Agenda Item 2

Greater College Park Innovation District Update
**TOPIC:** Greater College Park Innovation District Update (information item)

**COMMITTEE:** Economic Development and Technology Commercialization

**DATE OF COMMITTEE MEETING:** March 31, 2016

**SUMMARY:** Economic development is well underway throughout College Park. From new academic buildings currently under construction and the revitalization of downtown and surrounding communities, to the activation of the innovation district anchored by the Hotel at UMD and private sector interest and engagement, College Park is continuing to position itself as a thriving ecosystem for entrepreneurs, startups and existing companies.

The Committee will be briefed by the University’s Chief Strategy Officer on the progress of the Greater College Park initiative, which includes economic activity along Baltimore Avenue, updates related to the Innovation District and Research Park and new companies that are now calling Prince George’s County home.

**ALTERNATIVE(S):** This item is for information purposes.

**FISCAL IMPACT:** This item is for information purposes.

**CHANCELLOR’S RECOMMENDATION:** This item is for information purposes.

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**COMMITTEE RECOMMENDATION:**

**DATE:**

**BOARD ACTION:**

**DATE:**

**SUBMITTED BY:** Joseph F. Vivona (301) 445-2783
OUR FEARLESS IDEA:
TRANSFORM COLLEGE PARK INTO A TOP COLLEGE TOWN

Ken Ulman, Chief Strategy Officer (‘97)

Board of Regents – Economic Development Committee
3/31/16
Greater College Park Update

- Dynamic Academic Spaces

- Vibrant Downtown Community

- Public-private research hub
  - Innovation District
  - Research Park
  - Tech Companies Choosing CP
38,000 students at Maryland’s flagship university

#19 among national public universities (US News and World Report – 9/2015)

$550 million in annual research expenditures

8 miles from Washington, DC

25 miles from Baltimore

Member of the BIG10 athletic conference
DYNAMIC ACADEMIC SPACES

COLE FIELD HOUSE

ED ST. JOHN LEARNING AND TEACHING CENTER

A. JAMES CLARK HALL

IRIBE CENTER FOR COMPUTER SCIENCE AND INNOVATION
BRENDAN IRIBE CENTER FOR COMPUTER SCIENCE AND INNOVATION

Gateway to the Innovation District
BRENDAN IRIBE CENTER FOR COMPUTER SCIENCE AND INNOVATION
A. JAMES CLARK HALL: BIOENGINEERING & FISCHELL INSTITUTE FOR BIOMEDICAL DEVICES
EDWARD ST. JOHN LEARNING AND TEACHING CENTER
NEW COLE FIELD HOUSE: Center for Sports Medicine, Health, & Human Performance
CAMBRIA
hotels & suites

BEFORE

AFTER

156 Rooms; 23K SF of Retail
ALTA AT BERWYN HOUSE

275 units; 1K SF of Retail
235 units; 4,800 SF of Retail
More Amenities & Opportunities In Downtown College Park

City Hall
Little Tavern Site
Smoothie King
Hair Cuttery
Byrd Properties
MILKBOY
College Park Mail
20,000 SF Surface Lot
Toll Bros Leasing
Vacant
7-11
Insomnia Cookies
Hookah Bar
Nail Salon
Marathon Deli
Crazy Kebab
Insomnia Cookies
Hookah Bar
Nail Salon
Marathon Deli
Crazy Kebab
THE TRANSFORMATION: KNOX BOXES TO TERRAPIN ROW
1493 student beds; 12,000 SF of Retail
WASHINGTON POST RANKS
US #1 BBQ
"...display an extraordinary level of commitment to barbecue."
MILKBOY at THE CLARICE
THRIVING HYATTSVILLE ARTS DISTRICT
INNOVATION DISTRICT
LOOKING TOWARDS CAMPUS

IRIBE CENTER
INNOVATION DISTRICT
LOOKING NORTHEAST

IRIBE CENTER
- Opening Early 2017
- 297 Guest Rooms with Executive level & Premium Suites
- Variety of dining & entertainment options
- 43K SF of flexible meeting space
- Rooftop ballroom
20K SF space for startups and existing companies
Vision: A Community Gathering Place
Vision: Co-working Opportunities
OVERVIEW

- Approximately 4,000 employees
  - USDA (1,100)
  - American Center for Physics (246)
  - NOAA (880)
  - FDA CFSAN (765)
  - IARPA (300)
CURRENT TENANTS

• Environmental & Earth Sciences
  - NOAA – National Center for Weather and Climate Prediction
  - UMD/Pacific Northwest National Lab Joint Global Change Research Institute
  - Earth System Science Interdisciplinary Center (ESSIC)

• Language & National Security
  - Center for Advanced Study of Language (CASL)
  - National Foreign Language Center (NFLC)
  - Raytheon
  - Deep Thought 2 Supercomputer Center
  - Intelligence Advanced Research Projects Activity (IARPA)
CURRENT TENANTS

• U.S. Government
  - Food Safety and Agriculture Policy
  - USDA Animal and Plant Health Inspection Service
  - UMD/FDA Joint Institute for Food Safety and Applied Nutrition
  - FDA Center for Food Safety and Applied Nutrition

• Other
  - American Center for Physics (ACP)
  - Fraunhofer Center for Experimental Software Engineering
  - Mid-Atlantic Crossroads (MAX)
  - Optimal Solutions Group
  - Technology Ventures Building (TVB)
Opportunity to develop near CP Metro
Vision: Amenity Access Via Purple Line
Increased Connectivity: Prince George’s & Montgomery Counties
Housing & Retail adjacent to the UMD Metro

5 story residential (370 Units) & 5K SF of restaurant space
120 Townhomes; 900 Multifamily Units
198K SF Retail; 22K SF Office
RIVERDALE PARK STATION
Anchored by Prince George’s FIRST Whole Foods
Tech Companies Choosing College Park

immuta

• $1.5 M raised from VCs
• 15 employees

“It’s been an incredible experience to be immersed with the engineering talent at UMD and we look forward to continuing our efforts to partner with the University.”

Matt Carroll, CEO
Tech Companies Choosing College Park

TalkLocal

- 30 employees
- $2.6 M raised from VCs
- Leadership team UMD grads

“The spirit of this community, from an invisible scaffolding where something really great is being built...I can’t think of a better community to call TalkLocal’s home.”

Manpreet Singh, CEO
60 new jobs; keeps UMD technology spin-off at home; partnership with state and county.
**FlexEl:** Innovative, high performance, cost effective, and mass producible custom battery solutions for demanding applications.

"The relationship with the University of Maryland and the resources it has provided have been a critical part of our success, and we want to maintain this partnership as we grow to scale.”

- **Bob Proctor, CEO, FlexEl**
UMD & CP: AN ECONOMIC ENGINE
GREATER COLLEGE PARK: VISIT THE WEBSITE
UMD.EDU/greatercollegepark/