



# City of Seat Pleasant

Director of Economic Development

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## 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 March 31, 2017 Reporting Period March 2017

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

*The Economic Development Department conducted the First Investor Day @ Seat Pleasant event on Tuesday, February 28, 2017. The event was held in the Seat Pleasant Fire Station next door to City Hall. Over 20 investors and their representatives attended the event from across the country. Investors came from Arizona, Florida, Pennsylvania, Nevada, and across the local DC/Maryland/Virginia area. The event was so successful in sparking interest from developers both big and small, that a second Investor Day @ Seat Pleasant was scheduled for Monday, March 6, 2017 in City Hall that was also well-attended. Real estate developers, foreign investment consultants, bank representatives, and even hedge fund managers were in attendance and expressed a willingness to assist the City with its Smart City Initiative.*

*The Director participated in a meeting with the Mayor with Mr. Thomas Himler, Budget Director for Prince George’s County, Mrs. Shelley Gross-Wade, President of the Prince George’s County Financial Services Corporation, and Mr. David Ianucci, Economic Development Director for Prince George’s County to discuss the City’s Affordable Housing Trust Fund and Revolving Loan Fund. They expressed interest and offered to support deals that the City brings to the County that are of interest to the City.*

*The Director participated in a meeting with the Mayor and the Horning Brothers who are the owners of the Addison Plaza Shopping Plaza. The purpose of the meeting was to ascertain the company’s plan for future development at the site and to relay the City’s call for attracting a grocery store back to the Plaza. The response was that it is difficult to attract retail clients into the plaza because their demographic data does not support the belief that new retail would benefit from relocating to Seat Pleasant. We suggested that the Smart City Initiative would shatter that belief and the Horning Brothers requested more information about that.*

*The Director participated in a meeting with Prince George’s Community College to begin a partnership with the College and the City of Seat Pleasant regarding Smart Cities. The College has begun a program specifically designed to train its students to qualify for Smart City-related jobs and build Smart City-related businesses. The participation of academia with Smart Cities has been the model used across the world with much bigger cities, population wise. The Director, along with the Public Engagement Director, gave a*

*presentation before a Smart Cities class at the College, discussing the economic opportunities that await their businesses upon relocating to the City of Seat Pleasant and participating in the Smart City Initiative.*

*The Director successfully passed the National Development Council's Economic Development Finance Professional Certification ED 101 course. That qualifies the Director to continue taking the remaining training sessions, which will occur in May, July and December.*

*The Director participated in both Strategic Plan Workshops offered by Kim Rhim of the Training Source, which was contracted to produce the official Strategic Plan for the City. As increasing economic development was listed as the first priority of the City, the Director provided insight and input to guide the elected officials in fleshing out the action items and objectives toward improving the economic climate of the City.*

*The Director, serving as the Compliance Officer for the USDA Smart City Project renovating City Hall and Public Works Building, coordinated a conference with the Project Manager, Carlton Wilkins, and the USDA Loan Program representative, Charlene Pagan, to discuss the current status of the review of the City's design drawings. Ms. Pagan indicated that the City had done a great job in providing requested documents with a very quick turnaround. However, she further indicated that since their Architect, who is reviewing our drawings, is allowed 30 days to review each new document that is requested, the process has been elongated based on repeated requests from the Architect since the initial documents were presented on November 2, 2016. The draft closing documents for the loan have been approved by USDA's attorneys as presented by the City's attorneys.*

*The Director participated in a meeting with the representatives from IBM regarding their proposed contract with the City to construct the Intelligent Operations Center (IOC) and the "mySeatPleasant" app to make Seat Pleasant a Smart City. The Director requested information regarding the viability of plug-ins to integrate into the IOC and how the City would be positioned as the first small Smart City in the world.*

*The Director also participated in a meeting with a former NFL player who is interested in investing in the City as a director of a City-wide and regional football league for young Seat Pleasant residents, between the ages of 5 and 15. This league would feature Smart City technology, such as the ability to review game day and practice film using smartphones and integrated social media technology to provide the children with actual NFL style experiences. Most importantly, the league will feature uniform technology that is intended to prevent concussions and other brain injuries that football has become known for. The NFL player agreed to display his ideas for the children's League at Seat Pleasant Day.*

*The Director was invited by Councilmember Gloria Sistrunk (Ward 5) to speak at her monthly ward meeting to explain to the constituents the Smart City concept and how it impacts the economic development efforts of the City. The Director gave an informative presentation that was apparently well-received by the residents.*

*The Director has commissioned Polish'd Creative to produce a video on the economic development efforts of the City and in particular, the proposed effect of the Seat Pleasant Affordable Housing Trust Fund and Revolving Loan Fund. This project will provide citizens, businesses and potential investors and residents, the information they need to make an educated decision on why to live, work, play and stay in Seat Pleasant.*

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

*The Department has secured a Legal Intern for the summer, who is currently a student at the University of Baltimore School of Law. The Intern will assist the Department in developing economic policies for the benefit*

*of the City, assisting with the compliance requirements of the USDA Loan Program, and general duties related to promoting Smart City and economic development.*

*The major improvement needed in the department is still personnel, which the Department will propose to solve in the budget for fiscal year 2018.*

**Indicate problems identified, barriers encountered and solutions reached.**

*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 bi-weekly under the previous contract, 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. The Department will propose adding on more consultants to assist her in creating a Grants Management Division under the supervision of the Department in the next fiscal year.*

**Identify goals for the next reporting period.**

*The Department has established a goal of achieving an 236% increase in the number of grants awarded to the City by going after more grants through the Grants Management office with additional persons and resources. This office is now under the purview of the Economic Development Department. At this current juncture, we have 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.*

*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 and we have been recognized for providing requested documentation with a "quick turnaround" time. 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	\$70,000.00	\$0.00

**Expenditures**

**Line Item 6-5100 – 6-6602**

FY2016 Budget (Previous Year)	FY 2017 Budget (Current Year)	FY 2017 Actual (Current Year)
\$35,000.00	\$91,907.00	\$27,570.92

**Attachments: N/A**