



PRINCE GEORGE'S COUNTY ECONOMIC DEVELOPMENT CLUSTER TOOLS & INCENTIVES



**ANGIE RODGERS, DCAO
ECONOMIC DEVELOPMENT**

**DAVID IANNUCCI, President & CEO
ECONOMIC DEVELOPMENT CORP**

**DAWN MEDLEY, President & CEO
FINANCIAL SERVICES CORP**

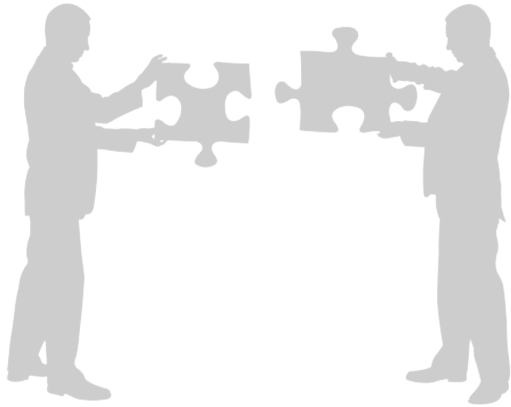


TAX PILOTS & TIFS



DEAL STRUCTURING

RISK ADJUSTMENT & PERFORMANCE OUTCOMES

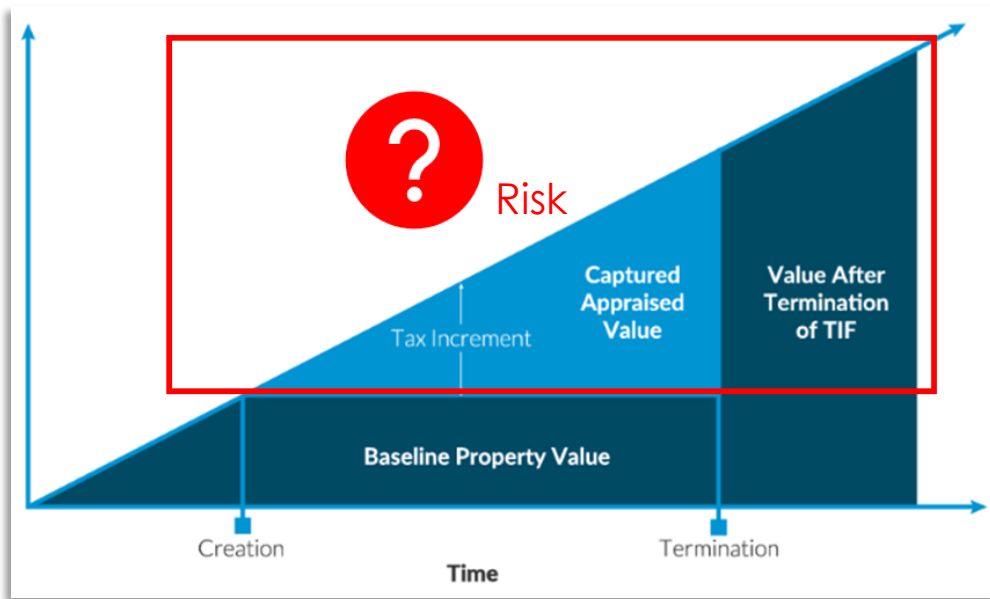


“In business as in life,
you don't get what you deserve
you get what you negotiate”

- TIFs & PILOTs typically represent complex larger-scale deals, each requiring significant levels of regulatory and market-based insight

- Risk/ reward profiles and negotiating dynamics can vary widely depending on many attributes, such as deal party type, point in the deal life cycle and term

- Private sector counterparts will typically engage a team of specialists, requiring a higher level of service from the County, both for ease of doing business and protecting its interests



LOWER RISK		HIGHER RISK
	←→	
Pay-as-you-go	←→	Pay Upfront
Note	←→	Bond
Back-Up Assessment	←→	Backed Only by Increment
Clawback	←→	No Clawback

THE INSTITUTIONAL PLATFORM

- Deal advisory at the intersection of policy & business
- Offers prospects a higher level of engagement and service for complex transactions
- Uncovers insights to support the County's risk-adjusted performance requirements



DEDICATED PLATFORM OFFERINGS

- DEAL ADVISORY
- TRANSACTION MANAGEMENT
- UNDERWRITING

Strategic
Process

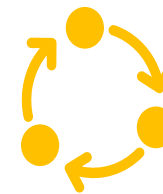


Standardized
Data



INTERNAL INFRASTRUCTURE
&
VALUE POINTS

Defined
Toolkit



Structured
Incentives



*It would have
happened anyway !!!*

*But For !!! But For !!!
\$\$\$*



A strict framework guiding deal structuring removes the emotion & the “noise”



Focus is shifted away from the “business of incentives”, to engineering economic impact



This allows us to focus on the end goal of achieving risk adjusted & performance-based results for the County and its residents

DEAL STRUCTURING FRAMEWORK

1. RFI

2. Financial Modeling/ Standardizing

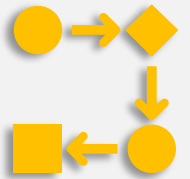
- Assumption Check
- Scenario Analysis: Economic Impact/ Community Benefits/ Regulatory
- First Round Risk Adjustment Provisions: Project Scope

3. Initial Proposed Deal Structure

4. Formal Negotiation of Terms

- Final Risk Adjustment Provisions: Legal Definitions vs. Market Interpretation
- Regulatory (MBE etc.)

5. Final Agreement



RISK ADJUSTED DEAL STRUCTURES



Addressing Potential Points of Failure & Performance Outcomes

💡 An RFI (Request for Information) constructed around market & business dynamics, can filter out bad deals quickly and efficiently

💡 If its not in the final agreement or adequately defined, then it doesn't exist...

💡 Performance hurdles bring out the truth vs. the "promises"

- Mitigate financial risk for the County
 - Don't just analyze- create counter proposals when needed!
- Ensure goals of proposed project are aligned with the County's economic development strategy
- Assess the viability of the project's financial projections against market conditions
- Ensure (direct) tax impact and public benefits have a favorable ROI when compared against "the ask"
- Structure measurable performance hurdles- Align milestone success of development phases with release of funds or claw-back
 - Actual development, not just MBE, CSB!



Prince
George's
county

MARYLAND



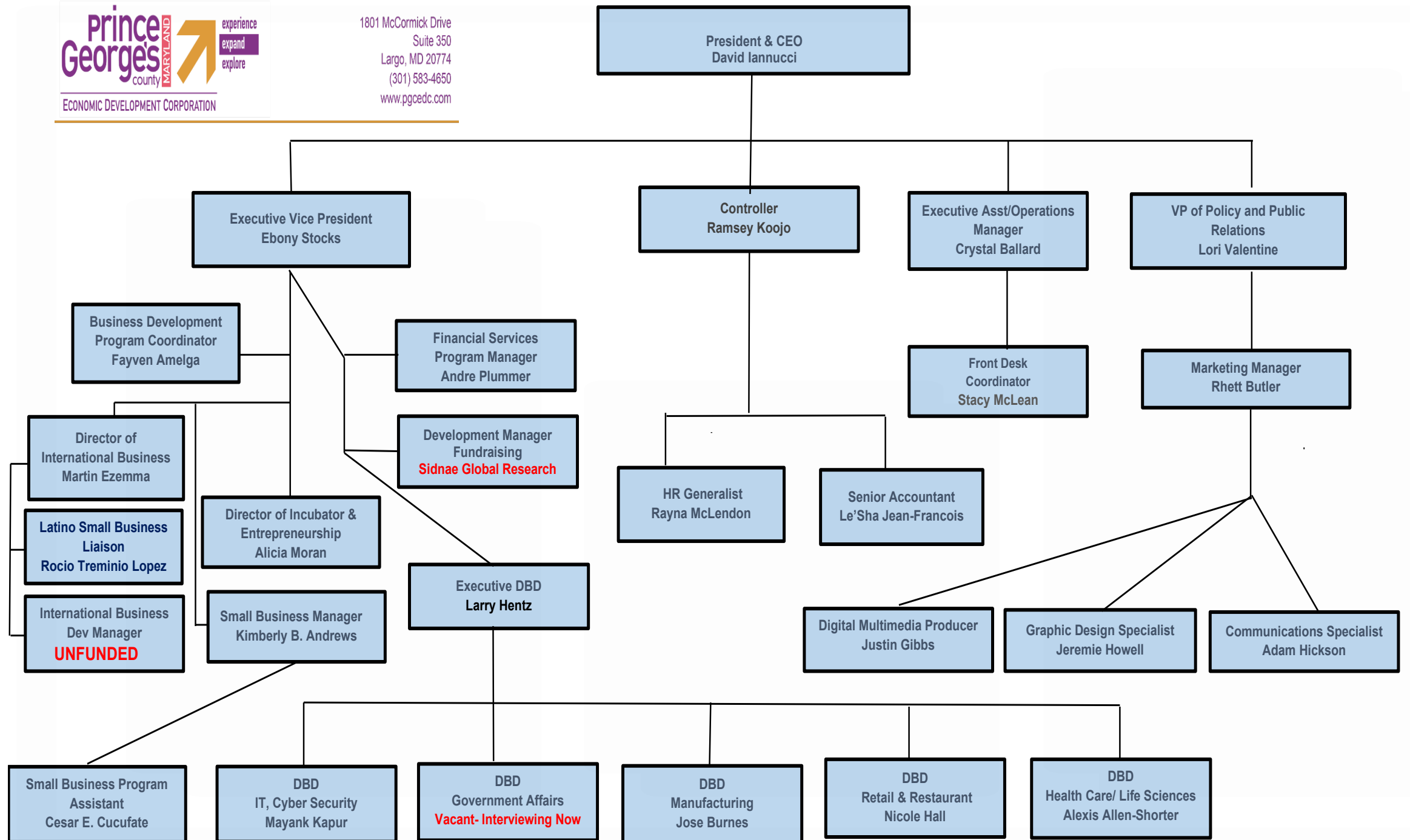
ECONOMIC
DEVELOPMENT
CORPORATION

GOVERNMENT OPERATIONS AND FISCAL POLICY COMMITTEE BRIEFING

Council Member Ingrid Watson, Chair

February 8, 2024





Prince George's County Economic Development Corporation Board of Directors 2024

NAME	COMPANY	OFFICE
ORLAN JOHNSON	TJC Consulting	Chair
MARVA JO CAMP	MJ Camp and Associates	Vice Chair
KERRY WATSON	Baltimore Orioles	Secretary
GARY MICHAEL	NAI Michael Companies	Treasurer
ANDREW ROUD	St. John Properties	
DR. PRABHUDEV KONANA	University of Maryland	
JAMES R. ESTEPP	Greater Prince George's Business Roundtable	
CONNI EVANS	The Ancon Group, LLC	
VACANT	Pepco Holdings	
NATE RICHARDSON	University of Maryland Capital Region Health	
AMANDA STEIN	Quantum Catalyzer	
SHARRARNE MORTON	Morton Media	
GOVERNMENT OFFICIALS		
MICHAEL JACKSON	State Senator	
SYDNEY HARRISON	Prince George's County Council	
ANGIE RODGERS	Office of the County Executive	
VACANT	Prince George's County Council	Council Alternate

WHO WE ARE... PRINCE GEORGE'S COUNTY LEADS THE WAY

BUSINESS ATMOSPHERE

- 498+ Square Miles
- 28 Million Visitors/Year
- Affordable Class A Office Space
- \$6 Billion Infrastructure Investment
- AAA Bond Rating
- \$50 Million EDI Fund
- County Incentives: TIFs, PILOTS, Tax Credits, Fee Waivers



EDUCATIONAL ATTAINMENT

- 40% of Residents have College Degrees
- Top Universities
 - Univ. Of Maryland
 - Bowie State University
 - PG Community College
- Culturally Diverse
- 94 Languages Spoken



ECONOMIC GROWTH

- \$3.2+ Billion Pipeline Development Projects
- #1 Leader in Job Growth
- 55,000+ Jobs Created 2011 - 2021
- 976,000 Residents
- Median Household Income in the Top 4% of Counties



WHERE WE ARE HEADING

Key County Drivers



BROADEN COMMERCIAL TAX BASE AND CREATE NEW JOBS

- Support Existing Business Retention and Expansion
- Attract New Enterprises
- Revitalization and Redevelopment of Targeted Shopping Centers inside the Beltway
- Attract Quality Retail, Entertainment and Restaurant Partners
- Grow and Support Technology Startups



TRANSIT ORIENTED DEVELOPMENT

- Attract Mixed Use Development with Diverse, Culturally Rich Amenities to TOD
- Establishing specific, identifiable character at priority TOD nodes
- Capitalize on 15 Metro Stations and Coming Purple Line



EMERGING URBAN LANDSCAPE

- Increase density inside the beltway
- Create Food Destinations in County Downtowns
- Targeted development to support increase foot traffic of major activity centers
- Seek density uses such as housing and office employment to increase spending power
- Address Food Desert and Access to Grocery Challenges



OVERRIDING ECONOMIC DEVELOPMENT PRIORITIES



- GROW JOBS IN THE COUNTY FOR COUNTY RESIDENTS
 - GROW THE COUNTY'S COMMERCIAL TAX BASE
- 

A background image showing a man and a woman in professional attire, smiling and looking towards the right. The image is overlaid with a semi-transparent purple filter. The man is in the foreground, wearing a dark suit and tie, holding a smartphone. The woman is behind him, wearing a light-colored blazer.

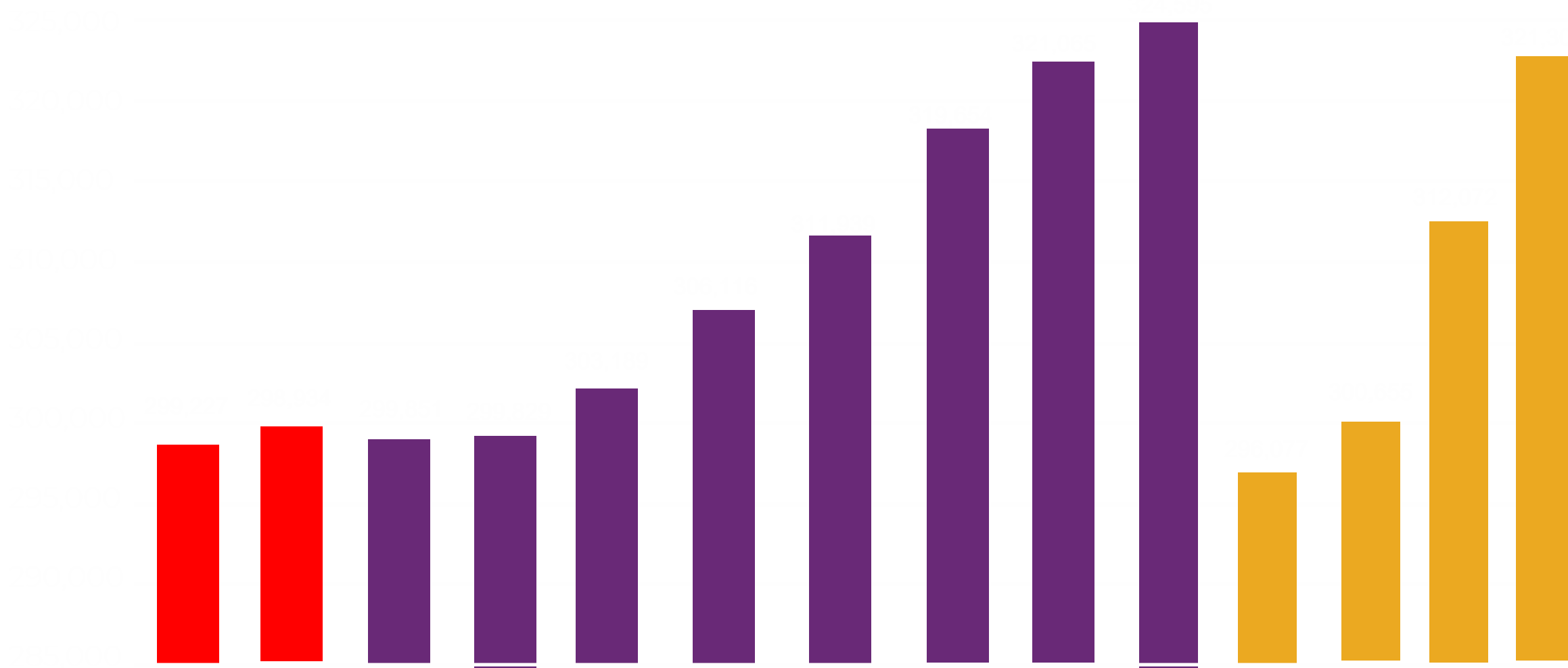
EDC CORE SERVICES

- Business Community Proponent
- Strategic Plan Update
- Site Selection
- Economic and Demographic Data
- Leasing and For-Sale contact information
- Permit Assistance
- Targeted Attraction and Retention
- Pre-submission meetings with multiple agencies
- Expedited Services
- Problem Solving and Intervention
- Identification of appropriate incentives
- Marketing, Promotion and Communication
- Networking and Connections

COUNTY'S AVERAGE ANNUAL EMPLOYMENT GROWTH BY QUARTER



(SOURCE: MARYLAND DEPARTMENT OF LABOR)



UNEMPLOYMENT RATES



Prince George's

November 2023
January 2024

1.9%
2.9%



Maryland

December 2023
January 2024

1.9%
1.8%



United States

December 2023
January 2024

3.4%
4.2%

MARKET PERSPECTIVE FOR PRINCE GEORGE'S COUNTY



- Impact of Teleworking
- Vacancy Rate at Record Levels
- Office Buildings Selling at 20% of 2017 value

NEW STRATEGIES FOR JOB GROWTH IN PRINCE GEORGE'S COUNTY

- Implement Full 2022 Strategic Plan
- Improve Local Business Climate
- Address Maryland vs Virginia Competitive Issues
- Housing Affordability
- Childcare Accessibility



FEDERAL JOBS INITIATIVE

County Residents Who Are Federal Employees 64,185

Federal Jobs In The County 30,700



U.S. Citizenship
and Immigration
Services

Headquarters - Branch Avenue

- 3,700 jobs (3,200 direct + 500 contractors)
- Occupied 4Q2020
- 1,100 additional jobs planned by 2026



Bureau of Labor Statistics Suitland Federal Center

- 1,800 Jobs
- 2022-2023



Bureau of Engraving and Printing - BARC

- 1,450 Jobs
- 2021 -2029



FBI Headquarters Greenbelt

- 7,500 Jobs
- 2026-2030



FBI MOVES HEADQUARTERS TO GREENBELT

- 7,500 Federal Jobs
- Future Contractor Concentration
- 42 Months to Start Construction
- Approximately three years to finish construction





Innovation Station Business Incubator Powered by PGCEDC

INNOVATION STATION BUSINESS INCUBATOR

Collaborative co-working space and business offices fostering peer-to-peer learning and accelerating company growth

- Innovation Station retains local jobs by assisting start up entities and established local businesses, as well as attracts regional and international businesses to our community.
- Innovation Station supports the economic development mission of PGCEDC by fostering job creation and business retention, attraction and expansion.

32

COMPANIES

8

INTERNATIONAL
COMPANIES

236

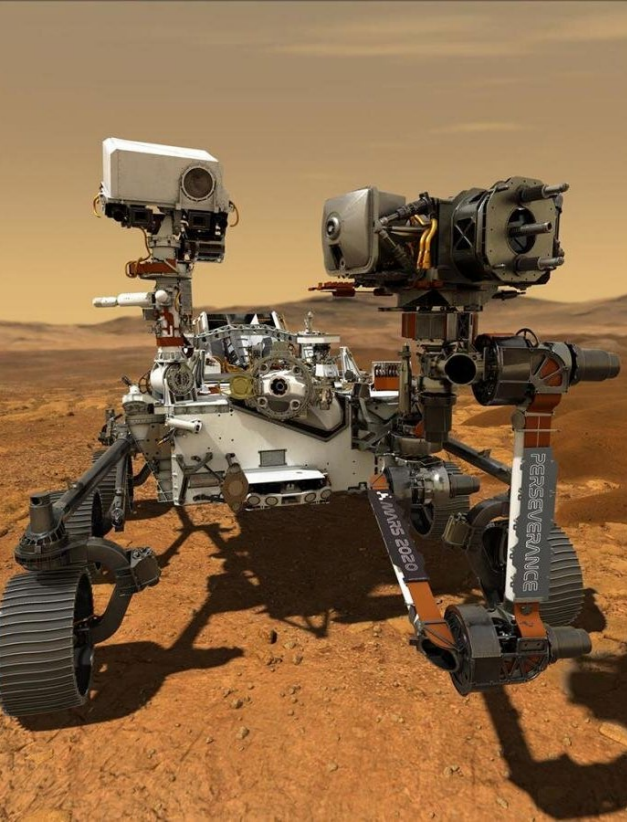
JOBS

18M

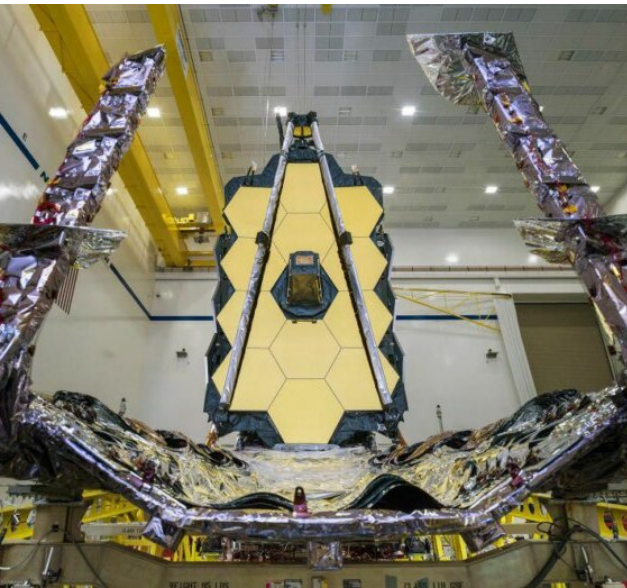
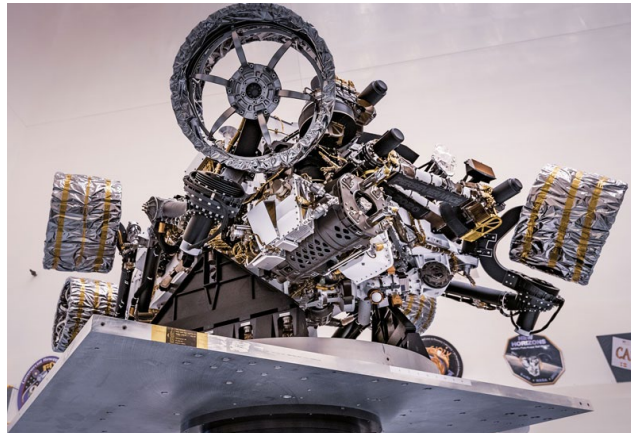
GROSS
REVENUE

245

CONTRACT
AWARDS



NASA GODDARD SPACE CENTER



- 10,000 Private and Federal Jobs
- Prince George's County (Greenbelt) Technology
- Launched Rovers
 - Curiosity
 - Perseverance
 - James Webb Telescope (Launched 2021)
- Goddard Earth Sciences Technology and Research (GESTAR II)
 - The center was established in November 2021 based on a cooperative agreement between the NASA Goddard Space Flight Center (GSFC) and 5 Universities.
- Risk of Federal Budget Cuts (Risk of 1,500 Jobs)



QUANTUM IN PRINCE GEORGE'S COUNTY

- QLab, a groundbreaking quantum research center, was developed with IonQ (NYSE: IONQ).
- IonQ Unveils Forte Enterprise and Tempo, Rack-Mounted Enterprise-Grade Quantum Computers for Today's Data Center Environments

COUNTY RETAIL STRATEGIC GOALS

1

Align retail development planning, policy, and investments with marketability:

Create places that support the location and demographic factors to enhance County marketability over the long term.

4

Repurpose or Redevelop Weaker Retail Centers:

Prioritize 27 centers inside the Beltway, evaluate and incentivize owners to convert these properties to other uses with stronger market potential

2

Target Retail Development Based on unique county attributes:

Market County locations to attract the upscale retailers that the County desires and its residents and employees demand, maintain significant ICSC visibility

5

Address LILA (Low Income Low Access) and Food Insecurity:

Aggressively pursue grocery brands to support communities with lower access to food.

3

Prioritize investments to optimize high-end retail attraction:

Create long lasting, high value places to support high-end retail over the long-term by prioritizing the investments and physical improvements that will enhance existing strong retail destinations.

COUNTY INCENTIVES AND TAX CREDITS

- EDI Fund
- Enterprise Zones
- Opportunity Zones
- Revitalization Tax Credit
- New Job Tax Credit
- High Tech Tax Credit
- Data Center Tax Incentives
- Green Business Tax Credit
- RISE Zone
- Grocery Store Tax Credit
- Community Property Improvement Program (RDA)
- Workforce Training Services and Grants
- Tax Increment Financing
- Payment in Lieu of Taxes
- Small Business Capital
- Connection to State Incentives

SMALL & MINORITY BUSINESS SERVICES

Did You Know: Over 90% of business in Prince George's County are considered "small"?

80% of the separate businesses PGCEDC interacts with are MINORITY owned

- Business Development Trainings & Workshops
- Access to Financing
- Connections with resource partners
 - SCORE, SBDC, PTAC, MWBC, TEDCO,
- Innovation Station Business Incubator and Co-working and Virtual space
- Connections to other Business Incubators
- Site Selection

18.4K

Social Media Followers

32.8K

Weekly Newsletter Readers

MARKETING & BRANDING

- Current PGCEDC Shows
 - Take Out Tuesday
 - Creando Exitos
 - Business Spotlight
 - Expansion Starts Here - The Podcast
 - Healthcare in 60 Seconds



PATHWAYS



ADDITIONAL RESOURCES & PROGRAMS



GROW PRINCE GEORGE'S

The Grow Prince George's Program is a comprehensive training series designed to support Black, Indigenous, Persons of Color (BIPOC), women and Latino entrepreneurs in Prince George's County. Participants will gain valuable knowledge and skills to enhance their entrepreneurial journey and achieve business success.

PATHWAYS



PATHWAYS

A dynamic series of programs that take a deep dive into important economic development and business topics dedicated to growing our local business eco-system.



BUY PRINCE GEORGE'S

Connecting and promoting local businesses with County residents shopping for goods and services through an online registry.

#BuyPrinceGeorges

ORIGINAL PGCEDC SHOWS



CREANDO EXITOS

"Creating Success" to connect Spanish speaking County Businesses with information and resources to help them thrive.



TAKE OUT TUESDAY

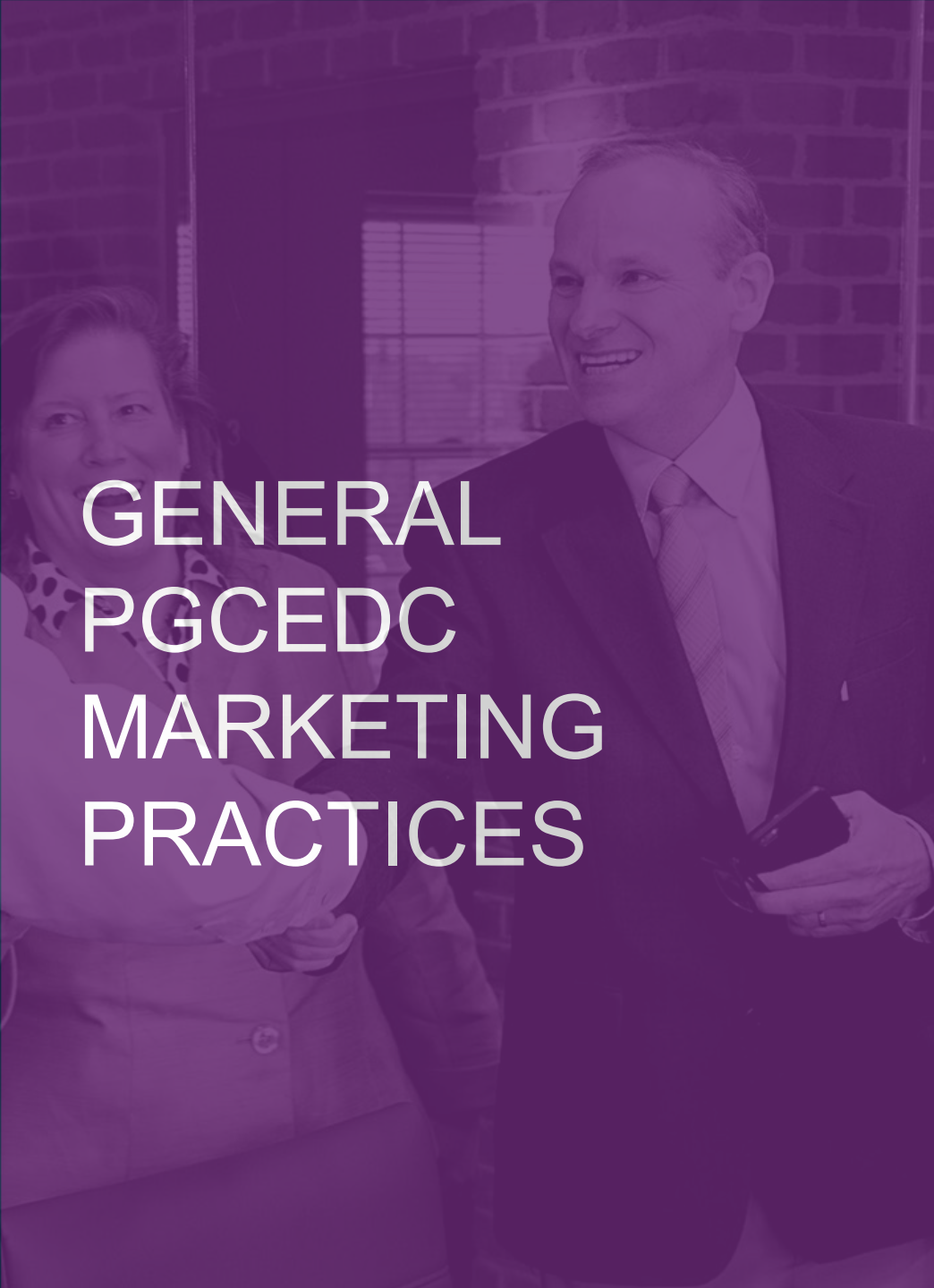
Calling all County foodies and beyond!
Explore all there is to eat in the County
and where you can #DinePrinceGeorges!



BUSINESS SPOTLIGHT

Showcasing local businesses making a
difference in Prince George's County

PGCEDC Marketing Strategy



GENERAL PGCEDC MARKETING PRACTICES

- Highlight the resources within the EDC for local business owners.
- Promote EDC programs as part of the expansion strategy in the region
- Promote EDC Events and Collaborative Partnerships
- Highlighting that Expansion Starts Here in Prince George's County.
- EDC Marketing efforts could be bolstered with additional funding to remain competitive in the region

EDC 5 YEAR ACCOMPLISHMENTS

- 46 new businesses attracted to the county
- 52 current businesses expanded in the county
- 10,456 full-time jobs created
- \$3,581,809,814 capital expenditures
- Created 64,665,865 square feet of commercial space expansion.





THANK YOU

PRINCE GEORGE'S COUNTY
ECONOMIC DEVELOPMENT CORPORATION



GOFP Committee Briefing February 8, 2024

Prepared by Dawn Medley, President & CEO

Our Team of Finance & Economic Development Professionals



DAWN R. MEDLEY
President & CEO



BEVERLY EVERSON-JONES
Chief Financial Officer



WILMA A. PEARSON
Administrative Services Manager



JAMES STEWARD SMITH
Vice President, Business Development



DIPTI PATEL
Vice President, Business Finance



KATHY MORANT
Portfolio Manager



DAISY NAMUKWAYA
Economic Impact Analyst



ANDREA SCHAUER
Senior Commercial Loan Underwriter



JENNIFER BURNETTE
Commercial Loan Settlement Coordinator



CHAKSHUSHA DAVE
Accountant



ROGER REYNOLDS
Marketing and Outreach Coordinator



JAMES JOHNSON
Finance and Operations Analyst



AUDREY CHANDLER
Commercial Loan Servicing Assistant



CHRIS GODFREY
Business Development Officer



YAKITA WILKINSON
Level Up Program Manager



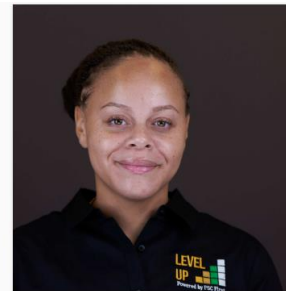
TAYLOR PROCTOR
Community Relations Coordinator



LISA CHEEK WILSON
Level Up Administrative Assistant



MAURCUS ROBINSON CATES
Small Business Technical Assistance Coordinator



JASMINE FORBES
Program Coordinator

CELEBRATING 45 YEARS OF “BLAZING TRAILS & EMPOWERING BUSINESSES”

Board of Directors



John Hale III, **Chair**
Founder & President
The Cornerstone Group



Shanton Kittler, **Vice Chair**
Senior Vice President
SBA Lending Manager
Main Street Bank



John Halley, **Secretary**
Vice President, Business
Banking Team Leader
M&T Bank



Terrence A. Beverly,
Treasurer
Senior Vice President,
Market Executive/C&I
Lending, Eagle Bank



Angie Rogers
Deputy CAO
Economic Development,
Prince George's County



Mirinda Jackson
MBE Compliance Manager
Prince George's County
Council



Garrett P Jackson
Senior Project Manager
Cerner Corporation



Valarie Dock
President
Bolana Enterprises Inc.



QC Jones
Managing Partner
Nolan MacKenzie



Greg Bedward
Attorney
Davis, Agnor, Rapaport,
Skalny Attorney at Law



Sonja Wells
EVP & Chief Lending Officer
City First Bank



Warren Burris
Senior Advisor to
Deputy Assistant
Secretary -
Department of
Housing & Urban
Development



Simone Johnson
Deputy City Administrator
Baltimore City, MD



Peter Sorge, Chairman Emeritus
Sorge & Associates

FSC First Impact Legacy

► **Business Development/Technical Assistance**

2,853 Businesses received financial counseling services.

109 Average number of businesses assisted annually.

► **Loans Approved**

\$162,504,090 in Loans Approved

► **Loans Closed & Funded**

\$109,611,067 in Loans Closed & Funded

► **Additional Public/Private Funds Attracted**

\$1,501,877,491 Leveraged

11:1 Leverage Ratio over 26-year period

► **Jobs Supported**

13,861 Over a 26-year period

12,153 Over the last 10 years (or 88%)

► **Commercial Tax base Contribution**

\$246,510,436 **Tax Assessment Value**

Growth in Tax Assessment Value for the properties in our portfolio that required construction and leasehold improvements to accommodate our borrowers. Tax Assessment value grew from \$95,807,764 to \$342,318,200 (67% increase in Assessment value)

\$3,518,703 **Additional Taxes Collected Annually**

91% of loans in the active portfolio are Prince George's County businesses

*Data for 26-year accomplishments also include 6 months of FY 24 (July 1, 2022- December 31,2023)

FSC First Loan & Grant Programs - \$50+ Million

U.S. Small Business Administration

SBA 504	Unlimited up to \$5.5 Million per loan
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State of Maryland

VLT FLEX Fund	\$10.2 Million Revolving
Microenterprise Loan Fund	\$400,000 Revolving
SSBCI	\$1 Million

Local Municipalities & County Agency

City of Bowie RLF	\$400,000 Revolving
City of Mt. Rainier RLF	\$1 Million
EDC Business Expansion Fund	\$300,000 Revolving

Prince George's County Council

Small Business Capital & Growth Stimulus Program	\$3 Million (PENDING FUNDING)
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Green Bank

Commercial Property Assessed Clean Energy (C-PACE)	Unlimited
Green Energy Loan Fund	\$6 Million

Corporate Partners

Strive for 35 (Washington Gas & Light)	\$500,000
Healthcare Capital Fund (UMMS)	\$1 Million
Capital One Microenterprise Loan Fund	\$600,000

County Executive's Office

Economic Development Incentive (EDI) Fund	\$50 Million Revolving (\$25 Million Available)
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Grant Programs

Purple Line Business Assistance Fund (County Council)	\$450,000 (FULLY DISBURSED)
Purple Line Commerce 1.0 & 2.0	\$1,685,000

FSC First Loan Programs

- **SBA 504** - supports 2nd trust loans for acquisition of owner/occupied real estate, long-term leasehold improvements, and machinery & equipment purchases. Loan Amount: \$250,000 - \$5.5 Million

- **Small Business Growth Fund (SBA Community Advantage)** - supports the day-to-day operations, smaller real estate transactions & equipment. Typical Loan Amount: \$25,000 - \$250,000 - **PROGRAM SUNSETTED**
RETURNING APRIL 2024 AS THE COMMUNITY THRIVE FUND

FSC First Loan Programs

- **VLT Small Business FLEX Fund** - intermediary lender for the State Department of Commerce -- supports working capital needs, without requiring a government guarantee or the funding of loan loss reserves. Loan Amount: \$25,000 to \$250,000
- **Microenterprise Loan Program** - supported by the MD Dept of Housing & Community Development for direct lending for working capital and equipment. Loan amount \$25,000 - \$50,000
- **SSBCI** - the State Small Business Credit Initiative is a federal program that seeks to provide loan and equity capital to small businesses throughout the State of Maryland. Created to support very small businesses (“**VSBS**”) and to socially and economically disadvantaged individual led businesses (“**SEDis**”) or businesses operating in the CDFI investment areas. Loan Amount: up to \$250,000

FSC First Loan Programs

- **City of Mt. Rainier Million Dollar Incentive Fund** - Supported by the City of Mt. Rainier to provide incentives for businesses to relocate to, expand in, and undertake or invest in projects in the City of Mount Rainier that will provide jobs, increase the City's tax base, and improve the quality of housing and amenities available to City residents. Loans up to \$25,000
- **City of Bowie Loan Fund** - supports the day-to-day operations, equipment & working capital for businesses located in the City of Bowie. Loan Amount: \$25,000 - \$50,000
- **Business Expansion Fund** - Supported by the Prince George's County Economic Development Corporation to assist local, small & minority businesses in Prince George's County with bridge financing for business expansion with flexible financing options. Loan amounts: Varies.

CB - 62 - 2022

Prince George's County Small Business Capital and Growth Stimulus Program

Legislation establishes a non-lapsing fund from which the County shall provide funding for the programs authorized under this section. Initial funding \$3 Million.

Prince George's County Business Expansion and Start-Up Grant Program

- Maximum annual grant award from this program shall be \$250,000

Prince George's County Business Expansion and Start-Up Loan Program

- Maximum annual loan award from this program shall be \$250,000
- Loan repayment shall include 0% interest rates & 12 month payment deferment

Prince George's County Technology Incentive Program

- Matching grant funds up to \$250,000 for Maryland Biotechnology Investment Tax Credit recipients


Prince George's County NEW Technologies Incentive Program

- Maximum grant up to \$250,000 for County businesses in the quantum computing, bioscience, AI and cybersecurity sectors

Prince George's County Small Business Accelerator Program

- Grants awarded to foster the expansion or establishment of County, small, minority business capacity accelerator programs

FSC First Loan Programs

- 
- ▶ **Commercial Property Assessment for Clean Energy (C-PACE)** - provides for the financing of energy efficiency, renewable energy, and water conservation upgrades to commercial buildings. Upgrades are financed, up to 20% of appraised value, through an energy lender and then repaid via an annual assessment on the property tax bill over a long term. Implementation Plan recently submitted to the County Council. Loan Amounts: Varies.
 - ▶ **Green Energy Loan Fund** - a Pepco/Exelon sponsored program that supports an emerging industry in the County with direct loans, loan guarantees or loan loss reserves to back local banks that fund direct loans for commercial building energy efficiency improvements, energy conservation & renewable energy measures. Loan Amounts up to \$250,000 typically but flexible.

FSC First Loan Programs

- **Strive for 35** - Supported by the Washington Gas Light Company for the purpose of funding the development of minority-owned, women-owned, and service-disabled veteran-owned business interested in serving the natural gas industry. Loan Amount: \$50,000 - \$100,000.
- **Healthcare Capital Fund** - Supported by the University of Maryland Medical Systems this program created increase economic stability and growth that is associated with healthy communities; to promote good health in our communities, social determinants of health must be addressed so that everyone has an equal opportunity to access quality healthcare. Loan Amount: up to \$50,000
- **Microenterprise Loan Program** - supported by Capital One Bank for direct lending for working capital and equipment. Loan amount \$25,000 - \$50,000

FSC First Loan Programs

- ▶ **EDI Fund** - supports job creation & County's commercial tax base, longer repayment term and flexible interest rate to assist in the retention, attraction and expansion of County businesses. Designed to increase economic impact of public & private investment. Loan Amounts: Varies depending on economic impact
- ▶ Sub Programs:
- ▶ Special Assistance for Local Entrepreneurs (SALE)
- ▶ Capital Advantage Program (CAP)



EDI Fund Loan Case Study

Livingston Square \$24 Million Redevelopment

9580 Livingston Rd, Ft. Washington, MD

- ✓ \$2 Million Conditional EDIF Loan
- ✓ Prevented fresh food access void in the community by restoring a major grocer
- ✓ Retained 55 jobs * Will create 100 jobs by YE 2023
- ✓ Broadened the local economy & commercial tax base
- ✓ Special Assistance for Local Entrepreneurs (SALE) qualified under CB-78-2013
- ✓ Supported a small, local & minority owned developer
- ✓ Incentivized \$22 Million in private investment



Capital Stack & Loan Structure

EDI Fund	Bank	Equity & Take Back
\$2,000,000	\$16,123,610	\$6,141,204
	TOTAL	\$24,264,814

VLT FLEX Loan Case Study

21st Century Expo Group

National Harbor, MD

- ✓ \$250,000 VLT FLEX loan
- ✓ Funding for software upgrades, working capital and FF&E
- ✓ 15 new jobs created for County
- ✓ Minority and woman owned
- ✓ Increased commercial tax base



Capital Stack & Loan Structure

FSC First	Owner Equity	Total Project
\$250,000	\$0**	
	**100% funding due to previous lending record with FSC	\$250,000

Prince George's County &
Maryland Department of Commerce

Purple Line

Business Assistance Grant

Wednesday October 11, 2023 at 8 am
Casa Dora 1500 University Blvd E, Hyattsville, MD



Join us for breakfast and informational session about
the \$10K grant for businesses impacted by
construction of the Purple Line.

Purple Line GRANT

FSC First
CREATIVE BUSINESS FINANCING SOLUTIONS

APPLICATION ASSISTANCE MEETING



Attend the meeting for
free technical
assistance completing
the grant application.

OCT 21th 2023
123 Anywhere St., Any City, ST
12345
10AM - 2PM

FSC FIRST IS TAKING APPLICATIONS FOR THE PURPLE LINE BUSINESS ASSISTANCE GRANT. THE GRANT IS FOR PRINCE GEORGE'S COUNTY BUSINESSES LOCATED ALONG THE PURPLE LINE CONSTRUCTION IMPACTED CORRIDOR. IF YOU HAVE A BUSINESS IN THIS IMPACTED AREA, YOU MAY BE ELIGIBLE FOR \$10,000 IN ASSISTANCE.

REGISTER HERE:

Purple Line GRANT

FSC First
CREATIVE BUSINESS FINANCING SOLUTIONS

ASISTENCIA PARA LA SOLICITUD PARA LA BECA DE LA LÍNEA MORADA (PURPLE LINE GRANT)



Participe en la reunión para recibir asistencia técnica gratuita con el propósito de completar la solicitud para la beca de la línea Morada. (Purple Line Grant)

Lugar y Fecha:
Biblioteca Publica de Hyattsville -
6502 America Blvd, Hyattsville, MD
20782 - martes, 21 de noviembre,
12:00PM - 3:15PM [apertura 12:30 - 15:00]

FSC FIRST ESTÁ ACEPTANDO SOLICITUDES PARA LA BECA DE ASISTENCIA PARA EMPRESAS DE LA LÍNEA MORADA. LA ASISTENCIA ESTÁ DIRIGIDA A EMPRESAS DEL CONDADO DE PRINCE GEORGE UBICADAS A LO LARGO DEL CORREDOR DE CONSTRUCCIÓN IMPACTADO POR LA LÍNEA MORADA (PURPLE LINE). SI POSEE UN NEGOCIO EN ESTA ÁREA IMPACTADA, PUEDE SER ELEGIBLE PARA RECIBIR \$10,000 EN ASISTENCIA.

REGISTRESE: [HTTPS://RB.GY/JR28D6](https://rb.gy/JR28D6)

FSC First Grant Programs

- ▶ **Purple Line Business Assistance Fund** - designed to provide assistance to impacted businesses in the Purple Line Construction corridor to sustain operations.
- ▶ Grants \$5,000 - \$10,000
- ▶ **59% increase** in grants awarded through our intra-community efforts executed via community information meetings and multiple local application drives.



PURPLE LINE GRANT

FSC First
CREATIVE BUSINESS FINANCING SOLUTIONS

Purple Line

APPLICATION ASSISTANCE SESSION



Attend the session for free assistance completing the grant application.

Wednesday
MAR 6th 2024
HYATTSVILLE PUBLIC LIBRARY
6530 Adelphi Road, Hyattsville, MD
1 PM - 3:30 PM

FSC First is accepting applications for the Purple Line Business Assistance Grant. The grant provides financial support for Prince George's County businesses located along the Purple Line Construction Impacted Corridor in Districts 2 & 3). If your business is in this area and you are a first-time recipient, you may be eligible for \$10,000.

On Site Approvals!

REGISTER HERE:
[HTTP://TINYURL.COM/PURPLELINEMARCH6](http://tinyurl.com/purplelinemarch6)



Prince George's County & Maryland
Department of Commerce

Purple Line

Business Assistance Grant
Apply March 13 - May 12



ELIGIBILITY

- BUSINESSES CONFIRMED TO BE ADJACENT TO THE CONSTRUCTION PROJECT
- BUSINESSES THAT ARE IN GOOD STANDING WITH THE STATE OF MD
- BUSINESSES OPEN AND OPERATING; NO START-UPS
- IMPACTED BY PURPLE LINE CONSTRUCTION

USE OF FUNDS

- WORKING CAPITAL TO SUSTAIN OPERATIONS (I.E. RENT, UTILITIES, INSURANCE, INVENTORY)
- REHIRE OR RETAIN EMPLOYEES

\$5000 - \$10,000

To learn more about the Purple Line grant, access webinars in English and Spanish that assist you with applying and to apply for the grant, scan:



If you have questions or need technical assistance contact:
Taylor Proctor - tproctor@fscfirst.com
Kevin Berganza - kberganza@fscfirst.com

Administered By:
FSC First
CREATIVE BUSINESS FINANCING SOLUTIONS



LA BECA DE LA LÍNEA PÚRPURA

FSC First
CREATIVE BUSINESS FINANCING SOLUTIONS

Purple Line

SESIÓN DE ASISTENCIA PARA LA SOLICITUD



Asista a la sesión para obtener asistencia gratuita para completar la solicitud de subvención.

Miércoles
MAR 6th 2024
HYATTSVILLE PUBLIC LIBRARY
6530 Adelphi Road, Hyattsville, MD
1 PM - 3:30 PM

Está aceptando solicitudes para la Subvención de Asistencia Comercial de la Línea Púrpura. La subvención proporciona apoyo financiero para los negocios del Condado de Prince George ubicados a lo largo del Corredor impactado de la Construcción de la Línea Púrpura en los Distritos 2 y 3). Si su negocio está en esta área y usted es un beneficiario por primera vez, puede ser elegible para \$10,000.

Se Aprueba Inmediato!

Regístrese:
[HTTP://TINYURL.COM/PURPLELINEMARCH6](http://tinyurl.com/purplelinemarch6)

FSC First Grant Programs

- ▶ Purple Line Business Assistance Fund - designed to provide assistance to impacted businesses in the Purple Line Construction corridor to sustain operations.
- ▶ Grants \$5,000 - \$10,000
- ▶ Approximately \$500,000 more in grants available



The **Level Up Program** is an exceptional technical assistance system providing training, coaching, mentoring, networking and professional services to support and empower small and minority-owned businesses.

CAPITAL
MATTERS



TRACK 1

BUSINESS PREPARATORY SUPPORT

Equip yourself with the knowledge and tools to strengthen your loan application. Increase your chances of loan approval with our comprehensive support.

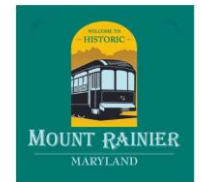
Presenter: Will Holmes, Will Homes Consulting

Level Up Partnership

LEVEL UP is a collaborative effort involving a consortium of partners dedicated to equipping businesses with practical tools to help them succeed.

The program has specific funding to support Prince George's County businesses. Prince George's County through an ARPA Grant is currently the primary funder.

This funding and program will end on 6/30/2024 without continued financial support.



Level Up Impact

2,313

Small Businesses Served

105

Events

1,357

Event Attendees

420

Technical Assistance Hours Given to Small Businesses

223

Coaching & Consulting Hours given to Small Business

Featured Programming

Capital Matters: Financing Fundamentals Track 1

Capital Matters Launch Event: Embracing Abundance in 2024

Date: Tuesday, January 9th from 5PM-7PM

70 Participants

Session 1: Financial Management Systems Part 1 - Key Documentation, Accounting Systems

Date: Tuesday, January 16th from 5:30-7PM

85 participants

Session 2: Financial Management Systems Part 2 –Financial Statements and Key Ratios

Date: Tuesday, January 23rd from 5:30PM-7PM

50 participants

Session 3: The Loan Application Process and Lender's Roundtable Panel Discussion

Date: Tuesday, January 30th from 5:30PM-7:30PM

42 participants

Level Up Program - Current Curriculum


MBOC MARYLAND BLACK CHAMBER OF COMMERCE


The Washington Metropolitan Area District Office of the U.S. Small Business Administration presents:

Understanding Cash Flow

WEDNESDAY, FEBRUARY 7, 2024
11 AM - 12 PM

SPEAKERS:




 **David Hincapie**
SBA
Economic Development Specialist and Veteran Business Development Officer

 **Randall Nixon, MA., GCB., JD.**
Ampley Heartstone Capital
CEO and General Counsel


Topics will include:

- The purpose of cash flow management in a small business.
- How to make cash flow projections.
- How a cash flow statement can help assess and improve the financial health of a start-up.
- Ways to manage cash flow in terms of managing costs and potential income.

SPONSORED BY:

REGISTER AT:


<https://abs-cash-flow.eventbrite.com>

FEB 7

This webinar will be held on Zoom.

Questions? Please contact ken.white@marylandbcc.org.

LEVEL UP
Powered by FSC First

TRACK 2:

LOAN READY BUSINESS


SCAN TO REGISTER

FEB 8

CAPITAL MATTERS



SESSION 1
ACCESSING CAPITAL FROM LENDERS AND INVESTORS
THURSDAY, FEBRUARY 8TH
FROM 5:30 PM - 7:00 PM

SESSION 2
USING CASH FLOW PROJECTIONS TO ACCESS CAPITAL AND PLAN FOR PROFITABILITY
THURSDAY, FEBRUARY 15TH
FROM 5:30 PM - 7:00 PM

SESSION 3
THE ENTREPRENEUR'S MINDSET AND DELEGATING DUTIES TO GROW
THURSDAY, FEBRUARY 22ND
FROM 5:30 PM - 7:00 PM

WWW.FSCFIRST.COM

Level Up Program - Current Curriculum

LEVEL UP
Powered by FSC First

TRACK 2:

LOAN READY BUSINESS



SCAN TO REGISTER

FEB
15

CAPITAL MATTERS
Powered by FSC First



SESSION 1
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LEVEL UP
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TRACK 2:


LOAN READY BUSINESS



SCAN TO REGISTER

FEB
22

CAPITAL MATTERS
Powered by FSC First



SESSION 1
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THURSDAY, FEBRUARY 8TH
FROM 5:30 PM - 7:00 PM

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WWW.FSCFIRST.COM

CAPITAL
matters
POWERED BY FSC FIRST



FEB
29

5:30 pm - 7:00 pm

Building Your Growth Team and Experts Roundtable

Join us for “Build Your Growth Team and Experts Roundtable,” a must-attend event that will equip you with the knowledge and connections needed to assemble the right experts to support [...]

[Learn More](#)

Capital Matters: Lunch & Learn

Providing business owners with valuable information to tackle hurdles related to business insurance, planning, and bookkeeping.

Topics:

- ✓ Business Insurance & Disaster Protection
- ✓ Best Practices for QuickBooks Online and Tax Preparation Live Plan Overview
- ✓ Level Up Program Q&A and informational session for Loan Products

FSC First
CREATIVE BUSINESS FINANCING SOLUTIONS

LEVEL UP
Presented by FSC First

CAPITAL MATTERS
Lunch and Learn

TOPIC:
6 WAYS TO LEVERAGE LIVEPLAN

YOU WILL LEARN:

- HOW TO ANALYZE**
Your company's financial performance
- HOW TO IDENTIFY**
Opportunities for growth
- HOW TO DEVELOP**
Actionable strategies to achieve your goals

SCAN QR CODE TO REGISTER

Rashida MCKENZIE

WEDNESDAY FEBRUARY 14TH
FROM: 12:00 PM - 1:00 PM

LivePlan

CAPITAL matters
LUNCH AND LEARN

TOPIC:
BEST PRACTICES FOR QUICKBOOKS ONLINE

Hope BROWN
BROWN BUSINESS SOLUTIONS, LLC

WEDNESDAY FEBRUARY 28TH
From: 12:00pm -1:00pm

IN THIS SESSION YOU WILL LEARN:

- HOW TO SET UP YOUR COMPANY IN QUICKBOOKS ONLINE
- REQUIREMENTS FOR REPORTING
- TAX PREPARATION
- AND MORE!

LIVE ON zoom

THANK YOU





GREATNESS GROWS HERE

THE **ECONOMIC DEVELOPMENT VISION** FOR PRINCE GEORGE'S COUNTY IS TO **GROW A DIVERSE, DYNAMIC AND SUSTAINABLE ECOSYSTEM** OF JOBS, HOUSING, AND AMENITIES THAT SUPPORTS THE COUNTY'S GOAL TO BE THE **ECONOMIC ENGINE** OF BOTH THE REGION AND THE STATE.