



Town of Upper Marlboro (TUM)

Strategic Planning and Visioning

Economic Development Workgroup

March 3, 2025

TABLE OF CONTENTS

Title page	1
Table of Contents	2
Background and Overview	3
Mission	3
Vision	4
Committee Structure	4
Economic Development Strategy	6
Building Partnerships and Networking	7
Attracting and Retaining Business	7
Resource Management and Fundraising	8
Legislative Engagement	9

Background and Overview

In March 2023, the Board of Commissioners for the Town of Upper Marlboro passed Town Resolution 2023-04 to establish the Town of Upper Marlboro Economic Development Workgroup replacing and expanding upon the previously named Sustainable Communities Workgroup. The purpose of the group, in addition to maintaining the Town's designation as a Sustainable Community, is to establish and execute goals and initiatives to strengthen the Town's downtown commercial district. The Town has been designated a State of Maryland Sustainable Community since 2013 and was redesignated in 2024 through 2029.

Mission

The mission of the TUM-EDW is to maintain the Town's Sustainable Community Designation awarded by the State of Maryland, seek grants, partner with business and development-oriented organizations, and provide support, education, and assistance to the Town's government, business community, and constituents. Additionally, the Workgroup aims to enhance local economic development by promoting and advertising businesses within the community, fostering a thriving commercial environment.

Purpose and Function:

The purpose and function of the Workgroup is to:

- Oversee the Town's Façade/Business Improvement Program grant funding by advertising the opportunity to all businesses within the qualifying area and ensuring broad community engagement.
- Vote to approve applications during workgroup meetings and submit the proper payment request to the Town Administrator.
- Coordinate with the Town to research and identify steps to create a stand-alone 501(c)(3) Town of Upper Marlboro Economic Development Corporation.
- Comply with requests from the Board of Commissioners, the State of Maryland, and/or County Government as required.
- Coordinate the implementation of the Town's Economic Development Action Plan once approved by the Board.
- Develop and implement marketing and advertising initiatives that highlight and support local businesses, including promotional campaigns, networking events, and digital outreach strategies.

Vision

To foster a thriving, inclusive, and sustainable economic ecosystem in the Town of Upper Marlboro by championing innovation, enhancing community prosperity, and promoting collaboration. Through proactive partnerships, strategic initiatives, and a commitment to excellence, we aim to empower businesses, residents, and stakeholders to create a vibrant economic future while preserving the Town's heritage and sustainable community designation.

Key Elements of the Vision:

- **Sustainability Leadership:** Maintain the Town's recognition as a Sustainable Community, ensuring that economic growth aligns with environmental and social priorities.
- **Empowerment through Resources:** Provide robust support to the business community through education, grants, and accessible resources to stimulate local economic development.
- **Collaboration and Partnerships:** Build strong alliances with state and local governments, nonprofits, and private sector entities to drive shared goals and foster innovation.
- **Community Involvement:** Ensure all constituents—residents, business owners, and stakeholders—have a voice and access to opportunities for participation in the Town's economic growth and development.
- **Strategic Oversight:** Act as a steward of the Town's Façade/Business Improvement Program and Action Plan, ensuring transparent, fair, and impactful decision-making.

Committee Structure

The TUM-EDW shall be appointed by the Board of Town Commissioners and shall be made up of either three or five board members. The Board of Directors shall be made up of at least one of the below categories of members:

- One current Town resident of the Town of Upper Marlboro
- One Property Owner who owns commercially zoned real property within the Town's corporate limits who is in good standing with Town, County and State regulations.
- One Business Owner who owns or manages a registered business within the Town limits and is in good standing with Town, County and State regulations.
- One standing Town Commissioner of the Town of Upper Marlboro,

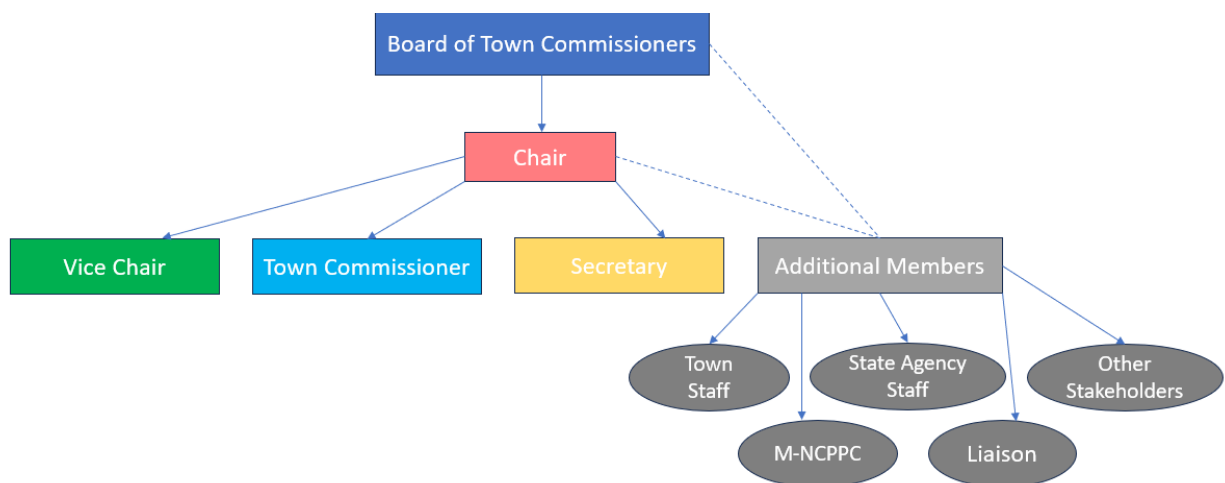
- One additional member that is in compliance with Town legislation regarding Town Committees.

The Board members shall select their own Chair and forward their selection to the Board of Town Commissioners. The standing Town Commissioner on the TUM-EDW cannot serve as the Chair of the Board. The Chair appoints the Vice-Chair and Secretary of the Board of Directors.

The Chair may resign by submitting a letter to the TUM-EDW within 30 days, if possible, of the expected date. The letter shall be read into the official minutes. The Chair may retain membership in the TUM-EDW. The Vice Chair may be appointed temporary Chair until a new Chair has been appointed.

Vacancies occurring in any office other than the Chair shall be filled for the remainder of the term by electing a substitute at a regular meeting following the resignation.

A member of the TUM-EDW can be any individual who expresses an interest in and who participates and contributes to the TUM-EDW mission. Additional members can be Town Staff, Maryland-National Park and Planning Commission (M-NCPPC), relevant State Agency Staff and other stakeholders who work and assist the Governing Board and provide guidance and resources. These additional members do not have a formal vote or decision-making capability. The Town of Upper Marlboro Board of Commissioners may formally appoint or designate a Town staff person to assist and be a liaison to the TUM-EDW.



Economic Development Strategy

Identify key sectors for growth

- Business gaps in the Town
- Areas for revitalization
- Needs for infrastructure upgrades, walkability improvement, and beautification of public spaces
- Older buildings that can be restored to attract tourism and niche businesses
- Business retention

Opportunities for business development

- Leverage proximity to Bowie, Clinton, and Route 4 to attract commuters
- Create specialized zones for tech startups, healthcare facilities, and artisanal businesses
- Attract sports and entertainment related events for Showplace Arena
- Brand Town and market available amenities
- Marketing Consultation to include in Strategic Plan, Budgeted for 2026

Roadmap

- 3-Month Checkpoint: Conduct a comprehensive market analysis and prioritize key sectors
- Measurable Goals: Achieve a 10% increase in business licenses issued annually
- Timeline:
 - Year 1: Identify and initiate three revitalization projects
 - Year 3: Secure at least ten new businesses
 - Year 5: Demonstrate a 15% growth in tax revenues

Business Gaps

- Lack of diverse dining options
- Insufficient retail shops for daily needs
- Limited professional office spaces (e.g., co-working spaces)
- Absence of recreational facilities and entertainment venues

Building Partnerships and Networking

Foster Relationships with Local Stakeholders

Initiatives:

- Host monthly mixers or "Happy Hour" events to facilitate networking among business owners, residents, and government officials. I.e. Spotlight on a local business in social media, newsletter, PG Economic Development meeting, and webpage
- Engage educational institutions and chambers of commerce for collaborative initiatives
- Form advisory groups with representatives from nonprofits and community organizations

Networking Opportunities

Events:

- Quarterly business expos highlighting local enterprises
- Joint workshops with neighboring towns to share best practices
- Partner with universities for internship and entrepreneurial programs

Attracting and Retaining Businesses

Support Business Attraction and Retention

Retention Policies:

- Implement a temporary freeze on fees for small businesses
- Provide parking allowances and grants for structural improvements
- Improve lots to attract people to park
- Transfer or agree on partner development for old county buildings

Attraction Policies:

- Offer relocation support and facade improvement grants
- Promote the town's strategic location and access to courts for streamlined business compliance

Addressing Challenges

Old Buildings:

- Establish a task force to assess structural issues and provide renovation incentives
- Partner with architects and contractors to offer affordable restoration packages

Community Engagement and Communication

Methods:

- Regular town hall meetings with open Q&A sessions
- Regular newsletters updating on development efforts and inviting feedback
- Dedicated webpage or social media channels for real-time updates and announcements

Feedback Mechanisms:

- Distribute surveys to gauge community support for specific projects
- Organize focus groups for detailed input on major initiatives

Resource Management and Fundraising

Secure Funding and Manage Resources

Funding Sources:

- Pursue grants beyond state-specific options, focusing on business types, minority-owned businesses, and initiative-driven ventures
- Explore public-private partnerships and seek local investments

Financial Model

Short-Term Goals:

- Raise initial funds for revitalization through state and federal grants. i.e. Business incubator – attract small businesses through grants

- Launch a sponsorship program for local businesses to invest in community projects

Long-Term Goals:

- Develop a self-sustaining economic framework with diversified revenue streams

Legislative Engagement

- Invite state and local legislators to key meetings to secure political support and resources
 - Advocate for favorable policies and infrastructure improvements
-

This strategic plan outlines a comprehensive approach to achieving economic growth and sustainability in the town, leveraging resources, community engagement, and innovative partnerships to build a prosperous future.