

Town of Wallingford
Economic Development Commission
45 South Main Street, Room 311
Wallingford, CT 06492

November 26, 2024

MARKETING COMMITTEE
Economic Development Commission
Special Meeting Agenda
Monday, December 2, 2024 @ 6:00 p.m.
Town Hall, Room 315
45 South Main Street
Wallingford, CT 06492

1. New Business:

- QCC \$500 Sponsorship for 'Shop Eat Enjoy Local for the Holidays' in support of small business Saturday
- \$2,500 one-time ask Sponsorship of WCI Printed Map
- Zoom Prospector (for sale / for lease properties on TOW website)
- EDC Incentives / Guilford Savings Bank (GSB)

RECEIVED FOR RECORD 11/26/24
AT 10:10 am AND RECEIVED BY
Micki Romo (LE) TOWN CLERK

ec: Anthony Bracale, Gary Fappiano, Rob Fritz, Patty Powers, Dana Quigley, Joe Mirra, Don Crouch
Mayor, Town Clerk, Liz Verna, Renee Miller - QCC, Maribel Carrion - QCC, Luther Turmelle
Record-Journal/Htfd. Courant/NH Reg., Jessica Wysocki/Bill Comerford, GovMedia/Website

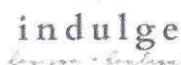
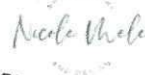
EDCMCSMag12022024FINAL
slm



HOLIDAY EXTRAVAGANZA SHOP. EAT. ENJOY LOCAL FOR THE HOLIDAYS!

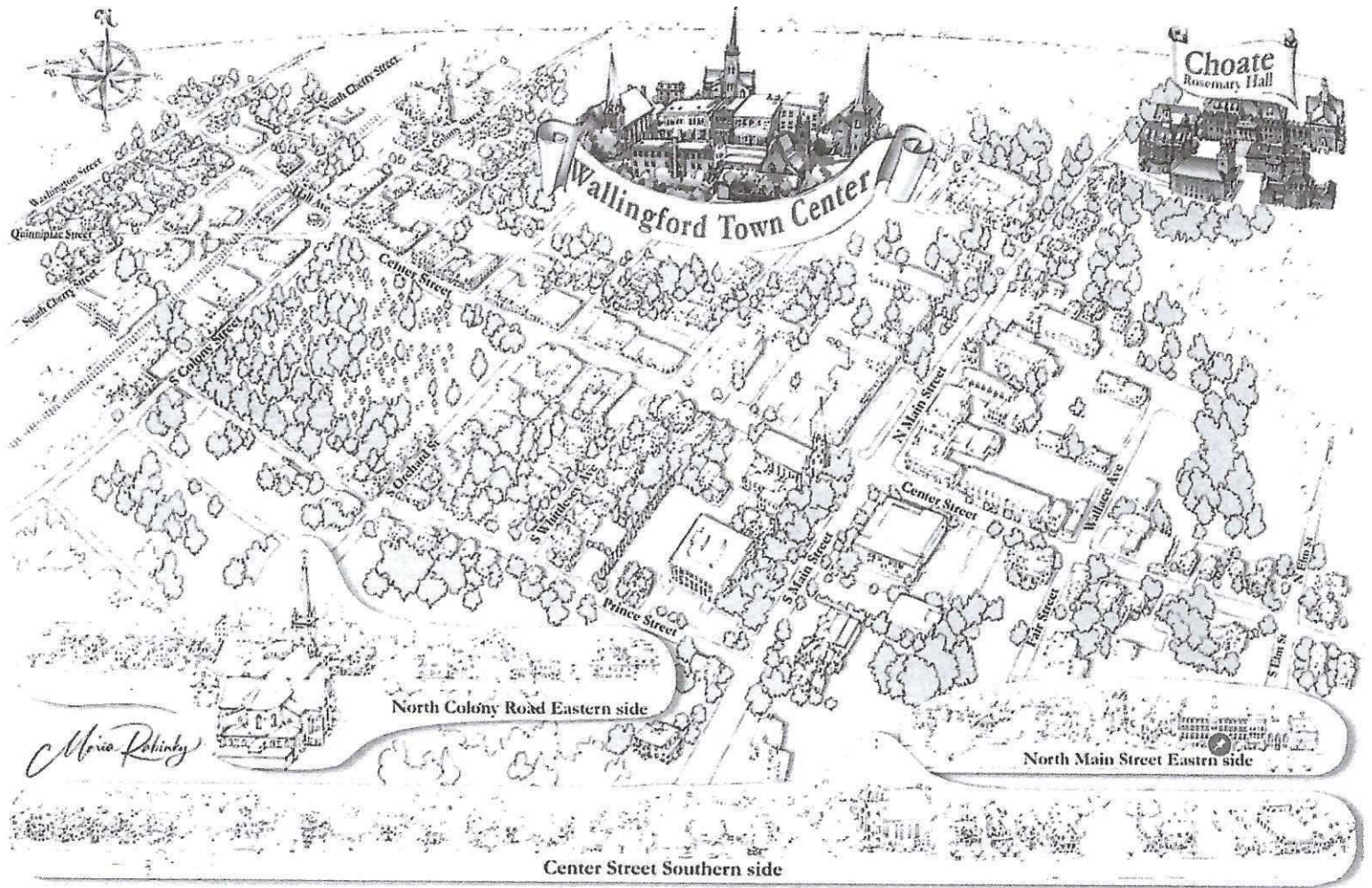
#SHOPEATENJOYLOCALCT

POST & TAG PARTICIPATING BUSINESS & USE
HASHTAG TO BE ENTERED INTO A RAFFLE PRIZE
WINNERS ANNOUNCED ON DECEMBER 30TH



Thanks to Our
Sponsors!





Wallingford Center, Inc

INVOICE

128 Center Street
Wallingford, CT 06492
203-284-1807

DATE: October 28, 2024
INVOICE # 2
FOR: Virtual Map

Bill To:

Town of Wallingford EDC
45 South Main St.
Wallingford, CT 06492
Don Crouch

| DESCRIPTION | AMOUNT |
|--|--------------------|
| Sponsorship for virtual map for downtown merchants 1st stage of map project- WCI, Choate & EDC-1/3 each | \$2,600 |
| TOTAL | \$ 2,600.00 |

Make checks payable to: **Wallingford Center Inc.** ATTN Wallingford Center Inc.
If you have any questions concerning this invoice, contact N& Liz Davis- 203-284-1807

THANK YOU FOR YOUR BUSINESS!

♥ Saved Results 0

[Expand Map](#)

PDF Excel Print Share



860 North Main Street Ext.

Address: 860 North Main Street Ext.
City: Wallingford
County: New Haven
Zip Code: 06492
Min Size: 2,663 Sqft
Max Size: 25,324 Sqft

[View Details](#)

Compare



860 North Main Street Ext.

- Virtual Tour
- Map View
- Street View
- 3D Rotation



Contact Information

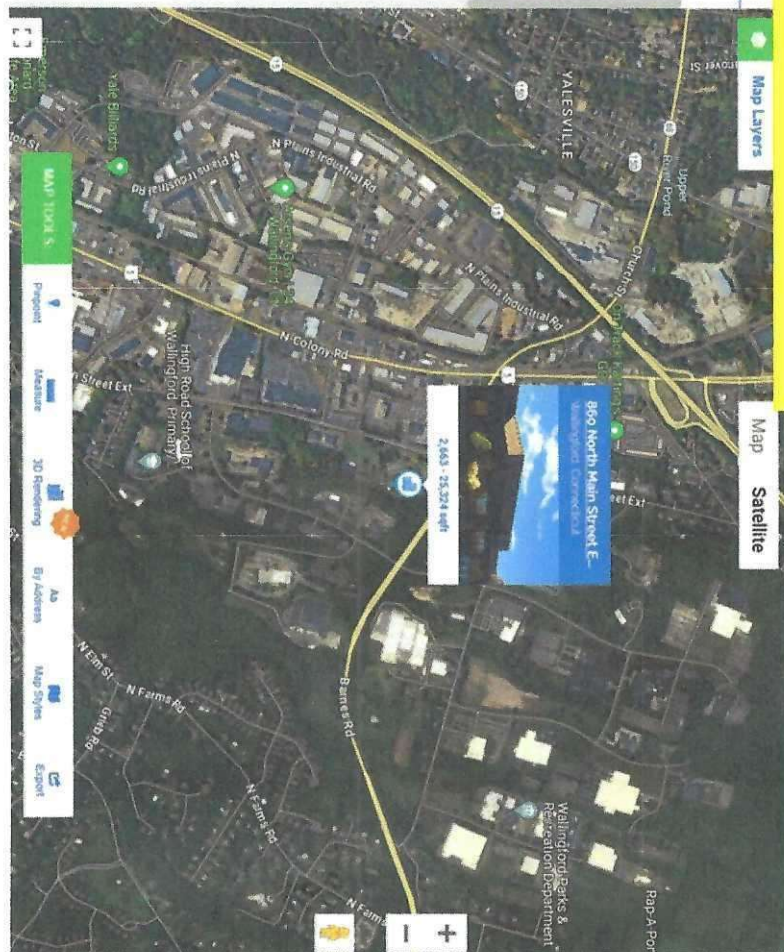
David Barnes

Description

CBRE has been retained to lease the available space at 860 North Main Street Extension, Wallingford, Connecticut. The building is a single-story office/flex building located at the corner of Route 60 and North Main Street Extension in Wallingford between Interstates 91, Exit 15 and Route 15, Exit 66. The property is parallel to Route 5 and other nearby amenities including hotels, restaurants, banks and shopping centers.

Currently available for immediate occupancy.

- 2,663 SF
- 4,088 SF
- 5,538 SF



Demographic Report

10 miles radius around 860 North Main Street Ext.
860 North Main Street Ext., Wallingford, Connecticut 06492 - New Haven

| Population | | 2024 | | 2029 | |
|------------|--|---------|--|---------|--|
| | | TOTAL | | TOTAL | |
| Population | | 311,927 | | 312,233 | |

| Age Distribution | | 2024 | | 2029 | |
|------------------|--|--------|-------|--------|-------|
| | | TOTAL | % | TOTAL | % |
| 0-4 | | 14,680 | 4.71 | 15,478 | 4.96 |
| 5-9 | | 15,730 | 5.04 | 15,437 | 4.94 |
| 10-19 | | 39,011 | 12.51 | 37,078 | 11.88 |
| 20-29 | | 38,978 | 12.5 | 39,251 | 12.57 |
| 30-39 | | 38,401 | 12.31 | 37,970 | 12.16 |
| 40-49 | | 36,500 | 11.7 | 37,722 | 12.08 |
| 50-59 | | 42,460 | 13.61 | 37,804 | 12.11 |
| 60-64 | | 22,631 | 7.26 | 20,449 | 6.55 |
| 65+ | | 63,536 | 20.37 | 71,044 | 22.75 |
| Median Age | | 42.398 | 0.01 | 42.848 | 0.01 |

| Sex | | 2024 | | 2029 | |
|--------|--|---------|------|---------|-------|
| | | TOTAL | % | TOTAL | % |
| Male | | 157,513 | 50.5 | 157,267 | 50.37 |
| Female | | 154,414 | 49.5 | 154,966 | 49.63 |

| Ethnicity Distribution | 2024 | | 2029 | |
|---------------------------------|---------|-------|---------|-------|
| | TOTAL | % | TOTAL | % |
| White (non-hispanic) | 222,083 | 71.2 | 211,490 | 67.73 |
| Black (non-hispanic) | 24,800 | 7.95 | 27,470 | 8.8 |
| American Indian (non-hispanic) | 260 | 0.08 | 279 | 0.09 |
| Asian (non-hispanic) | 13,623 | 4.37 | 16,317 | 5.23 |
| Pacific Islander (non-hispanic) | 54 | 0.02 | 62 | 0.02 |
| Other (non-hispanic) | 576 | 0.18 | 631 | 0.2 |
| Multirace (non-hispanic) | 5,821 | 1.87 | 6,531 | 2.09 |
| Hispanic | 44,710 | 14.33 | 49,453 | 15.84 |

| Race Distribution | 2024 | | 2029 | |
|-------------------|---------|-------|---------|------|
| | TOTAL | % | TOTAL | % |
| White | 234,625 | 75.22 | 226,059 | 72.4 |
| Black | 27,119 | 8.69 | 30,004 | 9.61 |
| American Indian | 883 | 0.28 | 939 | 0.3 |
| Asian | 13,788 | 4.42 | 16,521 | 5.29 |
| Pacific Islander | 107 | 0.03 | 115 | 0.04 |
| Other | 14,375 | 4.61 | 14,962 | 4.79 |
| Multirace | 21,030 | 6.74 | 23,633 | 7.57 |

| Education Attainment | 2024 | | 2029 | |
|----------------------|--------|-------|--------|-------|
| | TOTAL | % | TOTAL | % |
| < Grade 9 | 7,314 | 3.3 | 7,348 | 3.3 |
| Grade 9-12 | 9,021 | 4.07 | 9,050 | 4.06 |
| High School | 60,957 | 27.5 | 61,177 | 27.45 |
| Some College | 35,722 | 16.11 | 35,787 | 16.06 |
| Assoc Degree | 18,368 | 8.29 | 18,471 | 8.29 |
| Bach Degree | 48,895 | 22.06 | 49,243 | 22.1 |
| Grad Degree | 41,417 | 18.68 | 41,769 | 18.74 |

| Labor Force Status | 2024 | | 2029 | |
|--------------------|---------|-------|---------|-------|
| | TOTAL | % | TOTAL | % |
| Labor Force | 161,457 | n/a | 170,799 | n/a |
| Employed | 161,051 | 99.75 | 162,107 | 94.91 |
| Unemployed | 209 | 0.13 | 8,494 | 4.97 |
| In Armed Forces | 197 | n/a | 198 | n/a |
| Not In Labor Force | 99,092 | n/a | 90,655 | n/a |

| Total Households | 2024 | | 2029 | |
|------------------|---------|-------|---------|-------|
| | TOTAL | % | TOTAL | % |
| Households | 124,761 | 64.65 | 124,922 | 67.23 |
| Families | 68,214 | 54.68 | 60,903 | 48.75 |

| Household Income Distribution | 2024 | | 2029 | |
|-------------------------------|--------|-------|--------|-------|
| | TOTAL | % | TOTAL | % |
| <\$10 K | 5,901 | 4.73 | 5,880 | 4.71 |
| \$10-\$20K | 5,422 | 4.35 | 5,340 | 4.27 |
| \$20-\$30K | 6,962 | 5.58 | 6,891 | 5.52 |
| \$30-\$40K | 6,068 | 4.86 | 5,970 | 4.78 |
| \$40-\$50K | 6,742 | 5.4 | 6,567 | 5.26 |
| \$50-\$60K | 6,231 | 4.99 | 6,197 | 4.96 |
| \$60-\$75K | 9,893 | 7.93 | 9,469 | 7.58 |
| \$75-\$100K | 16,020 | 12.84 | 15,269 | 12.22 |
| > \$100K | 61,522 | 49.31 | 63,339 | 50.7 |

| Total Number of Housing | 2024 | | 2029 | |
|---------------------------|---------|-------|---------|-------|
| | TOTAL | % | TOTAL | % |
| Total Dwellings | 133,389 | n/a | 135,021 | n/a |
| Owner-Occupied Dwellings | 86,295 | 69.17 | 84,128 | 67.34 |
| Renter-Occupied Dwellings | 38,466 | 30.83 | 40,794 | 32.66 |
| Housing Units Occupied | 124,761 | n/a | 124,922 | n/a |

| Size of Household | 2024 | | 2029 | |
|-------------------|--------|-------|--------|-------|
| | TOTAL | % | TOTAL | % |
| 1 Person | 49,643 | 39.79 | 58,327 | 46.69 |
| 2 Person | 50,690 | 40.63 | 42,998 | 34.42 |
| 3 Person | 11,243 | 9.01 | 10,519 | 8.42 |
| 4 Person | 8,363 | 6.7 | 8,134 | 6.51 |
| 5 Person | 3,285 | 2.63 | 3,286 | 2.63 |
| 6+ Person | 1,090 | 0.87 | 1,141 | 0.91 |

| Means of Transportation to Work | | | |
|--|---------|-------|--|
| | TOTAL | % | |
| Drove alone | 119,271 | 74.25 | |
| Carpool | 11,089 | 6.9 | |
| Bus or trolley bus | 1,674 | 1.04 | |
| Long-distance train or commuter rail | 94 | 0.06 | |
| Light rail or streetcar or trolley car | 153 | 0.1 | |
| Ferryboat | 21 | 0.01 | |
| Taxicab | 156 | 0.1 | |
| Motorcycle | 44 | 0.03 | |
| Bicycle | 225 | 0.14 | |
| Walked | 4,961 | 3.09 | |
| Other means | 1,694 | 1.05 | |
| Worked at home | 21,245 | 13.23 | |

Source: Applied Geographic Solutions, August 2024

| | |
|--|--|
| | |
| | |

| | |
|--|--|
| | |
| | |

From Don Crouch <don.crouch@wallingfordct.gov> 
To Anthony Bracale <abracale2019@gmail.com> 
Cc smccarthy@wallingfordct.gov , Hank Baum <hank.baum5@gmail.com> 
Reply-To don.crouch@wallingfordct.gov 
Date Fri 3:23 pm

Couple updates on each of the GSB items. I'll take each line by line.

Attached is the real property we currently offer and what they proposed. Roughly a \$40,000 difference over the 5 years, without the yearly 10% depreciation, etc with the Assessor's form. To get an accurate picture, we would need the Assessor's Office look at the building valuations, improvements, etc to model out the actual amounts. GSB just doubled the current program to get their numbers.

Real Property Tax Incentive Comp

Improvements: \$ 1,500,000

| Current Incentive Plan Year | Appraised Value | Assessed Value | Increased Value | Mill Rate | Real Property Taxes | Current RP Incentive | Proposed Incentive |
|-----------------------------|-----------------|----------------|-----------------|-----------|---------------------|----------------------|--------------------|
| Current | \$2,792,400 | \$1,954,680 | | 30.66 | \$59,930.49 | | |
| 1 | \$4,292,400 | \$3,004,680 | \$1,050,000 | 30.66 | \$22,535.10 | \$11,267.55 | 100% |
| 2 | \$4,292,400 | \$3,004,680 | \$1,050,000 | 30.66 | \$22,535.10 | \$11,267.55 | 100% |
| 3 | \$4,292,400 | \$3,004,680 | \$1,050,000 | 30.66 | \$22,535.10 | \$11,267.55 | 100% |
| 4 | \$4,292,400 | \$3,004,680 | \$1,050,000 | 30.66 | \$22,535.10 | \$5,633.78 | 50% |
| 5 | \$4,292,400 | \$3,004,680 | \$1,050,000 | 30.66 | \$22,535.10 | \$5,633.78 | 50% |
| | | | | | \$112,675.50 | \$45,070.20 | 3.00% |
| | | | | | | | \$90,140.40 |
| | | | | | | | 6.01% |

I spoke with the Wallingford Electric GM. He was willing to listen to expanding the Town Center discount to the Office Vacancies. The process will be much longer. Ultimately the Public Utilities Commission would have to vote on this. Potentially we would need a workshop with EDG/PUC to discuss before that.

10. I understand in the current program, property tax incentives for current incentive needs a minor language tweak to include purchase or lease. Mayor and I worked on language. We have to send a letter to the Town Council and ask to be placed on the agenda. Potentially this could be placed on the consent agenda since the program recently passed unanimously and it's more a housekeeping item. GSB proposed our current program.

Wallingford has not discounted fees in the past. GSB knows this one is probably not going to happen and they know it.

Hope this helps. Have a great weekend,
Don

On 2024-11-15 6:49 am, Anthony Bracale wrote:

Hi Stacie,

Thank you for reaching out. This week I am meeting with WCI to go over and understand better the Sponsorship of the printed map. On the GSB ask, I would like to discuss this sooner than later. I am available at noon on the 26th, but would be happy to connect with Don after hours or late afternoon, that is an option too. What I would recommend for review and analysis of the ask from GSB is to put their asks into a spreadsheet, point by point and answer the questions, please see the example spreadsheet I prepared. Others may have a better format (Thank?) But for me these questions need answered.

Compose

Reply

Reply a

Forward

Delete

Move

Print

Mark

More

Incentives follow-up from last night

Message 137 of 641

From **Don Crouch** <don.crouch@wallingfordct.gov> 

To **EDC Office** <edc@wallingfordct.gov> 

Cc **Smccarthy** <smccarthy@wallingfordct.gov> 

Reply-To **don.crouch@wallingfordct.gov** 

Date **2024/10/29 10:54 am**

Good morning all -

In follow-up to our meeting last night, here is a summary of the data collected in the fall of 2023 when EDC asked the Town Council to renew the incentive programs for three years.

The last approved personal property incentive for manufacturers was last year and previously was 2014. Most of these is due to the state exemption for manufacturers already in place. The last approved manufacturer's real property incentive was in 2012.

The only approved Office Development real property incentive approved was in 2011 for Campus at Greenhill. The 2 other real property incentives outside EDC programs was Bristol Myers Squibb and Hilton Garden Inn, which were approved by the Town Council.

| Established | | Assessment Adjustment Totals | Cost to Town | Approved |
|-------------|--|------------------------------|-----------------------|----------|
| 1993 | Personal Property - Manufacturers | \$12,166,482.00 | \$301,454.95 | 17 |
| 2005 | Real Property - Manufacturers | \$9,780,820.00 | \$252,451.71 | 2 |
| 2005 | Real Property - Office Development | \$38,111,400.00 | \$1,030,263.87 | 1 |
| 2016 | Real Property - Incentive Housing Zone | \$0.00 | \$0.00 | 0 |
| 2024 | Personal Property - Office | \$0.00 | \$0.00 | 0 |
| | Other Real Property Incentives | \$39,044,630.00 | \$1,045,077.12 | 2 |
| | | \$99,103,332.00 | \$2,629,247.66 | |

Thanks,

Don Crouch
Town of Wallingford (CT)
Economic Development Specialist
Office: (203) 294-2062

[Website](#) | [LinkedIn](#)