

ECONOMIC DEVELOPMENT DIVISION UPDATE

April 2017

The following summarizes economic development division activities for April 2017.

Economic Development Activities:

- Marketing/Website: A finalist has been selected from 28 submittals which will be revealed after contract signing. Work will begin immediately on a customized economic development website including job, relocation, real estate, community, and social media portals. The new ED web will be launched by the 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: Several final options were displayed through an online survey. Results from the survey will be viewed by the review committee including GBA and then ultimately a final selection will be made by the Town Council.
- CT Next – Innovation Places: Groton has been working with SPARK, CURE, New London and City of Groton on a Thames River Innovation Project (TRIP) effort. The implementation grant proposal was submitted and CT Next announced TRIP is now a finalist candidate for additional funding. A tour is planned with CT Next on May 12th.
- Community Wayfinding Signage: BETA has been selected 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 designs.
- CDBG Project: Final submittal of the \$800,000 CDBG grant proposal was submitted to the CT Department of Housing.
- Public Property Redevelopment (Mystic Oral School): Staff continued to show the property to multiple interests. Marketing is being ramped up further including the development of new promotional materials including new signage.
- Public Property Redevelopment (Groton Heights): 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 with Town Council regarding shared use of a broker to assist with marketing both public and private adjacent properties.
- Airport Development Zone: Staff participated in an Enterprise Zone Coordinators' meeting with DECD in Windsor at which Sam and Paige presented the Groton ADZ project. In addition, final recording maps have been provided to DECD for signature.

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- 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 on April 18th and Camoin was also provided a tour of potential districts.
- Nautilus Dock/Water Taxi: Staff submitted the grant proposal to the CT Ports Authority for \$730,000 in funding to update the Nautilus Dock Extension Plan and for construction.

Meetings/Outreach:

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