

ECONOMIC DEVELOPMENT DIVISION UPDATE

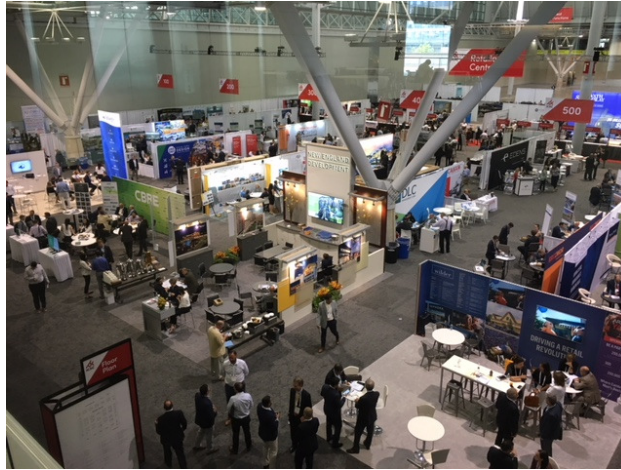
July 2019

The following summarizes economic development division activities for July 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 ICSC New England Conference & Deal making event on July 16 and 17. This was a great opportunity to further showcase Groton through a promotional table. Numerous one-on-one meetings were held with realtors, investors and developers to highlight Groton's opportunities.



- Mystic Parking: Staff participated in a Groton meeting on July 22th with Police, OPDS, Mystic Chamber, and Stonington representatives focused on parking management strategies for Mystic. The group agreed that to focus on short and longer term solutions for the issue.
- Economic Development Professionals Meeting: Staff participated in a statewide meeting of economic development professionals held at UConn Avery Point on July 18th. DECD Commissioner David Lehman was the guest speaker. Both City of Groton and Town of Groton economic development staff presented.
- "State of the Thames": Staff assisted Town Manager John Burt with a presentation on the "State of the Thames" with focus on Groton held on July 19th held at the Sub Force Museum.
- Connecticut Economic Development Association (CEDAS): Staff is beginning efforts to complete the BMP application on behalf of Groton with the goal of receiving certification and recognition. The deadline for submittal is September 15th.
- Opportunity Zone: Staff met with CERC on July 31st to launch our partnership effort to promote and market Groton's OZ benefits to investors and developers.

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Public Property Redevelopment:

- Public Property Redevelopment (Mystic Education Center): Discussions are ongoing specific to legal documentation between the developer, state and town. The project entails a “village concept” for the large, 80+-acre property. Staff is focused on addressing Groton’s needs for public uses within the existing Pratt Recreation Building. Groton prepared and released an RFQ for a recreation needs assessment relating to MEC. Agreements between the developer and state and being finalized for future property transfer. A public release of information is anticipated shortly as soon as developer and state agreements are completed.
- Public Property Redevelopment (Groton Heights): The Letter of Intent (LOI) was approved by Council and executed thereby formalizing the partnership between the Town and ThayerMahan. Government approvals are targeted for 2019 with construction occurring in 2020. There is a goal for a late 2020 occupancy.
- Public Property Redevelopment (517/529 Gold Star Highway): Staff presented the option agreement and project to the COW and gained approval. Next steps are final approval by the Town Council. 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 and in offering modern housing product to our workforce.
- Public Property Redevelopment (Seeley School): Staff conducted further conversations with short-listed developers after initial interviews.
- Public Property Redevelopment (Colonel Ledyard School): The RFP was released on July 25th. Multiple interested entities have expressed interest. The deadline for submittals is September 27th.
- Public Property Redevelopment (Pleasant Valley School): The School Department voted to turn over the Pleasant Valley School over to the town. The building will cease to be occupied by the Robotics Program and storage needs after June 2020.

Economic Development Metrics:

Trade Name Metrics:

- There were 4 trade name certificates this month in the Town of Groton. 60 total for 2019.

Social Media Metrics:

- 376 Facebook page followers, up 2.5% from last month
 - 39 LinkedIn page followers, up 3% from last month
- 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!

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Website Metrics: (June 24 – July 23) www.exploremoregroton.com

- Total Sessions: 1,136 (871 new/265 returning), up 20%
- Pages per session: 1.79, down 7%
- Total Page Views: 2,039, down 3%
- Average Time Duration: 1 min 18 seconds, down 21%
- 333 subscribers on the Newsletter Mailing List, up 2%

Email addresses collected from meetings and events are now being added to the mailing list.
(<http://www.exploremoregroton.com/groton/news-and-media/sign-up-for-our-newsletter>)

Development Project Activity:

- 170 Leonard Drive – Building permit received for a pre engineered metal building – 10,929 sqft
- 8 – 10 and 14-16 Casino Rd – Certificate of Occupancy issued
- Highway Garage – Gas Tank upgrade
- Mystic River Chocolate 12 Water St – permit was submitted for tenant fit out and signage
- 800 Flanders Rd – Enclosing mezzanine creating more office space for new tenant
- 13 Fort Hill Rd – Old Firehouse, permit submitted for building clean up in preparation for renovations
- Groton Ambulance – permit submitted for minor upgrades

Upcoming Meetings of Interest and Key Dates:

- July 31st at 5:30p - Community Walk Audit – Groton Senior Center
- August 5th at 5:30p – Beautification Committee – Groton Senior Center
- August 19th at 5:30p – Beautification Committee – Groton Public Library
- September 26th at 6p – Public Informational Forum on Plastic Reduction Study – Groton Senior Center

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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