

GERMANTOWN VISIONING WORKSHOP

# ***YOUR VOICE SHAPES OUR COMMUNITY***

Germantown is a wonderfully diverse community. We need your help to craft the vision, mission and core values that will guide us into the future of the Town Center in Germantown.

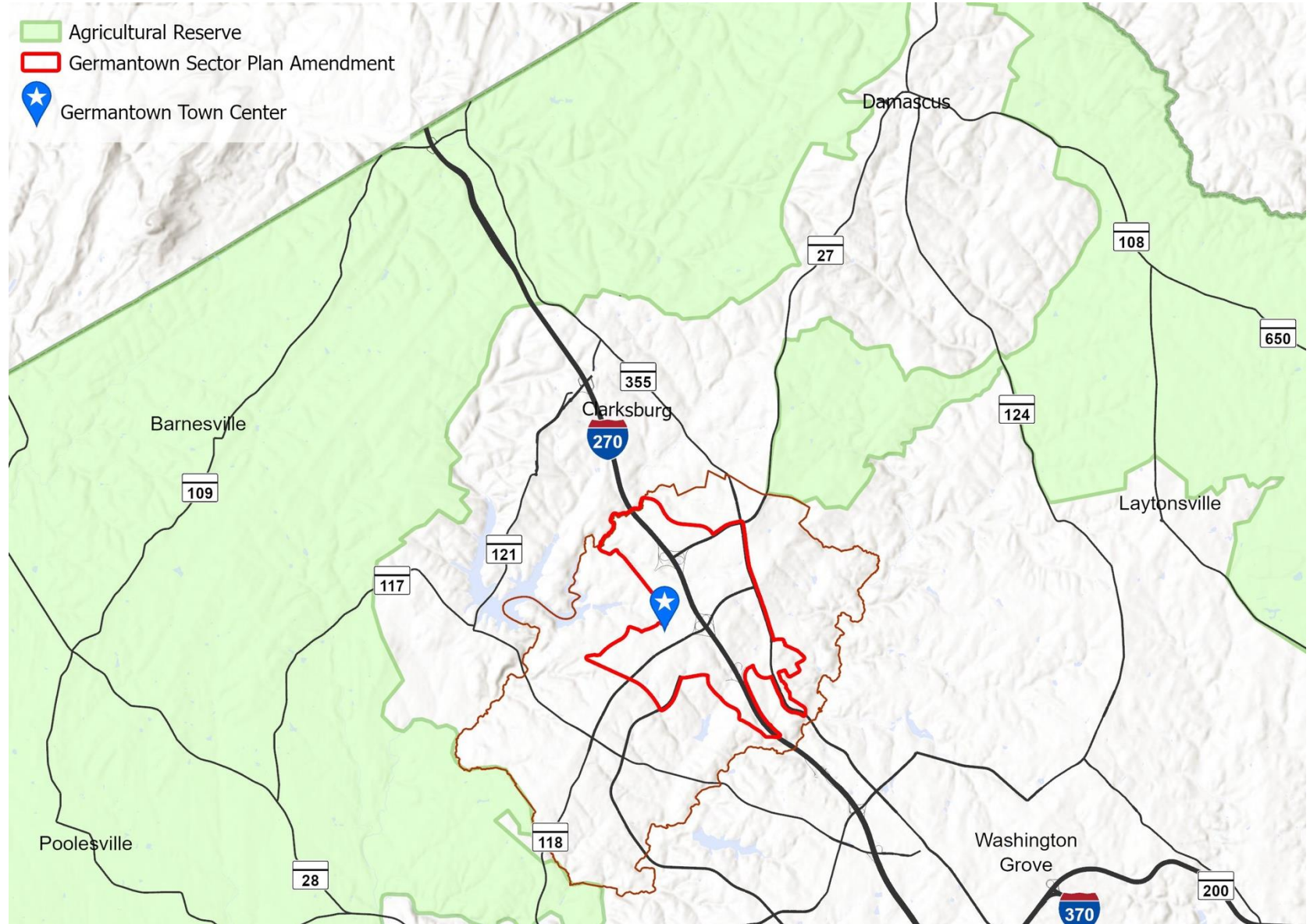
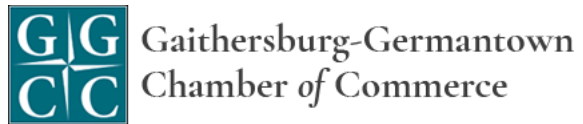
Wednesday February 19, 2025

6pm - 8pm

**BlackRock Center for the Arts**

12901 Town Commons Drive

# Collaborative Initiatives





Montgomery Planning

Upcounty Division

02/19/2025

# Germantown Sector Plan Amendment

GGCC Community Meeting



# Collaborative Initiatives


## Germantown Sector Plan Amendment

Long-term plan to guide the physical development of broader portion of Germantown

 Montgomery Planning

## Town Center Branding & Placemaking Effort

Branding, mission, and core values to guide the Town Center in Germantown

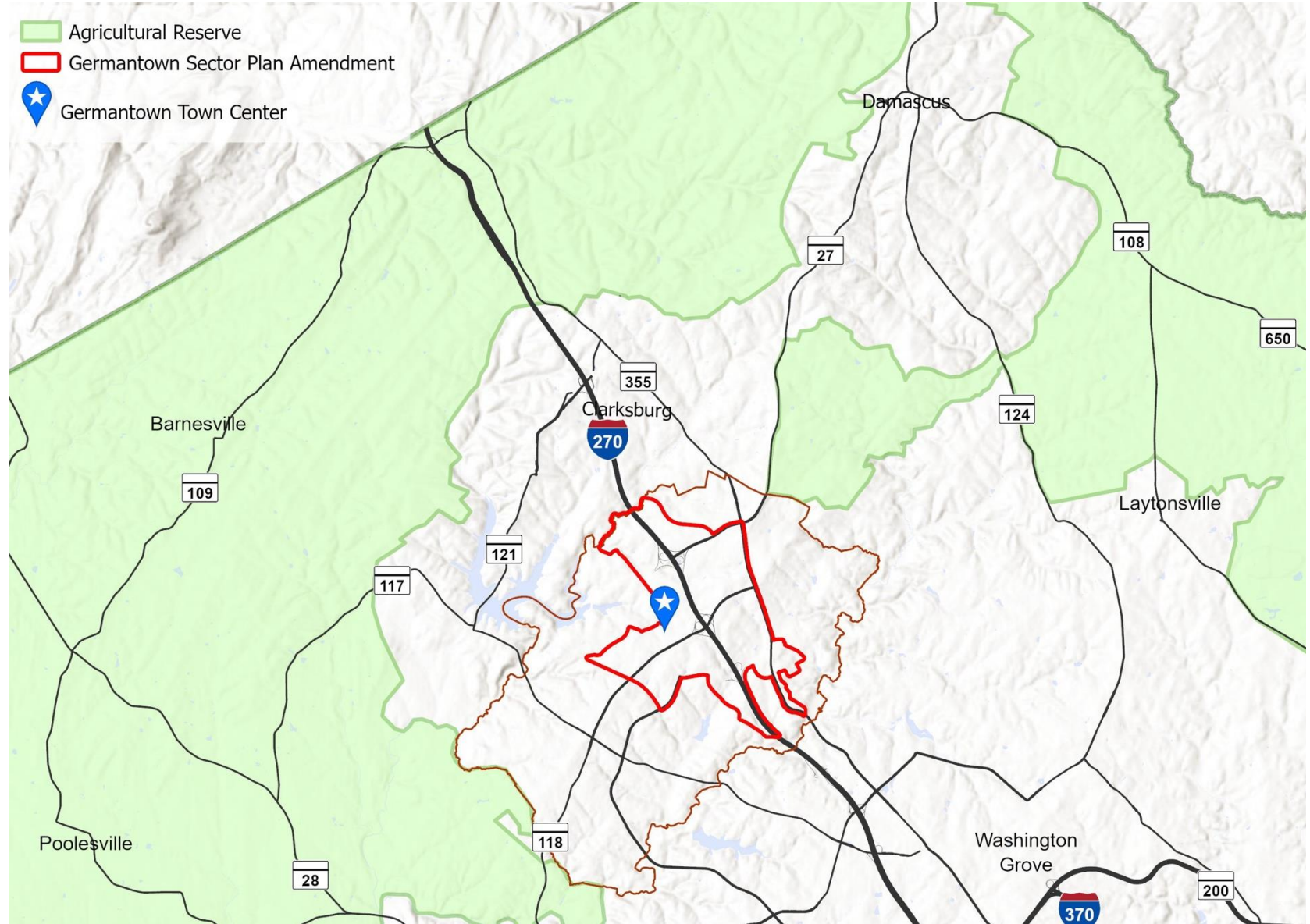
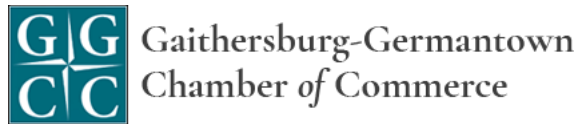
 Gaithersburg-Germantown  
Chamber of Commerce

## Brand Rural Montgomery

Rural branding and tourism strategy for Montgomery County's Agricultural Reserve

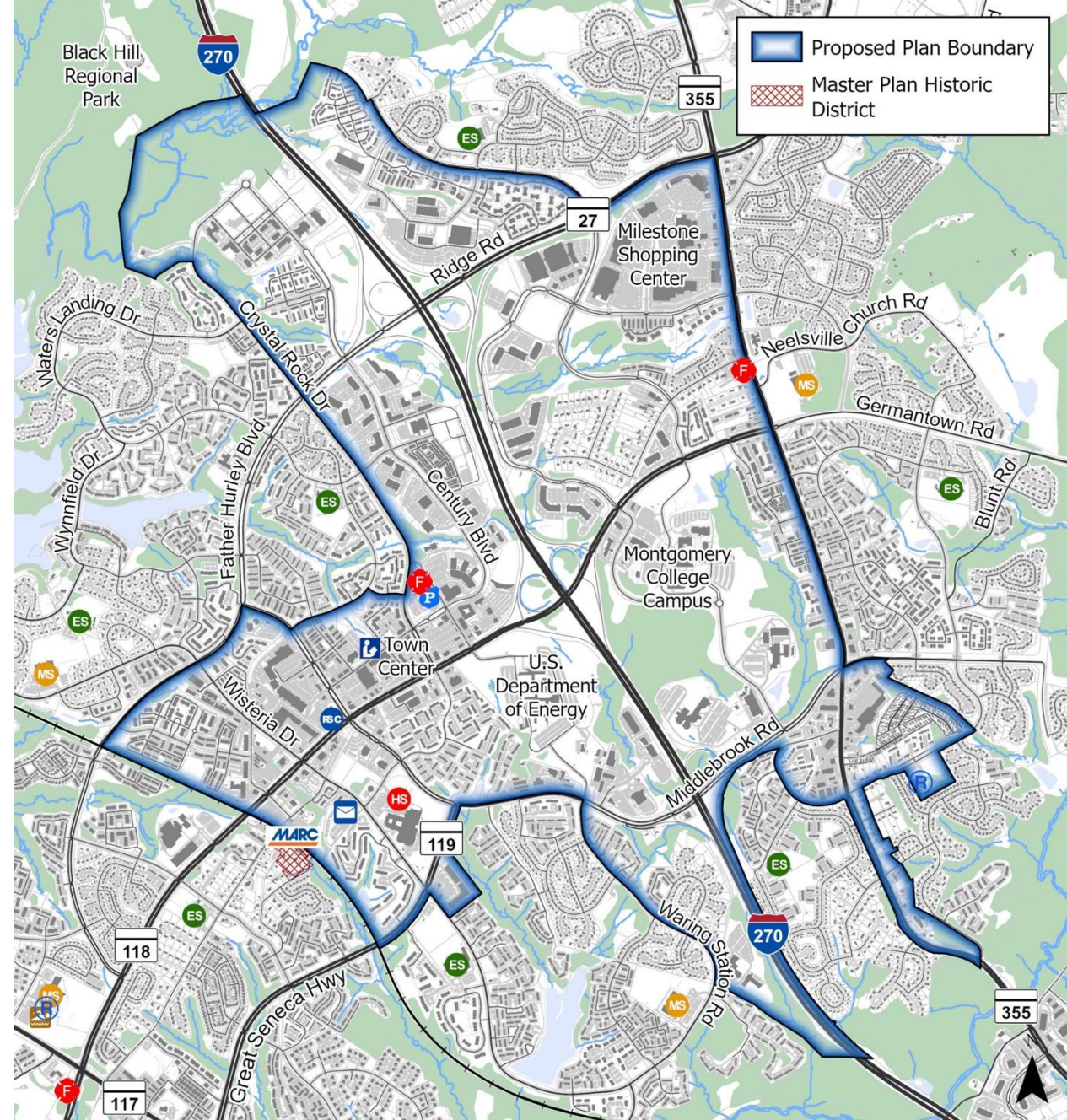
 VISIT  
MONTGOMERY

# Collaborative Initiatives



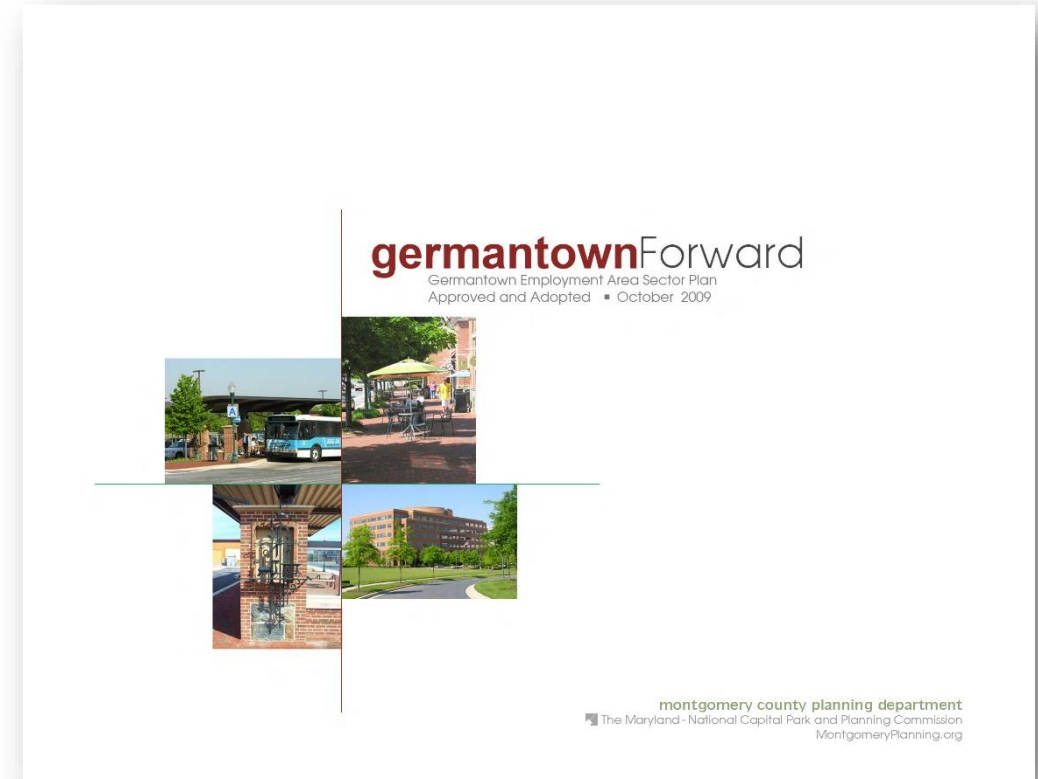
# Proposed Plan Area

- Subject to Planning Board Approval
- Includes town center, mix of commercial and employment centers, and residential neighborhoods

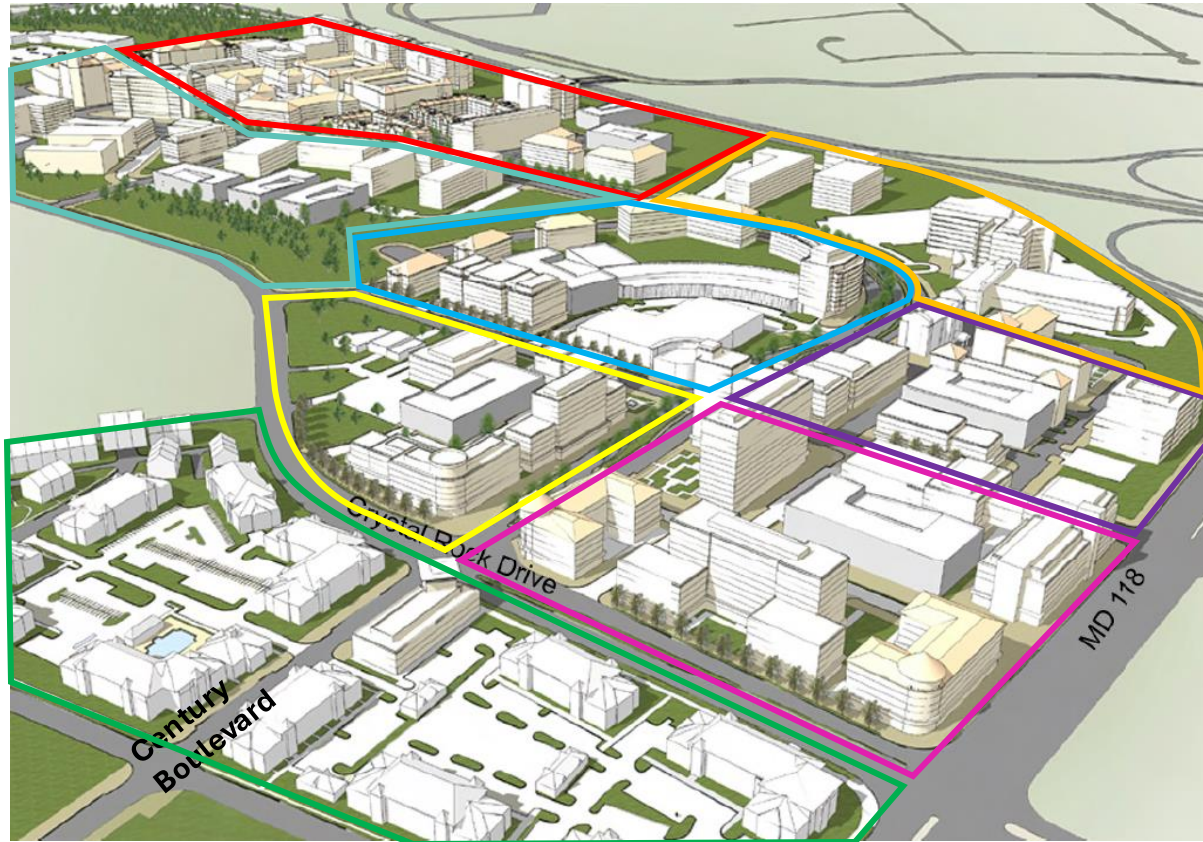


# Why Update the Plan Now?

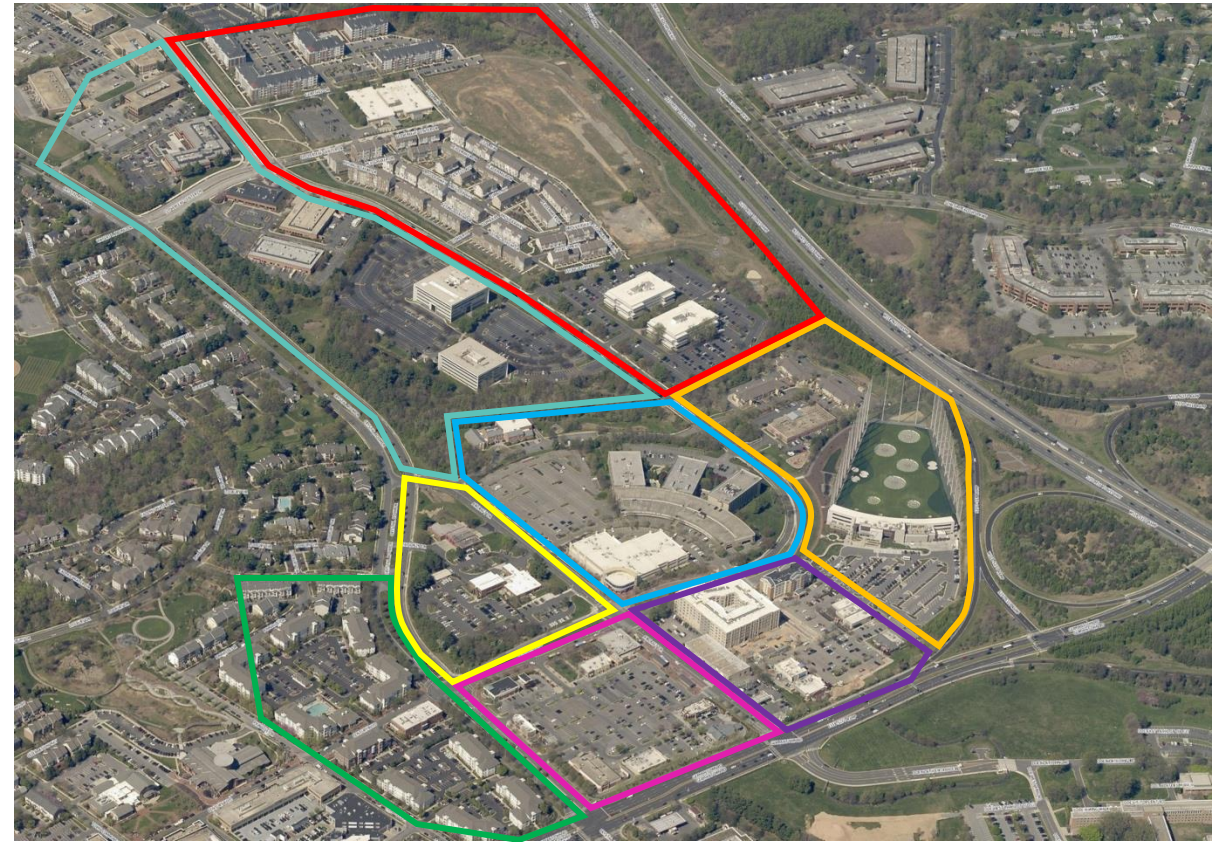
- 16 years since adoption of 2009 *Germantown Employment Area Sector Plan*
- Changing trends in office and employment market
- Densities in recent and proposed developments fall short of Plan's vision
- Changes to transportation recommendations
- A “check-in” on what is and is not working in the Sector Plan area
- Coordination with Clarksburg Gateway Sector Plan
- Emerging opportunities in the Germantown Town Center



# 2009 Vision Versus Reality



Vision from 2009 Sector Plan



Aerial View – April 2023



# Sector Plan Goals

- Assess the opportunities and challenges in Germantown and work with the community to understand how to guide the plan area's future
- Engage the community through regular coordination
- Provide recommendations to support a complete and better-connected community, where compact neighborhoods have safe streets and opportunities for residents to recreate and interact



# Plan Schedule

- **February 20, 2025**
  - Existing Conditions and Community Feedback reports
  - Scope of Work to the Planning Board
- **Spring 2025**
  - Engagement and Analysis
- **Summer 2025**
  - Preliminary Recommendations
  - Develop Working Draft
- **Fall 2025**
  - Planning Board Public Hearing and Work Sessions
- **Winter/Spring 2026**
  - County Council Public Hearing and Work Sessions
  - Sector Plan Approved and Adopted



# Stay Connected



Follow the plan's progress and subscribe to e-letter updates:

<https://montgomeryplanning.org/germantown-sector-plan-amendment/>

## CONTACT:

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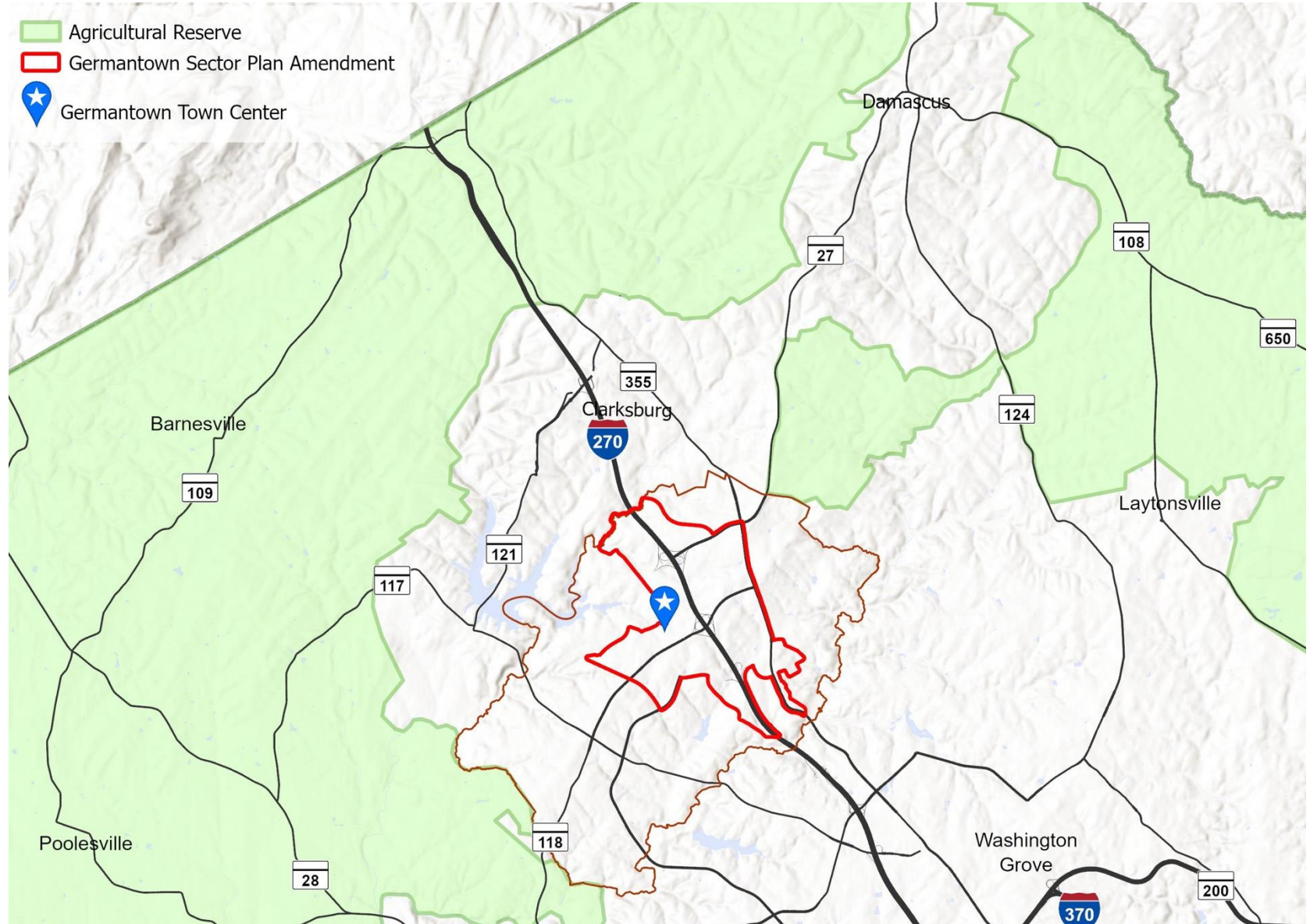
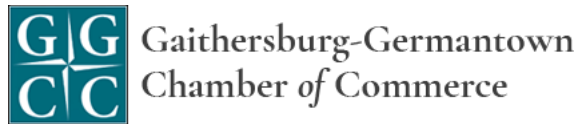


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# Collaborative Initiatives





Kelly Groff, CDME  
President & CEO

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# About Visit Montgomery

Incorporated in 1983 as the  
Conference & Visitors Bureau of Montgomery County, MD (CVB)

## Structure:

- 501 (c)6 Non-Profit Organization
- Under contract with Montgomery County, Maryland
- Volunteer Board of Directors self-nominated
- Destination marketing organization (DMO) recognized by the State of MD as the only County DMO

## Mission:

The mission of Visit Montgomery is to market and develop the county and its communities as a preferred destination for group and individual travel thereby fostering **economic growth** and **quality of place** through tourism.

## Funding:

Visit Montgomery receives **7% of the total hotel tax collections** from Montgomery County. Additional sources of income include MD Tourism Grants, partnership dues and other grants.



# Tourism Economic Impact Snapshot

## Montgomery County

*Source: Tourism Economics 2023*

### Visitor Spending

\$1.996 billion

### Number of Visitors

8,615,000

*(overnight visitors + 6.5%, day trip visitors + 3.5%)*

### Tax Benefits

Federal, State & Local and Hotel Taxes

\$548.4 million



# Rural Branding Project - \$170,000

## Creating Visitor Experiences

### Project Narrative

The MD Tourism EDA Grant request will support three components of a “Rural Montgomery” project:

- ✓ Focus Groups with the agricultural community
- ✓ Research – current visitor volume, visitor origin, visitor demographics and visitor activities of visitors to the “Rural Montgomery” area.
- ✓ Product and Brand Development

Visit Montgomery is working to develop a compelling rural branding and tourism strategy for Montgomery County’s rural communities, including the 93,000-acre Agricultural Reserve. The goal is to increase the success of outdoor recreation/adventure tourism, craft beverage experiences, and agritourism across the landscape in order to grow tourism numbers, overnight stays, and spending that directly benefits the Rural Montgomery County economy.

### Project Status

**AGENCY SELECTION** - CivicBrand

**RESEARCH & ENGAGEMENT** - Learning all about what makes Rural Montgomery County unique.

Focus Group Sessions scheduled February 19, 20 and 21

**BRAND DEVELOPMENT** - Developing the brand strategy and regional brand identity.

**IMPLEMENTATION** - Getting the brand into the real world.







# Rural Branding Project

## CALL TO ACTION

Follow



<https://brandruralmontgomery.com/>

Take the survey



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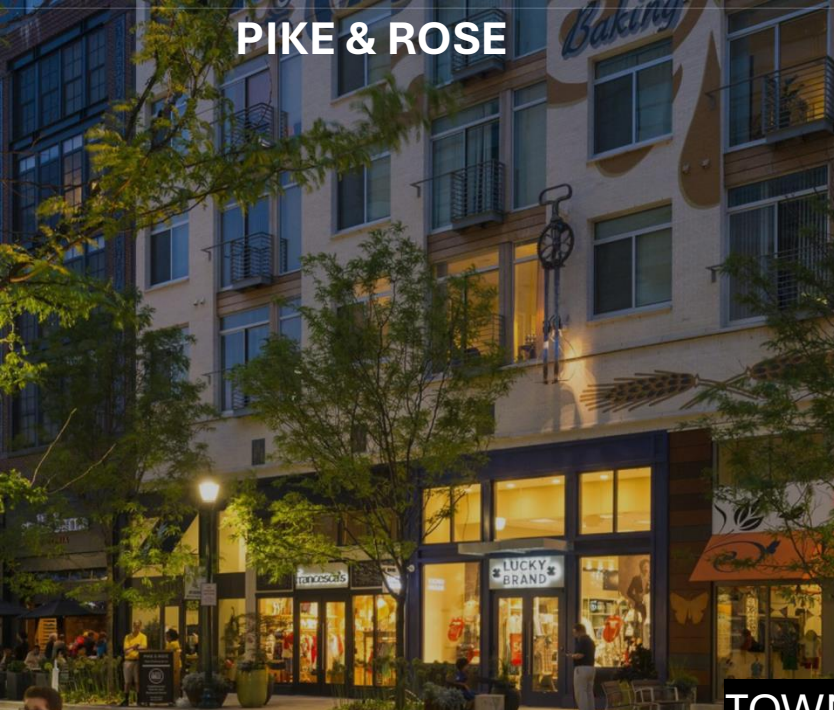
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PIKE & ROSE



ROCKVILLE TOWN CENTER



DOWNTOWN CROWN



TOWN CENTERS AROUND MONTGOMERY COUNTY

DOWNTOWN BETHESDA



RIO



DOWNTOWN SILVER SPRING





GERMANTOWN TOWN CENTER ASSETS



**On the final slide of this presentation, you will find a link to a survey.**

We are seeking your valuable input to shape the Mission, Vision, and Core Values that will steer the future of the Town Center in Germantown.

The survey includes two questions each regarding the Mission, Vision, and Core Values.

Subsequent pages offer definitions and examples to clarify these terms, helping you provide informed responses to each section.

# Mission

This is our core purpose. It answers the question, "Why does the Germantown Town Center need to exist?" The mission will be our guiding compass, the reason we will all come together to build and nurture this space.

# Vision

Our vision is about the future. It describes what we aspire for a Town Center in Germantown. Think of it as a picture we paint of the future, where our community's dreams and hopes for the Town Center are realized.

# Core Values

These are the principles and beliefs that we hold dear as a community. They guide how we make decisions and act towards one another and our environment. Our values will help ensure that the Town Center reflects what is most important to us, whether that's sustainability, inclusivity, innovation, or all of these and more.



Please click the button below to launch the survey

**SURVEY**