

PRINCE GEORGE'S COUNTYSTAT



TO: Gwen McCall, President, Economic Development Corporation
Vennard Wright, Director, Office of Information Technology
M. Andree Green, County Attorney, Office of Law

THRU: Bradford L. Seamon
Chief Administrative Officer

FROM: Benjamin J. Birge
CountyStat Manager

DATE: March 20, 2014

RE: Economic Development Incentive Fund Follow-Up Memo

Thank you for your participation in the CountyStat process. Please respond to the question below by April 21, 2014 in electronic format (no PDFs) and copy the individuals cc'd on this document. Responses should be reviewed and approved by the appropriate Deputy Chief Administrative Officer/Officers prior to submission. If there any concerns about meeting the target date for submitting the response, please contact me in advance.

The Prince George's County Economic Development Corporation should work with FSC First, and the Prince George's County Office of Information Technology where applicable to:

1. *EDI Fund applicant database.* To enhance the general information about EDI Fund applicants, and to ensure the County's resources are maximized, please provide recommendations related to developing and using a web-based applicant system.
 - a. Providing all applicant information to FSC, regardless of eligibility;
 - b. Migration to a paperless application system;
 - c. How information can be strategically used to increase participation and access to the Fund; and
 - d. Developing an application process that provides information in a way that is easy to understand and increases the percentage of applicants who complete the form.
2. *Marketing plan update.* Due to light levels of participation in the EDI Fund, provide recommended changes to how the EDI Fund could be marketed including:
 - a. Customers:
 - i. Who are the current customers?
 - ii. Are these the customers that fit the goals of the Fund?

- b. Financing tools/products:
 - i. Are the appropriate financing tools being provided?
 - ii. How are the products communicated?
 - iii. Is there enough awareness of the products?

- c. Other financing options:
 - i. What competing lending options are available to the customer base?
 - ii. Is the EDI Fund competitive?
 - iii. What is the feedback from people who have interacted with the application process?

Office of Law:

- 1. Currently, the Office of Law is responsible for providing legal approval of lending documents. Please address:
 - a. What are the options available for ensuring sufficient follow-up is provided to complete deals in as short of a time period as possible?
 - b. Could some of the work, particularly involving smaller loans, be contracted out?
 - c. What costs might be incurred through this process?

cc: Thomas M. Himler, Deputy Chief Administrative Officer, Budget, Finance and Administration
Aubrey D. Thagard, Interim Deputy Chief Administrative Officer, Economic Development and Public Infrastructure
David Iannucci, Assistant Deputy Chief Administrative Officer, Economic Development and Public Infrastructure