

## ECONOMIC DEVELOPMENT DIVISION UPDATE

*October 2019*

The following summarizes economic development division activities for October 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 participated in a News 8 interview highlighting Groton's economic development on October 15th. Groton attended at New England Real Estate Journal SE CT Summit on October 31<sup>st</sup> with a promotional table. A new Groton video has been developed highlighting Groton small business successes that will be released in November.
- Connecticut Economic Development Association (CEDAS) "Best Practices": Staff attended the CEDAS annual meeting on October 23<sup>rd</sup> in Bridgeport at which Groton received its "Best Practices" certification award. The award plaque is now located behind the OPDS front counter.



- Economic Strategies Plan: Staff continues to refine the Economic Strategies document with Camoin Associates. The document will identify ongoing efforts and offer an action plan for future economic development initiatives.
- Opportunity Zone (OZ): Staff attended the CT Opportunity Zone conference on October 30<sup>th</sup> in New Haven at which Governor Lamont and DECD officials launched their new website and program. Groton had an OZ table and added properties to the unveiled OZ website. Meetings with potential investors occurred that afternoon. Staff participated in a CT Public Radio interview on October 29<sup>th</sup> specific to Opportunity Zones.

## ECONOMIC DEVELOPMENT DIVISION UPDATE

*October 2019*

- Thames River Innovation Place (TRIP): Staff participated in the Year 3 TRIP proposal submitted to CT Next. An October 8<sup>th</sup> presentation to the state occurred at which \$1.5 million in grant funds were approved. Year 3 emphasizes maritime sector and innovation center development.
- Plastics Reduction Program: Staff discussed the status of the Plastics Reduction program with conservation advocates to devise a plan to gain business input on the forthcoming draft Plastics Reduction Ordinance. The plan is to have a future meeting to solicit business comments.
- Wayfinding Sign Implementation: Staff worked with BETA to advance the implementation phase for the project. Target areas will be the 117 corridor from I-95 to Route 1 and also Mystic. The objective is to gain maximum exposure for Phase I of the project while also demonstrating a variety of sign types and sizes.
- Mystic Parking: Staff met with the Parking Committee to further discuss management approaches to Mystic's Parking challenges. The group is focused on short-ranged efforts to improve parking management efficiency. These include better use of existing parking spaces, enforcement, and technological management solutions.
- Special Education Events: Staff attended an "Incremental Development Alliance Conference" on October 10<sup>th</sup> at Eversource in Berlin addressing small scale local investor redevelopment opportunities. Staff attended an "Arts & Economic Build Your Local Economy with Creativity" conference on October 4<sup>th</sup> at Charter Oak Credit Union sponsored by Arts and Cultural Coalition.

### **Public Property Redevelopment:**

- Public Property Redevelopment (Mystic Education Center): On October 8<sup>th</sup>, staff presented to the COW a request to allocate funding for engineering and recreational programming at the Pratt Building for public uses. The long-awaited public announcement meeting has been scheduled for Thursday, November 7<sup>th</sup> at 6:30 p.m. at the Town Hall Annex. The developer and plan concept will be presented to the general public. The project entails a "mixed use village concept" for the large, 80+-acre property.
- 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.

## **ECONOMIC DEVELOPMENT DIVISION UPDATE**

*October 2019*

- 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): Staff is reviewing proposals received by the RFP’s September 27<sup>th</sup> deadline. Interviews will be conducted in November.
- 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 2 trade name certificates this month in the Town of Groton. 70 total for 2019.

#### Social Media Metrics:

- 407 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/>
- 43 LinkedIn page followers, no change from last month  
\*\* 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: (September 30 – October 29) [www.exploremoregroton.com](http://www.exploremoregroton.com)

- Total Sessions: 912 (783 new/129 returning), down 8%
- Pages per session: 1.82, down 13%
- Total Page Views: 1,664, down 19%
- Average Time Duration: 1 min 25 seconds, up 8%
- 341 subscribers on the Newsletter Mailing List, up 1%

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:**

- 11/4 Beautification Committee – 5:30p-7p – Groton Senior Center
- 11/7 Mystic Education Center Public Announcement – 6:30p – Town Hall Annex, CR1
- 11/18 Beautification Committee – 5:30p – Groton Public Library
- 11/18 Plastics Public Forum for Business Owners – 6p – Town Hall Annex, CR1

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>