

Quarterly REPORT

FIRST QUARTER 2016

ISSUED TO THE CITY OF NORWICH

4.15.2016



SUCCESS REQUIRES A TEAM APPROACH

Economic development successes are a result of a team approach. The City, Norwich Public Utilities and many dedicated individuals are to be credited with this activity. While NCDC is tracking this information, it is important to recognize the value of the team effort.

CUSTOMERS

NCDC has a variety of customers. Often, on a project, we can be working for three or more customers. For example:

1. We can be working with the **property owner and broker** to market and sell the property. Sometimes, these are different customers.
2. We are working with the **City and Norwich Public Utilities** to attract new business.
3. We can be working with the **buyer** to acquire the property.
4. We can be working with the **new business** occupying the building (sometimes different than the buyer) to align them with financing, tax incentives or other technical assistance.

CUSTOMER COUNT

- 1ST QUARTER 2015 – 203
- 2ND QUARTER 2015 – 251
- 3RD QUARTER 2015 – 263
- 4TH QUARTER 2015 – 256
- 1ST QUARTER 2016 – 197

NEW CUSTOMERS in 1ST QUARTER: **63**

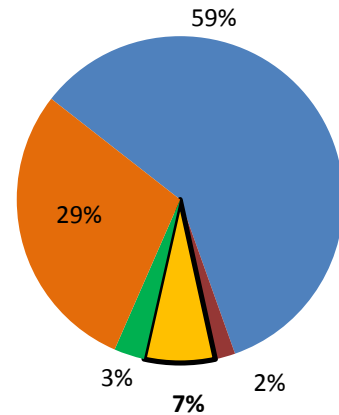
TOTAL 1ST QUARTER WINS: **20**

SUMMARY OF ACTIVITIES

CUSTOMER STATUS

CUSTOMER	#	%
Active	113	59%
Inactive	33	2%
Won	20	7%
Lost	7	3%
Not Viable	27	29%
TOTAL	188	

Amounts may not add to 100% due to rounding.



“WON”

DOWNTOWN

- | | |
|---|--|
| 1. Manny’s Barber Shop TA | 5. Saint Patrick’s Parade MARKETING |
| 2. Anderson Law Firm EXPANSION | 6. First Friday March MARKETING |
| 3. First Friday February MARKETING | 7. Spring Egg Hunt MARKETING |
| 4. Harbor Management CITY ASSISTANCE | 8. Denison Capital CODE CORRECTION |

CITYWIDE AREAS

- | | |
|--|---|
| 9. Norwich Mag January MARKETING | 15. Uncle D’s Blazing BBQ RETENTION |
| 10. Norwich Creates March Meeting MARKETING | 16. Norwich Magazine April MARKETING |
| 11. Strange Brew Pub BOS | 17. Heritage Signs TA |
| 12. Norwich Mag February MARKETING | 18. Town of Griswold TA |
| 13. Norwich Creates Wauregan MARKETING | 19. Americas Best Def. RETENTION |
| 14. Norwich Mag March MARKETING | 20. Charles River Labs ATTRACTION |

ESTIMATED IMPACT

STATUS	ECONOMIC IMPACT TYPE			QUARTER TOTAL
	CITY	NPU	PRIVATE	
Won	\$15,220	\$422,000	\$903,423	\$1,340,643
Active / Pipeline	Pipeline revenues are not itemized			\$112,717,855

YEAR	ECONOMIC IMPACT TYPE			ANNUAL TOTAL
	CITY	NPU	PRIVATE	
2014	\$1,449,556	\$709,200	\$7,501,099	\$9,659,855
2015	\$2,016,028	\$5,002,104	\$29,751,883	\$36,770,015
2016 to date	\$15,220	\$422,000	\$903,423	\$1,340,643
TOTAL	\$3,480,804	\$6,133,304	\$38,156,405	\$47,770,513

Walk Norwich Highlights Walking Trails with Signage (Win #17)

The City of Norwich is flush with historical assets and walking trails, but until now many were not well marked or mapped for visitors. In 2013, representatives of all the heritage-based organizations in Norwich met to find ways to collaborate, find the fit between the community and tourism interests, make sites and programs come alive, focus on quality and authenticity and preserve and protect resources. Out of this unity came Walk Norwich. There are currently three mapped and marked trails throughout the city, The Uncas Leap Walking Trail, The Benedict Arnold Walking Trail and the Heritage Trail. The signage for all of these trails was designed by Miranda Creative and was installed 1Q2016. You can find information about all of the trails on walknorwich.org

WHAT NEWS PUBLICATION DOES FOR BUSINESS (Wins #9, 12, 14, and 16)

Media coverage can really stimulate the growth of a business. Unfortunately, small business has a hard time getting press because they are unsure of what types of things are worthy of media coverage or how to get their business noticed. Another important factor is tone. It is important that the tone of any media coverage for a small business is positive. The old saying any news is good news does not hold true.

NCDC is attempting to help turn the tide for small business by recognizing Norwich businesses monthly in Norwich Magazine in their "Getting Down to Business" piece. Each month a different Norwich business is recognized, some are chosen by NCDC while some are assigned by the Magazine. However a small business gets good press is positive.

What is the ROI for media coverage? A quick answer to this question is not that easily supplied. While some businesses have a quantifiable way to measure such as new hits on Social Media or online or in-store purchases, some businesses that aren't retail establishments such as law firms or doctors won't see an immediate boost in clientele until a customer needs their services months or years down the road. Reinforcing a business presence is helpful any time.

Uncle D's Blazin' BBQ Moves into Buddy's Dugout (Win #14)

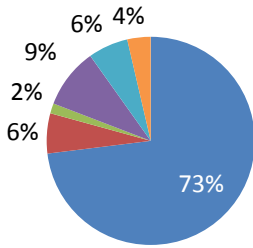
One of Norwich's favorite food trucks is moving into a permanent location. Uncle D's has been working with NCDC for many months researching locations, working on a business plan and figuring out the logistics of having both a mobile and permanent establishment. They signed a lease at the Buddy's Dugout location and are in the process of building out the space. Signage has already been placed on the exterior of the building. We are looking forward to having this tasty Norwich establishment at a more permanent location in the City. Look for their opening this spring!

Norwich Saint Pat's Parade Draws 6,000 to Downtown (Win #5)

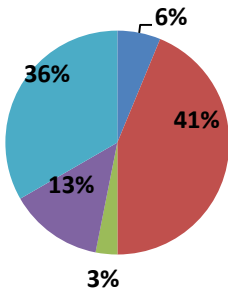
In the category of event planning to stimulate business, the Norwich Saint Patrick's Parade had its most successful year ever drawing an estimated 6,000 people to Downtown Norwich. What does this do for Downtown business? Downtown businesses saw a 300x increase in sales on parade day as compared to regular Sundays. Yes, this is just a one day activity and those numbers will not continue every week, but it does give the businesses some great exposure to people that might otherwise not normally frequent those establishments. If a business can provide great service, and fun times at maximum capacity, visitors will be likely to return again on another day.

Events bring new and different people into Downtown Norwich helping to turn the tide of the perception people have of Downtown Norwich. We are helping to show that there are business downtown, that it is a comfortable place to enjoy with friends and that there are fun activities. The police department reported no issues before, during or after the parade. People felt comfortable, visited local establishments and enjoyed the fun atmosphere that the festival had to offer. Will they all be back? Hopefully, if even half of the people that attended the parade return to eat, drink or make purchases Downtown that is a major win for Norwich.

CUSTOMER TYPE



CUSTOMER LOCATION



- Villages:**
 Greenville
 Norwichtown
 Occum
 Taftville
 Thamesville

DATA

This report is intended to summarize NCDC’s activity. A complete list of the projects from the first quarter can be found on the NCDC website in an Adobe Acrobat .pdf format:

askncdc.com/wp-content/uploads/2013/07/1Q2016Report

Note, because of the volume of information, the data pages are formatted for printing on 11”x17” paper. Please feel free to contact us if you have any questions.

About NCDC

The Norwich Community Development Corporation, led by business and civic leaders, has over fifty years of experience in creating opportunities for business. NCDC has been responsible for a number of development initiatives in Norwich including the creation of over 45 business locations in the Stanley Israelite Business Park; the Mercantile Exchange building- a 100,000 square foot Class A office building and the Norwich Superior Courthouse – both in the heart of historic downtown Norwich.

In addition, NCDC was instrumental in securing and managing funding for both the renovated Otis Library and the Norwich Marina. NCDC is proud of its reputation for being active in developing relationships and collaborating with the City for the betterment of Norwich and for partnering with the City and Norwich Public Utilities to create a place where businesses grow and thrive.

If you, or someone you know, would like business assistance please contact us. If we cannot help you directly it is highly likely that we can put you in the hands of those that can.



Norwich Community Development Corporation

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askncdc.com
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SPECIAL THANKS TO NCDC PARTNERS



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 Norwich
 Leadership,
 Staff,
 Taxpayers
 and
 Residents



Norwich
 Public
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 Staff, and
 Customers