

ECONOMIC DEVELOPMENT DIVISION UPDATE

June 2019

The following summarizes economic development division activities for June 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 has designed new advertisements to run early July just prior to the upcoming International Council for Shopping Center (ICSC) event in Boston this July. These will run in the Northeast Real Estate Business and New England Real Estate Journal. A Groton table at the event will showcase our marketing materials and will be attended by economic development staff.
See attached ad
- Groton/New London Airport: Staff promoted and distributed the Connecticut Airport Authority survey gauging existing Groton business travel. The objective is to gather historical air travel data so to demonstrate flight and budget demand for limited commercial service from Groton's airport. Preliminary information from economic anchors demonstrates current expenditures in the multi-millions.
- Mystic Parking: Staff participated in a Groton meeting on June 24th with Police, OPDS, and Mystic Chamber regarding the development of longer term parking management strategies for Mystic. These meetings will occur regularly and will be expanded to include Stonington. The goal is not a quick fix, but the development of phased improvements over time.
- Groton Opportunity Zone (OZ): Groton prepared and submitted an OZ property spreadsheet of available properties to the Department of Community and Economic Development (DECD).
- Economic Assistance Fund (EAF): Staff accepted and processed documentation from SIFT for EAF reimbursement. Grand Wine & Spirits installed signage recognizing the Groton EAF financing.
- Wayfinding Sign Project: Staff introduced the City of Groton staff to BETA and the wayfinding sign project. The City is interested in designing some signage that meets their wayfinding needs.
- Connecticut Economic Development Association (CEDAS): Staff assisted CEDAS with the rollout of the Best Management Practices program. A panel discussion occurred on June 14th at the Mark Twain House in Hartford with the CT American Planning Association.
- Thames River Innovation Place (TRIP): Staff participated in the monthly meeting. New bridge funding was approved by CT Next for TRIP. The Naval and Maritime Consortium held their annual meeting at Avery Point on June 19th.

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Public Property Redevelopment:

- Public Property Redevelopment (Mystic Education Center): Discussions are ongoing specific to legal documentation between the developer, state and town. The project entails a “village concept” for the large, 80+-acre property. Staff is focused on addressing Groton’s needs for public uses within the existing Pratt Recreation Building. Groton prepared and released an RFQ for a recreation needs assessment relating to MEC. Agreements between the developer and state and being finalized for future property transfer. A public release of information is anticipated shortly as soon as developer and state agreements are completed.
- Public Property Redevelopment (Groton Heights): Staff worked requested and secured an increase in brownfield grant funding for the property from DECD. The grant increased from \$150,000 to \$225,000. Staff presented a Letter of Intent (LOI) to the COW on June 11th formalizing the partnership between the Town and ThayerMahan. Town Council final approval of the LOI is anticipated in July. Government approvals are targeted for 2019 with construction occurring in 2020. There is a goal for a late 2020 occupancy.
- Public Property Redevelopment (517/529 Gold Star Highway): Staff and developer were involved in a presentation to the Town Council in Executive Session. An option agreement will be provided to the COW in July for public information and Town approval.
- Public Property Redevelopment (Seeley School): Staff conducted further conversations with short-listed developers after initial interviews.
- Public Property Redevelopment (Colonel Ledyard School): Staff coordinated the Phase I environmental analysis process with consultant. This is the final data component needed for the RFP. The RFP will be released in July. There has been ongoing dialogue with multiple interested entities.
- 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. Conversations have been ongoing with the School Committee specific to when the property will be turned over to Town Administration.

Economic Development Metrics:

Trade Name Metrics:

- There were 10 trade name certificates this month in the Town of Groton. 56 total for 2019.

Social Media Metrics:

- 367 Facebook followers, up 38% from last month

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- There are 37 followers to our LinkedIn page, up 3 pct. from May. 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, ju to expand the reach!

Website Metrics: (May 29 – June 27) www.exploremoregroton.com

- Total Sessions: 1,091 (879 new/212 returning), up 30%
- Pages per session: 1.92, up 2%
- Total Page Views: 2,099, up 34%
- Average Time Duration: 1 min 39 seconds, up 11%
- 318 subscribers on the Newsletter Mailing List, up 1%
- There are 329 subscribers on the Newsletter Mailing List, a 2 pct. increase from May. 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>)

Development Project Activity:

- Sift Renovations were completed the end of May/early June
- South Road – Certificate of Occupancy was issued for buildings 41 A & 41 B – 22 Units
- Pleasant Valley North – Certificate of Occupancy was issued for Building C – 44 Units
- Building permit was received for Herbology (medicinal marijuana dispensary) on Gold Star Hwy
- 66 Toll Gate Rd – Groton Bible Church Permit was issued for construction
- 170 Leonard Drive – Permit received for Leonard Drive for a steel building
- 700 Flanders Road – Permit for a pre fab steel building 80x300
- Upgrades at Groton Utilities continue
- PCC Structurals – Permit submitted to modify overhead doors to a larger size
- Major Antenna upgrades on the Skyview Terrace Water Tank

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>

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