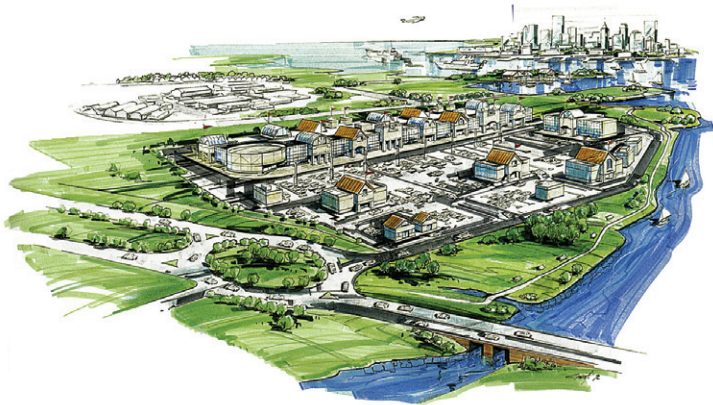




CASE STUDY

MAYOR'S OFFICE OF COMMUNITY AND ECONOMIC DEVELOPMENT



CLIENT

Mayor's Office of Community and Economic Development
Everett, MA

PROJECT

The creation of pertinent collateral materials to convey the economic promise and potential of America's "biggest little industrialized city."

CHALLENGE

A prevailing perception among anticipated audiences that Everett was something less than that.

SOLUTION

Litos account personnel and creative staff hit the ground running, spending significant time in the city and "hearing its voice" by interviewing officials, business leaders and residents alike. The primary collateral piece we created – the vision document – mapped out in detail parcels within the city that were ripe for retail, commercial and light-industrial development.

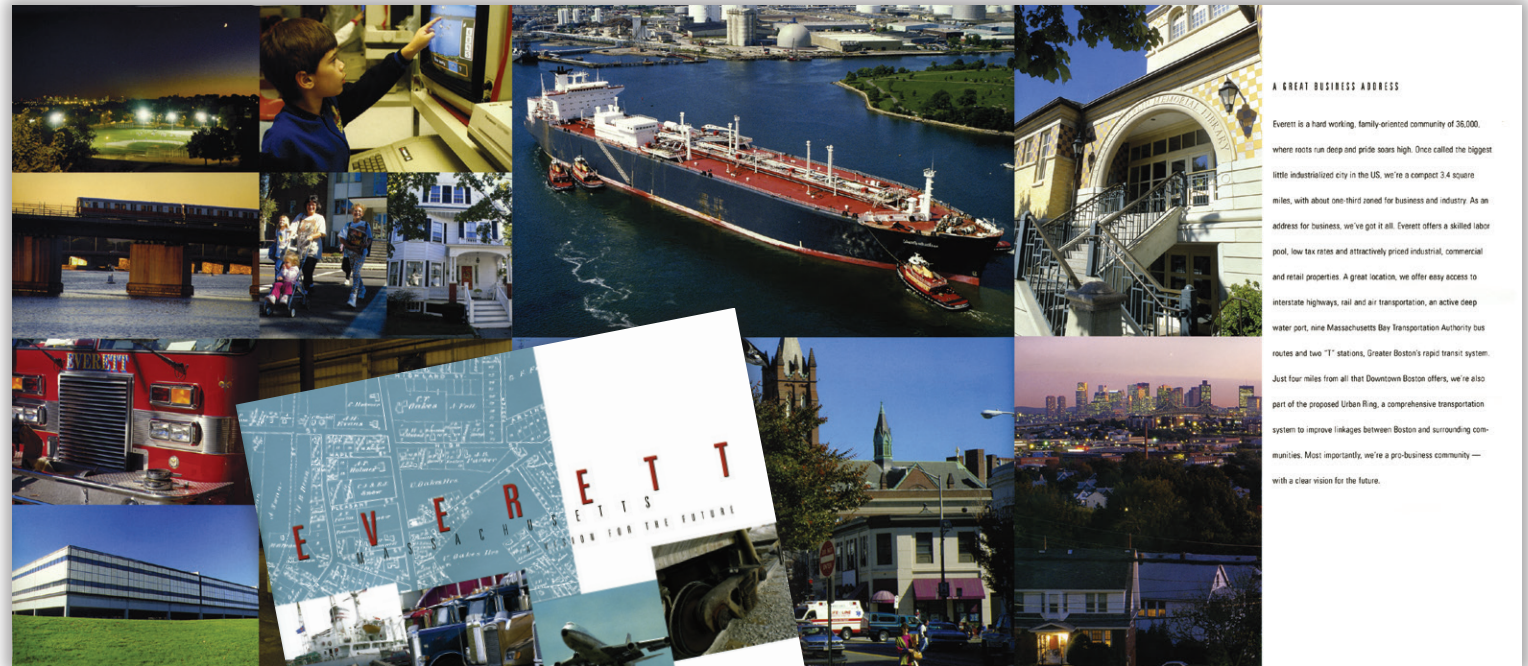
RESULTS

Developers looked at Everett with new eyes; inquiries to the Mayor's Office of Community and Economic Development spiked accordingly.



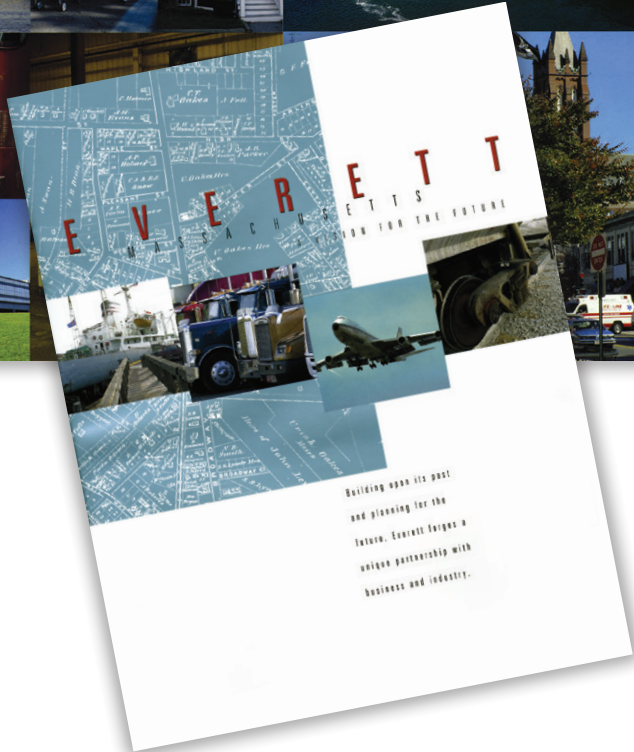


CASE STUDY



A GREAT BUSINESS ADDRESS

Everett is a hard working, family-oriented community of 38,000, where roots run deep and pride soars high. Once called the biggest little industrialized city in the US, we're a compact 3.4 square miles, with about one-third zoned for business and industry. As an address for business, we've got it all. Everett offers a skilled labor pool, low tax rates and attractively priced industrial, commercial and retail properties. A great location, we offer easy access to interstate highways, rail and air transportation, an active deep water port, nine Massachusetts Bay Transportation Authority bus routes and two "T" stations, Greater Boston's rapid transit system. Just four miles from all that Downtown Boston offers, we're also part of the proposed Urban Ring, a comprehensive transportation system to improve linkages between Boston and surrounding communities. Most importantly, we're a pro-business community — with a clear vision for the future.



PROMOTIONAL "VISION" BROCHURE



CASE STUDY

INSIDE SPREAD:
TELECOM CITY
GATEWAY RETAIL CENTER
C&I PARKWAY

TELECOM CITY

A prime industrially zoned redevelopment site, this 47-acre parcel is set between the Malden River and tracks for the Boston and Maine Railroad. Former home to General Electric, it contains a 300,000 square foot main building, an additional one-acre parcel with a 5,000 square foot administration building, sufficient land for 725 parking spaces and loading docks, and public open space on the riverfront.

GATEWAY SHOPPING CENTER

The former Monsanto site, this 80-acre parcel is slated for retail development. A riverfront property, it will feature 20 to 25 stores, ranging in size from 2,500 to 156,000 square feet. Easily accessible from Route 16, future access is planned from Route 98.

PARKWAY

This 80-acre area along the Revere Beach Parkway offers an array of underutilized commercial and industrial sites. Commercial properties line the busy Parkway, industrial and warehouse facilities dot interior sections. Both are easily accessible. The City is actively seeking the right partners to realize the full potential that this near-Boston location offers.