



A BUSINESS & COMMUNITY GUIDE

HOLLISTON

Massachusetts



*"We Are Very Proud & Excited To
Be Part Of This Community And
Your New Neighbor In Holliston"*

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WELCOME TO THE TOWN OF HOLLISTON!

Holliston is home to several hundred thriving entrepreneurial companies and we are grateful to the small, often family-owned businesses who provide highly valuable services, employ Holliston residents and contribute greatly to our quality of life and the economic strength of our town. The Board of Selectmen, Town Administrator and Town staff are all committed to supporting the town's business community and ensuring its continued growth and vitality.

Holliston is a lively Metrowest community, strategically located between Boston, Worcester and Providence with a small-town vibe. Over twenty percent of the community is comprised of permanently protected open space, including portions of the Charles River Watershed Natural Valley Storage Area. As a right-to-farm community, there are several commercial farms, an increasing number of small farms and even a community farm. Holliston covers 19 square miles and is bordered by the Towns of Ashland, Hopkinton, Milford, Medway, Millis, and Sherborn. As part of Middlesex County, Holliston was incorporated in 1724.

Holliston has a Town Meeting form of government, where residents gather twice annually and vote on financial and other matters. Residents elect a three-member Board of Selectmen and the Town Administrator handles the day-to-day town operations.

WHY HOLLISTON?

Business Friendly Community • Single Tax Rate • Well-Educated Workforce • Great Quality of Life • A+ Overall Niche Grade

DEPARTMENT CONTACTS

Town Administrator/
Board of Selectmen429-0608
Board of Assessors.....429-0604
Building.....429-0606
Board of Health.....429-0605
Conservation Commission429-0607
Fire Department/Animal
Control429-4631
Highway Department.....429-0615
Parks and Recreation429-2149

Police Department.....429-1212/1213
Public Library.....429-0617
Town Accountant.....429-0600
Town Clerk.....429-0601
Treasurer/Collector429-0602
School Department Admin.....429-0654
Senior Center.....429-0622
Veteran's Agent429-0608
Water Department.....429-0603
Youth & Family Services429-0620

LOCATION

Holliston, MA is located 21.6 miles west of Boston in the area better known as MetroWest with the Charles River passing near the Town's southern region. The Town is within a short driving distance of Interstate 495 and the Massachusetts Turnpike. Residents who wish to take public transportation can do so at one of the nearby commuter rail stations located in Ashland, Natick, Framingham or Franklin.

Population - 13,547 (2010 Census)

Estimated median Household Income - \$115,900
(2015 City-data)

Median Home price - \$434,937 (2015 city-data)

Both are well above the average for the State.

Very Low Crime Index.

First settled in 1659 by Europeans from the Massachusetts Bay Puritans Colony, it wasn't until 1724 that it was incorporated as a Town in honor of Thomas Hollis, a benefactor of Harvard College. Holliston was and still is the quintessential New England town. With no great moment in history to mark its founding or landscape, it is a town which reflects and celebrates the accomplishments and character of its residents, often defining itself as a "home of heroes of the commonplace". Known today as a bedroom community for Boston, Route 128 and Route 495 technology belts, residents of Holliston take pride in their community and it shows with a downtown looking like it was plucked straight from a Norman Rockwell painting.

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WHY DO *Business* IN HOLLISTON

Holliston is a great place to do business in. Businesses are part of the community and receive support from the municipality as well as the residents. Business owners often live in Town, making them vested stakeholders in the community. With a wide range of businesses to choose from, ranging from agricultural to industrial and all of the recreation and service businesses in between plus with designated industrial parks, Holliston uses its commercial culture to enhance its economic vitality.

Holliston Business Association

The purpose of the Holliston Business Association (HBA) is to serve and support all local Holliston businesses and to give back to the community. The HBA was originally founded in the 1950s by local Holliston businesses who were interested in working cohesively together to improve the business environment within the Town. Officially chartered as a non-profit in 1978, this strong networking group also provides scholarship grants to high school seniors pursuing degrees in business through its scholarship trust. Today, the organization remains active by supporting local businesses through its 'Shop Local'



awareness campaigns and its Community Action Fund, which helps to serve as an emergency relief resource for needy members of the community. There are currently over 60 members of the HBA.

www.hollistonbusinessassociation.com

MetroWest Chamber of Commerce

Driving the economic vitality of its communities, the MetroWest Chamber of Commerce, located in nearby Framingham, is a regional business association serving more than 500 members and organizations in the Greater MetroWest region through programming and networking events. The organization is

committed to driving positive and sustainable growth for the business community it serves.

www.metrowest.org

Holliston Economic Development Committee (EDC)

Holliston's EDC works proactively to promote, encourage and facilitate the development of responsible and properly planned commercial and industrial growth. With a dynamic website making access to resources easy for businesses, the EDC is a supportive and business friendly team working to expand and foster economic vitality.

www.hollistonedc.com

With so much community support and engagement, easy access to business supportive resources and a convenient location to major highways, the question is rather **why NOT do business in Holliston?**



BUSINESS RESOURCES

Use these state resources to help your business grow in Holliston

The Massachusetts Small Business Development Center (MSBDC) Network provides one-to-one free, comprehensive, and confidential services focusing on business growth and strategies, financing and loan assistance as well as strategic, marketing and operational analysis. In addition, low cost educational training programs are offered across the state targeted to the needs of small business. www.msbd.org

The Massachusetts Office of Business Development (MOBD) is committed to assisting companies who want to locate, expand, or maintain a presence in Massachusetts. The MOBD mission is to strengthen the economy and increase job growth by providing a highly responsive, central point of contact that facilitates access to resources, expertise, and incentive programs available in the Commonwealth. www.mass.gov/mobd

MassDevelopment offers a wide range of finance programs and real estate development services. MassDevelopment supports economic growth, development, and investment across all sectors of Massachusetts: public and private, commercial, industrial, and residential, and nonprofit, including healthcare, educational, cultural, and human service providers. Their staff works in collaboration with the private and public sector including developers, businesses, and banks to identify investors and leverage public and private funds to support economic growth. www.massdevelopment.com

TOWN OF HOLLISTON LARGEST EMPLOYERS

- Harvard Bioscience (www.harvardbioscience.com)
- Herb Chambers (www.herbchambers.com)
- Iwaki America (www.iwakiamerica.com)
- Lista International (www.listaintl.com) (www.listacabinets.com)
- TSG Enterprises dba Pure Hockey/ComLax (www.purehockey.com) (www.comlax.purehockey.com)
- Wayne J. Griffin Electric, Inc. (www.waynejgriffinelectric.com)
- Web Industries Inc. (www.webindustries.com)



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WHY *Live* IN HOLLISTON

Once populated by factories and farms up until the late nineteenth century, Holliston has now transformed itself into a bedroom community for Boston and the Route 128 and Route 495 technology belts. Holliston is known for its quaint Town Center home to Fiske's General Store, the Holliston Superette, and Holliston Grill, plus numerous antique shops and boutiques, the Carnegie public library, the Holliston Town Hall, and white-steeped churches. Numerous white antique colonial, Greek revival, and Victorian homes with well-manicured lawns surround the town green. The scene is distinctively New England.

NEIGHBORHOODS

East Holliston Historic District & Mudville

These National and State Historic Districts encompass an area of early development along Washington Street (Rte. 16), extending nearly continuously eastbound from Highland Street to Old Locust Street. Comprised of many styles of residential construction - Federal, Colonial, Gothic and Greek Revival, Second Empire, and

Italianate - these structures represent the best of Holliston's heritage. Located off Washington Street in the heart of the downtown is Mudville, comprised of several hundred modest historic homes, reflecting the Town's industrial heritage of shoe and straw hat factories and shops along the Boston and Worcester railroad line and Winthrop Canal. Mudville claims bragging rights to the famous American poem "Casey at the Bat: A Ballad of the

Republic Sung in the Year 1888" written in by Ernest Thayer.

Brentwood, The Queens, Strawberry Hill, Bald Hill, and East Holliston are the more well-known sections of Town. Newer neighborhoods and developments include **Carriage House Estates, Constitution Village, Balancing Rock Hills Preserve, Brooksmont and Holliston Woods.**

Holliston was awarded America in Blooms 'Best in its Population Size' again in 2016 and received the highest designation of "5 Blooms" for Outstanding Community Involvement!



Holliston in Bloom

Established in 2012, Holliston in Bloom is a part of the national America in Bloom program. It is an all-volunteer, non-profit organization that promotes town-wide beautification, historic preservation and community development by encouraging the use of flowers, plants and trees in their

projects. The organization works collaboratively with residents, businesses and the municipal departments to make the Town a more beautiful and vibrant place. Holliston hosted the 2017 America in Bloom National Symposium with a theme of "History. Horticulture. Holliston." which attracted a national audience to the beautiful Town.



WHY *Play* IN HOLLISTON

The residents of Holliston are a true Community. Although residents of the quaint Town have convenient access to happenings in nearby cities like Boston, they take pride in their homes and the town in which they live to ensure that there are plenty of things to do nearby.



Pinecrest Golf Club, an 18-hole public course which is both challenging and fun to play. www.pinecrestgolfclub.net



Upper Charles Trail

The Upper Charles Trail is a proposed 25-mile hiking/biking/walking trail that will connect the communities of Milford, Hopkinton, Ashland, Sherborn and Holliston. The trail will use the abandoned CSX rail bed as the basis for the route, with Milford already having completed its 6.58-mile section. The Trail in Holliston is proposed to be 6.7-miles and is supported by the Rail Trail Committee and community volunteers. Their efforts to create support for and awareness of the Trail as a gathering space where

people can exercise and enjoy the outdoors, are paying off with approximately two-thirds of the accessible Trail being complete.

Lake Winthrop

Summer activities include swimming, boating and picnicking as well as sunbathing at

Stoddard Park and Pleasure Point. There are playgrounds, walking trails and plenty of green spaces for both families and canines. Celebrating the Fourth of July is always a very popular event. Winter time offers scenic vistas for outdoor winter fun.

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Parks & Recreation/Local Landmarks

Holliston's Parks & Recreation Department's mission is to offer programs to meet the needs of the community with an emphasis on kid's programs.

Goodwill Park

Goodwill Park hosts numerous community events during the warmer months. With a beautiful outdoor pavilion, kid friendly playground and ample green space in which to read, rest, play or even have a yoga class on, the Park is a favorite of the residents.

Out Post Farm

Out Post Farm has been providing the residents of Holliston and surrounding towns with fresh, home-grown turkeys, produce and more for decades. Out Post Farm is devoted to bringing healthy food fresh from its farm to your family. Offering year-round events which include Farm Day in September, Tractor Shows in October and BBQ Thursdays from June through September, Out Post Farm is the place for your Thanksgiving turkey or Christmas Trees and wreaths.
www.outpostfarm.net



August Farm

August Farm is a full-service boarding and lesson facility situated on 26 acres of land. August Farm is home to Team August Farm, the Interscholastic Equestrian Association

team comprised of both middle and high school students as well as the Brandeis Equestrian Team.
www.rideaugustfarm.com

Holliston Community Farm - 34 Rogers Street

The farm offers 10 x 10 garden plots and space for experienced beekeepers. It is a focal point of Holliston Farm Day and other annual events supported by the Agricultural Commission, Farm Advisory Board and Friends of the Holliston Community Farm Inc.
www.hollistoncommunityfarm.org



Willow Brook Farm

Nestled on 10 beautiful acres on the Holliston Rail Trail, two indoor arenas as well as an outdoor one, and access to numerous riding trails, this equestrian facility is the perfect spot to explore and develop your passion for



riding. Willow Brook Farm also operates Lil' Folk Farm, offering outings, birthday parties, summer camp, pony rides and a travelling petting farm in order to develop a love of horses and farm animals to children, and Helping Hooves, a therapeutic non-profit program which works with horses as a medium for healing.

www.willowbrookholliston.com

Mayor's Dahlia Plantation

When there is a special event or reason to celebrate, Mayor's Plantation is the perfect floral locale to create the designs, theme, or arrangements. From elaborate weddings to corporate events, you will be amazed at our creations. Available for wholesale and retail customers. Open seasonally on weekends.
www.mayorsdahliaplantation.com

OTHER FARMS:

Arcadian Farm and Debra's Florist -
258 Norfolk Street
www.arcadianfarms.com

MacArthur Farm - 137 Concord Street
www.macarthurfarm.com

Upswing Farm - 28 South Street,
Holliston/Ashland line
www.upswingfarm.com

Patts Blueberries - 577 Gorwin Drive
<https://www.facebook.com/pages/Patts.../199622883500358>

Boston Honey Company
www.bostonhoneycompany.com

Bullard Memorial Farm - Bullard Lane
www.bullardmemorialfarm.org



The Legend of Balancing Rock

Weighing in at over 5 tons sits a rock 20 feet long, 10 feet wide and six feet thick precariously seeming to be balanced on a piece of granite ledge. The legend goes that in 1789, General George Washington marched, with his troops, from Boston to New York through Holliston and came across the Balancing Rock. The men, and Mr. Washington himself, took the opportunity to have a bit of fun and tried, to no avail, to tip over the rock. The Rock still stands today and is the property of the Balancing Rock development, a community for active adults over the age of 55.

Delicious Dining

There are several dining options to choose from in Holliston ranging from the Holliston Superette, the locally treasured full service deli and grocery established in 1960 to franchise restaurants such as Bertucci's. There are also several places to grab a cup of coffee and fresh baked good in the morning or a beer and wings while listening to great local music in the evening.



Holliston Superette

Purchased in 1960 by Arthur and Nellie Guidi, the Superette has always maintained a high level of both customer service and food quality. It is one of the few places around today where you can go and be called by your name rather than by a number. Featuring a menu specializing in sandwiches with Boar's Head meats as well as weekly specials and fresh seafood, the Superette is open seven days a week making customers feel like family in the cozy eatery and deli. www.hollistonsuperette.com

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EDUCATION

Holliston Public Schools are committed to producing confident, self-directed learners in a highly motivating, safe, student-centered environment that supports each student's



social, emotional and academic development. The vision of the Schools administrators, teachers and staff is that of a community of creative lifelong learners that demonstrate the knowledge, skills and values required for productive and socially responsible citizenship. There are two Elementary Schools, one Middle School and a High School which work together with the community and an active parents' association to ensure that the educational needs of the students are met.

www.holliston.k12.ma.us

Massachusetts Bay Community College is a comprehensive, open-access community college, offering associate degrees and certificate programs. The College is dedicated to student learning and achievement through academically rigorous courses and programs. Massachusetts Bay Community College provides its diverse student body with a strong foundation in the liberal arts and state-of-the-art career preparation. The College enriches student experience and encourages civic engagement through academic and co-curricular activities,



student services, and partnerships with local businesses, civic organizations, and schools.

The Framingham campus houses the College's Health Sciences division including our standout Nursing program, early childhood education and human services programs, and our state-of-the-art radiologic technology and surgical technology laboratories.

The Wellesley Hills campus houses the College's Humanities, Social Sciences & Professional Studies and the Science,

Technology, Engineering & Mathematics (STEM) divisions. The campus also houses our world-class biotechnology laboratory, Recreation & Wellness Center, executive offices, offices of International Programming, Institutional Review Board, Alumni Affairs, and the 450-seat McKenzie Auditorium.



LOCAL EVENTS.

And a loyalty to all things local.

Whatever the event, as long as it's local, we're in. There's more to the story at www.middlesexbank.com/community-and-us



EQUAL HOUSING LENDER MEMBER FDIC MEMBER DIF

The Ashland Campus is nationally recognized Automotive Technology Center is approximately four miles south of the Framingham campus off Route 126. The Center houses the latest BMWs, GM vehicles, Jeeps, Toyotas, Lexus, Chrysler and Dodge Ram models, along with our world-class diagnostic equipment.

www.massbay.edu



Library

The Holliston Public Library is located at 752 Washington Street and open Monday through Thursday from 10-8, Fridays from 10-6 and Saturdays from 10-4. The Library offers programs and events for children, teens and adults. www.hollistonlibrary.org



Senior Center

The Holliston Senior Center is committed to serving the needs of its citizens who are 55 years and older by providing healthy choices for their minds, bodies and spirits. The Center also offers a variety of outreach programs such as: fuel and food assistance, SHINE, mobility support and transportation services for doctor's appointments and grocery shopping. The Center is located at 150 Goulding Street.



Holliston Historical Society

The Holliston Historical Society is located at 547 Washington Street and has been studying, collecting and preserving the historical records, traditions and relics of Holliston and its people for over a century.

HEALTH CARE

With more than 78 hospitals near Holliston, easy access to high quality healthcare is a real benefit for residents.

MetroWest Medical Center is located in Natick and Framingham and has been serving the community for over a century. Providing a wide range of health care needs, the facilities are committed to high-quality, compassionate care at a location close to home. www.mwmc.com

Timothy Daniels House

With a mission of quality skilled nursing care in a home-like setting, this small and family owned post-surgery rehab and skilled nursing center, located in Holliston, is dedicated to providing care using the most current techniques in a safe and homey environment. www.rehabassociates.com

Medway Country Manor

Medway Country Manor is a privately owned skilled nursing center. Their goal is to develop individualized treatment programs that give residents a sense of dignity and security. Whether residents are there for short-term transitional rehabilitative care or in need of an extended stay, the team at Medway Country Manor provides a quality and highly personalized care program the residents and patients deserve. www.medwaymanor.com



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