

Economic Development 2017-18 Business Profile

ROCKY HILL, CT. . .

Rocky Hill is a suburban community of 21,000 residents located in central Connecticut two hours from both Boston and New York City. Access is provided directly from Interstate 91 while Bradley International Airport is a twenty minute drive. Our location within Connecticut and within New England places Rocky Hill businesses within 500 miles to 1/3 of the U.S. economy and 2/3 of the Canadian economy.

Rocky Hill is home to 1300 business establishments employing over 18,000 people. Our substantial employment base consists of diverse industries and service establishments such as Henkel North America, Arburg, SYSCO, URS Corporation, Burris Refrigerated Logistics, AECOM, Simoniz USA, PDQ Inc., The Meredith Corporation, McKesson, Paychex, Regus, Walmart and Sheraton, among many others. All of our businesses are located within our six business parks and two commercial corridors.

A market analysis projected an additional 1.8 million square feet of new development is possible by the year 2030. It is anticipated 2017-19 will realize the completion of approximately 252,000 square feet of commercial construction.

Town leaders and citizens are quietly balancing development demands. Projects like Town Center West, a 70,000 square foot mixed use retail project with 144 apartments, the development of River's Edge, a residential mixed-use brownfield project located along the CT River, a 55,000 square foot expansion of Simoniz USA, construction of a new Hampton Inn and Suites, the construction of a 52,000 square foot surgery center and over 39 new businesses during the last two years, are balanced with single family development, Town center revitalization and passage of a \$10 million bond referendum for farmland and open space preservation.

Most of our success can be attributed to three basic factors: central location both in Connecticut and the Northeast region; direct access to exits 23 and 24 off of Interstate 91 and; responsive government. Through prudent management, our administration has been able to retain a low tax rate attractive to business and focus our commitment on retaining and attracting business, while maintaining our exemplary education system.

Rocky Hill Connecticut. Family Focused with a Corporate Presence...

From corporate office parks to Dinosaur State Park and historic Ferry Park along the CT River, Rocky Hill continues to accommodate growth and community reinvestment without sacrificing our small town atmosphere. Through prudent management, we maintain a low tax rate and a commitment to business while maintaining an exemplary education system and a high quality of life.

Rocky Hill is primarily residential with a 33% commercial tax base. Residents and businesses benefit from Rocky Hill's participation in the Hartford-West Hartford-East Hartford Metropolitan Statistical Area (MSA).

Total commercial retail square footage: 1.87 million

Total commercial office square footage: 2.07 million (with approximately 713,000 square feet of Class A office space).

Total flex industrial square footaae: 2.52 million



Rocky Hill Economic Development, cultivating long-term economic growth by fostering a clear & business-positive environment that encourages a growing, sustainable & diverse tax base...



Rocky Hill Business Establishments

Accommodation and Food Services	59	6.08%
Administrative and Support and Waste Management and Remediation Services	44	4.52%
Agriculture, Forestry, Fishing and Hunting	2	0.21%
Arts, Sports, Entertainment, and Recreation	18	1.85%
Banking, Finance and Insurance	69	7.09%
Construction	69	7.09%
Education	22	2.26%
Health Care and Social Services	106	10.89%
Information	23	2.38%
Manufacturing - Chemical, Fuel, Paper, Plastic, Wood	10	1.03%
Manufacturing - Electronics, Furniture, Machinery, Metal, Transportation, Misc.	14	1.44%
Manufacturing - Processed Food, Textiles, Clothing	1	0.1%
Other Services - Repair, Personal Care, Laundry, Religious, etc.	142	14.59%
Professional, Scientific, and Technical Services	125	12.85%
Public Administration	60	6.17%
Real Estate and Rentals	46	4.73%
Retail: Hobby, Media, General Merchandise	35	3.6%
Retail: Home, Food, Automobiles, Personal Care	70	7.19%
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	4	0.41%
Transportation and Warehousing: Private and Public Transportation, Oil and Gas Pipelines, Sightseeing	8	0.82%
Unclassified	3	0.31%
Utility Services: Power, Gas, Steam, Water, and Sewage	2	0.21%
Wholesalers	41	4.21%

Rocky Hill Economic Development Commission 2018-20 Work Plan

Business Resources Directory

Maintain and expand an on-line listing of available business resources with website links

Business Directory

Maintain an interactive on-line inventory of local businesses with webpage links

Marketing/Active Recruitment of Targeted Businesses

Identify targeted business clusters and individual businesses.

Create communication links with targets (phone, email, trade shows, conferences, etc.)

Maintain the Town's Economic Development Department website with current and pertinent data and industry news

Business Visitations

Visit local businesses and targets on a continuous basis

Ongoing Activities

Pursue the redevelopment and marketing of the former Ames corporate headquarters property and partner with appropriate developers and the owner to catalyze said redevelopment.

Pursue development potential for Business Park

Sponsor business assistance programs in cooperation with Rocky Hill Chamber of Commerce, regional entities, and state and federal agencies;

Review and [where appropriate] provide comment on specific development applications.

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Total commercial office square footage: 2.07 million
Total flex industrial square footage: 2.52 million
Lodging Establishments comprising 616 lodging rooms:

Sheraton Hotel: 251 **Marriott Residence Inn:** 96
Hampton Inn & Suites: 90 **Holiday Inn Express:** 99
Howard Johnson's: 32 **Super Eight:** 48

Major employers include:

Employer	Product	Employees
Henkel Corporation	Adhesives/Sealants Manuf. NA Headquarters	500
SYSCO Food Services	Food Distribution & warehouse	350
Veterans Home	Hospital & Residence Facility	335
Burris Logistics	Refrigerated Warehouse & Distribution	300
AECOM Technical Services	Systems Engineering Consultant	234
Wal-Mart	Retail Store	208
McKesson Drug Company	Pharmaceuticals/Warehouse/Distribution	185
Paychex	Financial Services/Payroll Processing	150
CT Lottery	State Lottery Headquarters	138
CT Housing Finance Authority	State - Housing Financing	129
Nu Motion	Medical Mobility Devices-Assembly & Distribution	110
URS Corporation	Civil Engineering	105
Liberty Mutual	Insurance	102

ON GOING PROJECTS

Town Center West, a 70,000 square foot mixed-use residential/retail/office/restaurant development located at the intersection of Cromwell Avenue and West Street, is currently under construction. Approximately 18,000 square feet of the 70,000 square feet of commercial space has been constructed and occupied. Phase 2 of the commercial build-out will begin spring of 2018. In addition to the commercial uses, 144 one and two bedroom rental apartments have been constructed and are close to 100% occupied.



Ames Property, the 250,000 square foot former Ames Department Stores corporate headquarters property, located in the Town center, was auctioned in July of 2015. The building has remained vacant since 2005. In an effort to incentivize the redevelopment of the site, the Planning & Zoning Commission, in 2017, adopted a new Town Center Zone which promotes mixed use development.

CT Foundry property, a brownfield site, now called River's Edge, will be a mixed use project consisting of 77 condominium units and 8,000 square feet of retail/office & restaurant, located along the banks of the CT River. The owners of the development have been working with the CT Department of Transportation, the Genesee and Wyoming Railroad and the State Department of Energy and Environment regarding environmental cleanup and issues associated with the railroad crossing. It is anticipated that construction may start by the Fall of 2018.



Silas Deane Highway Streetscape, a multi-year, multi-million dollar revitalization project initiated by the Town in 2005, is nearing the start of Phase 2. The overall project will provide direct vehicular and pedestrian safety improvements, create a sense of place and community, slow vehicular traffic and enhance the pedestrian experience.

Phase 2 will consist of visual and textural pavement treatments, including landscaping and textured crosswalks. All work in Phase 2 will be contained at the intersection of the Silas Dean Highway and Rt. 160.

Plans for Phase 3 are currently under way and will consist of new sidewalks, decorative lighting and landscaping both south of and north of the Phase 2. Phase 3 may also include decorative span poles for the signal light at the intersection of the Silas Deane and Rt. 160.



Phase 1 was completed in 2012. Improvements consisted of closing off access to Church Street form Glastonbury Avenue, creation of two "pocket parks", decorative lighting, decorative pavement and street benches and trash receptacles.

To date, \$2.22 million of State grant money has been expended on the Silas Deane Highway Revitalization project.

The Town is currently funding 80% of Phase 3 with a \$2 million Federal grant.

Farmland and Open Space Preservation was officially prioritized in 2012 when voters approved a referendum to bond \$10 million for the purchase of farmland and open space property or their development rights. Shortly thereafter, in 2013, the Town entered into a Cooperative Agreement with the Department of Agriculture authorizing the State to partner with the Town to fund the purchase of development rights to targeted farms. It also allowed the State to apply for Federal funds for such acquisitions on behalf of the Town. As of May 2018, almost 393 acres of farmland (including an open space property on the CT River) has been preserved in perpetuity at a cost of \$7,670,920.00; of which \$4,503,887.00 was obligated Town referendum funds.



A 2012 market analysis, performed by Susan J. Moses & Associates, as a component of the Route 3 Corridor Study, projected that an additional 1,838,000 square feet of new development is possible by the year 2030. A Tapestry Segment demographic study indicates that more than a third of Rocky Hill's population is classified in the "In Style" segment with an additional 13% classified in the "Exurbanite" segment; indicators of a ripe retail market potential.

Commercial and Industrial Property Assessed Clean Energy (C-PACE) is a program which allows commercial, industrial and multi-family property owners to access upfront funding for all energy improvement costs and to repay that investment through a benefit assessment charge on their property tax bill. C-PACE is administered by the CT Green Bank as part of the State's Energize Connecticut initiative. The Town Council approved a resolution to enter into the C-PACE program in 2013. There are currently three C-PACE projects underway in Rocky Hill.

Solar Photovoltaic Project, also referred to as "the solar farm", is a partnership between Tesla/SolarCity and the Town for the development of a solar photovoltaic project. Initiated in December 2013, the Town executed Purchase Power Agreements with Tesla/SolarCity to construct a 3.9 MW solar energy farm consisting of approximately 11,000 ground mounted solar panels on 15 acres of a Town-owned sand pit located on Old Forge Road.

Tesla/SolarCity financed, constructed, operates and maintains the solar facility while paying an annual land lease payment to the Town for the 15 acres. In exchange, the Town is purchasing all the power produced by the solar facility to provide electricity to 15 municipal buildings at a significantly lower rate than provided by Eversource. It is anticipated the Town will reduce its energy costs by as much as \$150,000-\$300,000 per year for the next 20 years while adding an additional \$90,000 of annual lease payments.



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