

## ECONOMIC DEVELOPMENT DIVISION UPDATE

January 2015

The following documents economic development activities in January 2015.

### Administration:

- **Economic Development Specialist Position:** The Town of Groton posted the job vacancy and the deadline for submittals is Friday, January 29, 2016. Resumes will be reviewed the first week of February.

### Economic Development Efforts:

- **Zoning Audit and Market Analysis:** The Focus Group meeting held on January 11<sup>th</sup> was well attended. Great discussion occurred and input provided. Staff was interviewed by *The Day* specific to the Market Analysis. Next steps are to finalize and integrate the documents plus address action steps. The zoning rewrite effort has begun with administrative meetings occurring in January to discuss content and format. Both the Market Analysis and Zoning Audit drafts can be found at the following link:  
<http://www.groton-ct.gov/depts/plandev/MarketAnalysis.asp>
- **Marketing and Promotions:** Staff has begun drafting language for the EDC outreach efforts to local businesses. A dedicated business email for Groton is now being established. Staff has also been further working with Camoin on next steps in the contract for marketing/promotions. These will entail a strategy focused on the website, email marketing, social media, and hard copy materials. Camoin will provide ready to print materials. They complimented the "Business in Focus" article.
- **Mystic Education Center:** Staff showed the property to a major architectural firm on January 21<sup>st</sup> who indicated interest in partnering with a developer. Staff is still awaiting news from DECD regarding the state/local partnership for this property including funding.
- **EV Project:** Staff developed a work plan and the electric plug in vehicle project will be implemented this spring at parking lots at the Annex and Groton Public Library/Senior Center.
- **Brownfields Program Grant Application:** Staff was notified mid-January that Groton was not selected as a finalist to receive limited Brownfields Program funding for our Poquonnock Bridge corridor redevelopment effort. Funds were to be used for marketing, planning, transportation, and design. DECD encouraged Groton to submit the same project in the next round in 2016.
- **Airport Development Zone:** This application process is ongoing. The development and submittal of this application will be a major undertaking involving significant research and analysis involving data projections of job and business growth.
- **Incentives:** Staff has been reviewing existing and state incentives in preparation for the development of an easy to use listing and explanation document. Such listing is anticipated in February for use with developer inquiries.
- **"Business Welcome Package":** Staff is now developing the package that will instruct business how to do business in Groton.

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- Mystic Visitors Information Kiosk: Staff is evaluating two options for the use of the Mystic Community Policing Station. One option involves using the interior of the space for visitor benefit. The second option is less intrusive and involves exterior fliers, an awning, and a locational fixed mount map for viewing.
- Thames River Heritage Park: The Economic and Community Development Manager has been appointed to the TRHP Transition Team. Staff attended a meeting on January 27<sup>th</sup> regarding the water taxi and organizational elements for the park. Proposals are due mid-February for the proposed operation of the Water Taxi service in 2016.
- Community Economic Development Strategy: Staff continues to participate with seCTer regarding the development of the Community Economic Development Strategy (CEDS). This will be an ongoing multi-month effort. A public input meeting will be held this spring 2016.
- Northeast Rail Corridor: Staff is providing comments regarding this project in favor of Option #1 for this large corridor project.

### Meetings/Outreach:

- Staff participated in meetings/conversations with partner agencies including CT Department of Economic and Community Development, seCTer, CERC, Eastern CT Chamber, Greater Mystic Chamber, Groton Business Association, Commercial Real Estate Brokers, and Electric Boat.
- Staff attended a Committee of the Whole meeting regarding the EDC 2015 Annual Report. Additionally, staff addressed questions from the COW regarding the "Economic Development Specialist" position within the Town.
- Staff provided an Economic Development update presentation to the RTM on January 13<sup>th</sup>.
- Staff has been working with an individual who will offer a future training to those interested in franchise opportunities.
- Staff has increased its outreach towards attracting new business and expanding existing business to/in Groton. There were 27 recorded inquiries and communication with business prospects in January. Several site visits occurred including the former Pfizer Building "Ice Cube." One major site selector application was completed and sent to CERC specific to a company seeking industrial property. Attended ribbon cutting ceremonies for Assured Safety and Shoreline Suites. Held meetings with property owners in the "Downtown" Groton area including one REIT interest. Meeting held with key participants regarding the Seely School effort.