



CITY COUNCIL WORK SESSION AGENDA
Special Meeting/Work Session – Economic Development

This meeting will be held in-person and virtual.

**25 Crescent Road
Greenbelt, MD 20770**

OR

Virtual Participation

Zoom Webinar Attendees:

Please submit your request in writing via email to questions@greenbeltmd.gov

**[https://us02web.zoom.us/j/82933209393?](https://us02web.zoom.us/j/82933209393?pwd=eVRZRXBWL1hUaWlmNGNKZmluMUM0Zz09)
[pwd=eVRZRXBWL1hUaWlmNGNKZmluMUM0Zz09](https://us02web.zoom.us/j/82933209393?pwd=eVRZRXBWL1hUaWlmNGNKZmluMUM0Zz09)**

Dial-in: 301 715 8592

Webinar ID: 829 3320 9393

Passcode: 675754

**Monday, March 20, 2023
7:30 PM**

Work Session Packet

Special Meeting

Suggested Action:

- Call to Order
- Roll Call
- Vote to move Regular Meeting, March 27th, 2023 to Tuesday, March 28, 2023

Work Session - Economic Development

Suggested Action:

Agenda

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

[3.20.23 Work Session Final Copy of Presentation KS \(1\).pdf](#)

City Council Work Session Agenda Item Report

Meeting Date: March 20, 2023

Submitted by: Shaniya Lashley-Mullen

Submitting Department: Administration

Item Type: Special Meeting Item

Agenda Section: Work Session Packet

Subject:

Special Meeting

Suggested Action:

- Call to Order
- Roll Call
- Vote to move Regular Meeting, March 27th, 2023 to Tuesday, March 28, 2023

Attachments:

City Council Work Session Agenda Item Report

Meeting Date: March 20, 2023

Submitted by: Shaniya Lashley-Mullen

Submitting Department: Administration

Item Type: Work Session Item

Agenda Section: Work Session Packet

Subject:

Work Session - Economic Development

Suggested Action:

Agenda

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

Attachments:

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The Future of Economic Development in The City of Greenbelt

PRESENTED BY ECONOMIC DEVELOPMENT MANAGER, KEVIN SIMPSON

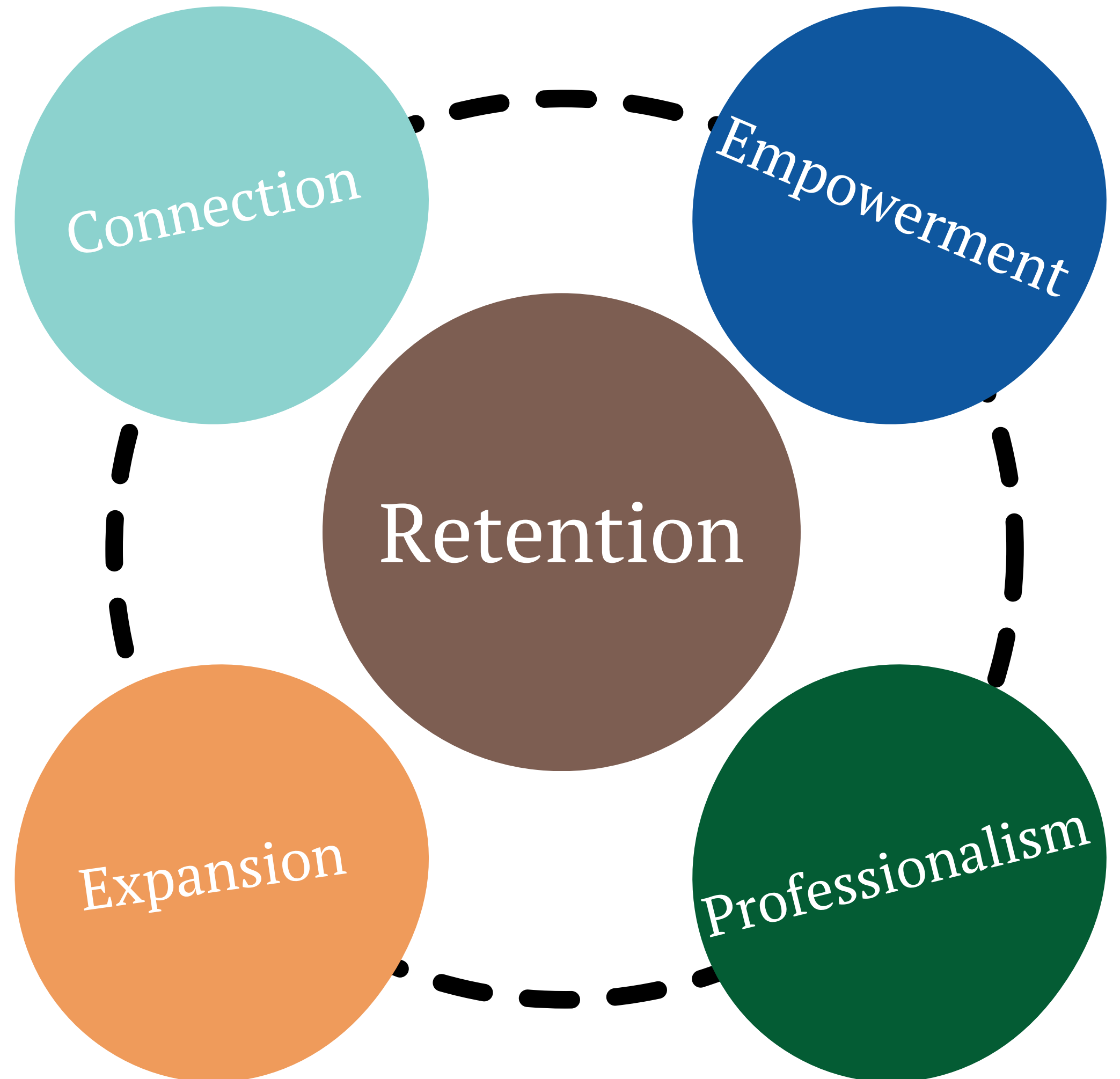


Table of Contents

- **Part 1:**
Mission, Values, and Vision
- **Part 2:**
Greenbelt Business Data
- **Part 3:**
Immediate Priorities
- **Part 4:**
Business Retention and Expansion Plan (BRE)
- **Part 5:**
Questions and Answers

**CITY OF GREENBELT
ECONOMIC DEVELOPMENT DEPARTMENT**

Our 5 Core Values



MISSION

The City of Greenbelt Economic Development Department promotes retention, expansion, and attraction of development and partners with businesses, community groups and stakeholders to guide sustainable development in a diverse, equitable, and inclusive community.

Values

Retention:

Incorporate the City's historical features to preserve development and investment for economic resiliency and stability.

Connection:

Build cooperative networks with businesses, entrepreneurs, and community groups to create solutions. Uphold the Community Pledge to celebrate and welcome the diverse and unique aspects that enrich the City.

Empowerment:

Connect businesses to resources that build capacity, educate, and enhance their operations and workforce to compete in the marketplace.

Expansion:

Support sustainable development that grows the economic base and brings value to neighborhoods, residents, and visitors.

Professionalism:

Establish and implement practices that best reflect the standards of economic development and community engagement to provide outstanding expertise and service.

VISION

For the City of Greenbelt to continue to be a leading destination in the region for thriving businesses and sustainable development that is providing exceptional amenities and employment centers in a community that is open, accessible, safe and fair.

Business Data

PART 2



Part 2: Business Data



Unemployment Rate	February 2022	March 2023
County	5%	3%
State	4%	3%
United States	4%	3.6%

Source: Local Area Unemployment Statistics (LAUS)

Businesses By Industry	March 2023
Accommodation and Food Supplies	53
Administrative & Support/ Waste Management & Remediation	21
Arts, Entertainment & Recreation	5
Finance & Insurance	17
Healthcare & Social Assistance	96
Information	6
Other Services(Construction, Manufacturing, and Public Administration)	50
Professional, Scientific, Tech Services	107
Real Estate, Rental, and Leasing	26
Retail Trade	59
Total Number of Businesses	440

Vacancy Rates	February 2022	March 2023
Office	23.1%	26.6%
Retail	8%	13.6%
Commercial Properties for Sale	February 2022	March 2023
Buildings	1	1
Office Condominiums	1	2

Source: Costar as of 03/20/23



Immediate Priorities

PART 3



Immediate Priorities for the Future

Support Local Businesses through the Development and Implementation of ARPA Programs

Entrepreneurial Support

Create a small business entrepreneur program.



Marketing Campaign

Develop a marketing campaign for a post-COVID Greenbelt.



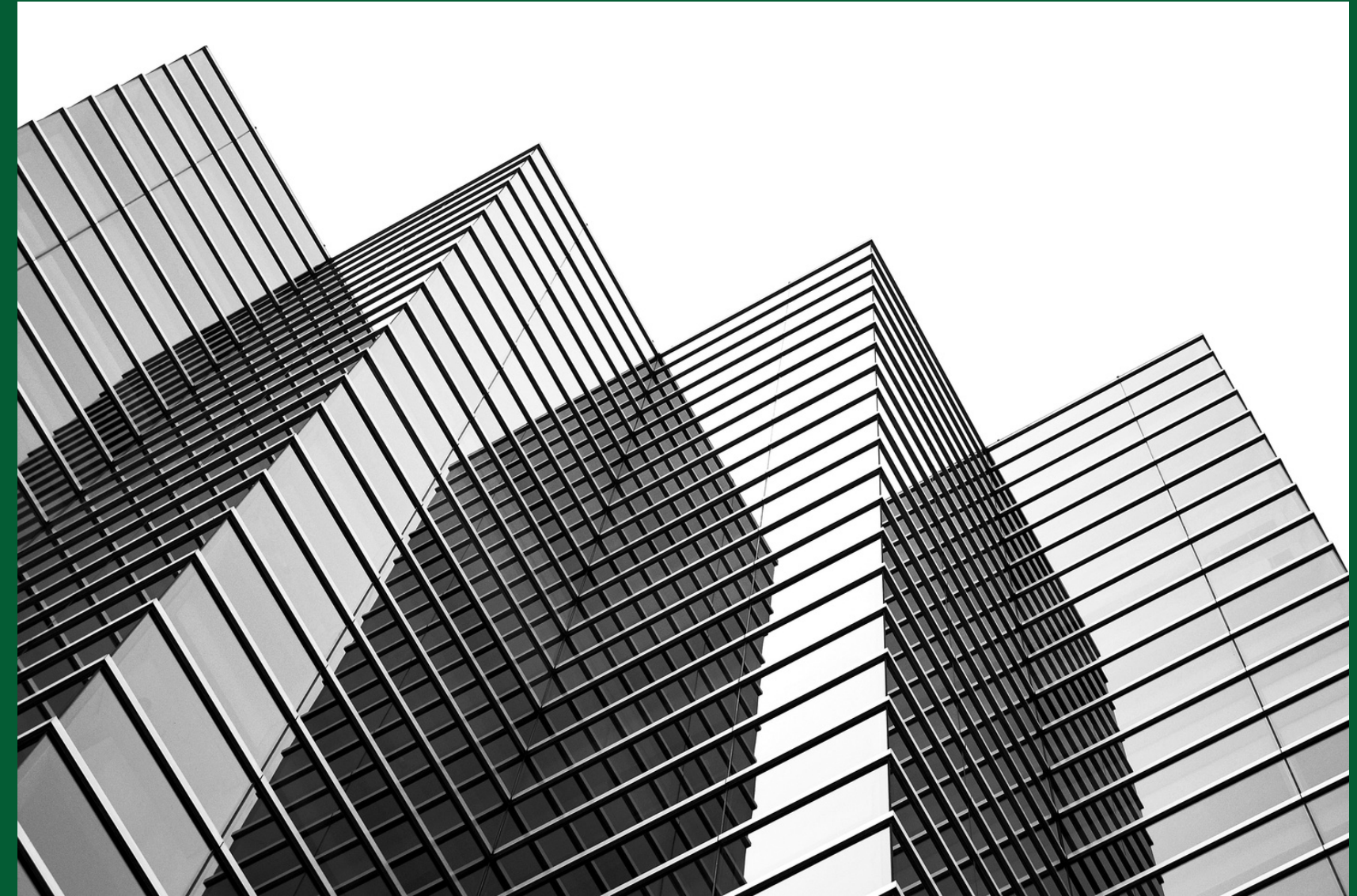
Small Business Assistance

Provide grant programs that support our small businesses.



Business Retention and Expansion

PART 4



Part 4:

Business Retention and Expansion (BRE)

Assessment

- One-on-One Visits
- Business Walks
- Business Surveys
- Annual Development Report



Promotion

- Business Spotlights
- Business Briefs
- Business Directory
- Celebrating Development
- Business Awards



Support

- Grants / Revolving Loan Fund
- Technical Assistance
- Business Conferences
- Business Workshops
- Job / Business Fairs





Business Retention and Expansion Team

A team comprised of business and community leaders, along with city staff that provides service and support to local businesses to guide and maintain development in the City of Greenbelt.

Business Retention and Expansion Evaluation and Goal Setting

Determining long-term goals and immediate priorities for a BRE program and establishing a framework to measure the performance of the program.

Performance Metrics

Metrics	FY 2021 Actual	FY 2022 Actual	FY 2023 Estimated	FY 2024 Estimated
Events Hosted	7	5	5	9
Number of Attendees	90	150	265	300
Business & Industry Meetings Attended	50	30	50	65
Business Publications	25	24	30	75
Businesses Reached	475	550	350	500
Business One-On-One Meetings	55	65	50	75
Business Technical Assistance	40	45	30	50



Questions?

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