

## Grover Pro Percussion, Inc.

22 Prospect Street  
Woburn, Massachusetts  
Neil Grover

We've been based in the Boston area since I founded the company in 1980, which makes it 37 years!

Boston is one of the country's oldest and richest cultural hubs. Boston has three music conservatories, a large number of world-renowned universities with strong music departments, and one of the world's preeminent symphony orchestras. On top of that, Boston is home to the Boston Pops, "America's Orchestra" and a musical ensemble that I have had the privilege of performing with for four decades. As a result, I have been presented with the opportunity to develop and test all of our percussion products with both the Boston Symphony and the Pops in Symphony Hall, which, acoustically speaking, is among the world's finest concert venues. Can't find a better sound lab than that!

Along with such a vibrant musical landscape comes a diverse musical talent pool. We have really been fortunate to have had so many talented musicians walk through our doors, some have interned here and a few became permanent members of our team. I'm proud to add that all of our interns have gone on to successful careers within the industry.

According to Kiplinger, Boston has the 8<sup>th</sup> highest cost of living of all cities in the U.S. I admit that manufacturing in a "high rent" environment challenges our ability to moderate production costs. We achieve this by utilizing a network of specialized component suppliers who are local and have the capacity to supply key parts that not only meet our stringent quality standard, but, that are produced efficiently and in a cost-effective manner. The bottom line is that we are in the business of manufacturing professional level, world-class instruments and even though our products cost more than imported products, our value proposition remains very strong.

I do want to add that Boston has the reputation of having the worst drivers in the world, and it is well deserved!

I am cautiously optimistic about the future. We are experiencing a growth in export sales which I expect to continue. Specifically, our sales in China are growing as our brand is revered by percussionists there. I have learned that the serious musicians in China want American made high quality products. To quote our President, "Who knew?" I can't tell you how much I love exporting product into China! Made in the USA is in our DNA and we're darn proud of it!



Neil Grover

western side of Cambridge. We've been here ever since, and we still have that "tech startup" feel in our office to this day.

Our primary strength is our talented software and hardware engineers, most of whom are also accomplished musicians. Being in Harvard Square allows us to attract and retain hot talent out of MIT and other leading technology institutions. Boston has always been strong in both high-tech and music, with schools like MIT, WPI, Tufts, Berklee and world-class conservatories. Boston and Cambridge have an absolutely thriving music scene, and we feed off of that on many levels.

Our corporate offices are located in Harvard Square, but MOTU also has manufacturing, warehousing and shipping/receiving facilities around the greater Boston area, so we avoid the logistical headaches usually associated with core urban locations.

I'm optimistic about the future here. As the economy improves, the greater Boston area seems to be enjoying the leading edge of that surge. Things are hoppin', thanks to thriving high-tech, a solid local economy and a healthy and pervasive college and university presence. As a tech industry hub, Boston – and Cambridge in particular – has seen a real surge in tech startups, biotech and other fields, especially in the last ten years. When you walk around Cambridge, you really feel it.



Harvard Square, Cambridge

## Mooradian Cover Company

65 Sprague Street  
Hyde Park, Boston, Massachusetts  
Peter Hoffman

For over 35 years, from its early days in a three-car garage in Cambridge to our current home in a re-purposed locomotive factory in Hyde Park, the Mooradian Cover Company has been producing high quality, handcrafted-in-the USA, lightweight-yet protective padded carrying covers and gig bags for stringed instruments.

Within reach of Boston's vibrant live music scene, our location offers us the advantage of first-hand contact with musicians seeking quality protection for their instruments. In addition, Boston's academic community is composed of some of the world's finest music schools and conservatories, allowing direct interaction with faculty and the student population. We are well positioned to respond to a range of needs, whether taking a custom order from a Berklee professor or fielding questions from those just starting out on their musical journey.

Although operating in the Greater Boston area has its advantages, both the higher-than-average cost of living and cost of doing business forces us to search for unique strategies to be even more efficient and competitive in the crowded MI marketplace. Having a product line that requires a team of highly skilled sewing machine operators in a region that has experienced a reduction of those with this skill set provides the greatest challenge. We have been able to build a small, highly productive team by blending full-time and part-time employment with shift flexibility. Our close proximity to downtown Boston with nearby public transportation provides easy access to staff and customers while affording us lower rent and operating costs that are more-user friendly to small businesses.

## MOTU

1280 Massachusetts Avenue  
Cambridge, Massachusetts  
Jim Cooper

Jim Cooper



MOTU was founded in 1980 as an MIT startup based in Belmont, Massachusetts, the next town over from Cambridge. The company soon moved to the Kendall Square area in East Cambridge, just a stone's throw from M.I.T., itself. Then, in 1992 we moved to Harvard Square, literally in the heart of Harvard University, on the