

ECONOMIC DEVELOPMENT DIVISION UPDATE

June 2022

The following summarizes Economic Development Division activities for June 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: The ARPA “Needs Assessment” document was completed and has been added to the GreaterGroton.com web page. In addition, the deadline for the ARPA applications was June 30th. Staff promoted the application process through social media, the press, and by reaching out via phone and email to parties that showed interest earlier in the process. The webpage provides details to prospective applicants. Staff is addressing any questions from the public regarding this process. There has been strong interest in this funding program.
<https://ctexaminer.com/2022/05/16/groton-seeks-applications-for-a-slice-of-2-9-million-of-federal-covid-aid/>
- GreaterGroton.com Public Engagement Tool: Staff has seen increased engagement on GreaterGroton.com site particularly with the Visioning Claude Chester and the Short Term Rentals project pages. Staff met with a representative from “Bang the Table” to talk about our experience and success with the site. Staff will participate with “Bang the Table” in a “case study” to highlight our use of the site. This will help to highlight our site both for “Bang the Table” and for marketing for us. Keep an eye out for two new upcoming projects, one on Cannabis, and one on Data Centers that will be released within the coming weeks. Register today at www.greatergroton.com to help promote this important tool.
- CT Community Challenge Grant: Staff has been planning for a future Community Challenge Grant proposal for state review. Downtown and Poquonnock are part of the focus. Key property owners are being contacted focusing on this economic development grant targeting jobs, businesses, infrastructure, and transportation. presented the CT Community Challenge Grant opportunity to the COW on April 12th. The next grant round is due October 2022.
https://portal.ct.gov/DECD/Content/Business-Development/05_Funding_Opportunities/CT-Communities-Challenge-Grant
- Groton Business Roundtable: The monthly “Business Roundtable” event was held on Thursday, June 23rd. The next “Groton Business Roundtable” will be held on July 28th at Bio CT Commons from 8:00 a.m. – 9:00 a.m. Please forward the information to your business contacts.
- Visioning the Former Claude Chester Site: Staff worked with Chad Frost from Kent and Frost and held a public input session regarding the visioning of the site on Monday, June 6th from 5:30pm – 7:00pm at Thrive 55+ (Formerly Groton Senior Center). The session was successful including about 50 participants. The idea exercises completed at the public session were translated onto the project page on GreaterGroton.com so residents can continue to make suggestions on the project page:
<https://www.greatergroton.com/visioning-claude-chester>
- Naviretail and International Council for Shopping Centers (ICSC): Staff has been coordinating with Naviretail regarding attracting new retailers to Groton. A public meeting will be held on Tuesday,

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July 19th (TBD) at which Naviretail will present national perspective on retail for Groton. Additionally, staff will be attending the ICSC New England conference in Boston on July 20th and 21st to promote Groton. Prospects for specialty retail as well as mixed use development attend this event. Naviretail will assist in coordinating targeted meetings with businesses.

- CEDAS 2022 Best Practices Awards: Staff attended the event on June 7, 2022 in New Haven.
- Enterprise Zone (EZ) Applications: Staff has been working with Pfizer and Electric Boat as well as CT DECD regarding EZ documentation pertaining to their expansions.
- Eastern CT Corridor Rail & Transit Feasibility Study: Staff attended the first meeting pertaining to a feasibility study regarding expansion of Shoreline East with the goal of linking the rail to Westerly, RI.

Public Property Redevelopment:

- Public Property Redevelopment (Mystic Education Center): No further project activity in June. Blue Lotus Group has been communicating with the state regarding the property's P&S agreement. Their website includes plans (<https://www.bluelotusmystic.com/>). The current property today has over 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.
- Public Property Redevelopment (Groton Heights): No change in June. ThayerMahan has been completing final internal review. 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): No change in June after the presentation from A.R. Builders to the COW on May 10th. Final plans are being developed for the project. 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 about 324 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://ctexaminer.com/2022/05/11/groton-council-greenlights-324-unit-apartment-complex-on-former-town-land/>
- Triton Square (former Seely School): No change in June. The project awaits final resolution on the zoning approval appeal. The site plan for multi-family housing has been approved by the Groton Planning & Zoning Commission. Ground breaking is anticipated for a 305-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 has been finalizing their plans in preparation for submittal to the City of Groton Planning & Zoning Commission. The detailed plans include a total of 64 residential units (multi-family). The next step is to submit the final site

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plans for City of Groton PZC review. Phase I will modify the existing school building for residential unit development. Phase II will include new buildings and apartments on the rear of the site.
<https://www.exploremoregroton.com/news-and-media/project-updates>

- Public Property Redevelopment (Pleasant Valley School): No change in June. 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 Metrics:

Trade Name Metrics:

- There were 6 trade name certificates this month in the Town of Groton.

Social Media Metrics:

- 855 Facebook followers, a 1% increase from May.
** Please follow the Facebook page and share our posts to your network:
<https://www.facebook.com/GrotonEconomicDevelopment/>
- 90 LinkedIn page followers, negligible change 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 to expand the reach!
- Website Metrics (May 31-Jun 29) www.exploremoregroton.com
 - Total Sessions: 1,989 (1,698 new/291 returning), 49 pct. above 12-month avg.
 - Pages per session: 1.61, 11 pct. below 12-month avg.
 - Total Page Views: 3,202, 33 pct. above 12-month avg.
 - Average Time Duration: 0 min 54 sec, 19 pct. below 12-month avg.
- There are 608 subscribers on the Newsletter Mailing List, no change from May. 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 (May 31-June 29, 2022) www.greatergroton.com
 - Total Visits 3,844
 - Max. Visitors Per Day 337
 - New Registrations 159
 - Engaged Visitors 1,011
 - Informed Visitors 1,468
 - Aware Visitors 2,185

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- Top Projects

Project	Engaged Participants	Informed Participants	Aware Participants
Short Term Rentals in Groton	870	999	1342
Visioning Claude Chester School	137	363	609
ARPA Application	2	81	173
Parking in Mystic	11	61	132
Housing in Groton	6	11	33

Unemployment Data (Percent %)

	Groton	Norwich-New London-Westerly Labor Market Area	Connecticut
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
February 2022	4.6	5.7	5.0
March 2022	4.2	4.7	4.3
April 2022	3.7	4.0	3.7
May 2022	3.7	4.2	4.0

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>