



# nerej

## **Old Colony Crossroads Collaborative produces first co-op advertisement**

March 10, 2011 - Spotlights

The Old Colony Crossroads Collaborative (OCCC) is an emerging regional economic development group in the northern portion of Southeastern Massachusetts that includes 28 communities and associated organizations on the southernmost part of I-495 and the northern segment of Rte. 24. This area anchors a burgeoning economy with the potential to expand and attract even more businesses and create even more jobs. The OCCC membership is a regional team that seeks to optimize and realize the area's potential.

Working together, members of the OCCC share ideas, site selection information, technical resources and expertise, explore regionally-based co-operative marketing, and collaborate on infrastructure, transportation, land-use and other regional issues. The OCCC also will engage the state administration and legislative leaders as partners in the region's economic growth and development.

A few of the founding members have pooled their resources and produced their first co-op advertisement for the New England Real Estate Journal. Under the OCCC banner participating member communities and organizations will co-operatively create future ads highlighting the demographics and strengths of the region to encourage industrial, commercial, and tourism businesses to locate in one of Massachusetts' fastest growing regions providing job opportunities for the region's growing population. The ad also includes the link to the OCCC's developing website [www.oldcolonycrossroadscollaborative.org](http://www.oldcolonycrossroadscollaborative.org) for additional information about the region, links to participating communities, organizations, and regional resources.

OCCC receives staff Support from Diana Jennings, PhD, OCCC coordinator, Bridgewater State University Office for Regional Outreach.

Richard Shafer is the economic and industrial development director for the City of Taunton's Office of Economic and Community Development, chairman of SRPEDD's Regional Economic Strategies Committee, and a founding member of the Old Colony Crossroads Collaborative.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540