



**Norwich City Council
Informational
September 2, 2014**

Economic Development Role Activity

- Focus on Core Economic Development Work
 - Retain, Expand, Attract, Develop
 - Tax Base, Jobs, Utilities
- Position NCDC For
 - Initial Inquiry
 - Coordination
 - Response



Economic Development Role Activity

- Working closely with our clients
 - Weekly meetings with the Mayor
 - Weekly NPU Coordinating Committee meetings
- Facilitating Team Site Inspections
 - Building, Fire, Zoning, Norwich Public Utilities
- Working to improve the Development Process

Downtown Programs

Lease Rebate

\$580,000 / \$1M Committed

Chacers | Harp and Dragon | 3D Dance Studio

Attorney Kevin Wickless | Encore Justified 

+ Working with several others

Code Correction

\$304,000 / \$1.8M Committed

54-56 Broadway | 130 Main | 146 Main | 280 Franklin

+ Working with several others

Loan Program

\$23,000 / \$540,000 Committed

Mediterranean Express + Working with two businesses

Downtown Programs

Encore Justified

A woman-owned retail business

1. We recruited the business to decorate the storefront during a small business training program we attended
2. Assisted with securing parking waiver from city
3. She is using the Downtown Bond Program (Lease Rebate)

Read our enews article for more details



Downtown Programs

New Second Floor Dining Area

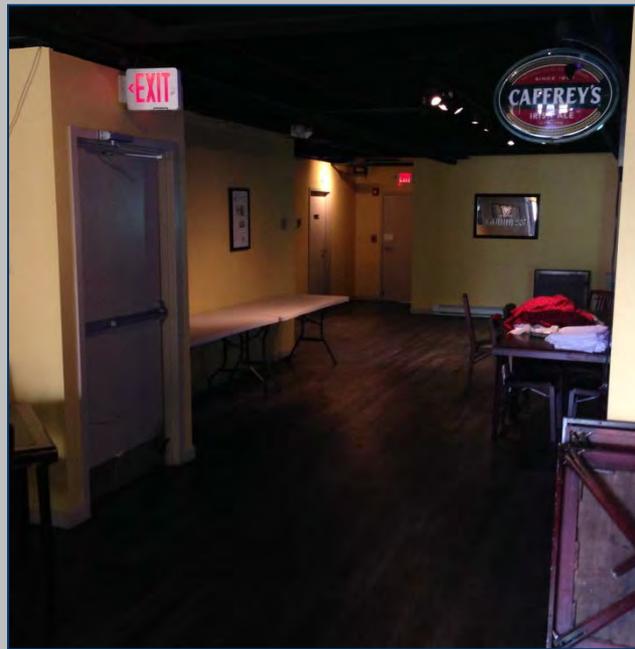


We attend pre-construction meetings to learn what challenges the project will have with the various codes



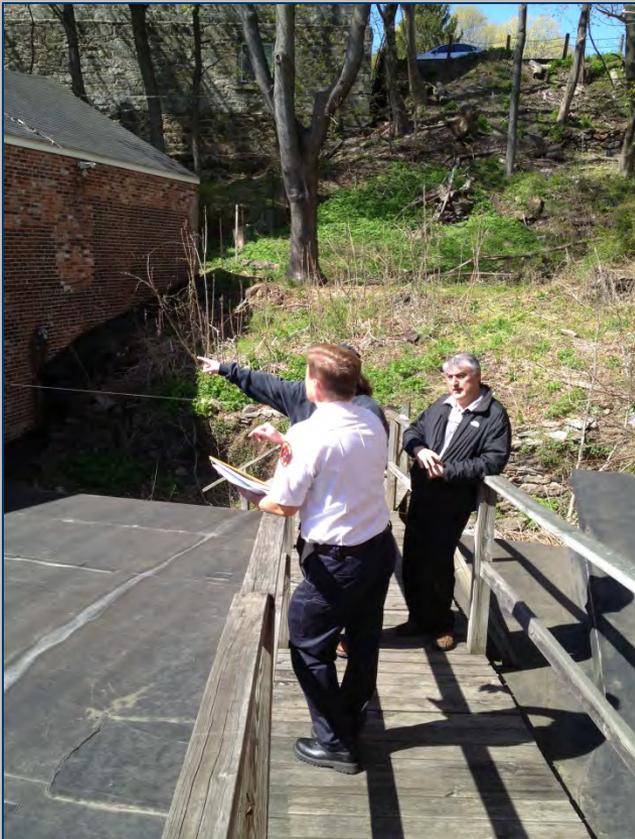
Downtown Programs

New Second Floor Dining Area



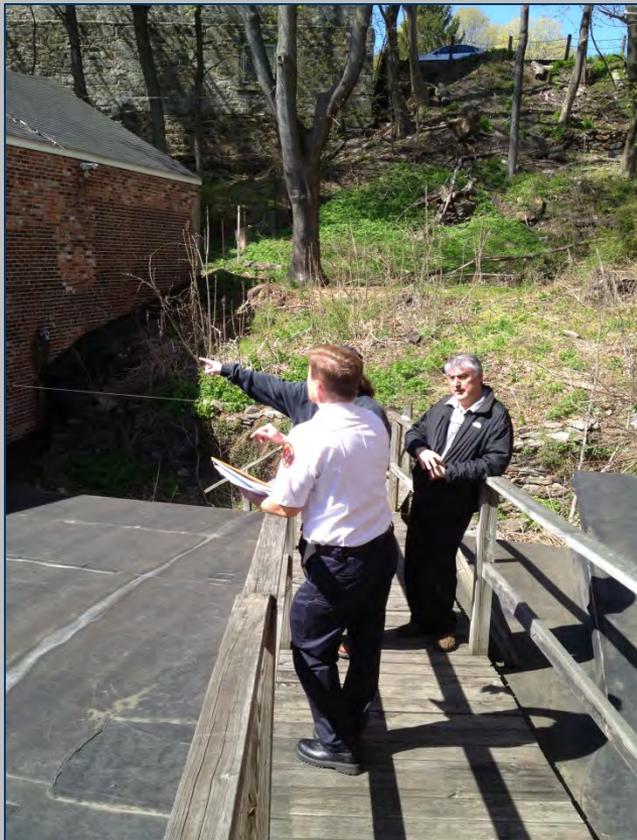
Downtown Programs

New Outdoor Deck



Downtown Programs

New Outdoor Deck



Downtown Programs

New / Updated Market Rate Housing

94-100 Main Street – 4 refurbished units

102-110 Main Street – 4 rehabed units

50 Broadway – 5 gut / rehab units

54-56 Broadway – 8 gut / rehab units

7 Falls Avenue – 7 units planned

146 Main Street – 2 units planned

59 Broadway – 2 units planned

All Market-rate Rents

2012 VCI Study
indicated 60 units
needed: 21 built



Business Park

Dominion Office Building – **Under Construction**

1 Wisconsin Avenue – **SOLD: Working Realty**

9 Wisconsin Avenue – **Under Contract** 

29 Stott Avenue – **Under Contract** 

1 Ohio Avenue – **SOLD: Nutmeg Companies** 

3 NEW lots now available for development

2 Vacant Buildings:

243 Vergason Avenue Extension (Clinipad)

43 Wisconsin Avenue (Collins and Jewell)

Citywide Activities

Restaurant on Route 97

Recording Studio

Dance Studio / School – **Open**

Mixed Martial Arts / Wrestling Center – **Open** 

Crossfit Center – **Open** 

Live / Work Space – **Approved**

Bed and Breakfast – **Approved** 

Hydroponic Facility

Tube Manufacturing Facility

Bakery on Route 12 – **Open** 

Keeping Score

- **Challenging** to track progress
- **No existing data** sources for retention
- No metric for **hustle**
- S.E. CT Economy **still limping**
- Hearing more **optimism** from businesses

Keeping Score

Public Sector Value

ACTIVITY TYPE	INVESTMENT / ASSISTANCE	TAXES	UTILITIES	TOTAL
Attraction	\$855,000	\$1,750		
Retention	Difficult to access data			
Development				
Expansion	\$63,500	\$196,598		
TOTALS	\$918,500	\$198,348		\$1,048,348

Keeping Score

Private Sector Value

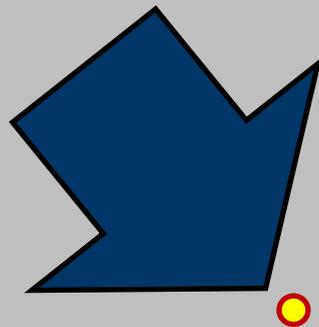
ACTIVITY TYPE	COST SAVINGS	REVENUE	TECHNICAL ASSISTANCE	TOTAL
Attraction	\$111,263	\$350,000	\$35,500	\$496,763
Retention	\$657,000	\$5,034,398	\$25,000	\$5,716,398
Development	\$0	\$0	\$33,000	\$33,000
Expansion	\$145,620	\$0	\$6,250	\$151,870
TOTALS	\$913,883	\$5,384,398	\$99,750	\$6,398,031

Keeping Score

CLIENT	TOTAL		PIPELINE	
Public Sector	\$1,048,348			
Private Sector	\$6,398,031			
TOTALS	\$7,446,379		Over \$82,000,000	

Increase of \$475,250 since 1/2014

Keeping Score



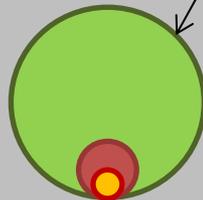
\$150,000 City Funds

Keeping Score

NCDC {  **Leverage \$350,000**

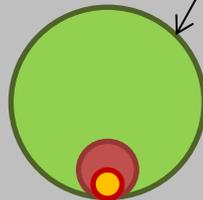
Keeping Score

**Enable \$1+ Million
New Revenue**



Keeping Score

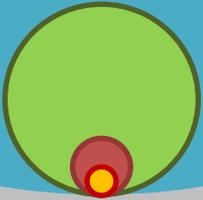
**Enable \$1+ Million
New Revenue +
\$18+ Million Recurring**



Keeping Score

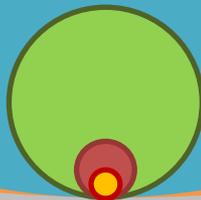


**\$6+ Million
Economic Value**



Keeping Score

**\$82+ Million
Pipeline Economic
Value Pipeline**



Getting Ahead

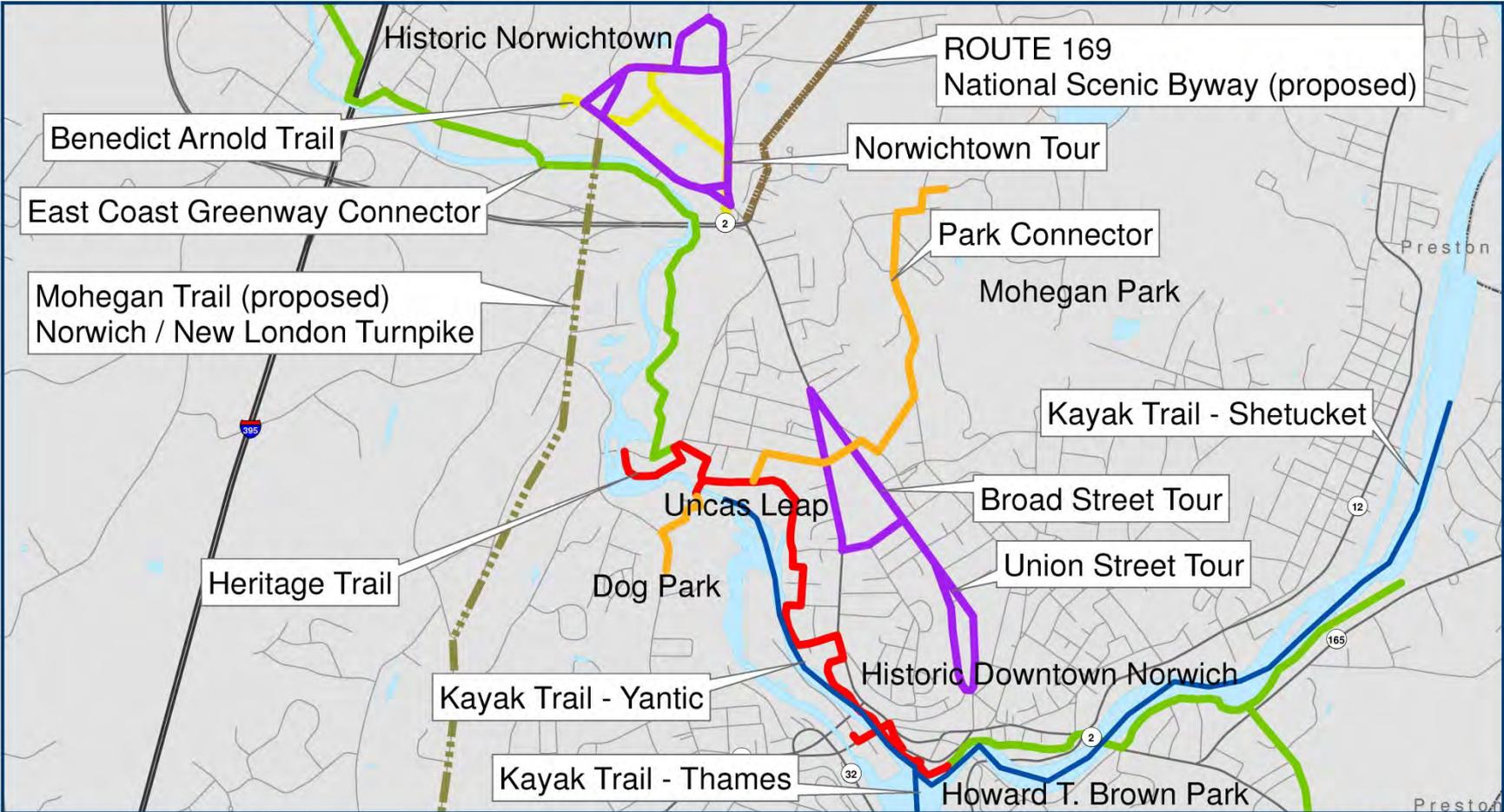
- Norwich needs a **competitive advantage**
- Utilities are **key ingredient**
- Incentives and tax breaks are **not enough**

Getting Ahead

- Norwich needs a **competitive advantage**
- Utilities are **key ingredient**
- Incentives and tax breaks are **not enough**
- **Quality of life** is repeatedly questioned
- Effort + commitment needs to match investment cycle: be **long-term**

Using Assets

WALKING TOUR RESOURCES



This map was produced by the Norwich Community Development Corporation and should only be used for its intended purpose. For copies of this map, please contact us at: 77 Main Street, Norwich, CT (860)887-6964



1 in = 1,320 ft

Source Data: NCDC and City of Norwich/Applied Geographics Inc.



Date: 5/14/2014

Using Assets

**Get the Message...
Give the Message...
Be part of creating
great experiences**



There are things to do in Norwich!

NORWICH HERITAGE PARTNERSHIP Hospitality Reception

A **"One-Stop Open House"** opportunity to see what Norwich has to offer, learn about the City's history and meet the people and businesses that are working to promote our heritage!

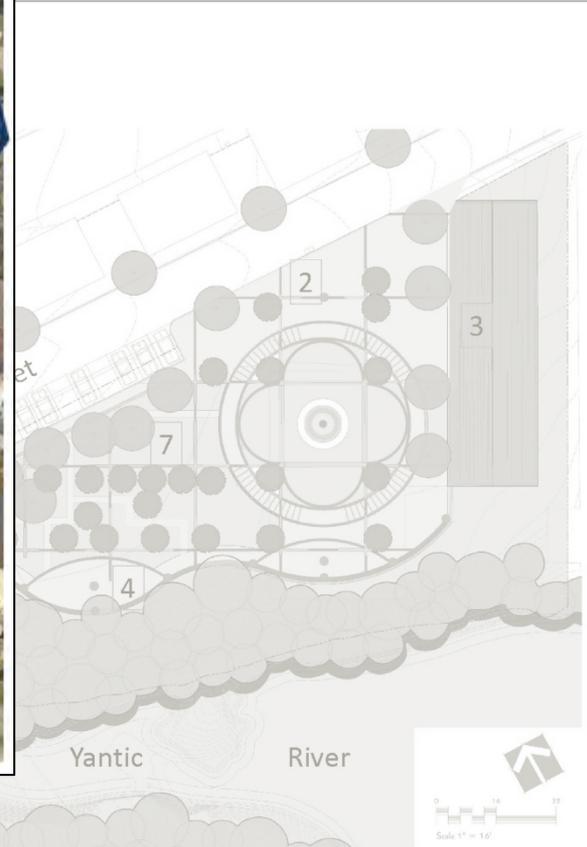
- WHEN:** Wednesday **September 25, 2013** - 3:30 pm
- WHERE:** The Atrium at **Slater Memorial Museum** (Norwich Free Academy)
108 Crescent Street
Norwich, Connecticut 06360
- WHAT:** **Snacks, Witty Conversation***, and **Period Clothing**, oh my...
- WHY:** **Repeat customers are important!** Learn about Norwich's **"Must See"** Places, in order to provide your customers with more information about **why they should keep coming back.**

FOR MORE INFO, CONTACT NCDC: 860.887.6964 | askncdc.com | [facebook.com/ASKNDC](https://www.facebook.com/ASKNDC)

* Witty conversation is not guaranteed.



Using Assets



Using Assets



Preliminary Vision Plan August 29, 2012

Leveraging Other Efforts



1. Restaurants working together (co-marketing)
2. Distributor contributing to the effort
3. Media report about the event

RESULTS

- **Additional revenue** for businesses
- Positive **buzz** for the city
- **New business** opened

2013 Benedict Arnold Pub Tour

Leveraging Other Efforts



1. Volunteers showing off their community
2. Regional organization promoting event
3. Media report about the event

RESULTS

- Additional revenue for businesses
- Positive buzz for the city
- People learned about the city
- Increase in civic pride

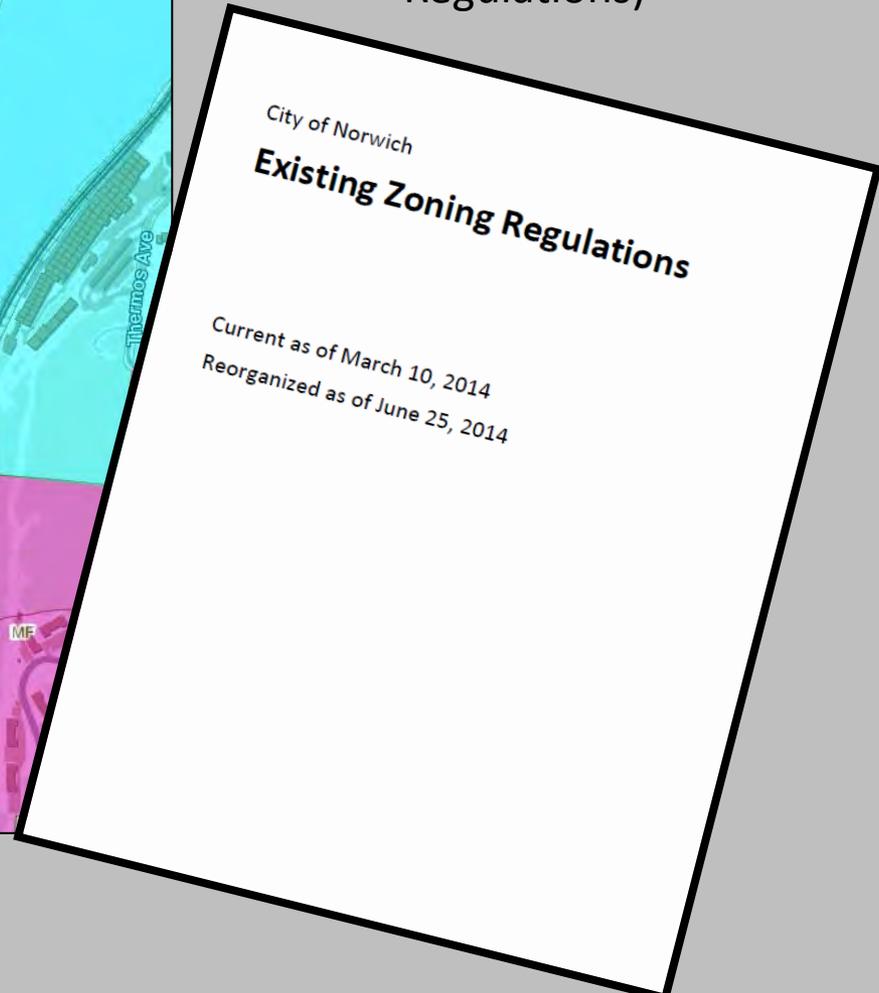


New Opportunities

Complete update of the
Comprehensive Plan (Zoning
Regulations)



Shipping Street



Update Comprehensive Plan
(Zoning Map) for Shipping Street

New Opportunities

PONEMAH MILL

Phase 1 = 116 new housing units

\$70 million renovation project overall

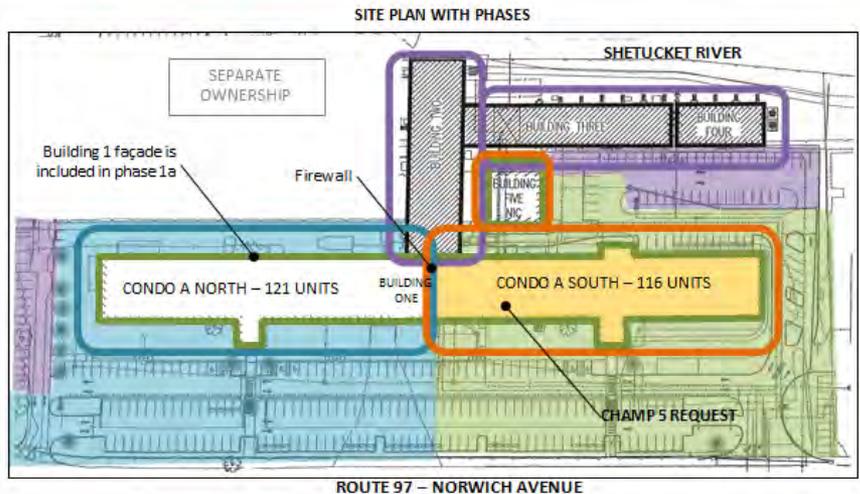
Assisted with CHAMP5 grant application

Created graphic to summarize complicated phasing process

Phasing

The majority of the apartments (237 units) are located within Building 1. Buildings 2, 3 and 4 will host 77 units, and are part of future phases. The property has been divided into two condominiums, "Condo A" and "Condo B" to enable a phasing. Condo A includes Buildings 1 and 5, while Condo B includes Buildings 2, 3 and 4. Condo A has been divided into two condo units as well, "Condo A South" ("Phase 1a") and "Condo A North" ("Phase 1b").

SITE	PONEMAH MILLS CAMPUS					
	CONDO A			CONDO B		
CONDOS	BUILDING 1		BUILDING 5	BUILDING 2	BUILDING 3	BUILDING 4
BUILDINGS	BUILDING 1		BUILDING 5	BUILDING 2	BUILDING 3	BUILDING 4
SUB CONDOS	CONDO A SOUTH	CONDO A NORTH	CONDO A SOUTH			
BUILDING PHASES	1a	1b	1a	2		
EXTERIOR PHASES	1a	1a	1a	2		
HOUSING UNITS	116	121	0	77		
PARKING	172	181	0	99		
CHAMP5 FUNDS REQUESTED	\$5,000,000	0	0	0		

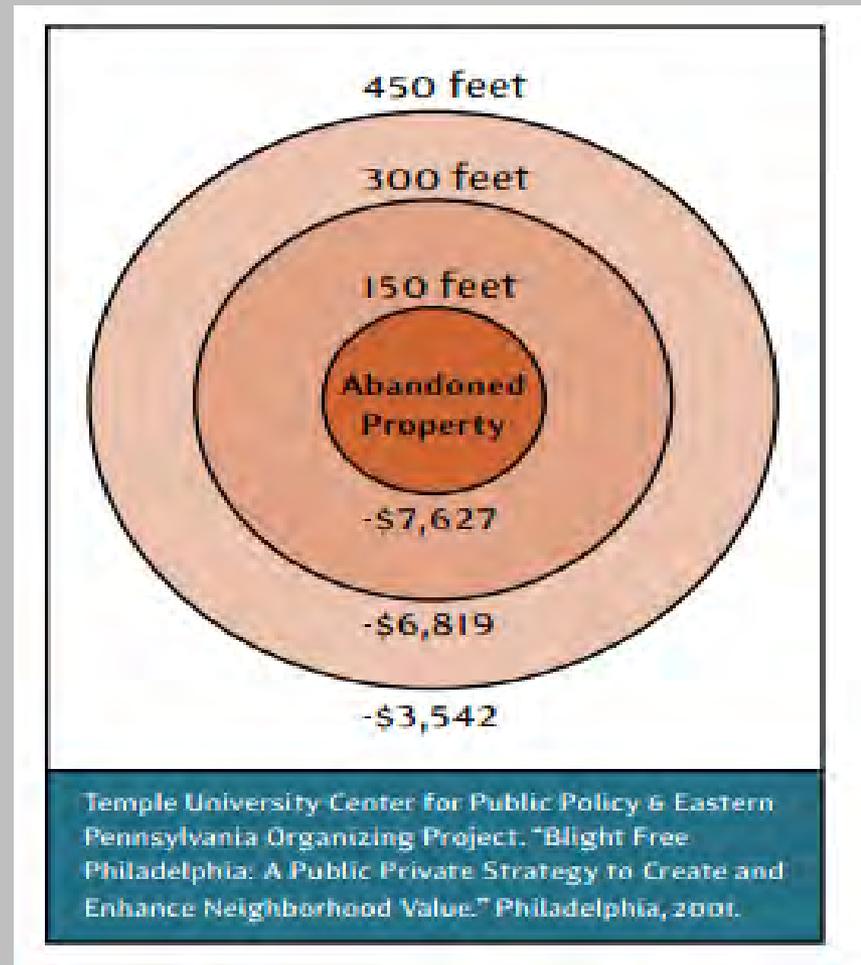


New Opportunities

REID & HUGHES

Blighted building is negatively impacting property values and vitality perception in downtown

Plus, the space is not rentable



New Opportunities

REID & HUGHES

Working to **save a historic structure** and **limit city costs**

Trying to create **Market Rate Mixed Use** Development



New Opportunities



THANK YOU!

Questions?

Comments?

Discussion?