



# Berkshire Innovation Center

June 9, 2022

Mark Pruhenski, Town Manager  
Town of Great Barrington – Town Hall  
334 Main Street, #1  
Great Barrington, MA 01230

RE: Response to Housatonic School RFP

Dear Mr. Pruhenski:

On behalf of the Berkshire Innovation Center, I am submitting this letter of interest regarding our organization's potential purchase of the Housatonic School.

Since its official opening in 2020, the BIC has been a beacon for innovation and the growth of new and existing companies in Western Massachusetts. As a central hub for advanced manufacturers and other technology-focused businesses in our region, we have helped industry partners implement new technologies, adopt and share best practices, access capital, and inspire and train the next generation of employees.

Our growth has generated a tremendous amount of excitement and has opened a breadth of new opportunities. At the same time, it has also highlighted the limitations of our current building. As we know, while the population in Berkshire County is relatively small, we are one of the largest counties in the Commonwealth by land area. It is a challenge for businesses or students from Northern or Southern Berkshire County to engage with us in a way that those closer to Pittsfield can. This creates an equity issue and limits the County's ability to collectively harness the talent that stretches from north to south.

As such, we see an opportunity and a need to extend our presence across the county with smaller nodes in Great Barrington and North Adams, while continuing to expand our footprint in Pittsfield. We are calling this expansion BIC 2.0.

For our expansion into Southern Berkshire County, we are proposing a full renovation of the historic Housatonic Village School. The 22,000 SF project will feature a digital design studio, cyber-cafe, AR/VR sim lab, and co-working space, and embrace the community of audio engineers and special effects technicians. It will be a hub for coding, gaming, and robotics competitions and hackathons. It will be rebuilt as a living laboratory and learning space for green building technologies. Students and organizations connected to BIC South will have access to the equipment at the BIC and will be funneled into County-wide educational and



# Berkshire Innovation Center

workforce development programming. This will not only expand the network of technology focused individuals across the County, but it will also fuel the economic revitalization of the Village of Housatonic.

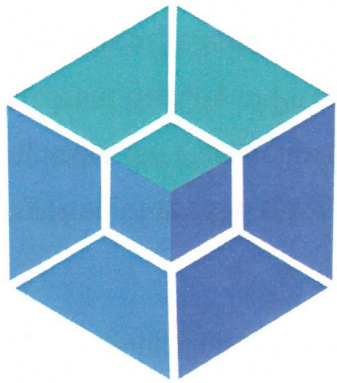
The Berkshire Innovation Center's request to expand and extend its novel form of economic development and community revitalization is an opportunity for the County to reinvest and capitalize on existing assets, to reverse the population decline and provide thought leadership for rural communities around the country about effective models for local job creation, collaborative talent development, and economic prosperity.

We started the BIC project with the Patrick Administration and launched and completed construction with the Baker Administration. As we approach another transition at the State level, we are requesting a two-year period of exclusivity to work the Town of Great Barrington and the Commonwealth of Massachusetts and the BIC Stakeholders to refine the programming components and realize the vision to invest over \$10M in the project. We put together a tremendously strong team of designers, architects, construction managers, attorneys, and financiers as we brought the BIC to life, and will engage the same group to tackle this next phase.

Attached you will find a full presentation that contains background on the BIC and concept plans for the proposed expansion. We look forward to the opportunity to discuss the with you further.

Sincerely,

B. Stephen Boyd  
Founder and Board Chair  
Berkshire Innovation Center



# Berkshire Innovation Center

BIC 2.0 Project Summary  
June 2022



# BIC 2022 Board of Directors



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Director of  
Communications  
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**JULIE  
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Executive Director  
IKIM at MIT



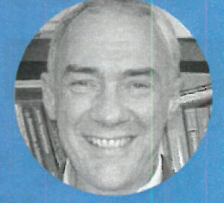
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Life Sciences, UMass



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Area Manufacturing  
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Hamilton, Brook.  
Smith, Reynolds



**ALAN  
LEBIHAN**

Chief Operating Officer  
Unistress, Inc.



**JAMES  
KUPERNIK**

Chief Technology  
Officer  
VidMob

# By The Numbers



28  
Member  
Companies



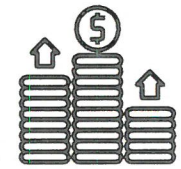
12  
Educational  
Partners



3,800+  
Jobs  
Supported



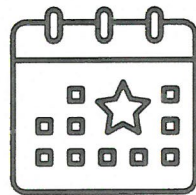
500+  
Jobs  
Anticipated



\$12M  
Planned  
Capital  
Investments



18  
Startups  
Supported



77  
Events /  
Gatherings  
(Jan-June 2022)



223  
Students  
Engaged  
(Jan - June 2022)

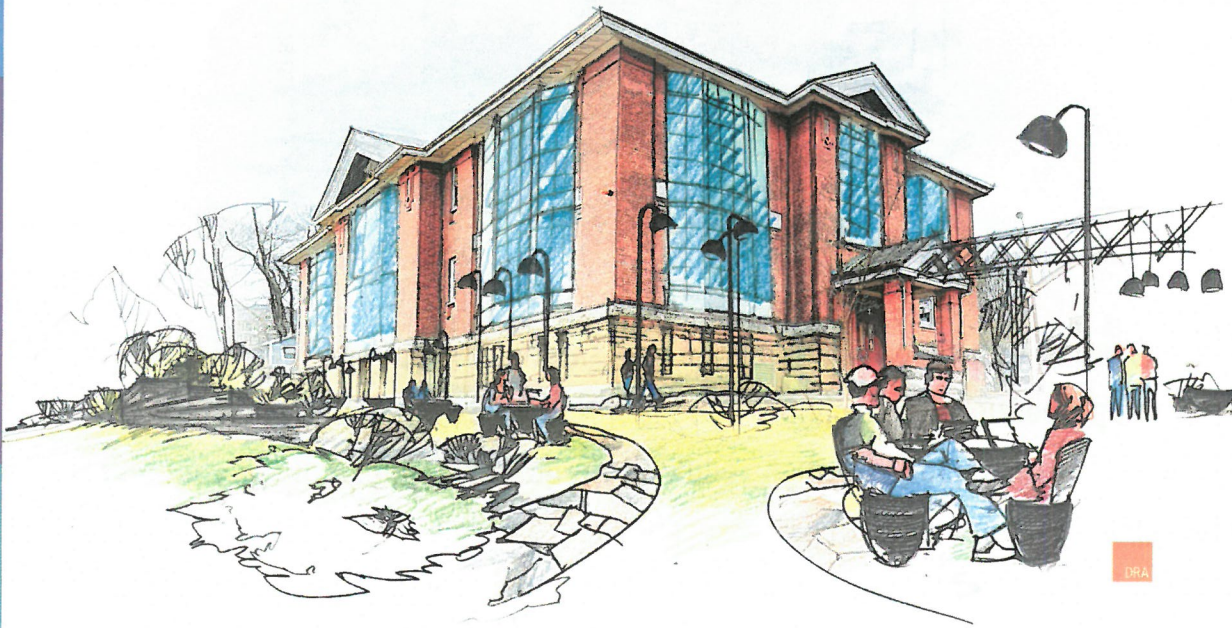


\$16M+  
Grant Funds  
Secured

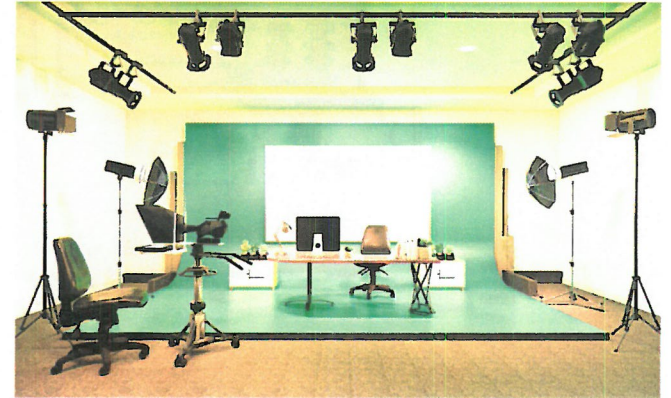


12+  
Community  
Sponsors

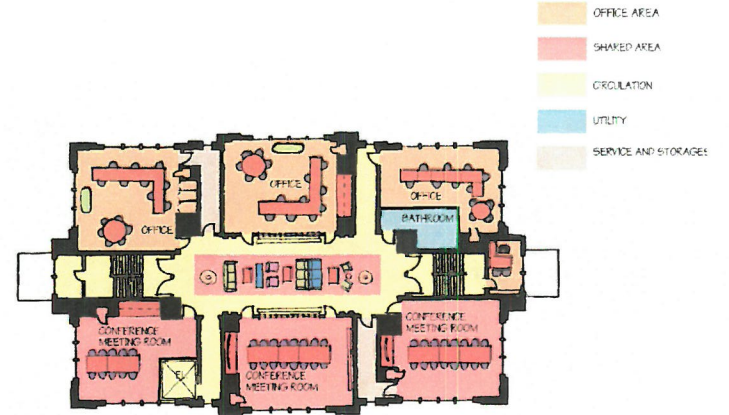
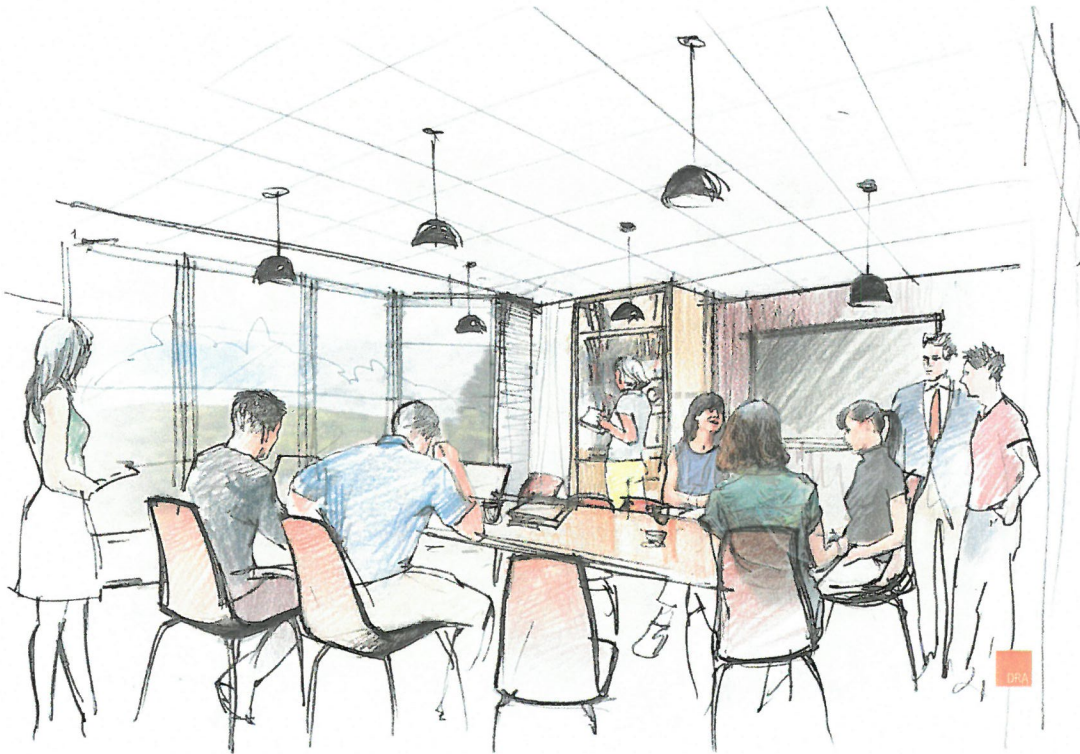
# BIC South



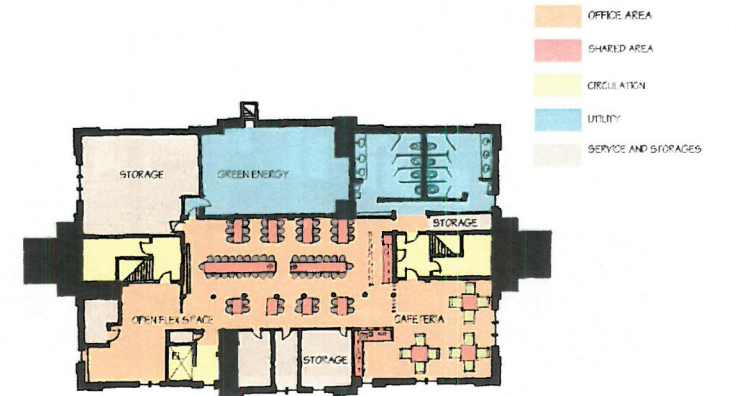
Housatonic Village School  
22,000 SF



# BIC South



Homotonic School 2nd Floor  
 Gross Floor Area: 7175 sq. ft.  
 North



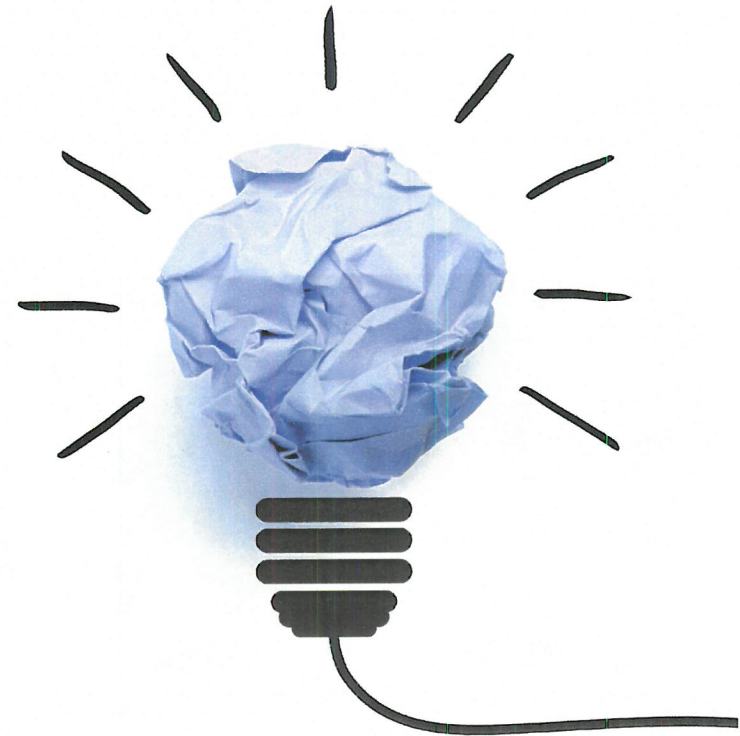
Homotonic School Basement Level  
 Gross Floor Area: 7150 sq. ft.  
 North

# BIC North

BIC's expansion into Northern Berkshire County will serve as the launch pad for the BIC's Learning Institute. It is envisioned as a collaborative partnership with Mass MoCA, along with our local and regional educational partners, that will not only give the BIC a physical presence to better reach and serve students and organizations in Northern Berkshire County, but will be an opportunity to partner with Mass MoCA to create new learning experiences at the intersection of creativity and innovation. While maintaining a modest footprint of dedicated BIC space, we can stretch into the museum spaces as needed for events and gatherings.

Creativity is thinking up new things.  
Innovation is doing new things.

- THEODORE LEVITT





# Expanded BIC HQ

Expansion at our HQ in Pittsfield would include a right-sized flex space that would complement our existing facility and allow the Berkshires to host large-scale business and technology conferences and events. The new annex would also feature larger private office spaces for companies that we have helped incubate and who now need larger spaces to continue their growth. It will complement the current Innovation Center in form and function and together the two buildings will be the foundation for a true campus for technology in the heart of the Berkshires.

