

MERIDEN 2020

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MEMORANDUM

**TO: Tim Coon, City Manager
Meriden City Council
Interested Parties**

**FROM: Juliet Burdelski, Director of Economic Development
Matt Sarcione, Community Development Manager & Grants Administrator**

RE: Highlights of 2018 Activities- City of Meriden Economic Dev. Dept.

DATE: December 14, 2018

See attached report.



City of Meriden, Office of Economic Development

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Highlights of the City of Meriden Economic Development Department 2018 Activities

Prepared by:

Juliet Burdelski, Director of Economic Development
Matt Sarcione, Community Development Manager and Grants Administrator

December 14, 2018

Mission and Objectives

The mission of the Economic Development Department (EDD) is to sustain and grow the tax base, provide jobs, and create economic activity across numerous sectors within our community.

The EDD staff advances its mission by working on the following objectives:

- Collaborate with private, public and non-profit organizations that create jobs and economic activity in Meriden.
- Support and champion community leaders who work to make Meriden an attractive and economically viable place to live, work and recreate.
- 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.
- Pursue funding for and help implement critical infrastructure improvements or other programs that are necessary to support and sustain economic growth.
- Engage in long-term planning while at the same time recognizing the short-term needs of Meriden business owners, residents and workers.

Economic Development Strategies

Marketing & Collaboration

Meriden2020: We are in our fourth year of the Meriden 2020.com marketing campaign and the 16th year of the Meridenbiz.com marketing campaign. During 2018, 11,000 users visited Meriden2020.com and Meridenbiz.com. The "Events" page that includes a Community Calendar of Events (<http://www.meriden2020.com/Events/>) was the most visited.

Lamar billboards: During 2018, the Economic Development Department staff contracted for the design and arranged for the broadcast of public service announcements on Lamar billboards in Meriden associated with the Lamar/City of Meriden agreement. Under the agreement, Lamar provides the City 2000 hours of public service announcement time annually (for 20 years). The City is in the fifth year of the agreement. 2018 billboards included:

- Race Hubbard Park 5K-April 2018
- Daffodil Festival-April 2018
- Memorial Mile Race-May 2018
- Pet Fair-May 2018
- Meriden Farmer’s Market-Summer 2018
- Summer Music at the Meriden Green
- Meriden Farmer’s Market-July/August 2018
- National Night Out July/August 2018
- Fly in Festival October 2018
- Food Truck Festival October 2018
- Yule Fest 2018
- Festival of Silver Lights 2017, 2018



CT Next/Entrepreneur in Residence/Making Meriden Business Center (MMBC)

In 2018, the Meriden Economic Development Corporation (MEDCO) established the “Making Meriden Business Center” located at 5 Colony Street in downtown Meriden. MEDCO and several private partners (Eversource, Liberty Bank, TD Bank Foundation) contributed \$66,500 for this effort.

The Making Meriden Business Center is managed by lifelong Meriden resident and business development specialist David Cooley and Lisa Biesak from the Connecticut Main Street Center. The downtown business office is open to the public from 9:00 AM to 1:00 PM on Monday through Friday and by appointment. Visitors to the Making Meriden Center will have access to maps, list of available properties for lease or for sale, and information on the incentives and other programs available for business expansion and new business development.

In 2018, City staff worked with MMBC, MEDCO and Chamber staff to prepare and submit an application to CT Next/Connecticut Innovations to support continuation of MMBC and “Entrepreneur in Residence” program in 2018 and 2019.

An application was submitted in May 2018, and a \$65,000 grant was awarded! Funds are in place from October 1, 2018 through June 30, 2019.

MEDCO has proposed to continue this program with a \$70,000 annual contribution for five years from the City from revenues generated by the inner city tax district. A proposal is pending before the City Council and will be considered in early 2019.



CT Small Business Development Center (SBDC) partnership

In 2018, the City continued its partnership with Small Business Development Center. SBDC advisor Michelle Kohler provides small business assistance two days per week in Meriden. Shelly has office hours each week and takes appointments at the MMBC.

Manufacturers Breakfast with Middlesex Community College

In 2018, the City of Meriden hosted a Manufacturer's Breakfast in Cooperation with Middlesex Community College. 12 manufacturers were in attendance to learn about and discuss the opportunities for workforce development and training in the manufacturing sector.

Business Development & Retention, Real Estate Development

City staff works to foster small business development and retention by assisting in the identification of available properties, processing tax abatement applications, providing technical assistance, and referring businesses to lending institutions and other partners. The City maintains a subscription with CoStar that provides a database of commercial real estate listing and other market data. Small businesses and property owners assisted by the EDD staff in 2018 include the following:

- 29 Pratt Street. Improved mixed-use building with market rate residential above and retail below. Property for lease or sale.
- 31 Pratt Street. Approved application for Meriden Match façade improvement program.
- 219 West Main Street. DN Cycle. Approved application for Meriden Match façade improvement program.
- 24 Colony Street. 11,000 sf retail space available. Owner pricing fit-out for two potential tenants. City to assist with Small Business Express application or tax incentives.
- Meriden Commons 1 at 161 State Street. 5500 sf retail available. Deli tenant in fit out stage. ED staff assisting with final requirements for 4000 sf restaurant. LOI signed.
- Meriden Commons 2 at 62 Cedar Street. 1500 sf retail available in 2019.
- 28-32 West Main Street. Working with owner to seek restaurant tenant. Approved application for Meriden Match façade improvement program.
- Downtown Coffee shop. 31 West Main Street. New owner (former Café Dolce). Application pending for Meriden Match faced improvement program.
- 1336 East Main Street. 7500 sf office building new construction. Plans and financing in progress.
- 16 Church Street. Show Lab. Assisting with small business financing and business leads for special events.
- 1388 East Main Street. Tainos Prime. Interior finishing in progress.
- Castle Craig Players. 59 West Main Street. Application pending for Meriden Match façade improvement program.
- 51 Colony Street. New ownership. Approved for mixed-use rehab. Construction in progress.
- 69 Miller Street. Restaurant tenant in negotiation. ED staff assisting with technical assistance, tax abatement assistance.
- 82 West Main Street (former Cassidies Diner). Working with new owner on site drainage

engineering study. Plans to reopen restaurant in 2019.

- 55 West Main Street. Working with new owner on marketing. 35,000 sf office is available.

Economic Development and Planning Studies

The EDD undertakes economic development and planning studies in order to advance long-term development in Meriden. Current studies include the following:

- 436 Preston Ave./Hall Farm. Working with broker and owner on development feasibility study. In progress.
- South Mountain Road. City owned parcel. Feasibility study for large manufacturing center. Study in progress.
- Lewis Ave. soccer fields. Feasibility study to relocate soccer fields for potential Midstate Medical Center expansion. Study in progress.
- Senior Center. Feasibility study to relocate Senior Center to 1 King Place development. Study in progress.
- 55 West Main Street. Feasibility study to convert to housing. Study completed in partnership with owner and CT Main Street Center.

Brownfield Redevelopment and Transit Oriented Development (TOD) Projects

The City's EDD has been engaged in a long term process to assess, remediate and repurpose underutilized brownfield sites in order to foster transit oriented development in Meriden's downtown. Status of brownfield redevelopment projects are relayed to the general public and interested stakeholders at meetings of the Blight and Brownfields (B&B) committee. B&B meetings were held on May 17 and on December 13, 2018 (see <http://www.meridenbiz.com/brownfields/>). In 2018, the following brownfield development projects were advanced:

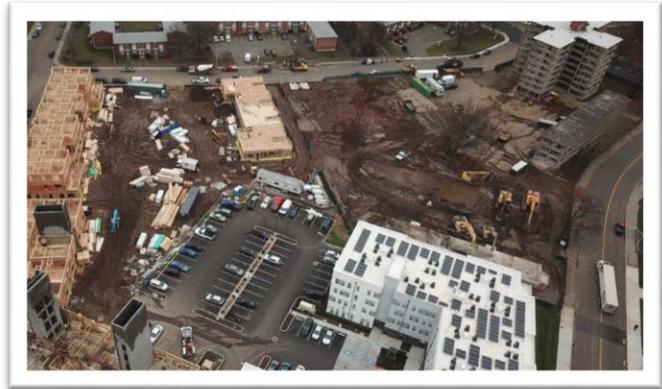
1 King Place-former Meriden Wallingford Hospital

- Retained Licensed Environmental Professional/Engineer Fuss & O'Neill to oversee abatement of hazardous building materials at former hospital site.
- Selected AEI as haz mat abatement contractor. \$3.4 million abatement contract. Source of funds is \$4 million DECD grant/loan awarded in 2018. Hazardous Building Materials abatement on schedule to be substantially completed by January 2019.
- Underground Storage Tank cleanup and PCB abatement in boiler room proceeding using \$200,000 USEPA grant. Site is to be turned over to One King LLC in 2019.



Mills/144 Pratt Street

- City took title on May 25, 2018. Demolition ceremony was held on August 2, 2018.
- City retained Licensed Environmental Professional/Engineer AECOM to oversee demo and abatement project.
- City selected Bestech Inc. as abatement and demolition contractor. \$2.9 million abatement and demolition contract. \$2 million DECD grant and city funds.
- Demo/abatement is on schedule to be substantially completed by February 2019. Site will be used to expand Meriden Green/city flood control project in 2020.



Meriden Commons 1 & 2 /161-177 State Street

- Phase 1 mixed-use development (Pennrose) completed May 2018. 75 units, 5500 sf retail space.
- Phase 2 construction began in July 2018. 76 residential units and 1500 sf commercial. Mix of apartments and townhome style units at 177 State Street and 62 Cedar.
- Groundwater monitoring to occur for 12 months following site construction.



11 Crown Street/2 South Colony Street

- Completed \$1.98 million demo/abatement project.
- Developer in process of finalizing all documents associated with property transfer to the Michaels Organization (ground lease, tax abatements, parking agreement, utility relation and easements, environmental reviews). Closing expected in early January 2019.
- Construction of 81 housing units to begin immediately following property transfer. At closing \$495,000 to be transferred to park maintenance fund for the Meriden Green.
- Groundwater monitoring to occur for 12 months following site construction.

116 Cook Avenue

- Completed \$600,000 in site cleanup in 2015/2016.
- Selected One King LLC as preferred developer. Developer submitted proposed development agreement for consideration. Terms under review by Economic Development staff.
- \$7 million in state funds awarded for Harbor Brook flood control channel work behind 116 Cook Ave./Factory H site. Flood control work expected to proceed in 2019.
- \$1 million brownfield cleanup application submitted to DECD in November 2018. Award notification pending.

69 East Main Street

- Phase I/II/III Environmental Site Assessments have been completed and a supplemental Phase III Environmental site assessment by Louriero is ongoing. Potential future redevelopment site.
- Property is subject to CT Transfer Act. (Former dry cleaner)
- City to apply for EPA grant for site cleanup in 2019.

121 Colony Street Rear

- Phase I/II Environmental site assessment by EPA and Tighe & Bond is ongoing. Potential future parking lot. Tax lien sale closing pending in January 2019.

City-owned Property transfers through the Economic Development Task Force

The EDD provides staff support for the Economic Development Task Force which oversees the acquisition and disposition of city owned properties. These responsibilities are outlined in Chapter 41 of the City code. The EDD reviews proposals from residents or others to acquire city owned properties. When it makes sense, the EDTF will recommend a direct sale or that a property be listed for sale through a broker. The sale of city-owned properties has the dual benefit of generating revenue from property sales and having those properties convert from tax-exempt to taxable. Properties approved for sale or sold in 2018 are listed below.

- 823 Paddock Ave. Sale pending for new construction (\$41,000)
- 835 Paddock Ave. Sale pending for new construction (\$41,000)
- 40 Pine Street. Sale pending for rehab of existing home (\$36,500)
- 62 Twiss Street. Sale pending to adjacent owner (\$2500)
- 143 Lewis Ave. Sale pending to adjacent owner (\$6500)
- 29 Goodwill Ave. Sale pending to adjacent owner (\$2500)
- 20 Elliot Street. Sold to adjacent property owner (\$1500)
- 468 Thorpe Avenue. Sale pending to adjacent property owner (\$2500)
- 194-198 Grove Street. Sold to adjacent property owner (\$5,000)
- 79 Maple Street. Sale pending to adjacent property owner (\$1000)

- 60 East Main (Partial lot) and 68 East Main. Sold to adjacent property owner. (\$5000)
- 32 West Main Street (Partial lot). Sold to adjacent property owner. (\$1000)

Incentives

The City of Meriden offers several incentive programs for businesses of all sizes. The EDD staff determines if a business qualified for one or more of the following business incentive programs and submits applications to the Tax Assessor for final approval. Companies benefitting from the tax abatement programs in 2018 are listed below.

Incentive Type	Company	Address
Urban Jobs/Manufacturing	ACCEL INTERNATIONAL HOLDIN	508 NO COLONY ST
Urban Jobs/Manufacturing	1400 OLD NO COLONY RD LLC	1401 NO COLONY RD
Urban Jobs/Manufacturing	THREE OAKS REAL ESTATE CORP	60 BROAD ST STE 3502
Urban Jobs/Manufacturing	CANBERRA INDUSTRIES INC	800 RESEARCH PKWY
Urban Jobs/Manufacturing	LOGAN STEEL INC	119 EMPIRE AVE
Urban Jobs/Manufacturing	TURBO AMERICA TECHNOLOGY LLC	1400 OLD NORTH COLONY RD
Urban Jobs/Manufacturing	APERTURE OPTICAL SCIENCES INC	170 POND VIEW DR
ENTERPRISE ZONE	VALENTIN KARATE LLC	75 SO COLONY ST
ENTERPRISE ZONE	LA POBLANITA GROCERY LLC	39 COLONY ST
ENTERPRISE ZONE	GENESIS BEAUTY HAIR SALON	45 COLONY ST
ENTERPRISE ZONE	SHOWLAB EVENTS	16 CHURCH ST
ENTERPRISE ZONE	H & T MINI MART	211 ARLINE DRIVE
ENTERPRISE ZONE	C Town 152-160 COLONY ST LLC	1401 NO COLONY RD
ENTERPRISE ZONE	Banana Brazil Restaurant	124 Hanover Street
ENTERPRISE ZONE	UNITED LAUNDRY LLC	72 Cook Ave
INFORMATION TECHNOLOGY	RECORD-JOURNAL PUBLISHING CO	500 SO BROAD ST
TAX ABATEMENT AGREEMENT	161 State Street Pennrose	22 CHURCH STREET
EAST MAIN ST INCENTIVE	1324 EMS REALTY LLC Family Dollar	5 SPEARFIELD LN
Tax Abatement Agreement	Westmount/MHA	24 Colony Street

Grants

The EDD manages grants related to economic and community development in the City of Meriden. Grants currently being administered include:

Brownfield Remediation and Reuse

- \$2 million DECD grant to demolish the Mills at 144 Mill Street
- \$1.982 million DECD grant to demolish the former Record Journal building at 11 Crown
- \$4 million DECD grant/loan to abate the former Meriden Wallingford hospital at 1 King
- \$240,000 EPA grant to conduct remediation at the former Meriden Wallingford hospital

- \$200,000 EPA grant to assess sites city wide

Community Development

- \$2,500 OPM Neglected Cemeteries Grant for West Cemetery
- \$81,145 was issued in loans for five properties through the CDBG/Neighborhood Preservation Program
- \$1,053,112 administered for CDBG Year 44

Flood Control/Infrastructure

- 1.974m FEMA 19-R & 21-R Hazardous Mitigation Grants for Water Dept. Generators
- \$2.4m FEMA Amtrak Bridge bypass culvert

Open Space

- \$27,690 CT DEEP Open Space Grant for watershed protection land acquisition

Police & Fire

- \$60,145 Emergency Management Performance Grants from CT DEMHS (Applied For)
- \$25,175 DOJ JAG Grant for crime prevention & neighborhood stabilization

Additional information on these and other activities is available by contacting the Economic Development Department staff at 203 630 4152.