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City of Meriden Office of Economic Development

Goals & Strategies
Highlights of Activities

June 21, 2016



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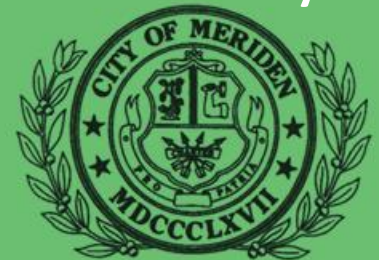


Economic Development Goals



Economic Development Goals

- Foster Economic Development in Meriden in order to sustain and grow the tax base, provide jobs, and create economic activity across numerous sectors.
- Pursue and help implement critical infrastructure improvements that are necessary to support and sustain economic growth.
- Collaborate with public, private and non-profit organizations that create jobs and economic activity in Meriden.
- Support and champion leaders who work to make Meriden an attractive and economically viable place to live, work and recreate.
- Engage in long term planning while at the same time recognizing the short term needs of Meriden business owners, residents and workers.
- Increase investment in Meriden's inner city, attract businesses to Meriden across numerous economic sectors, and retain existing businesses that have invested in our community.



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Economic Development Strategies



Strategy #1: Business Development

Promote and manage the City's business outreach and business incentive programs for the purpose of identifying, recruiting and retaining viable businesses in Meriden.

- Business incentive programs: including Enterprise Zone, Meriden Manufacturing Assistance Loan Program, IT Zone Incentive, East Main Street Incentive and the DECD Small Business Express Program.
- Provide small business owners information on commercial sites available in Meriden for sale or lease.
- Update and maintain online communications
 - Meridenbiz.com
 - Meriden2020.com
- Link small businesses to technical and financial resources, such as the Small Business Development Center, CT Works, US Small Business Administration, SCORE, CEDF, SAMA, DECD, CERC private and community banks and other agencies.
- Field calls and inquiries to the Office of Economic Development.
- Assist businesses, as needed, navigate the City's regulatory process, particularly for new or sizable new business development or expansion projects.

Business Development Highlights



In 2015, we assisted 16 Meriden business owners access capital and incentives through private, local, state and federal programs for their business growth.

- Six (6) CT Small Business Express applications
- Two (2) Community Economic Dev. Fund loans
- Two (2) Spanish American Merchants Assoc./HEDCO loans
- Two (2) State of CT Enterprise Zone(EZ) or Urban Jobs Tax Abatements
- Two (2) City of Meriden EZ Tax Abatements
- One (1) City of Meriden IT Zone Property Tax Abatement
- One (1) City of Meriden East Main Street Tax Abatement
- Four (4) City of Meriden Manufacturing Relocation Assistance Reimbursements
- Two (2) CPACE Energy Retrofit Projects Installed



Strategy #2: Marketing & Promotion

Market the City as a great place live, work and run a business to potential developers, business owners and residents.

- Meriden2020 marketing campaign to promote the City and to inform the public about economic development, downtown redevelopment, public events and other activities.
- Utilize social media to communicate with the public to further the City's overall economic development goals.
- Utilize 2,000 hours/year of electronic billboard space to promote Meriden through public service announcements.

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Marketing Highlights

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BUSINESS
IN OUR
MERIDEN**

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**Midstate. Our Chamber of Choice.
JOIN TODAY.**



- ❑ 12,000 users of Meriden2020.com in 2015.
- ❑ Relaunched Meridenbiz.com with updated content and graphics
- ❑ 750 entries to “Name the Park” contest
- ❑ 40 Participants in Downtown Street Banner program
- ❑ Created 10 billboards (annually) for the I-91 billboard campaign which provides 2000 annual hours for city public service announcements.



Strategy #3: Transit Oriented Development & Transportation Improvement

Foster Private Transit Oriented Development in downtown Meriden

- Advance private development projects on key city-owned parcels located in the TOD Zoning District
 - 11 Crown Street
 - 1-77 State St./Hub site
 - 116 Cook Ave.
 - Former Factory H site
 - Mills Megablock site (177 State, 62 Cedar St.)
 - 1 King Place/former Meriden Wallingford hospital
 - City infill sites
- Participate in MHA plans to redevelop the Mills housing complex (Choice Neighborhoods)
- Assist local business owners understand the TOD regulations and permit application process as necessary.
- Advance the implementation of the TOD Multimodal Traffic Improvement Plan through the participation in applications to the state and federal government to construct roadway, pedestrian, bicycle and parking improvement projects in the TOD District.

TOD Highlights



- ❑ 24 Colony Street under construction. 63-unit, 11,000 square foot mixed use “transit oriented development” and commuter parking garage
- ❑ Choice Neighborhoods Initiative aimed at demolition of 140-unit Mills Memorial Housing Complex
- ❑ Completed TOD Developer RFQ/RFP
- ❑ Executed MDA with Penrose and the

Michaels Organization for redevelopment of the Hub and 11 Crown Street

- ❑ Selected POKO as Preferred Developer for 116 Cook Ave. & Factory H
- ❑ \$870K for TOD roadway



Strategy #4: Brownfields Redevelopment

Manage and oversee City's efforts to identify, assess, clean up, reuse and redevelop brownfield and underutilized sites throughout Meriden.

- Apply for and manage state and federal funds for assessment, cleanup and redevelopment of vacant and abandoned properties for the purposes of redevelopment
- Assist business owners understand environmental programs/opportunities for assessment and cleanup
- Identify additional opportunities for new grant applications and private investment related to brownfields redevelopment and the reuse of underutilized sites
- Manage project consultants
- Provide regular reports on progress, including funding expenditures, and other reports, as necessary to the City Manager, funding agencies, and to the Blight & Brownfields committee.
- Post updates on <http://www.meridenbiz.com/brownfields>

Brownfield Highlights



- \$401,000 1 King Place Assessment and Interim cleanup
- Secured \$200,000 from DECD for Mills Memorial Housing Complex Environmental Assessments. Completed assessments of buildings and property in 2015
- Secured \$2 million for demolition and remediation of the Mills
- Reprogrammed \$580,000 in USEPA, HUD fund for 116 Cook Ave Cleanup
- Secured \$200,000 from USEPA for Community wide environmental assessments
- Secured \$1.73 million from DECD for 11 Crown Street Demo & Remediation
- Secured \$597,000 for cleanup of 177 State Street
- Secured \$100,000 from DECD BAR planning
- Closing out EPA grant for Hub



Strategy #5

Coordination and Outreach

Pursue long term strategies that will help promote and grow economic development:

- Provide staff to the Economic Development Task Force, which recommends acquisition and disposition of city-owned properties
- Report on economic development activities to the City Manager and the Economic Development Housing Zoning Committee.
- Represent the City of Meriden in local, regional and statewide Economic Development associations and organizations such as MEDCO, Greater Meriden Chamber of Commerce, DECD Minority Business Initiative, Connecticut Economic Development Association, Connecticut Enterprise Zone Coordinators, and REX Regional Economic Development.

Property Transfer Highlights

City Property Sales/Transfers Pending through EDTF Disposition Process:

- 125 Grove Street
- 77 Broad Street Rear
- 177 Mt. Pleasant St
- 157 Lewis Avenue
- 14 Breckenridge Ave.
- 75 South Ave.
- 401 Center Street
- 21 So. Second Street
- 1 King Place-18' feet of frontage on Orange Street

City Property Sold:

- 27 Graveline (\$15K)

Transactions to generate over \$100,000, and allows properties to become taxable.

Other property transfers pending:

- 177 State Street
- 62 Cedar Street
- 3 acres at Hub site for Pennrose Development (\$1.2 m)
- 11 Crown Street for Michaels Development (\$495,000)
- 116 Cook Ave/Factory H for POKO Development (price TBD)



Strategy #6

Foster Long Term Ec. Development

Pursue long term strategies that will help promote and grow economic development:

- Investigate future redevelopment of former Meriden Wallingford hospital
- Research and recommend arts and activities programming for HUB park
- Research and recommend strategies for “rebranding” the Hub site (“Meriden Green”)
- Research and recommend operational and governance of Meriden Green, including park concessions, park maintenance, etc.
- Research, recommend and implement façade improvement program for small businesses
- Pursue strategies for housing development in mixed use and infill sites within the TOD district
- Pursue policies to encourage filling empty spaces in retail/commercial space in downtown and along key commercial corridors
- Pursue opportunities to promote new transit service/parking in cooperation with Connecticut Department of Transportation
- Research/pursue feasibility of creating tax increment finance district or other financing mechanism to encourage new development

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Looking Ahead 2016-2020



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THANK YOU!

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