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## **Middlesex 3 brings together regional leaders to advocate and to improve business development**

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Stephanie Cronin

The Middlesex 3 region is comprised of 10 communities along the Rte. 3 corridor. It begins 15 miles northwest of downtown Boston and includes the communities of Bedford, Billerica, Burlington, Carlisle, Chelmsford, Lexington, Lowell, Tewksbury, Tyngsborough, and Westford.

The region has experienced tremendous growth in recent years and the trend hasn't slowed down. The 10 communities continue to be diverse and provide something for everyone, including excellent educational and workforce training resources, business-friendly municipalities, diverse housing and commercial real estate options, alternative transportation resources, high-quality healthcare facilities, and recreational and cultural opportunities.

The business base continues to thrive economically as well as in its diversity, which includes start-up businesses, high-tech and high growth companies, and Fortune 500 corporations. Each of these organizations pull from the highly educated and high-quality workforce who are in and around the Middlesex 3 area.

Our organization brings together regional leaders from business, academia, real estate, finance, healthcare, nonprofits, and local, state, and federal governments to advocate and to improve business development along the Rte. 3 corridor. By working together, the Middlesex 3 Coalition communities, companies, members, and partners help to improve economic development, increase job growth and retention, and enhance the quality of life for the entire region.

The Coalition is committed to addressing key issues within our communities, including:

- Improving transportation;
- Improving education and workforce development;
- Improving infrastructure, utilities and commercial/residential real estate development;
- Promoting and marketing Rte. 3 Corridor and area businesses; and
- Addressing business development concerns.

Our work is guided by the following principles:

- Providing assistance with infrastructure and transportation projects;
- Facilitating employment and workforce resources including grants and training programs;
- Serving as a direct line to legislators;
- Providing an introduction to business, municipal and financial contacts;

- Acting as a resource to review and streamline the permitting process; and
- Aiding in identifying potential development sites.

The Middlesex 3 Coalition works with our membership to build relationships, address key economic development issues, and foster real estate and business development in the region.

Most recently, The Middlesex 3 Coalition has launched a new initiative called #M3Connect as way to showcase the collaboration between communities and the economic vitality of the region. The campaign features a promotional video series, social media and other related marketing efforts. The campaign is designed to:

- Highlight economic development initiatives that are positively impacting our region's business climate;
- Connect leaders from business, academia, real estate, nonprofit, and local, state, federal governments through online community building; and,
- Tell the untold stories of successful local businesses and their connection to and support from major employers in the region.

For more information visit: [www.middlesex3.com](http://www.middlesex3.com).

Stephanie Cronin is the executive director for the Middlesex 3 Coalition, Billerica, Mass.

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