

ECONOMIC DEVELOPMENT DIVISION UPDATE

November 2019

The following summarizes economic development division activities for November 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 prepared marketing materials for the upcoming International Council for Shopping Center (ICSC) “Deal Making” event during the second week of December. Groton will have a table at which the community will be promoted. <https://www.icsc.com/attend-and-learn/events/details/new-york-deal-making1> Additionally, Groton’s website visit numbers (see website metrics below) grew substantially. This may have been due to the release of new videos and also the newsletter focusing on the Mystic Education Center project news.
- Opportunity Zone (OZ): Staff participated on multiple conference calls as a part of the state’s Opportunity Zone (OZ) initiative. Groton has one designated OZ. Additionally more meetings were held with OZ stakeholders including the US Navy.
- Plastics Reduction Program: Staff participated with the EDC in planning for and holding a “Plastics Business Forum” on November 18th. Meeting notifications were accomplished by email, social media, newspaper, and also by distributing “door to door” meeting flyers. The primary meeting objective was to inform the business community about the proposed ordinance and to gain their input. The meeting was well attended. Individual and business comments were documented and provided with an EDC cover letter to the Town Council for their public hearing on November 19th.

Public Property Redevelopment:

- Public Property Redevelopment (Mystic Education Center): On November 7th, staff and Respler Homes conducted the long-awaited public presentation to introduce the mixed use redevelopment concept for the former Mystic Education Center property. Over 100 people attended to hear directly from the developer. After the presentation, some preliminary questions were answered, but introducing the development team was the primary objective. Media coverage of the meeting was highlighted in our newsletter <https://ctexaminer.com/2019/11/08/groton-officials-unveil-redevelopment-plans-for-mystic-oral-school-property/>. On November 13th, the RTM discussed a request for funding for engineering and recreational programming at the Pratt Building for public uses. This funding was approved. This major project will have multiple approval steps throughout all of 2020. Some of the most significant steps will include zoning, Development Agreement, state permits, and wetlands.

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- Public Property Redevelopment (Groton Heights): Staff is working with ThayerMahan on the Purchase & Sale (P&S) agreement as well as with the Bill Memorial Library for the land swap. DECD has prepared the \$225,000 brownfield grant agreement for the property. Environmental remediation bids will be sent out shortly for the project.
- Public Property Redevelopment (517/529 Gold Star Highway): Project designs and plans are advancing since the option agreement was executed in August. The project will entail the development of approximately 300 apartments on 17.75 acres. These will assist Groton in reducing the high 80% commuter statistic by offering modern housing product to our workforce.
- Public Property Redevelopment (Seeley School): Staff has finalized interviews with developers. A “preferred developer” will be recommended to the Town Council shortly.
- Public Property Redevelopment (Colonel Ledyard School): Town and City staff conducted interviews on November 21st. The review panel will work to select a “preferred developer.”
- Public Property Redevelopment (Pleasant Valley School): Marketing will occur through the remainder of 2019 with an RFP issuance during spring of 2020.

Economic Development Metrics:

Trade Name Metrics:

- There were 4 trade name certificates this month in the Town of Groton. 74 total for 2019.

Social Media Metrics:

- 420 Facebook page followers, up 3% from last month
** Please follow the Facebook page and share our posts to your network:
<https://www.facebook.com/GrotonEconomicDevelopment/>
- 50 LinkedIn page followers, up 16%
** 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: (October 30 – November 29) www.exploremoregroton.com

- Total Sessions: 1,391 (1,168 new/223 returning), up 53%
- Pages per session: 1.67, down 8%
- Total Page Views: 2,329, up 40%
- Average Time Duration: 1 min 7 seconds, down 21%
- 347 subscribers on the Newsletter Mailing List, up 2%

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>)

Upcoming Meetings of Interest and Key Dates:

- 12/2 Beautification Committee – 5:30p-7p – Groton Senior Center
- 12/7 Holiday Kickoff – 4:30p – Groton Senior Center

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- 11/16 Beautification Committee – 5:30p – Groton Public Library

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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