

# THE CITY ON THE MOVE



*Warwick*  
RHODE ISLAND

[www.movetowarwickri.com](http://www.movetowarwickri.com)

# MAYOR'S MESSAGE



**Mayor Avedisian**

## ***Note From the Mayor***

Dear Friends,

I am pleased to present this economic development report. Many residential and commercial properties have been fully restored following the floods of last March and turned the disaster to their benefit, with improved facilities and equipment post-flood. Our Sewer Authority and Animal Shelter, under more than six feet of water, also reopened last summer, with upgraded systems and technology, and some new policies in place thanks to lessons learned.

We've also welcomed a diverse mix of new businesses to Warwick and in the fall celebrated the opening of the InterLink, the long-awaited intermodal train station near T.F. Green Airport. City staff is currently working with Goody, Clancy and Associates to finalize and adopt the Warwick Station Development District Master Plan, which will guide development of 1.5 million square feet for mixed uses. The Plan, among other things, will also promote shared parking, walkability and connectivity within the district, attract new businesses and the workforce they rely upon; offer convenient residential and commuter opportunities; and create a strong, vibrant sense of place that will appeal to businesses, residents, developers and tourists.

The state Department of Transportation continues work on the Apponaug Bypass project, set for completion in 2013. Coupled with proposed municipal "Village Zoning" amendments, these improvements will make Apponaug more pedestrian-friendly and offer expanded cultural and economic development opportunities; reduce existing traffic concerns and attract more businesses and tourists to the area; and complement the state EDC's renewed commitment to "main streets" as a cornerstone of its job growth strategic plan.

The City has recently begun an update of its Comprehensive Plan, required by state law to help shape policies and actions relating to future development and its impacts. Part of this 18-month process will include soliciting input from residents and business owners. If you own property in the City of Warwick, or are looking to locate here, I urge you to become involved. A project website, [www.warwickcompplan.com](http://www.warwickcompplan.com), has been developed for the new Comprehensive Plan, called **21st Century Warwick: City of Livable Neighborhoods**, and will be the central information source for the planning process.

Our Department of Tourism, Culture and Development continues to work closely with the business and hospitality communities to attract companies and visitors to Warwick. Along with print, Internet and social media advertising, TCD offers a website, [www.movetowarwickri.com](http://www.movetowarwickri.com), specifically tailored to business' needs and offering a no-cost, searchable commercial property database, accessible to businesses and individuals alike.

This report contains a wealth of information about our city. I invite you to take a moment to learn more about the exciting projects underway in Warwick.

# KAREN'S MESSAGE

## ***Warwick's Unique Blend***

By focusing on Warwick's unique blend of assets, including its central location within Rhode Island and Southern New England, the Department of Tourism Culture and Development has been heading a strong marketing campaign directed at the economic benefits within the City of Warwick.

With connections by air, rail and land, all in one convenient location, businesses and tourists can realize the many benefits Warwick has to offer. And, in an effort to keep the public better informed, the department has increased its outreach through advertising and promoting the city at various events. Recently the team participated in a plethora of conferences and trade shows, including The Greater Providence Business Expo, World Trade Day at Bryant University, Statewide Business Afterhours, local business after hours events, and several economic summits and seminars. The department has strategically placed advertisements in high-visibility business media and publications, online and has advanced relations through social media and direct email campaigns.



**Karen Jedson**

The year also marked strong growth in technological advances, including the addition of [www.warwickmobile.com](http://www.warwickmobile.com). The mobile site is strategically marketed at heavy inbound traffic locations, including the airport and marina outlets. Use of the mobile site from a smart phone allows a business executive or visitor the opportunity to quickly access important information on the city in regard to easily accessible taxi service, restaurant location and mapping services to name a few. This is just another way the department is making sure that Warwick is viewed in a positive light by those exploring our area.

Additionally, among our efforts to promote local businesses, during the holiday season and beyond, we produced a campaign around local shopping called "Shop Warwick". The campaign not only allowed people to get interested in the city by patronizing our local businesses, but they were also entered into our database for future information and a chance to win a Warwick Shopping Spree.

Warwick's ***Stay Park and Fly*** initiatives also added to the economic base during the shoulder season. The campaign included advertisements that showcased incentives for travelers to not just utilize the airport, but to stay at local hotels, park for free and, ultimately, utilize local businesses. ***Stay Park and Fly*** was marketed in the Boston area as well as locally through various online publications.



# ECONOMICAL DEVELOPMENT

## NEW VILLAGE DISTRICT ZONE WILL MAKE DEVELOPMENT EASIER FOR VILLAGES

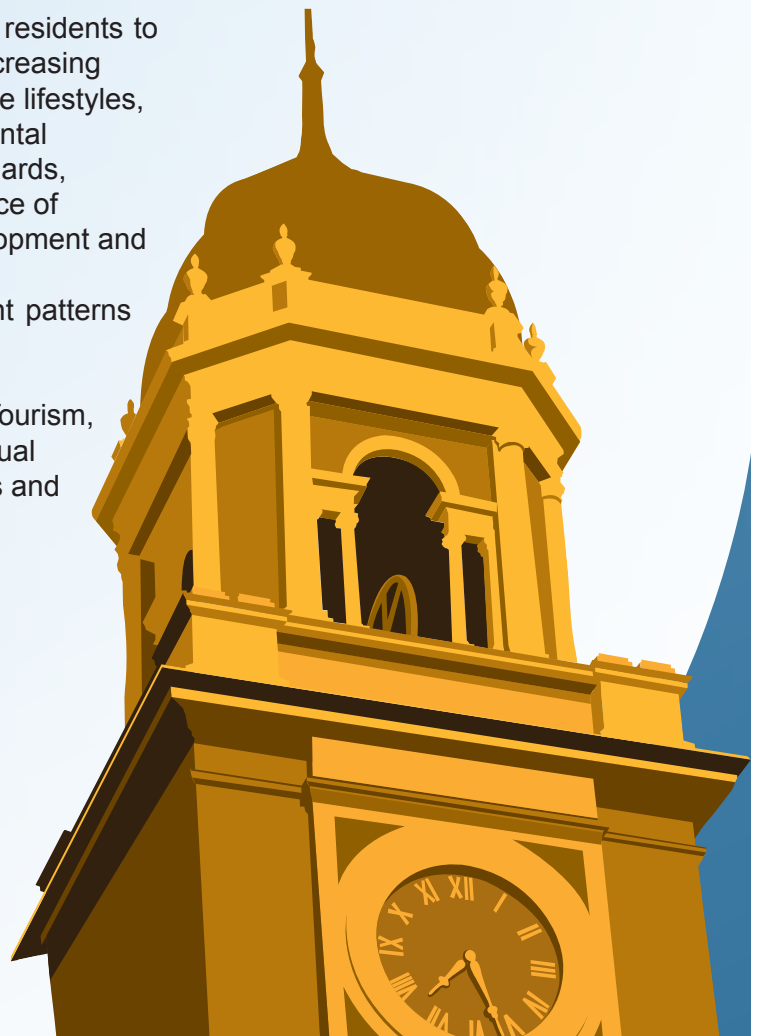
Comprised of more than 30 villages, Warwick is a vibrant mix of neighborhoods that work together to improve the quality of life in our city. In an effort to support the vibrancy of these villages and their businesses, Warwick is undertaking the development of a new Village District Zone.

The Village District Zone would recognize historic land use patterns and allow for greater flexibility in addressing the intrinsic characteristics of an established village, with a goal of revitalizing and creating new economic opportunities. The plan calls for new parking requirements and addressing building setback regulations in various villages in an innovative way. Encouraging mixed-use districts would offer “live/work” opportunities, providing both valuable local business opportunities and unique residential choices for citizens.

The “live/work” concept aims to reduce the need for residents to travel outside of the village to shop or eat, thereby increasing pedestrian activity, encouraging more physically active lifestyles, reducing fuel consumption and supporting environmental initiatives. With the incorporation of new design standards, Village District zoning will also improve the appearance of properties within the central village and enable development and re-development of village centers, like Apponaug and Conimicut, in keeping with their historic development patterns and with an eye to the future.

Finally, the new zoning will give our Department of Tourism, Culture and Development the ability to market individual villages as specialized destinations for local residents and out-of-state visitors alike.

*Warwick represents a **vibrant** mix  
of neighborhoods that **work**  
**together** to improve the **quality**  
of life in our city.*



# ONLINE DATABASE

## ONLINE DATABASE CONNECTS BUSINESSES WITH AVAILABLE PROPERTIES

### *Looking for a perfect space to relocate or expand your business in Warwick?*

Look no further than your computer. The Department of Tourism, Culture and Development's website offers a no-cost, searchable commercial property database. Launched two years ago as part of the department's online overhaul, this database on [www.movetowarwickri.com](http://www.movetowarwickri.com) has become a key tool in our ongoing mission to facilitate business growth and development within the City of Warwick.

The property listings on the site have detailed information regarding available space, including photographs, zoning, square footage, usage, tax information, Realtor contact, various other amenities and whether the property is available for sale or lease. It also includes buildings in close proximity to T.F. Green Airport and the InterLink train station. Listed properties are viewed on an average of 293 times each and are tracked on a weekly basis. Close work with area Realtors has allowed us to update the site regularly.

Thanks to its ease of use and range of properties, [www.movetowarwickri.com](http://www.movetowarwickri.com) is both a valuable marketing tool for local Realtors and business owners and an around the clock go-to resource for businesses seeking new space.



**The Department of Tourism, Culture and Development**

[www.movetowarwickri.com](http://www.movetowarwickri.com)

# TRAIN STATION

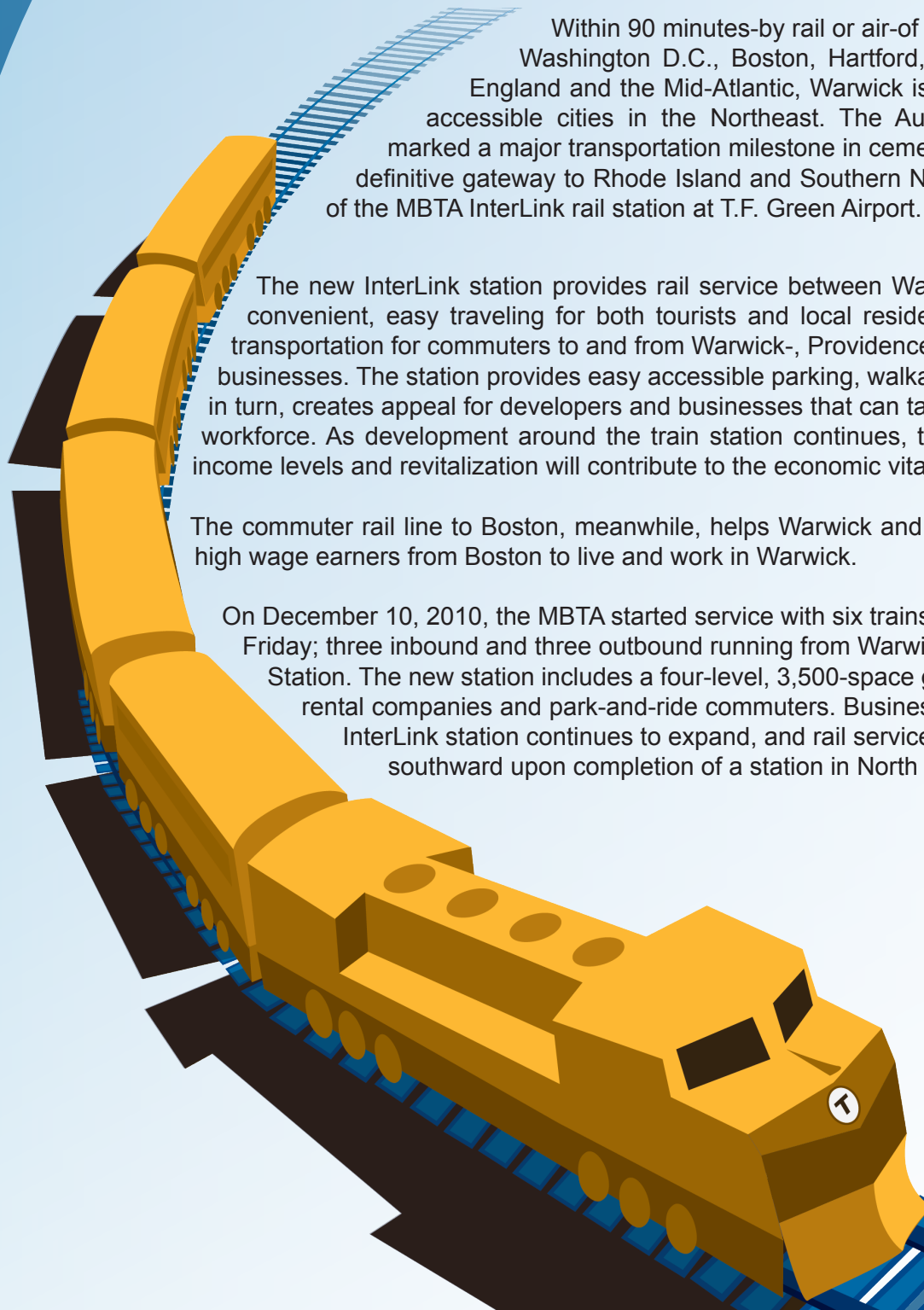
## NEW RAIL SERVICE MAKES WARWICK EVEN MORE ACCESSIBLE FOR BUSINESSES

Within 90 minutes-by rail or air-of New York, Washington D.C., Boston, Hartford, and most cities in New England and the Mid-Atlantic, Warwick is already one of the most accessible cities in the Northeast. The Autumn of 2010, however, marked a major transportation milestone in cementing our position as the definitive gateway to Rhode Island and Southern New England: the opening of the MBTA InterLink rail station at T.F. Green Airport.

The new InterLink station provides rail service between Warwick and Boston, offering convenient, easy traveling for both tourists and local residents, as well as facilitating transportation for commuters to and from Warwick-, Providence- and Boston-based businesses. The station provides easy accessible parking, walkability and connectivity that, in turn, creates appeal for developers and businesses that can take advantage of a moving-workforce. As development around the train station continues, the addition of jobs, higher income levels and revitalization will contribute to the economic vitality of Warwick.

The commuter rail line to Boston, meanwhile, helps Warwick and the entire region to attract high wage earners from Boston to live and work in Warwick.

On December 10, 2010, the MBTA started service with six trains daily, Monday through Friday; three inbound and three outbound running from Warwick to Boston's South Station. The new station includes a four-level, 3,500-space garage with facilities for car rental companies and park-and-ride commuters. Business development around the InterLink station continues to expand, and rail service will be extended southward upon completion of a station in North Kingstown later this year.





# TOURISM

## OUTREACH AND COLLABORATIONS HELP WARWICK BECOME A TOURIST DESTINATION

In 2010, Warwick's Department of Tourism, Culture and Development continued to promote tourism-often creatively collaborating with similar entities and agencies. This regional cooperation allowed the city to minimize expenses, continue to promote Warwick as a tourist destination and compliment efforts to market the state as a whole. Successful projects were completed with both the State Tourism Division and the Providence Warwick Convention and Visitors Bureau. Cooperative online and print advertising, and new maps and travel guides have afforded the department the opportunity to reach an even broader audience while using funds wisely.

Meanwhile, the city also expanded upon its technology with not only the mobile site, but with a QR code system that drives and tracks traffic to the comprehensive tourism website, [www.visitwarwickri.com](http://www.visitwarwickri.com). Site visitation has increased dramatically since these new technologies have been implemented.

The Department of Tourism, Culture and Development also participated in a range of regional events including the Big Eastern States Fair, the AAA Travel Show at Gillette Stadium and the Southern New England Bridal Show. Brochures we created to promote local businesses as part of our tourism efforts, including a Restaurant Guide, Travel Guide and Wedding Planner (which are also available online at [www.visitwarwickri.com](http://www.visitwarwickri.com) and [www.warwickweddings.com](http://www.warwickweddings.com)) were also distributed at these venues. Print and online ads to promote Warwick were strategically placed in a wide range of regional publications as an additional meaningful source of providing information to the traveling public.

## NON-PROFIT AND VILLAGE EVENTS HELP WARWICK TOURISM

Recognizing the limited resources available to non-profit organizations, but understanding that their activities bring countless tourists and, therefore, revenue to Warwick, the Department of Tourism, Culture and Development supported numerous events throughout the city in 2010.

The city assisted by including events on their calendar of events as well as providing the listings to other resources throughout the state. Among the activities supported were the Apponaug Village Festival, Fireworks in Oakland Beach, Pawtuxet Village's Gaspee Days Celebration and the Warwick Museum of Art's Ghost Tours. Events like these, and dozens of others, collectively bring hundreds of thousands of visitors to Warwick throughout the year and greatly support our local businesses and economy.



# ONE-ON-ONE

## MAYOR'S "ONE-ON-ONE" PROGRAM GENERATES POSITIVE FEEDBACK

Mayor Scott Avedisian and the Department of Tourism, Culture and Development continues the popular One-on-One program, an economic development initiative in which the mayor visits local businesses individually to provide owners and employees the opportunity to meet and personally discuss various issues. Because each One-on-One visit is profiled on our website, [www.movetowarwickri.com](http://www.movetowarwickri.com), the program also showcases to the public the wide variety of businesses to be found in Warwick, including manufacturing, new developments, hospitality and office complexes, as well as an eclectic mix of small businesses. On April 12, 2011, for example, Mayor Avedisian toured the Wildtree manufacturing plant, and had the pleasure of meeting Leslie Montie, founder and creator of Wildtree, and her parents, Frank and Judy, who help run and operate the company.

Wildtree is located at 555 Jefferson Boulevard in a 75,000 square foot facility, and employs over 50 people. This family owned business started in 1996 when Leslie discovered that her two young children had medical conditions requiring special dietary restrictions, so she began her search for healthy alternatives. Finding a void in this market, Leslie, with the help of her parents, began selling specialty blends at local cooking fairs and home parties. From there, the company grew into the thriving business that it is today.



Wildtree does not use any preservatives, additives, MSG or dyes in its products. The company was founded on the premise that food should be natural, nutritious, delicious and easy to prepare.

On September 16, 2010, the Mayor and representatives of the Department of Tourism, Culture and Development toured Learn All About It toy store, located in Cowesett Plaza at 300

Quaker Lane. This wonderfully unique toy store is owned and operated by Jeff Dronzek and his wife, Jennifer. Featuring educational toys for children ages 1-13, the store focuses on quality, affordable, hands-on toys. Some of their best selling products include locally designed puzzles, arts & crafts, science games, construction, books and outdoor games.

Learn All About It, a rare independent toy store in a market dominated by national chains, was recently voted "Best of Rhode Island" for a locally owned store by "Rhode Island Monthly Magazine". The store provides a personal touch, offering free gift-wrap and use of the store for birthday parties, and in addition, hosts community events at various times.





# RI FLOOD

## WARWICK AND ITS BUSINESSES RECOVER AND GROW

While the spring 2010 flood brought incredible devastation to Warwick, the months after that followed brought remarkable rebuilding, growth, and a sense of community to our city and its businesses.

In the days during and following the flood, the Department of Tourism, Culture and Development reacted quickly, calling business to keep them updated and informed on the situation. In addition, the office brought together various supporting agencies such as Federal Emergency Management Agency, Small Business Development Center, Department of Labor and Training and Secretary of State, at a forum held at City Hall that answered the most urgent questions and provided contact information when necessary. During the months since, we continue to keep our businesses informed via a direct email campaign, opening doors for communication regarding a variety of topics, from weather-related issues to important business incentives and programs.

In March, 2011, a year after the historic flood, the Warwick Mall welcomed back a newly redesigned Macy's department store, which opened as a new flagship store for the nationwide chain here in Warwick. With the completion of the hard work and dedication that went into revitalizing the entire Warwick Mall, this extraordinary accomplishment became the symbol of a brighter future for businesses within the city and throughout the state. Along with existing businesses that have recovered, restored, renovated and reopened, the Mall area also boasts several new high-profile chains that have chosen Warwick and are adding to the revitalization since the flood. Red Robin Gourmet Burger and Fat Belly's are just two that have chosen the Warwick Mall area to open new restaurant locations.

Meanwhile, the Department of Tourism, Culture and Development has assisted, and continues to help, businesses to both secure resources for rebuilding their businesses in flood-damaged areas, or to relocate to new spaces within the city. We continue to provide a listing of available property for businesses looking to expand existing operations or to relocate here at [www.movetowarwickri.com](http://www.movetowarwickri.com).



*Aftermath brings remarkable  
rebuilding, growth, and a  
sense of **community** to  
Warwick and its  
businesses.*

# NEW BUSINESS

## BUSINESS GROWTH CONTINUES IN 2011

Warwick experienced substantial growth in new building projects and business openings in 2010, a trend that continues into 2011 and is a hopeful sign of strong economic recovery. The city's Building Department recorded **\$17.8 million** in large-scale building projects, representing a 28% increase over 2009. Among the larger projects were Kohl's, Red Robin, Old Navy and Shaw's.

Along with these large additions to Warwick's business and economic landscape, the city is proud to support and nurture the fabric of our community: small businesses. In 2009, 70 smaller businesses had new building projects in. During the first four months of 2011, meanwhile, 621 of the 2,829 new businesses that registered with the state of Rhode Island were based in Warwick. We're proud that nearly a quarter of the state's new businesses chose Warwick as their home this year, and continue to strive to make the city a beacon for entrepreneurs and small businesses in the Ocean State.



*Warwick experienced substantial growth in new building projects and business openings in 2010, a trend that continues into 2011.*

# WARWICK HOTELS

## WARWICK, R.I. HOTEL REFERENCE

### **Best Western Airport Inn**

2138 Post Road | 737-7400

[www.bestwestern.com](http://www.bestwestern.com)

### **Comfort Inn**

1940 Post Road | 732-0470

[www.comfortinn.com](http://www.comfortinn.com)

### **Courtyard by Marriott**

55 Jefferson Park Road | 467-6900

[www.courtyard.com](http://www.courtyard.com)

### **Crowne Plaza Hotel at the Crossings**

801 Greenwich Avenue | 732-6000

[www.crowneplaza.com](http://www.crowneplaza.com)

### **Extended Stay America**

245 West Natick Road | 732-2547

[www.exstay.com](http://www.exstay.com)

### **Hampton Inn & Suites**

2100 Post Road | 739-8888

[www.hamptoninn-suites.com](http://www.hamptoninn-suites.com)

### **Hilton Garden Inn**

1 Thurbers Street | 734-9600

[www.hiltongardeninn.com](http://www.hiltongardeninn.com)

### **Holiday Inn Express Hotel & Suites**

901 Jefferson Boulevard | 736-5000

[www.holidayinnri.com](http://www.holidayinnri.com)

### **Homestead Studio Suites Hotel**

268 Metro Center Boulevard | 732-6667

[www.homesteadhotels.com](http://www.homesteadhotels.com)

### **Homewood Suites by Hilton**

33 International Way | 738-0008

[www.homewood-suites.com](http://www.homewood-suites.com)

### **La Quinta Inn & Suites**

36 Jefferson Boulevard | 941-6600

[www.lq.com](http://www.lq.com)

### **Motel 6**

20 Jefferson Boulevard | 467-9800

[www.motel6.com](http://www.motel6.com)

### **NYLO Hotel**

400 Knight Street | 734-4460

[www.nylohotels.com](http://www.nylohotels.com)

### **Radisson Airport Providence Hotel**

2081 Post Road | 739-3000

[www.radisson.com](http://www.radisson.com)

### **Residence Inn by Marriott**

500 Kilvert Street | 737-7100

[www.residenceinn.com](http://www.residenceinn.com)

### **Sheraton Providence Metro Center Airport Hotel**

1850 Post Road | 738-4000

[www.sheratonprovidence.com](http://www.sheratonprovidence.com)

### **3 Royal Waterfront Suites**

3 Royal Avenue | 323-3290

[www.3royal.com](http://www.3royal.com)



# CONTACT INFO

The City of Warwick is here to help with all your needs. For specific inquiries, please contact:

**Licensing Department:**

Warwick Police Department  
99 Veterans Memorial Drive  
(401)468-4340  
[wpdlicense@warwickri.com](mailto:wpdlicense@warwickri.com)

**Fire Inspection:**

Warwick Fire Department  
111 Veterans Memorial Drive  
(401)468-4050  
[wfd.admin@warwickri.com](mailto:wfd.admin@warwickri.com)

**Zoning Department:**

City Hall Annex  
3275 Post Road  
(401) 738-2000 x 6294  
[war.build@warwickri.com](mailto:war.build@warwickri.com)

**Planning Department:**

City Hall Annex  
3275 Post Road  
(401) 738-2000 x 6289  
[war.plan@warwickri.gov/planning](mailto:war.plan@warwickri.gov/planning)

**Building Department:**

City Hall Annex  
3275 Post Road  
(401)738-2000 x 6299  
[war.build@warwickri.com](mailto:war.build@warwickri.com)  
[www.warwickri.gov/buildingdept](http://www.warwickri.gov/buildingdept)

**City Hall**

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Warwick, RI 02886  
401-738-2000  
Fax: 401-732-7662  
[www.warwickri.gov](http://www.warwickri.gov)

Please call the **Department of Tourism, Culture and Development** office for business or tourism-related questions, or to learn more about how we can help you and your business. We'd love to hear from you!



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[www.visitwarwickri.com](http://www.visitwarwickri.com)

