

ECONOMIC DEVELOPMENT DIVISION UPDATE

May 2019

The following summarizes economic development division activities for May 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 began planning to market Groton at on the upcoming International Council for Shopping Center (ICSC) event in Boston this July. A Groton table at the event will showcase our marketing materials and will be attended by economic development staff. Staff participating in an Economic Development Day celebration on May 8th with legislators at the Legislative Office Building (LOB). Staff attended the annual Groton Business Update on May 31st at which Jon Reiner presented Groton's ongoing development efforts and initiatives. Staff attended a COG meeting with DECD Commissioner David Lehman on May 21st to discuss local and regional needs.
- Groton/New London Airport: Staff participated in a meeting with the Connecticut Airport Authority (CAA) and both Chambers of Commerce on May 31st. Most large regional employers also attended. The objective was to gather historical air travel data so to demonstrate flight and budget demand for limited commercial service from Groton's airport. Preliminary information from economic anchors demonstrates current expenditures in the multi-millions. They typically use Logan, T.F. Green, and Bradley airports for operating travel needs.
- Thames River Innovation Place (TRIP): Staff participated with TRIP specifically regarding Board nominations, funding recommendations, and in welcoming the new Executive Director. Liz Pasqualini officially started on May 29th. Staff attended a seCTer/Electric Boat "Lead the Way" event on May 29th addressing supply chain needs. Ali Halverson presented from the Naval and Maritime Consortium Project.
- Groton Economic Development Strategy: City and Town economic development staff met on May 15th with Camoin to further advance the economic development implementation strategy. Progress is being made on identifying which future items the city/town would jointly address and those that will be managed separately.
- Groton Opportunity Zone (OZ): Groton is partnering with the Connecticut Economic Resource Center (CERC) to market our OZ. This will involve development of marketing materials, coordination with OZ investors, and matchmaking between property owners and investors.
- Economic Development Commission New Member: Staff completed an interview and selection process for filling the EDC vacancy. Paul McGuirk was ultimately appointed by the Town Manager to serve on the EDC effective immediately. Paul works for Pfizer and also for himself as

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a real estate consultant. We look forward to having Paul join Groton's economic development momentum.

- Economic Assistance Fund (EAF): There were no applications received, but two recently grant funded projects are nearing construction completion. Both SIFT Bakery and Grand Wine & Spirits are progressing as planned.
- Wayfinding Sign Project: Some limited funding was secured to begin initial implementation for the project. Staff met with the Downtown Mystic Merchants Association on May 29th and plans on discussing the project with the Groton Beautification Committee. The goal will be to leverage funding and to select high profile targeted pilot projects to showcase the first implementation phase.
- Connecticut Economic Development Association (CEDAS): Staff helped CEDAS launch the Best Management Practices (BMP) program on May 8th. This program bridges economic development and land use planning. Applications from municipalities who have advanced economic development are being requested for possible recognition and certification. Groton will be submitting by the September deadline.

Public Property Redevelopment:

- Town Council: Staff met with Town Council in Executive Session on May 28th to address progress, logistics and scheduling for all public property projects.
- Public Property Redevelopment (Mystic Education Center): Advanced 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.
- Public Property Redevelopment (Groton Heights): Staff and developer has agreed on the terms of the Letter of Intent (LOI). This LOI will be presented to the Town Council for approval on June 11th. A public meeting was held on Tuesday, May 7th (Town Council) at which ThayerMahan presented the project highlights. A similar City of Groton Council meeting was held on Tuesday, May 28th. 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 and developer agreed on terms of the Option Agreement to purchase. A presentation to the Town Council in Executive Session will occur shortly. Official Town Council action is anticipated this summer. There will also be public meeting and presentation.

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- Public Property Redevelopment (Seeley School): Staff completed the first round of interviews with developers. A short-list of developers is being finalized.
- Public Property Redevelopment (Colonel Ledyard School): Staff has been showing the property weekly to prospective interests. An RFP release is anticipated by the end of June. A Phase I environmental analysis is being completed prior to the RFP release.
- 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 14 trade name certificates this month in the Town of Groton. 46 total for 2019.

Social Media Metrics:

- 266 Facebook followers, up 2% from last month
 - 33 LinkedIn followers up 6%
- ** Please like and SHARE posts on social media to expand the reach!

Website Metrics: (April 28 – May 27) www.exploremoregroton.com

- Total Sessions: 830 (675 new/155 returning), down 19%
- Pages per session: 1.89, down 6%
- Total Page Views: 1,569, down 24%
- Average Time Duration: 1 min 29 seconds, down 26%
- 318 subscribers on the Newsletter Mailing List, up 1%
- There are 324 subscribers on the Newsletter Mailing List, a 2 pct. increase from April. 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>)
- There are 36 followers to our LinkedIn page, up 9 pct. from April. Please follow the LinkedIn page and share our posts to your network: <https://www.linkedin.com/company/groton-economic-development/>

Development Project Activity:

- Signage upgrades are underway at Cardinal Honda located at 531 Route 12 and the Valero Gas Station at 530 New London Road
- Permits were issued to install photovoltaic solar panels at Girard Nissan, 425 Gold Star Highway and at Noank Baptist Church, 18 Cathedral Heights.
- A foundation permit has been issued for the Sift Bakery addition at 5 Water Street.
- Permits were issued for an interior renovation at Penske Truck Leasing located at 901 Route 12 and to create a work room in the office at 475 Bridge Street.
- Certificates of Occupancy were issued for the interior remodel of the TJ Maxx at 670 Long Hill Road and the new storage building at Noank Village Boatyard located at 38 Bayside Avenue.

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Permits that were received but not issued

- 79 Gold Star Hwy – Herbology (medical marijuana)
- 11 Village Lane – rebuild of 2 apartment buildings with 8 units each
- 66 Toll Gate Road – church sanctuary (rec'd prior to April but not issued yet)
- 24 West Main Street – renovated 2nd floor for service bar
- 800 Flanders Road – distillery for rum and liquors
- 244 Route 12 – renovations to rent location
- 220 Route 12 – nail salon (you may already have this – submitted 3/29)

Upcoming Meetings of Interest and Key Dates:

- 6/3 Beautification Committee 5:30 p.m. @ the Senior Center
- 6/5 Business After Hours – Cardinal Honda 5:30 - 7:30 p.m.
- 6/17 Beautification Committee 5:30 p.m. @ Groton Public Library
- 6/19 Zoning Commission (**Special Meeting**) - PUBLIC HEARINGS FOR COMPREHENSIVE ZONING REGULATION REWRITE AND COMPREHENSIVE UPDATE TO ZONING MAP 6:30 - 8:00 p.m. Town Hall Annex **
- 6/20 Business Before Hours – Fairview 7:45 – 9:00 a.m.

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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