



A Smart Place to Live

BUSINESS RESOURCE GUIDE



INTRODUCTION

College Town + Accessible Location + Growing Population = Unique Opportunity

The City of College Park, located in Prince George's County, is unlike any other community in the Washington, DC metropolitan area and this Business Resource Guide is designed to ensure that establishing a business here will be a smooth process. The City recognizes the many challenges that entrepreneurs face as they decide to form a business and open a brick and mortar location; therefore, the guide provides a starting point for getting your business up and running, including the following information:

- A checklist for new businesses detailing the process from creating a business plan to opening the doors to customers.
- A list of important contacts at the City, County, and State levels for information on everything from registering your business name to obtaining grants.
- Details on assistance programs offered at the City and County levels that provide funding for new or existing businesses.
- Profiles of each of the City's commercial areas to give you an overview of the possibilities for locating your business.

One important item to note is the dual jurisdiction of the City and Prince George's County. In most cases, Prince George's County should be your first stop for licenses and permits, but City staff is available to point you in the right direction as well.

With more than \$500 million in private investment planned within the next five years, College Park is primed for success. Don't miss out on your opportunity to join us.

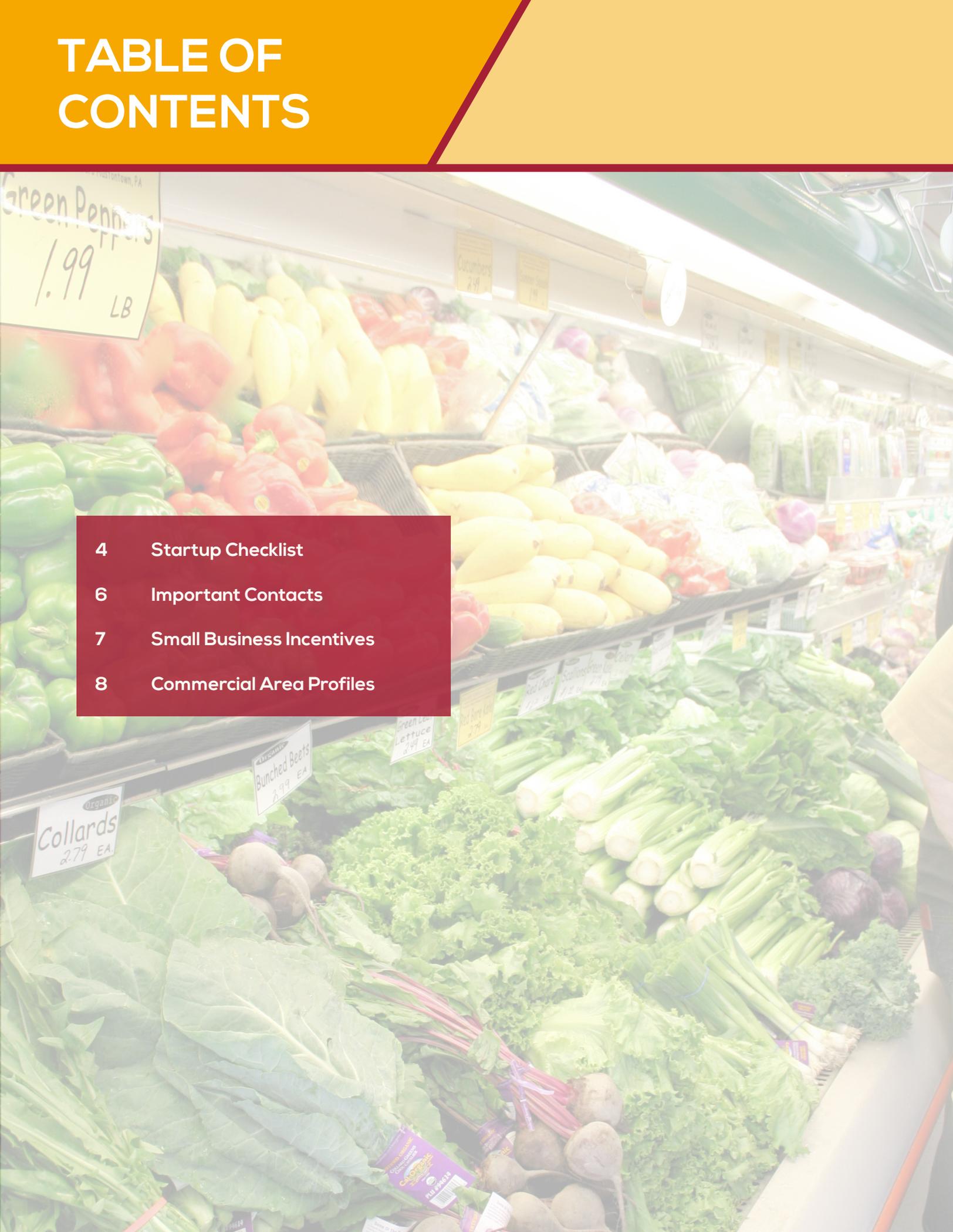
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STARTUP CHECKLIST

A roadmap to open your business

1 Create a Business Plan

A crucial document that lays out your knowledge of the business including the concept, competition, financial projections, management structure, and marketing strategy. Additionally, your goals and strategies to accomplish them should be indicated. The plan is a tool to help pitch your business to investors, lenders, and possibly employees.

There are a range of resources to help you write your business plan, including these free options:

Counseling: www.mdsbdc.umd.edu
Sample Plans: www.bplans.com
Templates: www.score.org/resources

2 Select a Location

When examining potential locations, it is important to ensure the space fits the needs of your operation. Factors to consider include loading, parking, tenant improvements, visibility, and zoning. Working with a consultant with expertise in these areas is advisable.

For information on available properties, visit www.collegeparkmd.gov/economicdevelopment or contact City staff at (240) 487-3543.

For questions related to zoning requirements, contact the City's planners at (240) 487-3538.

3 Register Business Name and Structure

The first step in establishing a business in Maryland is to determine the most appropriate operational structure (e.g. partnership, corporation, limited liability company). Each has its own tax implications and legal liability; therefore, it is recommended that you consult with an attorney, accountant, or other professional advisor before making a decision.

The State Department of Assessments and Taxation (SDAT) oversees the registration of both business names and structures. Information can be found through their website at www.dat.state.md.us or by phone at (410) 767-1340.

4 Register with Tax Authorities

Various taxes may be levied on businesses including employment, income, personal property, and sales. These taxes may be on the City, County, State, and/or Federal levels. To determine the tax obligations for your business and to complete the necessary registration documents, contact the following:

For City, County, and State taxes, contact the Comptroller of Maryland at www.comp.state.md.us or (800) 638-2937.

For Federal taxes, visit the Internal Revenue Service's website at www.irs.gov or call (800) 829-1040.

5 Complete Employer Responsibilities

Hiring employees creates a new set of responsibilities for business owners, as they must register as an employer, pay additional taxes, obtain workers' compensation insurance, and adhere to employee eligibility regulations amongst other items.

For a guide with steps to ensure your business is compliant with key regulations to hire employees, visit the U.S. Small Business Administration's website at www.sba.gov/content/hire-your-first-employee

For assistance with finding and prescreening qualified applicants, contact the County's Workforce Services Division at (301) 583-4650.

6 Obtain Special Licenses and Permits

While a Maryland business license is required for most businesses, additional licenses may be required for activities such as alcohol sales, construction, dry cleaning, food service, plumbing, and many others.

To obtain a Maryland business license and determine whether other special licenses or permits are required visit the Department of Labor, Licensing, and Regulation's website at www.dllr.state.md.us/ or call (410) 230-6001.

While the City does not license businesses, certain uses may be required to obtain a license from the County. Contact the Clerk of the Circuit Court at (301) 952-3331 for more information.

STARTUP CHECKLIST

A roadmap to open your business

7 Obtain a Liquor License (if applicable)

If your business plans to sell alcohol, you will need to obtain a liquor license through the County Board of License Commissioners. The Board issues licenses monthly at a public hearing and applications are accepted continuously for the majority of license types. For information on the process and license types, visit www.bolc.mypgc.us or call (301) 699-2770.

Additionally, a license and property use agreement from the City are also required for the sale of alcoholic beverages with the fee being 20% of the County fee. For information on the City's licensing process, contact the Department of Public Services at (240) 487-3570.

8 Obtain a Building Permit

If you intend to do any construction or renovations to your location, separate building permits from the City and County are required. The process begins with the County through their Department of Permitting, Inspections, and Enforcement (DPIE). For information, visit www.princegeorgescountymd.gov/sites/dpie or call (301) 883-5900.

For every County permit issued for building or construction related activity, a City permit must also be obtained. For information the City process, contact visit the Public Services website at www.collegeparkmd.gov/government/public_services or call (240) 487-3570.

9 Call for Inspections

Prior to the issuance of most permits, an inspection is required through the County's Inspection Division of DPIE. Inspections may include building, electrical, fire, health, mechanical, and other applicable codes.

For information on the inspection process, visit www.princegeorgescountymd.gov/sites/dpie or call (301) 883-3820.

Plumbing inspections are handled separately by the Washington Suburban Sanitary Commission (WSSC). For information on this process, visit www.wsscwater.com or call (301) 206-4003.

10 Obtain a Certificate of Occupancy

Prior to opening, businesses are required to have two occupancy permits: a Use and Occupancy (U&O) Permit issued by the County and an annual Non-Residential Occupancy Permit issued by the City. The City permit is issued to applicants that already have a valid U&O permit from the County.

To obtain the County permit, applicants need to visit the DPIE Permits Center at 9400 Peppercorn Place, Largo, MD 20774. The center offers a walk-through process designed for efficiency and speed. For submittal requirements call (301) 883-5776. To obtain a City permit, visit Public Services at 4601-A Calvert Road or call (240) 487-3570 for information.

11 Open Your Business

Once you have completed the previous steps, your business should be ready to open its doors. As your business gets settled in College Park, the City's Economic Development team is available as a resource with training seminars, grant opportunities, and much more. For information on the team, visit www.collegeparkmd.gov/economicdevelopment or call (240) 487-3543 to sign up for their email list.

Thank you for choosing College Park as the home for your business. We look forward to working with you to ensure your business reaches its fullest potential.

IMPORTANT CONTACTS

CITY OF COLLEGE PARK

Dept. of Planning, Community & Economic Development

4500 Knox Road, College Park, MD 20740
(240) 487-3538

Michael Stiefvater Economic Development Coord.
Miriam Bader Senior Planner

Incentives | Property Information | Signs | Zoning

www.collegeparkmd.gov/economicdevelopment
www.collegeparkmd.gov/government/planning

(240) 487-3543 mstiefvater@collegeparkmd.gov
(240) 487-3542 mbader@collegeparkmd.gov

Department of Public Services

4601-A Calvert Road, College Park, MD 20740
(240) 487-3570

Inspections | Liquor License | Permits

www.collegeparkmd.gov/government/public_services

MARYLAND SMALL BUSINESS DEVELOPMENT CENTER

Corridor Region

7100 Baltimore Avenue, College Park, MD 20740
(301) 403-0501

Assistance | Counseling | Training

www.marylandsbdc.org/corridor

PRINCE GEORGE'S COUNTY

Board of License Commissioners

5012 Rhode Island Avenue, Hyattsville, MD 20781
(301) 699-2770

Liquor License

www.bolc.mypgc.us

County Clerk of the Circuit Court

14735 Main Street, Upper Marlboro, MD 20772
(301) 952-3318

Business Licensing

www.princegeorgescountymd.gov/sites/clerkcircuitcourt

Dept. of Permitting, Inspections, and Enforcement

9400 Peppercorn Place, Largo, MD 20774
(301) 883-5900

Inspections | Permits

www.princegeorgescountymd.gov/sites/dpie

Economic Development Corporation

1801 McCormick Drive, Largo, MD 20774
(301) 583-4650

Assistance | Incentives | Workforce Services

www.pgcedc.com

Health Department

9201 Basil Court, Largo, MD 20774
(301) 883-7690

Food Safety

www.princegeorgescountymd.gov/sites/dpie

Planning Department

14741 Gov. Oden Bowie Drive, Upper Marlboro, MD 20772
(301) 952-3594

Signs | Zoning

www.pgplanning.org

IMPORTANT CONTACTS

STATE OF MARYLAND

Comptroller

8181 Professional Place, Landover, MD 20785
(410) 260-7980

Department of Assessments and Taxation

301 W. Preston Street, Baltimore, MD 21201
(410) 767-1184

Department of Business & Economic Development

401 East Pratt Street, Baltimore, MD 21202
(410) 767-6300

Department of Labor, Licensing, and Regulation

500 North Calvert Street, Baltimore, MD 21202
(410) 230-6001

Tax Registration

www.comp.state.md.us

Name Registration | Structure Registration

www.dat.state.md.us

Assistance | Incentives

www.business.maryland.gov

Business Licensing

www.dllr.state.md.us

UTILITIES

Pepco

8300 Old Marlboro Pike, Forestville, MD 20772
(202) 833-7500

Washington Gas

1100 H Street NW, Washington, DC 20080
(703) 750-1000

Washington Suburban Sanitary Commission

14501 Sweitzer Lane, Laurel, MD 20707
(301) 206-4003

Electric

www.pepco.com

Gas

www.washgas.com/pages/businesscontactcenter

Sewer | Water

www.wsscwater.com

SMALL BUSINESS INCENTIVES

CITY OF COLLEGE PARK

Business Retention Fund

Economic Development - (240) 487-3543

Limited to locally-owned businesses currently operating in College Park, the fund offers matching grants for exterior and interior improvements affixed to the building (e.g. flooring, lighting, painting, signage). Applications are accepted during a specific window each year and grants may not exceed \$5,000 or 50% of the improvement costs.

Hollywood Facade Improvement Program

Economic Development - (240) 487-3543

Created to reinvigorate the Hollywood Commercial District, the program assists property owners or tenants that seek to renovate their building facades. Applicants are eligible to receive a dollar-for-dollar matching grant up to \$25,000 for exterior improvements including doors, lighting, masonry, painting, windows, and more.

Retail Attraction & Expansion Fund

Economic Development - (240) 487-3543

Limited to expanding or new locally-owned businesses, the fund offers matching grants for exterior and interior improvements affixed to the building. Applications are accepted on a rolling basis and grants may not exceed \$25,000 or 50% of the improvement costs. Eligible business types include apparel shops and full-service restaurants.

PRINCE GEORGE'S COUNTY

Economic Development Incentive Fund

Economic Development Corporation - (301) 583-4650

A \$50 million fund established to expand the County's commercial tax base, the EDI Fund provides low-interest loans to businesses for uses including land acquisition, building construction and improvement, equipment acquisition, and working capital. The minimum loan amount is \$250,000 and priority is given to quality job creators.

Small Business Growth Fund

FSC First - (301) 883-6900

Available to established businesses with at least 3-5 years of profitable operating history, this program is designed to assist emerging growth companies in response to access to new markets and expansion challenges. Applications are accepted on a rolling basis with loans ranging from \$25,000 to \$400,000 with interest rates at prime plus 2%-5%. Eligible uses include working capital, leasehold improvements, inventory, equipment, and human capital.

STATE OF MARYLAND

Neighborhood Business Works

Housing & Community Development - (410) 514-7237

Available to new or expanding small businesses, the program provides gap financing through loans up to \$500,000, at a maximum 50% of the total project costs. Eligible uses include new construction or rehabilitation, machinery and equipment, and certain other costs associated with opening or expanding a business. The target loan term is between five and fifteen years with the interest rate determined by an underwriting analysis.

UNITED STATES SMALL BUSINESS ADMINISTRATION

Historically Underutilized Business (HUB) Zone

City Economic Development - (240) 487-3543

A large section of the City is designated as a HUB Zone, which offers benefits to certified companies including competitive and sole source contracting and a 10% price evaluation preference in full and open contract competitions. To qualify, a business must meet small business standards, have majority ownership by U.S. Citizens, have its principal office located within a HUB Zone, and at least 35% of its employees residing in a HUB Zone. Contact the City's Economic Development office to determine if you're located within a HUB Zone.

COMMERCIAL AREA PROFILES

Overview



31,274
RESIDENTS

27% POPULATION
INCREASE
SINCE 2000

1.2 MILLION
ANNUAL VISITORS

6 UNIQUE
COMMERCIAL AREAS

Welcome to College Park! **Conveniently situated** five miles north of Washington, DC and 32 miles south of Baltimore, we are easily accessible by the Capital Beltway, Metro Green Line and MARC Camden Line. We are home to the University of Maryland and a variety of shops, restaurants, attractions, and parks.

As an **employment hub with nearly 30,000 jobs**, daytime traffic is supplied by our principal employers including the University of Maryland, NOAA Center for Weather and Climate Prediction, National Archives II, and Federal Drug Administration.

Since 2000 our population has grown by nearly 30% and signs indicate this trend will continue as nearly **\$550 million is committed in private development**, including hotels, multifamily apartments, and student housing complexes. With a median age of just over 21 years old, the **population is engaged and youthful**. It is also highly-educated, as 70% have attended some level of college while more than **25% have earned a graduate or professional degree**.

Are you considering starting a business in College Park? We invite you to explore our six commercial areas: Berwyn, Downtown, Hollywood, Lower Midtown, Upper Midtown and Uptown, to find which area best suits your business needs.

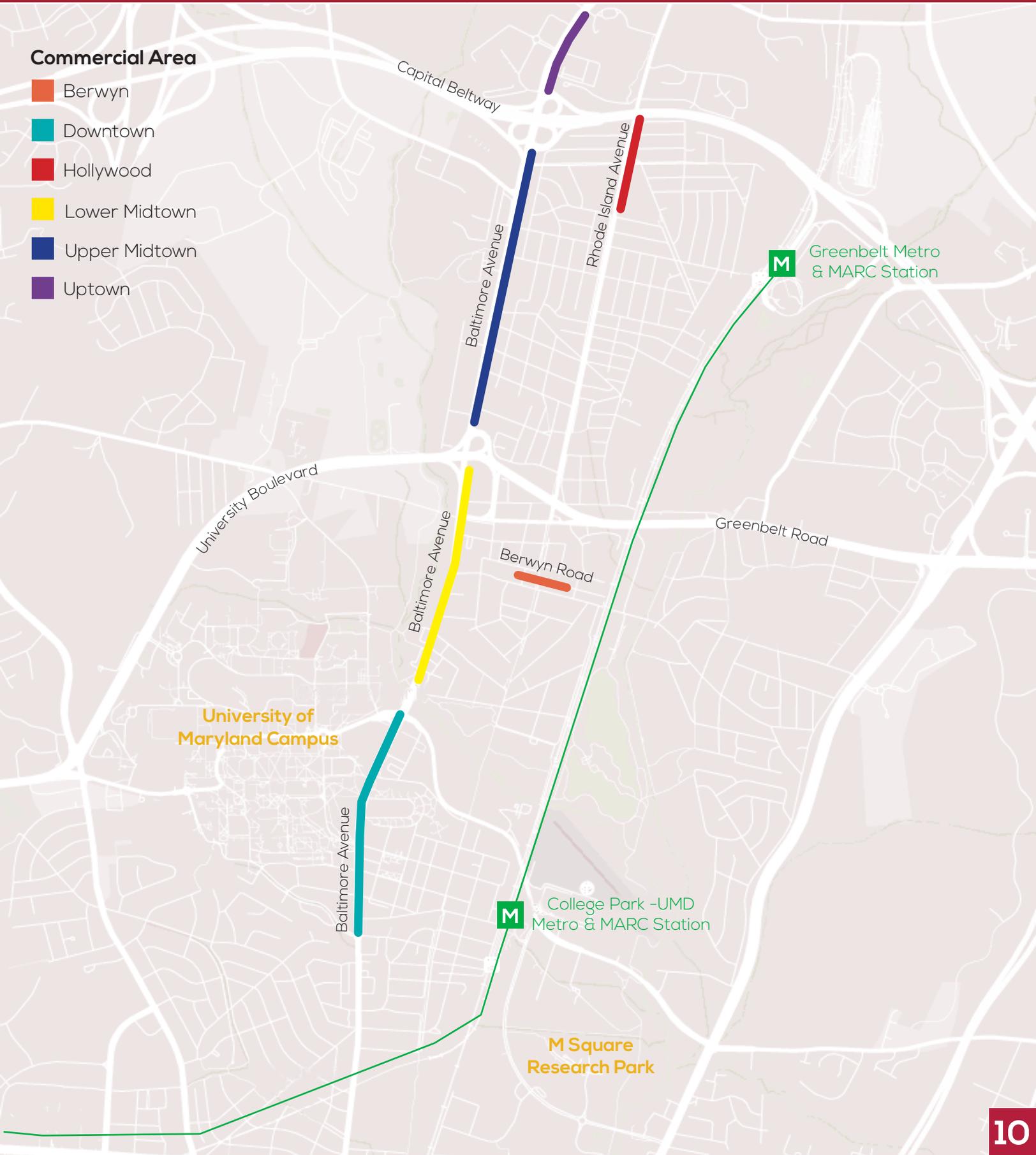
Estimates are from Esri Business Analyst online.
Figures All figures are within a one-mile radius unless otherwise noted.

COMMERCIAL AREA PROFILES

Overview

Commercial Area

- Berwyn
- Downtown
- Hollywood
- Lower Midtown
- Upper Midtown
- Uptown



COMMERCIAL AREA PROFILES

BERWYN

Easily accessible from Baltimore Avenue, yet completely insulated from its hustle and bustle is the historic Berwyn Commercial District. This quaint neighborhood boasts a diverse range of **historic homes, tree lined streets, excellent access** to multi-use paths and a central neighborhood park. Specialty stores and commercial activity have long taken advantage of the **walkability, charm and reasonable rents along the small strip.**

Over 1,605 households are within a half-mile of the district and the **affordability, accessibility and lifestyle** that Berwyn provides promises to attract and retain residents for many years to come. The district is perfect for destination retail, such as a fitness studio.

1,605
HOUSEHOLDS

3,863
POPULATION

\$82,544
AVG HH INCOME

Figures are within a half-mile radius



COMMERCIAL AREA PROFILES

DOWNTOWN

Downtown is the heart of every city. In College Park it's the **central retail district** and one of few places where students, residents and visitors converge. During the day the area is dominated by professionals from nearby office buildings and students from the University of Maryland. In the evenings a vibrant nightlife, rivaled in excitement only by game day, takes over. Fueled by its proximity to the University, easy access to the College Park Metro station and the development of several luxury student housing complexes, Downtown residents and visitors are beginning to demand a greater diversity of retail, services and food establishments.

Over **19,000 residents** live within a mile of Downtown. Housing options range from single family homes in the eclectic neighborhoods of Old Town and Calvert Hill to luxury, high-rise student apartment complexes'. New multi-family residential construction will add **an additional 2,400 student units** and **25,000 square feet of retail space** by 2016. If your business is looking to be in the middle of all that College Park has to offer look no further than Downtown!

35
RESTAURANTS

20,000
EMPLOYEES

\$81,650
AVG HH INCOME

19,440
POPULATION



COMMERCIAL AREA PROFILES

HOLLYWOOD



10
MIN. TO METRO

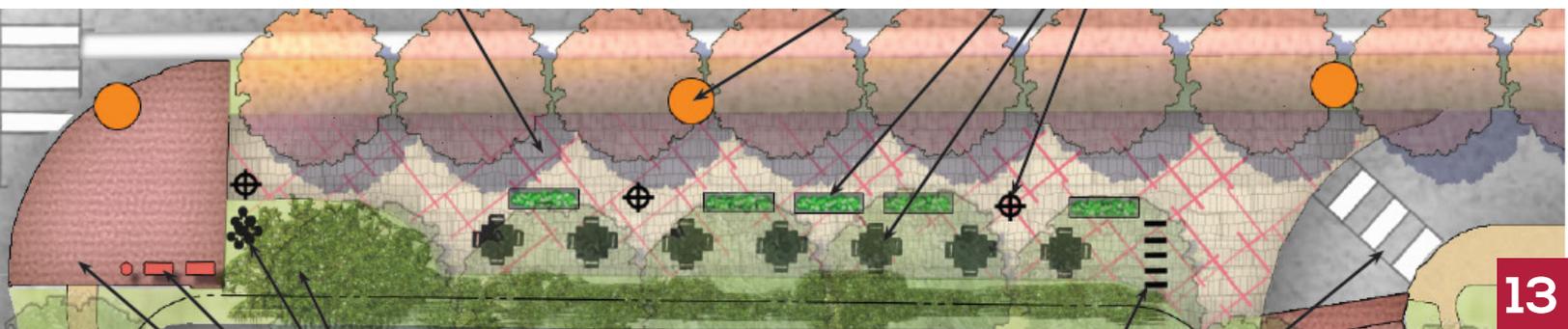
\$75,126
Avg HH INCOME

10,009
POPULATION

Located in the northern portion of the city, Hollywood is a **well-established residential and commercial center** set for significant public investment in the coming years. While single-family homes and a community atmosphere are the dominate traits, the neighborhood is home to more than 10,000 residents within a mile and conveniently accessed by the Capital Beltway, Greenbelt Metro and MARC Station, and several local bus routes.

Anchored by MOM's Organic Market and REI, the commercial district is set for a transformation through the City's upcoming streetscape improvement project. Currently in design and engineering, improvements will include street furniture and lights, improved sidewalk network, gateway signage, and a public gathering space. Each Saturday the district is home to a farmers market that creates a lively atmosphere and draws patrons to the adjacent businesses.

With a strong core of businesses and pending infrastructure improvements, **now is the time to take advantage of the opportunity that the Hollywood neighborhood has to offer!**



COMMERCIAL AREA PROFILES

LOWER MIDTOWN

Located just north of the University of Maryland is the Lower Midtown district where over **\$60 million of development activity** is planned or under construction. Initial development in this area primarily took the form of luxury mixed-use student housing, but the next wave is focused on hotels and multifamily apartment complexes.

The area is attractive because of its **easy access** (by foot, multi-use trail or bus) to the University, restaurants, services and other amenities. It's easy to see why the existing student housing complexes (with almost 3,000 beds) operate at or near full occupancy. In late 2015, a **157-room Courtyard by Marriott with 24,000 square feet of retail** (pictured below) and a 275-unit apartment complex are expected to break ground and attract professionals to the area to supplement the existing student customer base.

17,409
POPULATION

24
RESTAURANTS

21
MEDIAN AGE



COMMERCIAL AREA PROFILES

UPPER MIDTOWN

Continuing north along Baltimore Avenue is the Upper Midtown district, which is home to 390,000 square feet of leasable retail space. The district offers prime exposure with **traffic counts approaching 50,000 vehicles per day**, while it is adjacent to several well-established residential neighborhoods that provide a reliable customer base.

The area has always been home to a **diverse mix of uses**, from major auto dealers to a locally-owned flower shop. Other commercial uses include office buildings, service providers, a vintage furniture store, and restaurants that together make an eclectic fabric for your business to join.

Two multifamily developments, Monument Village (pictured below) and The Boulevard at 9091, are expected to open by 2017 adding 473 apartment units and 8,938 square feet of retail combined. **Whatever your needs, Upper Midtown offers visibility, flexibility and opportunity!**

6

HOTELS

49,000

DAILY TRAFFIC

10,701

POPULATION



COMMERCIAL AREA PROFILES

UPTOWN

Uptown College Park is defined as the area **just north of the I-95/I-495 interchange**. With over 398,000 square feet of leasable space, this area has the most commercial square footage in the city. Other assets include the **nearby U.S. National Agricultural Library and Ikea home furnishing store**, both of which naturally draw individuals from near and far on a daily basis.

The attractiveness of this district is demonstrated by the success of a recently completed mixed-use development with more than 500 apartment units and the nearly fully-occupied commercial space. **Uptown is one of College Park's youngest retail areas but it certainly has a bright future!**

1,058
HOUSING UNITS

\$81,893
AVG HH INCOME

32 MED AGE

