

# Groton's Economic Development Strategic Action Plan Implementation Kickoff



# Welcome & Introductions



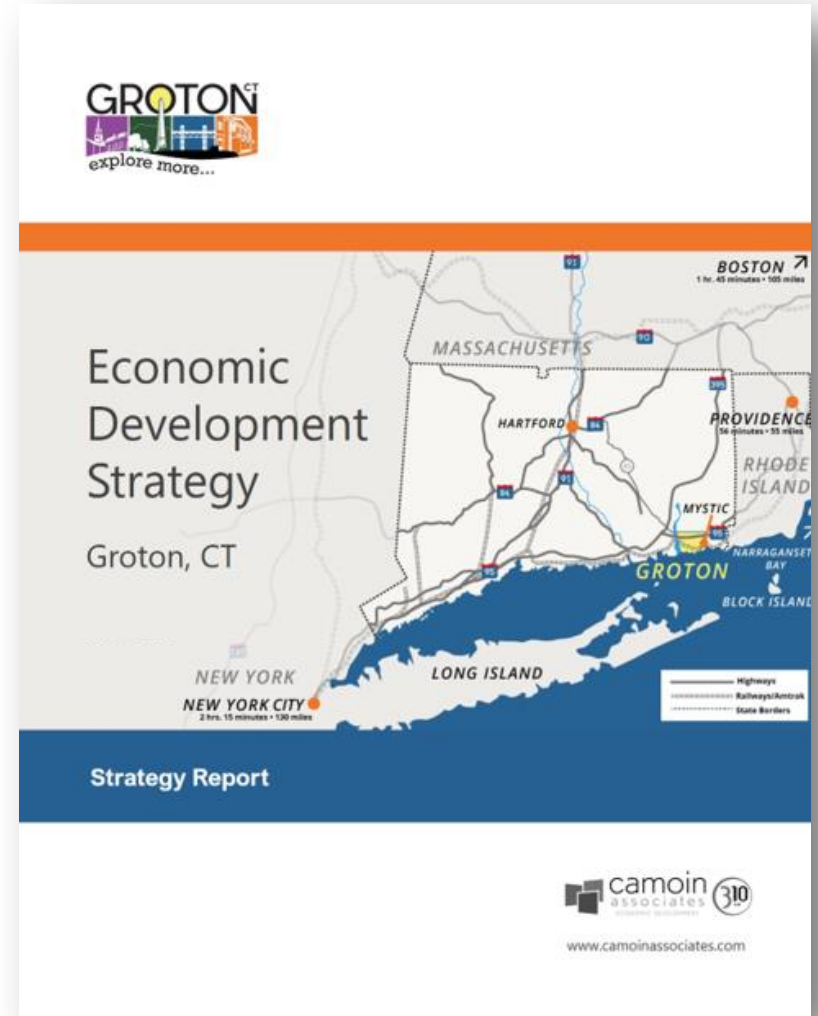
## Agenda:

- What led to the making of the strategy
- Why a joint strategy with Town and City
- Why this plan is different
- Goals & Initiatives

# An Approach Led by Action, Insight, and Intelligence



# Why did we write a Joint Economic Development Strategy for the Town and City?







This plan is different.

First and foremost, it is about people and the intersection of people with place.



# The Economic Development System is Complex



# Our Vision is for Groton...

To be the community of choice for businesses, residents, visitors, and employees.

Its diverse economy is thriving and the innovation and economic activity it generates is leading regional economic transformation and shared prosperity.

The Town and City work collaboratively to provide seamless economic development technical assistance and leadership.





A photograph of a harbor scene. In the foreground, the stern of a white sailboat named 'EMMA C. BEAN' is visible. Two people are on the boat; one is standing on the deck wearing a blue shirt and a straw hat, and another is sitting or kneeling in the water. In the background, a large blue steel bridge with a large wheel-like structure is visible. To the right, there are buildings along the waterfront. The water is calm, and the sky is clear.

Our Mission is to empower the Groton community to create an economic future that realizes our full potential.

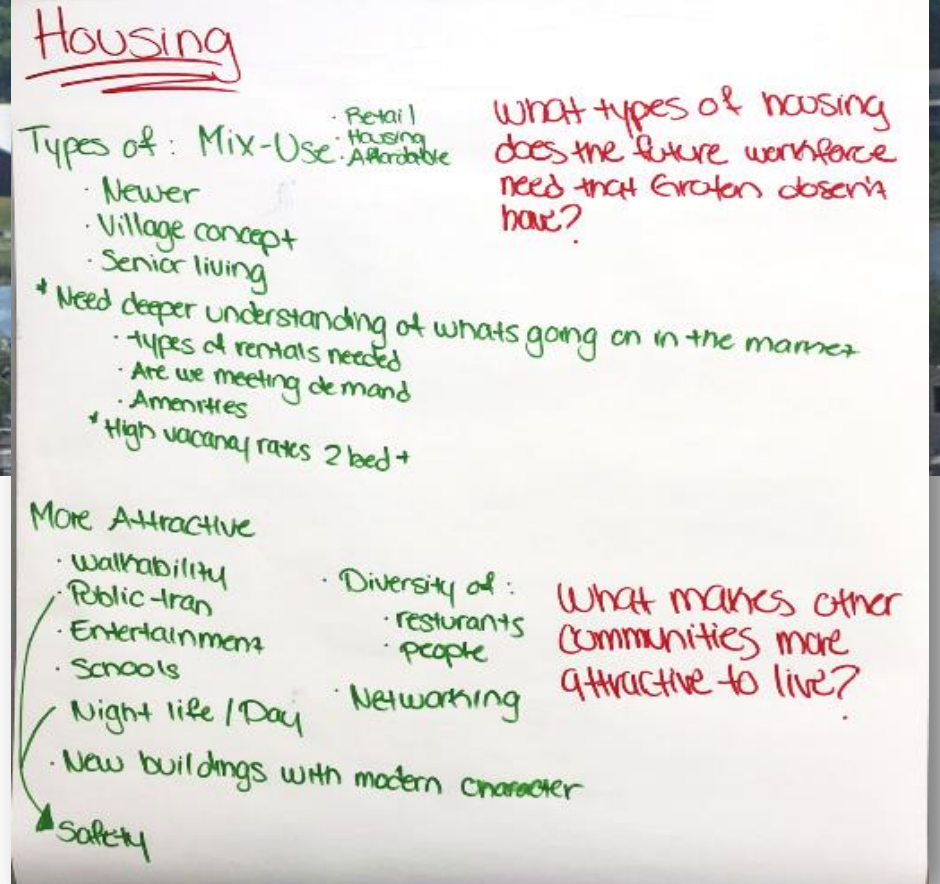




Together we will...

## Goal 1. Increase the percentage of people who both live and work in Groton.

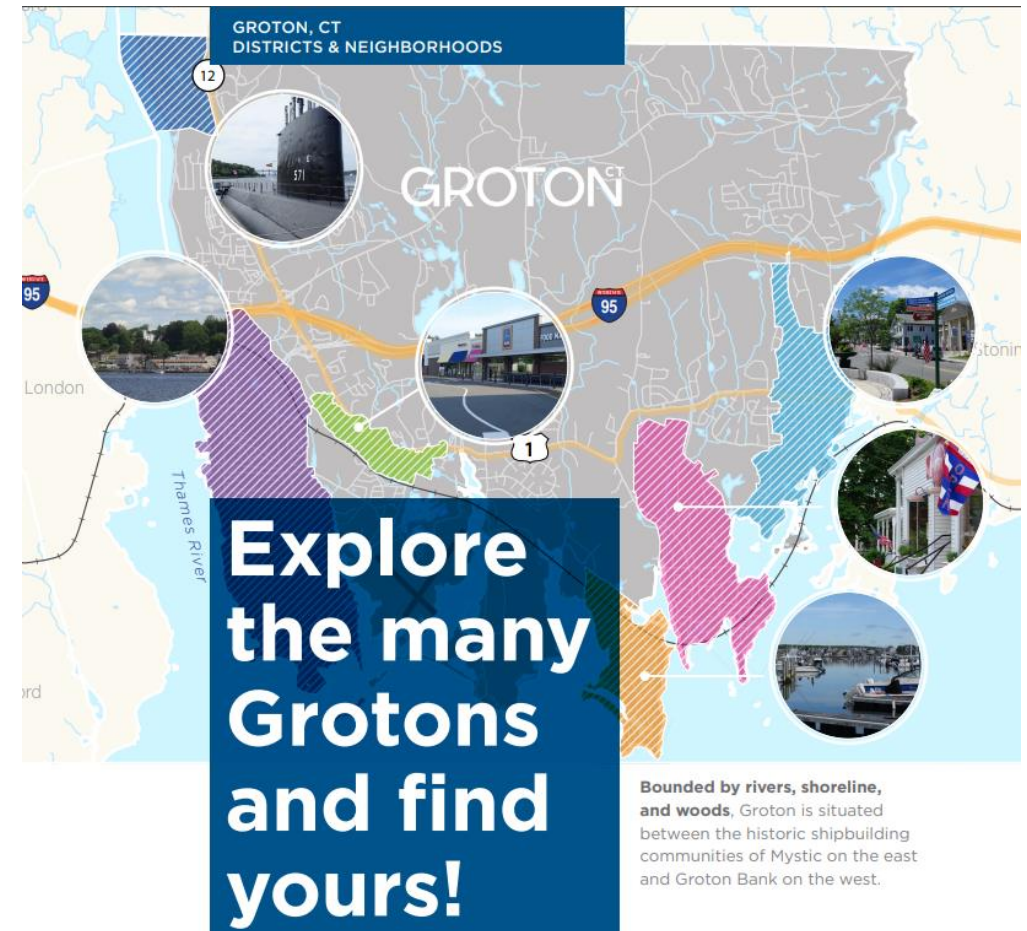
- Diversify, modernize, and grow the housing stock.
- Enhance access to amenities and recreational resources.



# Together we will....

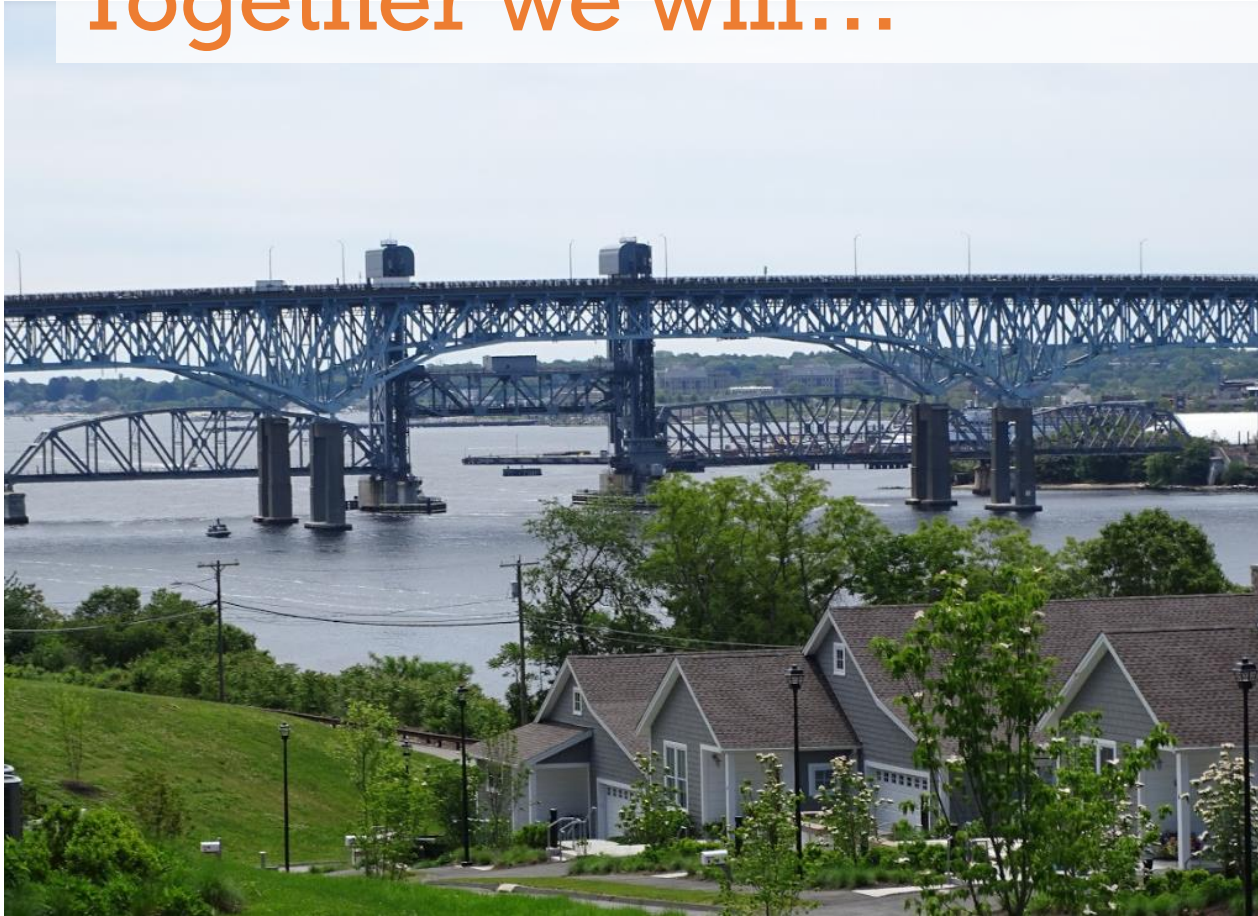
Goal 2. Shape Groton's pockets of economic activity into places where people connect.

- Downtown Groton
- Mystic Education Center
- Thames Street/Bridge Street
- Mystic
- Route 12 Corridor
- Center Groton
- Route 184 Corridor
- Poquonnock Bridge
- 5-Corners District
- Naval Submarine Base/Crystal Lake Road
- Avery Point





# Together we will...



## Goal 3. Strengthen and diversify the transportation network to accommodate transformative growth.

- Grow alternative transportation options.
- Address parking in economic nodes.





Together we will...

Goal 4. Promote and connect Groton's educational assets from early-education through higher education and lifelong learning and new career development.

- Tell the story about Groton's great schools and the synergies between education and economic development.
- Connect with K-12 students and help them experience local career opportunities.



Together we will...

## Goal 5. Grow and diversify existing and emerging opportunities.

- Strengthen connections with existing business community.
- Focus attraction efforts on targeted sectors.
- Align workforce needs to support existing and emerging opportunities.



# Together we will...

Goal 6. Provide an environment that nurtures entrepreneurs and startup companies.

- Adapt internal structures to better accommodate small business and entrepreneur needs.
- Be champions, conveners, and connectors of local entrepreneurs and small businesses.







Together we will...

## Goal 7. Connect, communicate, and educate on economic development.

- Continue the momentum of the Town and City working together on economic development.
- Educate about economic development.

# Thank you for launching Groton's Economic Development Strategic Action Plan with us!

*Let's get to work!*

Contact us for information:

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