



**Town Manager**  
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## TOWN OF GROTON

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## Destination Groton Committee

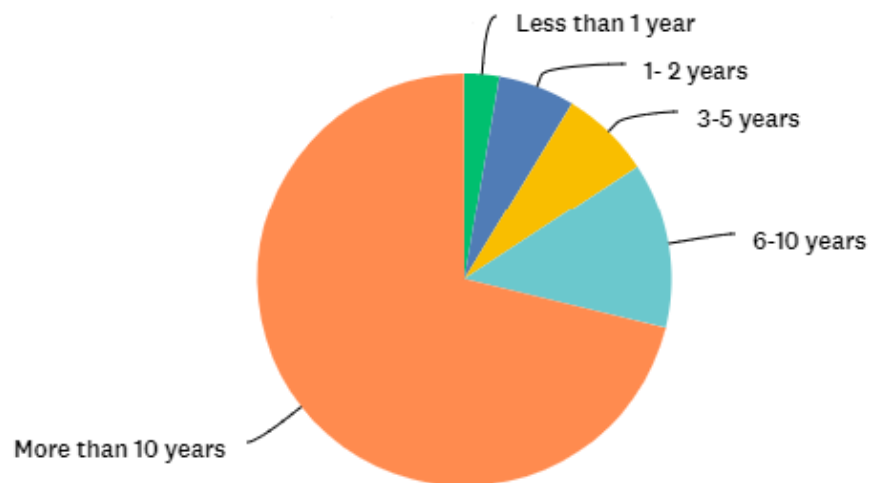
Greg Sheldon, *Chair*  
Jeff Gordon, *Vice Chair*  
Brian Bolton, *Member*  
Joni Parker-Roach, *Member*  
Heather Puksta, *Member*



Destination Groton launched a survey open to all town residents at the time the committee announced its website. Most responses were collected during the summer of 2023. The survey attracted a total of 369 responses with most respondents (over 70%) having lived in Groton for longer than 10 years.

## How long have you lived in Groton?

Answered: 368   Skipped: 1



## What attracted you to move to Groton?

The survey offered two open-ended questions. The first was “**What attracted you to move to Groton**”. The analysis of submitted answers follows, grouped into the top 5 overall themes (representing 95% of submitted responses) along with highlighted quotes:

### 1. School Quality (37%)

- **Narrative:** Many respondents mentioned the quality of Groton’s schools as a pivotal reason for moving to the area. The town’s strong educational reputation and access to high-caliber academic programs were seen as assets that set Groton apart, particularly for families with children.
- **Quotes:**
  - *“We chose Groton specifically because of the excellent school system, which was a top priority for us as a family.”*
  - *“The schools here are known to be some of the best, and it felt like the right place to give our kids a strong start.”*

### 2. Natural Environment and Scenery (21%)

- **Narrative:** Groton’s natural beauty and rural charm play a major role in attracting new residents. Respondents frequently highlighted the scenic landscapes, open spaces, and rural feel as reasons for choosing the town. This environment offers an escape from urban settings while still providing access to nearby amenities.
- **Quotes:**
  - *“We were drawn to the beautiful landscapes—there’s something so calming about being surrounded by nature.”*
  - *“The rural charm and access to trails made Groton an easy choice; it’s like having a peaceful retreat right at home.”*

### 3. Community and Small-town Feel (15%)

- **Narrative:** The sense of community and the small-town atmosphere were important to many respondents. Groton’s friendly, close-knit character resonated with those looking for a slower pace and a strong community bond. The desire to be part of a supportive and engaging neighborhood was echoed in several responses.

- **Quotes:**

- “Groton has that warm, small-town feel that’s hard to find elsewhere. People here genuinely care about their neighbors.”
- “Moving to Groton felt like joining a community where everyone looks out for each other—it’s the kind of town where people stop and say hello.”

#### 4. Housing and Property (13%)

- **Narrative:** While not the primary factor, housing options and property appeal were influential for some. The availability of homes with space and character, often at a more affordable rate than neighboring areas, made Groton attractive, particularly for those seeking a home with a yard or more room for a growing family.

- **Quotes:**

- “Finding a home with a bit of land at an affordable price was a huge plus for us—Groton made that possible.”
- “We loved the idea of owning a property with space to grow, and Groton offered options that other towns didn’t.”

#### 5. Safety and Peacefulness (9%)

- **Narrative:** Safety and a peaceful environment were also mentioned, with Groton viewed as a secure and tranquil place to settle down. For those prioritizing a quiet and low-crime area, Groton’s reputation as a safe haven was a compelling factor.

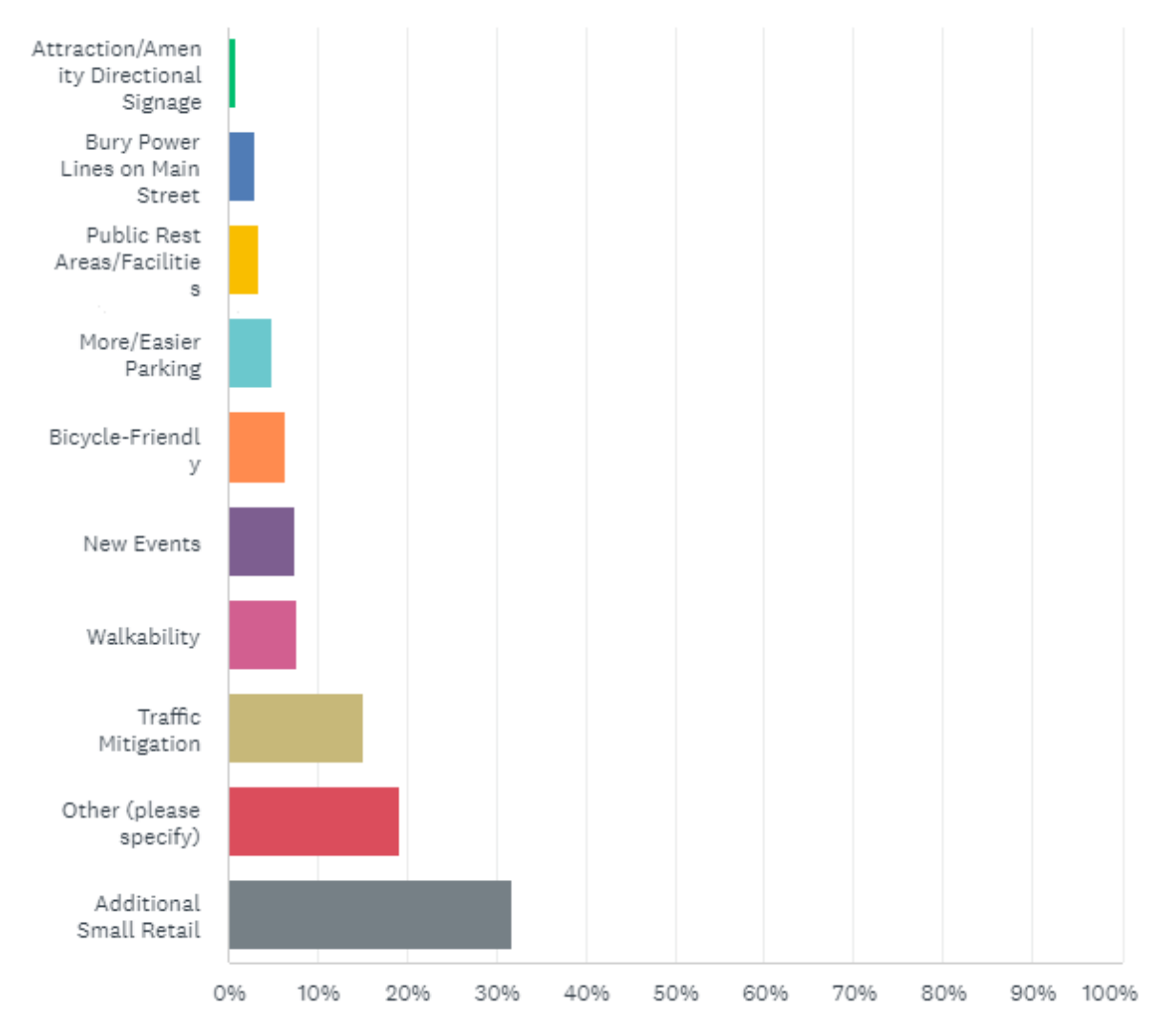
- **Quotes:**

- “The peace and safety of Groton really appealed to us. We wanted a place where our kids could feel secure.”
- “Groton’s quiet atmosphere made it the perfect spot to escape the hustle and bustle of city life.”

Overall, these responses paint a picture of Groton as a town valued for its educational strength, natural beauty, and community spirit. The choice to settle here is often influenced by the desire for quality of life, from school excellence to scenic surroundings, a small-town feel, and a sense of safety. For many, Groton represents not just a place to live but a community to belong to, with values of safety, nature, and neighborliness that create a distinctive appeal.

**What would like to see that would improve Groton’s infrastructure and complement its reputation as a destination community?**

Additionally, the survey asked respondents what they would like to see that would **“improve Groton’s infrastructure and complement its reputation as a destination community”**. The two most specified responses were **additional small retail (over 31%)**, **traffic mitigation (over 15%)**, and **walkability (nearly 8%)**.



Answered: 361    Skipped: 8

## **Do you have questions or comments you'd like to share with the Destination Groton Committee?**

The second of the survey's two open-ended questions was "**Do you have questions or comments you'd like to share with the Destination Groton Committee**". The analysis of submitted answers follows, grouped into the top 4 overall themes (representing 143% of submitted responses – this number is greater than 100% as many submissions had questions or comments that related to more than a single theme) along with highlighted quotes to capture the essence of each theme:

### **1. Collective Aspirations and Needs (63%)**

- **Narrative:** The dominant theme in this feedback reflects a shared vision for the town's future. Respondents expressed a desire for the Destination Groton Committee to prioritize the community's collective needs and aspirations. Many residents feel that local voices should guide decisions about growth and development. Their comments suggest a wish for a more collaborative approach, where residents have ongoing input into the town's evolution.
- **Quotes:**
  - "We want our voices heard. It's essential that future developments align with what the residents actually need and want."
  - "Groton should remain a place that reflects the community's character—let's make sure we're all part of that conversation."

### **2. Town Identity and Community Cohesion (43%)**

- **Narrative:** Many comments underscore the importance of preserving Groton's unique identity and community-focused values. Respondents are eager to see initiatives that enhance the town's small-town charm and foster a sense of unity. Some suggested that Destination Groton should invest in projects that reflect local heritage and strengthen the bonds between residents, making Groton a place that proudly showcases its distinct personality.
- **Quotes:**
  - "Our town's identity is what makes Groton special; it's crucial that we preserve that as we grow."
  - "Let's prioritize projects that celebrate Groton's history and the qualities that make this town feel like home."

### 3. Dining and Social Venues (20%)

- **Narrative:** The addition of social gathering spaces and dining options was a recurring suggestion. Many respondents expressed an interest in places like cafes, pubs, and casual eateries that would provide opportunities for socializing and community-building. These spaces are viewed not only as amenities but also as ways to enhance Groton's sense of community by creating informal, welcoming environments where residents can connect.
- **Quotes:**
  - "Groton could really use a local cafe or brewpub where people can gather—somewhere casual but inviting."
  - "A few more dining options would make it easier to meet up with friends without leaving town."

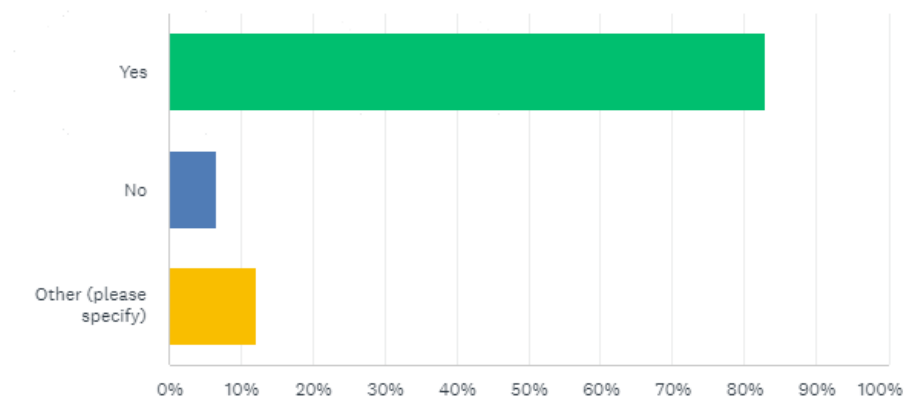
### 4. Cultural Spaces and Events (17%)

- **Narrative:** The appeal of cultural amenities such as art installations, performance spaces, and community events was also evident. Respondents feel these additions could enrich Groton's cultural life and provide educational and recreational opportunities. Many residents suggested that such spaces would make the town more vibrant and appealing, providing venues for local artists and fostering a greater sense of cultural pride.
- **Quotes:**
  - "Art spaces or galleries would be fantastic! Groton has so much talent—it would be great to showcase it locally."
  - "It'd be amazing to have more community events, maybe an outdoor concert series, to bring people together."

The feedback to the Destination Groton Committee reveals a community that deeply values cohesion, identity, and meaningful development. There is a strong emphasis on community-driven growth, with residents eager for spaces that foster connection, such as cafes and cultural venues. By prioritizing these collective needs and preserving Groton's unique identity, Destination Groton has an opportunity to create an environment that reflects the town's shared values while also accommodating growth. This feedback demonstrates residents' pride in Groton and a commitment to ensuring that future developments enhance, rather than alter, the character of their beloved town.

**Would you support an organized regional effort over the next ten years to secure Federal, State, Local, or Private funding to address both infrastructure challenges as well as economic opportunities while preserving the character of the Town we all love?**

Additionally, the survey asked respondents if they **“Would you support an organized regional effort over the next ten years to secure Federal, State, Local, or Private funding to address both infrastructure challenges as well as economic opportunities while preserving the character of the Town we all love.”** Respondents overwhelmingly answered **Yes (nearly 83%)**.



ANSWER CHOICES	RESPONSES	
Yes	82.87%	300
No	6.63%	24
Other (please specify)	<a href="#">Responses</a> 12.15%	44
Total Respondents: 362		