

Winchendon Master Plan Update Economic Development Element Draft Inventory/Analysis

A Presentation for the Town of Winchendon,
Massachusetts

Presented by the Montachusett Regional
Planning Commission (MRPC)
1427R Water Street
Fitchburg, MA 01420
www.mrpc.org

Funded under DLTA – District Local Technical Assistance Program

**MRPC's DLTA Program provides
technical assistance at no cost to
member communities**

**funded through the Massachusetts
Department of Housing and
Community Development (DHCD)**

What are the steps in preparing a Master Plan chapter?

Preparing a Master Plan chapter generally consists of three steps:

- Step One: data collection and analysis (where are you at, how did you get there, and where are the trends pointing?) 80%
- Step Two: goal setting (knowing the above, where do you want to be in the future – what is your vision for the community?)
- Step Three: develop recommendations and policies that will achieve your vision.

Depending on the subject matter, chapters can take anywhere from three to five meetings to complete (the Town Government and Land Use chapters take the most time).

1. Data Collection and Analysis of

Winchendon's Current Economic Base

Winchendon's Labor Force:

- Winchendon's local unemployment rate increased from a low of 3.7% in 2001 to a high of 11.1% by the year 2010.
trend: unemployment rate consistently higher than state.
- Since 2010, the unemployment rate has declined slightly to 9.3% for the year 2013.
- Winchendon's unemployment rate has been consistently higher than that of the state.

Measures of Wealth

- Per capita income is equal to the total incomes generated by a population divided by the number of persons in that area.
- The per capita income for the State of Massachusetts was \$35,485, while that of Winchendon was just \$27,688, significantly below the State average.
- Winchendon's per capita income was also lower than that of Hubbardston and Royalston but higher than Gardner, Phillipston, and Templeton.

look at neighbors to get regional scope.

Household Income/Poverty

- Winchendon's median ^{not related} household income is lower than Hubbardston, Phillipston, and Templeton and the Winchendon median family income is only lower than Hubbardston.
- But the median household income and median family income for Winchendon (\$61,937 and \$79,343 respectively) is below the state rate for both categories (\$66,658 and \$84,380 respectively).
- There is less poverty in Winchendon (7.9%) than Gardner (13.0%), Royalston (9.5%) and Templeton (12.9%) and the state (11.0%) although more than in Hubbardston (7.%) and Phillipston (3.7%).

poverty lower than the state

Number and Types of Jobs in Winchendon

- Between 2008 and 2012, the number of establishments increased by 19 (or 10.2%) but employment decreased, losing 84 workers or 4.9% of the employment base in Winchendon.
- The largest loss in employment occurred during the height of the economic recession between 2008 and 2011 but an increase of 45 workers occurred between 2011 and 2012.
- Some good news is that average weekly wage increased by 10.2% outpacing inflation (6.5%).
↑ data source
- The largest number of jobs is found in Education and Health Services, with about 509 education and Health Services jobs, or about 31% of all jobs.
Largest Employers -
- Other strengths include Trade, Transportation and Utilities (290 jobs in 2012), and Leisure and Hospitality (196 jobs) followed by Manufacturing (131 jobs) and Construction (119 jobs).

Number and Types of Jobs in Winchendon Cont'd

- Winchendon has substantially more establishments than Hubbardston, Phillipston, Templeton and Royalston but significantly less than the City of Gardner.
- Over \$55 Million was earned in wages in Winchendon in 2012 – more than its neighbors with the exception of Templeton and its larger neighbor, Gardner.
- As a result Winchendon also has a higher number of employees than communities with lower total wages as well.
- Moreover, the average weekly wage is higher than communities with lower total wages.

Education

- Residents with a high school diploma, but no higher education, represent the largest segment of the Winchendon population – less than neighboring communities with the exception of Gardner but significantly higher than the state (25.9%).
- State data contains higher numbers in the groups of the upper echelon of the educational attainment spectrum than the Winchendon data since 39% of the state's population is reported to have a Bachelor's or Graduate Degree – more than the rate of Winchendon (20.4%).
- Winchendon residents might be attending Montachusett Technical Vocational High School/ MWCC in Devens/Leominster/Gardner?

Economic Sector Contribution to Local Tax Base:

- Winchendon homeowners accounted for roughly 90.11% of the total tax base while the business and industries accounted for 9%. The remainder (2%) was derived from taxes on personal property.
- Winchendon's commercial sector raises the third highest amount of tax dollars when compared to neighboring communities, slightly behind Templeton, with Gardner raising the highest.
- Winchendon raises more tax dollars from its industrial sector than Hubbardston, Phillipston, and Royalston but fewer than Templeton and Gardner.

Brownfields

- There are five Tier Classified Brownfields in Winchendon. Tier Sites require oversight of DEP.
- Brownfields are sites that are contaminated by oil or hazardous material.
- DEP's Data Layer does not include Sites that have not been reported, sites for which a Response Action Outcome has been submitted to DEP, and sites that have not yet been Tier Classified by DEP.

Next Steps

- Development Potential of Commercial/Industrial Zoned Land.
- Goals, Objectives, and Recommendations based on Inventory and Analysis and Public Input