

# City of Torrington

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## Economic Development Quarterly Report August 2020

### CITY-WIDE PROJECTS

- **Franklin Street Plaza:** The Plaza is completed!
- **Pennrose Affordable Housing Development:** 100 Franklin Street  
The Building Department has signed a "Will Issue" letter for the Building Permit for the Pennrose project on 100 Franklin St. Construction was expected to begin fall of 2020, but complications in the brownfield remediation has delayed construction until early 2021.
- **Nutmeg Fudge Company:** Has opened a pop-up shop on Main Street for the Holidays and plans to open a permanent shop in early 2021
- **Jersey Mike's Sub Shop:** Opened in November on E. Main Street
- **Chipotle:** Demolition has begun to prepare for the construction of a Chipotle on E. Main Street
- **Stone Container & Hendy property (105 Summer St & 200 Litchfield St):** Both properties have now been purchased by a manufacturing company that makes biodegradable to-go paper products. He is estimating he will be hiring locally for 70-100 clean manufacturing jobs within the next 18 months. In the next 24+ months he may have as many as 200 new positions created at this property

I continue to work with the new property owner, to redevelop this site. The City has been in contact with the CT DECD's CT China Council to get recommendations for a mandarin interpreter to assist with communications.

- **70 North St – IRG (Former Torrington Co. Standard Plant):** A pre-application has been submitted to DECD for brownfield remediation funds. These funds will assist property owners in the redevelopment of this property.
- **100 Franklin Drive, Nidec:** Nidec has an EPA approved PCB Cleanup plan they plan on implementing in spring of 2021.

### GRANTS

- **\$1,000,000 DECD Brownfield Remediation Grant** – Remediation work at 100 Franklin Street has begun. During remediation additional contamination was found, which requires EPA approval before disposal. The City's LEP, GZA, is preparing a remedial action plan to address this additional contamination. We are working closely with EPA and DEEP for expedited approval so remediation can continue.

- **\$300,000 DECD Brownfield Remediation and Assessment Grant**– 200 Litchfield St. & 105 Summer St. New access agreements are in the process of being executed, to reference new property owner. Property owner is in the process of retaining their own LEP. Once retained, that LEP will help determine the extent of assessment that needs to be completed so that it is consistent with both their development plan and transfer act requirements.
- **\$750,000 Building Healthier Communities Grant** – Economic Development Strategies. This grant is designed to develop and implement an Economic Gardening Strategy that will help support growth of our existing businesses. This grant will also focus on positioning the City to attract new development. See attached budget breakdown.
  - **Permitting software:** An extensive review process has taken place to determine the appropriate software for the City. The goals of this software is to improve customer service by allowing on-line applications and approvals, streamline work flow, increase productivity and improve communications between our departments.
  - **Blue Haus Group:** Has been retained to help develop and implement a plan to activate downtown. Phase 1, as approved by City Council, has begun and several meetings with stakeholders have already taken place.
  - **Social Media Intern:** A Social Media intern has been hired. There is sufficient funding for this position for 3 years. Each internship will be for a period of 4 months, the position and staff will be reevaluated at the end of each internship.
  - **Social Media pages:** A Facebook page has been created to help promote Torrington's Community and Economic Development. This page will be used to distribute information to businesses regarding business resources, policy changes, grants etc... It will also be used to promote community events. You can follow and like our page here <https://www.facebook.com/TorringtonCED>
  - **It'shappeninghere.com:** The City has taken over control of the it's Happening Here website and will use this website to promote Torrington businesses and events. I am getting quotes to procure assistance with website development, so that additional pages can be created that highlight the community.
  - **Franklin Plaza Pedestrian Kiosk sign:** This sign has been purchased through this grant and is now installed.
- **\$275,000 OPM Smart Growth Grant** – Sue Grossman 5-Mile Extension routing study and design the routing study, to extend the Sue Grossman Still River Greenway from Harris drive, where it currently ends, to Franklin Street is complete. The consultants have recently completed 30% design of all 5 miles. BSC is developing final plans.
- **\$1.9M OPM Smart Growth Grant** – Sidewalks on E. Main Street. The Engineering Department continues to work with DOT on final approval of these plans.
- **\$385,000 Community Connectivity Grant** – Improvements at Municipal Library Parking Lot, wayfinding signage, & improved pedestrian lighting in parking areas  
The bulk of this grant is for improvements to the municipal parking on next to the Library, once BSC completes the design, the plans will be put out to bid. The other projects included in this

grant is wayfinding signage to parking lots and at the parking lots for pedestrian, improved pedestrian lighting at all downtown municipal parking lots and crosswalks re-painted. After final bids for the parking lot improvements are in, wayfinding and parking lot signage will be installed with the remainder of the available funding.

- **\$250,000 (administered through NWHCOG) E. Main Street Corridor Study**  
Data collection is complete. Three public meetings were held and personal meetings conducted with businesses and property owners along the corridor. The next meeting is scheduled for December 10<sup>th</sup> to present the findings of the study.

#### **COVID-19 Recovery Plans**

- **Torrington's "Survive and Thrive" Community Recovery Steering Committee**  
This Committee continues to meet every other Thursday to identify and discuss unmet needs within the community.

Sincerely,

Rista Malanca, AICP  
Director of Economic Development  
City of Torrington

Building Healthy Communities Grant  
Budget Summary  
December 2020

Total Grant Funds expensed			
	<b>Proposed Budget</b>	<b>Spent/encumb.</b>	<b>Balance</b>
Econ. Gardening	\$ 355,000.00	\$ 8,000.00	\$ 347,000.00
Marketing	\$ 100,500.00	\$ 6,300.00	\$ 94,200.00
Website	\$ 23,500.00	\$ 1,536.25	\$ 21,963.75
Wayfinding	\$ 60,000.00	\$ 8,772.00	\$ 51,228.00
Façade Improvement	\$ 150,000.00	\$ -	\$ 150,000.00
Permitting Software	\$ 35,000.00	\$ -	\$ 35,000.00
Demographics	\$ 26,000.00	\$ -	\$ 26,000.00
<b>Totals</b>	<b>\$ 750,000.00</b>	<b>\$ 24,608.25</b>	<b>\$ 725,391.75</b>
<b>Other encumbrances (not designated)</b>			
Good Earth Advisors		\$ 1,638.75	
<b>Total</b>			<b>\$ 1,638.75</b>

**Remaining Grant  
Balance**

**\$ 723,753.00**

Total Grant Funds expended			
	Est. Budget	Spent/encombered to date	Balance
Econ. Gardening	\$ 355,000.00	\$ 8,000.00	\$ 347,000.00
Marketing	\$ 100,500.00	\$ 6,300.00	\$ 94,200.00
Website	\$ 23,500.00	\$ 1,536.25	\$ 21,963.75
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Other encombrences (not designated)			
Val Ferro		\$ 1,638.75	
Total			\$ 1,638.75
Remaining Grant Balance			\$ 723,753.00

weekendin hours		rate	total	
7-Nov	14	\$ 14.00	\$	196.00
14-Nov	11.5	\$ 14.00	\$	161.00
21-Nov	15.75	\$ 14.00	\$	220.50
28-Nov		\$ 14.00	\$	-
5-Dec		\$ 14.00	\$	-
12-Dec		\$ 14.00	\$	-
19-Dec		\$ 14.00	\$	-
26-Dec		\$ 14.00	\$	-
2-Jan		\$ 14.00	\$	-
9-Jan		\$ 14.00	\$	-
16-Jan		\$ 14.00	\$	-
23-Jan		\$ 14.00	\$	-
30-Jan		\$ 14.00	\$	-
6-Feb		\$ 14.00	\$	-
13-Feb		\$ 14.00	\$	-
20-Feb		\$ 14.00	\$	-
27-Feb		\$ 14.00	\$	-
6-Mar		\$ 14.00	\$	-
			\$ 577.50	

	Development of Economic Gardening Strategy									Implementation of Economic Gardening Strategy
	TDC-Capacity Building & Staff Development	Gain Buy-in: Existing Businesses, Bankers, Institutions, Politcal Reps	Asset Inventory of Entrprenurial Pool	Determine Primary and Alternative Means of Determining success	Partnerships & Collaborations	ID & Gather Resources	Develop Pilot and test run	Mechanisms to Replenish funding	Communications & Promotions	
	\$ 10,000.00	\$ 15,000.00	\$ 20,000.00	\$ 5,000.00	\$ 5,000.00	\$ 15,000.00	\$ 15,000.00	\$ 5,000.00	\$ 15,000.00	\$ 250,000.00
Blue Haus Groud (encombered)										\$ 8,000.00
Total Spent	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,000.00
Remaining Balance	\$ 10,000.00	\$ 15,000.00	\$ 20,000.00	\$ 5,000.00	\$ 5,000.00	\$ 15,000.00	\$ 15,000.00	\$ 5,000.00	\$ 15,000.00	\$ 242,000.00



	Develop Multi-Media Communication Platform & materials for the promotion and outreach to the existing and potential				
	Develop Targeted Economic Development strategies for potential re-development sites, w/ special attention paid to parcels in the Opportunity zones - implement & track		Develop target-specific programs and timeline (residents, elected officials, businesses/brokers, surrounding locales-Multi-media communications platform		Launch social media and website campaign
		Social Media Coordiantor		Printed Material	
	\$ 30,500.00	\$ 19,500.00	\$ 28,500.00	\$ 2,000.00	\$ 20,000.00
Hire Social Media Intern Nov. - Feb (estimated)					
\$4800 - acutal		\$ 4,222.50			
Social Meida Intern Nov - Dec (actual)		\$ 577.50			
Promote Social Media Page & website on FB Nov - Dec (estimated)					\$ 1,500.00
Total Spent	\$ -	\$ 4,800.00	\$ -	\$ -	\$ 1,500.00
Remaining Balance	\$ 30,500.00	\$ 14,700.00	\$ 28,500.00	\$ 2,000.00	\$ 18,500.00



	<b>Develop Economic Development Website to include:</b>	
	Evaluate tools and mechanisms for education and business attraction - Community conversations (bilingual)	
	-Residential & Commercial Real Estate tool kit -Web-based resource library	
		website coordinator
	<b>\$ 14,500.00</b>	<b>\$ 9,000.00</b>
Improve content on It's Happening Here (estimated)		\$ 2,000.00
Val - Real Estate Tool Kit (actual)	\$736	
Total Spend	<b>\$ 736.25</b>	<b>\$ 2,000.00</b>
Remaining Balance	<b>\$ 13,763.75</b>	<b>\$ 7,000.00</b>



	Wayfinding Signage
	\$ 60,000.00
Franklin Plaza Pedistrian Kiosk (encombered)	\$ 8,772.00
Total Spend	\$ 8,772.00
Remaining Balance	\$ 51,228.00

	Façade and Building improvement grant
	\$ 150,000.00
Total Spent	\$ -
remaining Balance	\$ 150,000.00

	Permitting & project tracking Software
	\$ 35,000.00
Total Spend	\$ -
Remaining Balance	\$ 35,000.00

	Understand Demographics/Decide on Targets	
	Technical assistance to take existing data and better articulate to commercial brokers and developers what it says	Take existing data to the next step to determine where there is potential for more growth & develop material to attract development that fits that growth
	\$ 7,500.00	\$ 18,500.00
Total Spent	\$ -	\$ -
Remaining Balance	\$ 7,500.00	\$ 18,500.00