

ECONOMIC DEVELOPMENT DIVISION UPDATE

March 2019

The following summarizes economic development division activities for March 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 participated with a Groton table at the ICSC Hartford event on March 20th. The newsletter posted on www.exploremoregroton.com promotes several new highlights including progress on former school redevelopment projects.
- Thames River Innovation Place (TRIP): Staff has been active in helping TRIP with the candidate search to fill the Executive Director vacancy and preparing for the CT Next Innovation Year 3 funding cycle.
- Groton Economic Development Strategy: City and Town economic development staff continued working with Camoin to advance the strategy document. Detailed implementation items are being documented and discussed.
- Fixed Assessment (Tax Abatement) Program: Staff met with the Town Manager, Town Solicitor, and Finance Department staff to refine the Fixed Assessment policy draft. Next steps are to advance a final draft for Council discussion.
- Neighborhood Assistance Act (NAA) Applications: Staff accepted five applications from non-profits which were advanced to the Town Council for approval and advancing to the state for funding. Tax credits from companies are used to help address key project needs from non-profits.
- Collaboration Committee: Staff participated in a Committee briefing coordinated by seCTer to discuss the successful meeting held with Electric Boat. SeCTer will coordinate future meetings for the Collaboration Committee, but Groton EDC and staff will participate.
- Wayfinding Sign Program: Staff met with Stonington's staff and EDC members to discuss Groton's Wayfinding Sign Program. They were interested in developing a Stonington program including implementation that would complement Groton's initiative.
- Connecticut Economic Development Association (CEDAS): Staff continues to assist CEDAS in advance the Best Management Practices (BMP) program. The official program launch will be May 8th.
- Public Property Redevelopment (Mystic Education Center): There are ongoing three party discussions between the State, the preferred developer and Town regarding this state property.

ECONOMIC DEVELOPMENT DIVISION UPDATE

March 2019

Site visits by the developer are ongoing. Future public information meetings are now being planned to present the preferred developer and the redevelopment concept.

- Public Property Redevelopment (Groton Heights): Staff released a press release announcing that ThayerMahan had been selected the “preferred developer” for the project. <http://www.exploremoregroton.com/news-and-media/news/p/item/12090/thayermahan-growing-in-groton> In addition, a small meeting was held by ThayerMahan at the Bill Memorial Library to present their redevelopment proposal. Staff is providing documentation for Town Council consideration to further the project. These materials will be presented and addressed at a public meeting.
- Public Property Redevelopment (517/529 Gold Star Highway): Staff is having discussions with the preferred developer’s legal team. Public information regarding this pending project will be available in early 2019.
- Public Property Redevelopment (Seeley School): Staff has received development proposals from Goman + York for the Seeley School redevelopment project. Reviews are ongoing and short listed developers will be interviewed.
- Public Property Redevelopment (Colonel Ledyard School): Advertising is ongoing and staff continues to show the property to prospective development interests. An RFP release is anticipated in the spring 2019.
- Public Property Redevelopment (Pleasant Valley School): Cut sheet project information pages are now complete and will be uploaded on the web. We are beginning to receive inquiries from developers seeking opportunities in Groton.

Economic Development Metrics:

Trade Name Metrics:

- There were 8 trade name certificates this month in the Town of Groton. 21 total for 2019.

Social Media Metrics:

- 248 Facebook followers, up 9.25% from last month
- 31 LinkedIn followers up 11%
- ** Please like and SHARE posts on social media to expand the reach!

Website Metrics: (Feb. 26 – March 27) www.exploremoregroton.com

- Total Sessions: 1,185 (926 new/259 returning), up 33%
- Pages per session: 2.09, down 3%
- Total Page Views: 2,477, up 33%
- Average Time Duration: 1 min 56 secs, up 7%
- 315 subscribers on the Newsletter Mailing List, up 5%
- 31 followers to Groton’s LinkedIn page, up 11%

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March 2019

****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>)

****Follow our LinkedIn page and every week, go to organization page and share each post to your network:** <https://www.linkedin.com/company/groton-economic-development/>

Development Project Activity:

- Site work began at the Middle School site

Upcoming Meetings of Interest and Key Dates:

- 4/1 Beautification Committee 5:30 p.m. @ the Senior Center
- 4/3 Zoning Commission 6:30 p.m. @ Town Hall Annex (no regulation rewrite discussion)
- 4/11 Poquonnock Bridge Design Project Public Meeting 6:00 p.m. @ the Groton Public Library
- 4/15 Beautification Committee 5:30 p.m. @ Groton Public Library
- 4/17 Zoning Commission 6:30 p.m. @ Town Hall Annex (zoning regulation workshop)
- 4/18 Groton Business Meeting (through Mystic Chamber of Commerce) hosted by Thames Valley Communications 8:00 a.m. @ Groton City Hall Auditorium. This is great for networking, we are hoping to attract more Groton businesses.

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>

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