

Resolution: 20-912  
Introduced: September 9, 2025  
Adopted: September 16, 2025

**COUNTY COUNCIL  
FOR MONTGOMERY COUNTY, MARYLAND**

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Lead Sponsor: Council President at the request of the County Executive

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**SUBJECT:** Maryland Economic Development Assistance Authority and Fund  
Loan to assist Choice Hotels International, Inc.'s relocation  
and expansion in Montgomery County (\$1,600,000)

**Background**

1. The County Executive endorses a conditional loan of \$1,600,000 to Choice Hotels International, Inc. (“Choice Hotels”) from the State of Maryland under the Maryland Economic Development Assistance Authority and Fund (“MEDAAF”), which is codified as Md. Code Ann., Econ. Dev. Section 5-301-5-349.
2. MEDAAF provides conditional grant/loans to businesses engaged in eligible industries locating to or expanding in a “priority funding area” in the State of Maryland. Proceeds from the grant/loan may be used by the borrower to reimburse for the acquisition or construction of buildings or real estate, and acquisition, construction and installation of machinery, equipment, furnishings, fixtures, leasehold improvements, site improvements, or infrastructure improvements.
3. The County executed a conditional grant of \$250,000 from the County’s Economic Development Fund (“EDF”) to assist Choice Hotel’s retention and expansion in the County (the “County Match”) on June 27, 2025. This conditional grant is funded from the current EDF fund balance.
4. Through this grant Montgomery County has met the requirement of financing a part of the costs of the project which is equal to at least 10 percent of the financial assistance to be provided from MEDAAF as required by the Section 5-319(d) of the Economic Development Article, Annotated Code of Maryland.
5. The State will disburse the MEDAAF loan to Choice Hotels International, Inc. upon the State entering a MEDAAF Agreement with the company. The County is not a party to this MEDAAF Agreement.

6. Choice Hotels is one of the largest hotel chains in the world, owning 22 hotel brands that range from economy to upscale lodging. Well-known brands include: Comfort Inn, Radisson, Quality Inn, Clarion, Econo Lodge and Cambria Hotels to name a few. Choice Hotels currently franchises over 7,000 properties in 40 countries and territories worldwide, with approximately 570,000 rooms.
7. Choice Hotels will occupy 105,000 square feet at 915 Meeting Street, North Bethesda within the Pike & Rose development. Expenditures for its relocation are estimated as the following: \$11 million in leasehold improvements; furniture, fixture, and equipment costs of \$1.8 million; and, \$100,000 in legal fees, for a total of \$12.9 million in capital-related expenditures. The company projects 400 full time positions by December 31, 2025 and an additional 50 full-time employees by December 31, 2028.
8. Md. Code Ann., Econ. Dev. Section 5-319(d) requires the governing body of the jurisdiction in which the project is located to endorse, by a formal resolution, the granting of the MEDAAF loan for the project.
9. The County has determined that granting the MEDAAF loan for the project is in the best interests of the citizens of the County.
10. The County Executive requests that the Council adopt this formal resolution approving the MEDAAF loan for the project.

### Action

The County Council for Montgomery County, Maryland, approves the following resolution:

The County Council hereby endorses the State's grant of a \$1,600,000 MEDAAF loan to support and defray Choice Hotels International Inc.'s costs in connection with its retention and expansion in Montgomery County.

This Resolution is effective upon its adoption in accordance with applicable law.

This is a correct copy of Council action.



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Sara R. Tenenbaum  
Clerk of the Council