

GHC Monthly Meeting March 2019



A Catalyst for
**GROWTH
& PROGRESS**





A Catalyst for
GROWTH
& PROGRESS

Vision 2.1



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**What do we look
like in 10 years?**



A Catalyst for
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**What do we look
like in 108 years?**

Strategic Objectives

- 1. Enhance Downtown**
- 2. Develop a Gateway for Innovation**
- 3. Expand, Diversify and Connect Tourism Assets**



To View Video, Go To:

https://www.youtube.com/watch?v=G-7fK_KaH4s

Strategic Objective:
Enhance Downtown



Enhance Downtown: Goals

- Create a public perception of downtown to be one which is safe and clean.
- Increase home ownership and high-rent occupancy within in the four-block area from city center.
- Offer a strategic plan for low income housing outside of the city center with easy access to amenities.
- Define, create, and attract an industry, product, or service hub.
- Identify catalytic projects to drive investment opportunities.

Enhance Downtown: Progress



Creation of a Downtown Development Authority

Purpose: Establish coordinated private-sector or P3 involvement in the redevelopment strategy for downtown. Operate in an unified fashion to both set and implement a strategy which ensures collaboration and the greatest possible impact for the community.

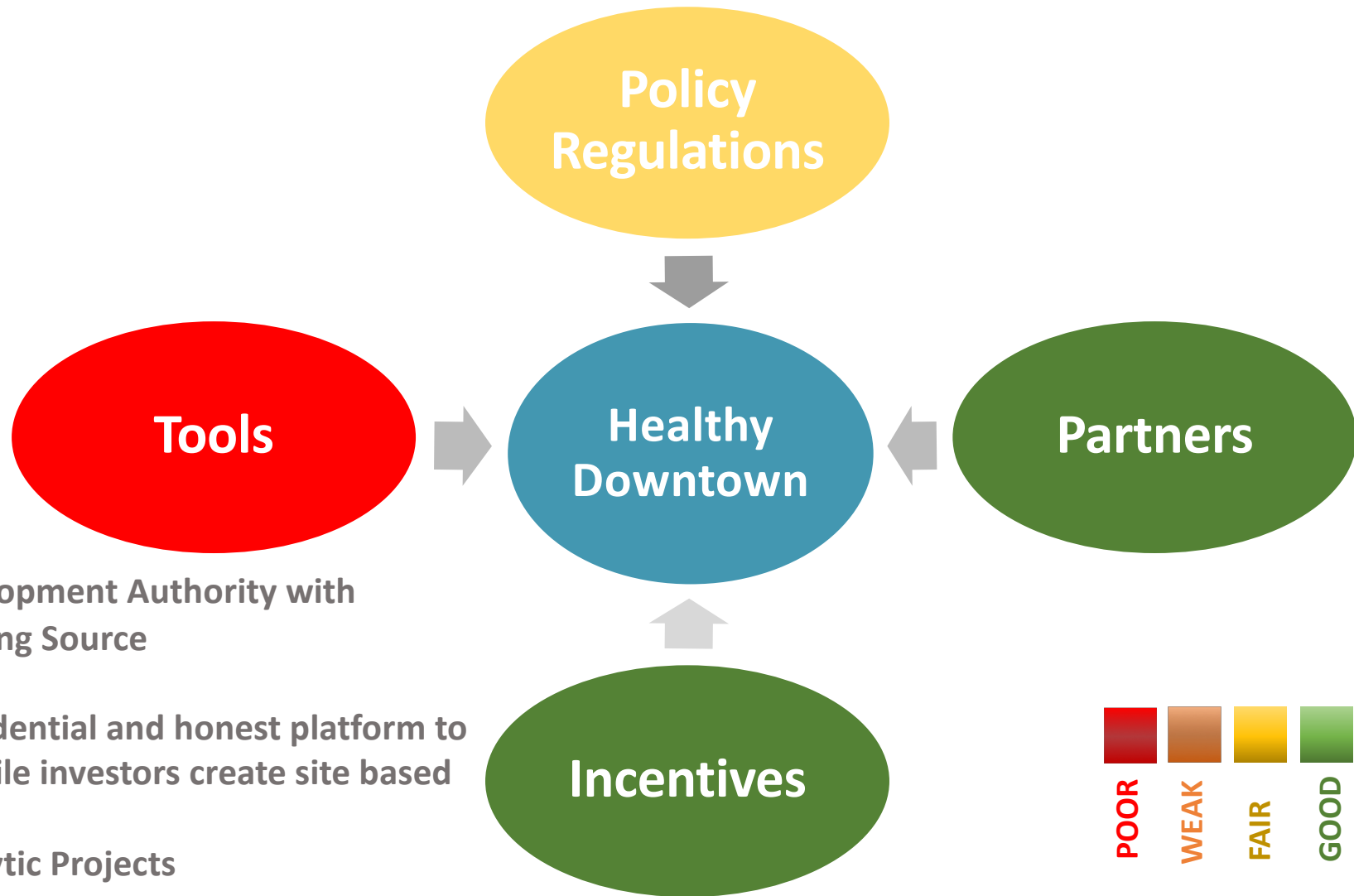
Operation/Mission:

- Coordination of Political Subdivisions, Stakeholders and Community
- Vision and Strategic Plan
- Acquisition
- Confidential Brokerage

Tactical Next Steps:

- Dialog with Political Subdivisions
- Name Initial Steering Group
- Identify an Existing 501c3 or Establish New
- Approach and Involve Stakeholders
- Develop path for sustainable funding
- MOU's with political subdivisions and stakeholders

Creating a Healthy Downtown



- Development Authority with Funding Source
- PPP's
- Confidential and honest platform to compile investors create site based plans
- Catalytic Projects
- Catalytic Events

Thanks to the following participants:

- B.J. Goetz
- Greg Snook
- Jeanne Singer
- Jill Thompson (City of Hagerstown)
- John Latimer – Chair
- Michael Johnston
- Mark Halsey
- Michael Weiss
- Rich Daughtridge
- Terry King
- Jonathan Kerns (City of Hagerstown)
- Scott Nicewarner (City of Hagerstown)

Strategic Objective:

Develop a Gateway for Innovation

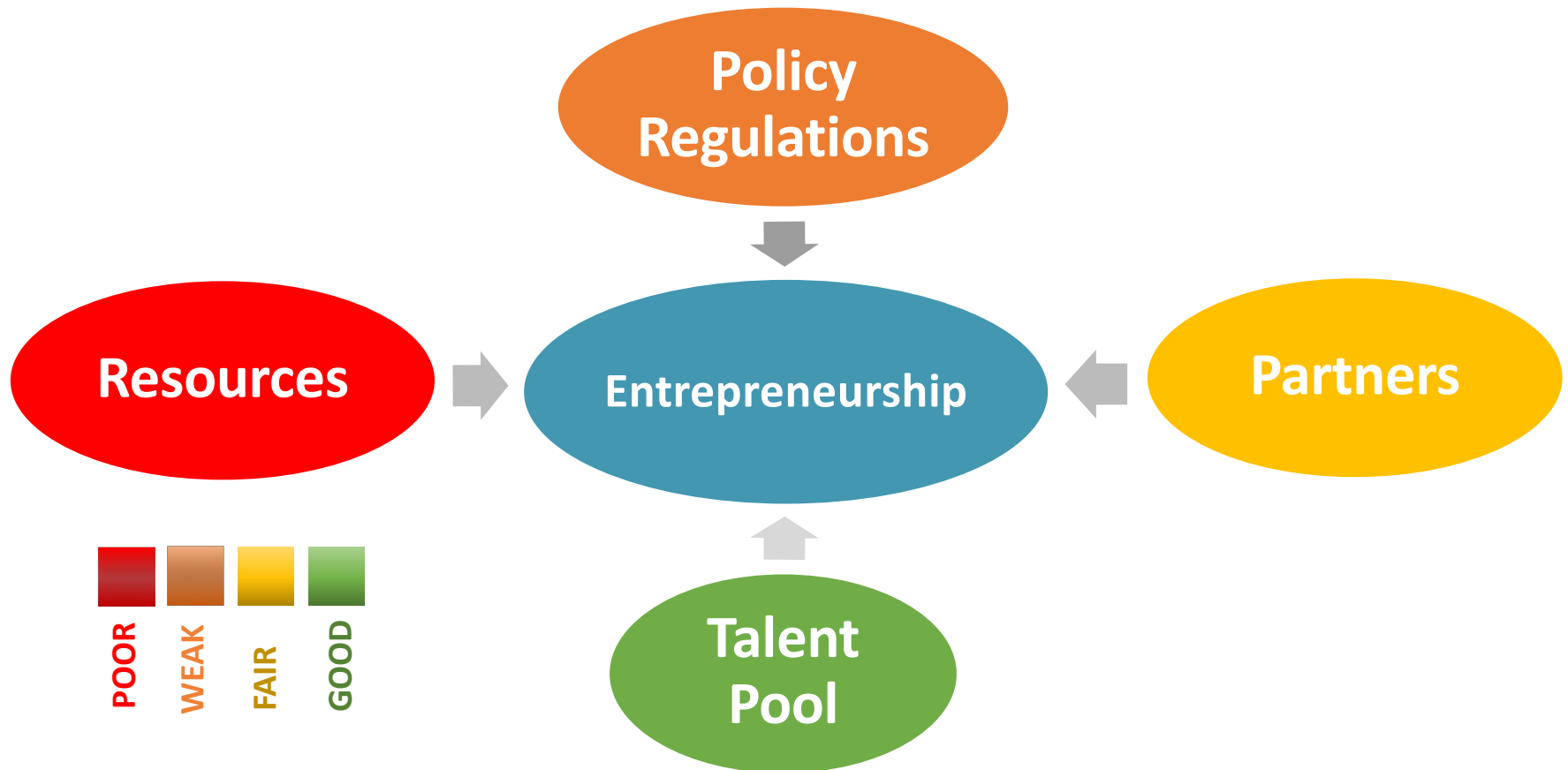


Gateway for Innovation: Goals

- Research and define an entrepreneurial ecosystem
- Cultivate an entrepreneurial mindset and innovation
- Support local innovative companies
- Recruit a remote workforce

Gateway for Innovation: Progress

The team has identified strengths and weaknesses relating to an innovative entrepreneurial ecosystem.





Thanks to the following participants:

- Basheer Azizi - Chair
- Cody Pine (WCPS)
- Janice Riley (HCC TIC)
- Jeanne Singer
- Mike Kuhaneck (WCPS)
- Paul Frey
- Rich Daughtridge
- Susan Small (Wash Co Govt)
- Terry King
- Wendy Moore (WCPS)

Strategic Objective:

Expand, Diversify and Connect Tourism Assets



Tourism Assets: Goals

- Research and define current assets
- Decrease hurdles and increase incentives
- Establish coop marketing and advertising
- Ensure alignment with current educational initiatives

Tourism Assets: Progress

- Research and define current assets

Categories: Eco | Cultural & Arts | Sports | Agri | Historical

- Decrease hurdles and increase incentives
- Establish coop marketing and advertising
- Ensure alignment with current educational initiatives

Historical



Historical (CURRENT)



Current Statistics

20

-  9 Indoor
-  9 Outdoor
-  2 Indoor/Outdoor

Historical (FUTURE)



Future Statistics

23

-  11 Indoor
-  9 Outdoor
-  3 Indoor/Outdoor

Cultural & Arts



Cultural & Arts (CURRENT)



Current Statistics

17

- 4 Art
- 10 Museum
- 1 Music
- 2 Theatre

Cultural & Arts (FUTURE)

Future Statistics

26

- 8 Art
- 15 Museum
- 1 Music
- 2 Theatre



Sports



Sports (CURRENT)



Current Statistics

29

- | | | | |
|---|----------|---|-------------|
|  3 | Bowling |  1 | Ice Skating |
|  5 | Multi |  2 | Motorsports |
|  1 | Stadium |  2 | Baseball |
|  1 | Softball |  2 | Shooting |
|  6 | Golf |  1 | Yoga |
|  1 | Swimming |  4 | Other |

Sports (FUTURE)

MARYLAND
ALLEGHENY COUNTY

PENNSYLVANIA

HANCOCK

CLEARSPRING

WILLIAMSPORT

HAGERSTOWN

SMITHSBURG

WEST VIRGINIA

MARYLAND
FREDERICK COUNTY

BOONSBORO

SHARPSBURG

Future Statistics

72

- | | |
|--|---|
|  3 Bowling |  1 Ice Skating |
|  5 Multi |  2 Motorsports |
|  1 Stadium |  2 Baseball |
|  1 Softball |  2 Shooting |
|  6 Golf |  1 Yoga |
|  2 Swimming |  4 Other |
|  1 Multi/Stadium |  40 Fields |
|  1 Indoor Complex | |






Ecotourism



Ecotourism (CURRENT)

Current Statistics

37

-  2 Hiking
-  20 Park
-  6 Waterway Trails
-  4 Biking
-  4 Other



Ecotourism (FUTURE)



Future Statistics

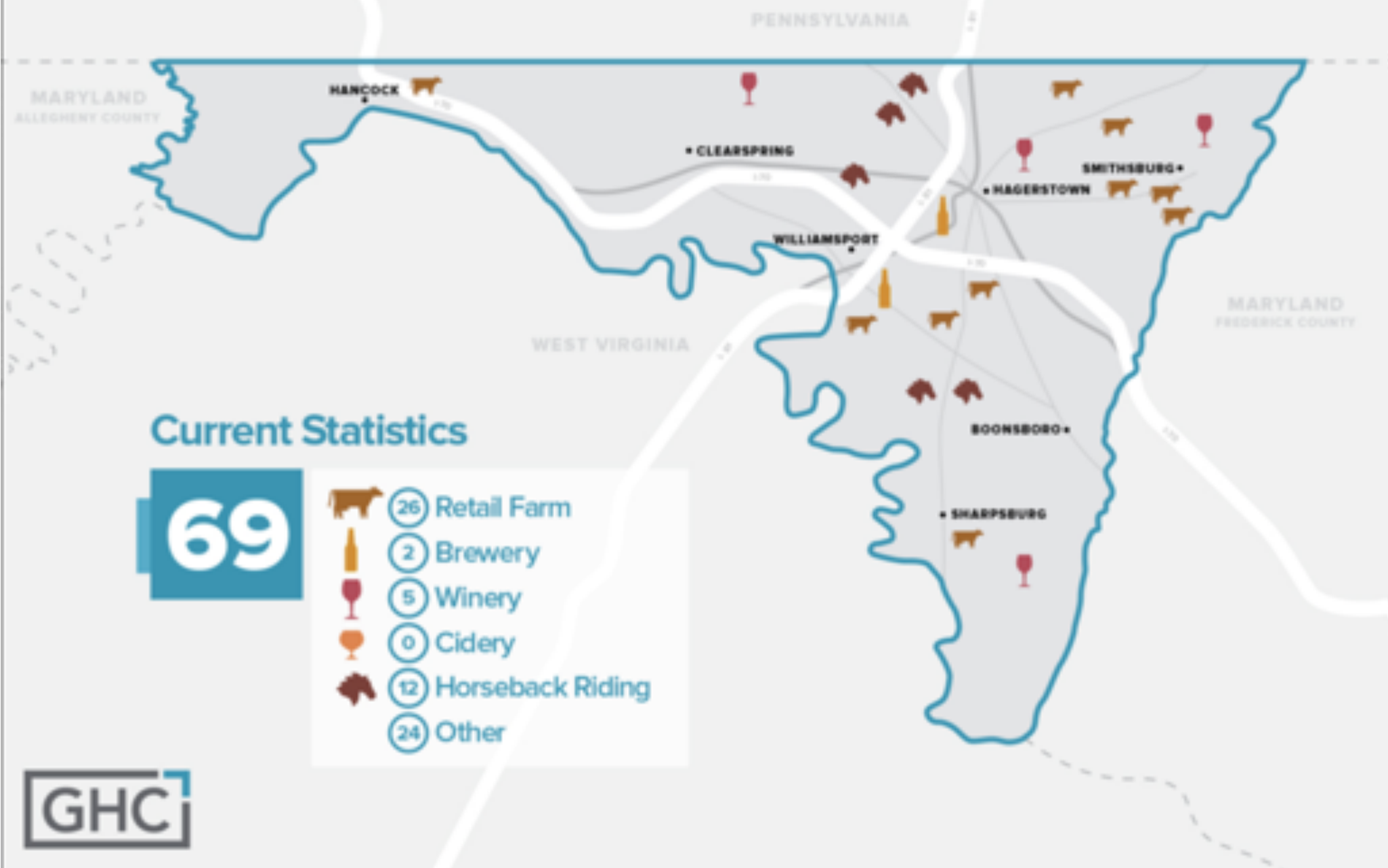
47

- 6 Hiking
- 20 Park
- 9 Waterway Trails
- 8 Biking
- 4 Other

Agritourism



Agritourism (CURRENT)

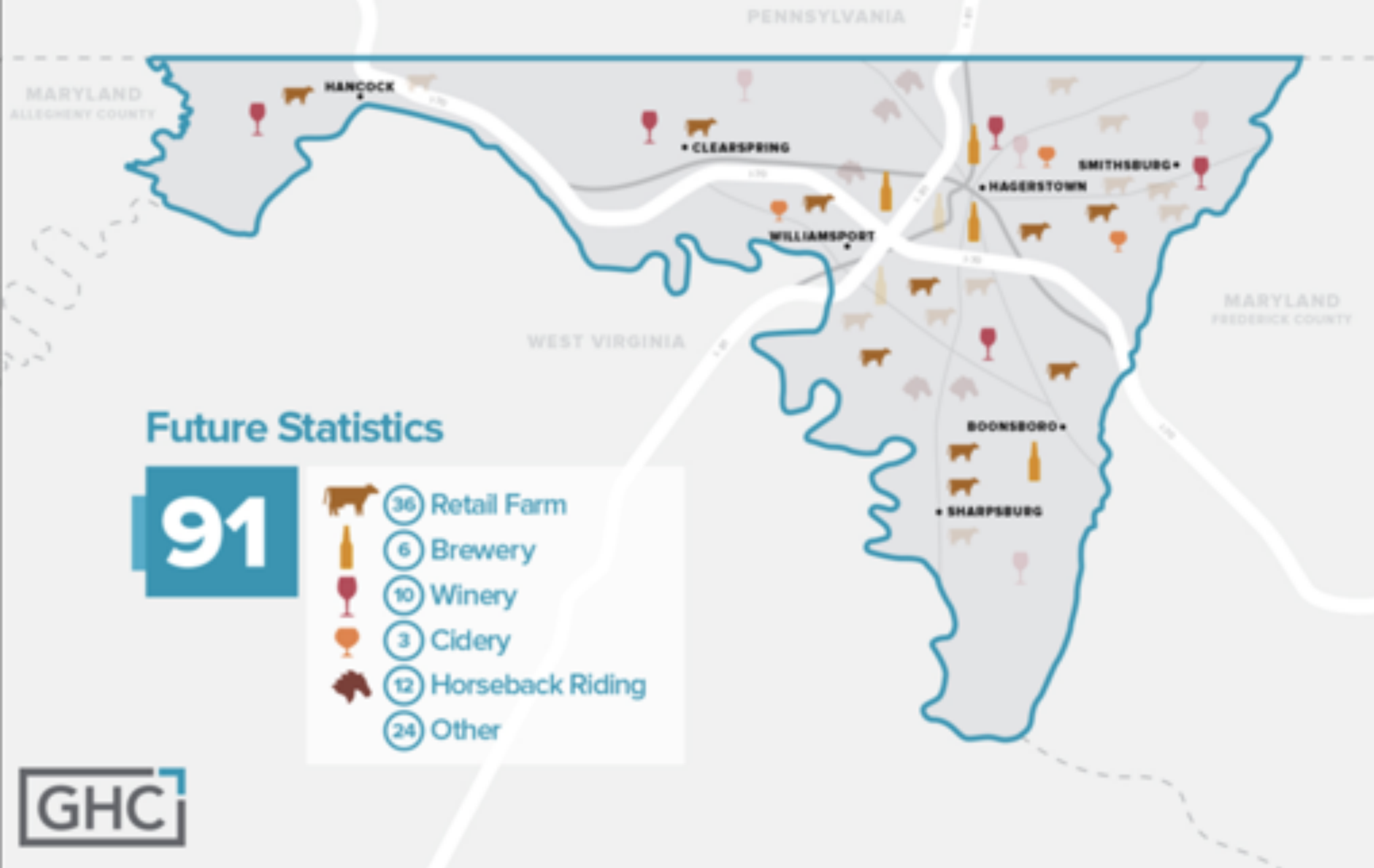


Current Statistics

69

- 26 Retail Farm
- 2 Brewery
- 5 Winery
- 0 Cidery
- 12 Horseback Riding
- 24 Other

Agritourism (FUTURE)



Thanks to the following participants:

- Dan Spedden (Visit Hagerstown)
- Leslie Hart (Washington Co Govt)
- Jeanne Singer
- Mary Anne Burke
- Rich Daughtridge - Chair
- Stephen Beaudoin (MSO)

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Questions & Comments?



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Thank You