



## HOWARD COUNTY OFFICE OF COUNTY EXECUTIVE

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Delegate Vanessa Atterbeary, Chair  
House Ways and Means Committee  
House Office Building, Room 131  
Annapolis, Maryland 21401

Re: **TESTIMONY OF SUPPORT: HB 706 – Economic Development – Sustainable Communities – Business Façade Improvement Program**

Dear Chair Atterbeary, Vice Chair Wilkins, and Members of the Committee,

I commend Speaker Jones for introducing this critical legislation to establish the Business Façade Improvement Program to assist qualified businesses located in sustainable communities, a place-based revitalization program, with improving the outside appearance of the qualified businesses' building or façade.

Dedicating funding to improving the outside appearance of a qualified business' façade not only enhances a sense of place in these sustainable communities, but also will help these businesses have a more welcoming façade. Neighborhood revitalization is a key component for ensuring a thriving business community. By having an appealing visual impact, businesses contribute to an increased quality of life.

Howard County is home to many beautiful Sustainable Communities, including Ellicott City, North Laurel-Savage, and Long Reach Village. Under this designation, these communities have received funding for streetscape improvement along Ellicott City's historic main street, trail paving connecting residents to businesses in Savage, and a safety evaluation of the Route 1 Corridor to ensure pedestrians and bicyclists can easily access businesses from their neighborhoods. This proposed program is important because it provides an opportunity for business owners to enhance their business brand recognition and presence within the community.

I welcome your support and urge a favorable report on HB 706.

All the Best,

Calvin Ball  
Howard County Executive