

ECONOMIC DEVELOPMENT DIVISION UPDATE

August 2019

The following summarizes economic development division activities for August 2019.

Keep up to date on news pertaining to Groton & Economic Development by going to the website here:
<http://www.exploremoregroton.com/news-and-media/news>

Economic Development Activities:

- Marketing: Staff attended National Aviation Day on August 17th at the Groton-New London Airport. Groton participated in this community event to further promote the community. Staff from both the town and city participated. Additionally, staff worked with the Eastern Chamber of Commerce regarding a future article entitled, “Laying Out Welcome Mat for Business.”



- Mystic Parking: Staff continues to participate in the Mystic Strategic Parking effort. The group is focused on short-ranged efforts to improve parking management efficiency. These include better use of existing parking spaces, enforcement, and technological management solutions.
- Connecticut Economic Development Association (CEDAS): Staff continues to assist the “Best Practices” program. Additionally, staff has been completing the application to receive certification for this program. Deadline for submittal is September 15th.
- Opportunity Zone: Staff is coordinating promotions and meetings to investors and developers for Opportunity Zone properties. We are partnering with the CT Economic Resource Center (CERC) on this initiative.
- Thames River Innovation Place (TRIP): Staff participated in TRIP’s Strategic Planning session on August 28th to identify focus areas for the region. This will assist TRIP in targeting funding requests by October. Additionally, staff attending the Maritime & Naval Consortium event on August 21st focused on connecting Electric Boat and supply chain companies with particular focus on EB’s growth needs from outsource providers.

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Public Property Redevelopment:

- Public Property Redevelopment (Mystic Education Center): The developer and state have nearly completed their legal review process and negotiations. The negotiations between the developer/state have been the largest limiting factor regarding project schedule. This has also impacted when we can present the project to the public. We are hopeful that the project outreach will occur by October. In general, the project entails a “village concept” for the large, 80+-acre property. Recently, staff has conducted interviews with recreation consultants focused on assisting the town regarding the reuse of the existing Pratt Recreation Building.
- Public Property Redevelopment (Groton Heights): Staff has been working with ThayerMahan on the property transfer process. The Groton Heights redevelopment will begin this fall involving property purchase, Bill Memorial Library land swap, zoning approvals, environmental remediation, and the abandonment of Library Street (town-owned paper road). Government approvals are targeted for 2019 with construction occurring in 2020. There is a goal for a late 2020 occupancy.
- Public Property Redevelopment (517/529 Gold Star Highway): Staff and Town Council addressed the final approval of the option agreement. The agreement was executed in August. The project will entail the development of approximately 300 apartments on 17.75 acres. These will assist Groton in reducing the high 80% commuter statistic and in offering modern housing product to our workforce.
- Public Property Redevelopment (Seeley School): Staff continues to work with short-listed developers in finalizing the best preferred development proposal for the property.
- Public Property Redevelopment (Colonel Ledyard School): Staff has been conducting showings for the property to those prospects responding to the Request for Proposals (RFP) issued on July 25th. The deadline for submittals is September 27th.
- Public Property Redevelopment (Pleasant Valley School): Staff recently received keys for the property and can begin marketing efforts. We are coordinating a Phase I environmental over the next month to document environmental conditions. An appraisal was also completed. Marketing will occur through the remainder of 2019 with an RFP during spring of 2020.

Economic Development Metrics:

Trade Name Metrics:

- There were 4 trade name certificates this month in the Town of Groton. 60 total for 2019.

Social Media Metrics:

- 389 Facebook page followers, up 3.5% from last month

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** Please follow the Facebook page and share our posts to your network:

<https://www.facebook.com/GrotonEconomicDevelopment/>

- 42 LinkedIn page followers, up 8% from last month

** Please follow the LinkedIn page and share our posts to your network:

<https://www.linkedin.com/company/groton-economic-development/>

** Please like and SHARE posts on social media to expand the reach!

Website Metrics: (July 30 – August 28) www.exploremoregroton.com

- Total Sessions: 1,201 (973 new/228 returning), up 6%
- Pages per session: 1.84, up 6%
- Total Page Views: 2,210, up 9%
- Average Time Duration: 1 min 28 seconds, up 13%
- 338 subscribers on the Newsletter Mailing List, up 2%

Email addresses collected from meetings and events are now being added to the mailing list.

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

Development Project Activity:

- 382 Gold Star Hwy. – Permit received for a new business, “Crowned Fit”. This is a fitness facility geared toward women.
- 3 Water Street - HDC approval was given to demolish 2 buildings and construct a new mixed use building. This is still in the very preliminary stages and other approvals will be needed.
- 706 Pleasant Valley Road – A certificate of occupancy (CO) was issued for Unit 1 and the building permit was submitted for Unit 3.
- 220 Route 12 – Coral Nail Salon received a Certification of Occupancy.
- 255 Route 12 – A permit was issued for interior tenant fit out for Grand Wine and Spirits new building.
- A permit was received for tenant fit out for the old Payless Shoe Store. This will be occupied by Sally Beauty/Cosmo Prof.
- Central Hall does have a tenant who will be taking over the last 2 retail spaces. OPDS does not yet know the name of the tenant.

Upcoming Meetings of Interest and Key Dates:

- September 14th from 10a-12p – Coffee with City and Town Councilors – Bill Memorial Library
- September 16th at 5:30p – Beautification Committee – Groton Public Library
- September 19th from 5:30p – 7:30p – Business After Hours – Groton Community Center
- September 23rd at 5:30p – Community Meeting with the Beautification Committee – Groton Public Library
- September 26th at 6p – Public Informational Forum on Plastic Reduction Study – Groton Senior Center
- October 5th from 11a – 4p – Groton Fall Festival – Poquonnock Plains Park

Keep up to date on town meetings including agendas, minutes etc. by visiting the Calendar on the town's website here: <http://www.agendasuite.org/iip/groton>

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Click here for events going on around Groton: <https://www.exploremoregroton.com/events/?v=list>

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