

Here's what our existing businesses have to say about Reading.....

"The community of Reading is very welcoming and supportive of local businesses. Relocating our business to Reading continues to be a successful business decision."

Erin Calvo-Bacci
The Chocolate Truffle

"Reading is a wonderful place to do business because the Reading community is supportive and loyal."

Leslie Leahy, Owner
Owner, The Hitching Post

"Moving to Reading has had a very positive impact on our business. Even though we were only 2.5 miles away before, we have seen sales increase significantly here. The town has a demographic well-matched to a business with a good product to offer. People seem well-educated and environmentally conscious, making them more likely to shop locally. Also, the proximity to Route 128 makes it very convenient for my out-of-town customers."

Valerie Mata, Owner
The Natural Food Exchange

*"All roads lead to Reading!
Reading is a very family friendly town and is easily accessible from all major routes. Reading is so centrally located, Goodhearts customers come from many different surrounding areas. "*

Debbie Rio, Owner
Goodhearts Children's Shop

Reading is Ready for *Your* Business



"Be ready when opportunity comes.....Luck is the time when preparation and opportunity meet."

Roy D. Chapin Jr.

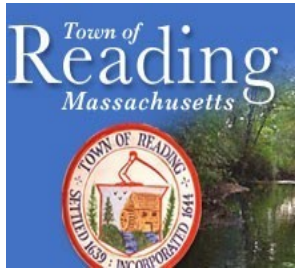
Welcome!

The Town of Reading and the Board of Selectmen are proud to have embraced a proactive approach to economic development.

Our Master plan lists “Improve Downtown” as our number one economic developmental goal. We are taking this direction very seriously, and have followed through on this recommendation by:

Creating a new Economic Development Committee (EDC). This committee was appointed to attract new businesses and ensure the stability and success of existing businesses in Reading, and aid in the of the quality of life for residents by increasing the available retail, restaurant, and amenities in town.

Adding staff resources to support the Economic Development Committee.



Hiring staff to act as a ‘Permits and Licensing Coordinator’ to make your application and approval experience in Reading an easier process.

All of these actions are directed at making Reading the prime location for **your** business.

We welcome the opportunity to talk to you about your business ideas and needs. Outlined in this brochure are easy steps to get started. Thank you for considering Reading and we look forward to talking with you soon!

Peter Hechenbleikner
Town Manager

Why Reading?

Location, Location, Location.

Desirable suburban community located at the junction of two of New England’s busiest interstate highways.

Proximity to residential population in the primary trade area (3 miles) with incomes 32% higher than state-wide median.

High vehicle count providing access to a large number of potential customers (approximately 20,000 cars per day).

Commuter rail station in the heart of Downtown with Express service to Boston.

\$6,000,000.00 Grant to revitalize and enhance Downtown streetscape

Reading Municipal Light Department (RMLD) is owned by the Town of Reading, providing a public service to its residents and businesses, offering low rates, high reliability and superior customer service.

One of the lowest commercial tax rates of the surrounding communities.

EDC completed a market assessment addressing demographic and business opportunities within town. Full details available online at www.ci.reading.ma.us—Business tab.

Thriving Reading-North Reading Chamber of Commerce www.readingnreadingchamber.org

Success starts here.....

The Economic Development Committee has found that the businesses which have engaged with town staff early in their planning stages have had very positive and successful experiences.

One of the committees top priorities is to help new and existing businesses demystify the planning and permitting process.

We strive to make your experience a smooth one, and encourage you to:

- Meet with our Town Planner to discuss which town approvals you will need to start your business.
- Meet with our Permits Coordinator to ensure your permitting process is clear and concise.
- Meet with our Building and Health Inspectors will be available to explain all applications for construction, demolition, plumbing, gas, electrical, refrigeration, and signage.

If you have further questions, please contact the Economic Development Committee directly at EDC@ci.reading.us or visit our website at <http://www.ci.reading.ma.us/Pages/businesses>