

ECONOMIC DEVELOPMENT DIVISION UPDATE

October 2018

The following summarizes economic development division activities for October 2018.

Economic Development Activities:

- Marketing: Staff participated in the Groton Fall Festival on October 6th. Please “Like” and “Share” the posts on Facebook. Sharing really makes a difference to expand the reach. <http://www.exploremoregroton.com/groton>.



- Thames River Innovation Place (TRIP): A joint CT Next/TRIP Strategies meeting was held to more align TRIP with state future objectives/measures. The Consortium meets weekly to address the evolution of the project including new Board members. The Consortium will have a public formal launch on November 8th at UConn Avery Point. The “Thames River Redevelopment” project has begun planning discussions with Ninigret Partners regarding work along Thames Street in Groton and Hodges Square in New London. Staff attended the Economic Development Forum in New London on October 25th.
- Groton Economic Development Strategy: The strategy session was held on October 17th from 5-7:00 p.m. at the Town Hall Annex. Approximately 25 participants engaged with Camoin to discuss challenges, opportunities and vision. The purpose of the larger effort is to develop a strategy document to serve as a guiding instrument for ongoing initiatives.
- Tax Abatement Program: Staff has completed the tax abatement program draft. After internal review, it will be sent to the Town Solicitor for formatting and legal refinement. Ultimately, this will be sent to the Town Council for approval. The program will ultimately be presented to the Town Council for approval and will contain a tiered tax benefit structure based upon project size and benefit to Groton.

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- Groton Shoppers Mart ("Big Y" Plaza): Staff met with Fairfield Retail Partners regarding their plans to decrease vacancies, address key upgrades and focus on longer term redevelopment for the shopping center.
- Professional Education/Training: Staff attending the Southern New England Planning Association (SNEAPA) annual meeting from October 18th – 19th. Staff also attending the annual meeting for the Connecticut Economic Development Association (CEDAS) on October 10th. Staff participated in an International Economic Development Council (IEDC) webinar on "Opportunity Zones" on October 30th.
- Public Property Redevelopment (Mystic Education Center): Staff has been coordinating the selection process on behalf of the State of Connecticut. The Town Council will be briefed in November by the state and local staff regarding project status.
- Public Property Redevelopment (Groton Heights): Several responses to the RFP were received. Staff continues to review responses and to schedule interviews. Updates will be provided to the Town Council in November. Staff is completing a detailed grant proposal for Brownfield funds due October 31st to secure environmental remediation funding to assist with the property's redevelopment.
- Public Property Redevelopment (517/529 Gold Star Highway): Discussion with a development team is ongoing. Updates will be provided to the Town Council in November.
- Public Property Redevelopment (Seely School): Goman and York entered a contract with Groton to market the property. Staff has been coordinating development interests with Goman and York and addressing property logistics.

Economic Development Metrics:

Trade Name Metrics:

- There were 5 trade name certificates this month in the Town of Groton.

Social Media Metrics:

- 165 Facebook followers, up 5% from last month.
- 12 Twitter followers, up 50% from last month)

Website Metrics: (Sept. 25 – October 24) www.exploremoregroton.com

- Total Sessions: 679 (504 new/175 returning), down 11 pct.
- Pages per session: 3.81, up 36 pct.
- Total Page Views: 2,587, up 21 pct.
- Average Time Duration: 3 min 9 secs, up 18 pct.
- 185 subscribers on the Newsletter Mailing List, up 65 pct.
- 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>)
- Please follow our LinkedIn page and then as you see posts, share them to your network: <https://www.linkedin.com/company/groton-economic-development/>

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Construction Highlights:

- 225 Leonard Drive – Beer'd submitted permits for interior customization
- Sandbox (Gold Star Highway) – Structure has been erected, owner hopes to complete construction within the next month
- 1291 Gold Star Highway – New Business, Aesthetics Ink opened specializing in cosmetic tattoo
- Pump Station on Gary Court is expanding the building and upgrading the pump station

Upcoming Meetings of Interest and Key Dates:

- 11/5 Beautification Committee 5:30 p.m. at the Senior Center
- 11/5 Zoning Commission at 6:30 p.m., Town Hall Annex