

KEY AREAS FOR ECONOMIC DEVELOPMENT ACTIVITY

REDI PROVIDES:

- Business Development (Attraction, Retention, Expansion)
- Market Research
- Marketing and Communications
- Resources and Connections
- Technical Assistance
- Entrepreneurship Development
- Incentive Programs
- Placemaking and Community Identity
- Tourism/Destination Marketing
- District Identification and Support
- Partnering with Key Stakeholders

REDI PARTNERS:

- Workforce Development
- Lending Programs
- Development and Redevelopment Projects
- Public Private Partnerships
- Infrastructure, Transportation and Utility Projects
- Art and Cultural Development
- Business Associations/Districts
- Housing Development
- Education Opportunities

A black and white photograph of a modern city building with a grid-like facade, featuring a prominent staircase and structural elements.

COLLABORATIVE ECONOMIC DEVELOPMENT ROLES FOR BEST-IN-CLASS COMMUNITIES

CITY

- Community Development/Placemaking
- Infrastructure
- Growth Mindset/Legislation
- Fiscal Management
- Public Safety
- Planning, Zoning, Permitting
- Civic Engagement
- Regional Collaborations

REDI

- Attraction, Retention, Expansion
- Research & Analysis
- Communications & Marketing
- Business Outreach & Engagement
- Industry Initiatives
- Foster Business Ecosystem
- Leverage Partnerships

REGIONAL PARTNERS

- Growth Policies/Legislation
- Business Friendly Tax and Programs
- Education
- Workforce Development
- Inclusive Outreach & Collaboration
- Utilities/Transportation
- Regional Initiatives

TOOLS AND FOCUS FOR ACHIEVING GOALS

CITY

- Liaison/Permitting Concierge
- Zoning Rewrite
- Permitting/Inspection Streamlining (Clarity/Timeline)
- Tax Incentives
- Economic Development Element
- Fund Incentives/Grants
- Develop Key Projects/Assets
- Affordable and Adequate Infrastructure
- Accessible Transportation
- Help Provide/Facilitate Energy/Utility Needs
- Support a Safe Community

REDI

- Focus on key industry areas
- Create opportunities for business to learn/interact
- Promote resources/information
- Develop brands for industry sectors/district/business community/local tourism
- Provide local tourism information
- Manage website/social media/public relations
- Business engagement
- Assist with filling vacancies
- Administer incentives
- Produce marketing materials/campaigns
- Track metrics - jobs/space/capital

REGIONAL PARTNERS

- Educational Institutions
- Workforce Development Boards
- EDOs/COG/Board of Trade
- Think Tanks (Connected DMV), Accelerators & Incubators
- Chamber
- Trade Associations
- Developers/Real Estate Brokers/Site Selectors
- Members of the Business Community
- Funders
- State, County, Local Government officials and staff

CURRENT REDI/CPDS COORDINATION

- Coordinate market and demographic data for projects like the Town Center Master Plan
- Map areas like Rock East and Twinbrook
- Provide input on key development projects like Metro stations, King Farm Farmstead, Redgate Park
- Provide feedback from business community for code changes and plans (including the Comprehensive Plan - Economic Development element and the Zoning Ordinance Rewrite)
- Connect businesses to appropriate staff for approvals, permitting, inspections
- Highlight projects and businesses that have significant economic impact on the city
- Market the city as business friendly
- Meet several times a month