Economic Development

Mayor and Council Work Session

July 21, 2025

City Council Request

- ❖ March 24th work session requested

- ❖ Work session topics:

   Overview models

   ED roles and responsibilities

   Lines of communication, direction, and accountability

   Outcomes-based measurements of success

- ❖ Conversation format

Economic Development Models

Two common models:

1. Separate third-party entity

2. Economic Development Department

Third Party Model

❖ 501(c)(3) non-profit

❖ Autonomous board

❖ Relies on municipal funding

❖ No direct access to internal city systems

❖ Own administrative services (IT, HR, Legal etc.)

❖ Examples - REDI, Cumberland Economic Development
   Corporation, Easton Economic Development Corporation

In-House Model

- ❖ Economic Development Department

- ❖ Division of City Manager's Office

- ❖ Combined Department – i.e. Community and Economic Development Department

- ❖ Examples of "in-house" - Cities of Gaithersburg, Frederick, and Bowie

Current Functions/Roles - REDI

❖ Business Development (Attraction, Retention, Expansion)

❖ Market Research

❖ Marketing and Communications

❖ Resources and Connections

❖ Technical Assistance

❖ Entrepreneurship Development

❖ Incentive Programs

❖ Tourism/Destination Marketing

❖ District Identification and Support

Current Functions/Roles – City Departments

- ❖ Community Development/Placemaking

- ❖ Infrastructure

- ❖ Growth Mindset/Legislation

- ❖ Fiscal Management

- ❖ Public Safety

- ❖ Planning, Zoning, Permitting

- ❖ Civic Engagement

Current Functions/Roles – Regional Partners

❖ Growth Policies/Legislation

❖ Business-Friendly Tax and Programs

❖ Education

❖ Workforce Development

❖ Inclusive Outreach & Collaboration

❖ Utilities/Transportation

❖ Collaboration amongst all partners

Existing Funding Agreement

❖ Agreement between REDI and City of Rockville

Mayor and Council Conversation

Questions, comments and direction regarding:

1. City economic development models

2. Roles and responsibilities

3. Lines of communication, direction, and accountability

4. Outcomes-based measurements of success

5. Any needed next steps