

ECONOMIC DEVELOPMENT DIVISION UPDATE

August 2017

The following summarizes economic development division activities for August 2017.

Economic Development Activities:

- Website/Marketing: The new ED website will be launched by the end of October. Golden Shovel <http://www.goldenshovelagency.com/gsa> has been coordinating with staff to develop the design. Library/GMTV staff has been excellent partners in helping produce the video for the new web. Aerial filming by helicopter was completed on August 31st since original plans were changed twice due to weather.
- Groton Aviation Day: Staff participated in the Aviation Day event on Saturday, August 19th by staffing a table with marketing and promotion materials. The emphasis was the economic benefits of the airport (see attached flyer) as well as other key promotional materials.
- Logo/Branding: Staff has completed a final graphic design which was shown at Aviation Day on Saturday, August 19th. The slogan "Explore More..." will be integrated into the logo shortly.



- CT Next/Innovation Places - TRIP: Staff has been heavily involved with the TRIP effort allocating about 10 hours per week. This entails addressing the \$900,000 CT Next award. In addition, Town of Groton staff is the project lead for the Undersea Technology Consortium Project involving UConn. The Consortium will be located at UConn Avery Point and will entail a supply chain network for undersea technology. Federal match funding was just secured for this project totaling about \$400,000 year for three years involving both UConn and URI. Significant time in August was allocated to the hiring of staff for the project and in seeking additional matching grant funding including federal Economic Development Administration (EDA) grants.
- "Doing Business in Groton Guide": Final meetings occurred with the consultant to finalize this ongoing product. Delivery of this product is anticipated in early September.
- Wayfinding Sign Plan: Staff is coordinating with the consulting team (BETA) on the development of a sign plan for Groton. Partnerships are also being formed with the Mystic Chamber Foundation and Rotary Club with hopes of securing some implementation funding for 2018.

ECONOMIC DEVELOPMENT DIVISION UPDATE

August 2017

Also, the Mystic Chamber has expressed interest in this effort in helping with a future downtown Mystic Information Kiosk.

- Thames River Heritage Park: Groton is still awaiting final award notification for the CT Ports Authority for the \$730,000 Nautilus dock extension award. Staff understands that the bonding authorization will not occur until after the state finalizes their operational budget for FY 2018.
- Tax Increment Financing (TIF): OPDS and Economic Development staff continues to work with Camoin and Associates as well as the TIF Committee in developing the Groton TIF policy guide. The policies will be ultimately approved by the Town Council to guide future TIF plans and agreements for key growth areas such as Center Groton, Downtown Groton and Thames Street.
- Public Property Redevelopment (Mystic Education Center): Staff has begun developing the Request for Proposal (RFP) for the property and more materials have been added to the project website. Aerial video footage was taken on August 31st to be added to the web shortly. Developer inquiries are consistent leading to the RFP release.
- Public Property Redevelopment (Groton Heights): Draft rezoning language was modified as a result of comments received back from Groton City staff. A formal submittal to Groton City will occur by mid-September. Ads within the New England Real Estate Journal (NEREJ) have been placed. Staff has been showing the property often.
- Public Property Redevelopment (517/529 Gold Star Highway): Discussions with development teams are ongoing and progressing.
- Public Property Redevelopment (Seely School): Zoning has been amended to CA-12 to promote development interest in the property and to allow the option of multi-family housing. Signage has been installed and there have been significant discussions with developers.

Meetings/Outreach:

- Staff interaction with businesses included communication with prospects and existing businesses. There were 42 recorded business inquiries and communications in August. This is slightly higher than our average.