

Smart Cities Week[®]

OCTOBER 2-4, 2018 • WASHINGTON, D.C.

***Collaboration:
the Cornerstone of the Smart City***



Creating a Culture of Innovation Through City-Corporate Collaboration in Small Cities

Smart Cities Week

Washington, DC

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Mayor, City of College Park, MD

Presented October 4, 2018



Background – The Need for a Culture of Innovation

- DC region's overreliance on federal government
- Lack of opportunities for businesses to grow
- Lack of support



Vision 2020 – plan to make College Park a Top 20 College Town

College Park is working with the University on an ambitious goal – to be a top 20 college town by 2020 – focus on:

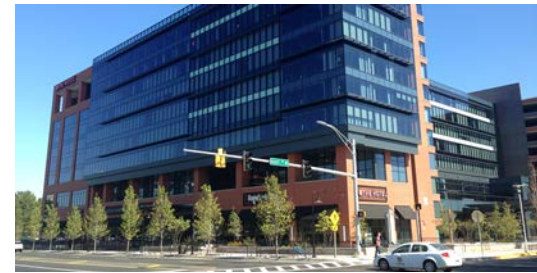
- Development
- Innovation
- Sustainability
- Arts and culture



Role of Private Partners

Corporations play several key roles in College Park's revitalization:

- Developers
- Innovators
- Investors



Incentives for development

The City has worked with several other stakeholders to create incentives for development:

- Revitalization Tax Credit
- Opportunity Zones
- Regional Institutional Strategic Enterprise (RISE) Zone
- Business Assistance and Façade Improvement Program



Success Stories

Results of incentives and our partnership with the University of Maryland:

- Capital One Innovation Lab
- WeWork
- FlexEl
- Immuta
- BlueVoyant



Smart Cities Approach

Two-year smart cities program:

- Data gathering – Soofa
- Transportation and parking
- Sustainability – building efficiency, stormwater management



Creating a Culture of Innovation

College Park is looking to work with young innovators and entrepreneurs to become a tech hub of the DC Metro:

- Startup Shell/Startup Village
- Support from other entrepreneurs
- National League of Cities Innovation Ecosystem program

