

ECONOMIC DEVELOPMENT DIVISION UPDATE

February 2022

The following summarizes Economic Development Division activities for February 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: Groton's new ARPA coordinator, Kevin Fitzgerald, started in his new role with the Town on February 7th. Staff met internally as well as with the Long Term Recovery Committee (LTRC) who held their first meeting with new members on February 16th. Many on the LTRC stated more public input is needed. "Greater Groton" (described below) continues to serve as a part of the ARPA outreach effort and more.
- GreaterGroton.com Public Engagement Tool: Staff continues to work hard to promote the GreaterGroton.com site. Staff launched the budget simulator tool through "Balancing Act" last month and continues to promote the use of this tool through social media and traditional meetings. This tool allows the public to provide direct input on potential funding allocations. Please register today at www.greatergroton.com to help promote this important tool.
- Exploremoregroton.com Economic Development Website: Staff provided Golden Shovel, web contractor, a request of updates to Groton's website. Staff has received a draft of the changes and has provided a few comments. Staff is excited for the release of an updated www.exploremoregroton.com site in March.
- Marketing: Groton's economic development newsletter is sent out monthly and covers current news, events, and specifically showcases a unique and local small business. This past month featured A.T.Y Confections by Adam Young. A location will open in the new Standard building soon. Staff met recently to map out businesses for the coming months with spotlights on the new owners of Field's of Fire (new business name will be released), Tim Tylaska's industrial property on Flanders Road, and a home wooden kayak building business, just to name a few. If you know of a unique business or interesting story surrounding a business that you think would be a good feature, let us know.
- RTM Economic Development Presentation: Staff provided an update to the new RTM on February 9th highlighting recently completed developments as well as those nearing completion. As a result of these projects, there will be an increase in grand list revenue of approximately \$1.5 million per year. The presentation is attached to this report.
- Data Centers: Staff has been involved with discussions regarding the private data center project. The proposed development is located on industrially-zoned property to the west of Flanders Road and south of Interstate 95. The COW addressed the draft host community agreement for this proposal on February 8th and 22nd. Additionally, there was a joint Economic Development Commission and Conservation Commission public forum on the data center proposal held on February 24th at Thrive 55+ (a.k.a. Groton Senior Center). There was a significant number of attendees (over 75) at the meeting plus approximately 20+ more on the Zoom format. The objective of the meeting was to allow the developer to present and to also answer questions from the public.

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The Town Council will consider the host community agreement in the future (possibly by March).

Public Property Redevelopment:

- Public Property Redevelopment (Mystic Education Center): Groton is planning on entering mediation with Respler Homes on March 3rd. Groton was notified that the new development team (Blue Lotus Group Mystic) launched its project website illustrating the company and their plans (<https://www.bluelotusmystic.com/>). It is Groton's understanding that the developer plans on having a significant public outreach campaign to gain input and to educate the public regarding their identity and intent. The property today has 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. The state, as the property owner, has been closely following this project and inquiries about its progress.
- Public Property Redevelopment (Groton Heights): ThayerMahan has been completing final internal review. The goal is to have the agreement before the Town Council in March. Staff and Town Attorney met with ThayerMahan in November to finalize the legal agreement. 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): PJ&A has selected A.R. Builders as their regional housing development partner to build on the four parcels. A.R. is both a national builder with a strong regional focus in Connecticut and Rhode Island. A.R. has projects in Groton and New London. The project envisions less than 300 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://www.exploremoregroton.com/news-and-media/project-updates>
- Triton Square (former Seely School): The proposed site plan for multi-family housing has been approved by the Groton Planning & Zoning Commission. Ground breaking is anticipated this winter for a 280-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 now finalizing the site plan after meeting with the City of Groton PZC. The site plan will be submitted to the City for consideration and approval prior to any work. Phase I will modify the existing school building for residential unit development. Phase II will include new buildings and apartments (less than 60 apartments) on the rear of the site. <https://www.exploremoregroton.com/news-and-media/project-updates>
- Public Property Redevelopment (Pleasant Valley School): Staff is anticipating future discussion with the Town Council. Staff will be modifying the draft RFP prior to reissuance for solicitations. Meanwhile, interest in the property has been indicated by the development community.

ECONOMIC DEVELOPMENT DIVISION UPDATE

February 2022

Economic Development Metrics:

Trade Name Metrics:

- There were 2 trade name certificates this month in the Town of Groton.

Social Media Metrics:

- 837 Facebook followers, a two-percent increase from January.
** Please follow the Facebook page and share our posts to your network:

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

- 91 LinkedIn page followers, no change from January.
** 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 (Jan 26-Feb 24) www.exploremoregroton.com
 - Total Sessions: 917 (771 new/146 returning), 35 pct. below 12-month avg.
 - Pages per session: 1.87, 6 pct. above 12-month avg.
 - Total Page Views: 1,715, 30 pct. below 12-month avg.
 - Average Time Duration: 1 min 22 sec, 26 pct. below 12-month avg.
- There are 597 subscribers on the Newsletter Mailing List, up one percent from January. 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 (Jan. 29-Feb 27, 2022) www.greatergroton.com
 - Total Visits 3,384
 - Max. Visitors Per Day 1,178
 - New Registrations 10
 - Engaged Visitors 1,925
 - Informed Visitors 2,027
 - Aware Visitors 2,435
- Top Projects

| Project | Engaged Participants | Informed Participants | Aware Participants |
|---|----------------------|-----------------------|--------------------|
| Suggestion Box | 1886 | 1903 | 2177 |
| How should Groton spend our Federal Recovery Dollars? | 21 | 61 | 158 |
| Parking in Mystic | 13 | 71 | 132 |
| Housing in Groton | 12 | 23 | 49 |
| Small Business Forum | 0 | 4 | 16 |

ECONOMIC DEVELOPMENT DIVISION UPDATE

February 2022

Unemployment Data (Percent %)

| | Groton | Norwich-New London- Westerly Labor Market Area | Connecticut |
|----------------|---------------|---|--------------------|
| January 2021 | 9.1 | 9.5 | 8.5 |
| February 2021 | 8.7 | 9.4 | 8.3 |
| March 2021 | 8.8 | 9.4 | 8.3 |
| 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 |
| December 2021 | 3.8 | 5.1 | 4.4 |
| January 2022 | 3.8 | 4.9 | 4.4 |

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>



TOWN OF GROTON, CT

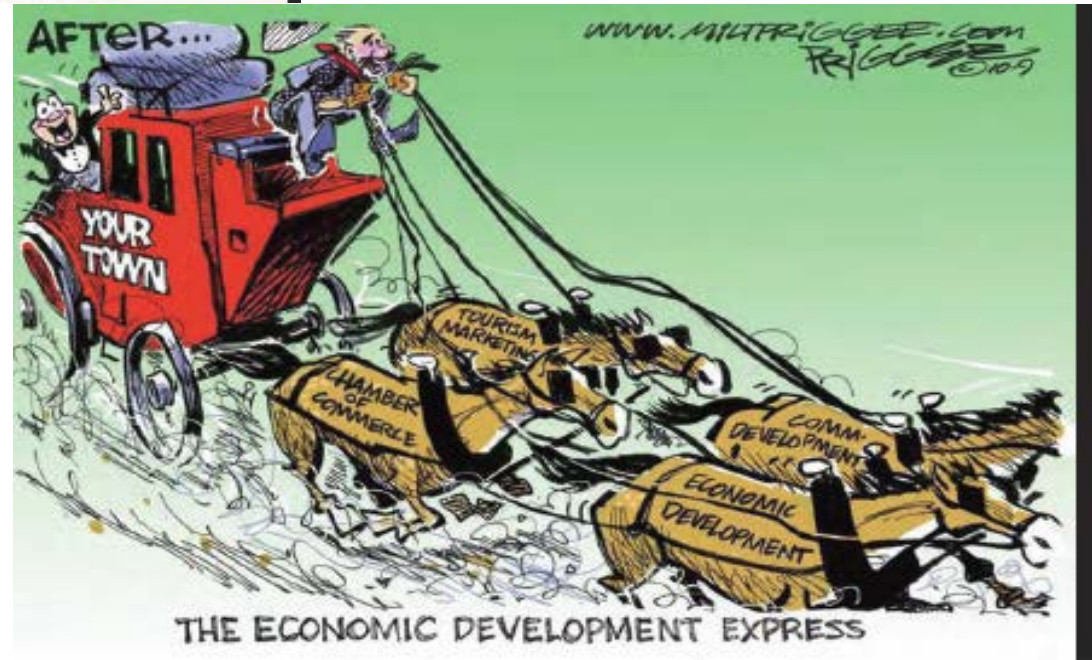
ECONOMIC DEVELOPMENT UPDATE

February 9, 2022

Economic Development ...in a Nutshell



Economic Development is a program, group of policies, or activity that seeks to **improve the economic well-being and quality of life** for a community, by **creating** and/or retaining **jobs** that facilitate **growth** and provide a stable **tax base**.



Strategic Plan

Our Mission is...

To empower the Groton community to create an economic future that realizes our full potential. To do this, the City and Town of Groton will:

- Increase the percentage of people who both live and work in Groton.
- Shape Groton's pockets of economic activity into places where people connect.
- Strengthen and diversify the transportation network to accommodate transformative growth.
- Promote and connect Groton's educational assets from early-education through higher education and lifelong learning and new career development.
- Grow and diversify emerging opportunities.
- Provide an environment that nurtures entrepreneurs and startup companies.
- Connect, communicate, and educate on economic development.

SIFT Bakeshop

5 Water Street, Mystic
7,548 sq. ft.



Pre Improvement | Post Improvement

Assessment - \$622,035 | \$1,032,080

Annual Taxes - \$16,627 | \$28,836

Increase in annual taxes = \$12,209

Pleasant Valley Apartments

702-706 Pleasant Valley Road North, Groton – 147 Units



Pre Improvement | Post Improvement

Assessment - \$1,101,030 | \$13,189,890

Annual Taxes - \$31,665 | \$433,156

Increase in annual taxes = \$401,491

Villages at Bluff Point

10 Fort Hill Road, Groton – 19 Units



Pre Improvement | Post Improvement

Assessment - \$68,992 | \$2,439,437

Annual Taxes - \$2,920 | \$80,111

Increase in annual taxes = \$77,191

Grand Wine & Spirits Retail Plaza

255 Route 12, Groton – 21,640 sq. ft.



Pre Improvement | Post Improvement

Assessment - \$1,135,128 | \$1,118,890

Annual Taxes - \$34,565 | \$33,880

Increase in annual taxes = (\$685)

Jersey Mike's/Chipotle Plaza

258 Route 12, Groton – 15,526 sq. ft.



Pre Improvement | Post Improvement

Assessment - \$753,581 | \$1,328,950

Annual Taxes - \$21,673 | \$43,643

Increase in annual taxes = \$21,970

Popeye's

1,826 sq. ft.

627 Long Hill Road, Mystic



Pre Improvement | Post Improvement

Assessment - \$513,602 | \$597,240

Annual Taxes - \$16,687 | \$19,613

Increase in annual taxes = \$2,926

The Standard 3 Water Street, Mystic

Mixed Use – Retail/14 Residential Units



Pre Improvement | Post Improvement

Assessment - \$572,016 | \$6,767,110

Annual Taxes - \$15,290 | \$193,133

Increase in annual taxes = \$177,843

The Barn 13 Fort Hill Road, Groton

Retail 5,740 sq. ft.



Pre Improvement | Post Improvement

Assessment - \$181,506 | \$521,150

Annual Taxes - \$5,527 | \$17,115

Increase in annual taxes = \$ 11,588

Chelsea Groton Bank

904 Poquonnock Road, Groton – 37,180 sq. ft.



Pre Improvement | Post Improvement

Assessment - \$3,381,840 | TBD

Annual Taxes - \$111,060 | TBD

Increase in annual taxes = TBD

*estimated \$10 million construction project

Days Inn Conversion

135 Kings Highway, Groton – 60 Units



Pre Improvement | Post Improvement

Assessment - \$1,330,00 | TBD

Annual Taxes - \$43,677 | TBD

Increase in annual taxes = TBD

Former Massage School

1154 Poquonnock Road, Groton – 5 units *and proposed future mixed use development project



Pre Improvement | Post Improvement



Assessment - \$567,700 | TBD

Annual Taxes - \$18,643 | *\$108,000

Increase in annual taxes = *\$89,357

*estimated

Triton Square (former Seely School, closed 2004)

55 Seely School Drive, Groton – 305 units



Pre Improvement | Post Improvement

Assessment – N/A | TBD

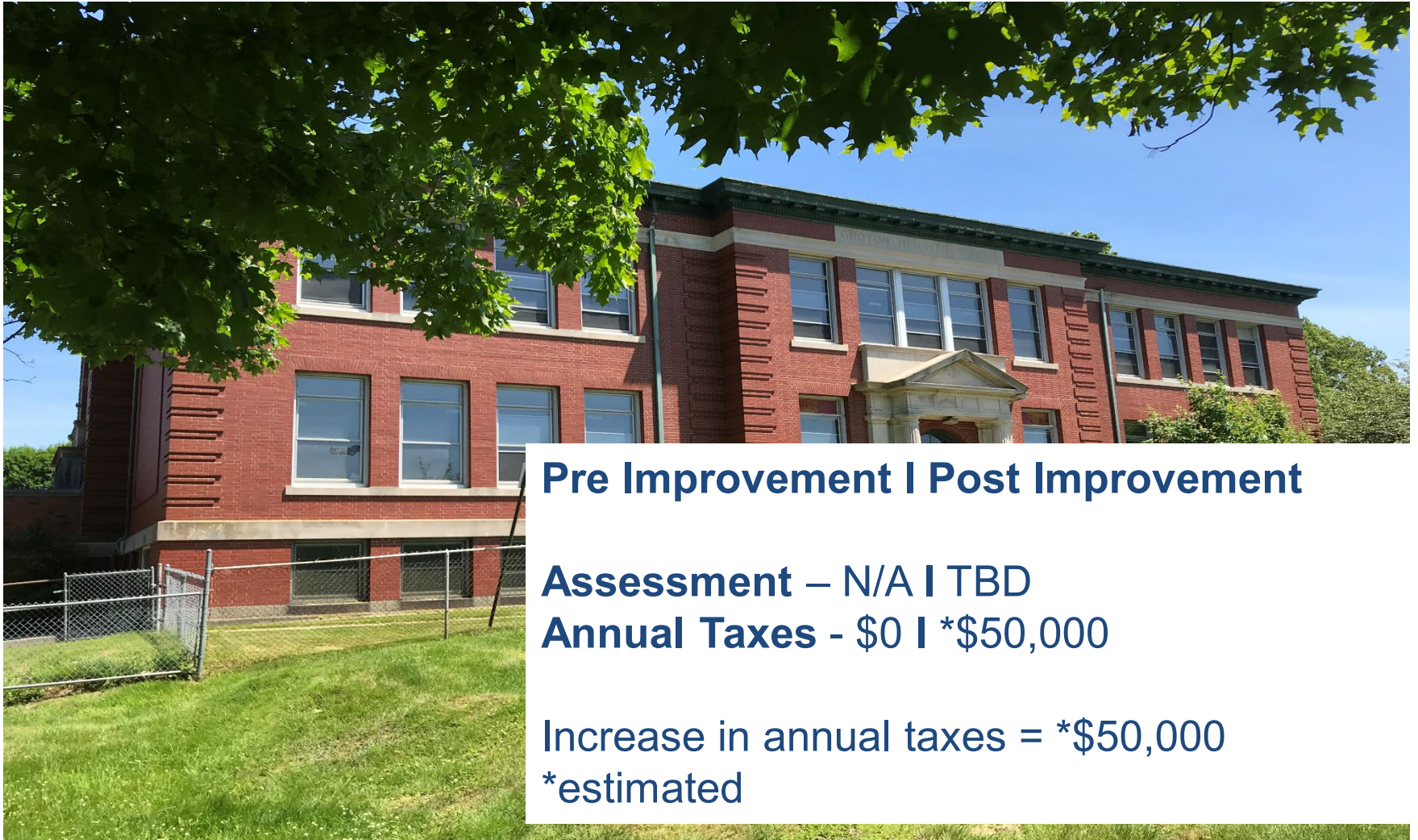
Annual Taxes - \$0 | *\$850,000

Increase in annual taxes = *\$850,000

***estimated**

Groton Heights (closed 2007)

244 Monument Street, Groton – 27,185 sq.ft.



Pre Improvement | Post Improvement

Assessment – N/A | TBD

Annual Taxes - \$0 | *\$50,000

Increase in annual taxes = *\$50,000

***estimated**

Colonel Ledyard School

(closed 2008) 120 West Street, Groton – Proposed 55 Units,
Residential Development



Pre Improvement | Post Improvement

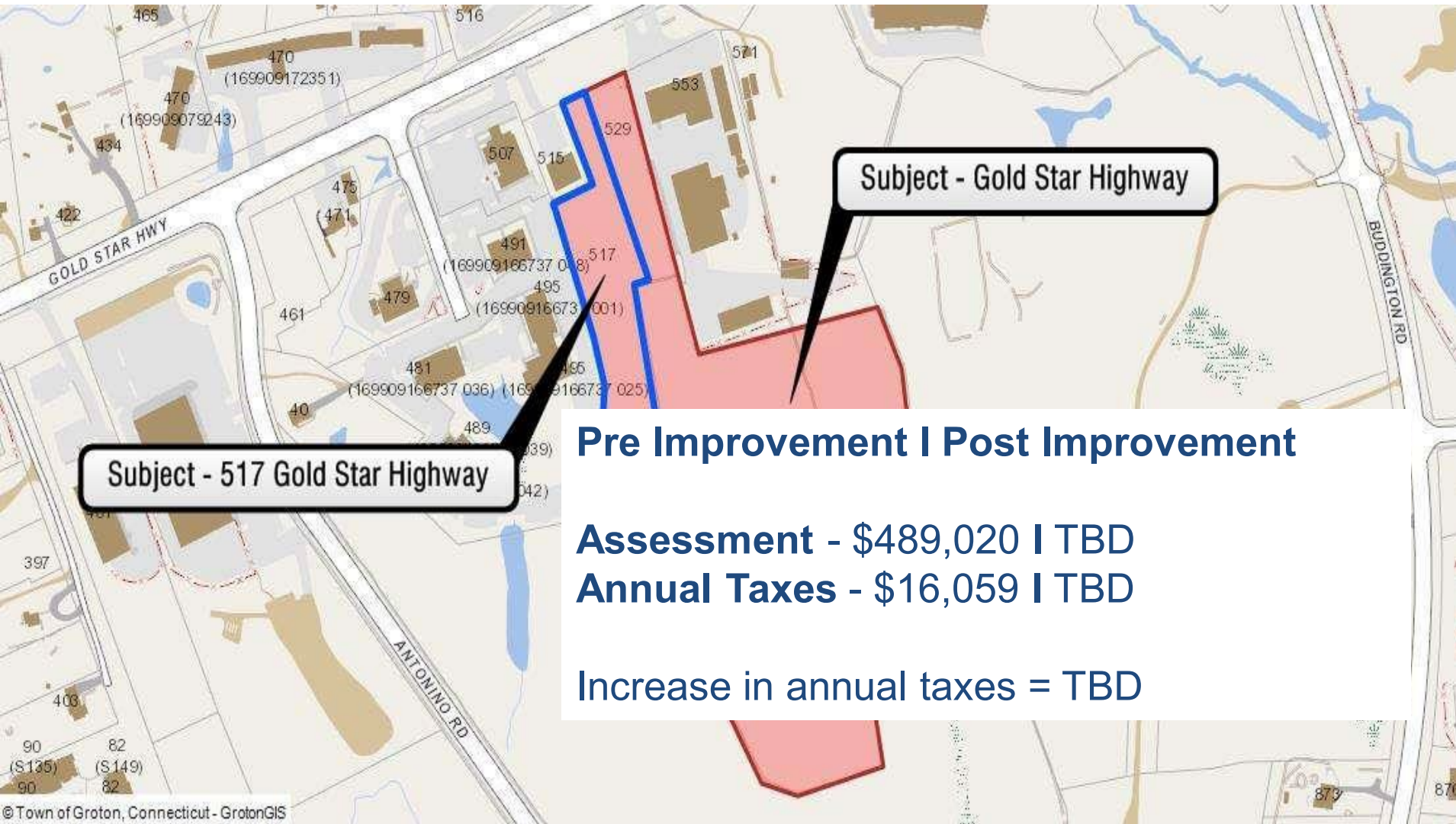
Assessment – N/A | TBD

Annual Taxes - \$0 | TBD

Increase in annual taxes = TBD

517/529 Gold Star Hwy

proposed estimated 250 units



Pre Improvement | Post Improvement

Assessment - \$489,020 | TBD

Annual Taxes - \$16,059 | TBD

Increase in annual taxes = TBD

| ASSESSMENT | | |
|-----------------|------------------|--------------|
| Pre Improvement | Post Improvement | Difference |
| \$11,211,631 | \$29,061,217 | \$17,849,586 |

| ANNUAL TAXES | | |
|-----------------|------------------|-------------|
| Pre Improvement | Post Improvement | Difference |
| \$347,809 | \$1,916,464 | \$1,568,655 |

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