



Town of Groton Launches Business Assistance Website to Attract Investors, Businesses and Residents

Known as the "Home of the Submarine Force" and for perfecting penicillin and vitamin C Groton's success has been fueled by Groton's big ideas and innovators.

GROTON, CT, December 07, 2017 **/24-7PressRelease/** -- The newly created Groton economic development website offers a full suite of business assistance resources and comprehensive business information. Investors, businesses and new residents can visit <http://exploremoregroton.com> to access the available assets.

Groton economic developers want to attract new businesses, entrepreneurs and residents to participate in the success of Groton. Known as the "Home of the Submarine Force" and for perfecting penicillin and vitamin C Groton's success has been fueled by Groton's big ideas and innovators.

"The creation of the Groton Economic Development website was a priority recommendation from the recently-completed Market Analysis," said Economic Development Specialist Sam Eisenbeiser. "The website will serve as the platform for communicating business assistance resources as well as for our ongoing marketing efforts."

The online economic development portal brings all the available business assistance resources together in a central, easy-to-navigate website. Users will find available property, business incentives, business climate information and demographics as well as quality of life information. This resource will serve as an online entry point for site selectors, businesses and new residents who are considering locating in Groton.

To create and design the online portal, the Town of Groton selected the national economic development communications firm Golden Shovel Agency. Recognized for their award winning design and expertise in business and workforce attraction, Golden Shovel Agency created a visually-rich website that effectively tells the Groton narrative.

"Our team was ecstatic to work with the Groton team and tell their story. The community has such a rich tradition and visually stunning location and we wanted to be the company to tell their story," remarked Aaron Brossoit, CEO of Golden Shovel. "Groton has a very bright future and we look forward to promoting their success."

Visitors can view the economic development, community development and workforce development resources at <http://www.exploremoregroton.com>.

"The development and launch of the website will better promote the Groton story to others, further expanding quality business activity in the community," said Eisenbeiser. "Groton is a great place to live and work. People will see that for themselves."

The City of Groton is a subdivision of the Town of Groton and is located along the Thames River in southeastern Connecticut. It is now home to the Navy's Submarine School where sailors learn how to operate the most technologically advanced sea craft in the world. Groton is also home to one of only four DOD facilities in the US that perform sophisticated maintenance on Army helicopters.

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GOLDEN SHOVEL AGENCY is a Minnesota-based Web full-service economic development firm specializing in workforce attraction for economic and community development. The Economic Gateway Web system includes an expandable and on-demand content management system (CMS) and a robust social media implementation strategy.

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