



Company Background

Vistaprint is the global leader in providing marketing products and services to millions of small businesses and organizations. The Company offers a wide range of small business solutions, including printed products, apparel, signage, e-mail marketing, websites, and internet marketing. The Company was founded in 1994 to fill a gap in the marketplace by offering high quality, customizable products at affordable prices. Today, Vistaprint has 14 million customers and an estimated average sale of \$68.00 per customer.

Vistaprint's U.S. operations are located in Lexington, Massachusetts. The Company has 13 offices around the globe and four state-of-the-art manufacturing facilities. Vistaprint has received many accolades and awards and was ranked by *The Boston Globe* as one of the *100 Best of Massachusetts Businesses* and by *The Boston Business Journal* as one of the *Best Places to Work*.

Expansion Project

Vistaprint currently leases and occupies an estimated 219,505 square feet of space in Lexington for marketing, technology development, and other support functions. Due to significant growth in Vistaprint's global business and an increased demand for its products, the Company has realized the need for additional space. Vistaprint has conducted a site search throughout Massachusetts and globally.

An on-site expansion at its current Lexington location is a viable option. The property owner has proposed plans to construct an estimated 150,000 square foot on-site expansion, Vistaprint plans to lease an estimated 100,000 square feet of that space with an option to lease the remainder of that space. The property is planned to be designed with a campus-style atmosphere and will include a state-of-the-art environmental system. The project investment is estimated at \$57 million including \$45 million in construction costs by the property owner, \$7 million for leasehold improvements, and \$5 million for new personal property by the Company.

Economic Development Benefits to Lexington

- Keep a leading and fast-growing technology company in Lexington.
- Put a vacant parcel to use for a new construction project.
- Generate additional real estate taxes, personal property taxes, hotel and meals taxes, and permit fees.
- Retention of 880 permanent full-time jobs in Lexington.
- Creation of 300 new permanent full-time jobs in Lexington.
 - New positions will be available in software development, engineering, marketing, video editing, information technology, and corporate support functions.
 - New job opportunities would be open to qualified Lexington residents.
 - Flex hours are offered to employees that result in less traffic congestion.
 - Transportation programs are available to employees.
- Vistaprint supports education and sponsors internship programs with area colleges.
- Vistaprint has a solid track record of community involvement and supporting local programs.
- Vistaprint and its employees spend an estimated \$1 million annually with Lexington businesses.
- Vistaprint promotes tourism in Lexington when visitors from across the globe come to the area.