

## ECONOMIC DEVELOPMENT DIVISION UPDATE

August 2018

The following summarizes economic development division activities for August 2018.

### Economic Development Activities:

- **Marketing:** Staff continues to increase use of social media to compliment <http://www.exploremoregroton.com/groton>. We remind people to “Like” and “Share” the posts on Facebook. Sharing really makes a difference to expand the reach. Staff and Town Councilor Lian Obrey participated in the Groton-New London Aviation Day event with a Groton promotional table on Sunday, August 19<sup>th</sup> where over 700 people attended.



- **Thames River Innovation Place (TRIP):** Groton participated in several meetings including some with CT Next Innovations. Partnerships with Deepwater Wind are being fostered as well. Year 2 funding is anticipated in September. Federal EDA funding for one grant is anticipated. Another EDA grant proposal has just been submitted for supplemental funds for innovation. The Concierge project just released its attraction/retention video which will be placed on the town website shortly. Staff has also been involved in assisting with the Thames River Reconnection project which is seeking to hire a consultant to address redevelopment along Thames Street and also Hodges Square. Also, staff met with Mystic Aquarium to gain their involvement in TRIP.
- **Tax Abatement Program:** Staff met with the Tax Assessor's staff to further advance the development of a formal tax abatement program. The program will ultimately be presented to the Town Council for approval and will contain a tiered tax benefit structure based upon project size and benefit to Groton.
- **City of New London and City of Groton Staff Coordination:** Staff have been meeting and coordinating well with new staff in the City of New London and City of Groton. Felix Reyes is the

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new Director of Development and Planning in New London. Dennis Goderre is the new City Planner in the City of Groton.

- Public Property Redevelopment (Mystic Education Center): Discussions and meetings with finalists are ongoing.
- Public Property Redevelopment (Groton Heights): The submittal deadline was extended to September 17<sup>th</sup> at the request of the development community. Staff is conducting showings for the property.
- Public Property Redevelopment (517/529 Gold Star Highway): Discussion with a development team is ongoing.
- Public Property Redevelopment (Seely School): The town has been coordinating with a broker addressing property marketing.

### **Economic Development Metrics:**

There were 11 trade name certificates this month in the Town of Groton.

Website Metrics: (Aug. 1-30) [www.exploremoregroton.com](http://www.exploremoregroton.com)

- Total Sessions: 779 (551 new/228 returning), up 3 pct.
- Pages per session: 2.66, down 2 pct.
- Total Page Views: 2,076, up 1 pct.
- Average Time Duration: 2 min 50 secs, up 13 pct.

Our consultants at Golden Shovel Agency report that our site performs above average among their clients. In particular, our pages per session value of 2.66 exceeds the average value of about two pages per session among their client websites. Also, our average duration of nearly 3 minutes is one of the highest values in their client base.

There are 98 subscribers on the Newsletter Mailing List, up 20 pct.

(<http://www.exploremoregroton.com/groton/news-and-media/sign-up-for-our-newsletter>)

### **Upcoming Meetings of Interest and Key Dates:**

- September 4th the Town Council has 2 public hearings. One on the Merritt Property conversion and one on the Introduction of an Ordinance to Establish an Ethics Ordinance and an Ethics Commission
- Zoning Commission:
  - September 5th at 6:30 pm Regular meeting, topics include Signage, Open Space, Multi Uses
  - September 19th at 6:30 pm Special Meeting, unknown at this time
- September 17th and 18th Defense Trade Summit at the Mystic Hilton