

May 6, 2025

Beltsville CDC

FINAL PRESENTATION



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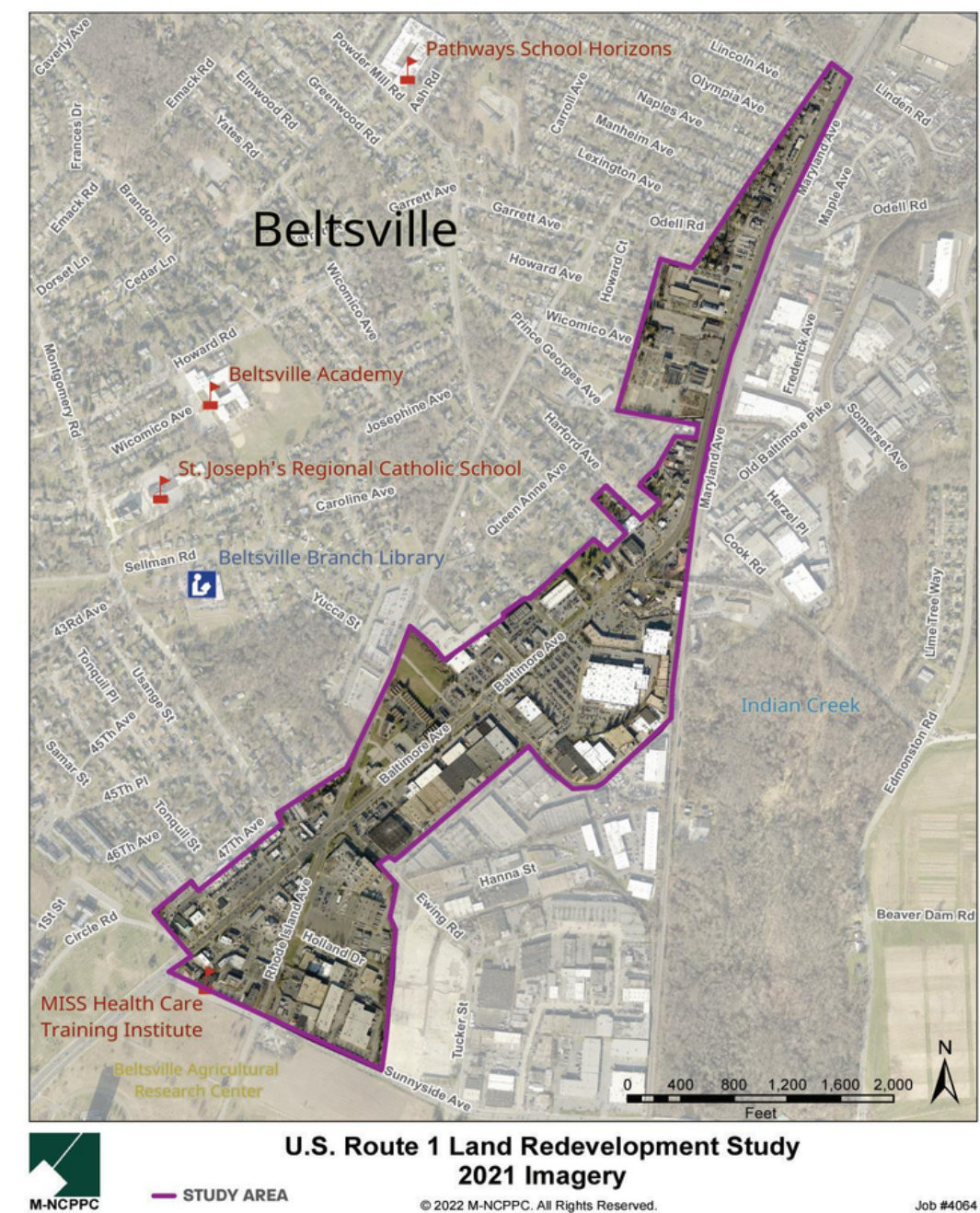


M-NCPPC
Prince George's County
Planning Department

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Agenda

1. Literature Review
2. Findings
3. Recommendations



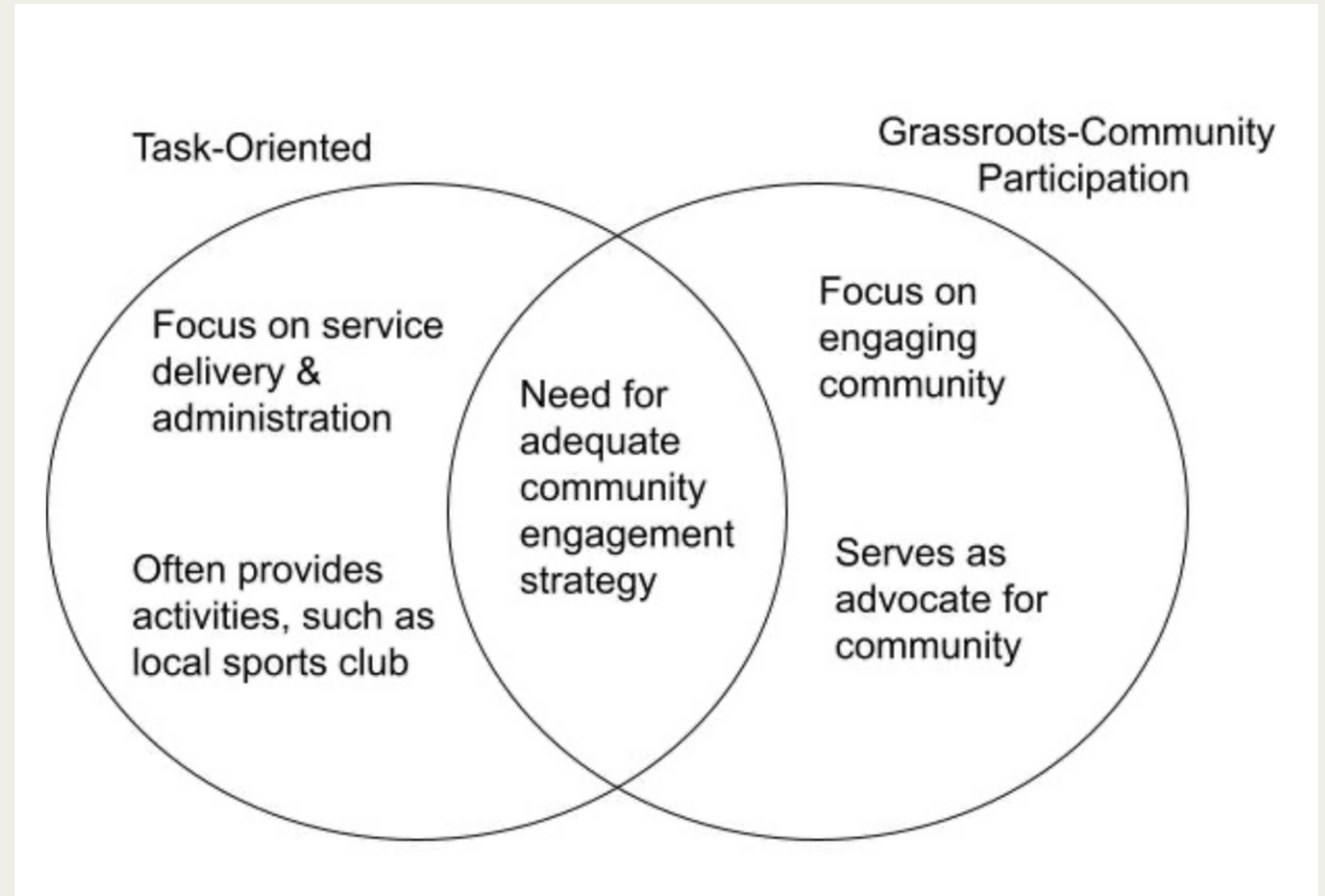
What is a Community Development Corporation (CDC)?

- Locally situated, tax exempt nonprofit dedicated to enhancing the physical and social well-being of communities
- A CDC in Beltsville would:
 - Build bridges between community stakeholders and regional institutions
 - Have a clear mission statement and measurable goals
 - Secure funding for physical development
 - Establish leadership and community involvement



Literature Review

- Beltsville lacks adequate community representation
- Task-oriented vs Grassroots-community participation
- Balance between community engagement and service administration
- Public hearings inherently create conflict



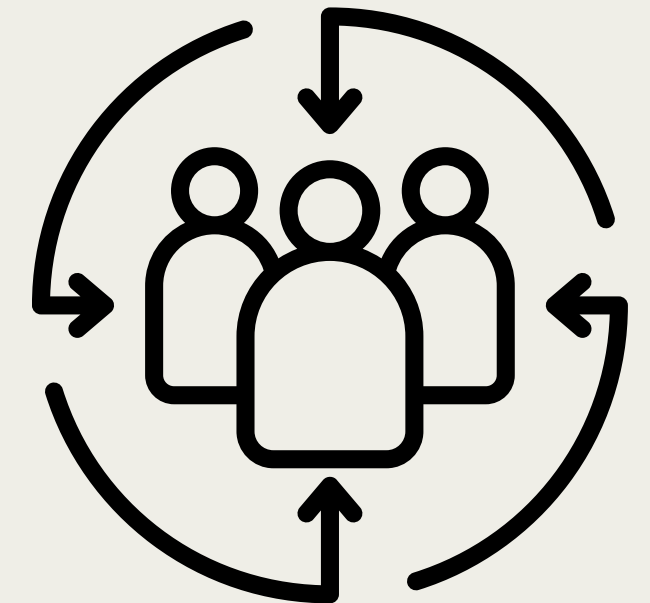
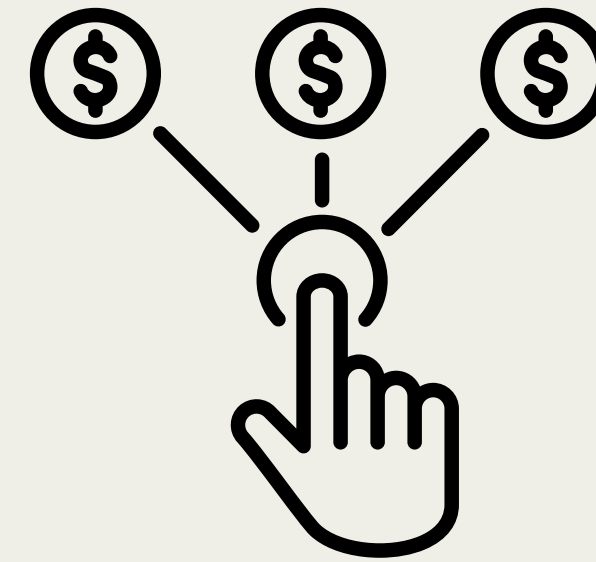
Literature Review

- Different engagement strategies
- Transformational, transactional, and transitional

Transactional	Transitional	Transformational
Focus on giving back in one-way transactions	Focus on communication and direct engagement with stakeholders	Focus on “changing society”
Example: investment programs and charities	Examples: Dialogues and town hall meetings	Example: Joint ownership and management with community members

Literature Review

- CDCs need diverse and sustainable funding
- Nonprofits often provide funding for affordable housing
- CDCs must foster communication and align stakeholder visions
- Transparency, collaboration, and honesty are essential



Findings – Site Visit

- Conducted a site visit of Route 1 Corridor
 - Observed a lack of pedestrian infrastructure
 - Witnessed the lack of connectivity
- Found opportunities for community growth and room for improvement



Findings – Interview

- Highlighted resident attitudes and room for improvement
- Reflected on previous experience in community development
- Emphasized transparency and inclusion within the entire planning process



Mary Cook,
Constituent Services
Specialist to District
One Councilmember
Thomas E. Dernoga

Findings – Interview

- Background in local CDC development
- Discussed local consultants and regional partners
- Need for diverse funding sources
- Also emphasized need for inclusion in the planning process



Marcus Monroe,
Chief-of-Staff to the
Chair of the Prince
George's County
Planning Board

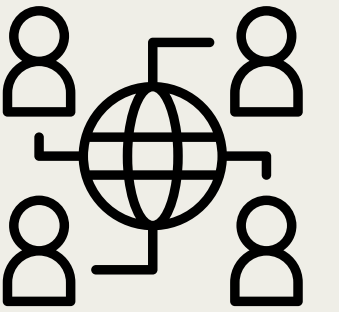
Case Study and Online Resources Survey

- Resources highlight that effective leadership reflects communities, is passionate about goals, and brings essential expertise
- Build strategic plan with measurable goals and phased growth considering available funding
- Diversified funding streams are critical
- Creating a CDC requires incorporating with state and federal government, drafting bylaws, and securing nonprofit status



Reccomendations

1. Bring Together the Right Group of People



2. Build the Legal Backbone

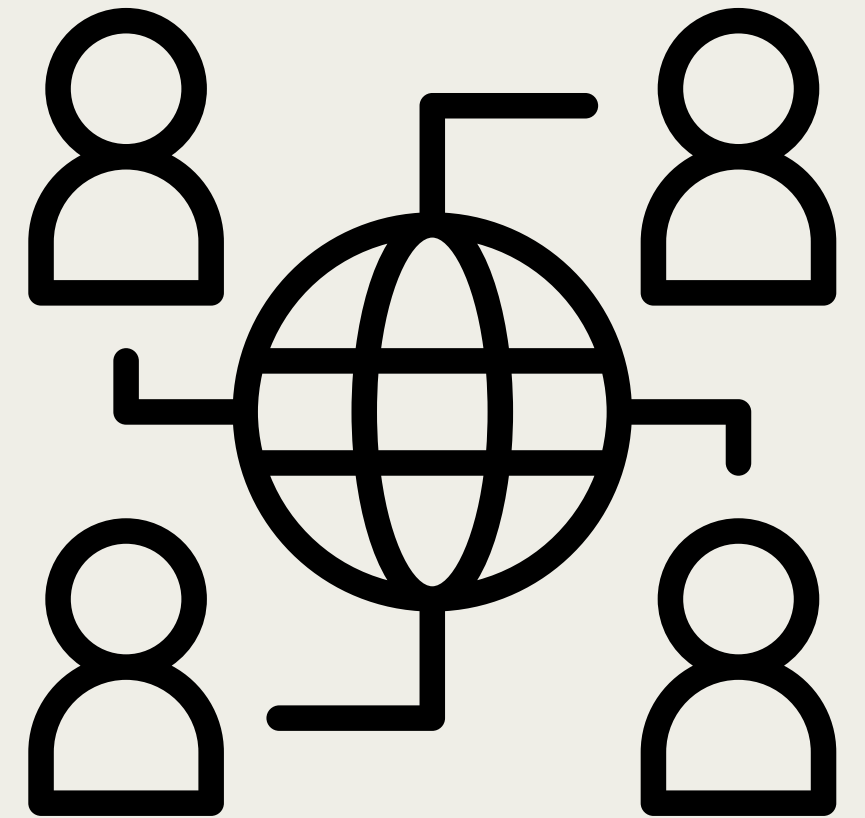


3. Develop a Strategic Plan and Secure Funding



Bring Together the Right Group of People

- Assemble a motivated, diverse steering committee to lead creation of CDC
- Include leaders from all around community
- Residents, government, faith organizations, nonprofits, businesses
- Include individuals with relevant skills and technical expertise
- Steering committee members can become the founding Board of Directors
- Consider dividing into parts to ensure broad and balanced representation



Build the Legal Backbone

- Officially establish and incorporate the CDC
- Draft bylaws detailing governance, elections, term limits, and oversight
- File with the State Department of Assessments and Taxation
- Apply for 501(c)(3) tax-exempt status with the IRS and secure an Employer Identification Number
- Legal framework allows CDC to seek funding and hire staff



Develop a Strategic Plan and Secure Funding

- Craft a strategic plan with short-term and long-term goals
 - Short-term focus on quick wins: hosting a community event, sponsoring public art, or launching a website
 - Long-term goals aim for broader improvements: corridor development and support for local businesses
- Prioritize easy successes that will build momentum
- Pursue a mix of public and private funding sources
 - Grants, business partnerships, philanthropy, and grassroots donations
 - Proposal at federal level to eliminate Community Development Block Grant (CDBG) program
- Engage community through listening sessions and open forums to build trust



Conclusion

- A CDC in Beltsville would establish strong leadership and funding opportunities, while also fostering community involvement through inclusive engagement
- It must address outdated infrastructure and limited economic opportunities
- We recommend:
 - forming a steering committee
 - formal legal incorporation
 - drafting bylaws
 - the creation of a strategic plan



Thank you!

Questions?



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