



**For Immediate Release**  
February 9, 2023

**Contact:**  
Michael Mitchell  
VP of Marketing & Communications  
240-641-6725  
[michael@thinkmoco.com](mailto:michael@thinkmoco.com)

## **MCEDC Launches New Hospitality Tech Accelerator in Montgomery County, Maryland**

**Rockville, MD** —Montgomery County Economic Development Corporation (MCEDC) has announced the launch of a new Hospitality Tech Accelerator program, designed to discover and foster companies developing innovative technologies and solutions to improve the customer experience. The inaugural cohort will be held in the Spring of 2023 in partnership with Bethesda Green's Innovation Lab, and will focus on some of the hospitality industry's top sustainability challenges, such as energy, water, and waste reduction and management.

Montgomery County, Maryland is widely recognized as the home to many of the world's most well-known global hotel brands, including some of the largest names in the industry such as Marriott International and Choice Hotels. The county is also home to a large ecosystem of companies that support the industry and provides an array of job opportunities for residents.

The **Hospitality Tech Accelerator: Innovating the Future** seeks to connect early growth-stage startups from the Mid-Atlantic with regional and global hospitality brands.

Selected companies will participate in a series of workshops and pitch practice sessions coordinated by Bethesda Green while receiving industry-specific coaching before participating in an end-of-program pitch event in front of industry leaders. Workshops will focus on key sustainability topics such as the circular economy, sustainable sourcing, B Corp and Green Business Certification, and impact measurement and management. Founders will also receive hands-on coaching and mentorship from experienced industry professionals with in-depth knowledge of both the hospitality industry and the specific problem areas identified for this cohort.

"Montgomery County is on the forefront of both growing the hospitality sector and pursuing sustainable and green initiatives," said Bill Tompkins, MCEDC President & CEO. "The hospitality tech accelerator program will be a win-win for all involved. This accelerator will both help identify, launch, and develop innovation in the hospitality sector and create an environment where those businesses can build something remarkable in our county, with improvements that have impact on a global scale."

"At the Bethesda Green Innovation Lab," said Dave Feldman, interim Executive Director at Bethesda Green, "we support founders who are building business models around innovative and sustainable solutions to tackle environmental and social challenges and ensure compatibility between economic development, environmental protection and community engagement. We are excited to work alongside the Montgomery County Economic Development Corporation and apply our nationally recognized entrepreneurial programming to support the first cohort of the Hospitality Tech Accelerator and address the industry's key sustainability challenges."

###

**About MCEDC**

The Montgomery County Economic Development Corporation (MCEDC) is the official public-private economic development organization representing Montgomery County, Maryland. Created in 2016, MCEDC is led by a Board of Directors of business executives. Its mission is to help businesses start, grow and relocate in Montgomery County by helping them gain access to top talent, business and market intelligence and prime locations. For more information, visit our website. Follow us on Twitter, Facebook, and LinkedIn.

**About Bethesda Green**

Bethesda Green, a 501(c)3 non-profit founded in 2008, works to address environmental challenges locally by creating a sustainable, green community, built collaboratively through citizen engagement, environmental education, government partnership and innovative business development. Through the Be Green Living and Be Green Business programs, Bethesda Green partners with local public and private entities to address environmental challenges through projects that enhance the quality of life for local residents such as access to composting, recycling, and expanding raingardens and sustainable methods of transportation, and supports leaders who are building for-profit business models around innovative and sustainable solutions to tackle environmental and social challenges.