice the senses and inspire new discovery. - This may include oversize rugs up to 14 feet long, as well as rounds, runners and scatters; a wide variety of hanging chandeliers and brightly lit lamps displayed individually in dedicated cubbies so that shoppers can more easily picture them in their own home; and a chair gallery where shoppers may discover everything from dining chairs to bar stools as well as pillows, poufs and ottomans of different sizes and shapes for comfortable, stylish lounging options.
- Expansive displays of art, mounted for gallery-style shopping. - Free-standing fixtures and oversized easels to complement the in-store gallery wall and help customers visualize the fit in their spaces.
- Entertaining options for holidays and other special occasions. - Customers may find unique bar and game room furniture, such as card tables, pool tables, foosball tables and more, and an expanded selection of gifting items and wrapping essentials, making Homesense a go-to stop for at-home entertaining.

up on flavor. In fact, it's just the opposite: they are committed to bringing out the best and richest flavors from their ingredients - and many of their customers have said their gelato rivals any from Italy. Their top priority is creating "incredible products that our customers are excited to share with friends, family, and colleagues."

Dulce D Leche is more than a chocolatier. It is a full service café also offering coffee roasted right here in Framingham by the Hogan brothers. And their coffee is the perfect companion to their freshly baked pastries or savory croissants. As chocolatiers, they create bon bons, truffles, turtles, and caramels - all from Uncommon Cacao, a sourcing group that focuses on quality and has a strong reputation for the ethical manner in which they procure cacao. As for flavors, you will find a little bit of everything at Dulce D Leche from the traditional flavors we all know and love to unique flavors that you can only find there.

Sam and Jules, the café owners, are Framingham residents themselves, married right in their Framingham home, and knew they wanted to begin their business close to home in Framingham. They also believe that Framingham's diverse culture mixes well with the South American flavors that influence their products. But the unique flavors and textures you find at Dulce D Leche are great for nearly everybody.

If you haven't been to Dulce D Leche yet, take a moment to stop in and try some of the owners' favorites if you don't know where to start. Sam's personal favorite is the dulce de leche cheesecake gelato, and Jules goes with the Coconut chocolate-chip dulce de leche gelato (yes, that is just one flavor). Customer favorites include the Coconut chocolate chip dulce de leche gelato, the tres leches cake, chocolate turtles, and Vietnamese Iced latte. There is something for everyone and you can eat/drink in the café or take items to go.

You can visit Dulce D Leche at 5 Edgell Road in Framingham.

- A "General Store" with all things organization, cleaning and home improvement. - Customers can discover hardware merchandise for the home, such as mailboxes, door stops, toolkits and fireplace needs; storage options like cubbies, storage lockers and more; and outdoor options like garden storage and furniture covers."

"Just as our customers enjoy shopping both TJ Maxx and Marshalls, we are confident that loyal customers and new shoppers alike will be excited about shopping both Homesense and HomeGoods," said John Ricciuti, President of HomeGoods and Homesense in the U.S., in the press release. "As the U.S. home market continues to grow, we are excited to bring consumers an expanded selection of quality merchandise at incredible prices, along with a new shopping experience in which they can discover and curate the home of their dreams."

An additional store in Massachusetts - in Westwood - is planned to open later this year, with two more in New Jersey. More information can be found at <http://us.homesense.com/> and on [Instagram](#) and [Facebook](#).

Framingham Downtown Renaissance (FDR) Celebrates Summer with Café Crawl and Architecture Tour

FDR Will Sponsor Boutique Blitz, Welcome Back Students in September



There's a lot to learn about Downtown Framingham - and there is no better way to learn than while also enjoying good food and refreshments. On Sunday, August 20th, Courtney Thraen, the executive director of Framingham Downtown Renaissance (FDR) led 45 participants on a Café Crawl and architecture tour, where they learned the history of some of Framingham's most interesting buildings while also partaking of baked goods, juice and coffee.

The same day, FDR also hosted its Summer Haze at Gallagher Park presented by Lyft. The event included the Summer Breeze Beer Garden, Fab Five Food Fest, and First Annual Framingham Cornhole Tournament.

Beginning at the Amazing Things Arts Center and ending at the Sofa Café, those on the Café Crawl learned about the history and architecture in Downtown Framingham. Along the way, they stopped at eight different cafes and bakeries that today define the sense of community in Downtown Framingham, including Tropical Café, Enzo's Bakery, Necá's Bakery, Miranda Bread, Deluxe Depot Diner, Frescafe, and Padaria Brasil Bakery. You

can read about the tour in more detail at the [Framingham Source](#) .

FDR has a full schedule of events planned for September, including a [Boutique Blitz](#) that will include touring six of Framingham's boutiques and a [Nightfall Buffet](#) geared at welcoming returning students. At the end of September, FDR will also host a [Harvest Walk](#) focused on building community. More information on all of these upcoming events can be found at the organization's [website](#) .

Business Profile: MutualOne Bank, A Framingham Institution

Bank's Foundation Has Provided \$3.7 Million in Grants to Local Charities

[MutualOne Bank](#) began as the South Framingham Co-operative Bank in 1889. The bank later became the Framingham Co-operative Bank before becoming MutualOne Bank in 2012 after merging with Natick Federal Savings Bank. MutualOne is the only bank headquartered in Framingham and is proud that they remain a mutual bank with no stock holders. MutualOne currently serves over 10,000 area households - 3,000 of which are in Framingham, while also serving as the primary bank for over 1,000 local businesses.

MutualOne prides itself on its attentiveness and commitment to the bank's customers. When customers come in, they will meet with "real" people and when they contact the call center, a local representative is on the line - the bank recognizes the difference this makes in customer satisfaction. Because of Framingham's cultural and economic diversity, MutualOne has had the opportunity to serve customers and businesses from a variety of backgrounds: young professionals and young families putting down roots; older residents with established ties; and the variety of small businesses in the area, of which they take a lot of pride.

Being a local bank, with local roots and representation, has also paved the way for MutualOne and its charitable foundation to actively advocate - and support - the growth and well-being of Framingham residents and businesses. Since its founding, the Foundation has provided over \$3.7 million in grants, with the vast majority of those dollars going to community groups in Framingham and Natick. Just this August, the Foundation distributed grants totaling \$41,830 to a number of Framingham based organizations (Framingham Police Department, Callahan Senior Center, Framingham History Center, Framingham Downtown Renaissance, Saint Bridget School, and the John Mazie Memorial Foundation to benefit Framingham High School).

Framingham EDIC

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.