

ECONOMIC DEVELOPMENT DIVISION UPDATE

December 2017

The following summarizes economic development division activities for December 2017.

Economic Development Activities:

- Website/Video/Marketing: Staff continues to refine and populate the new economic development website www.exploremoregroton.com that was launched in late November. The site is Groton's primary marketing tool including job, real estate, partner, site selector, and community asset portals plus includes a promotional video produced by Groton Municipal TV staff. Separate from the web, hard copy marketing materials ("cut sheets") and a color glossy folder designs have been finalized. Initial printing of these materials is pending. Key news stories are listed on the website including a recent story addressing success at the Airport Industrial Park (Leonard Drive).
- CT Next/Innovation Places – Thames River Innovation Place (TRIP): Staff helped integrate Michael Kuchta from Analytical Technology Group, a Groton businessperson, to the TRIP Board. Groton staff serves as the lead for the Undersea Supply Chain Consortium Project with UConn. A draft agreement between Groton and UConn has been developed addressing use of CT Next grant funds including UConn's hiring of a Consortium Project Manager to be housed at Avery Point. Staff also attended a Small Business Innovation Research (SBIR) conference related to DoD contracts.
- CT Ports Authority – Nautilus Dock Grant: Staff and Town Manager met with U.S. Navy officials to address future project implementation logistics including permitting, final designs, project management and procurement. It was agreed that the U.S. Navy would receive funds from Groton to implement the project in keeping with the intent of the \$730,000 state grant. Staff has begun preparing documentation for Town Council review and authorization.
- EDC Business Outreach Subcommittee: Staff coordinated the subcommittee meeting and listing of existing businesses for EDC member visitation.
- Wayfinding Sign Plan: Staff held one meeting with consultant (BETA) and steering committee to advance the plan's development and implementation of a first phase elements including a Mystic Sign Kiosk.
- Moody's Bond Rating Review: Staff helped the Finance Department regarding the Moody's bond review. The existing bond rating was preserved as a result of recent economic development initiatives and superior financial management within Groton.
- Public Property Redevelopment (Mystic Education Center): Staff finalized the RFP and it was issued mid-December. The town economic development website houses the project's key information including environmental documentation, video, and information sheets. Proposals are due in February. Property showings by interested developers are ongoing.

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- Public Property Redevelopment (Groton Heights): Staff has increased the marketing for the property including advertisements within the New England Real Estate Journal (NEREJ). Staff has been showing the property often. A sign permit has been secured, sign ordered, and an installation will occur shortly.
- Public Property Redevelopment (517/529 Gold Star Highway): Discussions with development teams are ongoing and advancing. Discussions with the Town Council are anticipated in January.
- Public Property Redevelopment (Seely School): Staff continues marketing efforts, but without the previously selected commercial broker. Drone photography footage quotes were obtained. There is a shared goal of enticing a quality mixed-use developer for town and abutter properties.

Meetings/Businesses:

- OPDS briefed the new Town Council (COW) regarding departmental initiatives on December 12th.
- Bronk attended the Connecticut Economic Development Association meeting in December in preparation for 2018 Board member activities.
- Staff attended the DECD Enterprise Zone year-end coordinators' meeting on December 20th. Staff was advised that funding was not allocated for the Enterprise Zone program for 2018.
- Staff interaction with businesses included communication with prospects and existing businesses. There were 28-recorded business inquiries and communications in December.