

NCDC Quarterly Report Jan - Mar 2019

A report on-

- Downtown Revitalization
- Global City Norwich
- Foundry66
- City-Wide Economic Development

Downtown Revitalization Bond

The Downtown Revitalization Programs are hitting all the right spots! There is a wide blanket of activity underpinned with the City of Norwich's co-investment in businesses and properties Downtown. Below is a program to date view of the activity and it leverages impact which is nearly 11:1 over the life of each project.

Metrics	Code Correction Assistance	Commercial Rental Subsidy	Revolving Loan	Total
Applications Received	40	67	20	127
Applications Reviewed	38	66	19	123
Applications Awarded	17	28	7	52
Projects Completed	13	12	1	26
Applications Denied	2	1	1	4
Leveraged Investment	\$ 13,548,699	\$ 6,936,915	\$ 4,150,406	\$ 24,636,020

Global City Norwich Highlights

Welcome to the Global City!

With over 25 languages spoken throughout the 9-mile square city, it is no surprise to find so many global flavors in Downtown and throughout Norwich - a city rich in culture, delightfully vibrant and surprisingly captivating. Roses do come in many colors and with the City of Norwich proudly living up to its nickname 'The Rose of New England', residents and visitors alike will agree that the global vibe in Norwich brings incredible energy. Norwich is comprised of 16 neighborhoods: Bean Hill, East Great Plains (or Westside), East Side, Greenville, Jail Hill, Laurel Hill, Norwichtown, Occum, Ox Hill, Plain Hill, Taftville, Thamesville, Union Street and City Hall Square, Washington Street and Broadway, Yantic and the heart of the city...Downtown Norwich is also known as Chelsea. Every neighborhood is as unique as the other. Celebrations and holidays have been the very fabric weaving longtime traditions through the generations of immigrants and native-born residents from when the city was established in 1659. Global City Norwich continues to honor every culture, every tradition new and old and to uphold the city's pride in all we do to support and collaborate with the community. Global City Norwich will be hosting several Downtown festivals and we welcome you to the experience. Every festival highlights live music, food, art, and dance as we embrace the uniqueness of the many cultures that thrive in our city. Every festival is one of a kind. Downtown Norwich is THE destination where fun and culture meet, and the heart of the city beats strong.

NCDC Quarterly Report Jan - Mar 2019

January

- Creating festivals and festival themes scheduled to occur from May 2019 to December 2019 on Franklin Street and near City Hall
- Planning Indoor Global Markets to take place at 4 Broadway
- Connecting with Cafe Otis, NFA-Slater Museum, RCC, Cape Verdean Community, NAACP, NPU, Celebrate Cultural Diversity Committee

February

- Cape Verdean Festival Kickoff Event planning
- Planning of festivals and indoor markets
- Planning of electrical updates for outdoor festivals and events
- Estrella Cape Verdean Dance Performers begin rehearsals
- Connecting with Haitian Community, Dominican Community, GCN interns, NFA Diversity Department, Sankofa, Rotary, Integrated Day Charter School, Peruvian Community, Norwich Recreation Department

March

- Cape Verdean Festival Kickoff Event - March 23
- Planning of festivals
- Planning of electrical updates for outdoor festivals and events
- Connecting with S&A Market, Mi Casa, El Rancho, Steflorah, Bling it On, Norwich Public Schools, Chelsea Groton Downtown Norwich Branch, Norwich Bulletin Diversity Committee, Italian Heritage and Cultural Committee, Rose City Gospel Choir, African Dance Group, Global Studies School, Teachers Elementary, Norwich Tech

With economic development objectives in mind, Global City Norwich is committed to creating and maintaining relationships critical to the development and success of all GCN festivals and events. In January to March of 2019, building a successful framework with many individuals, organizations, and businesses within the Norwich community and addressing as well as assessing their community needs has overall been an extremely positive experience. All GCN festivals and events will be collaborative efforts with as many people and organizations as relevantly possible. Here is a small blurb that describes the City of Norwich's vibe and how it connects to our Downtown revitalization efforts:

Foundry66

Foundry66, the premiere Co-Working space in Eastern Connecticut, has doubled in size to nearly 15,000 sq ft, and grown to nearly 40 members! Impact on and activity in Norwich is huge! The Foundry is home to accountants, graphic designers, photographers, interior designers, virtual assistants, business coaches, videographers, human resources, and real estate brokers. An added benefit to membership diversity is the organic business networking that takes place on a daily basis. The additional downtown Foundry members have added to the volume of client and customer traffic in the downtown area. The Foundry has become a driving force to creating a more vibrant downtown in which other local businesses are seeing the direct impact of increased customer traffic.

Business Coaching

Business enrichment is at the core of our small business development at Foundry 66. In collaboration with industry leaders and partnerships we offer:

- Business Planning Workshops
- Global City Norwich Planning Workshops

NCDC Quarterly Report Jan - Mar 2019

- Opportunity Zone Education Workshops
- Small Business Retirement Planning
- Understanding Your Business Credit
- Sales for Non-sales People
- Chelsea Groton Bank Business Academy
- Branding Your Company
- Machine Learning Meet Ups
- Developing Norwich Revitalization Programs
- Liberty Bank Small Business Academy
- Social Media instruction including, FaceBook, Instagram, and Twitter
- Customer Service Training

Just the numbers

- 31 new startups doing business at Foundry 66
- 1,082 conference room hours booked in 2018
- Members spent \$70,000 in the downtown
- \$380,000 private investment went into the 2nd floor of the former Norwich Bulletin Block
- 30-66 Franklin Street building realized a \$585,000 increase in value

The Foundry had 5632 unique visitors in 2018. That is 5632 people visiting the downtown that otherwise would not have otherwise frequented the downtown.

Bookings - Foundry66		Sun	Mon	Tue	Wed	Thur	Fri	Sat	Total	% Increase
	Apr - Jun 2018	2	8	10	25	12	3	2	62	Base
	Jul - Sept 2018	1	9	9	13	13	11	3	59	18%
	Oct - Dec 2018	3	18	22	14	23	8	8	96	29%
	Jan - Mar 2019	17	19	27	31	18	36	29	177	53%

City-Wide Economic Development Projects

There were a number of key points of activity in the City. Below is a list of the

- 86-92 Water St.- Strange Brew- First Floor Renovation
- 40 Main St.- Antique Store
- 60 Main St.- Professional Counselors
- 4 Broadway- Castle Church- Renovations
- 50 Broadway- Façade Improvement
- 282 Franklin St- Federated Insurance Move-In
- 88 Main St- 1st Flr Retail and 4 Apartments- Under Construction
- 1 Winnenden- Purchased by Nalas Engineering
- 1 Hill Top Rd.- ASH AL Dies Manufacturing
- 40 Wisconsin Ave.- For Sale- 220'K
- 243 Vergasun Ave.- For Sale- 56'K
- 5 Wisconsin Ave.- S&S Worldwide has taken all 97,000 sq ft
- Ponemah- Phase III- \$35MM Investment
- Ponemah Landing- \$6MM Investment
- Westledge Apartments- (Peachtree) \$5MM Investment