

OEDC Newsletter – December 2018

The Orange Economic Development Corporation would like to wish you a happy holiday and an exciting new year. Looking back, this past year has had some excitement in both the commercial and industrial zones. We'd like to thank First Selectman James Zeoli, the Economic Development Commission, the OEDC Board, the commercial brokers, and business community for all their support this year.

In this report you will read about the:

1. Property Activity
2. Boston Post Road Banner Program
3. Orange Business & Community Expo
4. Orange*Life* Magazine
5. Orange Community Farmers' Market

PROPERTY ACTIVITY

The Town of Orange had a lot of growth in the commercial and industrial sectors with 30 new businesses openings as well as business expansions and property developments. In addition, there have been 19 business closings; two are long-standing and are of large square footage (Sam's Club closed at the beginning of the year and Lowe's has announced they will be closing their doors in January, 2019). The decisions to close were at the corporate level. Lowe's has closed 50 locations (including Canada) of the lowest producers and Sam's Club has closed 63 stores nationwide. We are in communication with property owners and commercial brokers and are working to market the town to find the best use possible for these properties.

The following are a few of the projects and transactions for the year:

- **FireLite Plaza** has been sold and will be redeveloped. Renovation has begun on the Racebrook Road side and two tenants will be leasing the space in the first quarter of 2019. Plans for the remainder of the Plaza are underway.
- Purchase of the **Stew Leonard's land** on Marsh Hill Road is in the works. A distribution center is in the final stages of the approval process.
- The **VA Community Care Center** on Edison Road has been under construction. The land was purchased in January of 2018.
- **Hilton Homewood Suites** on Marsh Hill Road has been under construction and is slated to open in the second quarter 2019.
- **American Seal & Engineering Corporation** has expanded into the property at 70 Robinson Boulevard. The site is the company's new Global Corporate Headquarters and operate two additional locations in Orange. The land was purchased last December.
- **U-Haul Moving & Storage**, located at 174 Boston Post Road, purchased the building located at 190 Boston Post Road to expand their operations. The company has been renovating the space and will operate both locations.

- **Physical Therapy & Sports Medicine Centers (PTSMC)** has moved into a larger space within Spring Brook Commons Plaza, at 240 Indian River Road, to better serve their expanding base of patients. The company was leasing a smaller space within the plaza.
- **Galvin Pools & Backyard Paradise** has leased the space at 334 Boston Post Road and will be moving from their current location at 504 Boston Post Road to the larger space in January.
- **Dragone Classic Motorcars** combined their Westport and Bridgeport locations (their restoration, sales and showroom operations) to a 66,000 square-foot building at 5 Connair Road. The company restores classic cars and has world-wide clients.
- **The Dermatology Group** has moved into a space in the former Recreation Showroom building at 250 Indian River Road. The building has been vacant for many years and at the beginning of last year, a portion of the space was leased to another new business, the **Eye Care Group**. The two share space in this prime location.

Below is a list of business gains and losses:

Business Gains

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|------------------------------------|------------------------|
| 1. AAMCO Auto Repair | 150 Boston Post Road |
| 2. Aiping Tai Chi Center | 518 Boston Post Road |
| 3. American Seal | 70 Robinson Boulevard |
| 4. Austudillo's Place | 223 Boston Post Road |
| 5. Bar Code | 501 Boston Post Road |
| 6. Blue Moon Massage & Spa | 501 Boston Post Road |
| 7. Bokhary Traders | 100 Boston Post Road |
| 8. Doc's Pulmonary Care | 521 Boston Post Road |
| 9. Dragone Classic Motor Cars | 5 Connair Road |
| 10. Dream 888 Nail & Spa | 153 Boston Post Road |
| 11. Escape Rooms of CT | 500 Boston Post Road |
| 12. Fireside Bar & Grill | 385 Boston Post Road |
| 13. First World Mortgage | 236 Boston Post Road |
| 14. Hokkaido Japanese Ramen | 297 Boston Post Road |
| 15. International Vein Clinic | 236 Boston Post Road |
| 16. Intuitive Surgical | 25 Executive Boulevard |
| 17. Metro Signs | 310 Boston Post Road |
| 18. Niko's Ice Cream | 391 Boston Post Road |
| 19. Noodle House | 514 Boston Post Road |
| 20. Orange Children's Dentistry | 518 Boston Post Road |
| 21. Party Magic 'N More | 63 Boston Post Road |
| 22. Pizazz Salon & Beauty Boutique | 108B Boston Post Road |
| 23. Reliable Dental Care | 102 Boston Post Road |
| 24. Renee's Resale Clothing Outlet | 220 Indian River Road |
| 25. Rubino Family Chiropractic | 326 Boston Post Road |
| 26. Taco Town | 199 Boston Post Road |
| 27. The Dermatology Group | 250 Indian River Road |
| 28. Traveland | 564 Racebrook Road |
| 29. U-Haul | 190 Boston Post Road |
| 30. Urban Air Adventure Park | 260 Bull Hill Lane |

Business Losses

1. America's Mattress	400 Boston Post Road
2. America's Mattress	516 Boston Post Road
3. Austudillo's Place	223 Boston Post Road
4. Bertucci's Restaurant	550 Boston Post Road
5. Blooming Nail	116 Boston Post Road
6. Elm City Trailer	206 Boston Post Road
7. Goodwill (1 st location)	80 Boston Post Road
8. Helping Hands	334 Boston Post Road
9. LA Fitness	96 Boston Post Road
10. LL Bean Outlet (closing Jan 2019)	560 Boston Post Road
11. Lowe's (closing Jan 2019)	50 Boston Post Road
12. LT's Corner	501 Boston Post Road
13. Mattress Firm	575 Orange Center Road
14. Nuvita	35 Old Tavern Road
15. Pottery Plus	185 Boston Post Road
16. Roly Poly	521 Boston Post Road
17. Sam's Club	2 Boston Post Road
18. TD Bank	175 Boston Post Road
19. Wine & Liquor Super Store	116 Boston Post Road

BOSTON POST ROAD BANNER PROGRAM

The OEDC markets the Boston Post Road Banner Program. Local Businesses have the opportunity to sponsor banners that are set on the 36 Decorative Light Poles installed along the length of the Boston Post Road for a one year period. Cost is \$600 for construction of a new banner and \$500 to renew each year. This is an excellent method for businesses to advertise every day of the year, to the 22,000+ cars that travel the Boston Post Road on a daily basis. There is a selection of locations available--call Annemarie or Mary at 203-891-1045 for locations.



ORANGE BUSINESS & COMMUNITY EXPO

The 2019 Orange Business and Community Expo is scheduled for Wednesday, June 5th from 11 am – 4 pm. We are in the process of developing new activities for this year's 17th Expo.

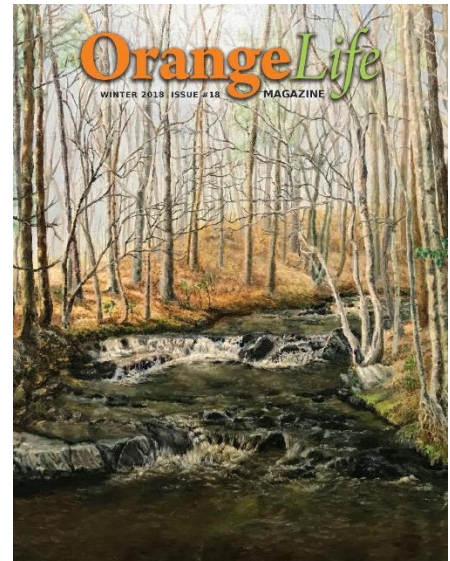


The OEDC has been actively seeking sponsors and there are many levels of sponsorship packages available, ranging in price from \$250 to \$5,000. Please call if interested.

There is space for 56 business vendors and registration is now open. Register early to get the best booth location via www.orangeEDC.com/Events or call (203) 891-1045. Formal solicitations will go out in January. Booth cost is \$300 and includes pipe & drape, table, chair, inclusion of marketing materials in the welcome bags, entry into Vendor Appreciation Raffle, activities, and company information in the event program booklet, company name listed in OrangeLife Magazine, and company name included in social media posts.

ORANGELIFE MAGAZINE

OrangeLife Magazine is designed to highlight and celebrate what it means to be a member of the Orange community. The magazine supports local businesses and contains useful information regarding the Town of Orange. Over 7,000 magazines are produced and delivered to every home, business and post office box within Orange, twice per year (summer/winter). Additional copies are placed at locations throughout the town. All editions are posted on our website for online reading (www.orangelife.net). Planning has begun on the summer edition, which is our 19th issue. Anyone interested in advertising, please call our office at (203) 891-1045. Businesses that are celebrating a milestone anniversary are highlighted in our anniversary feature. Please call us with your information if you are celebrating a milestone in 2019.



ORANGE COMMUNITY FARMERS' MARKET

The Orange Community Farmers' Market runs from June to September from 3:30 pm – 7 pm at High Plains Community Center. The Market is in its 5th year and planning will begin in January. There were 23 vendors and 8 entertainers participating last season. Visitor count was up to 469 on the most attended day, with an average count of 283 visitors for the 12-week season. Check the market website at www.FarmMarketOrange.com for additional information.

