

## ECONOMIC DEVELOPMENT DIVISION UPDATE

July 2018

The following summarizes economic development division activities for July 2018.

### Economic Development Activities:

- Marketing: Staff has increased use of social media accounts in conjunction with the <http://www.exploremoregroton.com/groton> website. Following last month's Hartford event, staff participated at the ICSC Boston "Deal Making" event on July 17<sup>th</sup> and 18<sup>th</sup> with a Groton promotional table new marketing sheets, banners, and other materials. The Groton table in Boston was active including numerous discussions with retailers, developers, and realtors.



- Thames River Innovation Place (TRIP): Groton continues to participate with the CT Next Innovations moving into Year 2. Funding determinations have not yet been provided. The Board of Directors met on July 12<sup>th</sup> to address project coordination. The Undersea Supply Chain Consortium is planning the first business group meeting in September. Also, the team is meeting with Deepwater Wind to discuss linkages to the Consortium.
- Tax Abatement Program: Staff continues to develop a formal tax abatement program in coordination with the Tax Assessor. The program will clearly outline goals, strategy and process.
- Economic Assistance Fund (EAF): Staff presented an EAF grant recommendation to the Committee of the Whole (COW) for Crossfit Inguz on Leonard Drive on July 10<sup>th</sup>. The COW was supportive of the infrastructure grant request.
- Wayfinding Sign Project: Staff met with BETA on July 30<sup>th</sup> to address project status and outstanding scope of work items. The final plan is anticipated soon with release to the public.
- Public Property Redevelopment (Mystic Education Center): Finalists have been selected post-interviews.

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- Public Property Redevelopment (Groton Heights): Staff is communicating with developers preparing to respond to the released RFP. Submittals are due on August 24<sup>th</sup>.
- Public Property Redevelopment (517/529 Gold Star Highway): Discussions with development teams are ongoing and advancing.
- Public Property Redevelopment (Seely School): Staff has been coordinating with a broker addressing property marketing. Town Council approved the execution of a broker agreement with the firm.

### **Economic Development Metrics:**

- Staff interacted with businesses included communication with prospects. There were over 30 business inquiries and communications.
- Regarding new businesses, there were 2 new business trade name certificates filed with the Town of Groton this month. The 2018 annual total is 53 filed to date.
- There were 82 new subscribers to the Newsletter Mailing List  
(<http://www.exploremoregroton.com/groton/news-and-media/sign-up-for-our-newsletter>)
- Web: [www.Exploremoregroton.com](http://www.Exploremoregroton.com) Total Sessions – 758, Visitors - 541, Returning Visitors - 217, Pages per session - 2.71, Total Page Views - 2,054, Average Time Duration - 02:31

### **Upcoming Meetings of Interest and Key Dates:**

- Zoning Commission meeting – Zoning Updates - Wednesday, August 15<sup>th</sup>
- Groton Airport Aviation Day (ED staff will have a table) - Sunday, August 19<sup>th</sup>
- RFP for Groton Heights closes - August 24<sup>th</sup>.
- Business Before Hours at Parker Financial - August 2<sup>nd</sup> at 8 a.m.
- Ribbon Cutting for CrossFit Dyr on Flanders - August 4<sup>th</sup> at 10 a.m.
- Business After Hours - MW Coastal Goods in Noank - August 14<sup>th</sup> at 5:30 p.m.
- First Annual Mystic-Groton Local History Roundtable - August 18<sup>th</sup> from 12p – 2:30p at the Groton Public Library (The authors of several books on the history of the Groton-Mystic area come together to discuss all things Groton-Mystic)

**Please sign up on the Economic Development website to receive updates and newsletters:**

**<http://www.exploremoregroton.com/groton/news-and-media/sign-up-for-our-newsletter>**