

MEMORANDUM

TO: City Council

FROM: Alfred D. Lott, ICMA-CM, CPM
City Manager

SUBJECT: ***Status Report***

DATE: January 11, 2018

Status Report

1. Special District 2 City Election

The Board of Elections has set Monday, March 12, 2018 as the date for the Special District 2 City Election. This election will be to fill the vacant District 2 Council seat that resulted from the Recall Election that was held on December 19, 2017. Interested Candidates can begin to register on January 16, 2018 in the City Clerk's office Monday through Friday, 8:30a.m. to 5:00p.m. You can get more information on the City website www.cityofbowie.org/elections or by contacting the City Clerk, Awilda Hernandez at 301-809-3029 or ahernandez@cityofbowie.org.

2. Economic Development Committee (EDC)

The Bowie EDC met Wednesday and received a data and demographic briefing about Bowie businesses. A copy of that briefing is attached.

ADL/lfr
Attachment

BUSINESS MAKE UP

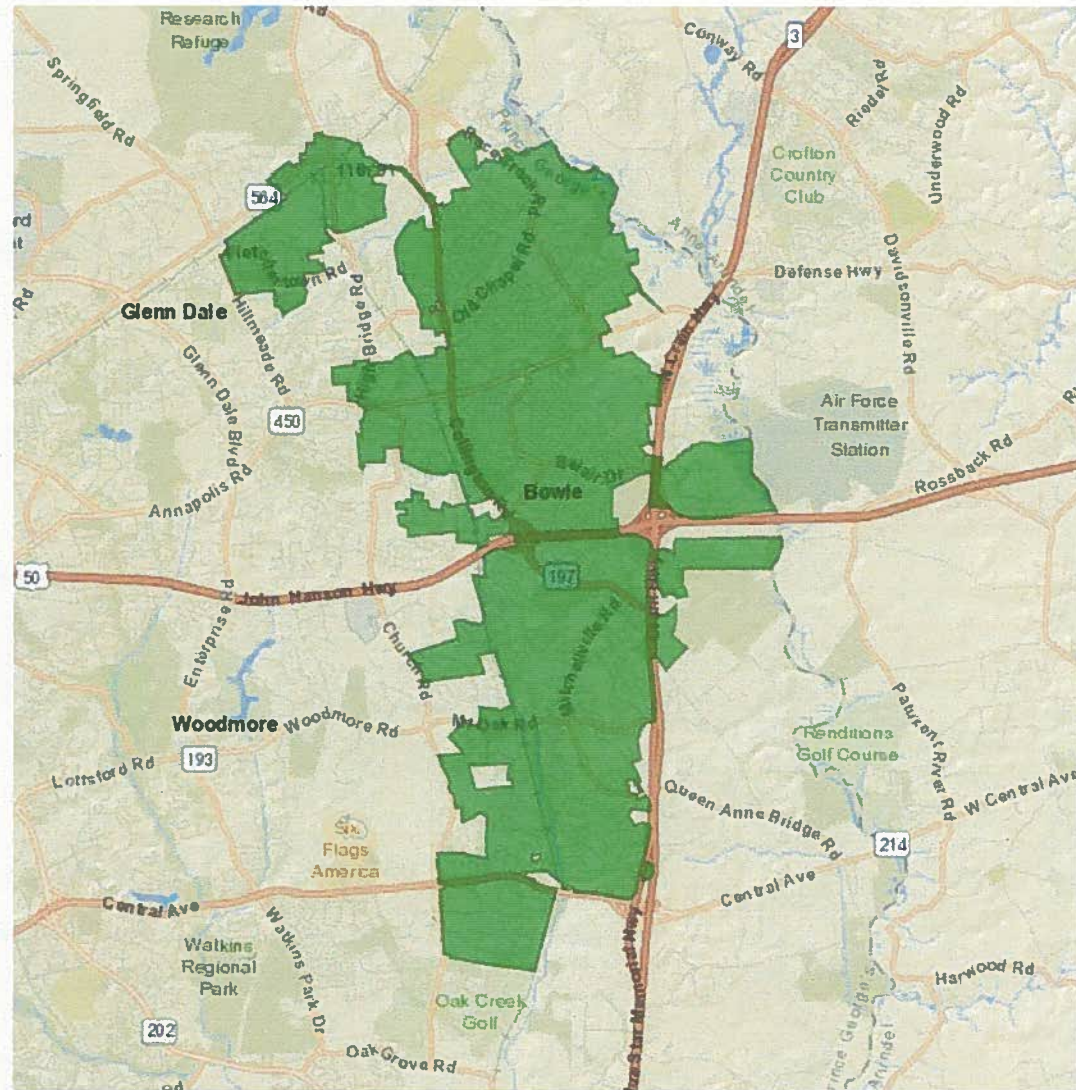
in Bowie, Maryland



Presented to the Bowie EDC – January 10, 2018

Presenters: Jerry Dawson of SVN | JCDAWSON Global Real Estate & Crystal Richards of Mosaic Resource Group, LLC

Bowie at a Glance



1/10/2018 Jerry Dawson, CCIM - SVN | JCDAWSON Global Real Estate & Crystal Richards, PMP – Mosaic Resource Group, LLC

Bowie at a Glance 2017 Forecast



57,206

Population

2.8

Average Household Size

40.7

Median Age



Education

No HS diploma: **4%**

Some college: **28%**

HS Graduate: **17%**

Bachelor's/Grad/Prof: **51%**



Median Household Income

\$107,919



Business

1,631

Total Businesses



Total Employees

16,772

Total Employees

Employment

Unemployment Rate: **5.5%**



White Collar

76%



Blue Collar

12%



Services

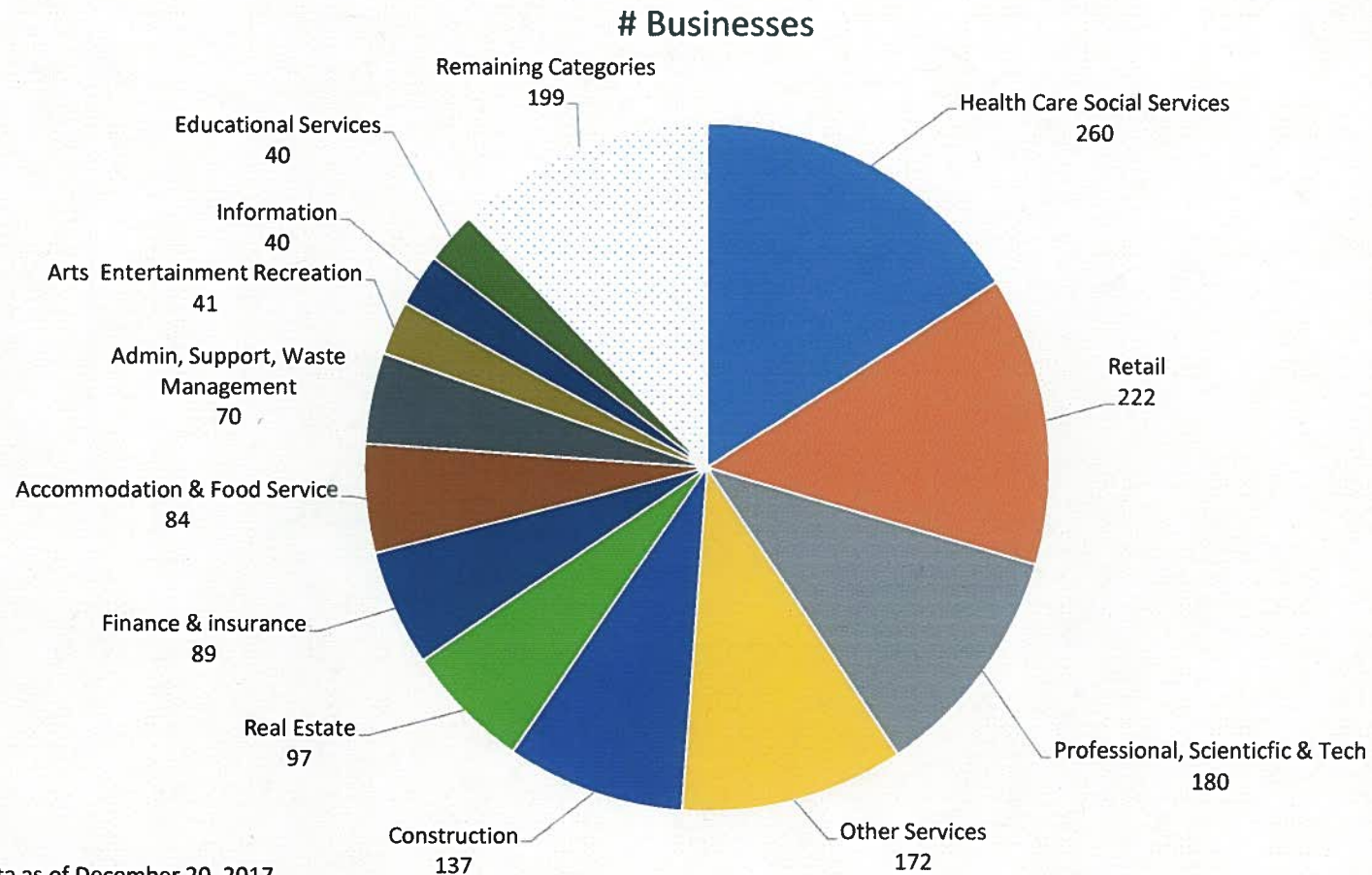
13%

Source: ESRI, data as of December 20, 2017

1/10/2018

Jerry Dawson, CCIM - SVN | JCDAWSON Global Real Estate & Crystal Richards, PMP – Mosaic Resource Group, LLC

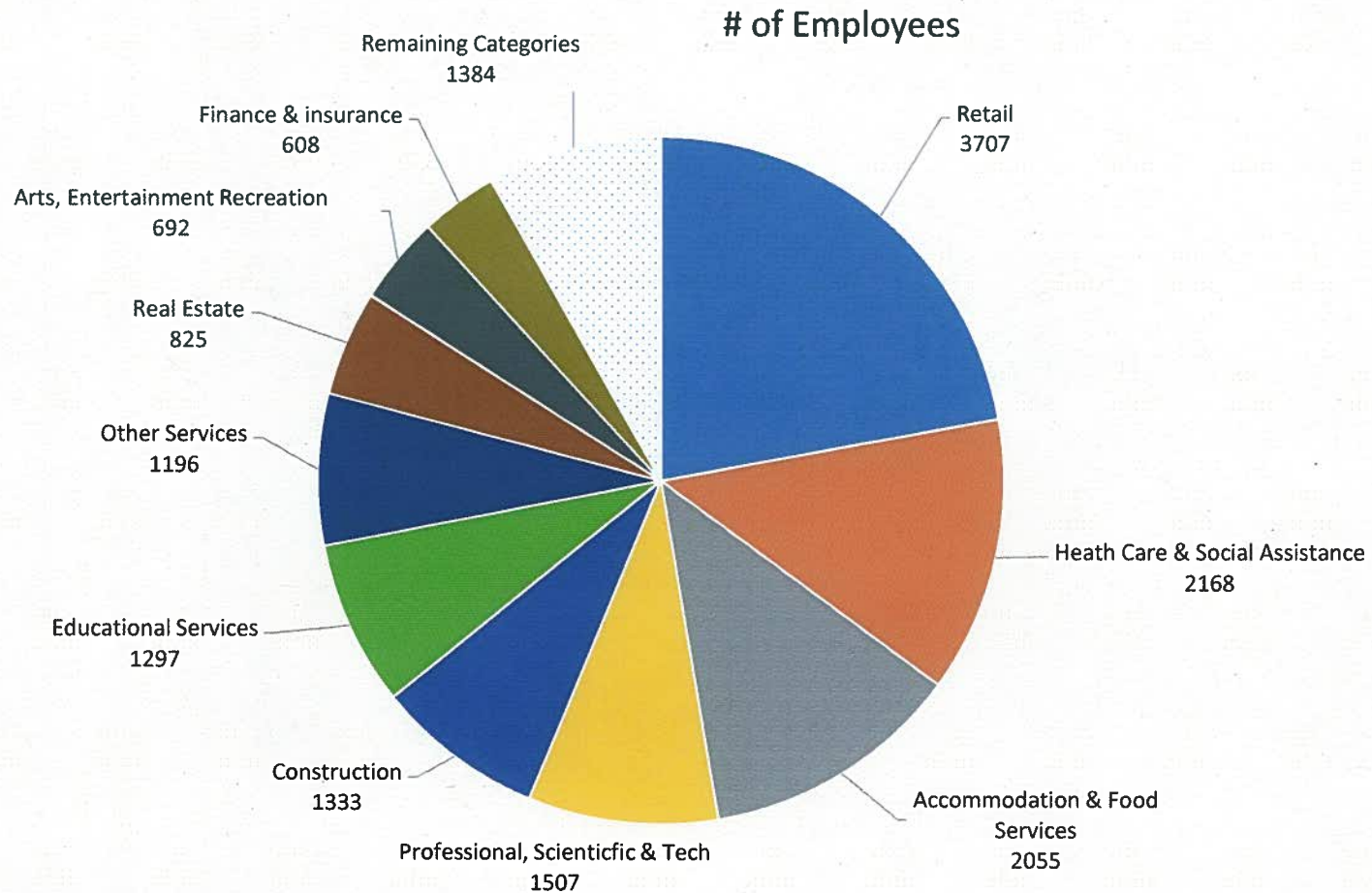
1,631 Businesses in Bowie



Source: ESRI, data as of December 20, 2017

1/10/2018 Jerry Dawson, CCIM - SVN | JCDAWSON Global Real Estate & Crystal Richards, PMP – Mosaic Resource Group, LLC

Bowie Businesses Employ 16,772 Workers



Source: ESRI, data as of December 20, 2017

1/10/2018 Jerry Dawson, CCIM - SVN | JCDAWSON Global Real Estate & Crystal Richards, PMP – Mosaic Resource Group, LLC

Top 5 Business Categories

Ranking	# Businesses	# Employees
1	Health Care & Social Services	Retail Trade
2	Retail Trade	Health Care & Social Services
3	Professional, Scientific & Technology	Accommodation & Food Services
4	Other Services	Professional, Scientific & Technology
5	Construction	Construction

Source: ESRI, data as of December 20, 2017

1/10/2018 Jerry Dawson, CCIM - SVN | JCDAWSON Global Real Estate & Crystal Richards, PMP – Mosaic Resource Group, LLC

Top 5 Business Categories

Bowie			Crofton - Odenton	
Ranking	# Businesses	# Employees	# Businesses	# Employees
1	Health Care & Social Services	Retail Trade	Retail Trade	Construction
2	Retail Trade	Health Care & Social Services	Other Services	Retail Trade
3	Professional, Scientific & Technology	Accommodation & Food Services	Construction	Accommodation & Food Services
4	Other Services	Professional, Scientific & Technology	Accommodation & Food Services	Health Care & Social Services
5	Construction	Construction	Health Care & Social Services	Other Services

Source: ESRI, data as of December 20, 2017

1/10/2018 Jerry Dawson, CCIM - SVN | JCDAWSON Global Real Estate & Crystal Richards, PMP – Mosaic Resource Group, LLC

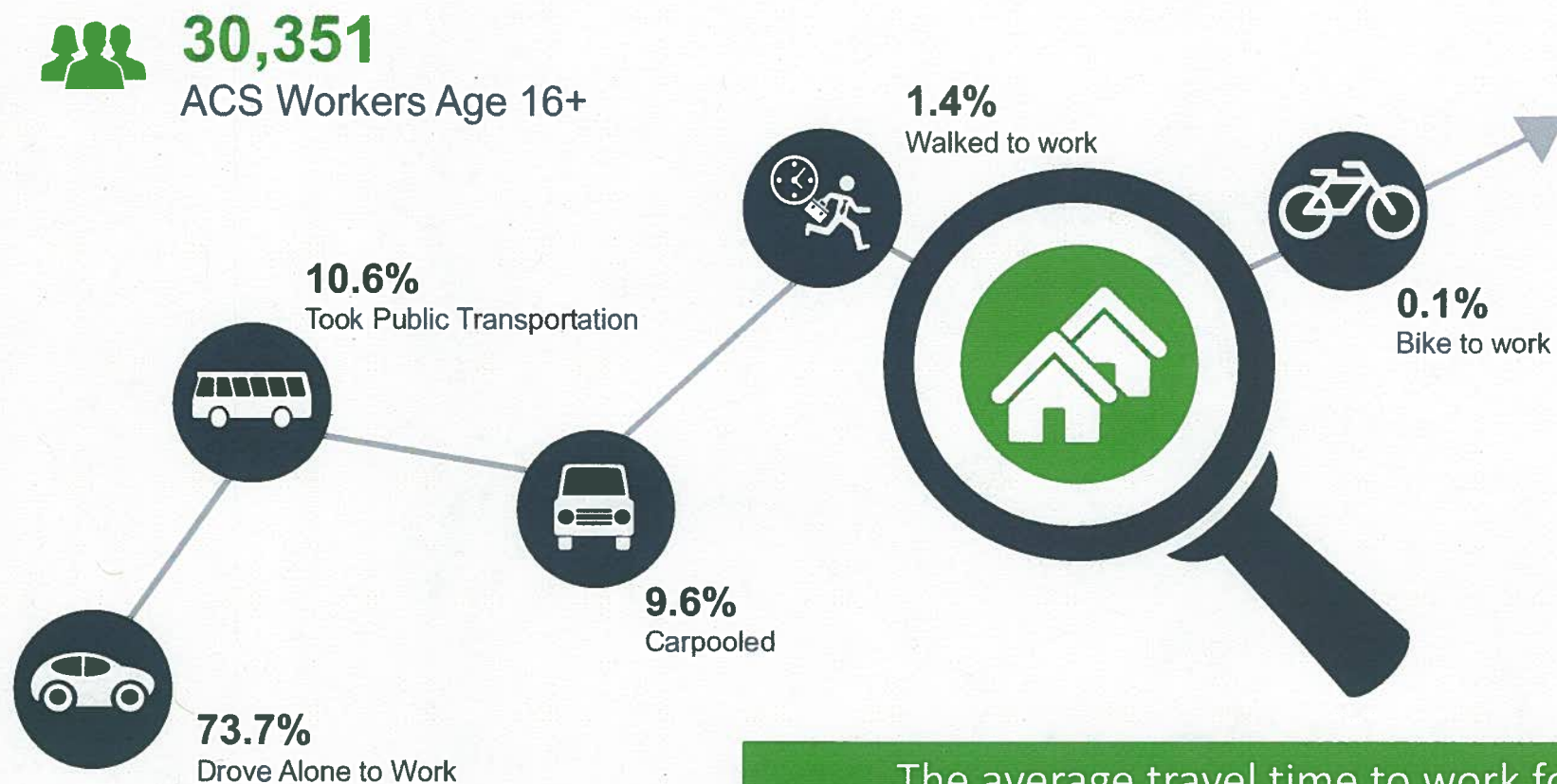
Principal Employers of Bowie FY 2017

<u>Employer</u>	<u>Employees</u>
Prince George's County Public Schools	1,350
Inovalon (formerly MedAssurant)	755
City of Bowie	426
Giant Food Inc.	291
Prince George's County (911 Call Center)	250
US Census Bureau Computer Facility	222
Excelis	195
Target	189
Wal- Mart	178
Sport Fit Bowie Racquet	165

Source: City of Bowie Economic Development Office

1/10/2018 Jerry Dawson, CCIM - SVN | JCDAWSON Global Real Estate & Crystal Richards, PMP – Mosaic Resource Group, LLC

Bowie is a Bedroom Community



The average travel time to work for approximately 16% of workers is **60-89 minutes**

Source: ESRI, data as of December 20, 2017

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Bowie Considered “Upscale & Affluent”

Top 3 Tapestry Classifications*

1. “Pleasantville”
2. “Enterprising Professionals”
3. “Savvy Suburbanites”

* 68-Segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition.



Tapestry Classification: Pleasantville

LifeMode Group: Upscale Avenues

Pleasantville

Households: 2,674,000

Average Household Size: 2.86

Median Age: 41.9

Median Household Income: \$85,000



Tapestry Classification: Professionals

LifeMode Group: Upscale Avenues

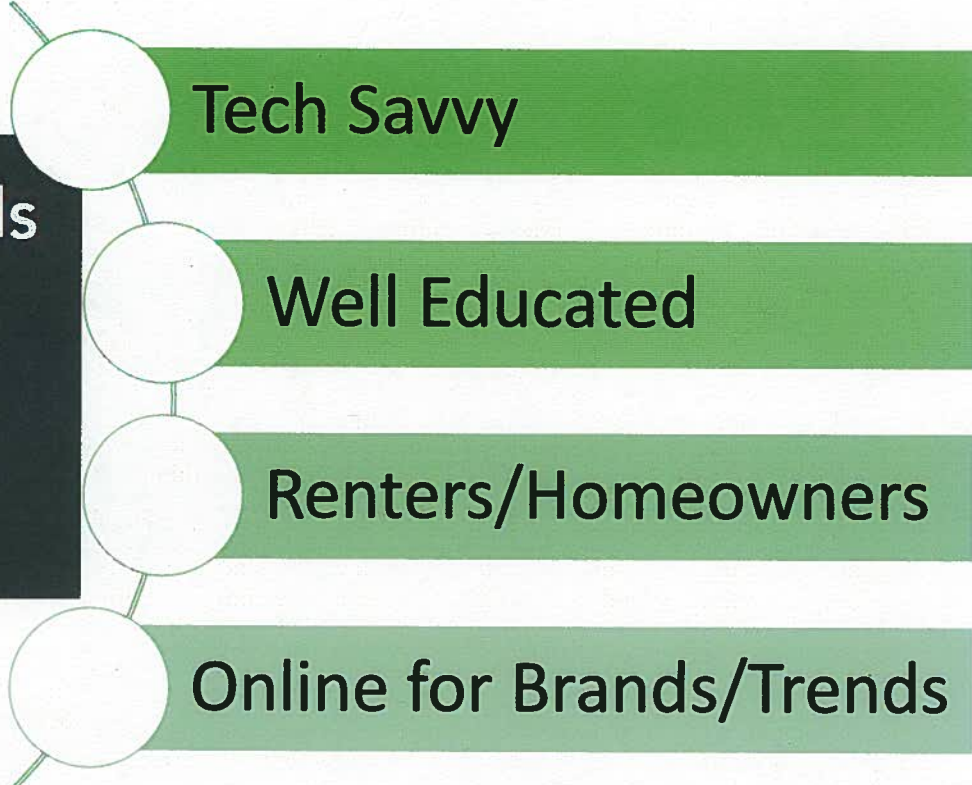
Enterprising Professionals

Households: 1,627,000

Average Household Size: 2.46

Median Age: 34.8

Median Household Income: \$77,000



Tech Savvy

Well Educated

Renters/Homeowners

Online for Brands/Trends

Tapestry Classification: Suburbanites

LifeMode Group: Affluent Estates

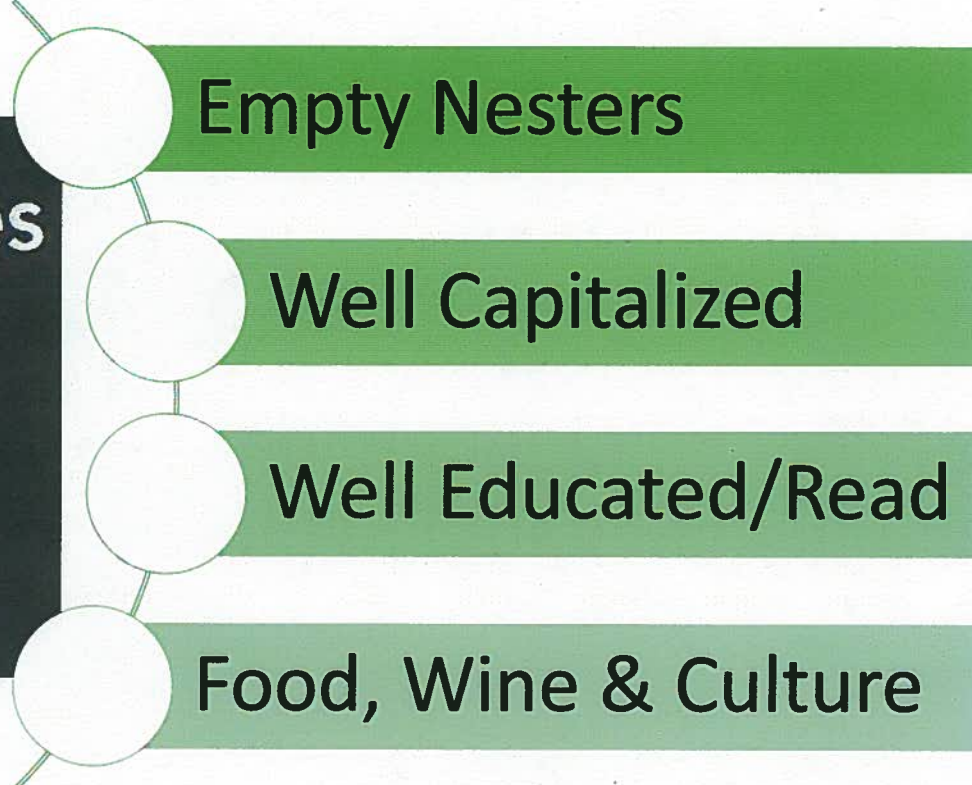
Savvy Suburbanites

Households: 3,543,000

Average Household Size: 2.83

Median Age: 44.1

Median Household Income: \$104,000



Empty Nesters

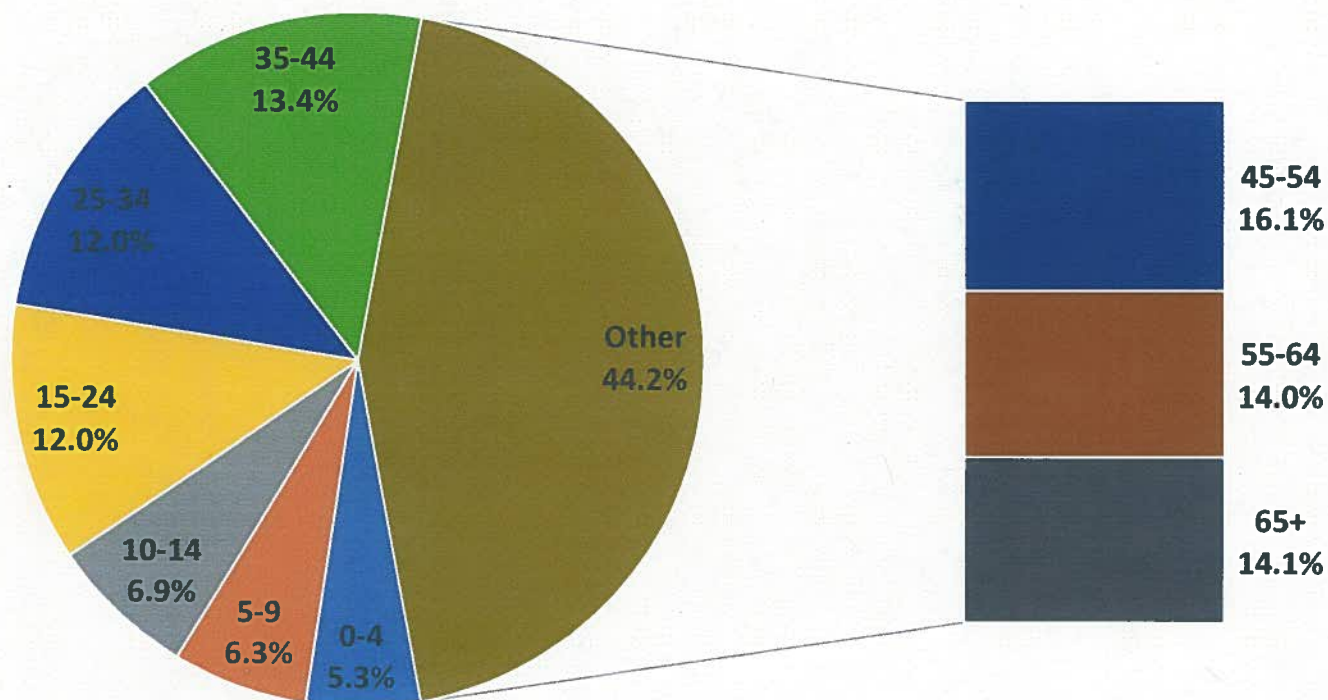
Well Capitalized

Well Educated/Read

Food, Wine & Culture

2017 Population by Age

Population by Age



Source: ESRI, data as of December 20, 2017

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2017 Consumer Spending

Category	Total \$	Average Spent
Apparel & Service	\$69,210,087	\$3,364.29
Education	\$54,090,067	\$2,629.31
Entertainment / Recreation	\$98,066,380	\$4,766.98
Food at Home	\$148,865,970	\$7,236.34
Food Away from Home	\$103,116,732	\$5,012.48
Health Care	\$169,516,592	\$8,240.16
HH Furnishings & Equipment	\$60,596,203	\$2,945.57
Personal Care Products & Services	\$25,164,741	\$1,223.25
Vehicle Maintenance & Repairs	\$32,677,354	\$1,588.44



Source: ESRI, data as of December 20, 2017

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Bowie Business Future Questions...

- ✓ Why do businesses come to Bowie?
- ✓ Why do businesses leave Bowie?
- ✓ What do we want to look like?
 - ✓ Employment Center?
 - ✓ Affordable Housing?
 - ✓ Retail?
- ✓ What is desirable growth for Bowie—and how do we pay for it (i.e. demand for infrastructure such as water, sewer, roads, schools, and other govt services)?

