

**COUNTY COUNCIL OF PRINCE GEORGE'S COUNTY, MARYLAND**

**2000 Legislative Session**

Resolution No. CR-46-2000

Proposed by The Chairman (by request – County Executive)

Introduced by Council Members Wilson and Bailey

Co-Sponsors \_\_\_\_\_

Date of Introduction July 25, 2000

**RESOLUTION**

1 A RESOLUTION concerning

2 Prince George's County Economic Development Strategy

3 For the purpose of adopting a Prince George's County Economic Development Strategy.

4 WHEREAS, economic development is most successful when and where it is done in  
5 partnership with the public and private stakeholders in a community; and

6 WHEREAS, in order for the full potential of each stakeholder to be realized, their efforts  
7 need to be guided by a commonly-developed and commonly-supported economic development  
8 strategy; and

9 WHEREAS, under the direction of the County Executive, a proposed Economic  
10 Development Strategy has been developed by the staff of the Prince George's County Economic  
11 Development Corporation (EDC) in collaboration with many Prince George's County business,  
12 community and governmental representatives; and

13 WHEREAS, the EDC Board of Directors recommended such draft Strategy to the County  
14 Executive, and the County Executive now recommends it for adoption by the County Council;  
15 and

16 WHEREAS, the State of Maryland, pursuant to Article 83A, Section 5-1405 of the  
17 Maryland Annotated Code, provides that a project that is funded by a grant from the Maryland  
18 Economic Development Assistance Fund to a local government, and carried out by the local  
19 government, must be consistent with the strategy or law for economic development of the county  
20 or municipality in which the project is located.

21 NOW, THEREFORE, BE IT RESOLVED by the County Council of Prince George's  
22 County, Maryland, that the proposed "Economic Development Strategy for Prince George's

County, Maryland”, as attached hereto and made a part hereof, is hereby approved.

BE IT FURTHER RESOLVED that all stakeholders from the County’s community, business and governmental sectors are encouraged to work collectively to implement such Strategy, as it may be revised from time to time, to improve the economy and quality of life in Prince George’s County, Maryland.

Adopted this 25th day of July, 2000.

COUNTY COUNCIL OF PRINCE  
GEORGE'S COUNTY, MARYLAND

BY: \_\_\_\_\_  
Dorothy F. Bailey  
Chair

ATTEST:

\_\_\_\_\_  
Joyce T. Sweeney  
Clerk of the Council

**ECONOMIC DEVELOPMENT STRATEGY**

**FOR**

**PRINCE GEORGE'S COUNTY,**

**MARYLAND**

**Wayne K. Curry**  
**County Executive**



## TABLE OF CONTENTS

Preface.....	i
Goals Statement .....	1
Objective 1. Retain and Expand Existing Businesses .....	2
Objective 2. Attract Appropriate New Businesses .....	3
Objective 3. Provide and Promote Quality Public School Education and Quality Job-Training and Placement Services .....	4
Objective 4. Promote the Retention, Attraction and Growth of Certain Target Industries .....	5
➤ High-Technology Target Industry Sector	
➤ Retail Target Industry Sector	
Objective 5. Develop and Implement an Effective Growth Management System, Coupled with a Fair and Expeditious Permitting and Licensing Procedure.....	7
Objective 6. Encourage the Revitalization and Redevelopment of Inner- Beltway Communities.....	8
Objective 7. Assist and Promote Small and Minority Businesses.....	9
Objective 8. Vigorously Promote the County as a Place in Which to Invest, Work, Live, Visit, and Recreate.....	10
Objective 9. Encourage International Trade and Commerce .....	11
Objective 10. Secure and Raise the Funding Necessary to Effectively Implement the Economic Development Strategy .....	12

## **PREFACE**

This Economic Development Strategy is a document that was developed from the suggestions of the many business, government and community representatives who generously shared their time and thoughts during a series of interviews and meetings, from mid-1998 to the present.

Economic development is most successful where it is done in partnership with all of the public and private stakeholders in a community. In order for the full potential of each partner to be realized, their efforts need to be guided by a commonly developed and commonly supported economic development strategy.

It is hoped that this document, amended as necessary, can serve that purpose. The County's Economic Development Strategy should be reviewed and refined every three to five years, in order that it remain focused on the then current economic development challenges and opportunities facing Prince George's County.

## **GOALS STATEMENT**

The goals of the Prince George's County Economic Development Strategy are to help encourage and guide the collective public and private efforts of the County's governmental, business and civic leaders to maintain and grow a strong and diverse local economy, which provides outstanding job opportunities for all, enhances the local tax base and maintains and improves the County's quality of life.

## **Prince George's County Economic Development Strategy**

### **Objective 1. Retain and Expand Existing Businesses**

- Develop and regularly implement a public/private business visitation program, in order to be as aware as possible of the individual and collective needs of existing County businesses.
- Develop a list of target industry sectors, to help focus retention and expansion efforts.
- Respond quickly and aggressively to the needs of existing companies, especially those who need more space or might be considering relocating outside the County.
- Develop and maintain an inventory of industrial and commercial space.
- Make sure that the development review and permit process is expeditious and fair.
- Determine what incentives, if any, might be used to support retention and expansion efforts.



## **Prince George's County Economic Development Strategy**

### **Objective 2. Attract Appropriate New Businesses**

- Develop a list of target industry sectors most appropriate for and most likely to be attracted to Prince George's County.
- Develop a cost-effective marketing plan to successfully reach and attract target businesses.
- Develop and seek County-wide use of a new marketing logo and slogan. Seek support and involvement of the Prince George's County Conference and Visitors Bureau, business organizations, etc. in using a new logo and slogan.
- Leverage County business attraction resources and efforts with regional and state business marketing programs.
- Develop a special initiative to recruit additional, prominent, minority-owned businesses to Prince George's County.
- Make sure that the development review and permit process is expeditious and fair.

## **Prince George's County Economic Development Strategy**

### **Objective 3. Provide and Promote Quality Public School Education and Quality Job-Training and Placement Services**

- Support efforts to assure that graduates of Prince George's County Public Schools are prepared to be workers well qualified for the needs of the County's current and future employers.
- Help to promote the successes of Prince George's County Public Schools.
- Better link job-training programs to economic development initiatives.
- Coordinate the efforts of the County's Workforce Services Corporation and all other educational, job-training and business organizations to effectively and efficiently support workforce preparedness efforts.

## Prince George's County Economic Development Strategy

### Objective 4. **Promote the Retention, Attraction and Growth of Certain Target Industries**

In order to assure the maximum results from the County's business retention and attraction efforts, a special focus should be given to a limited number of industry sectors most appropriate for Prince George's County.

Although additional sectors are needed, the following sectors are initially targeted:

#### ➤ **High-Technology Target Industry Sector**

- Develop specific strategies to retain, expand and attract high-tech companies.
- Promote the fact that numerous high-tech companies, agencies and institutions are already in the County by designating and marketing an area called the "Prince George's County High-Technology Triangle".
- Support the high-technology incubator concept and develop a plan to keep high-technology firms, which are graduating from such incubators, in the County.
- Support technology transfer efforts involving local universities and federal government agencies.
- Enhance and market the technology locally available, to attract firms to the County which have the potential to utilize and commercialize this technology.

## **Prince George's County Economic Development Strategy**

### **➤ Retail Target Industry Sector**

- Create a public/private initiative to develop a retail strategy for the County.
- In order to attract additional upscale-retail into certain target areas of Prince George's County, aggressively recruit the appropriate upscale-retailers and developers who cater to them.
- Develop a program to revitalize older, distressed, neighborhood retail areas and shopping centers in target communities around the County.
- Recruit finer restaurants for certain target locations.
- Determine and provide whatever incentives, if any, might be required to support strategic retail development.

## Prince George's County Economic Development Strategy

### Objective 5. **Develop and Implement an Effective Growth Management System, Coupled with a Fair and Expeditious Permitting and Licensing Procedure**

- Utilize Commission 2000 to create a balanced and effective growth management initiative for the County.
- Conduct an analysis of the County's development review and permit process. Make any necessary changes to assure that the process is expeditious and fair and that Prince George's County is perceived as the most business – friendly jurisdiction in the region.

The analysis should be conducted by the County's core government development review, permitting and licensing agencies, in partnership with appropriate private sector representatives.

## **Prince George's County Economic Development Strategy**

### **Objective 6. Encourage the Revitalization and Redevelopment of Inner-Beltway Communities**

- Seek new resources and programs to promote inner-beltway investment and job creation.
- Utilize the State's Enterprise Zone Program and "Smart Growth" legislation as aids to inner-beltway revitalization.
- Coordinate the efforts of the Prince George's County Economic Development Corporation, the Prince George's County Department of Housing and Community Development, the new Redevelopment Authority, Revenue Authority and other public or private entities with resources and the capability to help promote inner-beltway development and redevelopment.
- Develop a program to promote neighborhood commercial revitalization.
- Coordinate inner-beltway economic development efforts with public safety efforts.
- Explore the utilization of the State of Maryland's Brownfields Programs and Federal Brownfields Programs to help prepare abandoned and potentially contaminated sites for development.

## **Prince George's County Economic Development Strategy**

### **Objective 7. Assist and Promote Small and Minority Businesses**

- Work to increase cooperation between and seek to leverage the programs of all public and private organizations who assist and promote the development of small and minority businesses.
- Assure that the financing and technical assistance needs of small and minority businesses are adequately met.
- Explore the development of small business incubators in various parts of the County.

## Prince George's County Economic Development Strategy

### Objective 8. **Vigorously Promote the County as a Place in Which to Invest, Work, Live, Visit and Recreate**

- Develop a common, mutually-reinforcing marketing plan (new logo and slogan), in conjunction with the Prince George's County Conference and Visitors Bureau and other potential marketing partners.
- Leverage and seek to coordinate the marketing efforts and resources of industrial, commercial and residential developers and brokers.
- Explore ways to market the County via the presence of its professional and semi-pro sports teams, race tracks, theme parks, Interstate 95, the Potomac River, Andrews Air Force Base, NASA, etc.
- Strategically support County arts and cultural activities as way of maintaining and improving the quality of life required to successfully promote economic development.
- Where possible, support new projects that will increase tourism and convention activities in the County and support efforts to assure that the County's conference, convention and tourism infrastructure (hotels, meeting space, etc.) meets the needs of opportunities available in the market place.
- Support efforts to increase the quality and availability of executive housing, as a means retaining and attracting business leaders.
- Develop a public/private employee recruitment and relocation package to assist expanding existing companies, or those considering relocating to the County, to assure the employees they need.



## **Prince George's County Economic Development Strategy**

### **Objective 9. Encourage International Trade and Commerce**

- Support efforts to encourage and assist County businesses to develop new and increased exports of their products and services.
- Develop international trade and commercial relations with countries providing the most opportunities for County firms and the County, as a whole.
- Support trade and commerce with the County's Sister Cities and Sister Regions.
- Effectively manage and market the County's Foreign Trade Zone.

## **Prince George's County Economic Development Strategy**

### **Objective 10. Secure the Funding Necessary to Effectively Implement the Economic Development Strategy**

- Apply for all federal and state economic development grants and other resources, for which the County and other public and private entities might be eligible.
- Consider developing and supporting additional entities which may be eligible for economic development funding not otherwise available in Prince George's County.
- Increase the amount of private sector funds used to support economic development in Prince George's County.
- Develop and utilize economic development incentives and funding mechanisms that are performance-based (i.e. generate adequate numbers of jobs, investment and tax revenues from their use).