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## **Bradley International Airport area development initiatives**

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There is a tremendous advantage to be gained when communities work together towards economic development. The Bradley Development League, Inc. (BDL) is an example of a cooperative relationship among several towns to further economic development in a region. BDL is a consortium of the towns of East Granby, Suffield, Windsor and Windsor Locks which share a common economic development engine - namely Bradley International Airport. By working together, these four towns are maximizing the economic benefits to be derived from their location surrounding the airport. The amount of new and planned-for development in the four towns is a testament to the benefits of a cooperative spirit.

An Economic Impact Analysis conducted by the Connecticut Department of Economic and Community Development found that "Bradley is the centerpiece of the I-91 transportation corridor, and the greatest opportunity for future economic growth in the state." The State of Connecticut and the Bradley board of directors are aggressively positioning Bradley to be a strong economic engine. Passenger traffic is expected to double in the next 20 years and so there are plans to replace the Murphy terminal, add new hotels, relocate cargo facilities, and make other capital improvements. The BDL believes that Bradley is a tremendous asset to the Hartford-Springfield region and its success as a competitive industry is critical to economic development in the four member towns.

The Bradley Development League is currently tracking the following airport-related initiatives:

**Bradley Airport Development Zone** - The Bradley Development League and the MetroHartford Alliance is working with state legislators toward the adoption of an Airport Development Zone for designated census tract blocks around the airport to help attract new business to the region, as well as encourage existing businesses to grow and expand. The legislation would authorize state-reimbursed property tax exemptions, corporate business tax credits, and sales tax exemptions for zone businesses developing facilities, creating jobs, and purchasing machinery replacement parts. As "Connecticut's Flagship Airport", Bradley has great economic development potential and this legislation includes important tools that will help it reach its potential. We hope to have the Airport Development Zone created in this upcoming session of the Connecticut General Assembly and will be seeking support from businesses and chambers of commerce to help on this important initiative.

**New Haven-Hartford-Springfield Commuter Rail Line (NHHS)** - In 2005, the Connecticut Department of Transportation completed an Implementation Plan for a new commuter service between New Haven and Hartford, Conn. and Springfield, Mass. The corridor was identified as a key component in the Capitol Region Council of Governments Regional Transit Strategy. The Springfield Line refers to the 62 miles of existing rail line which is owned and operated by Amtrak, beginning in New Haven at Union Station, continuing through a number of towns and cities, including Meriden and Hartford, and ending at Union Station in Springfield, Mass. The line would incorporate new stations in North

Haven, Newington and Enfield, as well as enhanced stations in other locals. Windsor Locks and Windsor are hoping for transit oriented development to occur around their stations as a result of the project. The line is expected to have a connection to Bradley International Airport through bus service from the Windsor Locks station, though a rail link has also been considered. The State of Connecticut is currently seeking federal stimulus funds to move the project forward. An environmental assessment is also currently underway. The Bradley Development League has formerly endorsed the project. For more information on the commuter rail initiative visit: <http://www.nhhsrail.com/>.

Hiring of new Marketing Director for Bradley - The Connecticut Department of Transportation is currently seeking a replacement for Kiran Jain, former marketing director for Bradley, who took a new position in Delhi. Jain played an important role in raising the profile of Bradley International Airport and was instrumental in the development of several new routes. The BDL believes that the economic development potential of the airport largely relates to the quality and number of destinations available, as well as the overall marketing of the airport and so this is a key position to fill.

For more information on the League visit our website at [www.bradleydevelopment.com](http://www.bradleydevelopment.com). The website is designed to give prospects immediate access to all that the four towns and Bradley International Airport have to offer

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