



CITY COUNCIL WORK SESSION AGENDA

Work Session - Local Economy Recovery

COUNCIL MEETING WILL BE ONLINE ONLY

Due to the COVID-19 precautions, the Council Meeting will be held online and is planned to be cablecast on Verizon 21, Comcast 71 and 996 and streamed to www.greenbeltmd.gov/municipaltv.

Resident participation:

**[https://us02web.zoom.us/j/86350843316?](https://us02web.zoom.us/j/86350843316?pwd=cVRuRDREdWo1NytweE9mY21xVXU5UT09)
[pwd=cVRuRDREdWo1NytweE9mY21xVXU5UT09](https://us02web.zoom.us/j/86350843316?pwd=cVRuRDREdWo1NytweE9mY21xVXU5UT09)**

OR

Join By phone: (301) 715-8592

Meeting ID: 863 5084 3316

Passcode: 004566

In advance, the hearing impaired is advised to use Video Relay Services (VRS) at 711 to submit your questions/comments or contact the City Clerk at (301) 474-8000 or email banderson@greenbeltmd.gov.

Wednesday, June 16, 2021

8:00 PM

Work Session Packet

Local Economic Business Recovery Update

Suggested Action:

Agenda

- Introductions
- Council Discussion
- Questions and Answers
- Other Items

[Local Economic Recovery Memo 6.10.21.pdf](#)

[Office Vacancy Rates 6.9.21.pdf](#)

[Economic Development - Business Data At-a-Glance 6.10.21.pdf](#)

City of Greenbelt, Maryland
Memorandum

TO: Nicole Ard, City Manager
FROM: Charise Liggins, Economic Development Coordinator
Date: June 10, 2021
SUBJECT: Local Economic Business Recovery Update

Overview

Since Covid19 restrictions have been eased and more individuals continue to be vaccinated, the state of emergency has transitioned from one of crisis management and response to recovery and resiliency. This presents an opportunity for council and staff to not only work on a plan to return to offering the full range of services expected from residents, organizations, businesses and other important stakeholders, but to build upon those services, ensuring that the needs are being met well into the future. Reflecting on Greenbelt's business recovery efforts and proposed ideas for resiliency and long-term sustainability is one part of this process, specifically as it relates to local business recovery, resiliency and long-term sustainability.

Business Emergency Response

Over the past year, staff pivoted business outreach efforts to emergency response. With the help of the Recreation Department, staff performed outreach to local businesses to track their plans for temporary closures, transition to remote work, social distancing and gathering of essential supplies. Through these outreach efforts, staff was able to identify many of the businesses that were significantly impacted by Covid19. During this time, staff was able to use this information to perform the following functions:

- Send regular updates about Covid19 restrictions and emergency relief programs via the Business Brief newsletter.
- Field business inquiries to appropriate county, state and federal resources.
- Provide technical assistance to businesses that needed help completing applications for emergency relief.
- Implement the Greenbelt Business Improvement and Recovery Fund grant program approved by council to help 20 Greenbelt businesses that were impacted by the ongoing effects of the pandemic.

Efforts to support business recovery continue as businesses begin to fully reopen, transition from remote work and sustain their businesses.

Business Recovery, Resiliency and Long-term Sustainability

Responding to the immediate needs of businesses during the past year required a multi-pronged approach of business outreach and engagement, technical assistance and funding. Helping businesses to not only recover but thrive over the long term requires a more comprehensive approach to economic development. Staff is proposing to support business resiliency; creating a more engaged business community; and helping to raise awareness of Greenbelt as a great place to live, work and do business. The following is a list of proposed ideas to support comprehensive economic development efforts:

- **Identify and secure funds to develop new grant-funded programs.**
 - **Business Recovery:** Convert a portion of the revolving loan fund to a micro grant program to provide working capital grants for small businesses.

- **Business Attraction:** Work with commercial property owners to identify businesses that want to start or relocate in Greenbelt and provide a grant to support costs associated with making improvements (subject to the availability of funds).
- **Business Retention:** Develop a technical assistance grant program to match costs associated with business growth or expansion such as marketing, technology upgrades, space additions/improvements, etc. (subject to the availability of funds).
- **Startup Fund:** Create a grant fund to help new entrepreneurs and early stage startups to scale business (subject to the availability of funds).
- **Create a focused approach to expanding the business base by exploring new business models and identifying emerging industries or markets that are aligned with the city's economic development goals.**
 - Determine viability of Greenbelt food truck program.
 - Create entrepreneurship bootcamp or training program for Greenbelt-based entrepreneurs and startups.
 - Partner with local cooperatives, businesses and other organizations to share best practices and insights on business topics with other local businesses.
 - Identify opportunities to partner with county, state, federal and nonprofit business services providers (i.e. Prince George's County Economic Development Corporation) to deliver some of their services in Greenbelt.
 - Create a framework for prospecting and proactively engaging new businesses.
- **Create a more engaged and inclusive business community.**
 - Create a in-depth survey to better understand business needs across all sectors and types of businesses to be able to better customize outreach and engagement efforts as well as deepen their engagement within the community.
 - Consider moving the location of the business coffee to a larger venue.
 - Use best practices and strategies in Diversity, Equity and Inclusion to more effectively reach and raise awareness of Greenbelt-based minority/woman-owned, disabled/veteran-owned businesses.
 - Support local business efforts to explore the development of Greenbelt business alliance or association to more formally and strategically connect business community.
 - Identify opportunities to host or sponsor key sector events with community stakeholders (i.e. NASA Goddard, Doctors Hospital/Luminus).
- **Develop strategic marketing initiatives to promote Greenbelt and local businesses.**
 - Work with local businesses to develop entertainment, shopping, and dining promotions (i.e. gift card giveaways, movie theater tickets, etc.).
 - Partner with organizations like Experience Prince George's or acquire services of PR/Marketing firm to raise awareness about Greenbelt beyond the county and region.
- **Build an inclusive workforce development strategy.**
 - Develop strategic priorities for local workforce development initiatives.
 - Identify current workforce-related resources offered by the city (i.e. CARES GED/job skills training).
 - Build upon partnerships such as the American Jobs Community Network program offered by Employ Prince George's.
 - Partner with local businesses to identify job skills training and local recruitment opportunities.
- **Identify the most relevant reporting metrics to help measure success of economic development efforts.**

- Compile list of current reporting metrics and readily available data (i.e. Vacancy Reports, Census Builder, etc.).
- Determine key economic metrics and connect them to council's overall goals.
- Invest in tools to integrate and centralize business data across departments to accurately report business information, improve communications and the business' overall experience engaging with the city.

Although the transition to a post-Covid19 world is already starting to take place, the impacts of this pandemic will linger for years to come. Council and staff have a tremendous opportunity to lay the groundwork for a more resilient and sustainable community.

Looking Beyond Covid19

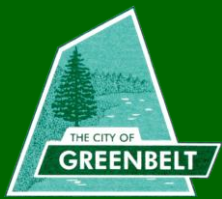
There are a number of proposed economic development initiatives that were discussed by council and staff prior to the pandemic. These proposed initiatives are important to the long-term economic success of Greenbelt. It is important to continue to advance discussions around these topics because they represent opportunities to achieve some of council's goals. The proposed ideas include:

- **Exploration of Main Street designation.** Main Street designation represents another opportunity to market Greenbelt and access funding opportunities.
- **Undergo a strategic planning process for economic development.** This process can help identify economic priorities and growth opportunities in alignment with council goals.
- **Perform study on the Greenbelt Armory.** This study will help assess the most optimal utilization of the space along with the investments needed to make necessary changes.
- **Work with commercial properties to explore options for underutilized space.** Prior to Covid19, the Greater Washington region struggled with having an excess of commercial office space driving up office vacancy rates. Greenbelt has a diverse supply of office space; however, the vacancy rates are slightly higher than regional or county averages. With more companies transitioning their employees to remote work, it is important to proactively engage with commercial property owners to assess creative ideas for using or repurposing space.
- **Support exploration of transit-oriented-development at Greenbelt Metro Station (i.e. proposed FBI relocation).** Prince George's County has a strategic focus on transit-oriented-development and the Greenbelt Metro Station continues to be a top location for transformative development initiatives.

Economic Data & Reports

Staff attached the following reports:

- Greenbelt Business Data At-a-Glance Rate
- Office Vacancy Report



Office Vacancy Rates

Summary		
Address	Current Vacancy Rate	Mar 2021 Vacancy Rate
Belle Point Drive	11.9%	16.9%
Capital Office Park	36.6%	36.7%
Commerce Center I	12.7%	12.7%
Edmonston Road – HUB Zone	10.7%	11.2%
Golden Triangle	13.6%	14.3%
Greenbelt Corporate Park	50. %	50.0%
Greenway Center Office Building	7.1%	7.1%
Greenway East Professional Center	5.3%	3.2%
Greenway Medical Center	0%	0%
Hanover Office Park	3.7%	7.0%
Maryland Trade Center	23.2%	23.0%
Patriot Business Park	1.9%	7.2%
Total Average Vacancy Rate	15.1%	17.2%
<i>*Note: Total Average Vacancy Rate was calculated by taking average of all individual buildings. Vacancy rates listed in CoStar fluctuate on a weekly basis. This data is current as of June 9, 2021.</i>		
<i>Please note that retail vacancy rates are not included in these calculations. The current retail vacancy rate is 7.8% as of June 9, 2021.</i>		



Office Vacancy Rates

Belle Point Drive		
Address	Vacancy Rate	Mar 2021 Vacancy Rate
7701-7719 Belle Point Drive	0.0%	0.0%
7721-7735 Belle Point Drive	8.7%	8.7%
7739-7759 Belle Point Drive	0.0%	20.0%
7801-7815 Belle Point Drive	0.0%	30.0%
7811-7815 Belle Point Drive	0.0%	0.0%
7821-7835 Belle Point Drive	10.0%	10.0%
7841-7855 Belle Point Drive	100.0%	100.0%
7861-7875 Belle Point Drive	0.0%	0.0%
7901-7915 Belle Point Drive	0.0%	0.0%
7921-7935 Belle Point Drive	0.0%	0.0%
Average Vacancy Rate	11.9%	16.9%





Office Vacancy Rates

Capital Office Park

Address	Vacancy Rate	Mar 2021 Vacancy Rate
6301 Ivy Lane	59.1%	59.1%
6303 Ivy Lane	84.2%	84.2%
6304 Ivy Lane	21.0%	21.0%
6305 Ivy Lane	25.5%	26.4%
6406 Ivy Lane	7.7%	7.7%
6411 Ivy Lane	21.9%	21.9%
Average Vacancy Rate	36.6%	36.7%



Commerce Center I

Address	Vacancy Rate	Mar 2021 Vacancy Rate
7701 Greenbelt Road	12.7%	12.7%
Average Vacancy Rate	12.7%	12.7%





Office Vacancy Rates

Edmonston Road – HUB Zone

Address	Vacancy Rate	Mar 2021 Vacancy Rate
8955 Edmonston Road	0.0%	0.0%
8957 Edmonston Road	0.0%	0.0%
9001 Edmonston Road	13.5%	13.5%
9111 Edmonston Road	39.8%	42.4%
9200 Edmonston Road	0.0%	0.0%
Average Vacancy Rate	10.7%	11.2%



Golden Triangle

Address	Vacancy Rate	Mar 2021 Vacancy Rate
6401 Golden Triangle Drive	13.0%	2.9%
7833 Walker Drive	23.7%	15.3%
7855 Walker Drive	4.1%	24.6%
Average Vacancy Rate	13.6%	14.3%





Office Vacancy Rates

Greenbelt Corporate Park

Address	Vacancy Rate	Mar 2021 Vacancy Rate
7601 Ora Glen Drive	0.0%	0.0%
7615 Ora Glen Drive	100.0%	100.0%
Average Vacancy Rate	50.0%	50.0%



Greenway Center

Address	Vacancy Rate	Mar 2021 Vacancy Rate
7505 Greenway Center Drive	7.1%	7.1%
Average Vacancy Rate	7.1%	7.1%



Greenway East Professional Center

Address	Vacancy Rate	Mar 2021 Vacancy Rate
7525 Greenway Center Drive	5.3%	3.2%
Average Vacancy Rate	5.3%	3.2%





Office Vacancy Rates

Hanover Office Parks

Address	Vacancy Rate	Mar 2021 Vacancy Rate
7201-7211 Hanover Parkway	0.0%	0.0%
7213-7219 Hanover Parkway	0.0%	0.0%
7221-7231 Hanover Parkway	6.7%	13.3%
7231-7243 Hanover Parkway	16.7%	0.0%
7245-7251 Hanover Parkway	9.6%	0.0%
7253-7259 Hanover Parkway	0.0%	15.0%
7301-7315 Hanover Parkway	0.0%	25.0%
7317-7327 Hanover Parkway	0.0%	9.6%
7331-7351 Hanover Parkway	0.0%	0.0%
Average Vacancy Rate	3.7%	7.0%



Greenway Medical Center

Address	Vacancy Rate	Mar 2021 Vacancy Rate
7500 Hanover Parkway	0.0%	0.0%
Average Vacancy Rate	0.0%	0.0%



CoStar June 9, 2021



Office Vacancy Rates

Maryland Trade Center

Address	Vacancy Rate	Mar 2021 Vacancy Rate
7474 Greenway Center Drive	25.4%	25.4%
7500 Greenway Center Drive	20.6%	20.9%
7501 Greenway Center Drive	23.7%	22.6%
Average Vacancy Rate	23.2%	23.0%



Patriot Business Park

Address	Vacancy Rate	Mar 2021 Vacancy Rate
7850 Walker Drive	0.0%	3.7%
7852 Walker Drive	3.7%	10.6%
Average Vacancy Rate	1.9%	7.2%



City of Greenbelt Economic Development

Business Data *At-A-Glance*

Unemployment Rate State/County Data: Local Area Unemployment Statistics (LAUS) - Office of Workforce Information and Performance (OWIP) (state.md.us); Federal: THE EMPLOYMENT SITUATION — MAY 2021 (bls.gov)	7.8% 8.0% (County) 6.2% (State) 5.8% (US)
Number of Businesses <i>*Data from Census Business Builder</i>	666*
Businesses by Industry	
Accommodation & Food Services	53
Administrative & Support/ Waste Management & Remediation	45
Arts, Entertainment & Recreation	6
Finance & Insurance	44
Healthcare & Social Assistance	161
Information	18
Other Services	29
Professional, Scientific, Tech Services	198
Real Estate, Rental & Leasing	24
Retail Trade	88
Vacancy Rates	
Office Vacancy Rate <i>*Costar 6/9/21. Please note: See attached detailed Commercial Office Vacancy Report</i>	15.1%*
Retail Vacancy Rate <i>*Costar 6/9/21</i>	7.8%*
Commercial Properties for Sale (www.loopnet.com)	
Buildings	1
Office Condominiums	5