



City of Seat Pleasant

Director of Economic Development

A CITY OF EXCELLENCE - SMART CITY

“Seat Pleasant offers Smart City Services that is better, faster and personalized making it a City for Me using information and communication technology, with the internet of things”

Department Name Economic Development

Date of Report December 28, 2016

Reporting Period December 2016

Summarize significant department progress for the reporting period that is indicative of providing services that are better, faster and personalized.

The Economic Development Department has met with the State of Maryland’s Secretary for Housing and Community Development, Honorable Mr. Kenneth Holt, as well as representatives from the Maryland Department of Commerce and the Governor’s Office of Crime Control and Prevention. The Director presented the City’s marketing package to them for review on December 15, 2016. They expressed interest in assisting the City with development and revitalization using the Smart City model. Meetings will be scheduled in the coming month to allow the Assistant Secretary, Honorable Carol Gilbert, to tour the City with her team and determine where the development process can begin. There is also discussion of a meeting on all the programs that are provided by the DHCD.

The Director for Economic Development also worked with the Mayor to establish connections with various investors, who have tentatively committed to raise and invest \$125 Million into the Smart City with an Innovation Village projects across the City. The investment team will work collaboratively with the City to ensure that their goals are aligned with the goals of the City, including efforts to track and report on outcomes. Their support and commitment will significantly improve the availability of affordable housing and sustainable economic development in the region.

The Director attended the Community Conversations Meeting at Seat Pleasant Activity Center regarding the loss of the Safeway at Addison Plaza. The Director discussed the development goals and objectives for the community and explained that the City is moving towards securing high-end retail establishments.

Furthermore the Director has met with the Seat Pleasant Community Development Corporation to discuss partnership opportunities and grant-writing options with the Grants Manager for the City. These discussions are still pending with action items to complete.

The Director also participated in a meeting with IBM regarding the Intelligent Operations Center project and the related mySeatPleasant app that is in the process of being created. The Department will work to ensure that the app is functional and meets the economic needs of the community.

Analyze department improvements that are needed and/or achieved based on the Smart City model.

The Department has secured an Intern for Economic Development who is currently completing his undergraduate degree program at the University of Wisconsin with a focus on Communications and Urban Planning. The Intern will work with the City for one month while on school break and may obtain college credit for the work completed.

The major improvement needed in the department is still personnel. The department is seeking to add a full-time grants writer and manager who can assist in locating, writing and managing all City grants for all the major departments. The Smart City model would be reached in a shorter amount of time if we able to get more grants that support the information and communication technology that the City needs.

Indicate problems identified, barriers encountered and solutions reached.

Once again, the major problem and barrier is the lack of resources in the Department. We have assigned the current contractual grants manager to a thrice-weekly meeting, up from once weekly in the previous month, at City Hall to go over the status of existing grants that we have applied for, finding new grants, and managing the grants that have been awarded.

This solution has been extremely valuable because it allows the Economic Development department to have a more hands-on approach with the grant writer to evaluate her performance as well as to provide leadership in becoming more aggressive with obtaining grants for the City. This protocol will be followed throughout the upcoming month and will result in the identification of more grant resources and organization and monitoring of current grants.

Identify goals for the next reporting period.

The Department has established a goal of achieving an 236% increase in the amount of grants awarded to the City by going after more grants through the Grants Management office. This office is now under the purview of the Economic Development Department. At this current juncture, we have only been awarded \$155,000 in the past year. We would like to raise that number to \$525,000 or 15% of the City budget. We are also seeking to go after 200% more grants than we currently do.

The Department also secured an online cloud-based software system, IMPLAN, that is a smart economic data collection and projection tool that will help the City identify the economic impact of various projects that the City is proposing to both the County and the State. With this information, the City can make appropriate decisions as to what industries the City would be able to bring in as well as project the number of new jobs that can be created under the Smart City model.

Another goal is to improve the timeline for the Smart City redevelopment project for City Hall and the Public Works facility by 50%. As the Compliance Officer, we believe the current process is not moving at a speed to accomplish the Mayor's goal of having this project complete in 2017. We have stayed in consistent communication with the staff who are administering the Loan program for the USDA. We believe that the response should come in the next month to authorize us to move forward with the project.

Revenue

Line Item Unknown

FY2016 Budget (Previous Year)	FY 2017 Budget (Current Year)	FY 2017 Actual (Current Year)
\$0.00	\$0.00	\$0.00

Expenditures

Line Item 6-6017

FY2016 Budget (Previous Year)	FY 2017 Budget (Current Year)	FY 2017 Actual (Current Year)
\$35,000.00	\$0.00	\$0.00

Attachments: N/A