

APPENDIX A
BACKGROUND DATA

Introduction and Summary

This Appendix reviews available data, information and inventories regarding socioeconomics, visitation characteristics at the area's attractions, the types of attractions in the study area, current tourism capacity, and transportation elements potentially relevant to the Heritage Park. This data served to establish baseline information on the above conditions in the New London/Groton study area for the development of the Thames Maritime Heritage Park Implementation Plan.

Socio-economic Characteristics

The primary economic study area for the State Heritage Park includes the City of New London and the Town and City of Groton. To get a broader perspective, we also included the outlying towns of East Lyme, Ledyard, North Stonington, Stonington, and Waterford in the broader socio-economic study area.

The population of the study area is shown in Table A-1. Groton and New London have the largest populations in the study area. All of the areas have seen growth in population, which is projected to continue. The total population of the study area in 1990 was 143,670, with 73,684 residents in New London and Groton.

The study area is a fairly stable and productive area in terms of income. The average income for a family household (which is defined as having a householder and one other person related to the householder) ranges from \$31,274 in New London to \$54,434 in East Lyme. The median income for family households in New London County is \$43,256. The average income for non-family households (which is defined as a group of unrelated persons or one person living alone) ranges from \$20,024 in New London to \$30,887 in East Lyme. The median income for non-family households in New London County is \$22,457. See Table A-2 for ranges of incomes in the study area. All of the surrounding towns in the study area aside from New London have incomes higher than that of the New London County average, which is a positive indication.

**Table A-1
POPULATION IN THE
THAMES MARITIME HERITAGE PARK STUDY AREA**

Town	1980 Population	1990 Population	2000 (Projected) Population
New London	28,842	28,540	27,753
Groton	41,062	45,144	49,292
East Lyme	13,870	15,340	15,661
Ledyard	13,735	14,913	16,765
North Stonington	4,219	4,884	6,009
Stonington	16,220	16,919	26,366
Waterford	17,843	17,930	18,572
Total Study Area	135,791	143,670	160,918
Other Metro	90,062	94,671	96,965
Total Metro Area	225,853	238,341	257,383

Source: U.S. Census.

Table A-2
MEDIAN INCOME IN NEW LONDON HERITAGE PARK STUDY AREA
(1989)

Town	Total Households	Family Households	Non-Family Households
New London	\$26,336	\$31,274	\$20,024
Groton	\$33,967	\$36,897	\$23,815
East Lyme	\$46,979	\$52,434	\$30,887
Ledyard	\$49,811	\$52,878	\$30,672
North Stonington	\$47,070	\$49,467	\$39,107
Stonington	\$39,651	\$46,720	\$23,987
Waterford	\$44,167	\$49,200	\$24,713
Average	\$28,798	\$45,553	\$27,601
New London County	\$37,488	\$43,256	\$22,457

Source: 1990 U.S. Census, STF 3A.

Accommodations

The accommodations in the study area include hotels, motels, inns, bed & breakfasts, and campgrounds (see Table A-3). In the study area there are thirteen hotels with over 100 rooms, seven of those being in Groton and New London. There are a total of fifty hotels in the area, and eighteen of those are in Groton and New London. East Lyme and Mystic have nineteen of the hotels, but only five with 100 rooms or more. Groton and New London also have a wide price range for the hotels, which ranges from \$25 to \$195 per night. This allows for people on a variety of budgets to stay at the hotels. Of the fifty hotels, twenty-three of them have conference space, seven of them being in Groton and New London. Mystic has the greatest amount, with nine of its ten hotels containing conference space. There is a total of 3,179 hotel rooms in the study area, with New London containing 487, Groton having 795, and Mystic having the greatest number, with 967.

The total number of bed & breakfasts and inns for the area is twenty-three. However, Groton and New London combined have only one bed & breakfast inn, while Mystic has nine. This is probably a reflection of the fact that bed & breakfasts and inns traditionally tend to be located in smaller towns. Campgrounds, too, are found more in the outlying communities, and only two are located in Groton and New London although the total study area contains twenty-six campgrounds. Whereas bed & breakfasts and inns tend to be in a slightly higher price range than hotels/motels, campgrounds are much less expensive; thus, a wide variety of incomes can be accommodated.

**Table A-3
SUMMARY OF ACCOMMODATIONS IN THE
NEW LONDON HERITAGE PARK STUDY AREA**

Town	Motel/ Hotel Properties	Motel/ Hotel Rooms	B&B's, Inns, etc. Properties	B&B, Inn, etc. Rooms	Campgrounds Properties	Campground Sites
Groton	11	795			2	152
East Lyme	9	469	1	2	3	280
Ledyard			1	4		
Mystic	10	967	9	55		
North Stonington	2	44	3	18	1	270
Stonington	3	53	3	11		
Waterford	3	59				
Bozrah					2	440
Colchester			1	6		
Griswold (incl. Jewett City)					4	266
Montville	1	12	2	6	2	179
Norwich	3	269				
Old Lyme			2	25		
Preston					2	590
Salem					4	676
Sprague					1	128
Voluntown	1	24			5	288
TOTALS:	50	3,179	23	137	26	3,269
 New London	 7	 487	 1	 10		

Source: Mystic Coast and Country Map & Guide, Southeastern Connecticut Tourism District, 1992.

Visitor Attractions

The New London/Groton area has a broad range of visitor attractions that range from the Lyman Allyn Art Museum and the Thames Science Center to Ocean Beach Park. The area is rich in history, much of it based on its coastal location, which attracts those particularly interested in maritime history. The presence of the military also contributes to the attractions in the area, and attendance at attractions such as the USS Nautilus Museum is extremely high as compared to other attractions in the area. The busiest season for all of the area attractions is from May through October, with the heaviest visitation occurring in the summer months (See Figure A-1).

New London has nine visitor attractions, including the Ocean Beach Park, which received 205,000 visitors in the most recent year (visitation at Ocean Beach has varied over the past, with over 400,000 visitors in some years). Groton and Mystic have a combined total of ten visitor attractions, which include the USS Nautilus Museum, with 282,000 visitors annually; Mystic Marineline Aquarium, with 750,000 visitors annually; and Mystic Seaport, with 425,000 visitors annually. These attractions have the highest annual visitation in the study area. The entire study area has twenty-four attractions.

The attractions in the New London study area represent many cultural and diverse interests. Many of the attractions are free, or have a nominal fee for admission. Only the Mystic Marineline Aquarium and Mystic Seaport have fees above \$3.00 per person. Data in Table A-4 shows attendance statistics for the area attractions.

FIGURE A-1 TYPICAL SEASONALITY OF VISITATION AT SELECTED MAJOR ATTRACTIONS

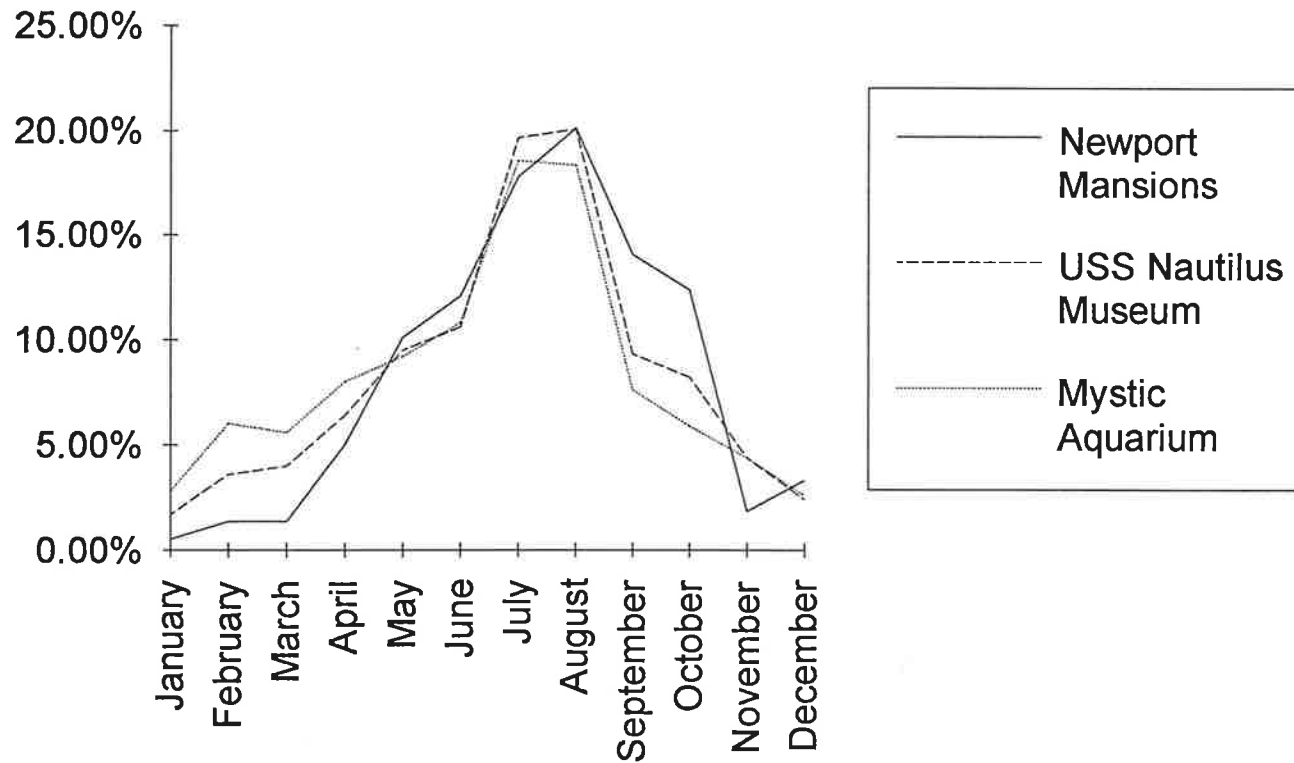


TABLE A-4
INVENTORY OF ATTRACTIONS IN THE PROJECT AREA

Attraction	Annual Visitation	Seasonality/ Distribution of Visitors	Source of Visitors	Pricing	Hours Open	Season	Governance
New London							
Connecticut College Arboretum	Unknown ²²	May and October are busiest ²²	Most associated with the college, or are local (CT) ²²	Free	Open Daily Until Dusk	Year-round	College, parent institution: CT College; tax exempt ²
Joshua Hempstead House and Nathaniel Hempstead House	3,500 ²⁶	Late June-Sept. is busiest, except Aug (slow) ²⁶	Fewer locals, mostly tourists from all over, especially students ²⁶	Adults \$2 Children \$1	Tues.-Sun. 1-5	May 15- Oct. 15	The Antiquarian and Landmark Society, Inc., non-profit ²⁶
Lyman Allyn Art Museum	30,000 ¹¹	Oct-Jun: 2,000/mo.; July-Sept: 1,000/mo. ¹¹	Most from SE CT and RI ¹¹	Free	Tues.-Fri., Sun. 1-5 Sat. 11-5	Year-round	Non-profit corporation; tax exempt ²
Monte Cristo Cottage	1,200-1,500 ⁹	July-Aug is busiest ⁹	From all over the world, mostly out of state ⁹	Adults \$3 Students & Children \$1	Mon.-Fri. 1-4	April - Dec. 20	Owned and run by the Eugene O'Neill Theatre Center, non-profit ⁹
Nathan Hale Schoolhouse	4,000-5,000 ³³	July is busiest ³³	2/3 from NE, 1/3 from elsewhere ³³	Free ³³	Sat. & Sun. 2-4	Mid-June- Aug. 31	Sons of the American Revolution, non-profit ³³

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Attraction	Annual Visitation	Seasonality/ Distribution of Visitors	Source of Visitors	Pricing	Hours Open	Season	Governance
New London	(continued)						
Ocean Beach Park	205,000 ²⁴	July is busiest ²³	Used to have many from Western MA, but due to their recent problems, now most are from CT (especially Hartford area). However, they are now increasing advertising in the mid-west and other areas. ²³	Adults \$1 Children \$.50, \$9.00/car on weekends ²⁴	Daily 9am-10pm	Sat. before Memorial Day-Labor Day	City of New London ²³
Shaw Mansion	1,500-2,000 ¹⁷	June-Sept is busiest ¹⁷	Mostly NY and N.E. ¹⁷	Adults \$2 Children \$.50 Seniors \$1.50	Wed.-Fri. 1-4 Sat. 10-4	Closed in Jan.	New London County Historical Society; Non-profit. ¹⁷
Thames Science Center	25,000 ²	June-Aug is busiest ³¹	Mostly CT ³¹	Adults \$2 Children \$1	Mon.-Sat. 9-5 Sun. 1-5	Year-round	Non-profit organization; tax exempt ²
U.S. Coast Guard Academy	30,000-50,000 ¹⁵	June-Oct is busiest ¹⁵	All over, especially CT, NJ and PA ¹⁵	Free	Daily 9-5 Tall Ship Eagle open Fri.-Sun. 1-5 when in port	May-Oct.	U.S. Coast Guard ¹⁵

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Attraction	Annual Visitation	Seasonality/ Distribution of Visitors	Source of Visitors	Pricing	Hours Open	Season	Governance
Groton							
Ebenezer Avery House	2,000-3,000 ²¹	June-Aug. ²¹	Mostly CT ²¹	Free	Week-ends 1-5	Memorial Day-Labor Day	Owned by the State of CT, operated by the Avery Memorial Association, on the grounds of Fort Griswold State Park ²¹
Fort Griswold State Park	36,690 ¹⁹	June-Aug is busiest ¹⁹	Most from CT (e.g. school groups), others from all over ²¹	Free	Museum & monument open Memorial Day-Labor Day, Daily 9-5, Labor Day-Columbus Day, week-ends 9-5	Park open year-round	Owned by the State of CT, managed by the Department of Environmental Protection, State Parks Division ¹⁹
USS Nautilus Memorial	282,000 ⁶	July: 60,000 Aug: 60,000 ⁶	Mostly from N.E., but increasing foreign visitors ⁶	Free	April 15-Oct.14, Wed.-Mon. 9-5; Otherwise Wed.-Mon.9-3:30	Closed third week in March, first week in June, third week of Sept. and second week in Dec.	Federally owned (Navy) ⁸
Mystic							
Denison Homestead	Under 1,000 ³⁰	July-Sept busiest ³⁰	All over the country ³⁰	Adults \$2.50 Children \$1	Wed.-Mon. 1-4	May 20-Oct.14	The Denison Society, Inc. (non-profit) ³⁰

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INVENTORY OF ATTRACTIONS IN THE PROJECT AREA**

Attraction	Annual Visitation	Seasonality/ Distribution of Visitors	Source of Visitors	Pricing	Hours Open	Season	Governance
Mystic (cont)							
Denison Pequotsepos Nature Center	12,000 ¹⁸	April-June busiest, and summer-camp ¹⁸	Southeastern CT and RI ¹⁸	Adults \$1 Children \$.50	Nov.-April Tues.-Sat. 9-4, Sun. 12-4; May-October Mon.-Sat. 9-5, Sun. 12-5	Year-round	Non-profit, private ¹⁸
Haight Vineyard and Winery Wine Education Center	Not available	June-Sept busiest ³	Mostly NY, NJ, MA, CT, RI ³	Free admission ³	Mon.-Sat. 10-6, Sun. 12-5	Year-round	Owner: Sherman Haight, corporation, for profit. ³
Mystic Marinelife Aquarium	750,000 ⁵	April-June: 28% July-Sept: 45% Oct-Dec: 13% Jan-Mar: 14% ²⁷	Mostly metro NY ²⁹	Adults \$8 Children \$5 Seniors \$7	Daily 9-5:30 July 1-Labor Day, otherwise 9-4:30	Year-round	Sea Research Foundation (private, non-profit) ²⁹
Mystic Seaport	425,000 ⁷	June-Aug. is busiest ¹⁴	Summer: 1/3 of people come from outside N.E./Mid-Atlantic, 1/3 NY/NJ ⁷	Adults \$14 Children \$8.75	Spring, daily 9-5; summer, daily 9-8, Oct.-April, daily 10-4	Year-round	Private, non-profit ¹⁴

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Attraction	Annual Visitation	Seasonality/ Distribution of Visitors	Source of Visitors	Pricing	Hours Open	Season	Governance
Mystic (cont)							
Olde Mystic Village	200,000 ¹⁶	July- Oct is busiest ¹⁶	PA, NY, NJ, N.E. Also, locals shop here ¹⁶	Free	Mon.-Sat. 10-6, Sun. 12-5	Year-round; June-Oct. free entertainment on Sat. and Sun.	Shops all owned by different people, but the Visitor's Center is a private, for profit organization owned by Gregory Esposito ¹⁶ (runs ads for the local shops, etc.)
Whitehall	Under 500 ¹²	July & Aug busiest ¹²	All over ¹²	Adults \$2 Children \$1	Wed.-Sun. 1-4 and by appt.	May 1-Oct.31	Stonington Historical Society, non profit ¹²

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Attraction	Annual Visitation	Seasonality/ Distribution of Visitors	Source of Visitors	Pricing	Hours Open	Season	Governance
Waterford							
Colonial Village	660-790 ¹⁰	July is busiest ¹⁰	Most from N.E., some from mid- west. Locals (CT) come for special events ¹⁰	Free	Mon.-Fri. 1-4 or by appt.	June 15- Sept.15	Incorporated, non-profit, land owned by town, buildings owned by Waterford Historical Society. Money comes from the town. All workers are volunteers. ¹⁰
Harkness Memorial State Park	178,000 (used to be 250,000 but since 1985 the buildings have been closed- only grounds are open) ²⁸	May-Oct.: 60% of all visitors ²⁸	2/3 from CT (especially inner cities), 1/3 from N.E. and elsewhere ²⁸	Weekdays \$3 for CT vehicles, \$4 otherwise; week-ends \$4 for CT vehicles, \$6 otherwise. Off-season- free	Greenhouses used to be open Memorial Day-Labor Day, daily 10-5, now they and the mansion are closed due to poor condition. ²⁸	Grounds open year-round, but now basically just for picnicking and summer concerts- the gardens may not be planted this year due to lack of staff ²⁸	Department of Environmental Protection, State of CT ²⁸

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Attraction	Annual Visitation	Seasonality/ Distribution of Visitors	Source of Visitors	Pricing	Hours Open	Season	Governance
Old Lyme							
Florence Griswold Museum	12,000 ²	June-Oct. is busiest ¹³	Most from CT, others from MA, RI, NJ, NY and PA. A few from elsewhere ²⁰	Adults \$2, children under 12 free	June-Oct. Tues.-Sat. 10-5, Sun. 1-5; Nov.-May, Wed.-Sun. 1-5	Year-round	Lyme Historical Society, Inc; tax exempt ²
Lyme Academy of Fine Arts	4,000 + ³²	May- early Aug is busiest ³²	Local, New England and Mid-Atlantic ³²	Free	Mon.-Fri. 9-5, Sat. 9-4, Sun. 1-4	Year-round	Non profit, tax exempt ³²
Lyme Art Association	7,000 ²⁵	June-Oct is busiest ²⁵	New England ²⁵	Donation	Call for schedule	Year-round, changing exhibits ²⁵	Incorporated, non-profit, owned and operated by its members ²⁵

**TABLE A-4
INVENTORY OF ATTRACTIONS IN THE PROJECT AREA**

Sources:

1. Michelin Tourist Guide, New England, Michelin Travel Publications, Greenville, SC, 1991.
2. The Official Museum Directory, Reed Publishing, New Providence, NJ, 1992.
3. Phone Interview with Barbara Clarke, Manager, Haight Vineyard and Winery Wine Education Center, 6/1/93.
4. Classic Connecticut Vacation Guide, State of Connecticut Department of Economic Development, 1992.
(everything without a footnote comes from this source)
5. Interview with Peter Arnold, VP Finance, Mystic Marinelife Aquarium, 3/17/93.
6. Interview with Bill Galvani, Curator, Nautilus Memorial Library and Museum, 3/30/93.
7. Interview with Tom Aageson, VP for Marketing and Merchandising, Mystic Seaport Museum, 3/17/93.
8. Phone Interview with Lt. Commander Mark Ginda, USS Nautilus Memorial, 6/2/93.
9. Phone Interview with Lois McDonald, Associate Curator, Monte Cristo Cottage, 6/2/93.
10. Phone Interview with Helen Bush, Curator, Colonial Village, 6/1/93.
11. Phone Interview with Elizabeth Knowles, Executive Director, Lyman Allyn Art Museum, 6/1/93.
12. Phone Interview with Mary Thatcher, President, Stonington Historical Society, 6/2/93.
13. Phone Interview with Theresa Kus, Business Manager, Florence Griswold Museum, 6/2/93.
14. Phone Interview with Tricia Wood, Publicist, Mystic Seaport, 6/2/93.
15. Phone Interview with Officer Craft, Public Affairs Office, US Coast Guard Academy, 6/2/93.
16. Phone Interview with Ann Gaucher, Co-Manager, Visitor's Center, Olde Mystic Village, 6/2/93.
17. Phone Interview with Will Hare, Director/Curator, New London County Historical Society, 6/2/93.
18. Phone Interview with Maggie Philbrick, Director, Denison Pequotsepos Nature Center, 6/3/93.
19. Phone Interview with Jill Carr, Executive Secretary, Department of Environmental Protection, State Parks Division, 6/3/93.
20. Phone Interview with Kathy Berry, Development Director, Florence Griswold Museum, 6/3/93.
21. Phone Interview with John Lincoln, Park Supervisor, Fort Griswold State Park, 6/4/93.
22. Phone Interview with Glen Dryer, Director, Connecticut College Arboretum, 6/8/93.
23. Phone Interview with Rob Pero, Head Cashier, Ocean Beach Park, 6/8/93.
24. New London Day, City Says Ocean Beach Ready for a Turnaround, Stephen Greenlee, 5/30/93.
25. Phone Interview with Linda Legassie, Director, Lyme Art Association, 6/8/93.
26. Phone Interview with Mary Beth Baker, Administrator, Antiquarian Landmark Society, 6/8/93.
27. Mystic Marine Aquarium, Historical Data, 3/22/93.

**TABLE A-4
INVENTORY OF ATTRACTIONS IN THE PROJECT AREA**

28. Phone Interview with Susan Morgan, Secretary, Harkness Memorial State Park, 6/9/93.
29. Phone Interview with George Donnelly, Director of Marketing, Mystic Marinelife Aquarium, 6/9/93.
30. Phone Interview with Anne Collier, Director, Denison Homestead, 6/15/93.
31. Phone Interview with Marjorie O'Toole, Director of Public Programs, Thames Science Center, 7/6/93.
32. Phone Interview with and fax from Lee Howard, Director of Development, Lyme Academy of Fine Arts, 7/7/93.
33. Phone Interview with Jonathan Johnson, Sons of the American Revolution, 7/21/93.

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Transportation

New London/Groton is accessible by all modes of transportation, including plane, boat, car, train, and bus. Interstate 95 runs right through New London, and is a major thoroughfare for people traveling from Boston to New York by car or bus. Data in Table 5 shows recent vehicle volume on I-95 at the Groton counting station, as well as a derivation of potential visitor traffic. If a factor of 2 is applied to these vehicle counts, an estimate of visitors on I-95 is over 6 million. Trains and buses also stop in New London from Hartford, Providence, Boston, and New York, as well as intermediate points. New London is also one of only three stops on the express trains between New York and Boston. There is an airport in nearby Groton as well, which has flights to all of the nearby cities. Perhaps the best source of visitation, however, derives from the cross-sound ferry system, of which New London is the hub. All ferries going to and from Long Island leave from New London. The State Heritage Park visitor center would be within walking distance, and visible from the ferry docks. The ferry has become increasingly popular in the last decade, and passenger usage has increased significantly. In the past three years, the number of passengers has increased from 665,000 to 730,000 people annually, as shown in the text table below:

	Passengers	Autos	Trucks
1990	665,000	260,000	10,000
1991	700,000	272,000	11,000
1992	730,000	290,000	11,000

Transportation (continued)

Although the cross-sound ferry contributes to tourism potential, one constraint in the past has been that people don't spend much time in New London. The creation of the Heritage Park is one way in which length of stay of visitors may be increased. It is hoped that its close proximity to the ferry landing will attract passengers and encourage them to lengthen their stay in New London.

The public transportation access between towns in the survey area is available through a bus system known as SEAT (South East Area Transit), which services the entire survey area on a regular schedule. This allows for people to travel from town to town without driving, and makes the Heritage Park more accessible. SEAT has definite limitations for serving tourist visitors, however, because it is oriented primarily to local employment travel (i.e. working commuters).

Other public transportation systems include AMTRAK and the INtercity busses. Public transportation is centered in downtown New London with the train, inter-city, city, and local bus systems and ferries, all adjacent to the downtown parking deck.

Downtown New London has excellent accessibility from I-95, the major arterial that connects New London and Groton. Thames Street in Groton also has relatively good access to I-95. Data in Table A-5 shows daily traffic patterns on I-95 and derives estimates of "visitor" traffic on I-95, representing 2.9 vehicles or, at 2.5 persons per vehicle, 7.2 million persons.

**TABLE A-5
AVERAGE DAILY TRAFFIC GROTON STATION**

	Vehicles	Excess over Average of Low Period ¹	Estimated Non-Commuting, Non-Commercial Traffic
January	46,160	-	-
February	47,890	-	-
March	51,350	1,440 x 31 =	44,640
April	55,390	5,480 x 30 =	164,400
May	58,850	8,940 x 31 =	277,140
June	64,620	14,710 x 30 =	441,300
July	70,390	20,480 x 31 =	634,880
August	73,860	23,950 x 31 =	742,450
September	61,740	11,830 x 30 =	354,900
October	57,120	7,210 x 31 =	223,510
November	54,820	-	-
December	50,776	-	-
AVERAGE:	57,700	NA	NA
TOTAL:	21,060,500	NA	2,883,220

1. Jan., Feb., Nov., Dec., (49,910).

Source: State of Connecticut Department of Transportation, and the Office of Thomas J. Martin.

Economic Impact of Tourism

The economic impact of tourism on the State of Connecticut and New London is substantial. The most recent study indicated the following:

Employment in tourism 1989 was provided for 100,160 workers.

Total tax revenues, direct and indirect, generated by tourism in 1989 amounted to \$317,220,000; tourism-related local taxes were \$131,040,000 in 1989.

Every dollar of traveler spending results in an additional \$0.52 in spending by suppliers and their owners and their employers in Connecticut.

Each job created in the travel industry supports an additional 0.35 jobs outside the industry. Each dollar in wages produces an additional \$0.52 in wages outside the industry.

The largest impact was produced by travelers staying at hotels/motels/resorts. This category produced \$1.352 billion.

Data in Table A-6 summarizes this information. Data in Table A-7 shows the origin of visitors to the state.

**Table A-6
ECONOMIC IMPACT OF TOURISM
1989**

	State	New London County	Percentage
Employment	100,160	11,480	11
Wages	\$1,359,350,000	\$138,920,000	10
Taxes			
State	\$317,210,000	\$35,200,000	11
Local	\$131,040,000	\$12,200,000	9

Source: Economic Impact of the Connecticut Travel and Tourism Industry. 1989

Table A-7
ORIGIN OF OUT OF STATE VISITORS

FROM	% To Connecticut	% To New London
New York Metro	27.5	26.0
Other New York	8.9	12.4
New Jersey	9.7	11.8
Pennsylvania	7.1	11.0
Other New England	23.5	18.9
Other States	18.2	14.1
Foreign	5.2	5.8

Source: Economic Impact of the Connecticut Travel and Tourism Industry. 1989