

MEMORANDUM

TO: City Council

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

SUBJECT: ***Status Report***

DATE: April 29, 2021

Status Report

1. Vehicle Replacement

The FY21 Budget allocates for the purchase of a new Ford Transit Studio Van. The Communications Division has identified a contract available for piggyback to make the purchase. The item with upfits is \$1,446.32 over budget. The Finance Office has confirmed the additional amount can be absorb within the Equipment Acquisition and Replacement Fund. The purchase is:

Vehicle	Division	Item	Vendor	Piggyback Contract	Cost	Budget	Difference
NEW	Communications	2020 Ford Transit 350 RWD High Roof	Apple Ford Fleet/Government Sales	Montgomery County Contract #1065349	\$61,446.32	\$60,000.00	\$1,446.32
TOTAL					\$61,446.32	\$60,000.00	\$1,446.32

As provided by Section 62 of the City Charter, this will serve as the required seven-day notice of intent to issue purchase orders to Apple Ford of Columbia for the amount listed above.

2. Community Wildlife Habitat Recertification

On April 28th, the City was recertified as a Community Wildlife Habitat through the National Wildlife Federation. A variety of educational and outreach activities are required to recertify. Despite the pandemic canceling all in-person activities, the Environmental Advisory Committee, the Green Team, and staff were able to host virtual events and complete other actions that contributed to recertification for the 2021 calendar year.

3. Bowie Business COVID Recovery Assistance Grant Reports

Council authorized a \$200,000 grant to fund a Bowie Business COVID Recovery Assistance Program for FY 2021 via R-49-20. To date \$100,000 has been disbursed and another \$20,000 will be disbursed within the next 10 business days. The six (6) attached reports cover all of 2020 through March 31, 2021.

ADL: lfr
Attachments Six



Report on Bowie Business Covid-19 Recovery Assistance Program Grant R-49-20

Q1 REPORT AND STATISTICS

January through March 2021

This is a statistical report on the first quarter (January through March 2021) of engagement/registration by 58 companies participating in the 33 BBR programs delivered during the quarter. These companies are located in the City of Bowie (called Bowie Main in this report).

This report also includes information on companies registering for BBR activities with Bowie mailing addresses, but outside the City (Bowie Other), companies located in Prince George's County (Prince George's County), and companies in jurisdictions outside of Prince George's County (Other).

We also have summarized the profile of the types of companies we have engaged during the first quarter of 2021, as well as the important business and recovery issues for these companies, based on the registration information companies provided.

We noted the importance of digital marketing training to Bowie-based companies in this quarterly report and in April, we began to incorporate more marketing topics and marketing training into the BBR program.

Q1 BBR Statistical Reporting Summary

The following statistics are the Bowie Business Recovery (BBR) Program's Quarter 1 Statistical Data. This data provides an insight into the types and sizes of the Bowie businesses that have participated in the BBR program to date. It illustrates some of the direct impacts of COVID-19 on the operations of Bowie businesses, as well as providing a quick comparison of Bowie businesses with businesses countywide. It also highlights some of the leading concerns and needs of participating companies coping with the pandemic.

Of the businesses that contributed to the first quarter statistical data, fifty-eight of those businesses were verified to be within City of Bowie jurisdiction according to SDAT, two hundred fifty-nine were within Prince George's County, and one hundred sixty-seven were outside of Prince George's County. Although the City of Bowie data includes less businesses and/or organizations than the two other groups in the county, specific conclusions about Bowie businesses can be drawn and comparisons can be presented, based on the charts below.

Based on the Q1 data collected on companies in the City of Bowie:

- The majority of businesses/organizations are firms that offer professional services such as accounting services, legal services, and information technology services
- Three-fourths of City of Bowie businesses reported annual revenues of \$49,999 or less
- 97% had less than 10 employees and
- The majority of firms were part-time contractors
- The leading concerns in relation to COVID-19 were:
 - o loss of revenue, rent and mortgage payments
 - o cancellation of events, which impacted cash flow
- Immediate assistance needed in operating these businesses:
 - o almost half of the respondents said financial assistance to continue operations would be beneficial.

Q1 BBR Statistical Data Detail from Company Registration Information

● Bowie – 58 Businesses ● PG County- 259 Businesses ● Other- 167 Businesses

Business/ Organization Classification

(*indicates that the business/organization fell under more than one classification)

	<u>Bowie</u>	<u>PG County</u>	<u>Other</u>
Professional Services	67%	55%	51%
Non-Food Retail	2%	3%	9%
Education	-	3%	8%
Healthcare	-	4%	2%
Care Providers	7%	5%	4%
Personal Care	7%	3%	2%
Food Services	3%	5%	6%
Non-Profit, Social Services	5%	5%	1%
Transportation, Automotive	-	2%	1%
Entertainment	2%	4%	5%
Hospitality/Accommodations	-	1%	1%
Construction, Home Improvement, Manufacturing	-	3%	2%
*Education and Professional Services	2%	1%	1%
*Education Entertainment Professional Services Recreation, Fitness, Studios	2%	0.38%	-
*Healthcare and Education	2%	0.38%	1%
*Healthcare Education Hospitality	2%	0.38%	-
*Non-food Retail Education Professional Services	-	0.38%	-
*Non-food Retail and Education	-	1%	-
*Non-food Retail and Entertainment	-	0.38%	-
*Education Professional Services Care Providers	-	0.38%	-
*Food Services and Professional Services	-	0.38%	-
*Food Services and	-	0.38%	-

Hospitality			
*Non-profit, Social Services and Professional Services	-	1%	-
*Education and Personal Care	-	0.38%	-
*Healthcare and Non-profit, Social Services	-	0.38%	-
*Healthcare and Hospitality	-	0.38%	-
*Education Entertainment Professional Services Recreation	-	0.38%	-
*Non-food Retail Education Faith Based Hospitality	-	0.38%	-
*Entertainment and Recreation	-	-	1%
*Education and Recreation	-	-	1%
*Food Services and Personal Care	-	-	1%
*Entertainment and Professional Services	-	-	1%
*Non-profit, Social Services Education Faith Based Professional Services	-	-	1%
*Education Entertainment	-	-	1%
*Food Services Construction	-	--	1%
*Non-profit, Social Services Personal Care Recreation	-	-	1%
*Hospitality Entertainment Personal Care	-	-	1%
*Food Services Professional Services Transportation, Automotive	-	-	1%

Annual Revenue

	<u>Bowie</u>	<u>PG County</u>	<u>Other</u>
Up to \$49,999	66%	43%	40%
\$50,000-\$99,999	10%	15%	16%
\$100,000-\$299,999	22%	21%	22%
\$300,000-\$499,999	-	9%	6%
\$500,000-\$999,999	-	5%	4%
\$1M-5M	2%	4%	7%
\$5M+	-	3%	6%

Number of 1099 Contract Employees

	<u>Bowie</u>	<u>PG County</u>	<u>Other</u>
None	52%	40%	46%
1-9	45%	51%	47%
10-24	3%	5%	4%
25-99	-	2%	1%
100+	-	2%	2%

Number of Full-Time Employees

	<u>Bowie</u>	<u>PG County</u>	<u>Other</u>
None	40%	30%	31%
1-9	60%	61%	57%
10-24	-	4%	4%
25-99	-	4%	4%
100+	-	1%	4%

Number of Part-Time Employees

	<u>Bowie</u>	<u>PG County</u>	<u>Other</u>
None	74%	54%	57%
1-9	26%	39%	35%
10-24	-	3%	3%
25-99	-	2%	1%
100+	-	2%	4%

Top Concerns Regarding COVID-19 in Relation to Businesses and Organization

	<u>Bowie</u>	<u>PG County</u>	<u>Other</u>
Loss of Revenue	20%	28%	25%
Event Cancellation	13%	9%	9%
Established Alternative Mode of Business	9%	7%	6%
Enhanced Secondary Mode of Business Operations	6%	4%	3%
Rent, Mortgage, and Lease Payments	14%	8%	3%
Added Expenses to	3%	7%	9%

Mitigate PPE			
Change of Business Model	5%	10%	11%
Continued Payroll Issues	2%	2%	3%
Other	2%	2%	3%
Business Closure (voluntary/mandated)	3%	3%	1%
Business Closure (temporary/permanent)	1%	2%	1%
Challenge Accessing Government Resources	5%	5%	5%
Increase in Revenue	4%	3%	2%
Change in Business Hours	2%	3%	3%
Change in Insurance Rates	4%	2%	1%
Customer Traffic	4%	6%	7%
Employees Layoffs	3%	2%	3%
Off-Site Working Options	2%	1%	4%
Supply Chain Disruptions	1%	1%	2%

What immediate assistance would be helpful?

	<u>Bowie</u>	<u>PG County</u>	<u>Other</u>
Financial Assistance	54%	55%	57%
Protocols to Protect Customers	19%	16%	15%
Supplies and Protocols to Protect Employees	16%	20%	19%
Penalty Extensions	11%	9%	9%

What guidance or information would be beneficial for you and your business?

	Bowie	PG County	Other
Training (Marketing)	41%	32%	31%
Training (Website)	29%	22%	19%
Guidance (Business Model)	18%	26%	29%
Guidance (Physical Space Modification)	6%	7%	7%
Information on Costs and Risks	7%	14%	14%

A Q2 BBR Program Report will be prepared based on data through June.

Bowie Business Recovery – 1st Quarter Stats

	A	B	C	D	E	F
1	JANUARY					
2	Event	Bowie - Main	Bowie - Other	Prince Georges	Other	Total
3	1-7 Goal Setting	3	2	7	4	16
4	1-8 Accounting Open Door	3	0	4	1	8
5	1-13 Cyber Security 1	1	1	2	5	9
6	1-13 Post Pandemic Loans & Strategies	0	4	3	5	12
7	1-14 Executing Your Plan	1	5	5	0	11
8	1-21 Cyber Security 2	2	2	4	9	17
9	1-22 Loans & Strategies Open Door	1	1	0	3	5
10	1-21 Financial Literacy	3	4	12	17	36
11	1-26 Tax Tips Open Door	1	0	0	0	1
12	1-28 Cyber Security	3	1	4	11	19
13	1-28 PPP	2	7	19	15	43
14	1-28 4 Main Financial Documents	2	5	6	11	24
15	Totals	22	32	66	81	201
16	Prince Georges County Total   			120		
17						
18			BIC Events	GBCC Events	Total # of Events	
19			7	5	12	
20						

21	FEBRUARY					
22						
23	Event	Bowie - Main	Bowie - Other	Prince Georges	Other	Total
24	2-4 Accounting Tips Open Door JF	1	0	5	4	10
25	2-4 PPP Open Door	0	2	7	3	12
26	2-4 Updating Your Financial Projections	3	5	10	9	24
27	2-10 Roundtable: Post Pandemic Business Loans and Pivot Strategies	0	0	5	0	5
28	2-11 Overview of the Paycheck Protection Program and the EIDL	5	2	13	14	34
29	2-18 Business Recovery: Loans and Strategies Open Door 1-on-1	0	0	3	0	3
30	2-18 Managing Your Mood & Team During a Pandemic	2	0	2	3	7
31	2-23 Open Door 1-on-1 COVID-19 PPP Funding Information	0	0	1	0	1
32	2-25 Roundtable SBA Business Development Programs	3	5	3	15	26
33	2-25 Food Industry & The Pandemic Executing a Shift to Thrive	1	5	1	5	12
34	Totals	15	19	50	53	134
35	Prince Georges County Total   			84		
36						
37			BIC Events	GBCC Events	Total # of Events	
38			5	5	10	
39						

40	MARCH					
41						
42	Event	Bowie - Main	Bowie - Other	Prince Georges	Other	Total
43	3-4 Updates and Improvements to SBA's PPP, EIDL and SVOG Programs					
44	3-4 Building Equity and Valuation in Your Business!	1	1	1	4	7
45	3-8 Open Door: Tips for Business Accounting	2	2	2	4	10
46	3-11 Open Door: Questions About SBA's Updated PPP, EIDL and SVOG	1	1	4	6	12
47	3-11 Need a Few Great Ideas on How to Attract Prospects	7	5	5	7	24
48	3-17 Open Door: Finding & Leasing the Right Real Estate	1	3	1	0	5
49	3-18 Ways of Exiting Your Business: It's Not What You Think!	2	2	1	8	13
50	3-23 New Ways for Restaurants to Thrive & Grow During the Pandemic	0	1	3	0	4
51	3-25 Tying It All Together: A One-Year Plan of Activities	4	2	1	1	8
52	3-25 General or COVID Related CPA Questions	2	0	1	0	3
53	3-30 Open Door: Questions About How Restaurants Can Stay Relevant	1	1	1	2	5
54	Totals	21	18	20	32	91
55	Prince Georges County Total   			59		
56						
57			BIC Events	GBCC Events	Total # of Events	
58			5	6	11	
59						

H	I	J	K	L	M
PROGRAM TOTALS					
	Bowie - Main	Bowie - Other	Prince Georges	Other	Total
January	22	32	120	81	201
February	15	19	84	53	134
March	21	18	59	32	91
April					
May					
June					
July					
August					
September					
Total	58	69	263	166	426
	BIC Events	GBCC Events	Total # of Events		
January	7	5	12		
February	5	5	10		
March	5	6	11		
April					
May					
June					
July					
August					
September					
Total	17	16	33		



Report on Bowie Business Covid-19 Recovery Assistance Program Grant R-49-20

December 2020

The new Bowie COVID-19 Business Recovery (BBR) Assistance program launched in January 2021 with eight months of technical assistance programs and online resources to help Bowie businesses meet the challenges of the COVID-19 pandemic, build resilience and accelerate their post COVID-19 economic recovery.

The BBR program is collaboration between the Bowie Business Innovation Center (Bowie BIC) business acceleration hub and the Greater Bowie Chamber of Commerce (GBCC). This initiative is funded by the City of Bowie through the Bowie Business Covid-19 Recovery Assistance Program Grant R-49-20 awarded to Bowie BIC.

GRANT ACTIVITY SUMMARY

Bowie BIC work under the grant in December focused on the January 7, 2021 program launch:

- **Developing and scheduling the Bowie Business Recovery (BBR) January and February 2021 Programs** (12 activities in January included weekly webinars coordinated by GBCC, plus workshops, roundtables and Open Door One-on-One technical business assistance sessions)
- **Finalizing the initial promotional plan** (creating the promotion schedule, agreeing email distribution and lists, engaging a digital marketing consultant)

to create and implement a social media plan, developing a process for managing information used for email, EventBrite registration and inclusion on the BBR microsite)

- **Creating the promotional tools** (professionally designed logo and tagline, by LMD Agency, micro website development, direct mail post card design and printing, design modification of Bowie BIC's THIS WEEK e-blast to incorporate BBR activity promotion)
- **Developing the administrative plan for participant data collection** (creating the registration questions and an EventBrite format, creating polling questions for Zoom sessions, managing the information associated with each event and planning the compilation of data for each activity)
- **Identifying business professionals to participate in Open Door sessions** in conjunction with GBCC.
- **Continuing development of the online Bowie Business Recovery Resource Center**, led by GBCC
- **Hiring of a student intern** by GBCC to support the Chamber's BBR activities

BBR Program Launch Preparations

- Bowie BIC contracted with LMD Agency in Laurel, MD to design a logo and help develop a tagline for the BBR program. Bowie BIC selected the final version and tagline after review process with the Greater Bowie Chamber (GBCC) and the members of the Bowie business community.
- LMD Agency also designed a direct mail post card to announce the launch of the BBR program for use with a commercially available list of Bowie businesses at the end of December. The City handled the printing and mailing of the postcard. This mailing also helps to build a current list of Bowie business with contact information by incorporating changes based on postcard returns and data collected when companies register for BBR events.
- Bowie BIC utilized its own distribution list, plus other lists of Bowie businesses (with addresses and emails) provided by FSC First and GBCC to begin building the specific BBR list of Bowie businesses.
- GBCC ran into difficulties in December with the "pass through" Intellectual Property Rights for its webinar vendor under the subcontract GBCC signed with Bowie BIC September 30, 2020.

- Promotional information on the January webinars was delayed until December 30, when GBCC announced that they had to part ways with their original webinar subcontractor, 19Seventeen, LLC. GBCC immediately scheduled a new speaker for the first two webinars in January and advised that they were working to replace the webinar subcontractor.
- The uncertainty over the proposed GBCC webinar schedule and the lack of details about those sessions in December while the promotional plan was being developed, led Bowie BIC to schedule a number of additional activities in January and February, to ensure that there were activities on the calendar for Bowie Businesses, when the program launched January 7, 2021.
- Bowie BIC developed a scope of work for a 30-day contract for digital marketing and social media support for the BBR program launch. We interviewed three candidates and retained the services of Diana Sarnor in Lanham, MD to deliver marketing support for the BBR program for \$2,000.
- Bowie BIC also developed a scope of work for a micro-website to support the launch phase of the BBR program for \$5,000. Bowie BIC asked ThreeE Consulting to set up the new microsite by January 4, as they had assisted with previous updates to the Bowie BIC website in the fall of 2020 and could handle the project very quickly. Based on the experience of the microsite development, the RFP for the entire site will be revised.
- Bowie BIC lined up additional promotional partners, such as the City of Bowie and FSC First to amplify the BBR launch information.

GBCC Subcontract Activity Details

Greater Bowie Chamber of Commerce is establishing a Bowie Business Recovery (BBR) Resource Center, managing a Bowie Business Recovery Internship Program, recommending professional business resource people to participate in monthly One-On-One Business Open Door sessions, as well as coordinating a weekly online Business Education and Resilience Webinar series under the subcontract agreement with Bowie BIC ending August 30, 2021. In the month ending December 30, 2020, the GBCC reported:

- o **Bowie Business Recovery (BBR) Resource Center**
 - o BBR Link: <http://www.bowiechamber.org/business.php>
 - o Received BBR logo for use on flyers and in the GBCC website
 - o Page development underway
 - o Links: active
 - Bowie Business Recovery microsite

- Retail Opportunities & Demographics
 - Maryland Restaurant Guide
 - Development Sites & Transportation Projects
 - Starting a Business
- o BBR page will include, but not be limited to the following information:
 - Updates on local Bowie business data related to COVID-19 pandemic
 - Update data on any legislation and state or local Executive Orders that could impact business operations for Bowie-based businesses during the COVID-19 pandemic.
 - Update best practice guidance on business recovery topics (finance, access to capital, etc.)
 - COVID 19 Webinars
 - o Business Survey
 - GBCC & BIC are working jointly to develop a baseline survey
 - Short surveys accompanying each webinar
 - Bi-Monthly Survey at minimum
 - o **Bowie Business Recovery Internship Program**
 - o Bowie State University Student Intern Kiah McGill has been hired with the following job responsibilities related to the BBR initiative:
 - Working on special projects related to COVID relief
 - Drafting newsletters and social media postings for BBR
 - Updating website and event calendar for BBR
 - Educating the public on BBR resources available through the Chamber's Business Resource Center
 - Attending monthly board meetings and other meetings associated with delivering BBR activities
 - o Intern start date: January 2, 2021
 - o **Monthly One-On-One Proposed Open Door Business Counselors**

Counselor	Specialty
Diane M. Polangin	Taxes
Pam Scott	Business Banking
Jerry Dawson	Real Estate

Monthly One-On-One Proposed Business Counselor Bios

Diane Polangin: owner/operator of TOTAL TAX SERVICE in Bowie, Maryland. In this capacity, she provides services for businesses and individuals, including income tax

preparation and electronic transmission of tax returns. This is her 26th year in business. In the off-season, Diane teaches income tax preparation.

- Topic: Covid- 19 related tax questions (pdolangin@verizon.net)

Pamela Scott: Senior Relationship Manager, I have 35 years plus of experience in banking. It is a pleasure to continue to help local/small businesses grow and obtain their goals and aspirations. Building a strong network has been instrumental in providing strong resources for both my partners and clients.

- Topic: Covid – 19 PPP Funding Information (Pscott@mtb.com)

Jerry Dawson: brings more than 20 years of commercial and government real estate experience to include property management, corporate advisory services, tenant representation, investment sales, and leasing. Today, he applies his broad background to advise small and mid-size companies, not-for-profits, and government agencies.

- Topic: Covid – 19 and how it effects real estate (jerry@jcdawsonglobal.com)

o **Online Business Education and Resilience Webinars**

- o All webinar topics and presenters are subject to change without prior notice due to the ever-changing environment of the pandemic.
- o GBCC ran into great difficulties with the “pass through” Intellectual Property Rights of the contract. As a result, they had to part ways with their subcontractor, 19Seventeen, LLC. However, GBCC worked quickly to replace the subcontractor with an alternative speaker for the first two webinars in January.
- o Draft flyers were prepared for January 7 & January 14 webinars.
- o Platform: Zoom
 - January 7, 2021 link:
<https://zoom.us/meeting/register/tJYuduupqDivHNvY9nsm0hOUFj-UOMvB55zN>
 - January 14, 2021 link:
<https://zoom.us/j/99052344024?pwd=RytDSFFXdnk2SWR5ZU9aZHRMaXZMQT09>

Date	Webinar	Speaker
Jan 7	Eight Gutsy Behaviors for Success in the Era of COVID-19	Mason Harris
Jan 14	Enhanced Customer Service Communication During a Pandemic	Mason Harris
Jan 21	TBD	
Jan 28	TBD	

Bio for: Mason Harris, Author and Motivational Speaker: Born in New York City, Mason is the middle child of Eastern European immigrants. He graduated from Queens College and earned his MBA from the State University of New York at Buffalo (SUNY).

Brought up with the belief that America is “the land of opportunity,” not “entitlement,” he combined working from a young age, formal education, and various successes and failures to identify behaviors associated with ‘chutzpah’, the subject of his new book, The Chutzpah Advantage.

He founded a small Maryland-based company, Robin Technologies, Inc., that earned a few local and national growth awards along the way. Mason’s first book, Entrée Marketing: Six Critical Principles for the Overworked Restaurateur, provided a marketing platform and model for independent and small chain restaurants. This book also launched a speaking and training career at conferences, trade shows, sales training events, and even a few weddings.

The concepts in Mason’s new book, The Chutzpah Advantage (due February 2021), were created during his presentations to sales and business teams. However, it took a worldwide pandemic and a desire to be strategic about the unknown end dates related to widespread business and personal shutdowns, for the rules of chutzpah to become this book.

BOWIE BUSINESS RECOVERY ONLINE CALENDAR--JANUARY 2021

Jan. 7 10-11 AM	BUSINESS EDUCATION AND RESILIENCE WEBINAR: ENHANCED CUSTOMER SERVICE COMMUNICATION DURING A PANDEMIC	Mason Harris The Chutzpah Guy
Jan. 8 1-3 PM	BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION: ACCOUNTING	Jackie Flesher CliftonLarsonAllen
Jan. 13 10:30 am-12 noon	BUSINESS RECOVERY ROUNDTABLE: POST PANDEMIC BUSINESS LOANS AND PIVOT STRATEGIES	Eddie Tuvin FSC First
Jan. 13 1:00-2:00 pm	BUSINESS RESILIENCE WORKSHOP: CYBER SECURITY = COMPANY SECURITY: CHANGE YOUR COMPANY'S CULTURE NOW, OR PAY THE PRICE LATER	Jason Gray Ops Tech Alliance
Jan. 14 10-11 AM	BUSINESS EDUCATION AND RESILIENCE WEBINAR; EIGHT GUTSY BEHAVIORS FOR SUCCESS IN THE ERA OF COVID-19	Mason Harris The Chutzpah Guy
Jan. 20 1:00-2:00 pm	BUSINESS RESILIENCE WORKSHOP: CYBER SECURITY = SMALL BUSINESS SUCCESS: TIPS FOR INCREASING COMPUTER SECURITY IMMEDIATELY	Jason Gray Ops Tech Alliance
Jan 21 10-30 to 12 Noon	BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION: POST PANDEMIC BUSINESS LOANS AND PIVOT STRATEGIES	Eddie Tuvin FSC First
Jan.- 27 1:00-2:00 pm	BUSINESS RESILIENCE WORKSHOP: CONDUCTING BUSINESS ONLINE: SECURE COMMUNICATIONS TECHNIQUES FOR SMALL BUSINESSES	Jason Gray Ops Tech Alliance

As of 12/30/20



BUSINESS RECOVERY PROGRAM

— Powered By —
City of Bowie
Bowie Business Innovation Center
Greater Bowie Chamber of Commerce

Just for Bowie Businesses!

**Bowie COVID-19 Business Recovery
Assistance Program**

www.bowiebusinessrecovery.com

Bowie Business Innovation Center

Bowie State University Center for Business
Suite 2312
14000 Jericho Park Road
Bowie, MD 20715

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Are You One of the More Than 1,000 Bowie Businesses Impacted by COVID-19?

The new Bowie Business Recovery Assistance Program kicks off January 2021 with technical assistance programs to help Bowie businesses meet the challenges of the COVID-19 pandemic, build resilience, and accelerate their post-pandemic economic recovery.

While direct funding is critical to maintain operations, technical business assistance and implementing business management best practices are vital to improving short-term recovery and long-term success.



Bowie Business Recovery Programs help companies to:

- Remain open and thrive
- Access a New Round of PPP Funding
- Pivot their business models based on industry best practices
- Address employee and customer needs
- Prepare for new or emerging crises



Programming includes:

- 1-on-1 Open Door Sessions for Technical Assistance (Accounting, Legal, etc.)
- Business Webinar Series
- Business Resilience Workshops
- Bowie CEO Pivot Accelerator
- Bowie CEO Business Roundtables
- Access to Online Business Resource Center

The Bowie Business Recovery Assistance Program is a collaboration between the Bowie Business Innovation Center and the Greater Bowie Chamber of Commerce funded by the City of Bowie.

For more information: www.bowiebusinessrecovery.com



Report on Bowie Business Covid-19 Recovery Assistance Program Grant R-49-20

February 2021

The new Bowie COVID-19 Business Recovery (BBR) Assistance program launched January 7, 2021 with eight months of technical assistance programs and online resources to help Bowie businesses meet the challenges of the COVID-19 pandemic, build resilience and accelerate their post COVID-19 economic recovery.

The BBR program is collaboration between the Bowie Business Innovation Center (Bowie BIC) business acceleration hub and the Greater Bowie Chamber of Commerce (GBCC). This initiative is funded by the City of Bowie through the Bowie Business Covid-19 Recovery Assistance Program Grant R-49-20 awarded to Bowie BIC.

ACTIVITY SUMMARY

Bowie BIC work under the grant in February focused on the delivery of the February 2021 BBR program of weekly Business Education Webinars, plus Business Recovery Roundtables, and Open Door One-On-One technical business assistance sessions with professional service providers. (See February Online Calendar below.) We also planned the March program:

In February, we delivered 10 events online or by phone. We registered 15 Bowie-based businesses in February. (See attached Monthly Summary spreadsheet.)

BOWIE BUSINESS RECOVERY ONLINE CALENDAR—FEBRUARY 2021

Feb 4 1:00-3:00 pm	<u>BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION:</u> BUSINESS ACCOUNTING TIPS	Jackie Flesher CliftonLarsonAllen
Feb. 4 4:00-5:30 pm	<u>BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION:</u> QUESTIONS ABOUT PPP 2.0	Roderick Johnson US Small Business Administration
Feb. 4 5:00-6:00 pm	<u>BUSINESS EDUCATION WEBINAR:</u> UPDATING YOUR FINANCIAL PROJECTIONS: STRATEGIES AND TIPS TO SUCCESSFULLY PROJECT OUR BUSINESS	Manny Cosme 19Seventeen
Feb. 10 10:30 am-12 pm	<u>BUSINESS RECOVERY ROUNDTABLE:</u> POST PANDEMIC BUSINESS LOANS AND PIVOT STRATEGIES	Eddie Tuvin FSC First
February 11 5:00-6:00 pm	<u>BUSINESS EDUCATION WEBINAR:</u> -OVERVIEW OF THE PAYCHECK PROTECTION PROGRAM AND EIDL	Roderick Johnson 19Seventeen
Feb. 18 10:30 am-12 pm	<u>BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION:</u> POST PANDEMIC BUSINESS LOANS AND PIVOT STRATEGY	Eddie Tuvin FSC First
Feb. 18 5:00-6:00 pm	<u>BUSINESS EDUCATION WEBINAR:</u> -MANAGING YOUR MOOD AND YOUR TEAM DURING A PANDEMIC	Kesi Stribbling 19Seventeen
Feb. 23 11:00 am-12:00 pm	<u>BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION:</u> COVID-19 PPP FUNDING INFORMATION	Pamela Scott M&T Bank
Feb 25 4:00-5:00 pm	<u>BUSINESS RECOVERY ROUNDTABLE:</u> UPDATES ON PPP AND EIDL	Roderick Johnson US Small Business Administration
Feb. 25 5:00-6:00 pm	WEBINAR-FOOD INDUSTRY & THE PANDEMIC: EXECUTING A SHIFT TO THRIVE	Carolina Gomez 19Seventeen

ACTIVITY MONTHLY REPORT

- Our promotional plan for the February events included the Bowie Business Recovery website (www.bowiebusinessrecovery.com), inclusion in Bowie BIC's THIS WEEK e-blast, individual e-flyers for each event, social media posts and a few paid social media posts, as a pilot.
- As there is no current and complete database of Bowie businesses to use for targeted BBR outreach to businesses located in the City, we are building a database of Bowie businesses with complete contact information, including physical addresses and email using data gathered through the BBR registration process. We also are integrating specific Bowie databases from Bowie BIC, the Greater Bowie Chamber, FSC First, and the Prince George's County's Supplier Diversity Development Division (SD3). All companies included in our database of businesses located in the City of Bowie will have their address checked using the Maryland SDAT tool to determine their actual location.
- We requested assistance from our promotional partners for this initiative. So in addition to the Greater Bowie Chamber of Commerce, we received cross-promotion from our partners, including the City of Bowie, FSC First, SD3, and the Bowie State University Entrepreneurship Academy. Members of the Bowie City Council, as well as members of the County Council in District 4 and 7 who are promoting BBR activities in their newsletters.
- We worked with the City of Bowie on February 26 to produce a short video featuring Roderick Johnson, SBA Lending Specialist and popular roundtable host and Open Door business advisor on federal PPP, EIDL and SVOG grants. The City of Bowie is airing this video on the City TV channel and it is posted on YouTube.
- We extended our digital marketing contract with Let's Be Clear for a second month to continue the momentum created in January. ThreeE Consulting updated the BBR microsite in February, and will maintain the site in the short term. Based on the experience with the social media and of the microsite development, the RFP for the entire site and related social media is under development.
- GBCC coordinated four weekly online Business Education and Resilience Webinars. The recordings from these webinars are posted on the BBR website and in the Bowie Business Recovery Resource Center. They also are uploaded to the BBR YouTube channel, as well as the GBCC YouTube channel.
- In February, the Greater Bowie Chamber of Commerce continued to expand and update the Bowie Business Recovery (BBR) Resource Center. Five new users visited the Resource Center during the month. GBCC, recommended three area business resource professionals (J Dawson, C. Neuman and C. Muckle) to participate in monthly One-On-One Business Open Door sessions for technical business advice in February and March.

- Bowie Business Recovery (BBR) Resource Center
(<http://www.bowiechamber.org/business.php>)

The BBR Resource Center now includes a calendar for the webinar series and the following information on COVID-19 Business Funding/Programs:

- o Shuttered Venue Operators Grant
 - o Crop Protection and Pest Management
 - o Maryland Small Business Development Financing Authority (MSBDFA)
 - o Advantage Maryland (MEDAAF)
 - o Community Development Block Grant (CDBG)
 - o Maryland COVID-19 Emergency Relief Fund Programs for Businesses
 - o NIH Small Business Innovation Research (SBIR)/Small Business Technology Transfer (STTR) Program
 - o Dreambuilder
 - o BGE Energizing Grant for Maryland Small Business Owners
 - o Foundation for Contemporary Arts Emergency Grants COVID-19 Fund
 - o COVID-19: Ad credits for Google Ads Small and Medium-sized Businesses
 - o KKR's COVID-19 Relief Effort, KKR Small Business Builders (SBB)
 - o Modest needs
 - o One Fair Wage Emergency Fund
 - o Southern Smoke Emergency Relief (Restaurants)
 - o Sweet Relief Fund (musicians)
 - o Maryland Strong Economic Recovery Initiative
 - o Research Grants in the Arts
 - o Centers for Disease Control (CDC) guidance for small businesses
 - o COVID-19 Paid Leave Benefits
 - o Paycheck Protection Program (PPP) Information Sheet: Borrowers
- Bowie Business Recovery (BBR) Internship Program

In February, the BBR Intern spent 29 hours managing website and other tech related issues, taking the lead in the following areas:

- Researching business forums to find the best places to post flyers advertising the Business Education & Resilience Webinars and other information relating to the BBR grant
- Analyzing the GBCC BBR page on the website and making suggestions for improvement
- Researching businesses to target on social media re: BBR
- Managing BBR Social Media Presence on the following media pages/forums: Twitter page, Instagram, FaceBook, Allignable, and LinkedIn

- Designing a draft BBR video campaign to showcase Bowie businesses and a promotional flyer for discussion with Bowie BIC

MONTHLY STATISTICS

- February registration statistics for the BBR program are attached.
- In the March report will be include information on the profile of the Bowie companies engaged with the BBR program during the period January through March.

FEBRUARY



Report on Bowie Business Covid-19 Recovery Assistance Program Grant R-49-20

January 2021

The new Bowie COVID-19 Business Recovery (BBR) Assistance program launched January 7, 2021 with eight months of technical assistance programs and online resources to help Bowie businesses meet the challenges of the COVID-19 pandemic, build resilience and accelerate their post COVID-19 economic recovery.

The BBR program is collaboration between the Bowie Business Innovation Center (Bowie BIC) business acceleration hub and the Greater Bowie Chamber of Commerce (GBCC). This initiative is funded by the City of Bowie through the Bowie Business Covid-19 Recovery Assistance Program Grant R-49-20 awarded to Bowie BIC.

GRANT ACTIVITY SUMMARY

Bowie BIC work under the grant in January focused on the delivery of the January 2021 program and planning the February program:

- **Delivering the Bowie Business Recovery (BBR) January Program** (11 activities in January included weekly webinars coordinated by GBCC, plus Workshops, Roundtables and Open Door One-on-One technical business assistance sessions)
- **Continuing the initial promotional plan** (continuing social media posts, experimentation with a few paid social media posts, issuing a press release

announcing BBR, working with the City of Bowie to agree regular channels for on-going BBR information distribution to businesses in the City of Bowie by leveraging existing communication outlets, such as News Flash and the monthly Spotlight in the Bowie Blade.)

- **Development of new promotional tools** (professional design of event e-flyer templates for use by Bowie BIC and GBCC, plus professionally designed social media posts to be shared with GBCC and other promotional partners for cross promotion each week.)
- **Strengthening the administrative process for participant data collection** (creating the spreadsheets for capturing participant data each month, creating Google sheets for capturing and managing the information associated with each BBR event—current and future-- and compiling registration data for each activity.)
- **Building a database of Bowie businesses within the City of Bowie** (compiling a database of physical address and emails for business located in Bowie who register for BBR programs, based on the SDAT tool, or who we identify using distribution lists from our promotional partners, based on the SDAT tool.)
- **Planning and Scheduling February events** (selecting relevant topics, based on company feedback and business news, scheduling speakers and handling the data collection and administration associated with these events.)
- **Identifying relevant business professionals to participate in Open Door sessions** in conjunction with GBCC.
- **Continual development of the online Bowie Business Recovery Resource Center**, led by GBCC

BBR Program Launch

- In January, we delivered 12 events, and registered 201 participants. One hundred-twenty participants in the January BBR program were from Prince George's County and 22 were residents of the City of Bowie. (See attached spreadsheet summary.)
- Our promotional plan for the January events included the Bowie Business Recovery website (www.bowiebusinessrecovery.com), inclusion in Bowie BIC's THIS WEEK e-blast, individual e-flyers for each event, social media posts and a few paid social media posts, which we will continue in February.

- As there is no complete database of Bowie businesses to use for targeted BBR outreach to Bowie businesses, we are creating a Bowie company database through the BBR registration process, plus the use of Bowie specific databases from Bowie BIC, the Greater Bowie Chamber, FSC First, and the County's Supplier Diversity Division (SD3).
- We have expanded our promotional partners for this initiative, so in addition to the Greater Bowie Chamber of Commerce, our current partners include the City of Bowie, FSC First, SD3, and the Bowie State Entrepreneurship Academy. Members of the Bowie City Council, as well as members of the County Council in District 4 and 7 are promoting BBR activities in their newsletters.
- We will begin working with the City of Bowie in February to produce a short monthly video featuring a topic or speaker to use for promotion.
- We are planning the Bowie CEO Business Pivot Accelerator with the Maryland Small Business Development Center (SBDC). Promotion will begin in March for a program that begins this spring.
- We extended our digital marketing contract with Let's Be Clear for a second month to continue the momentum created in January. ThreeE Consulting developed the BBR microsite in December and January, and will maintain the site in the short term. Based on the experience with the social media and of the microsite development, the RFP for the entire site and related social media is being revised.
- On January 13, the Executive Directors for Bowie BIC and the GBCC gave a joint presentation to the City of Bowie Economic Development, which outlined the plans for the BBR program, the promotional tools developed for the program. (Presentation attached.)

GBCC Subcontract Activity Details

In January, the Greater Bowie Chamber of Commerce continued to expand and update the Bowie Business Recovery (BBR) Resource Center, managed their Bowie Business Recovery intern, recommended area business resource professionals to participate in monthly One-On-One Business Open Door sessions for technical business advice, and coordinated a weekly online Business Education and Resilience Webinar series.

- **Bowie Business Recovery (BBR) Resource Center**
(<http://www.bowiechamber.org/business.php>)

BBR page has been updated to include links to the following:

- Bowie Business Recovery Program

- Bowie Business Innovation Center
- Business & Education & Resilience webinar
 - Weekly webinars are uploaded for view
- COVID – 19 Resources for Bowie Businesses
- Maryland Business Relief Wizard
- Maryland Small Business Development Center
- Prince George's County COVID-19 Business Resources
- State of Maryland
- State of Maryland COVID
- Maryland Government News
- Grants
- CARES-Act
- Maryland Small Business Development Center

Financing and Loan Information

- PPP Loans: Everything We Know About Latest Small Business Protection,
- The Wall Street Journal, January 11, 2021
- M&T Bank is at it again with PPP loans in 2021, GBCC Email, January 13, 2021
- A Message from the United States Black Chambers, Inc., GBCC Email, January 14, 2021

COVID – 19 Survival Guide

- o SBDC COVID-19 Small Business Survival Guide
- o Retail Opportunities
 - <https://www.cityofbowie.org/DocumentCenter/View/161/Retail-Opportunity-and-Demographics?bidId=>
- o Development Sites & Transportation Projects
 - <https://www.cityofbowie.org/ArchiveCenter/ViewFile/Item/2529>
- o Maryland Restaurant Guide
 - menupix.com
- o Business & Education & Resilience webinars
 - Weekly webinar recordings are uploaded for view
- o Updates on local Bowie business data on COVID-19 pandemic
- o Updated data on legislation and state or local Executive Orders that could impact business operations for Bowie-based businesses during the COVID-19 pandemic.

- o Updated best practice guidance on business recovery topics (finance, access to capital, etc.)

BBR Resource Center January Metrics: Page Analytics

GBCC reports that there were 52 users of the BBR Resource Center site in January, the first month for which data could be collected. These users stayed on the site an average of two minutes, there were 91 clicks on the site during the month and 33 users scrolled through the site. This metric will be updated each month during the BBR program.

	Users	New Users	Views Per User	Average Engagement Time	Unique User Scrolls	All Events	Clicks	File Download	First Visit	Page View	Scroll	Session Start	User Engagement
December	0	0	0	0	0	0	0	0	0	0	0	0	0
January	52	52	2.357	1.58s	4	91	4	1	6	33	4	12	21
February													
March													
April													
May													
June													
July													
August													

• GBCC Online Business Survey

GBCC sent a survey to its own mailing list and received 6 responses. The results of such a small sample have limited use. Ten observations about the survey results are:

- All respondents had been in business at least 6 years
- 83% had less than 5 employees
- 33% identified as being professional services businesses
- 66.6% had revenues less and \$100,000 per annum
- 83.3% cited loss of revenue as COVID's greatest impact on them
- 50% experienced business closure (permanent and temporary)
- 50% experienced employee layoffs
- 50% had established alternative modes of business
- 50% had received federal PPP funds
- 50% requested training on marketing, social media and digital media

Bowie BIC and GBCC will work together on the next survey, which will be sent to the businesses on the newly-created Bowie business database in March/April.

- **Bowie Business Recovery Internship Program**

- o The BBR Intern has been has taken the lead in the following areas and worked at total of 41 hours to support the BBR program:

- The intern spent 33 hours managing GBCC website and other tech-related issues that support the BBR program.
 - Researching online business forums to find the best places to post flyers advertising the Business Education & Resilience Webinars and other information relating to the BBR grant
 - Analyzing the BBR page on GBCC website to make suggestions for improvement
 - Researching businesses to target on social media
 - Managing BBR Social Media Presence on the following media pages/forums:
 - Twitter page
 - Instagram
 - FaceBook
 - Allignable
 - LinkedIn
 - BBR Webinar Pages
 - Researching office, industrial, and retail needs of Bowie businesses to target assistance and support.
 - The intern spent 6 hours managing Open Door Sessions, reaching out to Bowie business for volunteers to participate in the counseling sessions.
 - In January the intern spent 3 hours developing the framework for and managing Bowie Business Recovery Video Campaign (BBRVC). BBRVC is being established to highlight the BBR program and build visibility for Bowie-based businesses online.

- **Monthly One-on-One Business Counseling Program Support**

GBCC identified three professionals in the Chamber as Open Door hosts in January:

- Catherin Newman, CPA
- Pam Scott, M&T Bank
- Jerry Dawson, Realtor

GBCC scheduled two professionals, created session titles, and provided marketing copy and headshots needed for Bowie BIC to create promotional materials for the Open Door sessions.

- **Online Weekly Business Education and Resilience Webinars**

- o Four Webinars were conducted and posted to the BBR page in January:
 - o Goal Setting and Monetizing Your Goals
 - o Business Planning: Executing Your Plan for Success
 - o What isn't Taught in High School—Business Financial Literacy
 - o Demystifying Four Financial Documents: Income Statement, Cash Flow, Balance Sheet, Income Statement
- o The "What Isn't Taught in High School" webinar (with 36 registrants) and the Demystifying Financial Documents (24 registrants) were the second and third most popular BBR activities offered in January. They also were very highly rated in exit polling by attendees.
- o Four Webinar Flyers were developed and distributed by GBCC to augment the distribution activities promoting the webinars.
- o Webinars also were uploaded to the GBCC's YouTube channel and to the Bowie Business Recovery YouTube channel.

BOWIE BUSINESS RECOVERY ONLINE CALENDAR--JANUARY 2021 FINAL

Jan. 7 5:00-6:00-pm	BUSINESS EDUCATION AND RESILIENCE WEBINAR: GOAL SETTING: REMONETIZING YOUR BUSINESS GOALS FOR THE POST DISASTER ERA	William Eric Linzey 19Seventeen
Jan. 8 1-3 PM	BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION: BUSINESS ACCOUNTING TIPS	Jackie Flesher CliftonLarsonAllen
Jan. 13 10:30 am-12 noon	BUSINESS RECOVERY ROUNDTABLE: POST PANDEMIC BUSINESS LOANS AND PIVOT STRATEGIES	Eddie Tuvlin FSC First
Jan. 13 1:00-2:00 pm	BUSINESS RESILIENCE WORKSHOP: CYBER SECURITY = COMPANY SECURITY: CHANGE YOUR COMPANY'S CULTURE NOW, OR PAY THE PRICE LATER	Jason Gray Ops Tech Alliance
Jan. 14 5:00-6:00 pm	BUSINESS EDUCATION AND RESILIENCE WEBINAR: BUSINESS PLANNING: EXECUTING YOUR PLAN TOWARD SUCCESS FOR ANY SITUATION	William Eric Linzey 19Seventeen
Jan. 21 1:00-2:00 pm	BUSINESS RESILIENCE WORKSHOP: CYBER SECURITY = SMALL BUSINESS SUCCESS: TIPS FOR INCREASING COMPUTER SECURITY IMMEDIATELY	Jason Gray Ops Tech Alliance
Jan. 21 5:00-6:00 pm	BUSINESS EDUCATION AND RESILIENCE WEBINAR: FINANCIAL LITERACY FOR BUSINESS	Charles Motte 19Seventeen
Jan 21 10-30 am-12 pm	BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION: POST PANDEMIC BUSINESS LOANS AND PIVOT STRATEGIES	Eddie Tuvlin FSC First
Jan. 26 10:00 am-12:00 pm	BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION: COVID-19 RELATED TAX QUESTIONS	Diane Polangin Total Tax Service
Jan.- 27 1:00-2:00 pm	BUSINESS RESILIENCE RECOVERY WORKSHOP: CONDUCTING BUSINESS ONLINE: SECURE COMMUNICATIONS TECHNIQUES FOR SMALL BUSINESSES	Jason Gray Ops Tech Alliance
Jan. 28 5:00-6:00 pm	BUSINESS EDUCATION AND RESILIENCE WEBINAR: DEMYSTIFYING THE FOUR IMPORTANT DOCUMENTS TO YOUR BUSINESSES	Charles Motte 19Seventeen

As of 1/31/21



FOR IMMEDIATE RELEASE

Contact: Lisa S. Smith, Bowie BIC
Phone: 301-524-5654
Email: lisa.smith@bowiebic.com

Bowie COVID-19 Business Recovery Assistance Program Launches Technical Assistance Activities to Accelerate Bowie Business Economic Recovery

Bowie, Maryland, January 6, 2021: The Bowie COVID-19 Business Recovery Assistance Program kicks off on January 7, 2021 with online technical assistance activities to help Bowie businesses meet the challenges of the COVID-19 pandemic, build resilience and accelerate their post-pandemic economic recovery.

During the next eight months, Bowie businesses can participate in multiple training webinars, workshops, roundtables, counseling and business acceleration activities to help strengthen their business practices, and increase their chances for successful business recovery post-pandemic. The Bowie Business Recovery Program combines practical educational activities with one-on-one counseling and access to online resources for Bowie businesses.

“The Bowie Business Recovery Program is an investment in the future success of Bowie businesses and it illustrates the power of a special collaboration with the Greater Bowie Chamber of Commerce and the City of Bowie to address the economic challenges faced by Bowie businesses,” said Lisa S. Smith, Executive Director of the Bowie Business Innovation Center (Bowie BIC).

The Bowie Business Recovery Program is collaboration between the Bowie Business Innovation Center (Bowie BIC) business accelerator and the Greater Bowie Chamber of Commerce GBCC), funded by the City of Bowie.

For more information, to see a calendar of confirmed activities for January and February and to register for Bowie Business Recovery Program activities, visit www.bowiebusinessrecovery.com

##

About Bowie Business Innovation Center

Bowie BIC is an award-winning hub for business acceleration for Bowie businesses. Growth-oriented business, including technology companies and government contractors access key business scale-up resources at Bowie BIC, such as customized business support, professional

counseling, mentoring and competitively priced office and collaborative workspace. A Maryland nonprofit headquartered at the Center for Business at Bowie State University, Bowie BIC is the only business accelerator in the State located on the campus of a historically black college or university (HBCU).

About the Greater Bowie Chamber of Commerce

The Greater Bowie Chamber of Commerce (GBCC) is made up of members with common interests and concerns related to the business environment in the Bowie area. It is the primary professional trade organization in the Greater Bowie area dedicated to the protection, enhancement and success of good business in the Bowie community.

Bowie Business Recovery Stats January 2021

1	JANUARY					
2	Event	Bowie - Main	Bowie - Other	Prince Georges	Other	Total
3	1-7 Goal Setting	3	2	7	4	16
4	1-8 Accounting Open Door	3	0	4	1	8
5	1-13 Cyber Security 1	1	1	2	5	9
6	1-13 Post Pandemic Loans & Stratgies	0	4	3	5	12
7	1-14 Executing Your Plan	1	5	5	0	11
8	1-21 Cyber Security 2	2	2	4	9	17
9	1-22 Loans & Strategies Open Door	1	1	0	3	5
10	1-21 Financial Literacy	3	4	12	17	36
11	1-26 Tax Tips Open Door	1	0	0	0	1
12	1-28 Cyber Security	3	1	4	11	19
13	1-28 PPP	2	7	19	15	43
14	1-28 4 Main Financial Documents	2	5	6	11	24
15	Totals	22	32	66	81	201
16	Prince Georges County Total 			120		
17						
18			BIC Events	GBCC Events	Total # of Events	
19			7	5	12	



Update for
Economic Development Committee
City of Bowie
January 13, 2021

2021 Greetings!
NEW YEAR
NEW RESOURCES



Just for
Bowie Businesses!

**Bowie COVID-19 Business Recovery
Assistance Program**

For more information: www.bowiebusinessrecovery.com

GOALS

Delivering online technical assistance programs to help Bowie businesses:

- ✓ meet the challenges of the COVID-19 pandemic
- ✓ build resilience
- ✓ accelerate their post-pandemic economic recovery

- **Business Education and Resilience Webinars**
- **One-on-One Technical Advice Sessions**
 - Financing and Loan options
 - Accounting
 - Digital marketing
- **Recovery Roundtables**
 - Best practice for strengthening internal processes



BUSINESS RECOVERY PROGRAM

Powering Business Success

PROGRAM (Continued)

- **Resilience Workshops**
 - Online Marketing
 - Cyber Security for Small Businesses
 - Franchising
- **Online Business Recovery Resource Center**
- **Bowie CEO Pivot Accelerator in Spring 2021**
 - Cohort of 15 companies
 - Collaboration with SBDC



BUSINESS RECOVERY PROGRAM

Powering Business Success

TOOLS: Direct Mail

Are You One of the More Than 1,000 Bowie Businesses Impacted by COVID-19?

The new Bowie Business Recovery Assistance Program kicks off January 2021 with technical assistance programs to help Bowie businesses meet the challenges of the COVID-19 pandemic, build resilience, and accelerate their post-pandemic economic recovery.

While direct funding is critical to maintain operations, technical business assistance and implementing business management best practices are vital to improving short-term recovery and long-term success.



Bowie Business Recovery Programs help companies to:

- Remain open and thrive
- Access a New Round of PPP Funding
- Pivot their business models based on industry best practices
- Address employee and customer needs
- Prepare for new or emerging crises



Programming includes:

- 1-on-1 Open Door Sessions for Technical Assistance (Accounting, Legal, etc.)
- Business Webinar Series
- Business Resilience Workshops
- Bowie CEO Pivot Accelerator
- Bowie CEO Business Roundtables
- Access to Online Business Resource Center

The Bowie Business Recovery Assistance Program is a collaboration between the Bowie Business Innovation Center and the Greater Bowie Chamber of Commerce funded by the City of Bowie.

For more information: www.bowiebusinessrecovery.com



BUSINESS RECOVERY PROGRAM

Powering Business Success

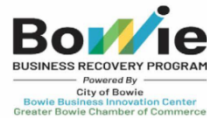
TOOLS: Website

Multi-Functional:

- ✓ Calendar of Events
- ✓ Event Registration
- ✓ Online Business Recovery Resources
- ✓ Presentation Library
- ✓ Distribution List Sign Up

www.bowiebusinessrecovery.com

TOOLS: Press



FOR IMMEDIATE RELEASE

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During the next eight months, Bowie businesses can participate in multiple training webinars, workshops, roundtables, counseling and business acceleration activities to help strengthen their business practices, and increase their chances for successful business recovery post-pandemic. The Bowie Business Recovery Program combines practical educational activities with one-on-one counseling and access to online resources for Bowie businesses.

"The Bowie Business Recovery Program is an investment in the future success of Bowie businesses and it illustrates the power of a special collaboration with the Greater Bowie Chamber of Commerce and the City of Bowie to address the economic challenges faced by Bowie businesses," said Lisa S. Smith, Executive Director of the Bowie Business Innovation Center (Bowie BIC).

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BUSINESS RECOVERY PROGRAM

Powering Business Success

TOOLS: Social Media

Bowie
BUSINESS RECOVERY PROGRAM
Powered By
City of Bowie
Bowie Business Innovation Center
Greater Bowie Chamber of Commerce

**BUSINESS RECOVERY
OPEN DOOR
ONE-ON-ONE SESSION:
ACCOUNTING**

Jackie Flesher, Clifton Larson Allen

**JANUARY 8TH
1PM - 3PM**

REGISTER AT:
BOWIEBUSINESSRECOVERY.COM

Bowie
BUSINESS RECOVERY PROGRAM
Powered By
City of Bowie
Bowie Business Innovation Center
Greater Bowie Chamber of Commerce

**BUSINESS EDUCATION AND
RESILIENCE WEBINAR:**

BUSINESS PLANNING - EXECUTING YOUR PLAN
TOWARDS SUCCESS FOR ANY SITUATION

WILLIAM ERIC LINZEY
OF 19SEVENTEEN, LLC

**JANUARY 14TH
5-6PM
REGISTER AT:
BOWIEBUSINESSRECOVERY.COM**

REGISTER TO RESERVE YOUR SPOT: BOWIEBUSINESSRECOVERY.COM

Bowie
BUSINESS RECOVERY PROGRAM
Powered By
City of Bowie
Bowie Business Innovation Center
Greater Bowie Chamber of Commerce

**BUSINESS RECOVERY
ROUNDTABLE:
POST PANDEMIC BUSINESS LOANS
AND PIVOT STRATEGIES**

Eddie Tuvin of FSC First

**JANUARY 13TH
10:30AM - 12PM**

REGISTER AT:
BOWIEBUSINESSRECOVERY.COM



BUSINESS RECOVERY PROGRAM

Powering Business Success



Bowie
BUSINESS RECOVERY PROGRAM
Powered By
City of Bowie
Bowie Business Innovation Center
Greater Bowie Chamber of Commerce

Goal Setting
Re-Monetizing Your Business Goals
for the Post Disaster Era

Thursday, January 7, 2021
5:00 - 6:00 pm



William Eric Linzey
Accredited Senior
Business Consultant
19Seventeen, LLC

The 2020 Pandemic has altered the way we must look at our Business Goals. From personal and business outcomes that naturally impact our daily lives, re-setting goals is something we certainly need to address in a much more thoughtful and strategic manner. We will discuss the process of re-setting our goals premised upon our actual experiences and converting those into our business.

bowiebusinessrecovery.com

Business Education & Resilience Webinar

TOOLS: E-Flyers

Virtual Events

BIC Jan 11 **THIS WEEK** Jan 15 **BOWIE BIC**
BUSINESS INNOVATION CENTER
Accelerating Business Growth

Business Counseling and Training

"Life and business doesn't get easier or more forgiving, we get stronger and more resilient."

Steve Maraboli, Life, the Truth, and Being Free



Bowie
BUSINESS RECOVERY PROGRAM
Powered By
City of Bowie
Bowie Business Innovation Center
Greater Bowie Chamber of Commerce

Bowie Business Recovery (BBR) Program

The new Bowie COVID-19 Business Recovery Assistance program kicks off in January 2021 with eight months of technical assistance programs and online resources to help Bowie businesses meet the challenges of the COVID-19 pandemic, build resilience and accelerate their post COVID-19 economic recovery.

The BBR program is a collaboration between the Bowie Business Innovation Center business acceleration hub and the Greater Bowie Chamber of Commerce, funded by the City of Bowie.



Bowie
BUSINESS RECOVERY PROGRAM
Powering Business Success

THIS WEEK
Jan. 11th-15th

 **JAN. 13TH 10:30-12PM**
BUSINESS RECOVERY ROUNDTABLE:
POST PANDEMIC BUSINESS LOANS AND PIVOT STRATEGIES

 **JAN. 13TH 1-2PM**
BUSINESS RESILIENCE WORKSHOP:
CYBERSECURITY + COMPANY SECURITY: CHANGE YOUR COMPANY'S
CULTURE NOW, OR PAY THE PRICE LATER

 **JAN. 14TH 5PM**
BUSINESS EDUCATION AND RESILIENCE WEBINAR:
BUSINESS PLANNING - EXECUTING YOUR PLAN TOWARDS SUCCESS
FOR ANY SITUATION

Leveraging Promotional Partners:

- City of Bowie
- Greater Bowie Chamber of Commerce
- Prince George's County EDC
- FSC First
- Prince George's County Supplier Development & Diversity Division
- PTAC, SBDC, MWBC

PROGRAM METRICS

- City business participation levels
- Business assessment of activity quality
- Business willingness to adopt new approaches
- Successful access to new financing/credit lines
- Changes in employee numbers
- Changes in company revenue
- Company recovery numbers



CONTACT

For More Information:

www.bowiebusinessrecovery.com



Report on Bowie Business Covid-19 Recovery Assistance Program Grant R-49-20

March 2021

The new Bowie COVID-19 Business Recovery (BBR) Assistance program launched January 7, 2021 with eight months of technical assistance programs and online resources to help Bowie businesses meet the challenges of the COVID-19 pandemic, build resilience and accelerate their post COVID-19 economic recovery.

The BBR program is collaboration between the Bowie Business Innovation Center (Bowie BIC) business acceleration hub and the Greater Bowie Chamber of Commerce (GBCC). This initiative is funded by the City of Bowie through the Bowie Business Covid-19 Recovery Assistance Program Grant R-49-20 awarded to Bowie BIC.

ACTIVITY SUMMARY FOR MARCH

Grant work in March focused on the delivery of the March 2021 BBR program (see BBR March 2021 Calendar below) of weekly Business Education and Resilience Webinars, plus Business Recovery Roundtables, and Open Door One-On-One technical business assistance sessions with professional service providers. We also planned the April 2021 program.

We delivered 11 events online or by phone under the BBR program in March. We registered 21 Bowie-based businesses in March. The most popular session for business located in the City of Bowie this month was the webinar "Need Clients? Need a Few Good Ideas on How to Attract These Prospects?"

(See March Monthly Summary spreadsheet attached to this report for details.)

BOWIE BUSINESS RECOVERY CALENDAR—MARCH 2021

March 4 4:00-5:30 pm	<u>BUSINESS RECOVERY ROUNDTABLE:</u> UPDATES AND IMPROVEMENTS TO SBA's PPP, EIDL AND SVOG PROGRAMS	Roderick Johnson SBA
March 4 5:00-6:00 pm	<u>BUSINESS EDUCATION AND RESILIENCE WEBINAR:</u> BUILDING EQUITY AND VALUATION IN YOUR BUSINESS: GET THE MOST OUT OF YOUR SALE PRICE	William Eric Linzey 19Seventeen
March 8 1:00-3:00 pm	<u>BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION:</u> TIPS FOR BASIC BUSINESS ACCOUNTING	Jackie Flesher CliftonLarsonAllen
March 11 4:00-5:30 PM	<u>BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION:</u> QUESTIONS ABOUT SBA'S UPDATED PPP, EIDL AND SVOG PROGRAMS	Roderick Johnson SBA
March 11 5:00-6:00-pm	<u>BUSINESS EDUCATION AND RESILIENCE WEBINAR:</u> NEED CLIENTS? NEED A FEW GOOD IDEAS ON HOW TO ATTRACT THESE PROSPECTS?	Dr. Terri Levine 19Seventeen
March 17 2:00-6:00 pm	<u>BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE:</u> QUESTIONS ABOUT FINDING AND LEASING THE RIGHT REAL ESTATE FOR YOUR BUSINESS	Jerry Dawson JC Dawson Global Solutions
March 18 5:00-6:00 pm	<u>BUSINESS EDUCATION AND RESILIENCE WEBINAR:</u> WAYS OF EXITING YOUR BUSINESS: IT'S NOT WHAT YOU THINK!	William Eric Linzey 19Seventeen
March 23 8:30-9:30 am	<u>BUSINESS RECOVERY ROUNDTABLE:</u> CONNECTING THE DOTS: NEW WAYS FOR RESTAURANTS TO THRIVE AND GROW DURING THE PANDEMIC	Candi Dailey Potomac Hospitality Group
March 25 5:00-6:00-pm	<u>BUSINESS EDUCATION AND RESILIENCE WEBINAR:</u> TYING IT ALL TOGETHER: A ONE-YEAR PLAN OF ACTIVITIES	William Eric Linzey 19Seventeen
March 25 6:00-7:30 pm	<u>BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION:</u> GENERAL OR COVID-RELATED CPA QUESTIONS	Catherine Newman CPA
March 30 8:30-9:30 am	<u>BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION:</u> QUESTIONS ABOUT HOW RESTAURANTS CAN STAY RELEVANT AND SUCCESSFUL	Candi Dailey Potomac Hospitality Group

ACTIVITY MONTHLY REPORT FOR MARCH

- Our promotional plan for the March events included the Bowie Business Recovery website (www.bowiebusinessrecovery.com), inclusion in Bowie BIC's THIS WEEK e-blast, individual e-flyers for each event, social media posts and a few paid social media posts. In March, we added the creation of a short, monthly promotional video to our marketing mix. See below for more detail.
- As there is no current and complete database of Bowie businesses to use for targeted BBR outreach to businesses located in the City, we continue to build a database of Bowie businesses with complete contact information, including physical addresses and email, using data gathered through the BBR registration process. We also have integrated numerous databases of Bowie companies into this new database of companies operating in the City of Bowie: These databases include Bowie BIC, the Greater Bowie Chamber of Commerce, FSC First, the Prince George's County's Supplier Diversity Development Division (SD3), Maryland Department of Transportation (MDOT) and the US. Small Business Administration. All companies included in our database of businesses located in the City of Bowie have had their addresses checked using SDAT. Currently, this list numbers nearly 300 companies.
- We continue to work with promotional partners for this initiative. In addition to the Greater Bowie Chamber of Commerce, we continue to receive cross-promotion from our partners, including the City of Bowie, FSC First, SD3, and the Bowie State University Entrepreneurship Academy. Members of the Bowie City Council, as well as members of the County Council in District 4 and 7 are promoting BBR activities in their newsletters.
- We worked with the City of Bowie in late February to produce a short video to promote the overall BBR program in March. We interviewed Roderick Johnson, SBA Lending Specialist, for the video, to publicize his two sessions in March. Each month, the BBR video for that month will be uploaded to the City's YouTube channel. The City of Bowie will air these videos on the City TV channel each month and post it on YouTube.
- We extended our digital marketing contract with Let's Be Clear for a third month to continue the momentum created in January/February. ThreeIE Consulting updated the BBR microsite in March and will maintain the site in the short term.
- GBCC coordinated four weekly online Business Education and Resilience Webinars in March. The recordings from these webinars are posted on the BBR website and in the Bowie Business Recovery Resource Center. They also are uploaded to the BBR YouTube channel, as well as the GBCC YouTube channel.
- In March, GBCC, recommended three area business professionals (J Dawson, C. Neuman and C. Muckle) to participate in BBR One-On-One Business Open Door sessions for technical business advice.

- GBCC continued to expand and update the Bowie Business Recovery (BBR) Resource Center and utilize its BBR intern. Five new users visited the Resource Center during the month. Additional details included:

Bowie Business Recovery (BBR) Resource Center

(<http://www.bowiechamber.org/business.php>)

- o Updated virtual events calendar added to reflect the upcoming webinars
- o BBR page has been updated to include the following information:

COVID Business Funding/Programs

- o Shuttered Venue Operators Grant
- o One Fair Wage Emergency Fund
- o Montgomery County Public Health Emergency Grant (PHEG) Program
- o Research Grants in the Arts
- o Other Resources:
- o Centers for Disease Control (CDC) guidance for small businesses
- o COVID-19 Paid Leave Benefits
- o Paycheck Protection Program (PPP) Information Sheet: Borrowers
- o Navigating the CARES Act for Nonprofit Organizations
- o COVID-19 Employer Toolkit
- o COVID ASSISTANCE MD
- o Covid Vaccination pre-registration
- o Verizon Small Business Recovery Fund
- o Radical Xchange Charitable gifts for Black Mental Health Relief
- o Nolet Family USA Relief Program
- o Amber Grant
- o Maryland Business Relief Wizard
- o Metrics: BBR Page Analytics (as of 3/25/21):
 - The BBR Page has seen:
 - Views has decreased 8% to 61 views
 - Overall Use has stayed the same
 - New Users increased 40% to 7
 - Average time spent on the site in March is 2.25 minutes
- o Surveys of Bowie businesses have been put on hold until the Bowie-based business list is expanded. BIC & GBCC will target the next survey to this list of business located in the City of Bowie.

Bowie Business Recovery (BBR) Internship Program

In March, the BBR intern at GBCC spent 36 hours managing the website and other tech-related issues.

The BBR Intern has taken the lead in the following areas:

- o Seeking Chamber volunteers for Open Door One on One Sessions
- o Contacting local businesses to inquire directly about their business needs and how the BBR program can assist them
- o Managing BBR Social Media Event Presence on the following media pages/forums:
 - Twitter page, Instagram, Facebook, Allignable, and LinkedIn
- o BBR Video Campaign (Third Draft of flyer submitted for approval).
- o Research and post information relating to COVID business relief programs
- **GBCC Webinar Series**
 - o In March four Webinars were conducted and posted to the BBR page and the dedicated YouTube Cannel for additional viewing
 - o Webinar Participation & Metrics
 - The Webinars have seen:
 - March Pre-registration vs Attendance: 70%
 - Overall Pre-registration vs Attendance: 58%
 - March Webinar YouTube Views: 9
 - Overall Webinar YouTube Views: 75
 - Exit Polling Data
 - In the month of March, 100% of the webinar respondents thought that the topic was presented to the right level of detail and complexity for the event, the topic held their attention, they would recommend the speaker for other sessions, and are considering changing or adopting a business practice discussed in the webinar.
 - In addition, 83% of the webinar respondents thought that topic was useful for their business and increased their knowledge of the subject.

MONTHLY STATISTICS FOR MARCH

- March registration statistics for the BBR program are attached at the end of this report.

MARCH



Report on Bowie Business Covid-19 Recovery Assistance Program Grant R-49-20

October through November 2020

VISION

The Bowie Business Innovation Center (Bowie BIC) builds wealth and drives the increasing economic impact generated by the diverse and growing entrepreneurial community in Prince George's County.

MISSION

The Mission of the Bowie Business Innovation Center (Bowie BIC) is to accelerate company growth, innovation and job generation in the City of Bowie and Prince George's County.

Report on Bowie Business Covid-19 Recovery Assistance Program Grant R-49-20

October through November 2020

BACKGROUND

On September 30, Bowie BIC signed the final subcontract agreement with the Greater Bowie Chamber (GBCC), under which GBCC will deliver specific services to Bowie BIC, associated with the Bowie Business Covid-19 Recovery Assistance Grant.

The City of Bowie \$200,000 grant for the Bowie Business Covid-19 Recovery (BBR) Assistance Program was signed on October 19. The grant period runs through August 2021 under Purchase Order 21172-00 dated October 22, 2020.

The Greater Bowie Chamber of Commerce (GBCC) is a subcontractor under this grant. The value of their subcontract is \$80,000. Bowie BIC received the first payment from the City under this grant October 30. GBCC received their first \$8,000 payment under the grant November 23, following the submission of their first report November 10.

PROGRAM DESCRIPTION

The new Bowie Business Recovery (BBR) initiative kicks off in January 2021 with practical, technical assistance programs to help Bowie businesses meet the challenges of the COVID-19 pandemic. The goal is to help Bowie businesses build resilience and increase their post COVID-19 economic recovery odds.

Bowie Business Recovery (BBR) program delivers resources and programs that allow small businesses to remain open for business and thrive; create and maintain healthy business operations and finances; pivot their business models based on industry best practices; address employee and customer needs.

Programming includes: Creation of a Bowie Business Recovery Resource Center, One-on-one Counseling for Bowie businesses, Group Counseling, a Business Education Webinar series, Business Resilience Workshops and a Bowie CEO Pivot Accelerator. In addition, a student intern will be hired by the Chamber to provide administrative support for the BBR program.

GRANT ACTIVITIES

On October 30, Bowie BIC met with the Chamber Executive Director to update the project scope of work, deliverables and grant administration plan (Attached).

In November, work under the grant focused on creating a coordinated promotion plan for the BBR Program and developing the specific programs to be delivered under the grant.

Promotion

A coordinated promotion plan is being finalized. This plan includes design of a program logo, development of a micro website, social media support, direct mail marketing campaign with postcard, compilation of mailing lists from the City and FSC First to reach Bowie businesses.

Bowie BIC contracted with the LMD agency to design a logo and postcard direct mail item to begin the promotion of this project in December. The selected logo, which was reviewed with the Chamber, is attached. The tag line is "Powering Business Success". An RFP for the BBR website has been released.

Programs

• Bowie Business Recovery (BBR) Resource Center

- o Designated BBR webpage
- o BBR Link: <http://www.bowiechamber.org/business.php>
- o Page development underway
 - o Links: active
 - Bowie BIC
 - Retail Opportunities & Demographics
 - Maryland Restaurant Guide
 - Development Sites & Transportation Projects
 - Starting a Business
- o BBR page will include, but not be limited to the following information:
 - Updates on local Bowie business data related to COVID-19 pandemic
 - Update data on any legislation and state or local Executive Orders that could impact business operations for Bowie-based businesses during the COVID-19 pandemic.
 - Update best practice guidance on business recovery topics (finance, access to capital, etc.)
 - COVID 19 Webinars
- o Business Survey
 - Survey accompanying webinars
 - GBCC & BIC are working jointly to develop a baseline survey
 - Bi-Monthly Survey at minimum
 -
- o GBCC Mailing List for BBR:shared with Bowie BIC for direct mail

● **Monthly One-On-One Business Counseling for January 2020**

Proposed Counselors	Specialty
Jackie Flesher/CliftonLarsonAllen	Accounting
Diane M. Polangin	Taxes
Pam Scott/ M&T Bank	Business Banking
Laura George/Anne Arundel Medical Center	Health Care

● **Online Business Education and Resilience Webinars**

- o All webinar topics and presenters are subject to change without prior notice due to the ever-changing environment of the pandemic.
- o Flyers are in the process of being designed
- o Selecting the platforms to market the webinars
- o Webinar Subcontractor:
 - 19Seventeen, LLC
7202 Westwind Drive
Bowie, MD 20715
240-381-9940
welinzey@19seventeen.com
www.19Seventeen.com

Date	Webinar Topics	Instructor	Attended
Jan 7	Goal Setting - Re-Monetizing your goals to address a post disaster experience	William Eric Linzey	
Jan 14	Business Planning - Executing your plan towards success for any situation.	William Eric Linzey	
Jan 21	What they didn't teach us in high school - Financial Literacy for Business	Charles Motte	
Jan 28	Demystifying the 4 important documents to your Business Finances - Income Statement, Cash Flow, Profit and Loss, and Balance Sheet	Charles Motte	
Feb 4	Updating your Financial Projections: Strategies and tips to successfully project your business	Manny Cosme	
Feb 11	Overview of the Paycheck Protection Program and the EIDL	Roderick Johnson	
Feb 18	Managing your Mood & Team During a Pandemic	Kesi Stribbling	
Feb 25	Food Industry & The Pandemic: Executing a shift to thrive	Carolina Gomez	
Mar 4	How to Create A Conveyor Belt of Qualified Leads Itching to Pay You What You're Worth... Without Spending a DIME on Marketing or	Dr. Terri Levine	

	Advertising!		
Mar 11	Building Equity and Valuation in your business: Get the most out of your sale price	William Eric Linzey	
Mar 18	Ways of Exiting your Business: It's not what you think!	William Eric Linzey	
Mar 25	Tying it all together: A one-year Plan of Activities	William Eric Linzey	
April 15	Goal Setting - Re-Monetizing your goals to address a post disaster experience	William Eric Linzey	
April 22	Business Planning - Executing your plan towards success for any situation.	William Eric Linzey	
April 29	What they didn't teach us in high school - Financial Literacy for Business.	Charles Motte	
May 6	Quick Books - Training	Manny Cosme	
May 13	Quick Books - Training	Manny Cosme	
May 20	Overview of the Pay Check Protection Program and the EIDL	Roderick Johnson	
May 27	Managing your Mood & Team During a Pandemic	Kesi Stribbling	
June 3	Food Industry & The Pandemic: Executing a shift to thrive	Carolina Gomez	
June 10	How to Create A Conveyor Belt of Qualified Leads Itching to Pay You What You're Worth... Without Spending a DIME on Marketing or Advertising!	Dr. Terri Levine	
June 17	TAX Strategies to increase profit and revenue for your business	Ardal Powell	
June 24	Ways of Exiting your Business: It's not what you think!	William Eric Linzey	
July 1	Tying it all together: A one-year Plan of Activities	William Eric Linzey	
July 15	Pitch Competition with all attendees who signed up to pitch their business.	William and The GBCC Board, Ex Director	

● **Bowie Business Recovery Internship Program**

- o Bowie State University Student Intern Kiah McGill has been hired with the following job responsibilities related to the BBR initiative:
 - Assist in planning meetings and events (virtual and in-person)
 - Work on special projects related to COVID relief
 - Draft newsletters and social media postings
 - Update website and events calendar
 - Educate the public on resources available through the Chamber's Business Resource Center
 - Create and follow a weekly schedule
 - Other duties as assigned

Monthly Meeting Date	Bowie Business Recovery Program GBCC Deliverables	Report Due Date	Payment Date by
October 30	Kick-Off Meeting with BIC		
	Report items: • Work plan budget submitted	November 10	November 30 \$8,000
	• Intern job description submitted		
	• BBR Resource Center description		
	• Background and experience of webinar company		
	• Written consent for continued webinar video usage		
	• Webinar program dates, titles and descriptions (first 12 sessions)		
	• Agreed reporting metrics		
	• Business survey dates planned		
	<u>Business Resource Center</u> *Types of materials available *Number of users each month *Types of materials used frequently *User comments/feedback		
	<u>Internship</u> *Intern projects & outcomes quantified *Hours worked (timesheets) *Hours paid (payroll summaries)		
	<u>Open Door Sessions</u> *GBCC Session topics listed *Session advisor names/affiliations *Number of participants by session *Participant feedback		
	<u>GBCC Webinar Series</u> *Session topics and speakers listed *Flyer data submitted on schedule *Webinars posted within 24 hours		

	NOVEMBER		
Set date for monthly meeting/call	Monthly Report - activity descriptions and metrics	November 30	December 30 \$8,000
	Intern new hire letter, timesheet & payroll report		
	Details and flyers for December webinars (2) – Due November 20 for advertising		
	Live links for BBR Resource Center for website		
	Joint Open Door advisors names, topics and bios (3)		
	GBCC Mailing list for BBR mailing		
	BBR promotional support		
	DECEMBER		
Set date for monthly meeting/call	Monthly Report - activity description and metrics	December 30	January 30 \$8,000
	Intern timesheets and payroll reports		
	GBCC two December webinars delivered		
	BBR Resource Center - update		
	Details and flyer for January webinars (3) – Due December 20 for advertising		
	GBCC Joint Open Door Session dates and speaker information Due December 20 for advertising		
	BBR promotional support		
	JANUARY		
Set date for monthly meeting/call	Monthly Report - activity description and metrics	January 30	February 28 \$8,000
	Intern timesheets and payroll reports		

	• GBCC four January webinars delivered		
	• BBR Resource Center - update		
	• Details and flyer for February webinars (3) – Due January 20 for advertising		
	• GBCC Joint Open Door Session dates and speaker information Due January 20 for advertising		
	• BBR promotional support		
FEBRUARY			
Set date for monthly meeting/call	• Monthly Report - activity description and metrics	February 28	March 30 \$8,000
	• Intern timesheets and payroll reports		
	• GBCC three February webinars delivered		
	• BBR Resource Center - update		
	• Details and flyer for monthly webinars (4) – Due February 20 for advertising		
	• GBCC Joint Open Door Session dates and speaker information Due February 20 for advertising		
	• BBR promotional support		
MARCH			
Set date for monthly meeting/call	• Monthly Report - activity description and metrics	March 30	April 30 \$8,000
	• Intern timesheets & payroll reports		
	• GBCC three March webinars delivered		
	• BBR Resource Center - update		
	• Details and flyer for April webinars (4) – Due March 20 for advertising		

	GBCC Joint Open Door Session dates and speaker information Due March 20 for advertising		
	BBR promotional support		
	APRIL		
Set date for monthly meeting/call	Monthly Report - activity description and metrics	April 30	May 30 \$8,000
	Intern timesheets and payroll reports		
	GBCC three April webinars delivered		
	BBR Resource Center - update		
	Details and flyer for monthly webinars (3) – Due April 20 for advertising		
	GBCC Joint Open Door Session dates and speaker information Due April 20 for advertising		
	BBR promotional support		
	MAY		
Set date for monthly meeting/call	Monthly Report - activity description and metrics	May 30	June 30 \$8,000
	Intern timesheets and payroll reports		
	GBCC three May webinars delivered		
	BBR Resource Center - update		
	Details and flyer for monthly webinars (4) - Due May 20 for advertising		
	GBCC Joint Open Door Session dates and speaker information Due May 20 for advertising		
	BBR promotional support		

	JUNE		
Set date for monthly meeting/call	Monthly Report - activity description and metrics	June 30	July 30 \$8,000
	Intern timesheets and payroll reports		
	GBCC three June webinars delivered		
	BBR Resource Center - update		
	Details and flyer for monthly webinars (make up month) – Due June 20 for advertising		
	GBCC Joint Open Door Session dates and speaker information Due June 20 for advertising		
	BBR promotional support		
	JULY		
Set date for monthly meeting/call	Monthly Report - activity description and metrics	July 30	August 30 \$4,000
	Intern timesheets and payroll reports		
	GBCC three July webinars delivered		
	BBR Resource Center - update		
	GBCC Joint Open Door Session dates and speaker information Due July 20 for advertising		
	BBR promotional support		
	August		
	- Final report - Update briefing to the City Council of Bowie (Date TBD)	August 30	September 30 \$4,000



