



January 17, 2022

The Honorable Gabe Albornoz  
Council President  
Montgomery County Council  
100 Maryland Avenue  
Rockville, Maryland 20850

Dear Council President Albornoz:

The Montgomery County Chamber of Commerce (MCCC) is writing to reiterate our support for approval of Thrive Montgomery 2050 (Thrive). It is imperative that Montgomery County has a strategic vision for growth and development over the next 30 years. MCCC also applauds the plan's three outcome focus areas: (1) economic health; (2) equitable communities; and (3) environmental resilience.

Montgomery County has tremendous economic opportunity thanks to its diversity of employers, world-class innovation, highly skilled workforce, and leading educational institutions. What it lacks is an updated long-range policy framework for guiding growth and land use that impacts quality of life issues and economic competitiveness. Together with the County's economic development strategy, Thrive provides a critical missing piece by laying out a foundation for land use, transportation, parks, and other strategies for the delivery of public infrastructure to create the kinds of places where both small and large business of every kind can succeed.

Thrive recognizes the role of redevelopment in achieving our environmental and equity goals in addition to improving our economic competitiveness. The plan also acknowledges our members' most pressing issue, which is the attraction and retention of a talented workforce. Thrive does this by outlining a vision of how Montgomery County will create and connect communities where talent wants to live and work. MCCC also understands that Thrive does not provide for specific land use guidance, nor does it change zoning, but it is instead a long-range foundational plan and that will require a rigorous review process and input from County leaders and stakeholders, including those in the business community.

For these reasons, MCCC asks the County Council to approve Thrive. As always, we look forward to continuing to partner on ways to move Montgomery County forward. Please do not hesitate to reach out to us if we can be of assistance.

Sincerely,

A handwritten signature in blue ink, appearing to read "G. Godwin".

Georgette "Gigi" Godwin  
President & CEO  
Montgomery County Chamber of Commerce

cc: Members, Montgomery County Council