



# **Building a Blueprint for the South Shore for the Next 10 Years**

## **Making the South Shore the Best Place to Live, Work, Play and Visit**

— **A regional development strategy for the South Shore by the South Shore Chamber of Commerce**

*The South Shore Chamber of Commerce is developing a strategic plan to expand the region’s economy and strengthen the South Shore’s appeal as the destination to live, work, play, and visit. As a recognized regional business advocate and leader with a community-centric approach, the South Shore Chamber is well suited to champion a project of this size and scope. The process will uncover potential economic, workforce, and community development opportunities and challenges to building a stronger South Shore. We know that building a stronger region starts with creating strong communities by empowering local business, community and political leadership. The Chamber’s work in this area is already underway. Moreover, there are several important, large development projects already planned and in progress across our region whose levels of success have the potential to vastly impact our region.*

*The process will be led by a Steering Committee representing broad perspectives: representatives include business leaders, Chamber members, political leaders, community leaders—and will be facilitated by Market Street Services, a national economic development firm. The Steering Committee will offer diverse perspectives, guide the project, and develop priorities for economic growth. The scope of the project includes an eight to nine month study, critical research and qualitative insights from business, community and political leaders*

### **Phase 1: Competitive Assessment**

The Competitive Assessment will provide a detailed examination of South Shore’s competitiveness as a place to live, work, play, visit, and do business. During this phase, the team will conduct primary research, incorporate previous and ongoing research and strategic efforts, and conduct leadership meetings, focus groups, interviews, and an online survey.

The Competitive Assessment will synthesize key findings from the quantitative and qualitative analyses to frame the discussion around the key “stories” that define South Shore as a region – encompassing competitive strengths, challenges, and opportunities. This approach is intended to produce a resource that identifies key findings and determines strategic implications for the region.

### **Phase 2: Target Business Analysis**

The Target Business Analysis will identify the economic sectors that are best positioned to drive future growth and wealth creation, taking into account South Shore’s connection to the economic engines of both Boston and Providence. This phase will provide an in-depth assessment of the factors that may be inhibiting economic diversification as well as business sectors that would be best able to drive future growth and wealth creation.

### Phase 3: South Shore Regional Development Strategy

The Regional Development Strategy serves as the blueprint for driving that the Chamber’s future work in serving members, building a stronger regional economy and making the South Shore a special place to live and work. It will also be a holistic strategy, with tactical, measurable, and actionable details that will inform the Chamber’s program of work.

The Regional Development Strategy will include best practice examples from across the nation that further explain individual components of the strategy.

### Phase 4: Implementation Plan

While the Strategy represents “what” South Shore needs to do, the Implementation Plan determines “how” it will be accomplished. The Plan will serve as the “road map” for putting the Strategy into motion by outlining the activities of the Strategy’s objectives on a daily, monthly, and yearly basis.

For more information, please contact:

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The South Shore Chamber of Commerce has long been recognized throughout the state as one of the most active and forceful advocates for the business community, and numbers among the larger Chambers of Commerce nationally. The South Shore Chamber is a not-for-profit association of businesses in the communities south of Boston. It is committed to helping its members grow their businesses and to improve the business climate in the region. Members range in size from major international corporations headquartered on the South Shore to small local firms and sole proprietorships. The South Shore Chamber is a 5-Star accredited Chamber by the U.S. Chamber of Commerce, which positions it among the top 1% of Chambers in the country. For additional information on the Chamber, please visit [www.southshorechamber.org](http://www.southshorechamber.org).

*Market Street Services, Inc.* was founded in 1997 as an alternative to the traditional community and economic development consulting firm. *Market Street's* staff has worked with clients throughout the country to devise measurable, achievable strategies, and clarify what is needed organizationally to successfully implement those strategies. *Market Street's* community clients are successful at creating stronger programs, increasing operational budgets, and creating new quality jobs that elevate prosperity and quality of life. We have worked in more than 160 communities across 34 different states.

For more information about the process visit [southshorestrategy.com](http://southshorestrategy.com)

To take the survey visit <https://www.surveymonkey.com/s/5XZD53C>

