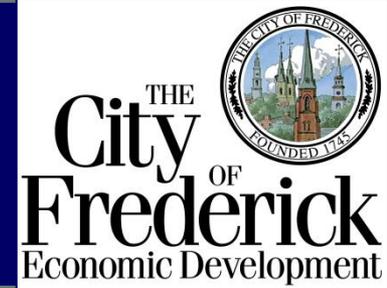


Frederick

M a r y l a n d



Downtown Frederick Economic Development Briefing





Mayor Randy McClement

60th Administration

Karen Young, President Pro Tem

Carol Krimm

Michael O'Connor

Shelly Alo

Kelly Russell

- **Strong Mayor –**

Runs City Operations on a day to day basis. Prepares budget, legislation

- **5 Aldermen –**

Responsible for passing legislation, budget, policies

- **Overall City Budget –**

\$112 mil, 500 employees



Department of Economic Development

Our mission is to build a stable economy in Frederick through business retention, expansion, and recruitment, business infrastructure development, revitalization, and reinvestment

Staff of 3

Director, Business Development, Office Manager

\$380,000 Budget +/-

Three staff, a photocopier, & a website

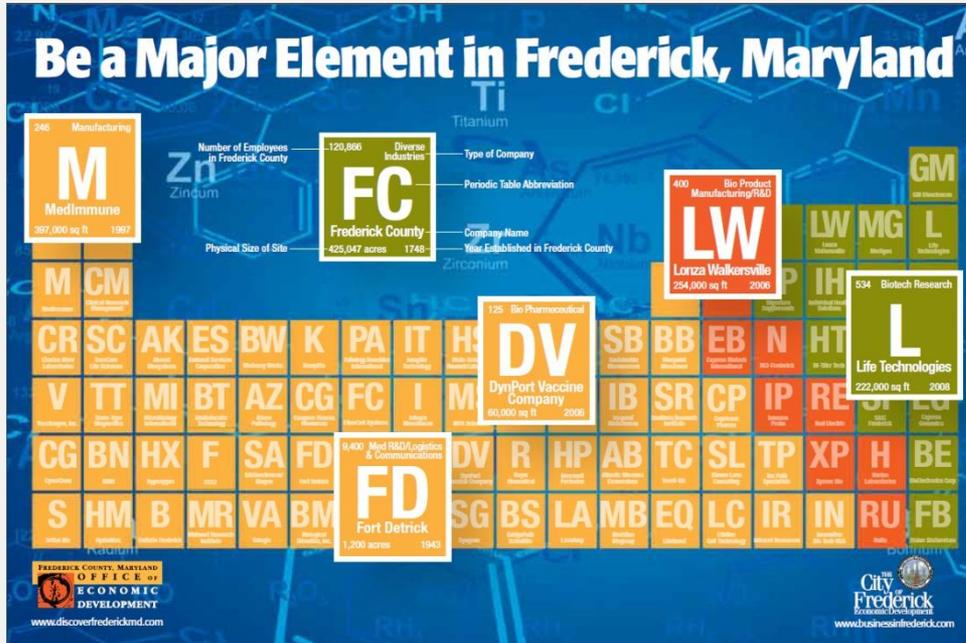
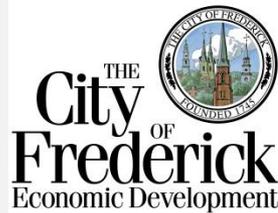
Project Management

Carroll Creek Park, Downtown Hotel, Golden Mile Revitalization, Vacant Commercial Properties Committee

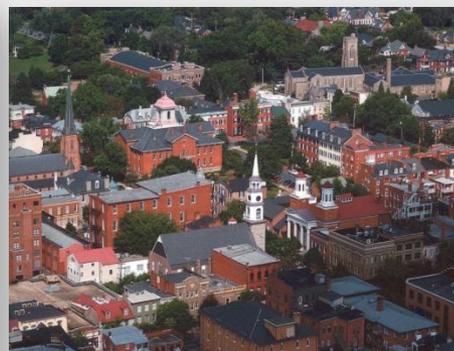
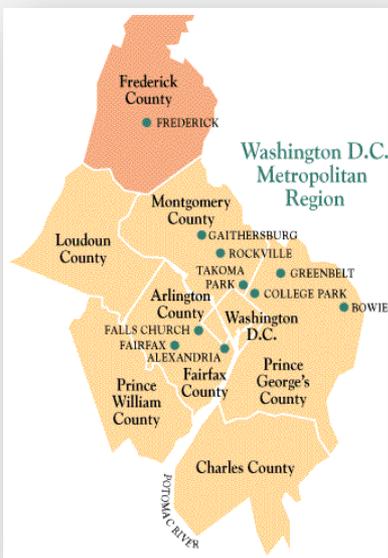
Programs

Business Retention, Expansion, Recruitment, Procurement, Industry Groups





Frederick Quick Facts



- ❖ Founded 1745
- ❖ 21 Square Miles (County 663 sq.mi.)
- ❖ 40-Block Historic District
- ❖ Northern Anchor I-270 Tech Corridor
- ❖ Frederick County Seat
- ❖ Home of Fort Detrick & NCI-F
- ❖ Home of Francis Scott Key
- ❖ Home of Frederick Keys Baseball
- ❖ 2010 & 2011 Top 25 Arts Cities
- ❖ 2010 APA Great Places Award
- ❖ 2005 Great American Main Street

Demographics



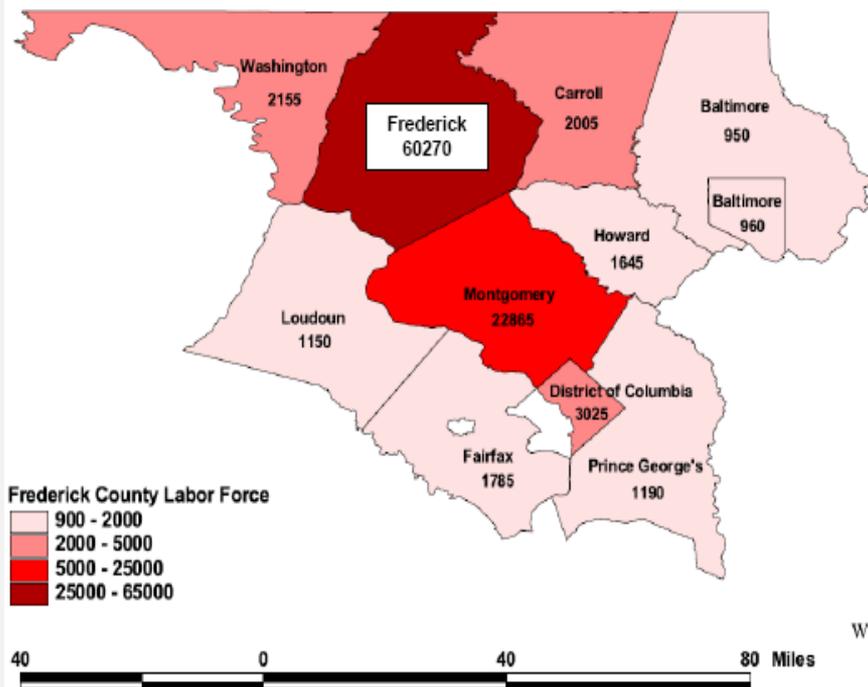
POPULATION	2010	2000
City	63,559	52,767
County	232,704	195,277
Maryland	5.7 million	5.3 million

LABOR COMPONENT	COUNTY	CITY
Jobs	101,000	49,000
Labor Force	122,852	32,099
Businesses	8,300	3,500

Source: 2010 Census / ESRI

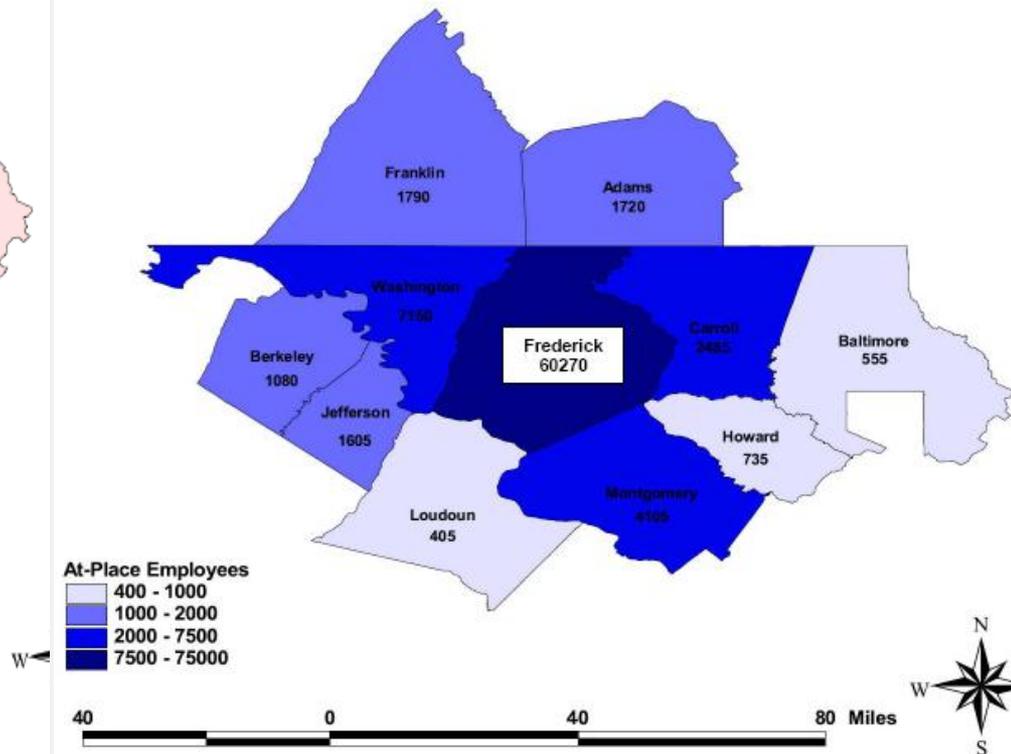
Labor Force Commuting Patterns

Where Frederick Residents Work



Source: Census Transportation Planning Package, BBPC, 2007

Where Frederick Workers Live



Source: Census Transportation Planning Package, BBPC, 2007

Industry Sector Diversity

- ❖ Bio & Life Sciences
- ❖ Advanced Technology
- ❖ Manufacturing
- ❖ Services
- ❖ Tourism



Major Employers: >500 Emp.

Employer	Employees
Fort Detrick & NCI/SAIC-Frederick	9,200
Frederick County Board of Education	5,384
Frederick County Government	2,355
Frederick Memorial Healthcare	2,295
Bechtel (Power Division)	1,578
Wells Fargo Home Mortgage	1,500
Frederick Community College	899
United Healthcare	832
State Farm Insurance Company	793
Wal-Mart	700
National Emergency Training Center	577
Wegmans	550
Mount Saint Mary's University	511
The City of Frederick	500

Source: *The City of Frederick Economic Development*



Commercial Growth

❖ Target Industries:

- Biotechnology
- Advanced Technology
- Manufacturing

❖ Biotech Growth:

- 71 companies in 2011
- Doubled since 2004

❖ Commercial Construction

- Average of \$143 million annually since 2005
- Average of 424 commercial permits annually since 2005
- \$739 million in planned and/or approved projects 2011 to 2015

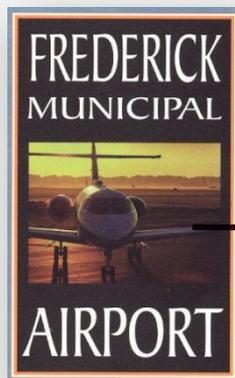
Year	Est. Construction Value	# of Permits	Average value
2005	143,868,421	948	151,760
2006	100,687,053	413	243,794
2007	169,285,402	362	467,639
2008	103,460,300	350	295,601
2009	224,547,709	243	924,065
2010	136,515,589	236	578,456
2011	126,085,558	419	300,920
total	\$1,004,450,032	2,971	\$338,085
average	\$143,492,861	424	\$338,085

Source: The City of Frederick Economic Development / Permits & Codes

Frederick Municipal Airport

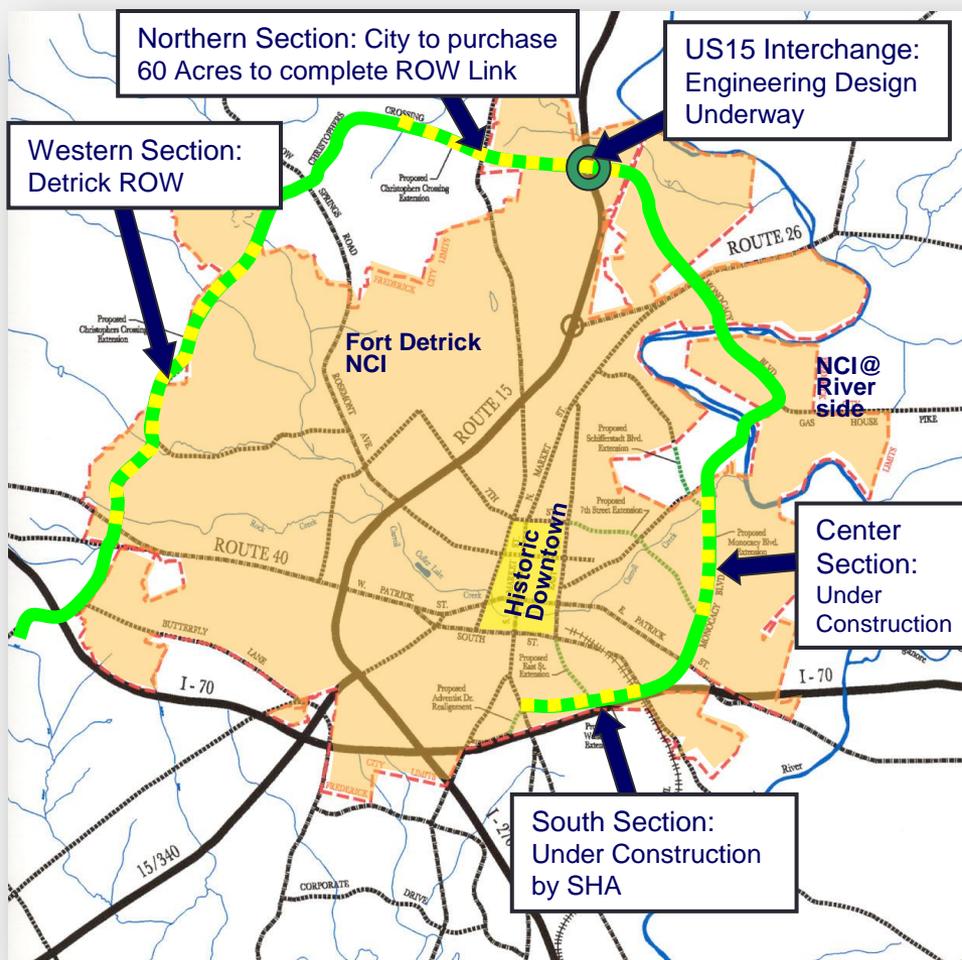


- ✈ 150,000 annual aircraft operations
- ✈ Instrument Landing System (ILS)
- ✈ 5,220' runway (proposed 6,000 feet)
- ✈ FAA Control Tower – under construction
- ✈ Proposed New Hangars
- ✈ 350 Businesses Use the Airport Annually



Photos courtesy of the Frederick News Post

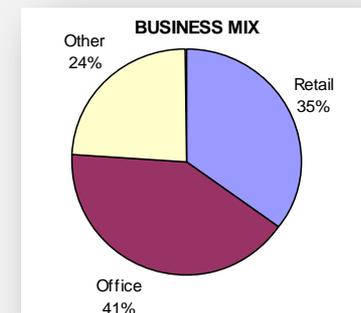
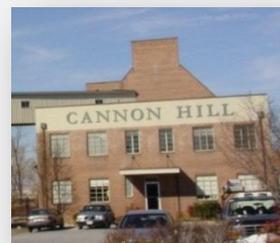
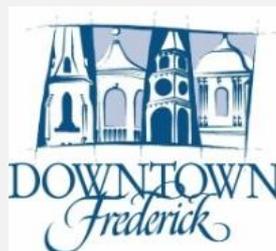
Monocacy Blvd/Christophers Crossing



- ❖ Major Arterial Ring Road
- ❖ Local Traffic Reliever
- ❖ Rings Downtown Frederick
- ❖ Access to Fort Detrick & Frederick National Lab
- ❖ Access to NCI@Riverside
- ❖ Access to I-70, US15, MD26, US40
- ❖ New Interchanges at US15 & I-70

Downtown Frederick

- ❖ Hub of Culture, Commerce, Government
- ❖ 600 Businesses & Organizations employing 5,000 people
- ❖ 200+ of Restaurants and Shops
- ❖ 20 + IT Businesses
- ❖ More than \$200 million in private capital investment expected over next five years
- ❖ Direct relationship to economic strength and business development in community



Downtown Frederick: 1976



Vision: Carroll Creek Flood Control & Park



- ❖ Consistent Investment
- ❖ 30+ Years
- ❖ Six City Administrations
- ❖ \$200+ million public investment
- ❖ \$200+ million private investment
- ❖ Flood Control & FEMA 100 Year Map Revision
- ❖ Urban Park Development
- ❖ Mixed-Use Infill Development
- ❖ Business Recruitment and Job Creation
- ❖ Tax Revenue Generation – ROI
- ❖ Multi-Modal Transit – Rail, Bus, Taxi, Bike, Walk
- ❖ 18 Hour Day – Vibrant, Active, Fun Place to Be

Downtown & Carroll Creek Park

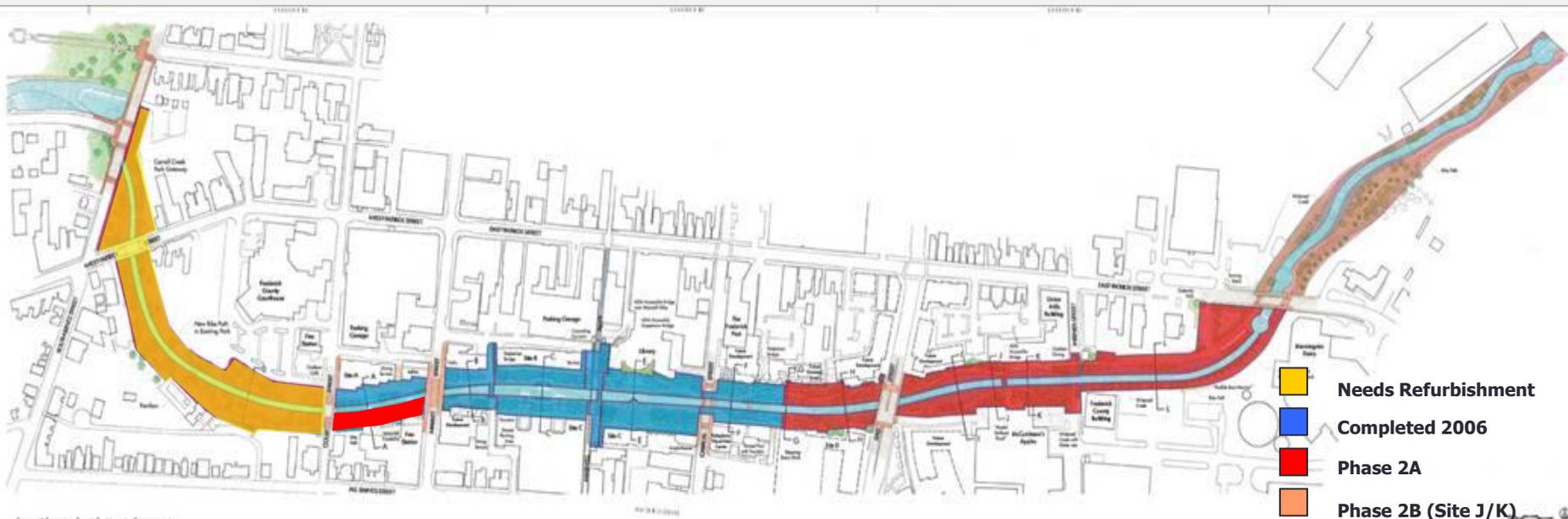
- 2002 Dozen Distinctive Communities
- 2005 Great American Main Street Award
- 2007 Maryland APA Project of the Year
- 2008 IEDC Project of the Year
- 2009 Forbes Magazine – Smartest Cities
- 2010 APA - Great Places Award
- 2010 American Style – Top 25 Small Arts City



Photo courtesy of the Frederick News Post

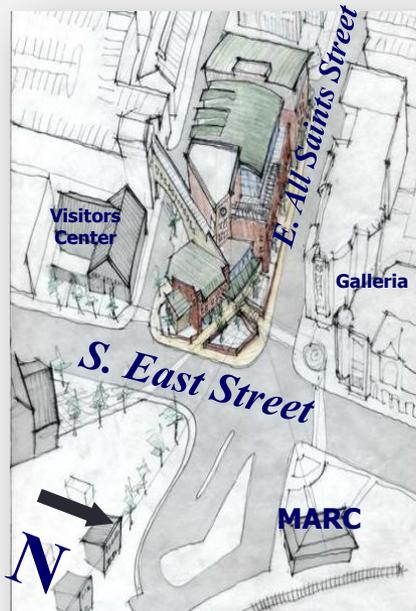
Downtown: Carroll Creek Park

- ❖ 405,000 sf office space
- ❖ 150,000 sf retail space
- ❖ 350 to 600 MF residential units
- ❖ 2,200 structured parking spaces
- ❖ 1,500 new jobs
- ❖ \$150+ million private investment



Downtown: Private Investment

PLANNED - One Commerce Plaza



PLANNED - The Galleria



COMPLETED - East All Saints Street Garage



COMPLETED - Frederick Tourism Welcome Center



PLANNED - Union Mills



COMPLETED - FCPS Headquarters



PLANNED - McCutcheon's Mill



UNDER CONSTRUCTION - Monocacy Canning

Downtown: Private Investment

LaPaz



Maxwell
Place



Creekside Plaza



South Market Center



Downtown: Government Anchors



- ❖ County Government @ Winchester Hall
- ❖ County Permitting @ N. Market Street
- ❖ City Government @ City Hall
- ❖ City Permitting @ 140 W. Patrick Street
- ❖ Central Library @ C. Burr Artz
- ❖ County Court House
- ❖ Social Services
- ❖ Frederick County Public Schools Admin.
- ❖ Tourism Council Visitors Center

Downtown: Parking System



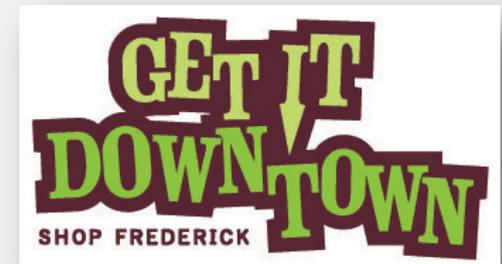
- ❖ Parking Enterprise Fund – no tax dollars used to support parking system (PTF)
- ❖ Meter and Parking fine revenue subsidizes garage construction
- ❖ Structured Parking is for long-term parking
- ❖ Critical for attracting and keeping employers downtown
- ❖ 5 Garages totaling 2,450 spaces
- ❖ 3,355 public on-street spaces (661 metered)
- ❖ On-Street metered spaces for short term convenience parking (2 hours or less)

Downtown Jobs and Investment

CATEGORY	2006	2007	2008	2009	2010	TOTALS
Number of Private Projects	23	57	66	56	51	253
\$ Value of Private Projects	4,700,000	10,186,384	8,670,011	6,125,949	538,919	\$30,221,263
Number of Public Projects	15	3	7	5	1	31
\$ Value of Public Projects	43,680	14,987,700	4,617,264	17,200,700	10,000	\$36,859,344
Business Openings	3	32	34	11	14	94
Business Closings	(2)	(19)	(15)	(3)	(12)	(51)
Net New Businesses	1	13	19	8	2	43
New Job Creation	5	142	117	23	50	337
Jobs Lost	(2)	(48)	(54)	(3)	(28)	(135)
Net New Jobs	3	94	63	20	22	202



Wayfinding System



Roles in Downtown Frederick

❖ PUBLIC (City, County, State)

- Set policy & regulations (design, use, function, incentives)
- Establish positive business and residential environment
- Public Infrastructure (water, sewer, roads, parks, rail, parking)
- Catalyst Projects (CCP, FITCI, Downtown Hotel)
- Workforce Development (RCPS, FCC, STEM, Retraining)

❖ NON-PROFIT (Main Street, Tourism, etc.)

- Promotion, Advertising, Marketing
- Events (First Saturday, Alive@Five, etc.)
- Advocate on policy issues
- Projects – A&E, Wayfinding, Downtown Gift Cards, etc.
- Tourism & Museum operation

❖ PRIVATE (Residents, Property Owners, Businesses, Developers)

- Business Activities (start-ups, expansions, facilities, hiring)
- Capital Investment New Construction
- Renovation, Adaptive Reuse, Upper Floor Conversions
- Infill Development
- Sponsorships & Volunteers





MAIN STREET PROGRAM

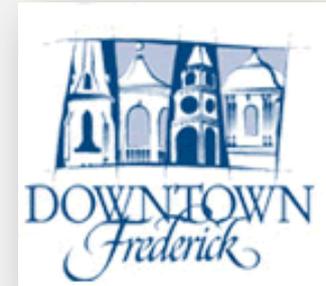
Program Awarded to Frederick in 2001

Umbrella strategy to align multiple parallel efforts

- **Downtown Development Organizations**
- **Tourism**
- **Office of Special Events**
- **Economic Development**
- **Arts & Culture**

Simple, Unified, Coordinated, Easy Four Step Approach

1. Organization
2. Promotion
3. Economic Restructuring
4. Design



Mission Statement

To enhance, promote and preserve the vitality of Downtown Frederick

Staff

2 Employees, Director and Event Coordinator + hundreds of volunteers

Funding

City Economic Development, Private Investment, Sponsorships, Grants

First Saturday Event – Patron Profile

Event	Number of Completed Surveys
November 1, 2008	228
December 6, 2008	127
March 7, 2009	237
April 4, 2009	218

Come Downtown Specifically for First Saturday?	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
Yes	78	79	74	80	75
No	22	20	25	20	23

Q1. Did you come downtown tonight specifically to attend First Saturday?

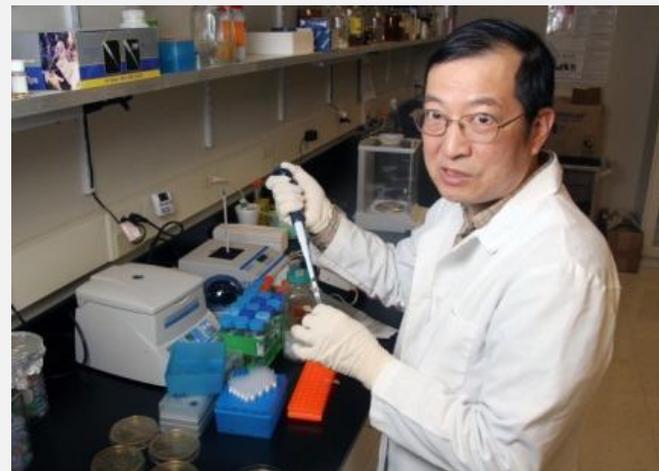
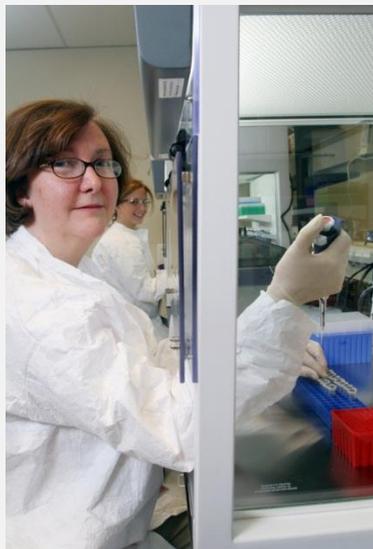


In The Streets – Annual Festival



- ❖ One Day Event
- ❖ Music & Food
- ❖ Highlights Downtown
- ❖ 70,000 attendees
- ❖ 315 vendors
- ❖ 20 bands
- ❖ \$17k profit

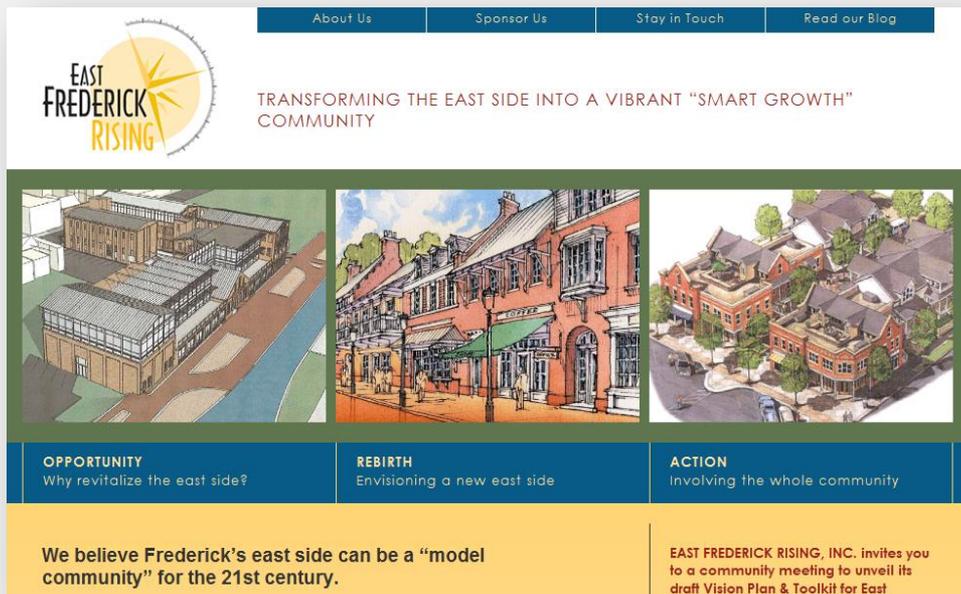
Frederick Innovative Technology Center, Inc.



- ❖ 15,000 sf – 25 offices, 10 wet labs
- ❖ 30 tenants with 70-80 employees at any one time
- ❖ 265 Jobs created since FITCI opened in 2005
- ❖ Graduates lease over 68,000 SF in community
- ❖ Tech Transfer Opportunities with Fort Detrick and National Cancer Institute



East Frederick Rising



The screenshot shows the website for East Frederick Rising. At the top, there are navigation links: "About Us", "Sponsor Us", "Stay in Touch", and "Read our Blog". The main header features the "EAST FREDERICK RISING" logo, which includes a stylized sun and the text "TRANSFORMING THE EAST SIDE INTO A VIBRANT 'SMART GROWTH' COMMUNITY". Below the header are three images: a modern building complex, a street scene with historic-style buildings, and a residential development. Underneath these images are three columns: "OPPORTUNITY: Why revitalize the east side?", "REBIRTH: Envisioning a new east side", and "ACTION: Involving the whole community". At the bottom, there is a yellow banner with the text: "We believe Frederick's east side can be a 'model community' for the 21st century." and "EAST FREDERICK RISING, INC. invites you to a community meeting to unveil its draft Vision Plan & Toolkit for East".

www.eastfrederickrising.org

The Vision: A revitalized east end of the city that is a vibrant, safe and diverse place where residential and commercial opportunities flourish and expand in accordance with smart growth principles.

- ❖ Small Area Plan: 2,200 acres
- ❖ Mixed-use neighborhoods
- ❖ Transit – Oriented
- ❖ Economic Engine
- ❖ Sustainable
- ❖ Net Zero Energy



Downtown Hotel & Conference Center



Community Project Chairman – Earl Robbins

- ❖ Downtown Frederick is centrally located, has strong amenities, is transit-oriented, and has available sites.
- ❖ 200 Room Flagship Hotel
- ❖ 14,000+ SF of meeting space including a ballroom
- ❖ 250+ structured parking spaces
- ❖ Guest Amenities – Restaurant, Pool, Exercise Room, Business Ctr
- ❖ Green building design/construction
- ❖ \$45 million Public Private Partnership

Major Employers Group

- SAIC-Frederick
- State Farm
- Frederick Community College
- Bechtel
- Wells Fargo Home Mortgage
- US Army Garrison Fort Detrick
- Chase Card Services
- Frederick County Public Schools
- Frederick Memorial Health Care
- Lonza BioScience
- MedImmune
- Mount St. Mary's University
- Plamondon Companies
- CitiMortgage



Frederick

M a r y l a n d



www.businessinfrederick.com

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The City of Frederick, Maryland

Department of Economic Development

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