

## Tech Park Feasibility Study and Marketing Plan Ridgely, Maryland

Strategy 5 principals prepared a feasibility study and devised a marketing plan for the Mid-Shore Business and Technology Park, a high-tech business campus being developed by Caroline County, Maryland. Recognizing the need for the project to differentiate itself in an unproven marketplace, recommendations included provisions for LEEDS certified buildings to take advantage of available federal and state financial incentives, and otherwise convey a sense of environmental awareness to prospective tenants. The marketing plan calls for a regional effort under the unified theme of the “Environmental Peninsula”, tying into Chesapeake College and the Wye Institute.

In 2004 the project received \$2.1 million in federal funding. The grant, made possible by the U.S. Economic Development Administration, complements the Governor’s commitment of \$4.5 million in state assistance for the project.

