

ECONOMIC DEVELOPMENT DIVISION UPDATE

August 2016

The following documents economic development activities in August 2016.

Economic Development Efforts:

- Airport Development Zone (ADZ): Staff has expended significant effort over the past weeks on finalizing this ADZ application effort with CERC. Daily refinement has been occurring with anticipation of a submittal to DECD by month's end.
- Statewide Enterprise Zone Coordinators Meeting: DECD requested that Groton host the quarterly statewide Enterprise Zone Coordinators meeting. We sponsored the meeting on August 17th at which updates were provided. A tour of the Groton Airport was also provided with the assistance of CAA personnel including Catherine Young. Attendees were the same state personnel that will review our ADZ submittal. They were highly impressed with Groton's efforts.
- Great Blue Research Survey: The two draft survey questionnaires (residential and business) were finalized. There were approximately 450 respondents to the surveys. These were used to gauge consumer and business sentiment. On average, 10 calls were made for every one response. The phone survey process was finalized on Monday, August 22nd. Results are being tabulated and a report will be prepared within a couple weeks for public viewing.
- Public Property Redevelopment (517/529 Gold Star Highway): This property is the top priority of several to be marketed. Communications with prospects has occurred. An RFP has been developed and will be distributed the first full week in September.
- Public Property Redevelopment (Mystic Education Center/Mystic Oral School): Completed initial documentation for the \$50,000 grant for marketing/promotion. Requested access/keys to the property. Developed scope of work for project. Continued answering questions from prospects about property.
- Marketing/Website: Staff completed an internal review of desired economic development website features. Determinations are being relayed to Camoin who will assist in drafting the RFP to select a future contractor. Camoin is also assisting staff in preparing language for hard copy materials to be used with new business prospects and at economic conferences. Social media setup is also being initiated for marketing Groton.
- CT Next – Innovation Places: Groton has been working with SPARK, CURE, New London and City of Groton on a project targeting grant funding from CT Next. Data compilation and coordination has been ongoing. Deadline for application is September 12th.
- CDBG Housing Grant and Housing Authority: Staff has been preparing to initiate the housing project as a result of the awarded \$800,000 grant. A meeting with the new Housing Authority Executive Director and others will occur on August 31st to outline project procedures and financial requirements.

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- Incentives: Staff continues to develop an easy-to-use document to help with business inquiries. Content has been in the works and a format has been finalized.
- Economic Assistance Fund: Staff continues to work on the draft revisions that will be presented to the EDC Economic Assistance Fund Task Force shortly.
- LEAN Programming: Staff began working with a consultant to address LEAN programming within the Town. The OPDS Department will be the first in Groton to be evaluated for procedural streamlining efforts.
- Northeast Corridor Plan: Staff attended another NEC meeting sponsored by Senator Blumenthal pertaining to rail line planning and concerns.

Meetings/Outreach:

- Staff participated meetings/conversations with partner agencies including CT Department of Economic and Community Development (DECD), seCTer, CERC, Eastern CT Chamber, Greater Mystic Chamber, Groton Business Association and General Dynamics – Electric Boat.
- Staff interaction with businesses included positive communications with prospects and existing businesses. There were about 32 recorded inquiries and communications with businesses in June. Beer'd Brewery has been coordinating with us to locate in Groton.