

ECONOMIC DEVELOPMENT DIVISION UPDATE

February 2019

The following summarizes economic development division activities for February 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 prepared for the upcoming ICSC Hartford conference in March. Additionally, new marketing ideas were discussed with our website company Golden Shovel. A targeted focus in on how we reduce the 80% commuter statistic through new offerings including new housing. Additionally, staff participated in the development of new economic development video now found on the website. <http://www.exploremoregroton.com/news-and-media/videos>
- Thames River Innovation Place (TRIP): Staff has been active in helping TRIP address the Executive Director vacancy. New TRIP project pitches were made to TRIP on February 22nd. One project Groton has been advocating is www.feedeachother.com. Staff was engage with the Naval and Maritime Consortium meeting held at Sonalyst in Waterford. The Consortium office is housed in Groton, but their network extends regionally and beyond.
- Groton Economic Development Strategy: Staff continued working with Camoin specific to format and content for the economic development strategy document. The document will illustrate various priorities and recommend how they should best be implemented.
- Fixed Assessment (Tax Abatement) Program: Staff worked with the Town Solicitor to address comments. Legal review comments are expected by early March. The Tax Assessor and Economic Development staff will finalize edits.
- Economic Assistance Fund Applications: Staff has advanced two applications from Grand Wine and Spirits - 255 Route 12 (retail/mixed use) and Sift Bakery - 5 Water Street. The EDC Economic Assistance Committee meeting is scheduled for March 6th to review for recommendation. It is possible that the full EDC addresses the applications at the March 7th regular meeting.
- Tax Increment Financing (TIF): Staff has been active with both the Downtown Groton TIF and joint Town/City TIF. A TIF Advisory Committee meeting was held on February 22nd at which a positive recommendation was made to advance the Town/City TIF Master Plan. The Town EDC will address this item at the March 7th meeting.
- Community Development Block Grant (CDBG): Staff has begun preparing for the public meetings and proposal phase for this year's CDBG proposal submittal.

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- Collaboration Committee: Staff was active in coordinating the regional collaboration meetings with municipal economic development groups which led to a meeting with Electric Boat. SeCTer has agreed to help coordinate future meetings and continue to involve our larger group.
- Connecticut Economic Development Association (CEDAS): Staff is active with CEDAS on a monthly basis. Specific focus is on the Association's Policy Committee as well as the Best Management Practices (BMP) Program.
- Mystic Chamber of Commerce Government Affairs: Staff was invited to participate in the Mystic Chamber Government Affairs Committee. There were discussions regarding ongoing efforts, marketing, wayfinding signage, and addressing the 80% commuter statistic.
- Public Property Redevelopment (Mystic Education Center): Staff and the "preferred developer" continue to address logistics specifically with the State of Connecticut (the owner). Public information regarding this pending project will be available in early 2019.
- Public Property Redevelopment (Groton Heights): Staff has been meeting and coordinating with the "preferred developer." Documentation is being prepared for the project. Public information regarding this pending project will be available in by spring. Meetings are being discussed to occur shortly.
- Public Property Redevelopment (517/529 Gold Star Highway): Staff has been further discussing the project with the "preferred developer" and assisting with project logistics. Public information regarding this pending project will be available in early 2019.
- Public Property Redevelopment (Seeley School): Staff assisted Goman + York with final showings. Formal developer proposals are anticipated in March 2019.
- Public Property Redevelopment (Colonel Ledyard School): Staff released new advertisements for the property in digital and hard copy formats. CoStar/LoopNet is being used as well as New England Real Estate Journal. Cut sheet information pages are on the web. Showings for the property occurred this month. An RFP release is anticipated by summer 2019.
- Public Property Redevelopment (Pleasant Valley School): Cut sheet project information pages are now complete and will be uploaded on the web. We are beginning to receive inquiries from developers seeking opportunities in Groton.

Economic Development Metrics:

Trade Name Metrics:

- There were 6 trade name certificates this month in the Town of Groton. 13 total for 2019.

Social Media Metrics:

- 227 Facebook followers, up 2.72% from last month

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- 13 Twitter followers – 8.33% increase from last month
- 28 LinkedIn followers
- ** Please like and SHARE posts on social media to expand the reach!

Website Metrics: (Jan. 28 – Feb. 26) www.exploremoregroton.com

- Total Sessions: 859 (698 new/161 returning), up 14 pct.
- Pages per session: 2.16, down 5 pct.
- Total Page Views: 1,855, up 5 pct.
- Average Time Duration: 1 min 48 secs, down 18 pct.
- 299 subscribers on the Newsletter Mailing List, up 6 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/>

Development Project Activity:

- Mystic Cheese (Leonard drive) has been issued a Certificate of Occupancy and opened in February
- Grand Wine and Spirits located at 255 Route 12 – concrete has been poured and steel delivered. Mild weather has allowed work to progress
- Sift Bakeshop located at 5 Water Street – had a ground breaking for their expansion. They plan to complete construction in mid-May.
- Harbor Landings – A permit was submitted for a new two family dwelling for the luxury rental property
- Big Y – The Groton facility has been working on extensive interior renovations
- Mystic River Homes – Renovation of facility through CDBG program
- 10 Fort Hill Road – foundation and frame work on the second of three buildings has begun. 19 units total (9 in one building, 8 in the second building, 2 in the third building)
- Car Quest Auto parts at 2400 Gold Star Highway is now a Pep Boys
- Several permits have been submitted of late for house flips

Upcoming Meetings of Interest and Key Dates:

- 3/4 Beautification Committee 5:30 p.m. @ the Senior Center
- 3/6 Zoning Commission 6:30 p.m. @ Town Hall Annex (finishing zoning districts, special regulations, and site standards)
- 3/18 Beautification Committee 5:30 p.m. @ Groton Public Library
- 3/21 Groton Business Meeting (through Mystic Chamber of Commerce) 5:30p at Hillery Co. this is great for networking, we are hoping to attract more Groton businesses

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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