

ARPA Performance Indicator Report-Quarterly

Dept/Agency: Prince George's County Economic Development Corporation

Reporting Period: October 1, 2023 – December 31, 2023

Date: January 2, 2024

Narrative *Provide context to interpret the data below. Please include any necessary metric calculations/definitions.*

A. AI Empowerment Training:

The AI Empowerment Training was meticulously structured as a two-day program aimed at providing CEOs and business owners with a comprehensive understanding of artificial intelligence (AI) and guiding them on effectively scaling their businesses using AI platforms. The training covered fundamental aspects of how AI works and delved into practical applications within the business context. The primary objective was to empower participants with the knowledge and skills necessary to harness AI technologies for business growth. This initiative was particularly crucial in addressing the negative economic impact experienced during the COVID-19 pandemic. By equipping leaders with insights into AI, the program sought to facilitate innovation, enhance operational efficiency, and promote adaptability. Though not explicitly focused on public health, the training indirectly contributed to economic resilience and recovery by enabling businesses to navigate the challenges presented by the pandemic through technological advancements.

B. She Means Business (National Women's Small Business Month Summit):

The She Means Business summit was thoughtfully structured to coincide with National Women's Small Business Month and aimed to address the unique challenges faced by women entrepreneurs. Attendees engaged with a comprehensive range of topics, including women's certifications for County, State, and Federal business, access to capital, and strategies for forming essential relationships to foster business growth. The primary objective was to empower and support women in business by providing them with crucial resources and knowledge. While not directly addressing public health concerns, the summit contributed to the economic well-being of women-owned small businesses. By highlighting women business owners, offering information on certifications, and facilitating networking opportunities, the program aimed to mitigate the negative economic impact of COVID-19 on this specific demographic, fostering resilience and growth.

C. Contracting Opportunities: Building Together in Prince George's County:

The business event organized by the Prince George's County Economic Development Corporation, in collaboration with Metro DC Hispanic Contractors, focused on offering valuable resources and information to small contractors. The structured program included insights into resources available for small contractors in the county, construction contract opportunities within Prince George's County, and potential collaborations with local construction companies. The primary objective was to provide targeted support to small contractors and stimulate economic activity in the construction sector. This initiative directly addressed the negative economic impact of COVID-19 on small businesses, particularly in the construction industry. By presenting opportunities and resources, the program aimed to create job opportunities, foster growth, and contribute to the overall economic recovery of Prince George's County.

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Performance Measure(s)

Project ID/Name	Unit of Measure	Measure Name	FY22	FY23	FY24	FY25	FY26
Project ID Grow Prince George's	Number of	Small businesses served this year to date (by program if there are multiple small business assistance programs)			330		
	Number of	New small businesses served this quarter that were not reported last quarter			208		
	Number of	Jobs created because of services rendered			18		

Project Status:

Not Started ; Completed less than 50 percent ; Completed 50 percent or more ; Completed

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Disaggregation *To the extent possible, please disaggregate your data entered above by relevant factor such as race, ethnicity, gender, income, or any other relevant factor.*

Project ID/Name	# of Businesses	FY	Race/Ethnicity (Identifying as:)	Gender	Income	Disability in Household
XXXXX: AI Empowerment Training	28 (18 NEW JOBS)	24	African-American/Black: 20 Asian/Pacific Islander: 3 Caucasian/White: 1 Hispanic/Latino: 4 Minority: 16 Veteran: 1 Woman: 10	Women: 10 Men: 18	\$0-250k: 19 \$250-500k: 3 \$500k-2M: 2 \$2M+: 4	7
XXXXX: She Means Business	126	24	African-American/Black: N/A Asian/Pacific Islander: N/A Hispanic/Latino: N/A Minority: N/A Veteran: N/A Woman: N/A	Women: 122 Men: 4		
XXXXX: Contracting Opportunities	54	24	African-American/Black: N/A Asian/Pacific Islander: N/A Hispanic/Latino: N/A Minority: N/A Veteran: N/A Woman: N/A	Women: 24 Men: 30		