

Annapolis Economic Development Element



Purpose

The Economic Development Element ensures that Annapolis provides an environment conducive to jobs-producing uses and:

- development and redevelopment opportunities
- a system to treat land use needs
- diversity of economic services and programs

Why accommodate commercial and industrial uses?

- Local jobs reduce trips
- Non-residential uses generate positive fiscal impacts
- New outside dollars increase public benefit (basic sector activities, tourism etc.)
- Preservation of Annapolis heritage and culture

Complementing the Comprehensive Plan

Economic Development intersects with every aspect of the Comp Plan and exposes policy conflicts concerning:

- Growth
- Environment
- Transportation
- Housing

Cross-over Issues

- Stance on home-based businesses
- Workforce/affordable housing availability
- Requirements for impact analysis
- Availability of properly zoned land
- Transportation management and tourism
- APFO, and many more

Implementation

Implemented successfully, the Economic Development Element will:

- Help maintain a healthy jobs-housing balance
- Allow for creation and retention of quality businesses and jobs
- Enhance the economy
- Improve overall quality of life

Investing in Economic Development

Recent Office of Economic Development Activities:

- Inaugurate “Main Street” approach
- Prepare strategic plan
- Support case for bond rating
- Continue retention/expansion/attraction work

Draft Goal Statement

Annapolis works to safeguard a strong economic base and enhance quality of life, while respecting the natural and cultural environment that makes the community distinctive.

Program and Policy Objectives

1. Make Annapolis a better place to work, live, visit, open a business, hold a convention, retire, etc.
2. Retain and attract a diversity of quality businesses.
3. Attract visitors and preserve heritage.
4. Promote economic opportunity for all citizens.

Program and Policy Objectives

5. Provide additional employment opportunities.
6. Improve health and competitiveness of maritime trade.
7. Support diverse commercial and industrial development.
8. Enable improved public services.

Draft Strategies

1. Support the efforts of local economic development organizations to promote diversified growth.
2. Collaborate with local businesses to agree on development strategies and issues.
3. Demonstrate importance of economic development to the community.
4. Evaluate regulatory impediments to development.

Draft Strategies Cont.

5. Identify incentives to encourage hiring locally.
6. Improve ability to serve boaters and capture revenues.
7. Foster private and public partnerships.
8. Build on existing city-county agreements to advance government efficiency.

Draft Strategies Cont.

9. Balance commercial and residential property development to ensure overall revenue neutrality
10. Encourage diversity of jobs and businesses nationally.
11. Collaborate with educational institutions to coordinate business skills training provision..

Draft Strategies Cont.

12. Create incentive programs to encourage environmental sensitivity.
13. Help entrepreneurs and retirees launch enterprises
14. Improve communications materials that promote Annapolis as a good place to do business, visit and live.

Questions?
