

COUNTY COUNCIL OF PRINCE GEORGE'S COUNTY, MARYLAND
2022 Legislative Session

Resolution No.	CR-059-2022
Proposed by	The Chair (by request – County Executive)
Introduced by	Council Members Hawkins, Harrison, Turner, Streeter, Medlock, Franklin, Glaros
Co-Sponsors	Council Member Taveras
Date of Introduction	May 17, 2022

RESOLUTION

1 A RESOLUTION concerning
 2 2022 Prince George’s County Comprehensive Economic Development Strategic Action
 3 Plan.

4 For the purpose of endorsing the 2022 Prince George’s County Comprehensive Economic
 5 Development Strategic Action Plan and adopting the economic actions and strategies set forth
 6 therein;

7 WHEREAS, the Prince George’s County Executive has committed to economic
 8 development as a priority for Prince George’s County focused on diversification and expanding
 9 the Prince George’s County’s commercial tax base, retaining jobs, and increasing employment in
 10 the County, while addressing placemaking and broader access to quality retail; and

11 WHEREAS, the legislative priorities of the County Council include encouraging a business
 12 friendly Prince George’s County by expanding growth opportunities and commercial
 13 development, maximizing transit-oriented development and redevelopment opportunities,
 14 making the County more business friendly, addressing equity disparities, and supporting
 15 minority businesses; and

16 WHEREAS, the Prince George’s County Council and the Prince George’s County
 17 Executive have determined that it is in the best interest of the County and its citizens to promote,
 18 and when deemed appropriate, fund economic development activities in order to increase County
 19 net revenues that can be used to support vital County services such as public safety and
 20 education; and

21 WHEREAS, the Prince George’s County Council and the Prince George’s County
 22 Executive desire to promote and assist economic development projects, in particular those

1 projects which involve retaining and increasing quality employment opportunities in the County;
2 and;

3 WHEREAS, Prince George’s County has a history of actively pursuing opportunities to
4 create and retain quality jobs for its citizens, which in turn, promote and support a higher quality
5 of life; and

6 WHEREAS, Prince George’s County has a diverse, high-value economy which includes the
7 presence of numerous federal installations, close proximity to the nation’s capital, a well-
8 developed transportation and mass transit network, a well-educated workforce, unique higher
9 education assets, competitive real estate costs, and available land for development; and

10 WHEREAS, despite a strong, well-educated workforce, historical data indicates that more
11 than 60% of Prince George’s County residents who have jobs must leave the County each day
12 for employment, contributing to regional traffic congestion and pollution and negatively
13 impacting their quality of life; and

14 WHEREAS, the County adopted the 2013 “Economic Drivers and Catalysts: A Targeted
15 Economic Development Strategy for Prince George’s County, Maryland” in July 2013, a plan
16 considered by many to be the most successful economic development strategy in County history;
17 and

18 WHEREAS, from 2014 to 2019, Prince George’s County led all counties in the State of
19 Maryland in job growth, adding more than 25,000 jobs over that period, but similar to all
20 jurisdictions in the nation, saw the effects of the COVID-19 pandemic and unprecedented job
21 losses in 2020, causing widespread pain and dislocation among businesses and workers; and

22 WHEREAS, the Prince George’s County Council and the Prince George’s County
23 Executive continue to make economic development a critical priority to build on the success of
24 the pre-pandemic economy, focusing on placemaking, transit-oriented development, the Blue
25 Line Corridor, and insuring quality retail choices for the citizens of the County; and

26 WHEREAS, the purpose of the 2022 Comprehensive Economic Development Strategic
27 Action Plan is to build upon the strong momentum of economic growth and advances in
28 economic development since the 2013 Prince George’s County Targeted Economic Development
29 Strategy and continue the generation of new, high-quality jobs in Prince George's County,
30 diversify and expand the County's tax base, and improve the quality of life in the County; and

31 WHEREAS, The Maryland-National Capital Park and Planning Commission, Prince

1 George’s County Planning Department retained the services of the JFI – TEconomy Team, led
2 by the Jacob France Institute (JFI), a leading Maryland research group at the University of
3 Baltimore’s Merrick School of Business and national leader in advancing industry cluster driven
4 strategies with an established track record in developing and advising many of the most
5 successful modern development programs in the U.S., together with TEconomy Partners, LLC
6 (TEconomy), a global leader in research, analysis, and strategy for innovation-based economic
7 development, helping nations, states, regions, universities, institutions, and industries blueprint
8 their future and translate knowledge into prosperity; and

9 WHEREAS, a collaborative Prince George’s County Economic Development Steering
10 Committee was formed in 2020 to guide the development of the 2022 Prince George’s County
11 Comprehensive Economic Development Strategic Action Plan, comprised of senior level
12 representatives from the Prince George’s County Council, the Prince George’s County Office of
13 the County Executive, the Prince George’s County Economic Development Corporation, the
14 MNCPPC Prince George’s County Planning Department, FSC First, Employ Prince George’s,
15 Inc., Prince George’s County Public Schools, Prince George’s County Department of Housing
16 and Community Development, Prince George’s County Revenue Authority, Prince George’s
17 County Redevelopment Authority, Prince George’s County Arts and Humanities Council,
18 Experience Prince George’s, Prince George’s County Office of Central Services, and the Prince
19 George’s County Chamber of Commerce; and

20 WHEREAS, the strategic planning process involved broad collaborative public-private
21 engagements with economic development stakeholders from private industry, economic and
22 workforce development, higher education, real estate development, and community and
23 government leadership to review in detail the analyses and provide input into the development of
24 strategies and actions; and

25 WHEREAS, based on a comprehensive analysis of the Prince George’s County economy,
26 the JFI TEconomy Team identified key industry targets of opportunity for advancing economic
27 development in Prince George’s County that offer the best opportunities for advancing high
28 quality job creation to drive the local economy and economic catalysts that offer competitive
29 advantages for the County to build upon, and developed implementation strategies for
30 capitalizing on economic engines that will drive Prince George’s County’s future growth and
31 position and increase the County’s share of regional economic growth as it relates to potentially

1 high growth industry capture; and

2 WHEREAS, the 2022 Comprehensive Economic Development Strategic Action Plan seeks
3 to generate new, high-quality jobs in Prince George's County, diversify and expand the County's
4 tax base, and improve in the quality of life in the County by leveraging existing economic assets
5 and critical industry clusters that have the most significant potential to contribute to economic
6 growth and development in the County, addressing the gaps, challenges, and opportunities
7 related to competitiveness of economic, workforce, and real-estate development in the County,
8 and setting forth a series of targeted strategies and actions that help to maximize broad-based
9 economic development; and

10 WHEREAS, the 2022 Comprehensive Economic Development Strategic Action Plan seeks
11 to advance the County's economy by integrating its driving industries alongside and together
12 with other economic development factors, cutting-across traditional siloes and building
13 partnerships across the County's innovation, education, economic development, workforce
14 development, planning communities – all with a focus on improving livelihoods for current and
15 future County residents; and

16 WHEREAS, this updated strategy focuses on supporting Prince George's County through
17 supporting innovation and entrepreneurship across and within targeted industry drivers;
18 cultivating talent and connecting Prince George's County residents with economic opportunity;
19 and, improving places across Prince George's County and enhancing the business development
20 environment; and

21 WHEREAS, the Prince George's County Council, after review and consideration of the
22 proposed actions and strategies and their potential benefit to the County, the residents, and
23 businesses of Prince George's County, believes it to be in the public interest of Prince George's
24 County to adopt the actions and strategies included in the 2022 Prince George's County
25 Comprehensive Economic Development Strategic Action Plan, attached to this joint resolution,
26 and incorporated as if set forth in full.

27 NOW, THEREFORE, BE IT RESOLVED that the Prince George's County Council will
28 consider the action strategies and recommendations set forth in the 2022 Prince George's County
29 Comprehensive Economic Development Strategic Action Plan when making decisions related to
30 economic development in the County;

31 BE IT FURTHER RESOLVED that the County Executive, by her signature, expresses her

1 support for the vision, goals, and priorities set forth in the 2022 Prince George’s County
2 Comprehensive Economic Development Strategic Action Plan.

3 BE IT FURTHER RESOLVED that Prince George’s County strongly supports the 2022
4 Prince George’s County Comprehensive Economic Development Strategic Action Plan and
5 further requests that this economic strategic action plan be a top priority for implementation and
6 action by Prince George’s County staff;

7 BE IT FURTHER RESOLVED that the staff of Prince George’s County is hereby directed
8 to familiarize itself with the actions and strategies of the 2022 Prince George’s County
9 Comprehensive Economic Development Strategic Action Plan and to consult the County
10 Executive and County Council of Prince George’s County, concerning significant fiscal
11 implications of proposed decisions or actions;

12 BE IT FURTHER RESOLVED that this Resolution shall become effective as of the date of
13 its adoption.

14

Adopted this 12th day of July, 2022.

COUNTY COUNCIL OF PRINCE
GEORGE'S COUNTY, MARYLAND

BY: _____
Calvin S. Hawkins, II
Chair

ATTEST:

Donna J. Brown
Clerk of the Council

APPROVED:

DATE: _____

BY: _____
Angela D. Alsobrooks
County Executive