


ECONOMIC DEVELOPMENT IN PRINCE GEORGE'S COUNTY

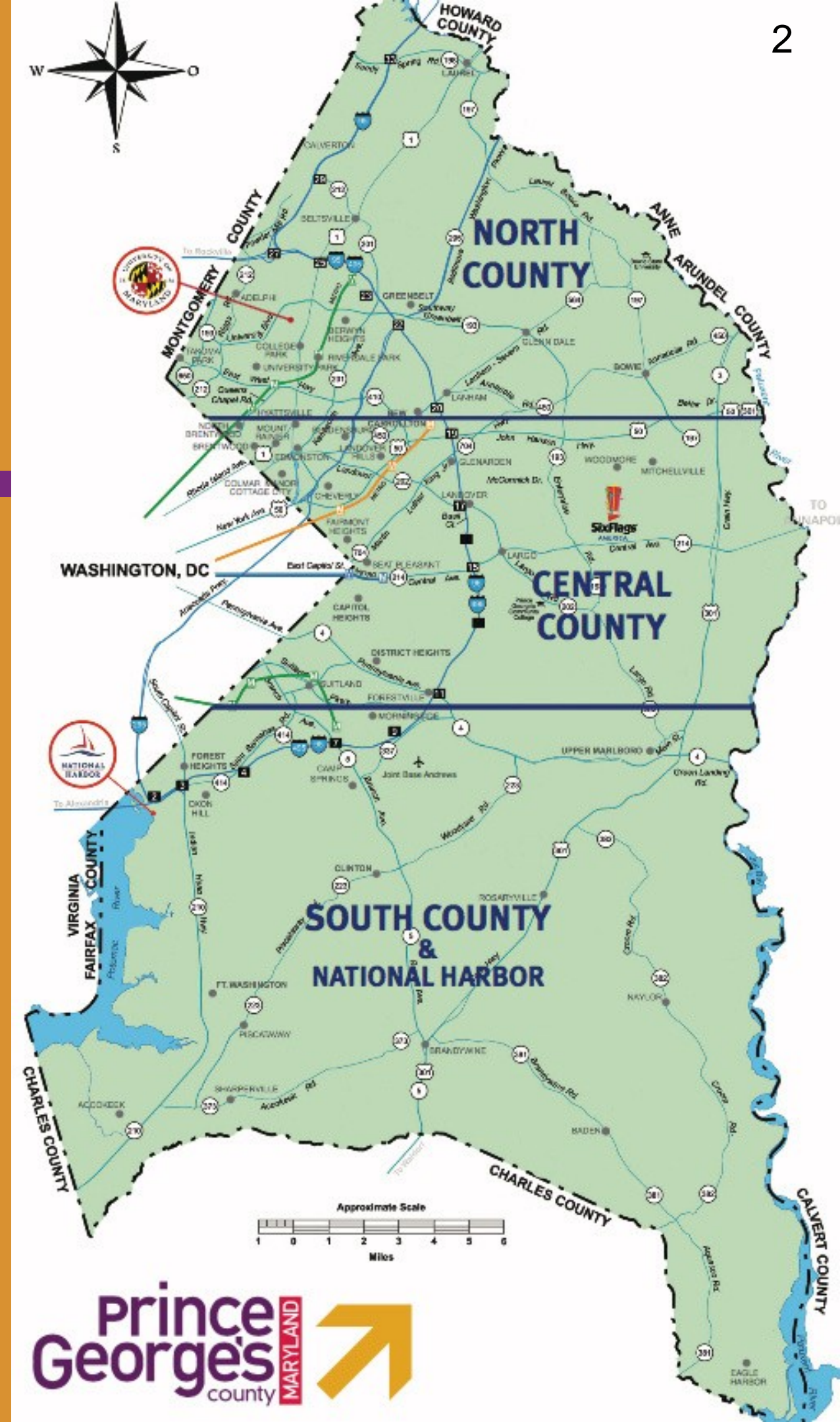
Presented
9/22/20



Prince George's Profile

About the County

- Stable, business friendly County government
- 498 square miles, 320,000 acres
- 27 local municipalities
- 909,308 residents, projected to increase by 109,000 by 2035
- 311,000 households
- Median household income is Top 4% of all US Counties
- Workforce of over 525,591 workers
- 32.7% of residents have a college degree



EDC Overview



Economic Development
Priorities



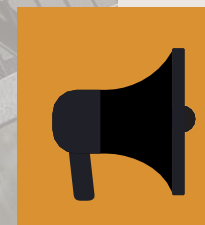
Business Development
Activities



Small Business
Services



International Business
Development



Marketing & Branding



Overriding Economic Development Priorities



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

FOCUSED BUSINESS STRATEGIES



Retain and Grow County based Businesses



Pursue Targeted Attraction Opportunities



Address Food Desert and Access to Grocery Challenges



Support TOD



Attract Quality Retail



Grow and Support Technology Startups



Revitalization and Redevelopment of older Shopping Centers

County Tax Incentives and Credits

- EDI Fund
- Enterprise Zone
- Revitalization Tax Credit
- New Job Tax Credit
- High Tech Tax Credit
- Green Business Tax Credit
- RISE Zone
- Grocer Store Tax Credit
- Community Property Improvement Program (RDA)
- Workforce Training Services and Grants
- Tax Increment Financing
- Payment in Lieu of Taxes

STATE INCENTIVES

FEDERAL INCENTIVES

SHOPPING CENTER REVITALIZATION

- 2017 Retail market study identified 42 shopping centers rating them C's, D's and F's
- Prioritize the 27 centers inside the Beltway with a goal of improving retail diversity and quality
- Working with ownership to consider best uses – non retail uses to be considered
- Reduction of Food Deserts through the attraction of grocers to communities with low access to fresh food grocery

COUNTY COVID RESPONSE

1

Business Recovery Initiative

A \$20 million program that offers grants to provide working capital for small County based businesses whose operations have been interrupted due to COVID -19. Grant assistance provides up to \$100,000 for businesses. Applicants must meet eligibility guidelines and provide evidence of financial disruption due to the COVID-19 crisis.

2

Employee Hourly Relief Fund

Employ Prince George's (EPG) has partnered with the Greater Washington Community Foundation to launch the Prince George's County COVID-19 Hourly Employee Relief Fund. The fund will provide \$200 Visa Cash Cards to 2,000+ low-wage hourly workers laid off in Prince George's County due to the Coronavirus (COVID-19) pandemic.

3

Legacy Fund

A \$1 million grant from the Greater Washington Community Foundation and provides critically needed access to capital for small businesses in the County. The fund is part of The Community Foundation in Prince George's County's equity and economic mobility initiative. The Legacy Fund will provide relief from the impact of COVID-19 to help minimize business vulnerability to closure and bridge the gap to viability.

4

Childcare Recovery Fund

a \$2 Million grant that provides funding to child care centers that had to close their doors due to the COVID-19 pandemic, lack of revenue and newly established state and local health and safety guidelines. \$1.4 million is targeted to licensed child care centers. \$600,000 is targeted to registered family child care homes. The Child Care Provider Recovery Program was established to help these centers to reopen.

BRI GRANT APPROVAL SUMMARY

78% were Minority Owned

43% were Woman Owned

5% were Veteran Owned

6% were Latino Owned

52% were County Based

22% were MBE Certified

9 16

COMPLETE APPLICATIONS
WERE RECEIVED

596

APPLICATIONS WERE APPROVED

3,090

JOBS SAVED

\$20,190,500

GRANTS AWARDED

TOP 5 INDUSTRY SECTORS

- SERVICES
- HEALTHCARE
- CONSTRUCTION
- RETAIL
- RESTAURANT

Child Care Recovery Fund

The Child Care Provider Recovery Program is a \$2 Million grant that provides funding to child care centers that had to close their doors due to the COVID-19 pandemic, lack of revenue and newly established state and local health and safety guidelines.

\$1.4 million is targeted to licensed child care centers

\$600,000 is targeted to registered family child care homes

Application Period: September 9, 2020 and October 2, 2020

Grants: Up to \$20,000

Use of Funds: To support re-opening costs including personal protection equipment (PPE), payroll, supplies, rent, fixed debt payments and other business critical cash operating costs.

The graphic features the official seal of Prince George's County, Maryland, centered on a blue background. The seal is white and includes the text 'PRINCE GEORGE'S COUNTY MARYLAND' and the motto 'SEMPER PARATI'. Four colored pencils (red, yellow, orange, and green) are arranged diagonally across the top of the seal.

Angela D. Alsobrooks
County Executive

COVID -19
**CHILD CARE PROVIDER
RECOVERY PROGRAM**

 Prince Georges County Proud  Prince Georges County ECONOMIC DEVELOPMENT CORPORATION  FSC First
CREATIVE BUSINESS FINANCING SOLUTIONS

Henson Creek Village Area Study

- The study area is a small geographic area within the 2006 Approved Master Plan and Sectional Map Amendment for the Henson Creek-South Potomac Planning Area boundary. The study area was identified in the master plan as the “Henson Creek Transit Village” and includes the current Livingston Square Shopping Center.
- The master plan envisioned the Henson Creek Transit Village as a pedestrian-oriented village focused on a two- to three-block section of Livingston Road between Palmer Road and Old Fort Road.
- The study will identify key infrastructure improvements necessary to support and attract such investments. It will also explore the potential to activate the Henson Creek Stream Valley Park as an asset for regional educational and recreational attraction.

The final document will provide a realistic market-supportable road map towards implementation, identifying strategies and actions, and key actors in creating a pedestrian-oriented, main-street Henson Creek Village Center.

Henson Creek Village Area Study



Henson Creek Village Area Study

OBJECTIVES

- - To conduct a targeted and focused economic and market analysis to determine commercial and residential needs and deficits in the Henson Creek Village study area that could be met by re-
 - investment and redevelopment in the study area. Also to identify the viable niche market and real estate products and commercial uses that can re-energize this location as a destination.
 - - To provide market driven recommendations and development intensities within the construct of the 2018 Zoning Ordinance, an urban design vision that creates an attractive, welcoming, user-friendly, and desirable destination.
 - To identify the infrastructure improvements necessary to support and attract new residential and commercial uses, including, but not limited to, complete and green streets, off-road bike and pedestrian trails, environmental assets, storm water and flood control, and transit infrastructure.
- To develop implementation strategies and an action plan that outline the roles and responsibilities of public and private stakeholders.

Thank You

Contact Us

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