

ECONOMIC DEVELOPMENT DIVISION UPDATE

December 2018

The following summarizes economic development division activities for December 2018.

Economic Development Activities:

- Marketing: Staff attended the ICSC NYC conference held 12/4 – 12/6th. Over one hundred brief meetings were held with investors, brokers, developers, and retailers regarding Groton's offerings and key opportunities.



- Thames River Innovation Place (TRIP): TRIP has been awarded federal EDA funding to further advance the Naval and Maritime Consortium Project. U.S. Representative Joe Courtney was instrumental in assisting with this funding.
- Groton Economic Development Strategy: Staff coordinated with Camoin regarding the draft strategies document. The document will illustrate various priorities and recommend how they should best be implemented.
- Tax Abatement Program: Staff met with Town Manager John Burt to discuss the final draft. The draft has now been sent to the Town Solicitor for legal review. It is anticipated that the Town Council will address the proposal in early 2019. It contains a tiered tax benefit structure based upon project size and benefit to Groton.
- Economic Assistance Fund Applications: Staff has been coordinating with two applicants seeking grant funding. Initial submittals are being refined for 18 Thames Street (office space) and 255 Route 12 (retail/mixed use). It is anticipated that the EDC Economic Assistance Fund Committee will review the revised applications in early 2019.
- Community Development Block Grant (CDBG): Staff has discussed potential project concepts with three local teams. The Mystic River Homes concept was deemed most advanced and ready to proceed in meeting federal and state CDBG guidelines. A formal proposal to the State of Connecticut will be developed and public notice/hearings will be conducted over the next few months in preparation for the deadline.
- Public Property Redevelopment (Mystic Education Center): Staff and the state held more discussions with the "preferred developer" to address details and logistics. Public information regarding this pending project will be available in early 2019.

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- Public Property Redevelopment (Groton Heights): Staff continues to coordinate with the “preferred developer” by providing property access and information. The State of Connecticut formally advised that Groton was successful in its attempt to secure a \$150,000 Brownfield remediation grant. This funding will help advance the project and decrease project costs. Public information regarding this pending project will be available in early 2019.
- Public Property Redevelopment (517/529 Gold Star Highway): Staff has been further discussing the project with the “preferred developer” and assisting with project logistics. After ongoing coordination, Eversource has committed to extending the natural gas line north on Route 184 to serve this project. Public information regarding this pending project will be available in early 2019.
- Public Property Redevelopment (Seely School): Staff assisted Goman and York by distributing property sheets and discussing the opportunity with developers at the ICSC NYC conference. Formal developer interests are anticipated in early 2019.

Economic Development Metrics:

Trade Name Metrics:

- There were 9 trade name certificates this month in the Town of Groton.

Social Media Metrics:

- 211 Facebook followers, up 9.9% from last month.
- 12 Twitter followers

Website Metrics: (Nov. 21 – Dec. 20) www.exploremoregroton.com

- Total Sessions: 792 (581 new/211 returning), up 10 pct.
- Pages per session: 2.27, down 1 pct.
- Total Page Views: 1,798, up 5 pct.
- Average Time Duration: 2 min 26 secs, no change from November
- 227 subscribers on the Newsletter Mailing List, up 16 pct.
- 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>)
- Please follow our LinkedIn page and every week, go to organization page and share each post to your network: <https://www.linkedin.com/company/groton-economic-development/>

Upcoming Meetings of Interest and Key Dates:

- 1/2 Zoning Commission 6:30 p.m. @ the Town Hall Annex (no zoning regulation workshops)
- 1/7 Beautification Committee 5:30 p.m. @ the Senior Center
- 1/21 Beautification Committee 5:30 p.m. @ the Groton Public Library