

## ECONOMIC DEVELOPMENT DIVISION UPDATE

*May 2017*

The following summarizes economic development division activities for May 2017.

### **Economic Development Activities:**

- Representative Town Meeting (RTM): OPDS staff participated at the RTM budget meeting to requesting funding for FY 2018. RTM approved the Town Council and Town Manager's request. Economic development remains a top priority for all.
- Website/Marketing: Golden Shovel has been selected from 28 submittals to design and develop Groton's new dedicated economic development website. Work has begun on this effort including job, relocation, real estate, community, and social media portals. The new ED web will be launched by fall of 2017. Staff continues working with Camoin regarding a welcome packet to be printed including key information sheets. Such packet can be distributed to businesses and future employees.
- Logo/Branding Contest: In conjunction with the marketing and website, the review panel reviewed public survey responses and ultimately selected a preferred logo concept and slogan. Next steps are to gain Town Council endorsement of this marketing brand as well as have a graphic designer refine the concept. These graphics will be used with the website and promotional materials.
- Mystic River Homes – CDBG Funding: Staff completed a tour and walk-through of Mystic River Homes with the CT Department of Housing. They are evaluating our submitted proposal for \$800,000 in funding upgrades to the senior housing project. A determination will be made this summer as to which projects will receive funding.
- CT Next/Innovation Places - TRIP: As a selected finalist for funding, TRIP completed a tour on May 12<sup>th</sup> involving state officials, committee members, and Mayors. Groton has been working with SPARK, CURE, New London and City of Groton on a Thames River Innovation Project (TRIP) effort. Revisions were made to the proposal based upon feedback offered by CT Next.
- Community Wayfinding Signage: Contract is being finalized with BETA Engineering to develop a community wayfinding sign plan with focus on aesthetically designed and functional entrance signs. They will also assist with a Mystic information kiosk and Thames River Water Taxi sign.
- SBA Public Outreach: Staff worked with the Small Business Administration (SBA) and other private, non-profit, and public organizations to hold an open house event. Despite heavy promotion, attendance was light by the public. Those who attended generally found value in meeting the program managers and in learning about available funding and programming.
- Public Property Redevelopment (Mystic Oral School): Marketing materials were developed and loaded on the website including environmental, floor plans, process description, etc. Staff

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continues to show the property to multiple interests. Marketing has increased including fabrication of property signs and advertising in the New England Real Estate Journal.

- Public Property Redevelopment (Groton Heights): Floor plans have been added to the website. Staff has developed draft rezoning language to be submitted to Groton City.
- Public Property Redevelopment (517/529 Gold Star Highway): Discussions with development teams are ongoing.
- Public Property Redevelopment (Seely School): Discussions occurred with Town Council regarding use of a broker to assist with marketing in light of adjacent private property interests.
- Airport Development Zone: Staff provided final Mylar mapping documentation to DECD for Commissioner endorsements and recording purposes. Next steps are to increase marketing for the program.
- Tax Increment Financing (TIF): Staff continues to work with Camoin to develop a TIF program including policy/procedures and multiple TIF districts including areas at Route 184/117, Downtown Groton, and possibly Thames Street Waterfront. The TIF Committee met in May and a public information session was also held with over 25 attendees.
- Water Resources Protection District (WRPD): Staff compiled more information related to the WRPD zoning amendment before the Zoning Commission. GIS mapping, refined business listings, and explanations of business and economic impact were developed and a memorandum to the ZC was developed.

### **Meetings/Outreach:**

- Staff interaction with businesses included communication with prospects and existing businesses. There were about 30 recorded inquiries and communications with businesses in May.

FOR IMMEDIATE RELEASE  
For more information, contact:  
Sam Eisenbeiser

## Town of Groton Economic Development Engages Golden Shovel Agency to Launch a Dynamic New Website

GROTON, CT (May 17, 2017) – The Town of Groton, CT recently hired Golden Shovel Agency to promote the area's economic development with a dynamic website. The website will highlight the winning combination of industries, service providers and the US Navy. The new site will highlight location, space, networking, infrastructure and workforce availability in an effort to build a powerful workforce and business attraction strategy.

Golden Shovel Agency is a nation-wide leader in economic development marketing and online strategy. Their award-winning designs and content creation have improved online economic development for over 140 communities.

"We are working with Golden Shovel Agency for the website development and the purpose of marketing the community as a great place to work, invest and reside," said Sam Eisenbeiser, Economic Development Specialist. "We're hoping that the website will serve as a channel of communications with the local business community as well."

The finished website's unified brand and navigation will offer visitors to the site quick access to the workforce programs, business resources, or quality of life section. The site will be a powerful informational resource for community residents. Understanding that organic business growth and entrepreneurship is an important area of business growth, the website will be designed to help spur and facilitate business ideas.

Mobile users will find the new Town of Groton website easy to navigate. In today's world of mobile computing and smartphones a mobile-friendly website is critical to capture the attention of business owners, nonprofit members, and entrepreneurs who rely on their smartphones.

GOLDEN SHOVEL AGENCY is a Minnesota-based full-service economic development firm specializing in workforce attraction for economic and community development. The Economic Gateway Web system includes an expandable and on-demand content management system (CMS) and a robust social media implementation strategy.

Information: <http://www.goldenshovelagency.com>

Sam Eisenbeiser, AICP  
Economic Development Specialist  
Town of Groton  
Town Hall Annex  
134 Groton Long Point Road  
Groton, CT 06340  
(860) 446-5981  
SEisenbeiser@groton-ct.gov