

Final Recommendations

**Montgomery County
Nighttime Economy Task Force**

New Montgomery Initiative

- Launched by County Executive Leggett in early 2013 to better position Montgomery County for greater success.
- Vision for a 21st century community that is innovation-driven, transit-friendly, connected, and multi-generational.
- Four elements to the initiative:
 - Montgomery County is Open for Business
 - Economic Strategy
 - Branding and Marketing
 - Nighttime Economy Task Force

Why the nighttime economy?

- Montgomery County is losing young people and gaining seniors in comparison to our neighboring jurisdictions.
- Young people want to be able to live, work, and play within walking distance.
- But the same things that attract young people are attractive to empty-nesters and seniors, and everyone in between.
- Everyone participates in the nighttime economy in some way.
- The County's fiscal health cannot survive on a 9-5 economy alone – how can we create a vibrant 18-hour economy for all of our residents?

Task Force Members

Heather Dlhopsky	Chair	Bethesda
Henriot St. Gerard	Vice Chair	Wheaton
Kristina Bigby	Transportation	County
Andy Chod	Public Space & Amenities	Upcounty
Mike Diegel	Arts & Entertainment	Silver Spring
Miti Figueredo	Transportation	Downcounty
Evan Glass	Quality of Life	Silver Spring
Will Jawando	Quality of Life	Silver Spring
Erica Leatham	Public Space & Amenities	Bethesda
Alice Nappy	Venue Operations & Safety	Rockville
Megan Pagado	Arts & Entertainment	Silver Spring
Alan Pohoryles	Venue Operations & Safety	Bethesda
Dan Reed	Transportation	Silver Spring
Vanessa Rodriguez	Business Engagement	Bethesda
Jonathan Sachs	Business Engagement	County
Will Smith	Public Safety	Silver Spring
Holly Sears Sullivan	Business Engagement	County
Gam Wijetunge	Public Safety	Wheaton
Doug Wrenn	Quality of Life	Upcounty

Structure

- Task Force members came from the 5 focus areas: Bethesda, Silver Spring, Wheaton, Rockville, Germantown
- Each Task Force member was assigned to one of 7 Committees
- Ex officio members of the Task Force included County Staff members, a liaison to the County Executive, County Councilmembers and staff, and other elected officials
- The full Task Force and each Committee met once a month from May through October

Responsible Hospitality Institute (RHI) Model of the Six Core Elements (+1)

- Arts & Entertainment
- Public Use & Amenities
- Quality of Life
- Transportation
- Public Safety
- Venue Operations & Safety
- Business Engagement

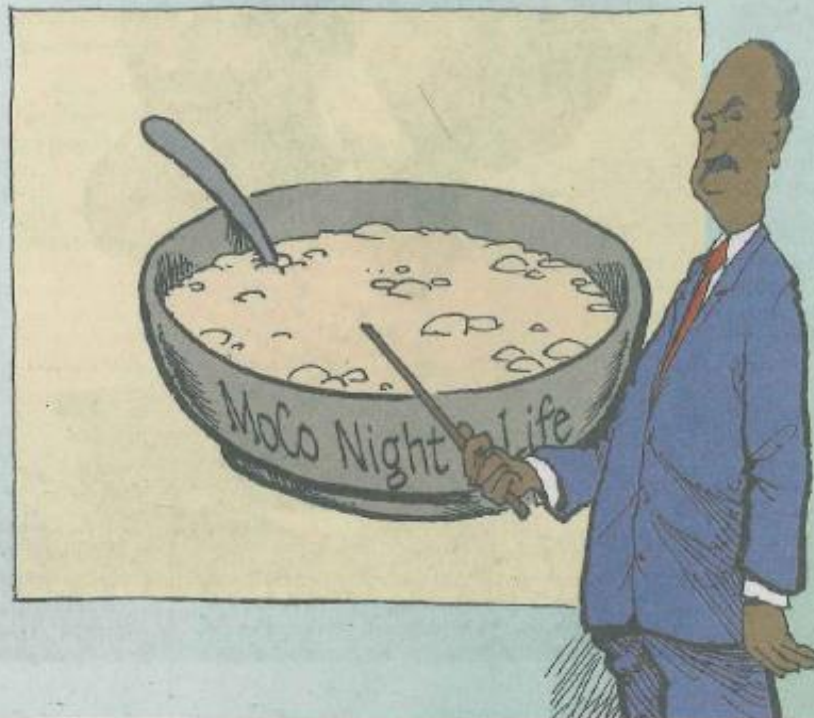
Broad Themes of the Task Force

- Montgomery County is already very strong – great schools, strong community, good daytime economy.
- Embrace our strengths, and improve on areas that could still use some work.
- Strong daytime economy (9 am-6 pm), but the nighttime economy (6 pm-12 am+) could be stronger and more vibrant.
- All ages, cultures, socioeconomic statuses, and geographic areas of the County participate in the nighttime economy in some way. How do we improve it for all of them?
- Initial focus on five areas of the County: Bethesda, Silver Spring, Wheaton, Rockville, Germantown

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The Nighttime Economy
Task Force



Leggett

Recommendations

- The Task Force voted on these final recommendations at its meeting on October 21st.
- The recommendations and our final report are posted on our website at www.montgomerycountymd.gov/nighttimeeconomy.

Arts & Entertainment

- Charge the Department of Economic Development with making information and resources available to property owners and artists in Arts & Entertainment Districts.
- Develop and implement a program to publicly recognize and promote venues that pay musicians to perform, and create a sunset tax credit to encourage small venues to support musicians by paying them a reasonable wage and becoming part of this program.
- Simplify and streamline the process businesses must go through in order to open an arts and entertainment venue or hold an arts and entertainment event.

Arts & Entertainment, cont.

- Explore alternative, more attractive incentives for developers to include suitable, affordable performance spaces for small and emerging arts groups.
- Build capacity with a dedicated revenue stream to effectively manage marketing and execution of large-scale, public, free, hospitality zone-wide events and initiatives.
- Develop and implement a busker program to provide entertainment in urban areas.

Arts & Entertainment, cont.

- Amend the County's noise ordinance to allow for the establishment of Urban Noise Areas around appropriate locations (e.g., Rockville's Town Square, Silver Spring's Veterans Plaza and downtown); increase the allowable noise levels for qualifying arts and entertainment activities in these areas to 85 dBA (measured at 100 feet from stage, PA, or other center of the performance); increase the time allowed for these levels to midnight; and ensure that nearby residents are informed prior to moving in of the possibility of event-related noise.

Business Engagement

- Create a concierge service that promotes positive customer service, assists with streamlining the planning and permitting process, and facilitates working relationships with multiple departments for the business consumer.
- Develop a targeted strategic plan for attracting new companies to the County, fostering entrepreneurship, and growing our existing businesses based upon the target markets.
- Create, develop, and implement a marketing program for the County.

Public Space & Amenities

- Create Urban Parks Guidelines to activate public space through design elements, enhance the greater community, and foster multiple uses to appeal to a range of demographics at different times.
- Amend zoning standards to provide flexibility in meeting public use space and open space requirements.

Public Space & Amenities, cont.

- Allow food trucks to operate in designated areas beginning at 10 pm until bars close for the evening.
- Support additional density in the County's urban areas to foster a vibrant nighttime economy.
- Professionally manage and maintain public spaces through the private sector or through public-private partnerships (similar to the Bethesda Urban Partnership).

Quality of Life

- Encourage more housing options.
- Increase funding for Business Improvement Districts and Urban Districts.

Transportation

- Improve awareness of parking options.
- Increase the number of taxi stands.
- Improve/expand the circulator service in focus areas.
- Expand the frequency and reach of late-night transit service.
- Enhance pedestrian and bicycle access.
- To address concerns about possible increases in drunk driving incidents, expand the “Safe Ride” program to all weekends (Friday evening through early Sunday morning).

Venue Operations & Public Safety

- Develop an educational Patron Responsibility Program.
- Utilize the Alcohol Beverage Advisory Board (ABAB) to study and make recommendations regarding special orders, product placement, and customer service for the Department of Liquor Control.
- Formalize the Department of Liquor Control Early Assistance Team and County Safety Alliance.
- Expedite completion and implementation of the Department of Liquor Control Warehouse Management system in order to effect immediate improvements to selection, ordering, and delivery processes.

Venue Operations & Public Safety, cont.

- Support an Office of Legislative Oversight study, in conjunction with CountySTAT and other agencies as appropriate, to better understand how the Department of Liquor Control can improve its services and efficiencies in support of our nighttime economy.
- Support dedicated public safety resources for the nighttime economy in high-density urban centers.
- Reduce opportunity for crime in urban areas by incorporating Crime Prevention through Environmental Design (CPTED) techniques.

Venue Operations & Public Safety, cont.

- Extend the hours of operation for venues with beer/wine/liquor licenses to 2 a.m. on Sundays through Thursdays, and to 3 a.m. on Fridays, Saturdays, and the Sundays before Monday federal holidays.
- Expedite the creation of a social venue license, and modify the current alcohol to food ratio under the Class B beer/wine/liquor license from 50/50 to 60/40, to reflect the change in increased demand for higher quality, higher priced alcoholic beverages and to encourage establishment and operation of venues that host live music and other events.

Q&A and Feedback

- If you would like additional information on the Task Force, please visit the Task Force's website at:
www.montgomerycountymd.gov/nighttimeeconomy.
- If you think of ideas or suggestions after this meeting, please send an email to:
NighttimeEconomy.Cex@montgomerycountymd.gov
or contact your elected officials directly.