

## ECONOMIC DEVELOPMENT DIVISION UPDATE

*July 2017*

The following summarizes economic development division activities for July 2017.

### **Economic Development Activities:**

- Website/Marketing: The new ED web will be launched by the end of October. Staff has been working on gaining high resolution photos for the site. Also, the Library/GMTV staff have graciously agreed to help us with video footage for the new website. Filming by helicopter is being coordinated by ED staff by using a company that is coming on August 19<sup>th</sup> for Aviation Day at the Groton airport.
- Logo/Branding: Staff coordinated an outstanding final graphic design. These graphics will be used with the website and promotional materials. The final will be unveiled to the public by September.
- CT Next/Innovation Places - TRIP: Staff has been heavily involved with the TRIP effort allocating about 10 hours per week. This entails addressing the \$900,000 CT Next award. In addition, Town of Groton staff is the project lead for the Undersea Technology Consortium Project involving UConn. The Consortium will be located at UConn Avery Point and will entail a supply chain network for undersea technology. Federal match funding was just secured for this project totaling about \$400,000 year for three years involving both UConn and URI.
- International Council of Shopping Centers (ICSC): Staff attending the ICSC Boston event and also had a table at which Groton was marketed to numerous developers and businesses. This helps place Groton “on the map” and also translated to some great leads. In addition, we distributed numerous cut sheets for the key redevelopment parcels such as the Mystic Education Center and others. SeCTer also participated with us at our table to help market the region.
- “Doing Business in Groton Guide”: Final meetings occurred with the consultant to finalize this ongoing product. We anticipate having this resource guide by the end of August for public distribution and use.
- Thames River Heritage Park: The CT Ports Authority has yet to gain final bond authorization for Groton’s proposal for dock extension at the Nautilus dock totaling \$730,000. Staff understands that the bonding authorization will not occur until after the state finalizes their operational budget for FY 2018.
- Public Property Redevelopment (Mystic Education Center): Materials continue to be developed and uploaded on the website including environmental, floor plans, process description, etc. Staff continues to show the property to multiple interests. Marketing has increased advertising in the New England Real Estate Journal and at the recent ICSC conference.
- Public Property Redevelopment (Groton Heights): Floor plans have been added to the website. Draft rezoning language was provided to Groton City for preliminary review and comment.

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- Public Property Redevelopment (517/529 Gold Star Highway): Discussions with development teams are ongoing and progressing.
- Public Property Redevelopment (Seely School): Staff has become more engaged with this project including signage and direct outreach and discussion with developers.

### **Meetings/Outreach:**

- Staff interaction with businesses included communication with prospects and existing businesses. There were about 30 recorded inquiries and communications with businesses in July. Staff participated in a CEDAS event specific to best management practices between planning and economic development on July 27<sup>th</sup>. Staff has a great lead on possibly filling the vacant Tim Horton's building on Route 1.