

ECONOMIC DEVELOPMENT DIVISION UPDATE

August 2022

The following summarizes Economic Development Division activities for August 2022.

Additional news specific to Groton Economic Development is found here:

<http://www.exploremoregroton.com/news-and-media/news>

Economic Development Activities:

- American Recovery Plan (ARPA) Programming: The ARPA applications have been reviewed and are being prepared for evaluation by the Long Term Recovery Committee (LTRC) in September. One page overviews of the proposals were developed as well as scoring sheets for the LTRC. There are over 70 projects including municipal projects that received funding during the budget process.
- GreaterGroton.com Public Engagement Tool: Staff attended “National Night Out” on Tuesday, August 2nd at Poquonnock Plains Park where they promoted the GreaterGroton site to community members. Staff continues to add projects and updated information on current projects. Register and participate on polls and surveys at www.greatergroton.com and help promote this important tool.
- CT Community Challenge Grant: Staff has been planning for a future Community Challenge Grant proposal for state consideration. Downtown and Poquonnock are part of the focus. Staff presented the concept to the COW on August 23rd. Key property owners are being contacted focusing on this economic development grant targeting jobs, businesses, infrastructure, and transportation. The next grant round is due October 2022. https://portal.ct.gov/DECD/Content/Business-Development/05_Funding_Opportunities/CT-Communities-Challenge-Grant
- Groton Business Roundtable: The monthly “Business Roundtable” event was held on Thursday, August 25th. at Bio CT Commons from 8:00 a.m. – 9:00 a.m. The next event will be on September 22nd from 8:00 a.m. – 9:00 a.m. at Bio CT Commons. Please forward the information to your business contacts.
- Visioning the Former Claude Chester Site: Staff and Chad Frost met in August to discuss the findings of the community outreach effort. Outreach efforts included public meetings and use of the GreaterGroton’s project page to garner direct feedback. Next steps include advancing the findings and public preferences to the COW.
- CT Community Investment Fund: Staff has been discussing the best opportunities for the upcoming Community Investment Fund (CIF) program. One superior Town/City partnership project would be improvements and redevelopment on Thames Street. This state program requires municipalities to submit grant applications. https://portal.ct.gov/CommunityInvestmentFund?language=en_US

Public Property Redevelopment:

- Public Property Redevelopment (Mystic Education Center): No further project activity in August. Blue Lotus Group has been communicating with the state regarding the property’s P&S agreement. Their website includes plans (<https://www.bluelotusmystic.com/>). The current property today has

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over 160,000 square feet of existing building space including a 40,000 indoor recreation facility plus the site holds environmentally contaminated land. Any future redevelopment will preserve half of the 80+ acres as public open space.

- Public Property Redevelopment (Groton Heights): No change in July. ThayerMahan has been completing final internal review. ThayerMahan has grown from three to over 70 employees in three years. They are committed to the project in making this their future world headquarters. <https://www.exploremoregroton.com/news-and-media/project-updates>
- Public Property Redevelopment (517/529 Gold Star Highway): A.R. Builders submitted development plans for Planning & Zoning Commission review. Plans will be on the PZC agenda this fall. A.R. is both a national builder with a strong regional focus in Connecticut and Rhode Island. The project envisions about 324 apartments on 17.75 acres encompassing four lots (two town-owned and two private-owned). Anticipated tax benefits will be in the order of \$1 million annually. <https://ctexaminer.com/2022/05/11/groton-council-greenlights-324-unit-apartment-complex-on-former-town-land/>
- Triton Square (former Seely School): No change in August. The project awaits final resolution on the zoning approval appeal. The site plan for multi-family housing has been approved by the Groton Planning & Zoning Commission. Ground breaking is anticipated for a 305-unit multi-family apartment development. Targeted future tenants are both young professionals and “empty-nesters.” Anticipated future property tax revenue is in the magnitude of \$1 million annually. <https://www.seelyschool.com/>
- Public Property Redevelopment (Colonel Ledyard School): Bellsite, LLC is finalizing development plans for City of Groton Planning & Zoning Commission review. The detailed plans include a total of 65 residential units (multi-family). The next step is to submit the final site plans for City of Groton PZC review. Phase I will modify the existing school building for residential unit development. Phase II will include new buildings and apartments on the rear of the site. <https://www.exploremoregroton.com/news-and-media/project-updates>
- Public Property Redevelopment (Pleasant Valley School): No change in August. Staff is anticipating future discussion with the Town Council. Meanwhile, interest in the property has been indicated by the development community.

Economic Development Metrics:

Trade Name Metrics:

- There were 5 trade name certificates this month in the Town of Groton.

Social Media Metrics:

- 873 Facebook followers, a negligible increase from June.
** Please follow the Facebook page and share our posts to your network:
<https://www.facebook.com/GrotonEconomicDevelopment/>

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- 103 LinkedIn page followers, up 4 percent from July.
 - ** 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 27-August 25) www.exploremoregroton.com
 - Total Sessions: 1,115 (962 new/153 returning), 8 pct. below 12-month avg.
 - Pages per session: 1.76, 4 pct. below 12-month avg.
 - Total Page Views: 1,962, 12 pct. below 12-month avg.
 - Average Time Duration: 1 min 6 sec, comparable to 12-month avg.
- There are 615 subscribers on the Newsletter Mailing List, minimal change from June. Email addresses collected from meetings and events are being added to the mailing list.
<http://www.exploremoregroton.com/groton/news-and-media/sign-up-for-our-newsletter>
- GreaterGroton.com Activity (July 27-August 25, 2022) www.greatergroton.com
 - Total Visits 672
 - Max. Visitors Per Day 39
 - New Registrations 4
 - Engaged Visitors 32
 - Informed Visitors 193
 - Aware Visitors 443
- Top Projects

Project	Engaged Participants	Informed Participants	Aware Participants
Short Term Rentals in Groton	17	84	164
Parking in Mystic	8	55	144
Cannabis in Groton	5	27	63
Retail Opportunities	3	23	41
Housing in Groton	2	8	23

Unemployment Data (Percent %)

	Groton	Norwich-New London- Westerly Labor Market Area	Connecticut
April 2021	8.2	8.7	7.6
May 2021	6.6	6.8	6.0
June 2021	6.9	7.5	6.9
July 2021	6.8	7.3	6.9
August 2021	5.9	6.6	6.1
September 2021	5.4	6.0	5.4
October 2021	4.9	5.9	5.3
November 2021	4.2	5.3	4.8

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December 2021	3.8	5.1	4.4
January 2022	3.8	4.9	4.4
February 2022	4.6	5.7	5.0
March 2022	4.2	4.7	4.3
April 2022	3.6	4.0	3.7
May 2022	3.7	4.2	4.0
June 2022	4.0	4.4	4.1
July 2022	4.0	4.4	4.3

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>

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

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>