

## ECONOMIC DEVELOPMENT DIVISION UPDATE

October 2023

The following summarizes Economic Development Division activities for October 2023.

Additional news specific to Groton Economic Development is found here: <http://www.exploremoregroton.com/news-and-media/news>

### Economic Development Activities:

- American Rescue Plan Act (ARPA): Staff has finalized most of the ARPA legal agreements. Payments to projects are being made as they meet specified thresholds. Funding is being made available to non-municipal recipients on a reimbursement basis.
- Small Business Pivot Grant: The application for the Business Pivot grant is now officially open, and it will remain accessible until November 30, 2023. To apply for this grant, businesses can visit [www.greatergroton.com/pivot](http://www.greatergroton.com/pivot). This local program, funded by the ARPA grant, aims to support Groton's small businesses as they adapt to the ever-changing and fragile economic conditions. Eligible uses of the funds include diversifying revenue streams, expanding the capacity to provide goods and services, updating business models, or developing contingency plans. Additionally, a microgrant for façade improvements is also available.
- Community Challenge Grant: Staff gained final budget approvals from the CT Department of Economic and Community Development (DECD) for the Community Challenge Grant (\$6.4 million) for the Poquonnock neighborhood. Such agreements included budget, scheduling, and implementation details. Next, legal agreements will be drafted by DECD for review and approval by the project partners.
- CEDAS “Best Practices Program” Award: Groton representatives attended the Connecticut Economic Development Association (CEDAS) Annual Meeting and Best Practices Program Award Ceremony on October 17<sup>th</sup> held in Glastonbury. Groton received a Gold Tier recognition (highest level) for their combined land use and economic development practices. There was a total of 17 statewide awards for Gold, Silver and Bronze levels. This Best Practices Program is competitive involving statewide reviews using best practice criteria. Examples of criteria include: dedicated economic development website, updated zoning regulations, use of social media, community engagement, coordinated plan reviews with departments, single “point of contact” economic development personnel, and online permitting.



### Public Property Redevelopment:

## ECONOMIC DEVELOPMENT DIVISION UPDATE

October 2023

- Public Property Redevelopment (Groton Heights): The Town Council voted to approve an excess property process. Additionally, a TOPE meeting was held on October 18th recommending support for this project including advancing a future RFP to the Town Council. Developers were notified that a Request for Proposals (RFP) for Groton Heights will soon be issued. As a result, several property tours are being conducted with various groups. Numerous investors and developers have expressed interest in developing this property. Staff has progressed on the draft RFP.
- Public Property Redevelopment (517/529 Gold Star Highway): PJ&A, holder of the land option agreement, is now finalizing terms with a multi-family use developer. The Town Council granted an 18 month extension to the option agreement for the property. The project had envisioned 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): Don Mar Development continues with the construction of a 305 unit residential 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): The town and Bellsite, LLC completed the sale for the property effective September 14<sup>th</sup>. The project is advancing and will include 64 residential units (multi-family) within close proximity to Electric Boat. 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.theday.com/local-news/20230623/plans-for-apartments-at-former-groton-city-school-approved/>
- Public Property Redevelopment (Pleasant Valley School): The Town Council voted to approve an excess property process. Additionally, a TOPE meeting was held on October 18<sup>th</sup> recommending support for this project including advancing a future RFP to the Town Council. Developers were notified that a Request for Proposals (RFP) for Pleasant Valley will soon be issued. As a result, several property tours are being conducted with various groups. Numerous investors and developers have expressed interest in developing this property. Staff has progressed on the draft RFP.

An article with an update on all town owned properties ran in The Day on May 27, 2023.

<https://www.theday.com/local-news/20230527/a-look-at-grotons-unused-town-owned-properties/>

## ECONOMIC DEVELOPMENT DIVISION UPDATE

October 2023

### Economic Development Metrics:

#### Trade Name Metrics:

- There were 1 trade name certificates this month in the Town of Groton.

#### Social Media Metrics:

- 967 Facebook followers, 1% increase from September.  
\*\* Please follow the Facebook page and share our posts to your network: <https://www.facebook.com/GrotonEconomicDevelopment/>
- 119 followers to our LinkedIn page, minimal change from September.  
\*\* 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 [www.exploremoregroton.com](http://www.exploremoregroton.com) – Not available this time period.
- GreaterGroton.com Activity (Oct. 1-30) [www.greatergroton.com](http://www.greatergroton.com)
  - Total Visits 601
  - Max. Visitors Per Day 40
  - New Registrations 2
  - Engaged Visitors 33
  - Informed Visitors 187
  - Aware Visitors 430

<b>Project</b>	<b>Engaged Participants</b>	<b>Informed Participants</b>	<b>Aware Participants</b>
Short Term Rentals	4	47	94
Community Tree Inventory	18	35	88
American Rescue Plan	1	41	54
Sutton Park Redevelopment	4	18	54
Small Business Pivot Grant	5	11	44

## ECONOMIC DEVELOPMENT DIVISION UPDATE

October 2023

- Unemployment Data (Percent %)

	<b>Groton</b>	<b>Norwich-New London- Westerly Labor Market</b>	<b>Connecticut</b>
October 2022	4.2	4.2	4.0
November 2022	3.4	3.7	3.5
December 2022	3.0	3.2	3.1
January 2023	3.5	4.1	4.2
February 2023	3.8	4.5	4.6
March 2023	3.8	4.1	4.3
April 2023	2.8	2.9	3.0
May 2023	3.3	3.6	3.7
June 2023	3.3	3.7	4.0
July 2023	3.2	3.6	3.9
August 2023	2.9	3.2	3.5
<b>September 2023</b>	<b>2.6</b>	<b>2.7</b>	<b>3.0</b>

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>