

ECONOMIC DEVELOPMENT DIVISION UPDATE

July 2022

The following summarizes Economic Development Division activities for July 2022.

Additional news specific to Groton Economic Development is found here:

<http://www.exploremoregroton.com/news-and-media/news>

Economic Development Activities:

- American Recovery Plan (ARPA) Programming: The ARPA applications were received and are being internally organized and reviewed for completeness. Staff is addressing any questions from the public regarding this process. There has been strong interest in this funding program.
<https://ctexaminer.com/2022/05/16/groton-seeks-applications-for-a-slice-of-2-9-million-of-federal-covid-aid/>
- GreaterGroton.com Public Engagement Tool: Staff continues to add projects to the page. The most recent projects are on Cannabis in Groton and Data Centers in Groton. Staff collected the information on Short Term Rentals and sent it to the Planning and Zoning Commission. Staff is preparing to attend “National Night Out” in early August to promote GreaterGroton.com to the public. Register today at www.greatergroton.com to help promote this important tool.
- CT Community Challenge Grant: Staff has been planning for a future Community Challenge Grant proposal for state consideration. Downtown and Poquonnock are part of the focus. Key property owners are being contacted focusing on this economic development grant targeting jobs, businesses, infrastructure, and transportation. The next grant round is due October 2022.
https://portal.ct.gov/DECD/Content/Business-Development/05_Funding_Opportunities/CT-Communities-Challenge-Grant
- Groton Business Roundtable: The monthly “Business Roundtable” event was held on Thursday, July 28th. at Bio CT Commons from 8:00 a.m. – 9:00 a.m. The next event will be on August 25th from 8:00 a.m. – 9:00 a.m. at Bio CT Commons. Please forward the information to your business contacts.
- Visioning the Former Claude Chester Site: Staff compiled the data from the GreaterGroton.com site: <https://www.greatergroton.com/visioning-claude-chester> for review by Chad Frost and an internal team. They will meet in August to discuss next steps.
- Naviretail and International Council for Shopping Centers (ICSC): Staff held a public meeting with Casey Kidd from Naviretail on Tuesday, July 19th from 5:30 p.m. – 7:00 p.m. Casey Kidd presented a national perspective on retail for Groton. The recording of the presentation can be found here: <https://www.youtube.com/watch?v=CslqdOviqck>. Additionally, staff attended the ICSC New England conference in Boston on July 20th and 21st to promote Groton. With the assistance from Naviretail, Staff had appointments set up prior to the Conference with prospects for specialty retail as well as mixed use development.

Public Property Redevelopment:

- Public Property Redevelopment (Mystic Education Center): No further project activity in July. Blue Lotus Group has been communicating with the state regarding the property’s P&S agreement. Their

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website includes plans (<https://www.bluelotusmystic.com/>). The current property today has over 160,000 square feet of existing building space including a 40,000 indoor recreation facility plus the site holds environmentally contaminated land. Any future redevelopment will preserve half of the 80+ acres as public open space.

- Public Property Redevelopment (Groton Heights): No change in July. ThayerMahan has been completing final internal review. ThayerMahan has grown from three to over 70 employees in three years. They are committed to the project in making this their future world headquarters. <https://www.exploremoregroton.com/news-and-media/project-updates>
- Public Property Redevelopment (517/529 Gold Star Highway): No change in July, but the developer (A.R. Builders) is finalizing development plans for the project. A.R. is both a national builder with a strong regional focus in Connecticut and Rhode Island. A.R. has projects in Groton and New London. The project envisions about 324 apartments on 17.75 acres encompassing four lots (two town-owned and two private-owned). Anticipated tax benefits will be in the order of \$1 million annually. <https://ctexaminer.com/2022/05/11/groton-council-greenlights-324-unit-apartment-complex-on-former-town-land/>
- Triton Square (former Seely School): No change in July. The project awaits final resolution on the zoning approval appeal. The site plan for multi-family housing has been approved by the Groton Planning & Zoning Commission. Ground breaking is anticipated for a 305-unit multi-family apartment development. Targeted future tenants are both young professionals and “empty-nesters.” Anticipated future property tax revenue is in the magnitude of \$1 million annually. <https://www.seelyschool.com/>
- Public Property Redevelopment (Colonel Ledyard School): Bellsite, LLC is finalizing development plans for City of Groton Planning & Zoning Commission review. The detailed plans include a total of 65 residential units (multi-family). The next step is to submit the final site plans for City of Groton PZC review. Phase I will modify the existing school building for residential unit development. Phase II will include new buildings and apartments on the rear of the site. <https://www.exploremoregroton.com/news-and-media/project-updates>
- Public Property Redevelopment (Pleasant Valley School): No change in July. Staff is anticipating future discussion with the Town Council. Meanwhile, interest in the property has been indicated by the development community.

Economic Development Metrics:

Trade Name Metrics:

- There were 3 trade name certificates this month in the Town of Groton.

Social Media Metrics:

- 872 Facebook followers, a 2% increase from June.
** Please follow the Facebook page and share our posts to your network:
<https://www.facebook.com/GrotonEconomicDevelopment/>

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- 99 LinkedIn page followers, up 10 percent from June.
 - ** 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 (Jun 28-Jul 27) www.exploremoregroton.com
 - Total Sessions: 931 (799 new/132 returning), 31 pct. below 12-month avg.
 - Pages per session: 1.98, 10 pct. above 12-month avg.
 - Total Page Views: 1,843, 24 pct. below 12-month avg.
 - Average Time Duration: 1 min 10 sec, 8 pct. above 12-month avg.
- There are 606 subscribers on the Newsletter Mailing List, negligible change from June. Email addresses collected from meetings and events are being added to the mailing list.
<http://www.exploremoregroton.com/groton/news-and-media/sign-up-for-our-newsletter>
- GreaterGroton.com Activity (June 29-July 28, 2022) www.greatergroton.com
 - Total Visits 3,126
 - Max. Visitors Per Day 396
 - New Registrations 68
 - Engaged Visitors 984
 - Informed Visitors 1,374
 - Aware Visitors 1,891
- Top Projects

Project	Engaged Participants	Informed Participants	Aware Participants
Short Term Rentals in Groton	847	942	1177
Visioning Claude Chester School	88	245	354
Retail Opportunities in Groton	68	124	203
Parking in Mystic	13	87	176
Cannabis in Groton	9	25	46

Unemployment Data (Percent %)

	Groton	Norwich-New London- Westerly Labor Market Area	Connecticut
April 2021	8.2	8.7	7.6
May 2021	6.6	6.8	6.0
June 2021	6.9	7.5	6.9
July 2021	6.8	7.3	6.9
August 2021	5.9	6.6	6.1
September 2021	5.4	6.0	5.4
October 2021	4.9	5.9	5.3

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November 2021	4.2	5.3	4.8
December 2021	3.8	5.1	4.4
January 2022	3.8	4.9	4.4
February 2022	4.6	5.7	5.0
March 2022	4.2	4.7	4.3
April 2022	3.6	4.0	3.7
May 2022	3.7	4.2	4.0
June 2022	4.0	4.4	4.1

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>

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>