

ECONOMIC DEVELOPMENT DIVISION UPDATE

January 2019

The following summarizes economic development division activities for January 2019.

Additionally, please see the following link for the latest relevant news stories and articles.

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

Economic Development Activities:

- Marketing: Staff met with a retail consultant to discuss future opportunities for Groton. There were also discussions with the City of Groton economic development staff regarding use of a dedicated “micro-site” on the www.exploremoregroton.com website to help serve the City.
- Thames River Innovation Place (TRIP): Staff participated with individual TRIP projects including Thames River Reconnection and Naval and Maritime Consortium. There was an innovation session at the RD86 kitchen facility in New London. Additionally, TRIP Board of Directors has been active in addressing a vacancy with the Executive Director position. We also have been meeting with the www.feedeachother.com startup group that might fit well into the TRIP model.
- Groton Economic Development Strategy: Town and City economic development staff coordinated by listing numerous future implementation steps that will ultimately be incorporated into the strategies document. The document will illustrate various priorities and recommend how they should best be implemented.
- Fixed Assessment (Tax Abatement) Program: The draft is still being reviewed by the Town Solicitor. 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 three applicants seeking funding. Initial submittals are being refined for 18 Thames Street (office space), 255 Route 12 (retail/mixed use), and 5 Water Street. It is anticipated that the EDC Economic Assistance Fund Committee will review the revised applications in early 2019.
- Community Development Block Grant (CDBG): Staff attended a state CDBG workshop that addressed the potential for increased funding availability. We are preparing to seek funding exceeding \$1 million for 2019 focused on a two-year project budget.
- Wayfinding Sign Project: Staff coordinated a meeting on January 28th with the Thames River Heritage Park and City of New London to share the Groton Wayfinding Master Plan. Both groups were interested in pursuing the effort with their respective organizations.
- Electric Boat Legislative Breakfast and Pfizer R&D Luncheon: Staff attended the annual EB legislative breakfast on January 14th at which information further validated the present and

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future growth EB. Staff also attended the Pfizer R&D luncheon presentation on January 28th where the increased growth and output of Pfizer reaffirmed their growth path. Pfizer's new CEO recently committed an additional \$500 million in resources to R&D alone. Groton's campus is the largest Pfizer R&D facility and holds the highest job retention rate. A number of key drug breakthroughs were described including several in oncology.

- Public Property Redevelopment (Mystic Education Center): Staff and the "preferred developer" met with the Town Council (COW) on January 15th. 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." 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. Public information regarding this pending project will be available in early 2019.
- Public Property Redevelopment (Seeley School): Staff assisted in showing the property to prospects provided by the Goman + York commercial broker. Formal developer interests are anticipated in early 2019.
- Public Property Redevelopment (Colonel Ledyard School): Staff is preparing advertisement materials for publication to begin active marketing. Cut sheet project information pages are now complete and will be uploaded on the web. 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.

Economic Development Metrics:

Trade Name Metrics:

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

Social Media Metrics:

- 221 Facebook followers, up 4.25% from last month
 - 12 Twitter followers – no change from last month
- ** Please SHARE posts on social media!

Website Metrics: (Dec. 31 – Jan. 29) www.exploremoregroton.com

- Total Sessions: 773 (612 new/161 returning), up 5 pct.
- Pages per session: 2.27, no change
- Total Page Views: 1,755, down 2 pct.
- Average Time Duration: 2 min 27 secs, no change from December
- 282 subscribers on the Newsletter Mailing List, up 10 pct.

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- 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) will open early February
- A new Dermatology office opened at 34 Water Street
- Demolition was completed at 255 Route 12 – the new building will be multi-purpose use including the new home of Grand Wine & Spirits (currently in the Stop & Shop Plaza)
- A clubhouse is currently being constructed at the multi-family housing units located at Pleasant Valley Road North
- TJMaxx will be doing some interior renovations/upgrades
- Ancient Mariner located at 21 W Main St. has changed owners, since that time they have changed the menu, recently completed an interior remodel and is rebranding as the Mariner
- Sift Bakeshop located at 5 Water Street – is in the process of gaining all approvals for an expansion including an addition and renovation
- Pizzetta located at 9 Water Street – will be expanding in the rear of their building to increase indoor/outdoor dining
- Central Hall – They have gone to the Historic District Commission for signage approvals. They received parameters for signage for the storefronts. They are also seeking approval from HDC for a carport and storage unit in rear of the building (see meetings)
- Harbor Landings – A luxury rental property (can hold up to 40 guests) located at 8 & 14 Casino Road

Upcoming Meetings of Interest and Key Dates:

- 2/4 Beautification Committee 5:30 p.m. @ the Senior Center
- 2/5 Historic District Commission 7:00 p.m. @ Town Hall Annex (Public Hearing for Central Hall requesting approval for a carport and storage unit in rear)
- 2/6 Zoning Commission 6:30 p.m. @ Town Hall Annex (updating zoning map and text for site standards)
- 2/18 Beautification Committee 5:30 p.m. @ Groton Public Library

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>