

MEMORANDUM

April 24, 2015

TO: Planning, Housing, and Economic Development Committee

FROM: Jacob Sesker, Senior Legislative Analyst *JS*

SUBJECT: Montgomery Business Development Corporation – Proposed Reconciliation List Item

The attached April 23, 2015 memo from Councilmembers Navarro, Hucker, and Floreen (© 1-2) proposes placing \$100,000 on the FY16 operating budget reconciliation list for the Montgomery Business Development Corporation (MBDC). The purpose is to support “a Market Place Development Specialist position that will focus exclusively on marketing and branding the White Oak area and recruiting businesses and academic institutions to locate in the White Oak Science Gateway Master Plan area.”




MONTGOMERY COUNTY COUNCIL


ROCKVILLE, MARYLAND


MEMORANDUM

April 23, 2015

TO: Councilmembers

FROM: Nancy Navarro 
Councilmember, District 4

Tom Hucker 
Councilmember, District 5

Nancy Floreen 
Councilmember, At Large
Chair, Planning, Housing, and Economic Development Committee

SUBJECT: White Oak Development Specialist

During the discussion of the White Oak Science Gateway Master Plan, Councilmember Navarro sent the attached memo on July 24, 2014, proposing language that calls for the creation of "a redevelopment office or similar entity" responsible for the marketing and branding of White Oak in order to fully implement the Plan's goal of attracting "companies that offer high quality employment in fields such as health care, pharmaceuticals, life sciences, and advanced technology."

After the Council's discussion on Tuesday regarding the disposition of Site II, it is now clearer than ever that someone needs to take responsibility for the branding and marketing of White Oak to attract high quality jobs and amenities.

While the County Executive continues working on a proposal to reconstitute the County's Department of Economic Development, the Council should not wait to appropriate funds for this purpose. We propose adding \$100,000 to the reconciliation list for the Montgomery Business Development Corporation (MBDC) for a Market Place Development Specialist Position that will focus exclusively on marketing and branding the White Oak area and recruiting businesses and academic institutions to locate in the White Oak Science Gateway Master Plan area.

Thank you in advance for your consideration of this proposal.



MONTGOMERY COUNTY COUNCIL
ROCKVILLE, MARYLAND

COUNCILMEMBER NANCY NAVARRO
DISTRICT 4

MEMORANDUM

TO: Colleagues
FROM: Councilmember Nancy Navarro
DATE: July 24, 2014
RE: Proposed Language for White Oak Implementation

Even after the Council has adopted the White Oak Science Gateway Master Plan, I believe that Montgomery County must continue to take an active role to ensure that the Plan is successful and East County finally sees the economic opportunities and high quality amenities that it deserves. Our planning can create the conditions that make this success possible, but ultimately it will be up to the private sector to make our vision a reality.

I propose that we add the following language to the White Oak Science Gateway Master Plan, based on similar language that was included in the White Flint Sector Plan:

This Plan recommends the creation of a redevelopment office or similar entity, which will work in coordination with the East County Regional Services Center.

The redevelopment office or similar entity would be tasked with branding, marketing, and recruitment for the new, unique opportunities this Plan is creating in White Oak to public and private sector entities across the country and around the world.