

## ECONOMIC DEVELOPMENT DIVISION UPDATE

*September 2018*

The following summarizes economic development division activities for September 2018.

### **Economic Development Activities:**

- Marketing: Monthly business articles have begun to be released on the web with the second release in September focused on “Fearless Flyers.” The release is part of a nine business article series over time. Please “Like” and “Share” the posts on Facebook. Sharing really makes a difference to expand the reach. <http://www.exploremoregroton.com/groton>.
- Thames River Innovation Place (TRIP): TRIP received Year 2 funding totaling \$620,000 to continue the regional economic development innovation initiative. Staff attended part of the September 17th and 18th Defense Trade Summit at the Mystic Hilton. The Consortium has been renamed the “Naval & Maritime Consortium” and it held the first meeting with suppliers on Wednesday, September 26<sup>th</sup>. Town of Groton staff participated. The “Thames River Reconnection” project selected Ninigret Partners to assist with the redevelopment project.
- Groton Economic Development Strategy: Staff has been working with Camoin and the City of Groton to develop an economic development strategy document. This addresses existing opportunities and constraints as well as ongoing project initiatives. The product will ultimately benefit Groton by formally defining priorities and implementation focus. A public meeting will be held on October 17<sup>th</sup> from 5:00 – 7:00 p.m. at the Town Hall Annex.
- Tax Abatement Program: Staff is progressing with this formal program. The general framework of the program was supported by the Town Manager and Tax Assessor. Next steps include fleshing out the narrative and future coordination with the Town Solicitor. The program will ultimately be presented to the Town Council for approval and will contain a tiered tax benefit structure based upon project size and benefit to Groton.
- Enterprise Zone (EZ) Program: Staff attended the quarterly statewide meeting on September 27<sup>th</sup> in Stamford. The state has recently approved funding their portion of the EZ tax exemption reimbursement, but only for the future year. The state did not honor its 40% exemption reimbursement for the current year.
- Public Property Redevelopment (Mystic Education Center): Final rankings are being completed after the last round of interviews.
- Public Property Redevelopment (Groton Heights): Several responses to the RFP were received. Staff is now reviewing the responses.
- Public Property Redevelopment (517/529 Gold Star Highway): Discussion with a development team is ongoing.

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- Public Property Redevelopment (Seely School): A commercial broker for the property has been selected.

### **Economic Development Metrics:**

#### Trade Name Metrics:

There were 7 trade name certificates this month in the Town of Groton. Email addresses have been added to the trade name certificates and we are signing them up for our newsletter. Beginning in September, welcome cards will be sent out to all new businesses that register a trade name certificate.

#### Social Media Metrics:

- Facebook 151 likes and 157 followers, up 5%
- Twitter 8 followers (up 1 from last month)
- "Like" and "SHARE", all post engagements make a difference in the reach

#### Website Metrics: (Aug. 29 – Sept. 27) [www.exploremoregroton.com](http://www.exploremoregroton.com)

- Total Sessions: 759 (546 new/213 returning), down 1 pct.
- Pages per session: 2.81, up 6 pct.
- Total Page Views: 2,133, up 3 pct.
- Average Time Duration: 2 min 40 secs, down 6 pct.

There are 112 subscribers on the Newsletter Mailing List, up 14 pct.

(<http://www.exploremoregroton.com/groton/news-and-media/sign-up-for-our-newsletter>)

#### Construction Highlights:

- 90 Leonard Drive (new CrossFit building) the permit was submitted and is currently under review
- Sandbox (Gold Star Highway) – Design and permit was submitted and approved
- Groton Village Condominiums (next to Groton Human Services) – Currently under construction
- Multi-family Units on RT 12 – under construction and recently submitted a permit for a clubhouse
- 120B Leonard Drive – Currently undergoing outfitting for office space
- CORE Plus Credit Union is moving to Lighthouse Square
- The building that will house Beer'd and Mystic Cheese on Leonard Drive has been issued a Certificate of Occupancy

### **Upcoming Meetings of Interest and Key Dates:**

- 10/1 Beautification Committee 5:30p at the Senior Center
- 10/3 Zoning Commission at 6:30p, Town Hall Annex – Topics include Open Space Subdivision, Mixed-Use Districts, Use Conditions (cont.)
- 10/6 Coffee with Councilors 10/6 10a-12p, Groton Public Library, Atwater, Franco, and Parker will be attending
- 10/6 Fall Festival 11-4 at Poquonnock Plains, Economic Development will have a table
- 10/17 Economic Development Strategic Planning Workshop 5p-7p, Town Hall Annex
- 10/17 Zoning Commission Meeting 6:30p, Town Hall Annex – Regulation Rewrite – topics to be determined
- 10/25 Coffee with a Planner 7:30a-10a, Chelsea Groton – Center Groton Branch, Reiner, Jones, Eisenbeiser, and Bronk will be attending