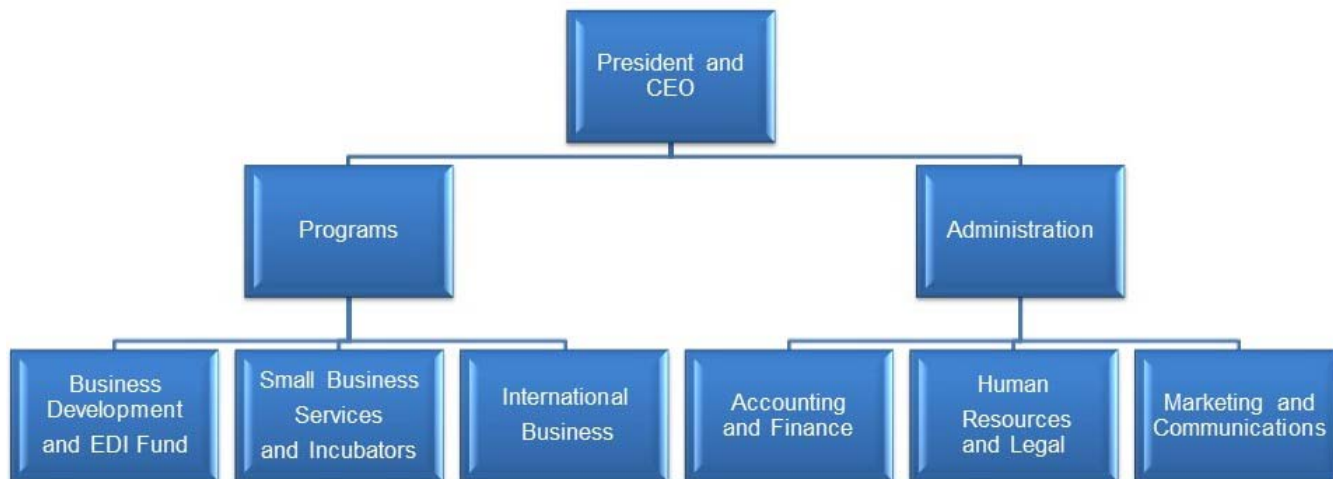


Economic Development Corporation



MISSION AND SERVICES

The Economic Development Corporation (EDC) markets and promotes the County to businesses and provides services that support business development, high-wage job creation and the expansion of the County’s commercial tax base.

CORE SERVICES

- Promote economic development by providing business services to attract, retain, and expand businesses in the County, growing both jobs and the commercial tax base
- Market and promote the County as the best place to do business
- Provide a wide range of services to support start-up technology companies
- Attract and promote revitalization, repurposing and redevelopment of shopping centers and the attraction of retail establishments
- Promote international business development through export assistance, foreign direct investment and international business attraction

FY 2024 KEY ACCOMPLISHMENTS

- Administered 30 technical assistance training programs to support entrepreneurship and small and minority business growth through collaborative programming, communications, and engagement.
- Encouraged the redevelopment and improvement of targeted shopping centers through the attraction and expansion of retail, restaurant, entertainment, healthcare and innovative, collaborative uses and bring at least one full-service grocer to a County food desert.
- Partnered with the University of Maryland to build a Quantum computing ecosystem around the presence of IonQ, the world’s best capitalized quantum computing company and to support ConnectedDMV to make the DC metropolitan area the quantum computing capital of the world.

- Managed the continued impact of teleworking on the commercial office market and worked with other County agencies to address issues such as office-to-residential conversion and re-examination of transit oriented development (TOD) strategy.
- Developed marketing campaigns to increase traffic to EDC websites and social media platforms to raise awareness of the services and core mission of the EDC to a larger audience.

STRATEGIC FOCUS AND INITIATIVES FOR FY 2025

The agency’s top priorities in FY 2025 are:

- Focus on the primary role of business attraction, retention and expansion.
- Support the recovery of multiple sectors of the County economy through technical assistance programs primarily targeted to minority and small businesses.
- Support growing interest in the County as location for large-scale \$100 million-plus capital expenditure data centers.
- Develop and expand marketing campaigns and promotional opportunities to promote Prince George’s County’s business climate, success stories, assets and lifestyle.
- Recover 100% of jobs lost from the COVID-19 pandemic economic recession, regain the County’s status as #1 in job growth in Maryland, and make continued progress toward shifting commercial/residential real property tax ratio.
- Develop and implement key initiatives identified in the County’s updated Comprehensive Economic Development Strategic Action Plan.

FY 2025 BUDGET SUMMARY

The FY 2025 proposed budget for the Economic Development Corporation is \$5,408,700, a decrease of -\$488,100 or -8.3% under the FY 2024 approved budget. The organization’s grant from the County totals \$4,272,200, a decrease of -\$500,000 or -10.5% under the FY 2024 County grant.

Reconciliation from Prior Year

| | Expenditures |
|---|---------------------|
| FY 2024 Approved Budget | \$5,896,800 |
| Increase Cost: Compensation - Mandated Salary Requirements — Annualization of FY 2024 salary adjustments | \$119,600 |
| Increase Cost: Fringe Benefits — Increase in fringe benefit expenses to align with projected costs | 43,100 |
| Increase Cost: Technology Cost Allocation — Increase in OIT charges based on anticipated countywide costs for technology | 11,900 |
| Decrease Cost: Operating — Decrease in operating costs for American Rescue Plan Act (ARPA) funded expenses | (162,700) |
| Decrease Cost: Operating — Decrease in operating costs for a one-time developer pilot program | (500,000) |
| FY 2025 Proposed Budget | \$5,408,700 |

FY 2025 OPERATING BUDGET

Revenues by Category

| Category | FY 2023 Actual | FY 2024 Budget | FY 2024 Estimate | FY 2025 Proposed | Change FY24-FY25 | |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|--------------|
| | | | | | Amount (\$) | Percent (%) |
| County Grant | \$3,982,600 | \$4,772,200 | \$4,772,200 | \$4,272,200 | \$(500,000) | -10.5% |
| American Rescue Plan Act (ARPA) Grant | 29,681 | 496,000 | 1,000,000 | — | (496,000) | -100.0% |
| Economic Development Initiative (EDI) Fund Processing Fees | 7,320 | 16,300 | 16,300 | 16,300 | — | 0.0% |
| Enterprise Zone Grant | 65,000 | 65,000 | 65,000 | 65,000 | — | 0.0% |
| Event/Sponsorship Revenue | 150,000 | 150,000 | 150,000 | 150,000 | — | 0.0% |
| Fundraising Revenue | 39,793 | 66,300 | 66,300 | 66,300 | — | 0.0% |
| Incubator Revenue | 66,275 | 75,000 | 75,000 | 75,000 | — | 0.0% |
| Miscellaneous Income | 639,270 | 254,000 | 201,100 | 761,900 | 507,900 | 200.0% |
| Small Business Services Revenue | 3,250 | 2,000 | 2,000 | 2,000 | — | 0.0% |
| Total | \$4,983,189 | \$5,896,800 | \$6,347,900 | \$5,408,700 | \$(488,100) | -8.3% |

Expenditures by Category

| Category | FY 2023 Actual | FY 2024 Budget | FY 2024 Estimate | FY 2025 Proposed | Change FY24-FY25 | |
|-----------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------|
| | | | | | Amount (\$) | Percent (%) |
| Compensation | \$2,252,696 | \$2,359,100 | \$2,404,800 | \$2,478,700 | \$119,600 | 5.1% |
| Fringe Benefits | 775,655 | 849,300 | 865,800 | 892,400 | 43,100 | 5.1% |
| Operating | 1,954,838 | 2,688,400 | 3,077,300 | 2,037,600 | (650,800) | -24.2% |
| Total | \$4,983,189 | \$5,896,800 | \$6,347,900 | \$5,408,700 | \$(488,100) | -8.3% |

SERVICE DELIVERY PLAN AND PERFORMANCE

Goal 1 — Retain and expand businesses in Prince George's County by providing market intelligence, site selection, technical assistance, permit assistance, relationship management and financial incentives.

Objective 1.1 — Increase the number of jobs directly attracted or retained due to EDC efforts.

| FY 2029 Target | FY 2022 Actual | FY 2023 Actual | FY 2024 Estimated | FY 2025 Projected | Trend |
|----------------|----------------|----------------|-------------------|-------------------|-------|
| 3,400 | 4,223 | 1,556 | 1,600 | 1,800 | ↑ |

Trend and Analysis

The EDC continues to refine its focus on traditional economic development initiatives, including business retention, expansion and attraction in targeted industry sectors that lead to job creation and expansion of Prince George's County's commercial tax base. EDC is seeing significant growth and activity in several important industry sectors. Data reported recently by the Planning Department indicated that between 2011 and 2021, Prince George's County added more jobs than any other jurisdiction in Maryland. Despite that positive news, according to the most recent jobs data, neither the DMV, the State of Maryland, nor Prince George's County have fully recovered back to 2019 pre-COVID job numbers. A key reason is the overall decline in workers in the labor market, which negatively impacts companies' ability to hire. Adding to that is the historically low unemployment rate for both the County and the State. (As of Nov. 2023, Maryland has the lowest unemployment rate ever reported for a State, at 1.6%.)

The implementation of the County's Strategic Plan for Economic Development provides important direction for EDC's priorities. The EDC is coordinating with other County agencies, such as Employ Prince George's, Maryland-National Capital Park and Planning Commission (M-NCPPC), Department of Permitting, Inspections and Enforcement (DPIE), and the County Executive's Office to implement the plan's recommendations.

With the General Services Administration's decision to locate the Federal Bureau of Investigation (FBI) consolidated high-security headquarters campus in Greenbelt, EDC intends to work in support of its implementation. Major infrastructure planning will be required. EDC will promote the interests of local, small, and particularly minority companies that seek to be part of either the FBI construction project or operational opportunities once the new facility is open. Further, both the Bureau of Engraving and Printing and the US Bureau of Labor Statistics are moving forward on their County projects, further adding to federal jobs in the County.

EDC will continue to work with the Administration and other County agencies to pursue Transit Oriented Development, including the Blue Line Corridor, support infrastructure needs, bring business and jobs to these locations, and grow the commercial tax base. Lastly, EDC is prioritizing its data center initiative and is marketing the "by right zoning" and personal property tax waiver to promote multiple sites in the County.

Performance Measures

| Measure Name | FY 2021 Actual | FY 2022 Actual | FY 2023 Actual | FY 2024 Estimated | FY 2025 Projected |
|--|----------------|----------------|----------------|-------------------|-------------------|
| Workload, Demand and Production (Output) | | | | | |
| Business-site evaluation visits | 1,187 | 870 | 1,133 | 1,100 | 1,150 |
| Marketing events and presentations | 64 | 48 | 91 | 100 | 120 |
| Quality | | | | | |
| Business attraction, retention and expansion leads | 1,653 | 1,000 | 1,200 | 1,200 | 1,250 |

Performance Measures *(continued)*

| Measure Name | FY 2021 Actual | FY 2022 Actual | FY 2023 Actual | FY 2024 Estimated | FY 2025 Projected |
|--|----------------|----------------|----------------|-------------------|-------------------|
| Deals | 17 | 31 | 26 | 30 | 35 |
| Impact (Outcome) | | | | | |
| Jobs created and/or retained as a result of business attraction, retention and expansion deals | 736 | 4,223 | 1,556 | 1,600 | 1,800 |

Objective 1.2 — Increase the number of Economic Development Incentive (EDI) Fund awards.

| FY 2029 Target | FY 2022 Actual | FY 2023 Actual | FY 2024 Estimated | FY 2025 Projected | Trend |
|----------------|----------------|----------------|-------------------|-------------------|-------|
| 6 | 0 | 5 | 5 | 5 | ↑ |

Trend and Analysis

The EDC has long been a hub for businesses seeking financing incentives, technical assistance, business engagement, and networking activities. The EDC utilizes several economic development tools, such as incentives, tax credit programs, and grants to induce businesses to establish, expand, and stay in Prince George's County. These economic development tools are critical for stimulating private investment, increasing the commercial tax base, and creating jobs. An important tool, the Economic Development Incentive Fund (EDI Fund) provides critically needed financial assistance to projects that would not have occurred without this public/private partnership. The EDC administers several tax credit programs including the Enterprise Zone program, the Regional Institution Strategic Enterprise (RISE) Zone tax credit program which now includes rental assistance, the expanded grocery store tax and incentive program, and the newly created Start-up Business Tax Credit program that was enacted in FY 2023.

Technical assistance programs that help propel businesses forward will be an integral part of EDC's services. The COVID-19 crisis highlighted the need for targeted programming that will assist businesses in several areas including operations, sales, financing, management, human resources, business development and marketing. The EDC will continue to develop programs that provide advanced, corporate-level tools for any business looking to expand, but also increase profitability, increase employment opportunities and reduce economic inequities.

EDC has utilized ARPA funding to implement the Economic Gardening Program for Black, Indigenous, and People of Color (BIPOC) Businesses. EDC will maintain its strong support of minority and small businesses with a broad range of very successful technical assistance programs, including She Knows Business, Grow Prince George's, Latino Business Development and Website Essentials. American Rescue Plan Act (ARPA) funding is expected to end FY 2024. The EDC will continue to seek grant funding to support future technical assistance programs.

Performance Measures

| Measure Name | FY 2021 Actual | FY 2022 Actual | FY 2023 Actual | FY 2024 Estimated | FY 2025 Projected |
|---|----------------|----------------|----------------|-------------------|-------------------|
| Quality | | | | | |
| Applications processed through EDI Fund, tax credits and other grant programs | n/a | 308 | 15 | 150 | 30 |
| Businesses assisted through technical assistance programs and collaborative programming | n/a | n/a | 493 | 500 | 500 |

Performance Measures *(continued)*

| Measure Name | FY 2021 Actual | FY 2022 Actual | FY 2023 Actual | FY 2024 Estimated | FY 2025 Projected |
|---|----------------|----------------|----------------|-------------------|-------------------|
| Impact (Outcome) | | | | | |
| EDI Fund awards | 2 | 0 | 5 | 5 | 5 |
| Tax credit certifications and grant program awards | 0 | 149 | 6 | 45 | 20 |
| All incentive-related jobs attracted, created or retained | n/a | n/a | 449 | 500 | 500 |