The City of Peabody would like to acknowledge the corporations below for their generous support of this publication.

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PEABODY AREA CHAMBER OF COMMERCE

PeabodyAreahasit.com

Peabody's

Northeast Arc's

BREAKING GROUNDS café

Black Box Theater

Since 1935
Greetings!

Welcome to Peabody. As Mayor, I am proud to share some of the many things which make our community special. We have a wide variety of recreational activities available to all our residents. Brooksby Farm is a city-owned apple orchard that provides year-round family enjoyment and a scenic backdrop for autumn apple picking, winter cross-country skiing, and summer berry picking. The Peabody Independence Greenway and South Peabody Trail Network provide over 5 miles of open space for walking, jogging, biking and other outdoor activities.

Peabody features 20 parks and playgrounds, three branch libraries, and a senior center considered the envy of the region. Peabody is also home to the George Peabody House Museum and Peabody Leather Workers Museum, the Leather City Common, the McVann-O’Keefe Skating Rink and the Meadow at Peabody Golf Course.

Peabody pride is on display each year at the International Festival, which celebrates our rich ethnic diversity. Other programs available to residents throughout the year include the Summer Concert Series, Farmer’s Market, Small Business Saturday, Downtown Stroll and Annual Tree Lighting and our spectacular Holiday Concert.

The Northshore Mall offers its guests an upscale shopping atmosphere with a wide variety of 120 specialty stores. The Mall’s newest addition, the “Promenade at Northshore Mall” boasts several outstanding restaurants, including Bancroft & Co., Tony C’s Sports Bar and Grill, and the newly refashioned Legal Sea Foods. The Promenade will also feature an outdoor entertainment and recreation plaza and a host of amenities designed with today’s shoppers in mind.

With our premium location and the nexus of Route 128, Interstate 95 and U.S. Route 1, Peabody provides easy access for employers and employees. We are proud to be home to Centennial Park - one of the North Shore’s premier business parks and global headquarters of world-class organizations such as Analogic, Weston & Sampson and Boston Children’s at Peabody.

We are also proud to have a dedicated and innovative Main Streets Program that works to cultivate a downtown that is a desirable place to live, an enjoyable place to visit and a supportive place to build a profitable business. Our partnership with Main Streets - powered by community volunteers, business leaders, city officials, and creative entrepreneurs - is vital to Peabody’s standing as the North Shore’s economic hub.

It is with great Peabody Pride that I welcome you to our City and invite you to embrace the warmth, energy, and spirit that our community has to offer.

Best wishes,

Edward A. Bettencourt, Jr.
Mayor, City of Peabody

Peabody is located in the North Shore region of Massachusetts, just 15 miles northeast of Boston and 18 miles west-southwest of Gloucester with its northwestern border running along the Ipswich River. Peabody has a land area of nearly 17 square miles and a population of approximately 51,000. Peabody is a city that has great access with four major highways (Interstate 95, MA Route 128, US Route 1 and MA Route 114), Boston’s Logan International Airport and a thriving public transportation system all at its doorstep. On a daily basis, 27,000 cars run through its Downtown.

Settled in 1626 as part of Salem, Peabody was incorporated as a city in 1916, its name deriving from noted philanthropist and citizen, George Peabody. Like many other New England towns and cities, Peabody began as a farming community, but its rivers and streams soon attracted mills. Peabody became a major center of New England’s leather industry and remained so well into the second half of the twentieth century making it known locally as “Tanner City.” Despite the fact that the eventual loss of the leather industry to the economic base of the City was difficult, Peabody recovered and grew quickly due to its diversification in other businesses.

Demographics, Location and History
Centennial Park
The North Shore’s premier business park, Centennial Park is where first-class office users work side by side with R&D, technology, manufacturing and healthcare professionals. Developed by the Peabody Community Development Authority in the mid 1980s, Centennial Park has a pastoral campus setting; a priority of the developers. Open spaces and wooded areas are throughout resulting in a green and spacious park. This 307-acre business park has unbeatable highway access. www.peabodyworks.com

Partial list of Businesses in Centennial Park
• A&A Industries, Inc.
• Amergent
• Analogic
• BMW Service Center
• Boston Children’s at Peabody
• CEVA Logistics
• Converge
• Prattville Machine
• Thermo Fisher Scientific
• UTC Aerospace Systems
• Weston and Sampson
• ZEISS Microscopy

Rousselot Gelatine
Founded in France in 1891 by Edouard Rousselot, today, this company offers the widest range of gelatins available including collagen. Operating as a subsidiary of Darling Ingredients, Rousselot Gelatine focuses on providing quality products and services to processing industries around the world. www.rousselot.com

Major/Notable Employers
Christian Book Distributors
From humble beginnings in the late 1970s to today’s leading resource for Christian goods, Christian Book Distributors continues to provide an enormous selection at excellent value, with strong customer service and support. www.christianbook.com

Northshore Mall
Northshore Mall offers its guests an upscale shopping atmosphere with a generous variety of more than 140 stores and many full-service restaurants over two levels. The Mall is located at the intersection of Routes 128 and 114, serving the greater Boston North Shore area. Northshore Mall is a Simon Property, a global leader in the ownership of premier shopping, dining, entertainment and mixed-use destinations and an S&P 100 Company. www.simon.com/mall/northshore-mall

Some of the Restaurants at Northshore Mall - The Bancroft, Burtons Grill, Café Bistro at Nordstrom, Café Nero, Cheesecake Factory, Chipotle Mexican Grill, Hop & Grind, Legal Seafoods, Not Your Average Joe’s, and Tony C’s.

Just Some of the Stores at Northshore Mall - Ann Taylor, Brooks Brothers, The Children’s Place, DSW, Gap, H&M, J. Crew, Lego, LOFT, Macy’s, Michael Kors, Nordstrom, The North Face, Orvis, Pandora, Sephora, Talbots, Vans and many more...
Community Development & Planning
This department is committed to fostering and supporting a livable city offering multiple resources and programs, including a dedicated business liaison. Their mission is to create:
• A vibrant Downtown
• A diverse economy within its regional employment centers
• A range of housing types to meet the needs of the community
• An ecologically sensitive open space network
• A safe, efficient and environmentally conscious transportation system
www.peabody-ma.gov

Incentives
Brownfields Cleanup Revolving Loan Fund Program grants support revitalization efforts by funding environmental assessment, cleanup and job training activities. Thousands of properties have been assessed and cleaned up through the Brownfields Program.
www.epa.gov

Community Development Authority (CDA) Business Loan Program
The City of Peabody’s proactive approach to economic development resulted in the establishment of a revolving loan pool of funds the purpose of which is to encourage the creation/retenion of quality jobs and to increase the tax base.

The CDA is able to provide low-interest loans to be used to help bridge the gap between the cash and assets of a business owner and the equity requirements needed to obtain a commercial loan from a bank.

Facade and Signage Improvement Program provides loans up to $10,000 for the funding of well-designed improvements to property owners or businesses wishing to restore or renovate their exterior signage, lighting or commercial building facades.
www.peabody-ma.gov

Resources
Enterprise Center at Salem State University
The Center helps people start their businesses, grow their businesses and solve their business problems. They offer programs, education, resources and connections to help businesses succeed. www.enterprisctr.org

Peabody Area Chamber of Commerce
Considered one of the largest, most influential business groups in the area, this voluntary group of business leaders has been improving the economic, civic and cultural well-being of the area since 1931.
www.peabodychamber.com

Peabody Main Streets works to cultivate a downtown that is a desirable place to live, an enjoyable place to visit and a supportive place to build a profitable business.
www.livepeabody.com

Massachusetts Small Business Development Center (MSBDC) This 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.
www.sbdc.salemstate.edu

Peabody Access Television (PAT) Established in 2007, this non-profit community media center provides information across all fronts of media about the City of Peabody. PAT is the primary resource for the creation and distribution of local programming in the City.
www.peabodytv.com

Peabody Municipal Light Plant (PMLP), the not-for-profit electric utility owned by the citizens of Peabody, is dedicated to providing safe, reliable electricity and high-quality service to its customers at some of the lowest rates in Massachusetts. www.pmlp.com

Non-Profits
Citizens Inn/Haven From Hunger- In July 2017, Citizens Inn merged with Haven From Hunger, creating one organization to better help local families and individuals leave hunger and homelessness behind.
www.citizensinn.org/haven-from-hunger

Northeast Arc helps people with disabilities become full participants in the community, choosing for themselves how to live, learn, work, socialize and play. www.ne-arc.org

North Shore Community Action Programs (NSCAP) empowers people to achieve social and economic stability through services and education in partnership with the community. More than 10,000 people from across the North Shore benefit each year from NSCAP services. www.nscap.org

Progeria Research Foundation (PRF) With a mission to discover treatments and a cure for Progeria and its aging-related disorders, including heart disease, this non-profit was founded in 1999 in response to the lack of progress being made for children suffering from Progeria. Today, PRF continues to be the only organization in the world solely dedicated to this mission. www.progeriaresearch.org
A GREAT PLACE TO LIVE
Peabody is a place over 51,000 people call home and was named one of the “Most Livable Cities in America” by Forbes Magazine in 2009. It’s diversity in cultures is matched with its diversity in the geography of its neighborhoods. With medical, educational and professional facilities and services at its doorstep, Peabody takes care of its residents from the newest to the oldest.

Historical
Fire & Police Memorial
“The Peabody Public Safety Memorial is dedicated to the brave men and women Past, Present, and Future who have dedicated their lives to Peabody Public Safety.”
www.peabodymemorial.org

The George Peabody House Museum celebrates the life of the well-known international merchant, financier and benefactor of numerous philanthropies with a dedication to preserving the history of Peabody’s most noted resident. The George Peabody birthplace and library also officially serves as a community cultural center. Adjacent to the Museum is The Peabody Leather Workers Museum which commemorates Peabody’s history as the “Leather Capital of the World” by featuring exhibits of leatherworking machinery, tools, photographs and other artifacts that document the 300-year history of tanning in the City.
www.peabodymuseums.com

Peabody City Hall, an historical three-story brick building located at 24 Lowell Street, was built in 1883 and features a steeply pitched mansard-style roof with turret-like sections and a portico supported by columns and pilasters. In addition to serving as the home of the City’s municipal offices, the building is used as an events space and was listed on the National Register of Historic Places in 1972 which also included the Peabody Civic Center Historic District.

The Peabody Historical Fire Museum sits in a building which once housed the Peabody Engine Company No. 3. The building is circa 1875 and was originally located on Endicott Street. Today, the Museum resides at 38 Felton Street and features exhibits of rare firefighting artifacts from Peabody and the North Shore.

Peabody Historical Society & Museum was founded in 1896 and serves as a center for the preservation, study and enjoyment of Peabody’s cultural heritage. The Society maintains eight historic properties, an extensive library and archives, and a large collection of china, textiles, furniture and fine decorative arts. www.peabodyhistorical.org

Historic Properties & Points of Interest:
• Felton-Smith Historic Site
• Fire and Police Memorial
• George Peabody House Museum
• General Gideon Foster House
• Nathaniel Felton Senior & Junior Houses
• Orchard House
• Osborne-Salata House
• Peabody Historical Fire Museum
• Smith Barn
• Sutton-Peirson House Woodland Gardens
Seniors

Senior Center
The Peter A. Torigian Community Life Center is a state-of-the-art facility situated in a quiet setting offering 30,000 square feet of adaptable and handicapped accessible space. Managed by the Peabody Council on Aging, the Center meets the diverse interests of Peabody residents such as entertainment, fitness, education, social services, daycare and recreation. www.peabodycoa.org

Brooksby Village
This vibrant senior living and continuing care retirement community features spacious, maintenance-free apartment homes, all with easy access to a host of popular amenities and services including a pool, restaurants and a convenient on-site medical center. www.ericksonliving.com/brooksby-village

Chelsea Jewish Lifecare is a highly respected leader in senior living which includes state-of-the-art care services in skilled nursing, short-term rehabilitation, assisted living, adult day health care, geriatric care, memory support, geriatric care management, hospice, home and personal care. www.chelseajewish.org

Sunrise at Gardner Park is a resident-center senior living facility focused on quality and safety in a caring and positive environment. In addition to assisted living and coordinated medical support provided by top rated nearby hospitals, Sunrise at Gardner Park offers an on-site cyber café, spa, salon and restaurant-style dining. www.sunriseseniorliving.com

Farms

Brooksby Farm
Steadfast in their mission to preserve the sustainability of the orchards, woodland forest and ponds, the staff at Brooksby Farm offers a picturesque and thriving place for customers to enjoy, no matter the season. Spring brings the greenhouses filled with flowers, hanging plants, vegetable plants and limited farm store goods. Summer is Pick Your Own fruits, barnyard animals and abundant offerings at the farm store. The Fall offers apple picking, pumpkins and birthday parties as well as various fall activities. In early Winter, visitors can cut their own Christmas Trees and enjoy pies, jams/jellies, holiday greens and much more. Brooksby Farm also plays host to numerous events and activities, including weddings, throughout the year. www.brooksbyfarm.org

Tillie’s Farm
“The mission of Tillie’s Farm is to grow and provide local, healthy, and seasonal produce using sustainable farming practices with a focus on education for community members, youth, and vocational training.” www.tilliesfarm.org

Outdoor Family Adventures
In conjunction with Brooksby Farm, Peabody’s Recreation Department offers its newest program; Outdoor Family Adventures, which are unique, year-round, seasonally appropriate outdoor experiences fit for the whole family.

Recreation

Crystal Lake
Crystal Lake is another example of Peabody’s commitment to revitalization and restoration of resources. The project to restore the water to its natural level began in 2016 and brings a beautiful lake complete with lakefront amenities including a dock for paddle boats, a fountain, picnic tables and benches, a gazebo and new landscaping for all to enjoy.

The Driscoll Outside Rink
The outdoor skating rink, dedicated in memory of former Councilor Robert Driscoll, is located near the Higgins Middle School and provides hours of free skating to kids of all ages.
East End Peabody Veterans Memorial Park
This is one of the City’s newest parks and a complete revitalization of what was once an empty, overgrown lot. Today, the park boasts a beautiful green space with benches, all-weather game tables, a viewing deck and a lovely walking path around the perimeter.

Leather City Common
Leather City Common is used for entertainment and enjoyment and hosts free summer concerts where thousands gather to enjoy great music, which is often accompanied with unique food truck offerings and craft beers.

Independence Greenway Bike Route
The Bike Route offers 8 miles of trail in three disconnected segments through western Peabody. An on-road route is available to close the gaps. The trails offer scenic views by wetlands and ponds which are home to herons, swans and other wildlife. Access to the Bike Route can be found at the Northshore Mall trailhead.

McVann O’Keefe Skating Rink
Founded in 1974, the McVann O’Keefe Memorial Rink is a municipally owned indoor ice skating rink offering public skating sessions, ice skating lessons, and events along with adult and youth ice hockey. www.peabodyskating.org

The Meadows at Peabody Golf Course
The Meadow is an 18-hole regulation length public golf course owned and operated by the City of Peabody. The course is situated on 259 acres with rolling terrain and various elevation changes. It offers big greens, great fun and a challenge for golfers of all skill levels. www.peabodymeadowgolf.com

Peabody Recreation, Parks & Forestry Department, located at 50 Farm Avenue, is as active as the activities they promote. Each specialty works hand-in-hand to bring the residents of Peabody a variety of year-round indoor and outdoor activities for children and adults: Stories in Nature, snowboarding, elementary basketball, yoga, fencing, photography, art classes and a Boot Camp, are just some of the examples of offerings. In addition, facilities for residents and visitors to enjoy include a skate board and dog park as well as numerous parks and playgrounds. The Recreation Department also offers many overnight and day trips as well as trips to the theater and museums. The Forestry Division is responsible for the care and maintenance of the public shade trees along the streets of the City. The Park Division is responsible for the development and maintenance of all City parks and playgrounds. www.peabodyrecreation.com

Salem Country Club
Despite its name, the Salem Country Club, a historic golf course and home to the 2017 US Senior Open, is located in Peabody. Founded in 1895 and designed by architect Donald Ross, this challenging 18-hole course holds a history blessed with thousands of members who have cared for and preserved the club for future generations. www.salemcountryclub.org

The Scouting Woods Disc Golf Course
This unique and challenging disc golf course plays around a 12-acre detention basin and features hilly terrain with towering locust trees and many rock outcroppings. The course is located at 100 Summit Street.

Torigian Family YMCA
Named in memory of former Mayor Peter Torigian, the YMCA provides a variety of programs for everybody, every age and every level of interest. The YMCA has served the communities of Peabody and Lynnfield since the 1960’s. Over 25,000 community members participate in the impactful youth development, healthy living and social responsibility programming offered. www.ymcametronorth.org
EVENTS & CULTURE
Peabody offers numerous events and cultural opportunities for residents and visitors of the North Shore to enjoy.

The Black Box Theater
Owned and operated by Northeast Arc, this community theater, located in downtown Peabody, provides educational and recreational opportunities for as many as 7,800 local youth and adults annually. http://ne-arc.org/black-box-theater/

Brooksby Farm Snowshoe Classic
A Snowshoeing 5K Trail Event is held annually which includes both single and double track trails. www.brooksbyfarm.org

Concert Series
Concerts of all genre are held throughout the summer months along with an annual fireworks display/concert and pizza festival/concert. In addition, annual holiday concerts/dinners are held at Peabody City Hall. www.peabody-ma.gov

Farmers’ Market
Held in the downtown area, Farmers’ Markets are held from spring to fall, providing a local venue for sales of farm grown produce, farm products, other food products, and related goods. www.livepeabody.com

Holiday Celebrations
The City of Peabody hosts numerous annual events throughout the year including a Memorial Day Parade, Tree Lighting and Holiday Stroll and Visits with Santa, a Veterans Day Breakfast, a St. Patrick’s Day Breakfast, and Trick or Treat/Nightmare on Main Street. www.peabody-ma.gov

International Festival
The International Festival has celebrated the many cultures and people that make up Peabody for over 35 years. Dozens of civic organizations, nonprofits, local businesses, cultural groups, crafters and artisans line Downtown Peabody with delicious food and artwork inspired from places all around the world. Popular bands and performance groups entertain the crowd and a program designed specifically for kids, makes this extremely popular festival in early September a real crowd pleaser. www.peabody-ma.gov

Nightmare on Main Street
A fun event for the whole family, Nightmare on Main Street takes place near Halloween where the festivities begin at Veterans Memorial Park and include a costume contest procession, corn hole and other treat filled games. Trick or treating is along Main Street with a Haunted House at the Knights of Columbus Hall. www.peabody-ma.gov

Pop-Up Pubs
Made possible through a partnership of Peabody Main Streets, the City of Peabody and the Peabody Area Chamber of Commerce, event Pops Up at different times of the year in downtown Peabody with its most notable showing kicking off the International Festival Weekend with a Pop Up Pub block party and a Pop Up Ice Bar in late winter. www.livepeabody.com

Pride in Peabody Clean-up
The City holds an annual Spring Clean-up wherein participants are provided with supplies and a destination for work. Their efforts are rewarded with a free pizza lunch and a beautiful City! www.peabody-ma.gov

Restaurant Week
Restaurant week features several Peabody eateries offering a three-course meal for a total price equivalent to the year...as in $20.18! WOW! Flocks of customers enjoy an appetizer, entrée and dessert during a week in September. www.peabody-ma.gov
EDUCATION
Peabody has a Public School System which puts students first, believing that...

“Each Student can learn and succeed given the proper support, environment and attention to individual learning style.”

“A challenging, supportive and respectful environment is essential for teaching and learning.”

“Student achievement is predicated upon high quality professional development.” Education is the foundation of good citizenship.”

“A well rounded education consists of core academics, fine and applied arts, physical education and technology skills.”

“Respect for self and others is essential and reflected in all learning.”

“High expectations for student achievement are shared by students, family, school and community.”

“Education is the shared responsibility of students, family, school and community.”

Elementary Schools:
Brown School, Burke School, Carroll School, Center School, McCarthy School, South School, Welch School and West School.

Higgins Middle School
Serving grades 6-8, construction on the new Higgins Middle School was completed for the start of the 2016-2017 school year. Even though scheduling, structure and function remained the same, with a new school comes new opportunities: new courses, differing class sizes, new technologies and classroom tools as well as amenities such as air conditioning, have helped to shape the continued community approach to education.

www.peabody.k12.ma.us

Veterans Memorial High School
Serving grades 9-12, the High School has over 1500 students. The mission of the school remains to “Prepare students to be life-long learners and critical thinkers who meet the challenges of citizenship in an event changing world.”

The City embraces the Community approach to education through the Peabody Education Foundation. Founded in 1985 by a group of community members, business leaders and educators seeking to enhance the quality of programs and advanced technology to thousands of students who might otherwise not enjoy such experiences due to budget constraints.

www.peabodyedfoundation.org

Bishop Fenwick High School
Founded in 1959 by the late Cardinal Cushing, Fenwick was the first co-educational Archdiocesan Catholic High School on the North Shore. Fenwick is located on a beautiful 59-acre campus and educates students from over 40 communities in Massachusetts and Southern New Hampshire.

www.fenwick.org
Covenant Christian Academy
Covenant Christian Academy is a Christian and Classical co-educational college prep day school for students in pre-K through grade 12. Students learn to read widely, to think deeply and to write clearly. www.covenantchristianacademy.org

North Suburban Jewish Community Center (NSJCC)
The NSJCC is dedicated to developing and implementing programs for the recreational, educational, cultural, physical and social needs of infants through seniors for the Jewish and general community. www.nsjcc.org

The Peabody Learning Academy, in partnership with the Simon Youth Foundation, is part of the Peabody Public School District and serves the grades 9-12 population. It is located in the Northshore Mall and recognized nationally as one of the most successful, non-traditional high school programs in the United States. This program allows students to learn in an alternative setting with the use of the Edgenuity digital learning platform. www.pebodylearningacademy.com

St. John School
"In 1893, the Sisters of Notre Dame opened St. John the Baptist School to educate the children of the parish. Today, St. John School continues to provide a quality education for students in preschool through grade eight from the parish and several other North Shore communities." www.stjohns-peabody.com

Peabody Institute Library
The Library supports the lifelong learning needs of the Peabody community at its three locations. In addition to providing access to books, resources and technology, the Library provides a wide variety of free cultural and educational programs, a makerspace, discounted museum admission passes, public meeting rooms, and English Conversation Circles for language learners. www.peabodylibrary.org

HEALTHCARE
Peabody’s excellent access makes it an ideal place for outstanding healthcare for North Shore residents.

Boston Children’s at Peabody
Offering World-class pediatric care north of Boston, Boston Children’s at Peabody offers over 59 pediatric specialties and services and access to the same pediatric specialists who practice at Boston Children’s main campus in Boston in a convenient location with free parking. www.childrenshospital.org

Harvard-Vanguard
The Harvard Vanguard Peabody practice has been caring for residents of Peabody, Lynn, Lynnfield, Salem, Beverly, Danvers and other nearby cities and towns since 1983 and provides primary care for adults and children and a wide range of medical and surgical specialty care. www.atiushealth.org

Lahey Medical Center
With demand for health care services on the North Shore continuing to increase, more people want Lahey’s model of medicine, where coordinated teams of physicians work together to deliver high-quality, responsive care. Lahey Medical Center, Peabody, is a full-service, community-based hospital and medical center offering a wide range of medical services which also includes a 24-hour emergency department, an ambulatory surgery center with 39 medical and surgical specialties for patients ages 18 and older, a laboratory and medical and diagnostic imaging. www.lahey.org

The Musculoskeletal Center
The 38,000 square foot medical center located in Peabody’s Centennial Industrial Park includes North Shore Magnetic Imaging, New England Orthopedic Specialists, physical therapy, prosthetics, neurosurgery, digital x-ray and the Adams Center.

Sports Medicine North
Sports Medicine North has been providing unmatched orthopedic care to patients on the North Shore of Boston and surrounding areas for nearly 30 years. What started as a two-doctor practice has grown to become a renowned, state-of-the-art orthopedic facility that covers virtually every aspect of orthopedic care. www.sportsmednorth.com
PEABODY AWARDS

- Named fifth hottest housing market in the U.S. (USA TODAY 2018)

- Playful City USA, 5 consecutive years for its commitment to parks & playgrounds, KaBOOM!

- Named one of America’s 100 safest cities according to Neighborhood Scout’s 2017 rankings

- Top 100 Safest Cities in America (Alarm.org)

- One of America’s Best High Schools (Newsweek 2013)

- 100 Best US Cities to Live (Money Magazine 2012)

- Named a Tree City USA for several years running by the Arbor Day Foundation for its commitment to planting and caring for trees

- On the path to becoming an Age-Friendly Community as recognized by AARP Massachusetts and World Health Organization

- 14th Most Livable City (Forbes Magazine 2009)