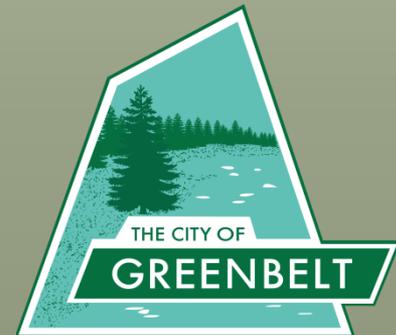


Economic Development Principles

August 6, 2018





Economic Development

- ✓ Vision
- ✓ Council Desired Outcomes
 - ✓ Short & Long- Term Action
 - ✓ Performance Measures
- ✓ Action Plan

2018 City Council Workplan



Outcomes



Enhance Sense of Community

HIGH PRIORITY

- Dog Parks



Economic Development and Sustainability

TOP PRIORITY

- Decide to hire an Economic Development professional

HIGH PRIORITY

- Establish Economic Development Goals



Improve Transportation Opportunities

HIGH PRIORITY

- Pedestrian/Bike Trail Implementation



Maintain Greenbelt as an Environmentally Proactive Community

TOP PRIORITY

- WMATA Trail



Improve and Enhance Public Safety

TOP PRIORITY

- Hire new Police Chief

HIGH PRIORITY

- Implement City-wide Camera Program
- Improve Lakecrest American Legion Intersection



Preserve and Enhance Greenbelt's Legacy as a Planned Community

TOP PRIORITY

- Greenbelt Road Study
- NCO Zoning



Promote Quality of Life for all Residents

HIGH PRIORITY

- Promote 2020 Census



Provide Excellent Constituent Services

TOP PRIORITY

- Stop the MagLev
- Move the administrative placement of the Animal Shelter

HIGH PRIORITY

- Support Greenbelt Theatre
- Expand Community Public Information Department



Maintain and Invest in Infrastructure

TOP PRIORITY

- Find a realistic location for the fire station
- Complete Phase 2 of Theatre Renovation

HIGH PRIORITY

- Repair the Dam



A shared vision to guide elected officials, City staff, advisory boards, and volunteers; provide predictability for current and future investors by describing desired community initiatives, assets, projects, and outcomes that Greenbelt will advocate for, invest in and evaluate accomplishments.

Vision

Conserve Greenbelt's appeal as a desirable, attractive, historic, charming small town with progressive, thoughtful planning and City services that generate increased revenues and opportunities for individuals and businesses to thrive. That revenue and opportunity should further support the community's long-term sustainability, as well as improve city services, social equity, and quality of life.

Activities

- Hire a Coordinator (Fall 2018)
- Survey Businesses
- Confirm Industry Targets
 - Aerospace
 - Earth Sciences
 - Engineering/Robotics
 - Medical
 - Government
 - Legal
 - Tourism



Business Minded

- Develop a Greenbelt Brand
- Promote Greenbelt & Greenbelt Businesses to Residents, Visitors, & Businesses
- Build Relationships with Businesses & Industries & Related Stakeholders
- Advocate for businesses and investors-Ombudsman
- Survey Business
- Reduce Office Space Vacancies
- Attract New Business
- Retain and Expand Existing Businesses

Housing Ready

- Improve Access to Assistance for Repair/Renovation of Homeowner Occupied Spaces
- Improve Access to Home Ownership Assistance for Potential and Existing Homeowners
- Support Access to Transportation and Safe Pedestrian/Bike Ways Linking Employment and Education
- Advocate for Affordable Housing Units, including Inclusion within Market Rate Housing Developments
- Advocate for Affordable Senior Housing Units

Business Ready

- Redevelop Buildings and Public Spaces
- Invest in Infrastructure Improvement & Maintenance
- Promote Improvements to Education and Workforce Development
- Preserve and Restore Buildings including Commercial and Residential Properties, Historic and Other ages recognizing the aging building stock
- Identify and Target Desired Industry Sectors
- Support Advertisement of Available Properties
- Land Bank- residential, commercial and open space for revitalization, repurpose and reuse (homes for renovation and resale to individuals for homeownership, shared housing, or other options)

Business Ready

- MD/193 Greenbelt Road Corridor Study Implementation
- Incubators
- Pop-up Businesses
- Land Bank (Commercial, Residential, Open Space)
- Workforce Development
 - Tutoring/GED, CARES/GAIL, coordination with employers, School System, University of Maryland, PGCC, State & County

Business Minded- Refine Incentives

- Small Business Assistance Fund
- Storefront Improvement Fund
- Business Retention Assistance Fund
- Business Attraction & Expansion Fund- (for example, jobs created or retained, equipment or technology improvements)
- Expedited plan reviews and inspections (for example, new schools, target industry)
- City Income Tax Credit- 5 year period for commercial revitalization in zones, targeted industry
- Special Tax District- for special services or improvements in the district
- Revolving Loan Fund- new businesses and expansion of existing businesses
- Support Grant Applications and Loans for Innovative Technology, Green Industry, Pop-up Businesses, & More

Grants and Loans

- Expand Roosevelt Center Loan Program
 - Increase \$25,000
 - Citywide
- Earmark additional funds to establish Revolving Loan Fund
- Consider additional owner desired special tax districts or other tools to provide services, support renovations, & infrastructure

Innovation Zone

- FY2019 City Legislative Item
- Incentives that replicate HUB Zone
 - Jobs
 - Sectors- ex., Medicine, Tech, Government
 - Commercial to Residential Units
 - Affordable Housing Units



Performance Measures- Accountability

Workforce Development

- Number of CARES & GAIL clients receiving services (counseling, job placement, and occupational training) - adults, dislocated workers, & youth
- Estimated Percent of clients placed in jobs- adults, dislocated workers & youth
- Estimated Percent of clients employed six months or after referral to workforce development services – adults & dislocated workers
- Number of Business Clients Referred/Connected to potential employees via CARES or GAIL

Job Creation and Retention

- Estimated jobs generated/retained by companies that received City assistance, including permit assistance efforts
- Type of Company: For example, Commercial/Retail
- Type of Job: New or Retained
- Number of Target Industry Jobs generated/retained from City efforts – for example, Medical or
- Aerospace
- Number of Businesses participating in the Enterprise Zone, Foreign Trade Zone, or other incentive programs

Business Outreach

- Number of Businesses receiving assistance, access to capital, technical or human resources support, & information
- Number of Unique website visitors to business section(s) of the City website
- Number of companies receiving permitting assistance
- Number of firms with which Economic Development Coordinator held meetings
- Estimated ratio of Greenbelt jobs to employed residents
- Unemployment rate in metro area/County
- Job gains/losses in area
- Business Survey- National Research Center's Main Street Business Monitor by industry type, firm size, and location. Scope and Outcomes of Council-approved agreements and policy incentives

Greenbelt as an Arts Center

- Percent of residents rating availability of diverse range of quality arts and cultural activities in Greenbelt as good or excellent
- Number of public art works in City's permanent collection
- Number of public art works in City's permanent collection rated in good to excellent condition
- Number of public art works temporarily displayed annually

Outreach

- Number of Small Businesses Assisted
- Number of Minority & Women Owned Businesses Assisted
- Number of Veteran Owned Businesses Assisted
- Number of Disabled Business Owners Assisted
- Investment in Designated Sections of Greenbelt (for example, Greenbelt Road, HUB Zones, Roosevelt Center, Greenbelt Station)

Greenbelt as an Arts Center

- Number of special events coordinated by the City
- Number of reported attendees at City-coordinated events
- Percent of residents rating City efforts at providing an adequate number and variety of outdoor special events as good or excellent
- City revenue from 'signature events (events & festivals solicited & supported by the City)'

Greenbelt as an Arts Center

- City grant funding awarded to support special events
- Total City grant awards and/or in kind support for festivals, parades, and celebrations, operating grants for arts and cultural groups, project and program grants for cultural groups, and other programs
- Number of arts and cultural grants awarded
- Percent of City-funded cultural organizations rating the City's grants program good to excellent based on responsiveness, timeliness, and integrity

Greenbelt as an Arts Center

- Percent of residents rating City efforts to enhance public spaces with art as good or better
- Percent of event organizers rating City services good to excellent
- Number of non-profit sponsored events
- Number of City-funded cultural organizations
- Attendance at Grantee programs