

**COUNTY COUNCIL OF PRINCE GEORGE'S COUNTY, MARYLAND**  
**2013 Legislative Session**

Resolution No. CR-75-2013

Proposed by The Chair (by request – County Executive)

Introduced by Council Members Harrison, Davis, Franklin and Turner

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

Date of Introduction July 16, 2013

**RESOLUTION**

1 A RESOLUTION concerning

2 Economic Drivers and Catalysts: A Targeted Economic Development Strategy for

3 Prince George's County, Maryland

4 For the purpose of endorsing the May 2013 report, "Economic Drivers and Catalysts: A Targeted  
 5 Economic Development Strategy for Prince George's County, Maryland" and adopting the  
 6 economic actions and strategies set forth therein.

7 WHEREAS, the Prince George's County Executive has re-established economic  
 8 development as a priority for Prince George's County focused on expanding Prince George's  
 9 County's commercial tax base and retaining jobs and increasing employment in the County; and

10 WHEREAS, the mission of the Prince George's County Economic Development  
 11 Corporation is to help facilitate business attraction, retention and growth, high-quality job  
 12 creation, and the expansion of the Prince George's County commercial tax base; and

13 WHEREAS, the legislative priorities of the County Council include encouraging a more  
 14 business-friendly Prince George's County by expanding growth opportunities and commercial  
 15 development, maximizing transit-oriented development and redevelopment opportunities,  
 16 revenue creation, smart growth, and building a world class regional health center; and

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

22 WHEREAS, the Prince George's County Council and the Prince George's County Office of

1 the County Executive desire to promote and assist economic development projects, in particular  
2 those projects which involve retaining and increasing quality employment opportunities in the  
3 County; and

4 WHEREAS, Prince George's County has a long history of actively pursuing opportunities  
5 to create and retain quality jobs for its citizens, which in turn, promotes and supports a higher  
6 quality of life; and

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

11 WHEREAS, from 2001 to 2011 Prince George's County lost ground in economic  
12 development, even as the broader Washington, D.C.-Baltimore region, in which it is centrally-  
13 located, made impressive gains; and

14 WHEREAS, despite a strong, well-educated workforce, more than 60% of Prince George's  
15 County residents who have jobs must leave the County each day for employment, contributing to  
16 regional traffic congestion and pollution and negatively impacting their quality of life; and

17 WHEREAS, these economic trends demonstrate an unacceptable level of economic  
18 competitiveness, which results in a lost opportunity for improving the quality of life, economic  
19 vitality and tax base in Prince George's County; and

20 WHEREAS, the Prince George's County Council, together with the Prince George's  
21 County Executive, in recognition of the importance of bolstering the economy of Prince  
22 George's County, have made economic development a critical priority with significant new  
23 development tools and programs to reverse disappointing economic performance in Prince  
24 George's County, these programs include the creation of a new Department of Permits,  
25 Inspections and Enforcement, the Economic Development Incentive Fund, and the Transforming  
26 Neighborhoods Initiative; and

27 WHEREAS, The Maryland-National Capital Park and Planning Commission, Prince  
28 George's County Planning Department retained the services of the Battelle Technology  
29 Partnership Practice, a national leader in advancing industry cluster driven strategies with an  
30 established track record in developing and advising many of the most successful modern  
31 development programs in the U.S., collaborating with the Jacob France Institute at the University

1 of Baltimore, a leading Maryland research group that focuses on industry, business climate and  
2 workforce development research, planning and evaluation, and Green Door Advisors, LLC, a  
3 real estate advisory firm with comprehensive knowledge of the real estate and economic  
4 development market in Prince George's County to conduct research and develop implementation  
5 strategies for capitalizing on economic engines that will drive Prince George's County's future  
6 growth and position and increase the County's share of regional economic growth as it relates to  
7 potentially high growth industry capture; and

8 WHEREAS, based on a comprehensive analysis of the Prince George's County economy,  
9 Battelle identified four key industry targets of opportunity for advancing economic development  
10 in Prince George's County—Federal Government; Business Service; Healthcare and Life  
11 Sciences; and Information, Communication and Electronics (ICE) Advanced Technology  
12 Industries—and two contributing industry clusters—Travel and Tourism; and Transportation,  
13 Distribution and Logistics—that offer the best opportunities for advancing high quality job  
14 creation to drive the local economy and economic catalysts and that offer competitive advantages  
15 for the County to build upon; and

16 WHEREAS, a collaborative Prince George's County Economic Development Steering  
17 Committee was formed in 2012, comprised of senior level representatives from the Prince  
18 George's County Council, the Prince George's County Office of the County Executive, the  
19 Prince George's County Economic Development Corporation, the Prince George's County  
20 Department of Housing and Community Development, and the Prince George's County Planning  
21 Department, and guided the development of the targeted economic development strategic plan  
22 capitalizing on industry drivers and catalysts in the County; and

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

28 WHEREAS, the purpose of the targeted economic development strategy is to maximize the  
29 generation of new jobs in Prince George's County and to diversify and grow the County tax  
30 base; and

31 WHEREAS, it is critical that Prince George's County set out an organized approach to

1 pursue the development of key industry clusters as part of the County's overall economic  
2 development activities and services; and

3 WHEREAS, the strategic plan of action is to (1) work collectively across businesses within  
4 an industry cluster to identify shared needs and opportunities and pursue common services, such  
5 as addressing gaps in workforce skills, access financial capital, ensure the availability of quality  
6 facilities, and (2) improve access to innovations for commercialization and address cross-cutting  
7 economic development priorities to foster and sustain growth across the targeted industry  
8 clusters as well as the broader economic base; and

9 WHEREAS, the Prince George's County Council, after review and consideration of the  
10 proposed actions and strategies and their potential benefit to the County, the residents and  
11 businesses of Prince George's County, believes it to be in the public interest of Prince George's  
12 County to adopt the actions and strategies included in the May 2013 report, "Economic Drivers  
13 and Catalysts: A Targeted Economic Development Strategy for Prince George's County,  
14 Maryland" attached to this joint resolution and incorporated as if set forth in full.

15 NOW, THEREFORE, BE IT RESOLVED that the Prince George's County Council will  
16 consider the action strategies and recommendations set forth in the May 2013 report, "Economic  
17 Drivers and Catalysts: A Targeted Economic Development Strategy for Prince George's County,  
18 Maryland" when making decisions related to economic development in the County.

19 BE IT FURTHER RESOLVED that the County Executive, by his signature, expresses his  
20 support for the vision, goals, and priorities set forth in the May 2013 report, "Economic Drivers  
21 and Catalysts: A Targeted Economic Development Strategy for Prince George's County,  
22 Maryland."

23 BE IT FURTHER RESOLVED that Prince George's County strongly supports the May  
24 2013 report, "Economic Drivers and Catalysts: A Targeted Economic Development Strategy for  
25 Prince George's County, Maryland" and further requests that this targeted economic strategic  
26 action plan be a top priority for implementation and action by Prince George's County staff.

27 BE IT FURTHER RESOLVED that the staff of Prince George's County is hereby directed  
28 to familiarize itself with the actions and strategies of the May 2013 report, "Economic Drivers  
29 and Catalysts: A Targeted Economic Development Strategy for Prince George's County,  
30 Maryland" and to consult the County Executive and County Council of Prince George's County,  
31 Maryland concerning significant fiscal implications of proposed decisions or actions.

Adopted this 24th day of July, 2013.

COUNTY COUNCIL OF PRINCE  
GEORGE'S COUNTY, MARYLAND

BY: \_\_\_\_\_  
Andrea C. Harrison  
Chair

ATTEST:

\_\_\_\_\_  
Redis C. Floyd  
Clerk of the Council

APPROVED:

DATE: \_\_\_\_\_ BY: \_\_\_\_\_  
Rushern L. Baker, III  
County Executive