

ECONOMIC DEVELOPMENT DIVISION UPDATE

December 2019

The following summarizes economic development division activities for December 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 attended the International Council for Shopping Center (ICSC) “Deal Making” NYC event at the Javits Center in Manhattan from 12/10 – 12/12. Groton had a promotional table at which materials and videos were displayed. Groton staff was active in networking and in describing opportunities to developers and retailers.
- Economic Strategies Plan: Staff continues to work with Camoin to develop the next Economic Development Strategies document. This document outlines how numerous strategies are to be integrated and implemented. Public meetings will be held on February 27 to discuss the strategy.
- Connecticut Conference of Municipalities: Staff attended the annual meeting on 12/3 for training and educational purposes. Also, staff accepted the “Sustainable CT” award (bronze) for Groton.
- Sister City Jamaica: Staff participated in the all-day event with representatives from Jamaica in touring Groton and New London. The Sister City program is intended to foster relations with communities and countries who are seeking economic partnerships and investments. Jamaica stated that they were impressed with the Thames River Region and hope to formalize future business partnerships.
- Holiday Celebration Kickoff: The 2nd annual Groton Holiday Celebration Kickoff was held at the Groton Senior Center on Saturday, Dec. 7. The weather cooperated and turnout was good. Staff decorated a tree along with a number of other businesses and organizations as part of a display in the Senior Center lobby. Santa arrived by fire truck and the event featured visits with Santa, rides on a horse-drawn wagon, light displays, holiday crafts and food trucks, along with performances by local choirs.
- Rotary Club of Mystic: Staff presented an Economic Development update to the Rotary Club on 12/16 which was well received. There were several positive comments and questions especially with focus on the Mystic Education Center redevelopment.

Public Property Redevelopment:

- Public Property Redevelopment (Mystic Education Center): Several meetings were held by the Respler development team with individuals and groups regarding their mixed use

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redevelopment plans. Staff continues to work on a Development Agreement that outlines how this project will advance. Recently, vandalism has been a major issue at the property. Groton Police have done an outstanding job in assisting. Respler is attempting to gain control of the property from the State in order to better protect the buildings.

- Public Property Redevelopment (Groton Heights): DECD revised the \$225,000 brownfield grant agreement for the property to accurately reflect ThayerMahan will conduct the remediation work. Staff is working with ThayerMahan on the Purchase & Sale (P&S) agreement as well as with the Bill Memorial Library for the land swap.
- Public Property Redevelopment (517/529 Gold Star Highway): Staff has been advised that project plans and designs are being advanced. 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.
- Public Property Redevelopment (Seeley School): Legal documentation is being finalized. A “preferred developer” will be recommended to the Town Council shortly.
- Public Property Redevelopment (Colonel Ledyard School): Town and City staff and representatives worked to conduct interviews. The review panel will meet again to select a “preferred developer.”
- 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 8 trade name certificates this month in the Town of Groton. 82 total for 2019.

Social Media Metrics:

- 422 Facebook page followers, negligible change from last month
** Please follow the Facebook page and share our posts to your network:
<https://www.facebook.com/GrotonEconomicDevelopment/>
- 55 LinkedIn page followers, up 10%
** 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: (December 2-31) www.exploremoregroton.com

- Total Sessions: 1001 (842 new/159 returning), down 28%
- Pages per session: 1.64, down 2%
- Total Page Views: 1639, down 30%
- Average Time Duration: 1 min 7 seconds, no change from last month

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- 409 subscribers on the Newsletter Mailing List, up 18%

Email addresses collected from meetings and events are 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:

- 1/6 Beautification Committee – 5:30p-7p – Groton Senior Center
- 2/3 Beautification Committee – 5:30p – 7p – Groton Senior Center
- 2/28 Groton Parks Foundation Gala – 6p – 9:30p – Hilton Garden Inn

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>

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