



City of Bowie

Regular City Council Meeting

Monday, May 2, 2022
Council Chambers - 8 p.m.

AGENDA

- I. CALL MEETING TO ORDER**
- II. PLEDGE OF ALLEGIANCE**
- III. QUORUM**
- IV. AGENDA ADDITIONS/DELETIONS/AMENDMENTS**
- V. CITIZEN PARTICIPATION**
- VI. PRESENTATIONS**
 - A.** Heritage Month Presentations by the Diversity Committee
 - Asian American and Pacific Islander Heritage Month
 - Jewish American Heritage Month
 - B.** Presentation of Proclamation and Certificate to Tameeka Washington
- VII. CITY BOARDS AND COMMITTEES**
- VIII. COUNCIL ANNOUNCEMENTS**
- IX. CITY MANAGER'S REPORT**
- X. CONSENT AGENDA**
 - A.** Approval of April 18, 2022 Meeting Minutes
 - B.** Adoption of Proclamation P-9-22 Recognizing May 2022 as Apraxia Awareness Month in the City of Bowie
 - C.** Adoption of Proclamation P-10-22 Recognizing May 2022 as National Bike Month
 - D.** Adoption of Proclamation P-11-22 Proclaiming May 1-7, 2022 as Municipal Clerks Week in the City of Bowie
 - E.** Approval of Letter to Prince George's County Council in Reference to their FY 2023 Proposed Budget & Capital Improvement Program
 - F.** Approval of Letter to Maryland-National Capital Park and Planning Commission in Reference to their FY 2023 Proposed Budget/CIP
 - G.** Approval of Letter to Maryland-National Capital Park and Planning Commission in Reference to Allen Pond Park Regional Amenity Budget Support

XI. OLD BUSINESS

- A.** FY 2023 Budget, CIP and Constant Yield Tax Rate – Staff will discuss Fiscal Year 2023 Budget, CIP and Constant Yield Tax Rate - **Public Hearing/Eligible for Action**
- B.** Water Filtration Rebate Program - Staff will provide Council an update on the status of the program

XII. NEW BUSINESS

- A.** Economic Development Strategy Presentation and Briefing – The City's consultants will present an Economic Development Strategy for the City - **Public Hearing/Eligible For Action**
- B.** Adoption of Resolution R-15-22 Adopting the Housing and Community Development Annual Action Plan Fiscal Year 2023 - **Public Hearing/Eligible for Action**
- C.** City Water Service – Staff will update Council on the results of a fact-finding meeting with WSSC in regards to the City's water service
- D.** Outdoor Restaurant Grant Program - Council will discuss the possibility of creating a grant program for small restaurants to include outdoor dining

XIII. ADJOURNMENT

Note: The Ethics Commission has advised that under certain circumstances, members of the public may qualify as lobbyists when they testify before the City Council. If so, the Bowie Ethics Ordinance requires that certain information be filed with the Ethics Commission. Please review the information about lobbying that is provided with the City Clerk. If you have any questions about lobbying, please contact the Ethics Commission or the Assistant City Manager.

This meeting will be televised live on Verizon Channel 10 and Comcast Channel 71 and 996, repeated on 5/4/22 and 5/7/22 at 7:00 p.m., and [web-streamed live](#).

For a closed-captioned version of the meeting video, please go to <https://www.youtube.com/user/cityofbowiemd/playlists> and select the 2022 Council Meetings list. Once the meeting video opens, be sure to click on “CC” button to turn on closed captioning.

NEXT REGULAR MEETING OF THE BOWIE CITY COUNCIL - MONDAY, MAY 16, 2022 - COUNCIL CHAMBERS - 8:00 P.M.

REGULAR CITY COUNCIL MEETING MINUTES

MONDAY, APRIL 18, 2022

CALL MEETING TO ORDER:

The Regular Meeting of the Bowie City Council was held on Monday, April 18, 2022, in the Council Chambers at City Hall. Mayor Adams called the meeting to order at 8:02 p.m.

PLEDGE OF ALLEGIANCE TO THE FLAG:

Mayor Adams led the Pledge of Allegiance to the Flag.

QUORUM:

In attendance were Mayor Adams (virtually), Councilmembers Bofo (virtually), Esteve, Harrison, Ndebumadu (virtually) and Woolfley, City Manager Lott, Assistant City Manager Mears, City Attorney Levan, City Clerk Hernandez, and Staff.

CITIZEN PARTICIPATION:

1. Jeffrey Cooper, Dunwood Crossing – Spoke in regard to legislation for foreclosed properties in the City.

COUNCIL ANNOUNCEMENTS:

Councilmember Harrison mentioned that she attended the first meeting with Bowie State University about the use of the Race Track property. Staff will continue to work with them and prepare a presentation for Council.

CITY MANAGER'S REPORT:

City Manager Lott reported that on the May 2 Council meeting agenda, there will be an update to Council on the results of a fact-finding meeting held with WSSC about the City's water service.

CONSENT AGENDA:

Councilmember Harrison made a motion to approve Consent Agenda items: A) Approval of April 4, 2022 Meeting Minutes; B) Approval of April 11, 2022 Special Meeting Minutes; C) Adoption of Proclamation P-7-22 Proclaiming April 22, 2022 as Earth Day in the City of Bowie; D) Adoption of Proclamation P-8-22 Proclaiming April 30, 2022 as Arbor Day in the City of Bowie; E) Adoption of Resolution R-14-22 Awarding a Contract for Fields Drainage Improvements at Church Road Park. Councilmember Ndebumadu seconded the motion. Motion passed 6-0.

NEW BUSINESS:

A. Adoption of Resolution R-13-22 for Water Service Connection for the Property at 15460 Annapolis Road – Ms. Hong Yin, Public Works Assistant Director summarized the staff report. Kimley-Horne and Associates, Inc. submitted an application to request a modified water service connection at the property located at 15460 Annapolis Road. Staff recommends approval of the water service connection pending successful completion of all conditions set forth in design and construction.

Public Hearing:

Since there was no one signed up to speak and there were no comments submitted, Mayor Adams declared the public hearing to have been held.

Councilmember Harrison motioned to adopt Resolution R-13-22. Councilmember Woolfley second the motion. Motion passed 6-0.

ADJOURNMENT AND MOVE INTO BUDGET WORKSESSION #2:

Mayor Pro Tem Boafo motioned to adjourn the Regular City Council meeting and move into Budget Worksession #2. Councilmember Woolfley seconded the motion. Budget Worksession #2 began at 8:10 p.m.

RECONVENE INTO REGULAR SESSION:

Mayor Pro Tem motioned to reconvene into regular session for the purpose of moving into close session. Councilmember Harrison seconded the motion. Motion passed 6-0. Regular session reconvened at 9:31 p.m.

ADJOURNMENT AND MOVE TO CLOSE SESSION:

Mayor Pro Tem Boafo motioned to adjourn the Regular City Council meeting and move to close session under the statutory authority of the Md. Annotated Code, State Government Article §3-305(b)(1): "To discuss the appointment, employment, assignment, promotion, discipline, demotion, compensation, removal, resignation, or performance evaluation of appointees, employees, or officials over whom this public body has jurisdiction; any other personnel matter that affects one or more specific individuals", and §3-305(b)(7): "To consult with counsel to obtain legal advice". Councilmember Woolfley seconded the motion. Motion passed 6-0. The meeting adjourned at 9:32 p.m.

Respectfully submitted,

Awilda Hernandez, MMC
City Clerk

**PRESIDING OFFICER'S WRITTEN STATEMENT FOR CLOSING A MEETING ("CLOSING STATEMENT")
UNDER THE OPEN MEETINGS ACT (General Provisions Article § 3-305)**

This form has two sides. *Complete items 1 – 4 before closing the meeting.*

1. **Recorded vote to close the meeting;** Date: 4-18-22; Time: 9:32; Location: City Hall;
Motion to close meeting made by: Doafo; Seconded by Woolfley;
Members in favor: TA IH MEDWAB RN; Opposed: _____;
Abstaining: _____; Absent: Gardner.

2. **Statutory authority to close session (check all provisions that apply).**
This meeting will be closed under General Provisions Art. § 3-305(b) only:

(1) ☒ "To discuss the appointment, employment, assignment, promotion, discipline, demotion, compensation, removal, resignation, or performance evaluation of appointees, employees, or officials over whom this public body has jurisdiction; any other personnel matter that affects one or more specific individuals"; (2) ☐ "To protect the privacy or reputation of individuals concerning a matter not related to public business"; (3) ☐ "To consider the acquisition of real property for a public purpose and matters directly related thereto"; (4) ☐ "To consider a matter that concerns the proposal for a business or industrial organization to locate, expand, or remain in the State"; (5) ☐ "To consider the investment of public funds"; (6) ☐ "To consider the marketing of public securities"; (7) ☒ "To consult with counsel to obtain legal advice"; (8) ☐ "To consult with staff, consultants, or other individuals about pending or potential litigation"; (9) ☐ "To conduct collective bargaining negotiations or consider matters that relate to the negotiations"; (10) ☐ "To discuss public security, if the public body determines that public discussion would constitute a risk to the public or to public security, including: (i) the deployment of fire and police services and staff; and (ii) the development and implementation of emergency plans"; (11) ☐ "To prepare, administer, or grade a scholastic, licensing, or qualifying examination"; (12) ☐ "To conduct or discuss an investigative proceeding on actual or possible criminal conduct"; (13) ☐ "To comply with a specific constitutional, statutory, or judicially imposed requirement that prevents public disclosures about a particular proceeding or matter"; (14) ☐ "Before a contract is awarded or bids are opened, to discuss a matter directly related to a negotiating strategy or the contents of a bid or proposal, if public discussion or disclosure would adversely impact the ability of the public body to participate in the competitive bidding or proposal process." (15) ☐ "To discuss cybersecurity, if the public body determines that public discussion would constitute a risk to: (i) security assessments or deployments relating to information resources technology; (ii) network security information . . . or (iii) deployments or implementation of security personnel, critical infrastructure, or security devices."

Continued →

3. For each provision checked above, disclosure of the topic to be discussed and the public body's reason for discussing that topic in closed session.

Citation (insert # from above)	Topic	Reason for closed-session discussion of topic
§3-305(b) ☒ 1	Settlement Terms	Litigation Settlement
§3-305(b) ☒ 1	Personnel Matter	Discuss personnel appointment
§3-305(b) ☒ 7	Property Foreclosures	Foreclosure laws
§3-305(b) ☐		
§3-305(b) ☐		

4. This statement is made by Jonathan J. ARS, Presiding Officer.

WORKSHEET FOR OPTIONAL USE IN CLOSED SESSION: INFORMATION FOR SUMMARY TO BE DISCLOSED IN THE MINUTES OF THE NEXT OPEN MEETING. (See also template for summary.)

- For a meeting closed under the statutory authority cited above:

Time of closed session: 9:37
 Place: City Hall
 Purpose(s): (1) Personnel Matter (7) Litigation Settlement (1) Foreclosures
 Members who voted to meet in closed session: Adams Harrison Esteve Woolfley Deato Ndeburmado
 Persons attending closed session: Adams Harrison Esteve Woolfley Deato Ndeburmado Levan Lott Meers
 Authority under § 3-305 for the closed session: (1) (7)
 Topics actually discussed: Personnel, Litigation, Foreclosure
 Actions taken: _____
 Each recorded vote: _____

- For a meeting recessed to perform an administrative function (§ 3-104): Time: _____
 Place: _____
 Persons present: _____
 Subjects discussed: _____



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Apraxia Awareness Month
Proclamation P-9-22

DATE: 04/28/2022

Proclamation P-9-22 recognizes May 2022 as Apraxia Awareness Month in the City of Bowie in support of the many children who have been diagnosed with childhood apraxia of speech.

ATTACHMENTS: 1. 20220502 - Proclamation P-9-22

PROCLAMATION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
RECOGNIZING MAY 2022 AS APRAXIA AWARENESS MONTH
IN THE CITY OF BOWIE

WHEREAS, childhood apraxia of speech causes children to have significant difficulty learning to speak and is among the most severe speech deficits in children; and

WHEREAS, the act of learning to speak comes effortlessly to most children, but those with apraxia endure a lengthy struggle; and

WHEREAS, without appropriate speech therapy intervention, children with apraxia are laced at high risk for secondary impacts in reading, writing, spelling, and other school-related skills; and

WHEREAS, these primary and secondary impacts diminish future independence and employment opportunities if not resolves or improved; and

WHEREAS, it is important to generate greater public awareness of childhood apraxia of speech in Maryland among community members, physicians, education professionals, policy makers, and elected officials; and

WHEREAS, the City of Bowie, Maryland recognizes these children, as well as their families, for their effort, determination, and resilience in the face of such obstacles.

NOW, THEREFORE, BE IT PROCLAIMED that the Council of the City of Bowie, Maryland hereby recognizes May 2022 as Apraxia Awareness Month in the City of Bowie and stands with children who are impacted by childhood apraxia of speech and the families supporting them.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a Regular Meeting on May 2, 2022.

Attest:

Timothy J. Adams, Mayor

Awilda Hernandez, City Clerk



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Proclamation P-10-22 National Bike Month

DATE: 04/28/2022

ATTACHMENTS: 1. 20220502 - Proclamation P-10-22



PROCLAMATION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
PROCLAIMING THE MONTH OF MAY 2022 AS
NATIONAL BIKE MONTH

WHEREAS, for more than a century, the bicycle has been an important part of the lives of most Americans; and

WHEREAS, established in 1956, and sponsored by the League of American Bicyclists, National Bike Month is celebrated in communities from coast to coast, and affords individuals the opportunity to showcase the many benefits of bicycling, and to encourage more folks to giving biking a try; and

WHEREAS, today millions of Americans engage in bicycling as an environmentally sound form of transportation, and an excellent form of fitness and quality family recreation; and

WHEREAS, the City has been an advocate of, and an active participant in developing and maintaining a City-wide system of on-road bike routes and off-road hiker-biker trails; and

WHEREAS, in September 2019, the City Council adopted a City-wide Trails Master Plan, with the goal of maintaining, expanding and enhancing the City's trail and bike route network; and

WHEREAS, the City Council has recognized the need to update the City's trails master plan that focuses on: trail safety; providing more bicycle and pedestrian friendly trails; trail connections to and from retail centers in the City; and, better promoting the City's trails network; and

WHEREAS, the City continues to work with local residents, biking enthusiasts and organizations and County and State officials to improve the City's trail and bike route system; and

WHEREAS, the City is represented on the Prince George's County Bicycle and Trails Advisory Group (BTAG), whose goal is to promote expansion of the trail and bike network throughout the County; and

WHEREAS, the City is fortunate to have the American Discovery Trail, a transcontinental hiker/biker trail, and the East Coast Greenway, a north-south national trail, traverse through our community.

NOW, THEREFORE, BE IT PROCLAIMED that the Council of the City of Bowie, Maryland hereby proclaims the month of May 2022 National Bike Month in Bowie, Maryland and encourages Bowie and area residents to: benefit from the many rewards of bicycling; give biking a try; and, to take advantage of the City's numerous miles off-road and on-road trail network on a daily basis for recreational and, when possible, personal trips and trips to their school or work place.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a Regular Meeting on the Second Day of May, 2022.

Timothy J. Adams
Mayor

Attest:

Awilda Hernandez, MMC
City Clerk



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Proclamation P-11-22 Municipal Clerks Week

DATE: 04/28/2022

ATTACHMENTS: 1. 20220502 - Proclamation P-11-22

PROCLAMATION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
PROCLAIMING MAY 1-7, 2022 AS MUNICIPAL CLERKS WEEK IN THE
CITY OF BOWIE

WHEREAS, the Office of the Municipal Clerk, a time honored and vital part of local government exists throughout the world; and

WHEREAS, the Office of the Municipal Clerk is the oldest among public servants;
and

WHEREAS, the Office of the Municipal Clerk provides the professional link between the citizens, the local governing bodies, and agencies of government at other levels; and

WHEREAS, Municipal Clerks have pledged to be ever mindful of their neutrality and impartiality, rendering equal service to all; and

WHEREAS, the Municipal Clerk serves as the information center on functions of local government and community; and

WHEREAS, Municipal Clerks continually strive to improve the administration of the affairs of the Office of the Municipal Clerk through participation in education programs, seminars, workshops and the annual meetings of their state, provincial, county and international professional organizations.

NOW, THEREFORE, BE IT PROCLAIMED that the Council of the City of Bowie, Maryland does hereby recognize the week of May 1-7, 2022, as Municipal Clerks Week, and further extend appreciation to our Municipal Clerk, Awilda Hernandez, Assistant to the Clerk, Carolyn Fifer and to all Municipal Clerks for the vital services they perform and their exemplary dedication to the communities they represent.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a Regular Meeting on May 2, 2022.

Attest:

Timothy J. Adams, Mayor

Awilda Hernandez, MMC
City Clerk



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Approval of Letter to Prince George's County Council in Reference to their FY 2023 Proposed Budget & Capital Improvement Program

DATE: 04/28/2022

ATTACHMENTS: 1. 20220502 - County Budget Letter - FY 2023

May 2, 2022

The Honorable Calvin S. Hawkins, II, Chair
Prince George's County Council
14741 Governor Oden Bowie Drive
Upper Marlboro, Maryland 20772

RE: Prince George's County FY 2023 Proposed Budget & Capital Improvement Program

Dear Chair Hawkins:

The Bowie City Council respectfully offers the following comments regarding the FY 2023 Proposed Operating Budget and FY 2023-2028 Capital Improvement Program. Comments on the Maryland-National Capital Park and Planning Commission Budget are offered in a separate letter. Thank you for your review and consideration of these issues of importance to the City of Bowie and its residents.

TRANSPORTATION

Chestnut Avenue Bridge Replacement

This project replaces the Chestnut Avenue bridge over Newstop Branch and reconstructs the approach roadways. The existing 19-foot span steel and reinforced concrete bridge is experiencing deterioration and is in need of structural replacement. The City is pleased that funding has been increased for this \$6.8 million project, with planning, land acquisition and construction funding programmed in Year 1 and an additional \$2 million in construction funding programmed in Year 2. The City looks forward to completion of this needed rehabilitation project in FY 2023, as Chestnut Avenue is a key north-south route serving the Old Town Bowie, Northridge and Highbridge neighborhoods. Any traffic detour plans should be coordinated with the City's Public Works Department, Police Department and Emergency Management office as soon as possible.

Church Road

Improvements will include intersection improvements, local realignment of the roadway, and the addition of shoulders and roadside drainage where necessary. The horizontal and vertical alignment of the roadway will be improved. Improvements are needed to enhance safety along the roadway and eliminate the S-curve and narrow roadway south of Woodmore Road. Unfortunately, the \$9.6 million in County funding shown in the proposed CIP appears in the "Beyond Six Years" category, representing no real effort to move this critical project toward fruition.

Church Road is a major road serving a large portion of the Prince George's County's estate-home community. Redevelopment of Freeway Airport and other new developments in the area justify moving ahead with this \$10 million project as soon as possible. The City owns the majority of land needed for straightening the dangerous S-curves, south of Tall Oaks Vocational School, and we are willing to partner with Prince George's County by providing the land needed for a roadway realignment at this location. Please have your Department of Public Works & Transportation leaders contact the City regarding this opportunity for collaboration.

Race Track Road

The City Council requests that you continue funding for the upgrading of Race Track Road in the County CIP. The plans are approximately 65% complete and will be put out for public review. The City continues to support the use of “complete street” principles in this design.

Mitchellville Road

The lack of any sidewalks at some locations on Mitchellville Road, south of Mount Oak Road, makes access by pedestrians very difficult and unsafe. Construction of a 2-lane urban section roadway, including on-road bike lanes, will provide needed refuge for pedestrians, allow for safer bicycle access and improve drainage conditions. The City asks for your cooperation by including some level of funding in the FY 2023 CIP to begin planning for an upgrade of Mitchellville Road, south of Mount Oak Road. The construction of 187 townhouse units at Amber Ridge is going to impact local streets, including Mitchellville Road. The City is willing to assist with neighborhood meetings to get this critical project started.

Old Town Bowie Pedestrian Improvements

New sidewalks and crosswalks on Chestnut Avenue, Maple Avenue, Duckettown Road and Old Laurel Bowie Road would greatly improve pedestrian safety on these County roads, which are the major transportation links to Old Town Bowie. Adding these facilities is consistent with the County’s commitment to “Complete Streets”.

Old Stage Road

Traveling this road is extremely dangerous, especially in the narrow, 800-foot long segment near Old Stage Road’s intersection with Church Road. The City Council again requests that funding be allocated for land acquisition and roadway expansion of Old Stage Road at its intersection with Church Road.

Transit

The City Council is very happy to see the initiation of the PGC Link paratransit service in part of our city. This is a positive first step; however, the City again requests that Prince George’s County begin planning to establish a fixed downtown circulator route (TheBus) serving the Bowie Center, including Covington and Melford, so that a route can be implemented over the next two to three years. The multi-family apartment sections of Melford have obtained site plan approval and are now under construction. Covington is one of the City’s highest density neighborhoods, yet it is not served by transit. In addition, a concept plan was approved for a new mixed-use development at the site of the former Sears store in the Bowie Town Center. The addition of County bus service will compensate for limited, fixed route, WMATA service and will provide a practical alternative to linking jobs, housing and shopping within the Bowie Center recognized in Plan Prince George’s 2035. We urge you to include funding in the DPW&T operating budget for the first steps toward making this new circulator route for TheBus a reality.

FIRE DEPARTMENT

Annapolis Road Fire Station (Bowie Fire/EMS #839)

This improvement project remains in the “Beyond Six Years” category, again, in the FY 2023 CIP. The project will provide \$3.6 million in funding to complete a major renovation of the existing facility constructed in 1957. This key facility serves the central portion of our City and currently houses a basic

life support ambulance, engine, ladder truck and tanker. We believe the current conditions at the station merit a more aggressive timetable for improvements and we urge your support for moving the project into the first few years of the CIP.

Beechtree Fire/EMS Station

This project identifies funding in the out years for a new, \$9.3 million, 3-bay Fire/EMS station. Construction of this station will improve response time in the US 301 corridor between Bowie and Upper Marlboro. Some planning, land acquisition, construction and other funding will be expended through FY 2022. However, the remaining construction funding remains in the “Beyond 6 Years” category.

A look at the development pipeline provides compelling evidence for immediate funding of this new fire station. These projects include the large amount of continuing development (such as the communities of Oak Creek Club and Beechtree) in the vicinity, as well as the future projects of South Lake (380,000 square feet of retail use, 220,000 square feet of office use, two hotels and 1,360 dwelling units, including 325 multi-family apartment units, 126 multi-family condominium units, 567 townhouse units and 342 single-family detached units), National Capital Business Park (about three million square feet in 15 buildings, generating 3,000-4,000 jobs), additional thousands of square feet of light industrial and office development, such as Amazon Services and the NASA Federal Credit Union office complex, in the Collington Center Employment Park, Locust Hill (706 residential units) and the planned multi-sport, tournament complex known as Liberty Sports Park located off of US 301 in the Collington Center, which is expected to host 350,000 visitors annually between tournaments and daily league activity. It is very likely that the new commercial developments would fail the four-minute travel test from the closest Prince George’s County Fire/EMS Station when applying the national standard.

Woodmore Fire/EMS Station

This project provides funding for a new station in the general area of Mount Oak Road and Church Road. The design will be a 3-bay drive-through design. However, all of the \$8.6 million project remains in the “Beyond Six Years” category of the CIP, with no project completion date identified. Like the City’s recommendation for improvements to Church Road noted above, the City Council urges consideration of accelerating this project to an earlier fiscal year to keep pace with new development occurring in the Church Road corridor.

CENTRAL SERVICES

Collington Athletic Complex (aka Liberty Sports Park)

The City Council supports the full funding of this \$19.2 million, multi-field sports facility complex on a 76-acre, County owned property through the CIP. The City Council sees this project as critical to the long-term success of the proposed South Lake (Karrington) development.

ECONOMIC DEVELOPMENT

Business Incubation and Acceleration

A county wide business incubation system needs to be created from existing incubators (e.g. Bowie BIC, Maryland TAP, PGC EDC’s expanded incubator) with dedicated funding that will support the expansion of incubation and acceleration services to all parts of the County. Annual funding of at least \$175,000 per incubator needs to be provided.

We appreciate the opportunity to comment on these matters of importance to the City of Bowie. Many thanks to you and your colleagues for your efforts and hard work on behalf of the residents of Prince George's County.

Sincerely,

Bowie City Council
Timothy J. Adams
Mayor

DRAFT



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Approval of Letter to Maryland-National Capital Park and Planning Commission in Reference to their FY 2023 Proposed Budget/CIP

DATE: 04/28/2022

ATTACHMENTS: 1. 20220502 - MNCPPC Budget Letter - FY 2023

May 2, 2022

The Honorable Calvin S. Hawkins, II, Chair
Prince George's County Council
14741 Governor Oden Bowie Drive
Upper Marlboro, Maryland 20772

RE: M-NCPPC FY 2023 Proposed Budget/CIP

Dear Chair Hawkins:

The Bowie City Council respectfully offers the following comments regarding the FY 2023 Proposed Maryland-National Capital Park and Planning Commission Budget and FY 2023-2028 Capital Improvement Program. Thank you for your review and consideration of these issues of importance to the City of Bowie and its residents.

TRAILS

The City supports funding for trail construction for the following specific projects, some of which are located beyond the City limits:

Bowie Heritage Trail – The Bowie Heritage Trail (BHT) is a 5-mile half circle that creates a complete loop from the WB&A Trail at Highbridge Road to the site of the Patuxent River Trail Bridge. The BHT has been divided into multiple segments. The current County CIP project is for three segments of the BHT comprised of the link between the Bowie MARC station on the west end of the Bowie State University (BSU) campus, through the campus on the Loop Road, through forested BSU land on a dirt road, and across Maryland Department of Natural Resources lands (dirt road) to the Patuxent River Bridge site, a total distance of 1.3 miles. The M-NCPPC project cost remains \$468,000, and funding is contained in Year 3 of the proposed CIP. It is important that funding continues for this project, as cooperation with these entities will lead to the eventual completion of this segment.

Funding within the CIP is also requested for construction of a pedestrian underpass under MD 197 (outside the City limits) to connect Lemon's Bridge Road to the MARC station. In 2014, the City completed 30% design plans which included a preliminary construction cost estimate of \$950,000. This project is also part of the Bowie Heritage Trail, and it will provide off-road access from City parkland and Old Town Bowie to the rail station and the proposed mixed-use, transit-oriented development there. The City's Jericho Park Trail is a new, 2,200-foot-long hiker-biker trail that includes a segment across M-NCPPC parkland. Construction of this \$370,000 project is approximately 60% complete, with closeout expected this year.

Collington Branch Stream Valley Park/Hall Road Sidewalk – The project includes construction of pedestrian facilities in front of M-NCPPC park property along the north side of Hall Road between the CSX railroad tracks and Pointer Ridge Drive. The pedestrian improvement will provide safe access for residents going to the County Library at Hall Station. It is critical that the \$396,000 commitment currently shown in Year 2 of the proposed CIP be maintained to help encourage the Maryland State

Highway Administration (SHA) to fund the construction of the much-needed pedestrian link between the CSX railroad tracks and Pointer Ridge Drive, and eventually to MD 214.

New Park Entrance to Huntington South Park – While no funding exists in the M-NCPPC portion of the current year CIP, it appears that a new park entrance at the end of 12th Street into Huntington South Park would be straightforward, because there is only City right-of-way and County parkland involved. The City believes this idea is worthy of examination, as it would open up direct access to the park from the adjacent residential neighborhoods and would keep residents from walking along the pavement of MD 564, where there are no sidewalks, to get to the park. The City Council asks that you provide funding to proceed with the necessary investigation and construction at the earliest opportunity.

PLANNING MATTERS

Update of Bowie and Vicinity Area Master Plan – Now that the Area Master Plan for Bowie-Mitchellville and Vicinity is completed, the next very important step is completion of a Sectional Map Amendment to implement the Master Plan's zoning recommendations. The City requests continued funding in the M-NCPPC budget for a Sectional Map Amendment.

PARKS AND RECREATION SITES

The City supports funding for park improvements and construction for the following specific projects, some of which are located beyond the City limits:

Multi-Generational Community Recreation Center – The City recommends construction of the next Multi-Generational Community Recreation Center in Area 3. This regional facility could be constructed on the Commission owned Green Branch Athletic Complex property, located between Ball Park Drive and Mill Branch Road. The City conducted an indoor facility analysis in 2013. The results concluded that indoor aquatics as the greatest need, with a need for additional athletic courts as well. The City requests that indoor competitive lanes as well as a recreational splash pad are included in design and construction. Basketball courts should also be included in the final design and construction.

Green Branch Athletic Complex – As stated above, the City requests that the next Multi-generational Community Recreation Center be constructed at this site, including both aquatics and court-based services.

The original master plan process began before 2010. The City supports the \$8.7M construction funding moved up from Year 5 to Year 3 as outlined in the budget, and understands that site access remains a challenge as it is tied directly to Mill Branch Crossing development. It is our desires to see this athletic complex constructed and opened by 2025, as it will provide needed athletic fields for our residents.

Sandy Hill Park – The City continues to support the improvements to the baseball field, addition of field irrigation system, picnic shelters, playground structure, and parking spaces. This project has gone through an initial design, and redesign due to projected costs. This improvement will greatly enhance park and athletic field enhancements in the Old Bowie neighborhoods. The City recommends that construction be completed and reopened by the end of FY23.

Foxhill Park – The City continues to support conversion of Fields 1, 2, and 4 to a baseball diamond with a field with a base path distance of 70'. This improved field should have permanent fencing as well as field lights. This park has field lights on baseball field #3 as well as the tennis court.

Outdoor Water Related Recreation – The City is interested in seeing the Commission install splash pads or spray pads on some parklands located within the City. These amenities exist at other Commission facilities, such as the Largo Town Center. Using these types of water features to activate public spaces, which is a goal in the City's Sustainability Plan.

We appreciate the opportunity to share the City of Bowie's perspective on these issues and thank you for your thoughtful consideration of them.

Sincerely,

Bowie City Council
Timothy J. Adams
Mayor



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Approval of Letter to Maryland-National Capital Park and Planning Commission in Reference to Allen Pond Park Regional Amenity Budget Support

DATE: 04/28/2022

ATTACHMENTS: 1. 20220502 - MNCPPC Budget Request - Allen Pond Park FY 2023

May 2, 2022

The Honorable Peter Shapiro, Chairman
Prince George's County Planning Board
14741 Governor Oden Bowie Drive
Upper Marlboro, Maryland 20772

RE: Allen Pond Park Regional Amenity Budget Support

Dear Chairman Shapiro:

Allen Pond Park is the City of Bowie's premier park and is the City's largest active park serving the community with a wide variety of amenities. The City Council is respectfully requesting the consideration of a larger annual contribution from M-NCPPC to maintain the park which serves the recreational needs of Bowie residents, but is open to and receives many residents of Prince George's County.

The City of Bowie currently receives \$101,700 each year from M-NCPPC to support the costs of maintaining Allen Pond Park. We appreciate your recognition of this asset as a regional amenity. For the City of Bowie, it annually spends just under \$500,000 in operational costs in Allen Pond Park. Capital expenses for synthetic turf, field lighting, amphitheater, irrigation, pump station, turf management, playgrounds, and other infrastructure add another \$800,000 to \$900,000 per year. In Bowie's proposed budget there is just over \$9.5 million in infrastructure in the Capital Improvement Plan for Allen Pond.

In a June 2018 survey of organized recreational sports groups in the City of Bowie, it was learned that Bowie resident participation in field sports is 47.5%. The remainder are regional users. This data indicates the strong draw of Bowie recreational amenities for meeting regional recreation needs. Please let this letter serve as the City of Bowie's request that M-NCPPC annually contribute 50% of the operational expenses, this year \$250,000. In addition, an annual contribution be made to the City of Bowie for Capital expense of \$425,000.

With M-NCPPC's goals of providing an award winning system of parks and creating recreational experiences that enhance quality of life of all individuals, the City of Bowie appreciates your consideration of this funding request in helping Allen Pond Park in meeting them.

Sincerely,

Bowie City Council
Timothy J. Adams
Mayor

cc: The Honorable Calvin S. Hawkins, II, Prince George's County Council



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: FY2023 Constant Yield

DATE: 04/28/2022

The State of Maryland has a requirement enacted in 1977 for a public hearing and very specific newspaper advertisement regarding what is known as the "Constant Yield". The State requires local governments to hold a hearing focused on what the tax rate would be to generate the same level of property tax revenue as in the current year.

For Bowie, in order to accomplish "constant yield", the tax rate would need to be lowered from \$.40 to \$.3843. We are not recommending lowering the tax rate, as it would cost us \$1,304,855 in lost revenue. The benefit of lowering the rate for a homeowner with a house assessed at \$338,100 is \$53.

Again, given the cost pressures and revenue constraints the city faces, we recommend holding the tax rate at \$.40.

ADL/hbm

ATTACHMENTS:

1. 20220502 - 2022.23 CYTR Ad
2. 20220502 - FY2023_FAC_Letter_to_Council_Proposed
3. 20220411 - Ordinance O-1-22
4. 20220411 - Resolution R-12-22

MUNICIPAL NEWSPAPER NOTICE REQUIREMENTS

Headline must be all capital letters and bold type as shown.
Remainder must be both upper and lower case characters.
Notices must be 12 point. Municipal advertisements must be a minimum of 1/8 page in size and must not be placed with legal notices or classified ads.

CITY OF BOWIE, MARYLAND NOTICE OF A PROPOSED REAL PROPERTY TAX INCREASE

The City Council of the City of Bowie, Maryland proposes to increase real property taxes.

1. For the tax year beginning July 1, 2022, the estimated real property assessable base will increase by 4.1%, from \$7,987,950,685 to \$8,314,164,508.
2. If City of Bowie, Maryland maintains the current tax rate of \$0.40 per \$100 of assessment, real property tax revenues will increase by 4.1% resulting in \$1,304,855 of new real property tax revenues.
3. In order to fully offset the effect of increasing assessments, the real property tax rate should be reduced to \$0.3843, the constant yield tax rate.
4. The City of Bowie, Maryland is considering not reducing its real property tax rate enough to fully offset increasing assessments. The City of Bowie, Maryland proposes to adopt a real property tax rate of \$0.40 per \$100 of assessment. This tax rate is 4.1% higher than the constant yield tax rate and will generate \$1,304,855 in additional property tax revenues.

A public hearing on the proposed real property tax rate increase will be held at 8:00 p.m. on Monday, May 2, 2022 at Bowie City Hall, 15901 Fred Robinson Way, Bowie, MD 20716. The hearing is open to the public, and public testimony is encouraged.

Those wishing to submit testimony for the public hearing can email written testimony/comments to cityclerk@cityofbowie.org. Deadline for submittal of written testimony/comments is 7:00 p.m., Monday, May 2, 2022. For more information, contact the City Clerk at 301-809-3029 or ahernandez@cityofbowie.org.

Residents may also view the meeting online at www.cityofbowie.org/viewmeetings or on Verizon channel 10 or Comcast channel 71 and 996.

Persons with questions regarding this hearing may call (301) 262-6200 for further information.

The City of Bowie Financial Advisory Committee
Review of the Proposed FY 2023 Annual Budget

To: City of Bowie Council

Date: 25 April 2022

Re: Proposed FY2023 Annual Budget

The Financial Advisory Committee (FAC) was formed in 1998 to review and advise the Council on the City's fiscal condition and to enhance the distribution of financial information to the community. In keeping with its mission, the committee reviewed the Fiscal Year 2023 proposed budget and prepared this letter directed to the Council, which I will be reading.

First, as active citizens of the City of Bowie, we wish to recognize and commend the City Council, City Manager, Finance Department Director and all associated staff and personnel for your hard work in providing this budget draft.

This Committee has worked closely with the Finance Department Director, and know first-hand, how responsive and efficient that office is, in coordinating the budget process. They have exercised due diligence and creativity in ensuring that all important activities across the City Departments and Funds are adequately addressed; even as the property tax rate remains at \$0.40 for the 13th successive year. Needless to say, we are proud of our city!

Second, The Committee would like to draw attention to five key areas of the proposed FY2023 budget: : (1) General Fund Balance Policy Review; (2) Revenue and Expenditure Strategy Development; (3) Golf Course Expenditure Reconsideration; (4) Rising Cost: Citizen Accountability Measures; and (5) More Routine Water Plant Engineering and Project Management. The specific recommendations, background, and related discussion of these five key areas are enclosed as an appendix to this letter. We appreciate City Council's consideration of these recommendations.

Finally, the Committee wishes to thank you for entrusting us, this responsibility to serve the city of Bowie, its residents, and the Council. We remain ready to serve the City in accordance with our Committee Charter.

Signed By members of the City of Bowie's Financial Advisory Committee: Ms. Patricia Peterson, Ms. Meglan Knights, Ms. Muzar Jah, Mr. William Olukoya, and Mr. Carl Robinson.

Sincerely,

Carl Robinson

Carl Robinson,
Chair City of Bowie Financial Advisory Committee

**The City of Bowie Financial Advisory Committee
Review of the Proposed FY 2023 Annual Budget**

Recommendations to City Council

General Fund Balance Policy Change

Recommendation 1:

- *We recommend City Council consider changing the policy related to General Fund Balance from its 25% of expenditures threshold.*
 - *We recommend a review of multiple options, to include the pros and cons of an option to tie the General Fund Balance to a threshold that Caps Capital Improvement Program Transfers to a percentage of the tax rate.*

Background:

- As detailed in the FY2023 Proposed Budget, the City's General Fund balance has been declining steeply and is forecast to be completely depleted in about 2-3 years.
- The City's General Fund supports the balancing of the City's shortfall in revenues over expenditures and, in light of this, City Council had adopted a policy to maintain the General Fund's balance at a level no lower than 25% of expenditures.

Discussion:

- This situation demands an immediate mitigating response.
- While this metric has served the City well in years past, the realities of today's post-pandemic fiscal challenges necessitate a relook of this policy.
- Given that the bulk of the City's expenditures relate to the Capital Improvement Program (CIP), we propose Council considers a metric that more closely ties the CIP transfers from the General Fund to a level of the City's property tax rate.
- For example, capping transfers to CIP from the General Fund at, say, 4c of the current 40c property tax rate (10%) will limit the FY2023 General Fund transfer to \$3.31M from the proposed \$18.5M in FY2023.
- This helps achieve a better balance between revenue expectations and expenditures while ensuring the availability of some General Fund balance for future years.

**The City of Bowie Financial Advisory Committee
Review of the Proposed FY 2023 Annual Budget**

Recommendations to City Council

Revenue and Expenditure Strategy Development

Recommendation 2:

- *In addition to considering a plan that adjust expenditures, the FAC recommends Council develops an optimal strategy for both Revenues (increase) and expenditures (decrease).*
 - *This strategy should consider the implications of a decline in revenues related to Bowie Town Center and the Golf course.*

Background:

- General Fund Revenue: General Fund Revenues from all financing sources increased to accommodate the 15% increase in General Fund expenditures.
- Property taxes remain the largest source of revenue (61%).
- This year, the estimated increase is attributable to the increase in taxable assessed basis: a trend which is expected to continue for all the reasons provided in the Budget.
- Embedded in these numbers is the stark decrease in revenues from Bowie Town Center. In this regard, we applaud the implementation of a new Economic Development strategy to focus on growing the economic base across the City.

Discussion:

- Despite increasing revenues, the escalating burn rate of Fund Balance is alarming.
- The trend is particularly pronounced this year with an all-time high draw-down of \$18.51 million.
- One impact is that in the 2023 Budget, the balance is projected at the 25% self-imposed limitation set by Council.
- This situation demands an immediate mitigating response: which should include a strategy for both increasing Revenues and decreasing expenditures with a view to achieving equilibrium.

**The City of Bowie Financial Advisory Committee
Review of the Proposed FY 2023 Annual Budget**

Recommendations to City Council

Expenditure Reconsideration

Recommendation 3:

- *Given the current financial constraints, we do not believe that the high level of expenditure on the Bowie Golf Course bears commensurate benefits for the residents of Bowie.*
 - *Accordingly, we ask for the review and reconsideration of the proposed expenditure as it does not seem appropriate (from a cost-benefit standpoint) at this time.*

Background:

- The Bowie Golf Course level of proposed expenditure is high despite the facility being managed, run and maintained by a third party.

Discussion:

- Whereas the total multiyear expenditure up to 2028 and beyond was estimated at \$4.49M a year ago, this total multiyear expenditure is now estimated at \$9.8M over the same period.
- Of particular concern are the Cart Path Improvements, which were estimated a year ago at \$1.68M for execution in FY2023 but have now been divided into 5 phases of \$500K each (total \$2.5M), an increase of nearly 49%.

Expenditure Monitoring

General Note: Increase in Contract Services Expenditures: Although we recognize the benefit of additional personnel support, we would ask you to continue to monitor the “contractual services” expenditures.

The FY23 Proposed budget anticipate these costs to increase 11%. The breakdown of these costs is clearly explained and are relevant; however, it would seem that the huge spike begs questions around planning.

**The City of Bowie Financial Advisory Committee
Review of the Proposed FY 2023 Annual Budget**

Recommendations to City Council

Rising Cost: Citizen Accountability Measures

Recommendation 4:

- *Create accountability measures to stem significant variations from initial cost estimates from and firm-up current high-cost estimates.*

Background:

Supply chain issues remain a concern due to the pandemic, causing prices to escalate more than anticipated or planned for. Although many of these increases may be unavoidable, we recommend putting in place a process that ensures the city is questioning these increases, validating their legitimacy, and sharing the rationale for the increase with the Citizens of Bowie.

Discussion:

- **Stormwater Management:** We note that the estimated cost for the Green Leaf Pond Restoration – Construction has increased by over 80% from \$100K to \$182K from a year ago. We realize that there is always the possibility of a cost increase involving a multi-year project, but this is a sizeable increase over what was originally proposed and should be explained further to the citizens of Bowie.
- **Bowie Playhouse:** Similar to the Stormwater Management, we also note a significant variation in cost estimates for the Fly-Tower Roof Replacement & Lower Roof Repairs. Whereas these were estimated to cost \$105K just a year ago, new cost estimates are now \$140K, an increase of over 33%.
- **Bowie Golf Course:** The increase in multi-year expenditures estimates, and the increase in Cart Path Improvements estimates, as discussed above, should also be held to a Citizen Accountability process given the significant shift.
- **Bowie Ice Arena:** Following the termination of the Bowie IcePlex Project in FY2020 and the related termination costs, we note that the unspent bond proceeds were applied to other capital expenditures. We encourage Council to firm up the cost estimates for the design and construction of the new Bowie Ice Arena facility to gauge the adequacy of the current multiyear expenditure of over \$12M.

**The City of Bowie Financial Advisory Committee
Review of the Proposed FY 2023 Annual Budget**

Recommendations to City Council

Water Plant Engineering and Project Management

Recommendation 5:

- *Ensure a routine infrastructure maintenance.*

Background:

Water Plant: The Water Plant is yet another Project where we noted significant year-over-year variation in cost estimates. Whereas the Well 5 Replacement was estimated to cost \$75K a year ago, it is now estimated to cost \$250K, an increase of 233%. A wide increase of this magnitude may indicate the need for better and timely engineering and/or project management involvement in the cost estimation process.

Water Distribution System Recapitalization: While acknowledging the need for the overhaul of the City's public water distribution system, we must highlight the substantial increase in the multiyear cost estimates. Whereas the total multiyear expenditure up to 2028 and beyond was estimated at \$11.89M a year ago, this total multiyear expenditure is now estimated at \$15.37M over the same period, despite Federal grant awards totaling \$4.75M. The estimated cost for replacing damaged water pipes and water meters throughout the City, which is anticipated to be funded by loans, was estimated at \$7.3 a year ago and is now estimated at \$7.9M, an increase of 9.4%.

Discussion:

A wide increase of this magnitude may indicate the need for better and timely engineering and/or project management involvement in the cost estimation process.

**The City of Bowie Financial Advisory Committee
Review of the Proposed FY 2023 Annual Budget**

Recommendations to City Council

Recommendation Summary

1 - General Fund Balance Policy Review: *We recommend City Council consider changing the policy related to General Fund Balance from its 25% of expenditures threshold. We recommend a review of multiple options, to include the pros and cons of an option to tie the General Fund Balance to a threshold that Caps Capital Improvement Program Transfers to a percentage of the tax rate.*

2 - Revenue and Expenditure Strategy Development: *In addition to considering a plan that adjust expenditures, the FAC recommends Council develops an optimal strategy for both Revenues (increase) and expenditures (decrease). This strategy should consider the implications of a decline in revenues related to Bowie Town Center and the Golf course.*

3 - Golf Course Expenditure Reconsideration: *Given the current financial constraints, we do not believe that the high level of expenditure on the Bowie Golf Course bears commensurate benefits for the residents of Bowie. Accordingly, we ask for the review and reconsideration of the proposed expenditure as it does not seem appropriate (from a cost-benefit standpoint).*

4 - Rising Cost: Citizen Accountability Measures: *Create accountability measures to stem significant variations from initial cost estimates from and firm-up current high-cost estimates.*

5 - More Routine Water Plant Engineer and Project Management: *Ensure a routine infrastructure maintenance.*

Other General Comment Summary

1 - Water and Sewer Systems: *The proposed rate increases of \$0.28 and \$0.41 respectively to support a recapitalization program supporting both the water and sewer systems. The rate increase seems both prudent and justified.*

2 - Senior and Youth: *We appreciate efforts to migrate the Kenhill Center's meeting room to the Senior Center, which may result in expanded exercises and wellness programs representing a move in the right direction. Thank you for leaving a placeholder in the FY23 objectives for addressing a possible outcome of the FY22 objective of hosting the youth forum on May 19, 2022. This is important as a critical need may surface at the May event.*

3- Bowie Landscape: *The FY23 objective of replacing the existing Bowie landscape on Rt. 197 and Kenhill Drive is highly anticipated as this is a true landmark of the city of Bowie. We are anxiously awaiting the unveiling of "landscape 2.0,"*

4 - Mosquito Control: *We applaud the management of the mosquito control program.*

ORDINANCE
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
APPROVING AND ADOPTING A BUDGET FOR THE
FISCAL YEAR BEGINNING JULY 1, 2022 AND
ENDING JUNE 30, 2023

WHEREAS, in accordance with Section 44 of the City Charter, it is the determination of the City Council that an ordinance should be enacted to budget and appropriate funds for the several objects and purposes for which the City of Bowie must provide in the fiscal year beginning July 1, 2022, and ending June 30, 2023 (“Fiscal Year 2023”); and,

WHEREAS, the City Manager, as required by the City Charter, between the 10th and the 15th of April, 2022 presented to the City Council a proposed budget outlining the anticipated expenditures and transfers for Fiscal Year 2023. The budget includes the estimated revenues and other financing sources required; establishes the proposed tax rate for all real property taxes, and establishes the tax rates for the various taxing districts; and,

WHEREAS, the Council held scheduled budget worksessions and two public hearings on April 11, 2022 and May 2, 2022 after two weeks’ notice thereof in a newspaper or newspapers having general circulation in Bowie.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Bowie, Maryland, with at least four of the total elected membership concurring:

Section 1: That from and out of the moneys and balances known to be in the General Fund, Equipment Acquisition and Replacement Fund, Capital Projects Fund, and Water and Sewer Fund, of the City of Bowie, Maryland, and from all moneys anticipated to come into all funds during the twelve (12) month period ending June 30, 2023, there shall be, and hereby are, appropriated the following sums for use by the several departments and offices of the City, and for the objects and purposes for which the City must provide during Fiscal Year 2023.

Underlining indicates amendments to ordinance.

~~Strike out~~ indicates matter stricken from the ordinance by amendment.

APPROPRIATION ORDINANCE
THE CITY OF BOWIE, MARYLAND

GENERAL FUND

ESTIMATED REVENUES

Real Property Taxes:

Assessed Value of Land and Improvements subject to Taxation	\$8,285,400,000	
Tax Rate .400/\$100 of Assessed Value	<u>.00400</u>	<u>\$33,141,600</u>

Special Taxing District 1 -

There is hereby established a levy in the amount of \$.096 per hundred dollars of assessed valuation for all real property, subject to taxation within that special taxing district of the City of Bowie described as University of Maryland Science and Technology Center Storm Water Management Special Taxing District as more particularly described in Ordinance Number O-19-87 and for those properties which are currently within the district or which will subsequently be placed within the district.

Assessed Value of Land and Improvements Subject to Taxation	\$181,359,500	
Tax Rate .096/\$100 of Assessed Value	<u>.00096</u>	<u>174,100</u>

Special Taxing District 2 -

There is hereby established a levy in the amount of \$.008 per hundred dollars of assessed valuation for all real property, subject to taxation within that special taxing district of the City of Bowie described as Bowie Town Center Storm Water Management Special Taxing District as more particularly described in Ordinance Number O-20-87 and as amended by Ordinance Numbers O-11-91, O-4-96 and O-20-98 and for those properties which are currently within the district or which will subsequently be placed within the district.

Assessed Value of Land and		
Improvements Subject to Taxation	\$292,140,400	
Tax Rate .008/\$100 of Assessed Value	<u>.00008</u>	<u>23,400</u>

Special Taxing District 5 -

There is hereby established a levy in the amount of \$.007 per hundred dollars of assessed valuation for all real property, subject to taxation within that special taxing district of the City of Bowie described as Highbridge Storm Water Management Special Taxing District as more particularly described in Ordinance Number O-28-88 and for those properties which are currently within the district or which will subsequently be placed within the district.

Assessed Value of Land and		
Improvements Subject to Taxation	\$16,903,900	
Tax Rate .007/\$100 of Assessed Value	<u>.00007</u>	<u>1,200</u>

Special Taxing District 6 -

There is hereby established a levy in the amount of \$.025 per hundred dollars of assessed valuation for all real property, subject to taxation within that special taxing district of the City of Bowie described as International Renaissance Center Storm Water Management Special Taxing District as more particularly described in Ordinance Number O-2-89 and as amended by Ordinance Numbers O-11-91 and O-22-98 and for those properties which are currently within the district or which will subsequently be placed within the district.

Assessed Value of Land and		
Improvements Subject to Taxation	\$158,063,600	
Tax Rate .025/\$100 of Assessed Value	<u>.00025</u>	<u>39,500</u>

Special Taxing District 7-

There is hereby established a levy in the amount of \$.039 per hundred dollars of assessed valuation for all real property, subject to taxation within that special taxing district of the City of Bowie described as Pin Oak Plaza Storm Water Management Special Taxing District as more particularly described

in Ordinance Number O-16-90, and for those properties which are currently within the district or which will subsequently be placed within the district.

Assessed Value of Land and Improvements Subject to Taxation	\$16,831,600	
Tax Rate .039/\$100 of Assessed Value	<u>.00039</u>	<u>6,600</u>

Special Taxing District 8-

There is hereby established a levy in the amount of \$.008 per hundred dollars of assessed valuation for all real property, subject to taxation within that special taxing district of the City of Bowie described as Elder Oaks Apartments Storm Water Management Special Taxing District as more particularly described in Ordinance Number 0-17-90, and for those properties which are currently within the district or which will subsequently be placed within the district.

Assessed Value of Land and Improvements Subject to Taxation	\$64,742,800	
Tax Rate .008/\$100 of Assessed Value	<u>.00008</u>	<u>5,200</u>

Special Taxing District 11-

There is hereby established a levy in the amount of \$.026 per hundred dollars of assessed valuation for all real property, subject to taxation within that special taxing district of the City of Bowie described as Collington Plaza Storm Water Management Special Taxing District as more particularly described in Ordinance Number 0-7-95, and for those properties which are currently within the district or which will subsequently be placed within the district.

Assessed Value of Land and Improvements Subject to Taxation	\$29,702,900	
Tax Rate .026/\$100 of Assessed Value	<u>.00026</u>	<u>7,700</u>

Personal Property Tax:

Assessed Value of Tangible Personal
Property of Ordinary Incorporated and
Unincorporated Businesses, Operating
Property (except land) of Public
Utilities and Contract Carriers,
and/or Operating Property (except
land) of Railroads. \$231,710,000

Tax Rate 1.000/\$100 of Assessed Value .01000 2,317,100

Total Real & Personal Property Tax Revenue	35,716,400
Total All other Anticipated Revenue	23,139,600
Appropriated Fund Balance	<u>18,506,400</u>
TOTAL REVENUES	<u>\$77,362,400</u>

APPROPRIATIONS BY ACTIVITY

City Council	\$ 378,100
City Manager	1,429,000
Human Resources	798,500
Elections	500
Finance	1,467,400
Information Technology	3,994,100
Legal Services	200,000
Communications	970,200
Business Operations	1,692,000
City Clerk	233,800
Community Services	1,220,700
Building Maintenance	1,530,600
Planning and Sustainability Division	880,100
Economic Development Division	1,005,100
Housing Inspection and Code Compliance	1,028,300
Emergency Management	527,400
Police Department	14,894,800
Public Works Administrative Division	2,314,300
Equipment Maintenance and Garage Division	872,000
Solid Waste Division	7,451,900
Street Maintenance Division	7,228,200
Storm Water Management Division	763,300
Storm Water Management Division - Special Tax Districts	14,600
Senior Services	1,423,200
Youth Services Bureau	1,423,500
Animal Control Program	260,600
Recreation and Parks	1,355,600
Bowie Playhouse	199,300
Parks and Grounds	4,249,800

Ice Arena	1,183,000
Historic Properties	710,900
Gymnasium	900,800
Debt Service	2,262,600
Unclassified and Non-departmental	926,700
Transfers	<u>11,571,500</u>
TOTAL APPROPRIATIONS	<u>\$77,362,400</u>
 Total General Fund Revenues	 <u>\$77,362,400</u>
 Total General Fund Appropriations	 <u>\$77,362,400</u>
 Difference	 \$ <u>NONE</u>

EQUIPMENT ACQUISITION AND REPLACEMENT FUND

ESTIMATED REVENUES

Appropriated Fund Balance	\$ 951,400
Transfers from General Fund	2,920,600
Total All other Anticipated Revenue	<u>107,900</u>
TOTAL REVENUES	<u>\$3,979,900</u>

APPROPRIATIONS

General Government	\$ 363,000
Public Safety	426,900
Public Works	582,700
Parks and Recreation	290,000
Reserve for Replacements	<u>2,317,300</u>
TOTAL APPROPRIATIONS	<u>\$ 3,979,900</u>

Total Equipment Acquisition Fund Revenues	<u>\$3,979,900</u>
Total Equipment Acquisition Fund Appropriations	<u>\$3,979,900</u>
Difference	\$ <u>NONE</u>

CAPITAL PROJECTS FUND

ESTIMATED REVENUES

Appropriated Fund Balance	\$1,270,300
Transfers from General Fund	8,650,900
Intergovernmental Revenues	1,449,600
Other Revenues	<u>22,600</u>
TOTAL REVENUES	<u>\$11,393,400</u>

APPROPRIATIONS

Land Acquisition	\$ 1,526,700
Bowie Ice Arena	800,000
Senior Center	105,000
Kenhill Center	495,000
Energy Efficiency Improvements	50,000
Emergency Operations Center	50,000
Facility Preventive Maintenance	746,600
Stormwater Management	401,300
Sediment Control-Maryland Science and Technology Center	126,300
Sediment Control-Bowie Town Center	57,600
Sediment Control-Gateway	36,900
Sediment Control-Pin Oak Plaza	5,200
Sediment Control-Elder Oaks	2,900
Sediment Control-Collington	5,500
Sediment Control-Reserve City Parcel	15,200
Bowie Playhouse	206,000
Golf Course	2,510,000
Public Works Main Facility	242,100
Solid Waste Administration Facility	50,500
Chesapeake Bay	2,191,600
Belair Mansion	30,000
Allen Pond Park Development	260,000
Belair Stable Museum	37,000
Hiker-Biker Trails	307,000
Tanglewood Park	25,000
Parks and Grounds Annex	80,000
Glen Allen Park	225,000
City Hall	25,000
Public Art	125,000
Bowie Heritage Trail	30,000
Bowie Trails Master Plan	125,000
Facility Security	<u>500,000</u>
TOTAL APPROPRIATIONS	<u>\$11,393,400</u>
 Total Capital Projects Fund Revenues	 <u>\$11,393,400</u>
 Total Capital Projects Fund Appropriations	 <u>\$11,393,400</u>
 Difference	 <u>\$ NONE</u>

WATER AND SEWER FUND

Section 2: That the following water and sewerage rate structure shall be effective for all water consumption and sewerage service used after July 1, 2022:

Water Consumption Charge

Residential and all other users - \$5.97 per 1,000 gallons of water used.

Sewerage Surcharge – 143.4% of Water Charge

Residential and all other users - \$8.56 per 1,000 gallons of water billed.

Section 3: That the following additional charges shall be imposed upon all users of the system based upon service meter size except that users providing service to individual customers, lessees, homeowners, or other persons, by a master meter system shall pay the minimum user fee for each customer, lessee, homeowner or other person served, and the revenues derived from the assessment based upon minimum users fees equals or exceeds that which would be assessed from an assessment based upon meter size.

<u>Minimum Charges - Both Water and Sewer</u>		<u>Water or Sewer Only</u>	
1 inch meter	\$ 120 Annually	\$ 60	Annually
1-1/2 inch meter	480 Annually	240	Annually
2-inch meter	780 Annually	390	Annually
3-inch meter	1,440 Annually	720	Annually
4-inch meter	2,400 Annually	1,200	Annually
6-inch meter	4,800 Annually	2,400	Annually
8-inch meter	9,600 Annually	4,800	Annually
10-inch meter	15,000 Annually	7,500	Annually

Section 4: Each new customer applying for service shall pay an Account Processing Fee of \$50.00, such fee being nonreturnable.

Section 5: That from the effective date of this Ordinance all new users of the Bowie Water and Sewer System shall be required to place a security advance with the City, such advance to be applied to the users' final bill upon discontinuing service.

3/4, 5/8 and/or 1 inch meter	\$ 50.00
1-1/2-inch meter	200.00
2-inch meter	300.00
3-inch meter	500.00
4-inch meter	750.00
6-inch meter	1,000.00
8-inch meter	2,000.00
10-inch meter	3,000.00

Section 6: That from the effective date of this Ordinance all new users applying for initial connection to the Water and/or Sewer System shall before connection be required to pay a nonrefundable charge as follows:

3/4, 5/8 and/or 1 inch meter	\$ 1,000.00
1-1/2-inch meter	1,500.00
2- and 3-inch meters	2,000.00
4-inch meter	3,000.00
6-inch meter	4,000.00
8-inch meter	5,000.00
10-inch meter	6,000.00

Section 7: Each customer applying for installation of a submeter to measure outside water usage shall obtain a City of Bowie Permit. A nonrefundable account processing fee of \$50.00 will be charged for this permit. Also, the homeowner will pay to the City the cost of the submeter according to meter size. Customers with a submeter installed shall be exempt from sewerage surcharges for outside water use.

Section 8: That the date of payment for all services rendered shall not exceed 20 days from date of billing. Failure to pay within this period will subject the user to the payment of a \$15.00 late charge, and failure to pay within forty-five (45) days from billing date will subject the user to disconnection of service. Any check tendered as payment of an account and returned because of Insufficient Funds, is considered nonpaid and subject to late charge of \$15.00,

returned check charge of \$45.00, and disconnection. There shall be a \$40.00 reconnection charge for all disconnections due to nonpayment.

Section 9: That any user requesting a meter replacement or testing of a meter shall be required to pay a fee of \$120.00 when such test indicates that the meter was operating within normal limits as established by the manufacturer.

Section 10: That each user will pay a quarterly charge of \$22.75 to cover the cost associated with the Water Distribution System Recapitalization Program.

OPERATING BUDGET

ESTIMATED REVENUES

Water Sales	\$ 3,064,300
Sewerage Surcharge	3,731,900
Minimum Charges	1,040,000
Other Revenues	461,800
Renewal/Replacement	718,900
Proceeds -Loan	2,635,800
Federal Grant	2,744,200
State Grants – Projects	132,700
Appropriated Retained Earnings	<u>558,700</u>
TOTAL REVENUES	<u>\$15,088,300</u>

APPROPRIATIONS

Billing and Accounting	\$ 700,900
Water Supply Division	9,000,600
Wastewater Division	4,375,800
Debt Retirement	300,000
Miscellaneous and Non-departmental	177,300
Transfers to General Fund	<u>533,700</u>
TOTAL APPROPRIATIONS	<u>\$15,088,300</u>

Total Water & Sewer Fund Revenues	<u>\$15,088,300</u>
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Total Water & Sewer Fund Appropriations	<u>\$15,088,300</u>
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Difference	<u>\$NONE</u>
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Section 11: That should any section of this Ordinance be determined to be invalid, such invalidity shall not affect any other sections.

Section 12: The Budget Document is hereby approved, which includes the Plan of Compensation, City Rental and User Fees Schedule, Classification Plan, Protective Inspection and Licensing Fee and the Permit Fee Schedule. Furthermore, the Budget Document is hereby incorporated by reference into this Ordinance.

Section 13: Outstanding encumbrances at Fiscal Year 2022 year end shall be considered revenues for Fiscal Year 2023 at June 30, 2022 and re-appropriated, by this budget ordinance, in Fiscal Year 2023 for the purposes set forth in the budget ordinance for the Fiscal Year 2022, unless otherwise appropriated by the City Council.

Section 14: That any transfer of funds between appropriations by the City Manager must be approved by the City Council in the form of an ordinance by at least a two-thirds vote before becoming effective.

Section 15: The City Manager is hereby directed to establish and incorporate in the accounting system of the City a reserve account for the accumulation of funds for future preventative maintenance of City facilities. Such account shall be recorded in the Capital Projects Fund.

Section 16: **BE IT FURTHER ORDAINED**, that this Ordinance shall become effective twenty (20) days after its enactment by the Council of the City of Bowie, Maryland provided that a fair summary of this Ordinance is published at least once prior to the date of passage and at least once within ten (10) days after the date of passage in a newspaper having general circulation in the City.

INTRODUCED by the Council of the City of Bowie, Maryland at a Special Meeting on April 11, 2022.

PASSED by the Council of the City of Bowie, Maryland by a favorable vote of at least a majority of the total elected membership of the Council at a Regular Meeting on May 16, 2022.

ATTEST:

THE CITY OF BOWIE, MARYLAND

Awilda Hernandez
City Clerk

Timothy J. Adams
Mayor

**APPROVED AS TO FORM AND
SUFFICIENCY:**

Elissa D. Levan, City Attorney

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
ADOPTING A CAPITAL IMPROVEMENTS PROGRAM
FOR THE FISCAL YEARS 2023-2028

WHEREAS, Section 43 of the City Charter requires that the City Manager prepare a proposed Capital Improvements Program; and

WHEREAS, the Capital Improvements Program must include a listing of all capital improvements proposed to be undertaken during the next six years, including funding sources, recommended time schedules, and cost estimates; and

WHEREAS, the City Council is required to adopt a Capital Improvements Program at the same time as the adoption of the City Operating Budget; and

WHEREAS, the City Manager shall include in his proposed Operating Budget, those Capital Improvement Projects adopted by the City Council for the ensuing fiscal year; and

WHEREAS, the City Manager has prepared and presented to the City Council the required proposed Capital Improvements Program, which has been included as a portion of the Fiscal Year 2023 Proposed Budget Document.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Bowie, Maryland that the Capital Improvements Program for Fiscal Years 2023-2028, as reflected in the City's FY2023 Proposed Budget Document, is hereby adopted.

INTRODUCED by the Council of the City of Bowie, Maryland at a Special Meeting on April 11, 2022.

PASSED by the Council of the City of Bowie, Maryland at a Regular Meeting on May 16, 2022, after public hearings on April 11, 2022, and May 2, 2022.

ATTEST:

THE CITY OF BOWIE, MARYLAND

Awilda Hernandez
City Clerk

Timothy J. Adams
Mayor



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Water Filtration Rebate Report

DATE: 04/28/2022

Staff is providing an update about the Water Filtration Rebate Program.

ATTACHMENTS: 1. 20220502 - Water Filtration Rebate Program

Water Filtration Rebate Program Report

City Council Meeting 5/2/2022

Background:

What is the rebate program?

This program offers up to a \$1,800 rebate for the purchase and installation of water filters(s) or a whole house water filtration system. The system or filters must be installed on a property that is served by the City of Bowie Water System. (WSSC customers are not eligible for this rebate).

To qualify for the rebate, property owners must be preapproved by the City of Bowie according to the criteria below. Further, the City must be allowed to verify installation of the system or filter(s) at the property before the rebate will be issued.

Please note: If the value of the purchased and installed water filter(s) or water filtration system is less than \$1,800, the rebate will be for the actual amount of the equipment and installation.

Who is eligible for a rebate?

Any property served by the City of Bowie Water System (not WSSC) that meets the requirements outlined below is eligible for a rebate. The property owner (not a tenant) must apply for the rebate.

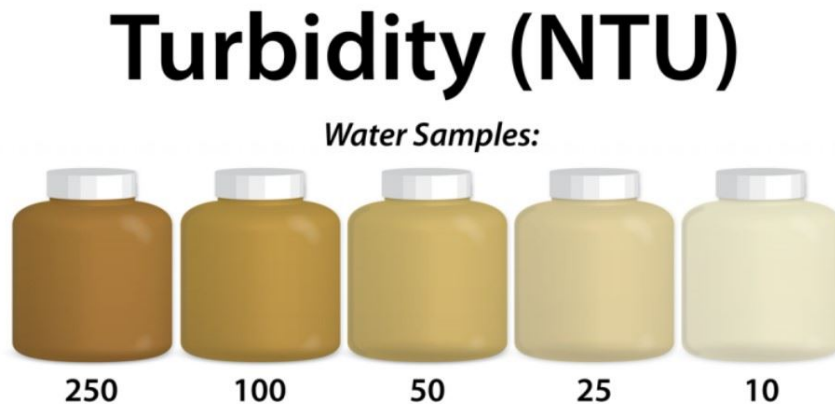
What are the requirements to be eligible for a water filter system rebate?

Preauthorization

To receive preauthorization from the Public Works Department, the customer's water must meet certain thresholds:

1. Show significant and persistent evidence of sedimentation in water running through the property's water fixtures measured via turbidity* tests.
2. Three turbidity tests will be performed by Bowie water utility staff at the property to determine if there is a "significant and persistent sedimentation in the water".
3. Testing will be done using a turbidimeter. A reading of 50.0 NTU indicates high concentrations of particulate matter or cloudiness and makes the property eligible for the rebate.
4. Tests will be conducted on three separate occasions, with at least two weeks between each test.

Turbidity is the opaqueness of a liquid due to solids in the sample. A light is directed through the sample and a sensor records how much light passes through. More solids means less light passes through and receives a higher score measured in terms of nephelometric turbidity units (NTU).



Source: North Carolina Online History Resource <https://www.ncpedia.org/media/turbidity-chart>

Results as of COB Wednesday 4/27/2022

Number of Applications Received: 81

Application in WSCC Distribution System: 6 (Not eligible)

Applications in COB Distribution System: 75

Residences Tested: 69

Residences to be tested on 4/28 and 4/29, 2022: 6

Highest Turbidity Level: 21.8 NTUs (Just one Residence)

Lowest Turbidity Level: 0 NTUs

Median Turbidity Level: 7.5 NTUs

Except for one residence, no turbidity was observed visually in any of the samples collected.



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Economic Development Strategy and Action Plan

DATE: 04/28/2022

The City's consultants, the University of Baltimore Jacob France Institute and Margrave Strategies, LLC will present the final draft of an Economic Development Strategy and Action Plan. After the consultant's presentation there is a scheduled public hearing to allow for public comment.

A copy of the draft Strategy was posted on the City's website April 21, 2022 to allow public review prior to the City Council meeting and was included for Council in the City Manager's Status Report dated April 21, 2022.

Staff recommends Council accept the Plan and ask the Economic Development Committee to review the Plan and report back to Council.

ATTACHMENTS:

1. 20220502 - City of Bowie DRAFT Strategy_April 2022
2. 20220502 - Council Memo Report Econ Dev Attachment 2

yep

ECONOMIC DEVELOPMENT STRATEGY & ACTION PLAN

City of Bowie

Prepared by  UNIVERSITY OF BALTIMORE Jacob France Institute of The University of Baltimore & Margrave Strategies
on behalf of the City of Bowie

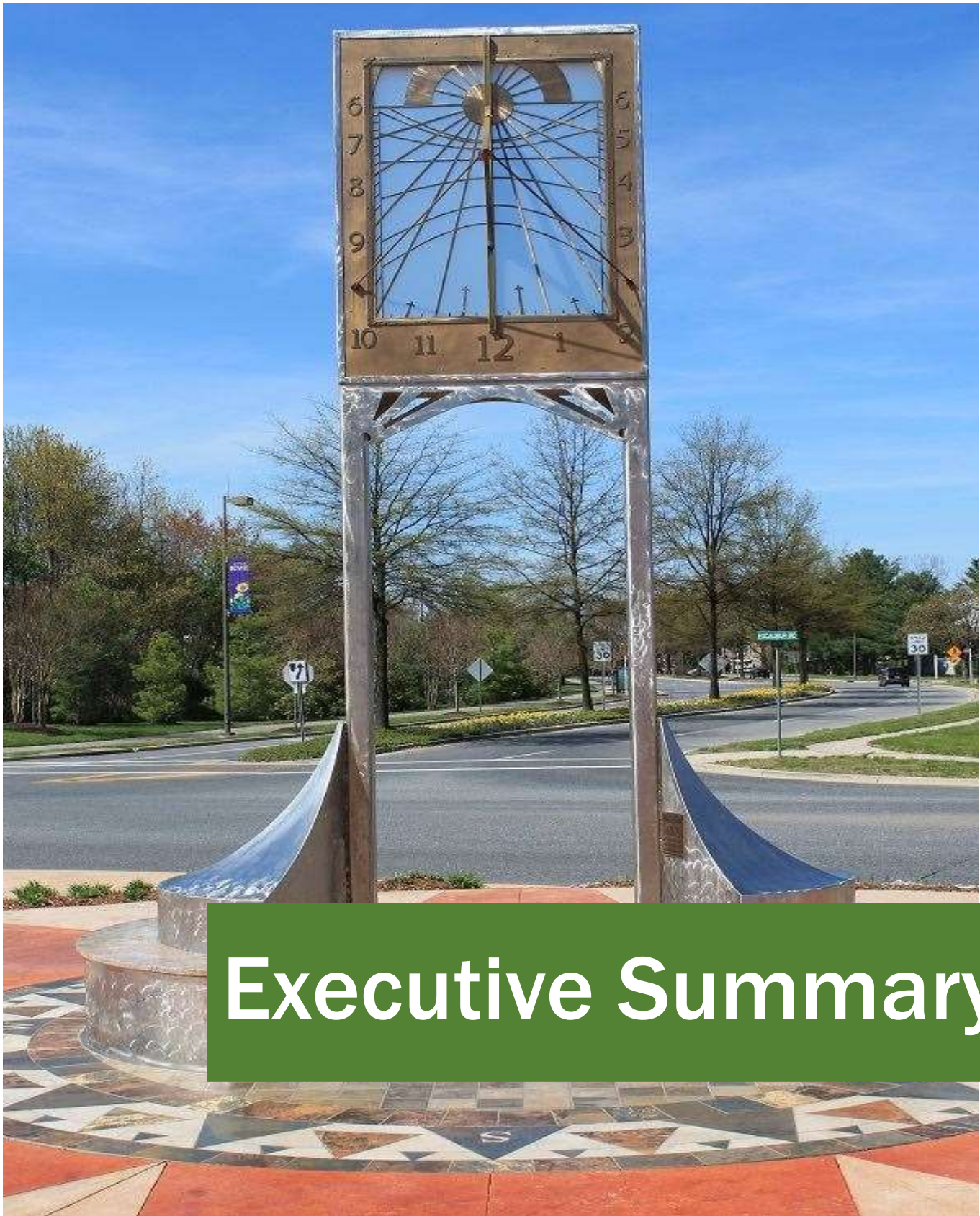
DRAFT April 2022

Draft April 2022

MARGRAVE
STRATEGIES

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EXECUTIVE SUMMARY

In September 2021, The Jacob France Institute of the University of Baltimore and Margrave Strategies (the JFI-Margrave Team) were awarded a contract by the City of Bowie (the City) to conduct an economic analysis and draft an economic development strategy for the City. The core deliverable of the engagement is the creation of an economic development strategy and action plan – a strategic document that encompasses a variety of goals, actions and implementation strategies to guide sustainable and measurable economic growth within the limits of the City.

This City of Bowie Economic Development Strategic Plan consists of four core sections, divided into the three tasks, as requested in the RFP:

1. **Existing Conditions Analysis (Task 1)** – The JFI-Margrave Team presents a fact-based assessment of the City business and economic trends and economic development assets that impact economic development.
2. **Stakeholder Engagement and Review of Planning Materials (Task 2)** – The JFI-Margrave Team presents the results of its stakeholder interviews, project meetings and City Council Planning Session/Presentation where the JFI-Margrave Team collected valuable business, developer and public information on the goals for and critical issues impacting economic development in the City.
3. **SWOT Assessment (Task 2 Continued)** – The JFI-Margrave Team integrates the findings of the *quantitative* (Existing Conditions Analysis) and *qualitative* (Stakeholder Engagement) assessment into an assessment of the Strengths, Weaknesses, Opportunities, and Threats (SWOT) impacting economic development in the City.
4. **The City of Bowie Economic Development Strategic Plan (Task 3)** – Consisting of Strategic Areas of Focus, Recommended Actions, and the Implementation Matrix to guide the City in attaining its economic development goals.

Through the completion of Tasks 1 & 2, four Strategic Areas of Focus emerged. Areas of Focus are the foundation stones of the strategy. They expand on the vision and start to create some structure to help the City to achieve its goals. Strategic Areas of Focus for the City of Bowie Economic Development Strategic Plan are:

1. **Utilize creative placemaking to support economic development, with an initial focus on Bowie Town Center.**
2. **Leverage Bowie State University as the City of Bowie’s most natural anchor institution.**
3. **Distinguish the City as an athletic recreation tourism hub.**
4. **Expand the City’s business base through targeted business startup, expansion and retention efforts.**

In addition to the Strategic Areas of Focus, the JFI-Margrave Team developed twelve Recommended Actions. Recommended Actions are a series of suggested items the JFI-Margrave Team believe should be implemented for the City to reach its economic development goals. A summary of the Strategic Areas of Focus and Recommended Actions in this strategy is on the following page.

The JFI-Margrave Team believes the findings and recommendations outlined in the Strategic Plan will provide the City with a roadmap to continued economic success and further its goal of becoming a premier destination for sustainable living and working in the Washington DC region.

Strategic Area of Focus	Recommended Action	Strategic Area of Focus	Recommended Action
1 UTILIZE CREATIVE PLACEMAKING TO SUPPORT ECONOMIC DEVELOPMENT WITH AN INITIAL FOCUS ON BOWIE TOWN CENTER	1.) ACTIVELY MARKET AND SUPPORT RETAIL SPACE AND ENCOURAGE HIGH QUALITY DEVELOPMENT	2 LEVERAGE BOWIE STATE UNIVERSITY AS THE CITY OF BOWIE'S MOST NATURAL ANCHOR INSTITUTION.	7.) CONTINUE TO SUPPORT THE BOWIE BUSINESS INNOVATION CENTER AND DEVELOP INCENTIVES FOR ITS GRADUATES TO PERMANENTLY LOCATE IN BOWIE.
	2.) CONTINUE TO SUPPORT MIXED-USE DEVELOPMENT IN KEY AREAS OF THE CITY AS A TOOL TO ENCOURAGE PLACEMAKING, VIBRANCY AND WELL-PLANNED DENSITY.		8.) DEVELOP A 'LIVE WHERE YOU WORK' PROGRAM.
	3.) CREATE A RETAIL ATTRACTION FUND	3 DISTINGUISH THE CITY OF BOWIE AS AN ATHLETIC RECREATION TOURISM HUB.	9.) MARKET THE CITY AS AN ATHLETIC RECREATION TOURISM HUB
	4.) IMPLEMENT A COMMERCIAL FAÇADE IMPROVEMENT PROGRAM		10.) WORK TO REDEVELOP THE BOWIE RACE TRACK PROPERTY INTO A REGIONAL RECREATION DESTINATION.
	5.) WORK WITH COUNTY OFFICIALS TO STREAMLINE PROCESSES FOR PERMITS, INSPECTIONS AND ENFORCEMENT	4 EXPAND THE CITY'S BUSINESS BASE THROUGH TARGETED BUSINESS STARTUP, EXPANSION AND RETENTION EFFORTS	11.) CREATE AND IMPLEMENT A TARGETED MARKETING CAMPAIGN TO ATTRACT THE INFORMATION TECHNOLOGY, GOVERNMENT CONTRACTING, HEALTH SERVICES AND DESTINATION RETAIL SECTORS
	6.) COMPLETE AN ASSESSMENT OF PROPERTY IN OLD TOWN BOWIE AND CREATE AN AREA DESIGNATED FOR SMALL AND LOCAL BUSINESSES		12.) ENHANCE AND INCREASE PROMOTION OF THE CITY'S EXISTING ECONOMIC DEVELOPMENT TOOLS AND PROGRAMS.



Plan Overview & Process

PLAN OVERVIEW & PROCESS

INTRODUCTION

The City of Bowie (“the City”) has a longstanding reputation as one of the preeminent and most desirable communities in Prince George’s County. In an effort to continue to strengthen itself and ensure competitiveness with its peers, the City issued a Request for Proposals (RFP) in March 2021 for a consultant to deliver an economic development strategy and action plan. The joint team of the Jacob France Institute of Baltimore and Margrave Strategies (“the JFI-Margrave Team”) successfully competed for the project and were awarded the contract in late September 2021. Work on the engagement began in October 2021. The goals of the strategy and action plan, as listed in the RFP, are below:

“The City wants to increase the number of non-residential taxpayers and the revenues they create to ultimately reduce the residential taxpayers’ burden. It wants to have increased revenues to pay for government services without asking the residential taxpayer to carry the full burden, so it needs to grow the number and types of businesses in Bowie. The City will accomplish this by changing and improving the mix of businesses; revitalizing areas of the City tarnished by age; and preventing disinvestments and the erosion of the business base. The City also wants to maintain and enhance a high quality of life. It wants to bring shopping and working choices to its citizens, improve the quality of life, make the City an attractive place for future generations, and protect the things that make the City what it is.”

The JFI-Margrave Team’s approach to assisting jurisdictions in economic development planning is based on three core approaches. Our approach is **fact-based** and identifies, presents, and clearly describes both the relevance and role of demographic, economic, real estate, and socio-economic conditions in the development process. Our approach is also **stakeholder driven**. Economic development planning cannot be conducted in a vacuum; it must be built up from the detailed local knowledge of, experience with, and goals for the development process. Most importantly, our approach is to provide plans that are **actionable and achievable** and are responsive to real local strengths and needs and can be quickly turned into implementation decisions that enable the client to quickly move forward.

This document presents the JFI-Margrave Team’s recommended economic development strategy and action plan for the City.

PLAN ELEMENTS

This Economic Development Strategy and Action Plan consists of the following sections:

- **Executive Summary** – a high level summary of the findings of this document.
- **Plan Overview & Process** – elements of the plan, instructions for how to use this document and a summary of the process of developing the strategy.
- **Existing Conditions Analysis** – an analysis of current trends and findings in the City based on the quantitative analysis performed in Task 1 of the contract.

- **Stakeholder Engagement & Review of Planning Materials** – a qualitative assessment of the City to supplement and fact check the findings of Task 1. Task 2, the Stakeholder Engagement Analysis, utilized two means of soliciting feedback from major stakeholders: one on one or small group interviews and an online survey.
- **SWOT Assessment** – an analysis of the strengths, weaknesses, opportunities and threats of the City based on the qualitative analysis performed in Task 2 of the contract.
- **Strategic Plan** – the JFI-Margrave Team’s major recommendations, consisting of:
 - **Strategic Areas of Focus & Recommended Actions**– areas of focus are larger and broader strategies that several recommended actions can feed into, focusing the impact of the actions. The Recommended Actions support the Strategic Areas of Focus and should spur continued economic development in the City.
 - **Implementation Matrix** – need to know information on how to implement the recommended actions.

HOW TO USE THE PLAN

The bulk of this document consists of the City’s Economic Development Strategic Plan. The Plan is divided into two sections: Strategic Areas of Focus & Recommended Actions and an Implementation Matrix. The “Strategic Areas of Focus” are four areas in which the JFI-Margrave Team foresees the greatest economic development impact when several recommended actions are implemented in the concentrated area. The “Recommended Actions” section lists each of the individual actions the JFI-Margrave Team is recommending the City carry out. Each action is listed with a brief description of the action and/or how it can be achieved, along with the rationale for the action item that outlines why the action is being suggested.

The “Implementation Matrix” section of this document consists of tables providing practical guidance on how to implement each action. The matrix contains the following information:

- Strategic Area of Focus
- Recommended Action
- Leader/Implementer
- Budget Impact
- Potential Partners
- Timeframe (short-term, mid-term, long-term)
- Key Goals of RFP
- Notes

A quick checklist of the implementation matrix can assess how much progress the City has accomplished on each of these recommended actions over a given period of time by denoting which actions are completed, are in progress, or have not yet begun. Additionally, the timeframe noted on the implementation matrix can be used when planning budgets, staff work plans and setting legislative priorities. This implementation matrix could be used to create a public facing dashboard should the City choose to track progress.

PROCESS

The engagement between the City and the JFI-Margrave team took place over the course of seven months and was divided into three core “tasks.”



Task 1: Existing Conditions Analysis

This quantitative analysis involved an assessment of the City’s existing business and economic trends, as well as economic development assets. Throughout this task the JFI-Margrave Team assessed the size, structure and performance of the City’s economy and business base; analyzed current, historical and future demographics and economic statistics; assessed the City’s retail capacity and services; assessed the inventory of available commercial space; analyzed the composition of the City’s business base and identified key clusters; and looked at county, state and regional projects to identify opportunities for cross organizational collaboration. The deliverable for this task was a presentation to the City leadership team.



Task 2: Stakeholder Engagement Analysis

Based on the findings of the quantitative analysis in Task 1, Task 2 focused on qualitative assessment of the City based on feedback from key stakeholders. In all, the JFI-Margrave Team conducted 20 interviews with stakeholders in the following stakeholder groups: City staff and elected officials, Prince George’s County staff and elected officials, developers of major projects, business owners/leaders and leadership from several nonprofit organizations within the City. These interviews took place between November 2021- January 2022.

In addition to the one-on-one stakeholder interviews, the JFI-Margrave Team also solicited feedback from the general public through utilization of an online digital survey. This survey asked the same questions posed to stakeholders in the one-on-one interviews, such as perceptions of key issues in the City, suggestions/ideas for the City’s economic development strategy and opinions on a variety of economic development related topics. 67 individuals participated in the online survey.

The results of Task 1 and Task 2 was the creation of a strengths, weaknesses, opportunities and threats (SWOT) analysis, which can be found on page 28. The findings of the SWOT analysis were shared with the City Council on January 18, 2022.



Task 3: Economic Development Strategy and Action Plan Development

The final task within the contract was to combine the findings of the Existing Conditions Analysis and Stakeholder Engagement Analysis into a holistic, comprehensive strategy for the City. This took place between January – March 2022. This plan advises on a series of four areas of focus and twelve recommended actions, policies and programs to achieve the City’s economic development goals over the next 5 years. This strategy was presented to the City Council on [date].



Existing Conditions Analysis

EXISTING CONDITIONS ANALYSIS

In Task 1 the JFI-Margrave Team conducted a quantitative assessment of key issues impacting economic development in the City in five core areas. The five core areas of this analysis are below:

1. Size, Structure and Performance of the City's Economy
2. Composition Of the City's Business Base
3. Current, Historical and Future Demographic and Economic Statistics
4. City of Bowie Retail Capacity
5. Inventory of Commercial Space Available

Throughout this analysis are terms that have specific economic development definitions – the glossary in Appendix 2 provides definitions for these phrases, many of which refer to specific industries or sectors.

SIZE, STRUCTURE AND PERFORMANCE OF THE CITY'S ECONOMY

The City is the largest municipality in Prince George's County in terms of population and second largest in terms of employment. The City is experiencing slow and stable population growth, but lags key peers in both employment concentration and growth. The City's economy is concentrated in businesses serving the local population base, but also has a cluster of professional services activities. A core City economic development asset is its resident workforce, many of whom commute to jobs outside of the City, County and State. Capitalizing on this workforce, as well as the City's prime location and infrastructure, to expand the City's business base is a core economic development opportunity. The JFI-Margrave Team assessed the size structure and performance of the City's business base. The key results of this analysis are presented below.

Finding: The City's economy is growing, but is lagging the County in employment growth and has a smaller employment base than key peers.

The City has a smaller number of jobs per resident than all selected peers except Crofton (Figure 1). Between 2013 and 2019,¹ the City's employment base increased by 4%, lagging the County (9.4%), but stronger than several selected peers (Table 1). Nationally and regionally communities offering a denser, more urban, mixed-use environment that offer a "sense of place" around an urban center have experienced stronger growth in population and jobs.



SENSE OF PLACE

Sense of place describes the individuality of place, its distinct character, and it also suggests a particular feel that makes the place stand out among other areas. Thus, this concept is strongly tied to the process of placemaking through which social, cultural or ethnic groups shape their environment and landscape.

¹ The latest employment data at the sub-County level is 2019.

Insight: Communities with a stronger “sense of place” and higher residential densities, notably Annapolis and Hyattsville, have outperformed the City in terms of employment growth.

Figure 1: Jobs Per Resident, City of Bowie Compared to Selected Peers

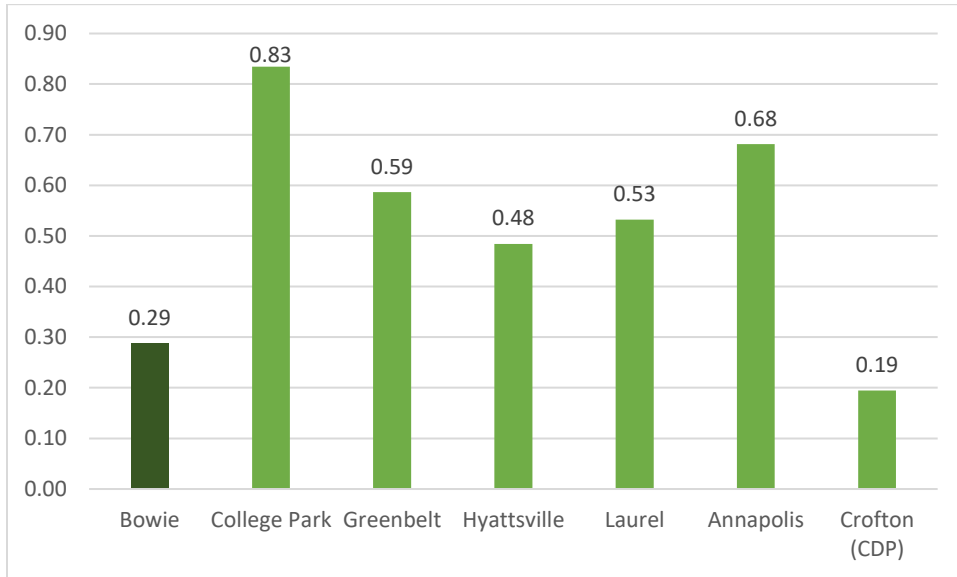


Table 1: Total Employment, All Industries City of Bowie and Peer Municipalities/Places, 2013 -2019

Area	2013	2019	Change 2013-2019	
			#	%
Maryland	2,487,281	2,634,322	147,041	5.9%
Prince George's County	304,484	333,163	28,679	9.4%
Bowie	16,124	16,776	652	4.0%
College Park	28,923	26,828	(2,095)	-7.2%
Greenbelt	13,683	13,617	(66)	-0.5%
Hyattsville	7,802	8,835	1,033	13.2%
Laurel	12,893	13,714	821	6.4%
Annapolis	25,568	26,728	1,160	4.5%
Crofton (CDP)	5,039	5,663	624	12.4%

Source: U.S. Census Bureau. OnTheMap Application. Longitudinal-Employer Household Dynamics Program

COMPOSITION OF THE CITY'S BUSINESS BASE

Finding: *The City's economy is highly concentrated and specialized with industries that serve the city and regional population.*

More than half (53%) of City's employment is in *Residential Demand-Based* sectors that primarily serve the local and regional community, including Retail (20%), Health Care and Social Assistance (14%), Arts, Entertainment, and Recreation (7%) and Accommodation and Food Services (13%). Only 14% of employment is in *Export-Based Industries*, or industries that compete in the broader regional, national or even international markets, most importantly Professional Services (10%) and Information (4%). However, the City has seen strong growth between 2013 and 2019 in Professional Services, gaining 594 jobs and growing by 57% (Table 2). The City has experienced a decline in key residential demand-based sector employment, with Retail jobs declining by 10%, and smaller declines in Arts, Entertainment, and Recreation (fell by 3%) and Accommodation and Food Services (fell by 5%). These declines were more than offset by strong growth (788 jobs/52%) in Health Care and Social Assistance sector employment. Based on the industry specialization analysis conducted using location quotients (see side note), the City's economy is specialized in residential demand-based industries like Arts and Entertainment and Retail, but also has a high concentration of employment in Information and Professional, Scientific, and Technical Services (See Appendix Table 1 for data and Appendix 2, Glossary, for the definitions of industries used here and throughout this report).

Insight: *Expanding the City's employment base is a core goal of this proposed strategy and the City may have the potential to attract more Professional, Scientific, and Technical Services Sector jobs in the County's strong Federal contractor sector, as well as serve as a regional center for Health Care and Social Assistance employment, by supporting more traditional office space development.*



LOCATION QUOTIENTS

Location quotients are ratios that allow an area's distribution of employment by industry, ownership, and size class to be compared to a reference area's distribution. If an LQ is equal to 1, then the industry has the same share of its area employment as it does in the nation. An LQ greater than 1 indicates an industry with a greater share of the local area employment than is the case nationwide.

Table 2: City of Bowie Employment Trends by Sector, 2013-19

Area	2013	2019	Change 2013-2019	
			#	%
Total	16,124	16,776	652	4%
Agriculture, Forestry, Fishing and Hunting	0	0	0	n.m.
Mining, Quarrying, and Oil and Gas Extraction	0	0	0	n.m.
Utilities	5	4	(1)	-20%
Construction	922	1,133	211	23%
Manufacturing	204	65	(139)	-68%
Wholesale Trade	244	167	(77)	-32%
Retail Trade	3,672	3,320	(352)	-10%
Transportation and Warehousing	106	105	(1)	-1%
Information	1,097	671	(426)	-39%
Finance and Insurance	517	467	(50)	-10%
Real Estate and Rental and Leasing	205	73	(132)	-64%
Professional, Scientific, and Technical Services	1,043	1,637	594	57%
Management of Companies and Enterprises	2	1	(1)	-50%
Administration & Support, Waste Management and Remediation	576	1,045	469	81%
Educational Services	1,634	1,496	(138)	-8%
Health Care and Social Assistance	1,506	2,294	788	52%
Arts, Entertainment, and Recreation	1,146	1,115	(31)	-3%
Accommodation and Food Services	2,311	2,188	(123)	-5%
Other Services (excluding Public Administration)	411	479	68	17%
Public Administration	523	516	(7)	-1%

Source: U.S. Census Bureau. OnTheMap Application. Longitudinal-Employer Household Dynamics Program

Finding: City employment is highly concentrated in large employers, but has a wealth of small and mid-size businesses.

Based on an analysis of data from the City employer database, as well as commercial databases (Hoover's), the JFI-Margrave Team assessed the level of employment in key large employer (50 or more) employers (Appendix Table 2). These larger employers have estimated employment of 11,810 jobs with employment concentrated in key resident-demand-based industries Retail Trade (22% of these jobs), Accommodation and Food Services (12%) and Education (mostly public schools – 11%) and Health Care and Social Assistance (10%). The City is home to 11 large employers with 1,991 jobs (17% of the total for larger employers) in the Professional, Scientific, and Technical Services and Information sector. In order to assess the overall number of businesses in the City and the overall 8 Zip Code level Broader Bowie area,² the JFI-Margrave Team analyzed data on the overall number of businesses in the larger greater Bowie area (Figure 2). This larger area was home to 1,627 business establishments with 25,182 employees, with a large concentration of smaller establishments (70%) of these establishments having less than 10 employees.

Insight: While large employers account for a large share of employment, the City's economic development strategy will also need to serve the needs of the large number of smaller businesses in the City.

² Data on establishment count by firm size are only available from the U.S. Bureau of Census Zip Code Business Patterns report for the larger 8 zip codes classified as Bowie, 20715 20716 20717 20718 20719 20720 20721, are an area larger than the City of Bowie alone. - with 20720 and 20721 especially including areas outside of the City boundaries.

Finding: Prince George's County has a large base of federal contractors (3,998) with \$10 billion in federal contract value in federal fiscal year 2021. However, there are only a limited base of federal contractors located in the City.

There are only 96 companies, with \$70.2 Million federal contracts, in the City, far below all County peers except Laurel (Table 3). Prince George's County has the second highest number of federal contractors and procurement in Maryland, and has targeted increasing federal employment and contracting as part of its economic development strategy.

Insight: Attracting federal contractors to the city is a potential market for both office and flex space uses. For example, in terms of NASA contractors, Greenbelt is home to 97 companies with NASA contracts. While Greenbelt is closer to NASA Goddard; with the City's strong technical workforce and locational assets, it may be able to attract some of these contractors. Data on NSA contractors are not public, but Prince George's County and neighboring Anne Arundel and Howard Counties are home to a large amount of cybersecurity companies and NSA contractors, presenting another potential market for the City.

Table 3: Federal Procurement, FY2021				
Area	Amount	% of County	# of Contractors	% of County
Prince George's County	<u>\$9,954,102,863</u>		<u>3,998</u>	
Bowie	\$70,279,118	1%	96	2%
College Park	\$268,325,426	3%	379	9%
Greenbelt	\$999,502,133	10%	220	6%
Hyattsville	\$231,233,981	2%	398	10%
Laurel	\$49,974,156	1%	254	6%
Annapolis	\$494,031,229	n.m.	456	n.m.
Crofton (CDP)	\$49,319,730	n.m.	51	n.m.

Source: SAM.GOV

Finding: With only 0.29 jobs per resident (Figure 1), among the lowest of peer municipalities, the City has the potential to expand its employment base.

The City is already specialized in the Information, Retail, and Professional, Scientific, and Technical Services industries (Appendix Table 1), the City has the potential to support growth in other key employment sectors. The soon to be released Prince George's County economic development strategy identifies four target and two supporting industry clusters that are driving the County's economy (see Appendix 2 for a definition of these clusters). These are:

Target Clusters

- Federal Government
- Hospitals and Health Services
- Information Technology Services
- Research – Intensive Industries

Supportive Economic Drivers

- Destination Retail
- Transportation, Distribution and Logistics

Insight: The City can capitalize on the County's efforts to focus on the four targets and two supporting industry clusters especially in the: Information Technology Services cluster, where the City is already home to companies such as Inovalon; Hospitals and Health Services cluster, with the City experiencing strong growth in health care services employment; and the Destination Retail cluster, with the City having a high concentration of retail employment.

CURRENT, HISTORICAL AND FUTURE DEMOGRAPHIC AND ECONOMIC STATISTICS

The City is home to a growing, affluent, educated and largely professional population that commutes to employment opportunities across the region. The City has a high level of household income, a high concentration of educated and professional workers, and is home to a large base of federal workers.

Population Change

Finding: The City's population is growing and aging.

The City's population is estimated to have increased by 6.9% and the number of households by 5.2% between 2010 and 2019.³ The fastest population growth occurred in residents 60 and older, but the City also gained Millennial residents (aged 25-34) – (Appendix Tables 3-4-5).

Insight: With an aging population, changes in land-use to permit a denser style of mixed-use development favored by younger population is one means of attracting younger residents.

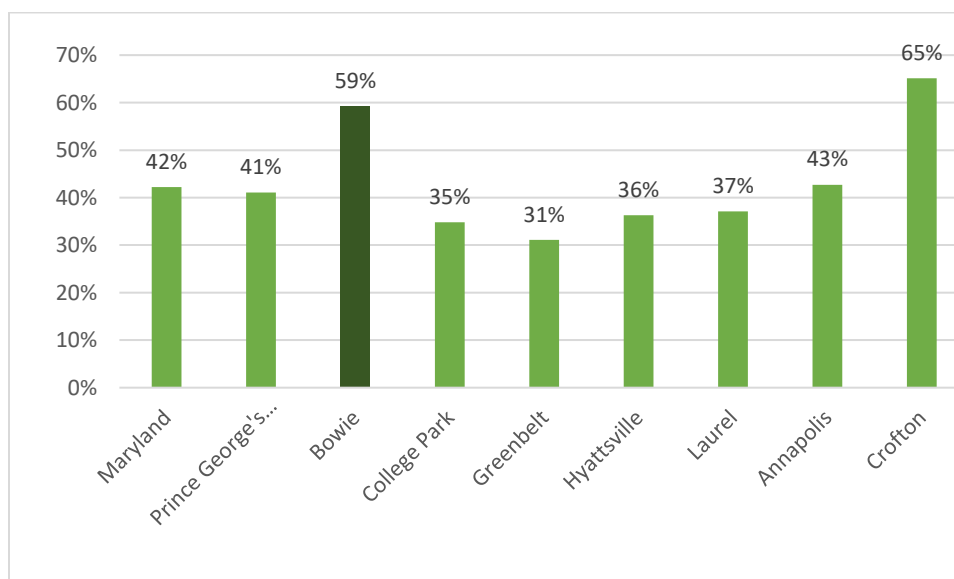
Income and Poverty

Finding: The City has an affluent population.

With an estimated 2019 (5-year estimate) Median Household Income of \$113,388 and a poverty rate of 3.2%, the City's population is more affluent than the State or County and all but Crofton in terms of peer municipalities (Appendix Tables 6-7). More than 59% of the City's households earn more than \$100,000 (Figure 2).

Insight: With low poverty and high incomes, the City has the potential to support the higher quality retail desired by its residents. Such an effort may require a stronger retail marketing effort by the City.

Figure 2: Percentage of Households Earning More than \$100,000



³ Data is ACS 5-Year estimates. Recently released 2020 Census data show the City gaining fewer residents through 2020 and lagging several key peers. The 2019 ACS data were retained for this report since they form the basis for the demographic analysis below.

RESIDENT WORKFORCE CHARACTERISTICS

Finding: The City has significant workforce assets.

One of the most significant economic development assets for the City is its strong resident workforce.

The City has:

- **Labor force:** The City has a higher than national, State and County level of labor force participation but is slightly lower than key municipal peers, which is consistent with its aging population (Figure 3).
- **Highly educated workforce:** A highly educated workforce, with 48% of resident workers having a Bachelor's degree or above and 23% having an advanced degree, higher than the nation, State and County and all but two municipal peers, Crofton and College Park (Figure 4).
- **Strong federal workforce:** With 18% of resident workers employed by the federal government (Figure 5). A strong federal workforce is considered an asset because federal employment tends to offer higher wages and job stability.
- **Strong professional workforce:** With 55% of resident workers employed in Management, business, science, and arts occupations, higher than the nation, State, County and all municipal peers except Crofton (Figure 6).

Insight: The City should capitalize on its affluent, educated and professional resident workforce in its marketing efforts.

Figure 3: Labor Force Participation

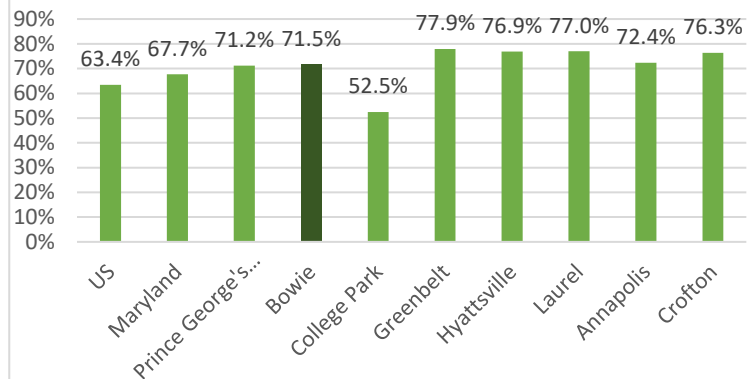
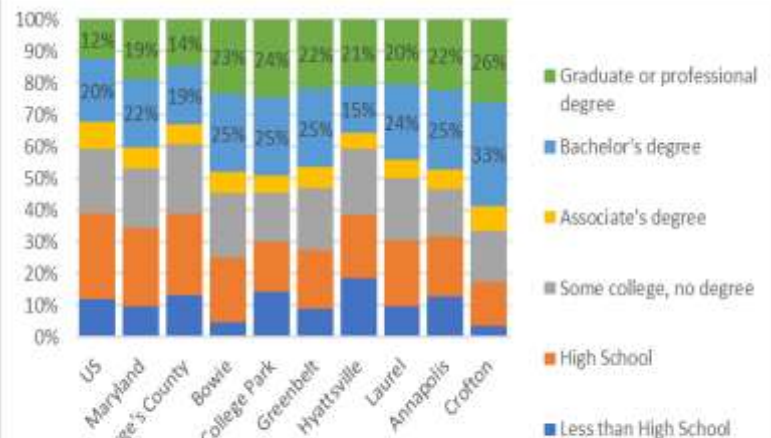


Figure 4: Educational Attainment



Finding: The City remains a suburban bedroom community.

The City is predominantly a suburban bedroom community with only 0.29 jobs per resident (Figure 1). As a result, local employment options for resident workers are limited. While 14% of City resident workers work in the City, higher than the County average for resident workers employed in their place of residence but lower than the State average, 55% of residents commute to jobs outside of the County or State (Appendix Table 8) representing an important potential source of workers to targeted City employers.

Insight: The City's highly educated and professional workers that commute outside of the City are a potential key asset to support the attraction of employers, especially in the Professional, Scientific, and Technical Services sector.

Figure 5: Percent of Workforce Employed by the Federal Government

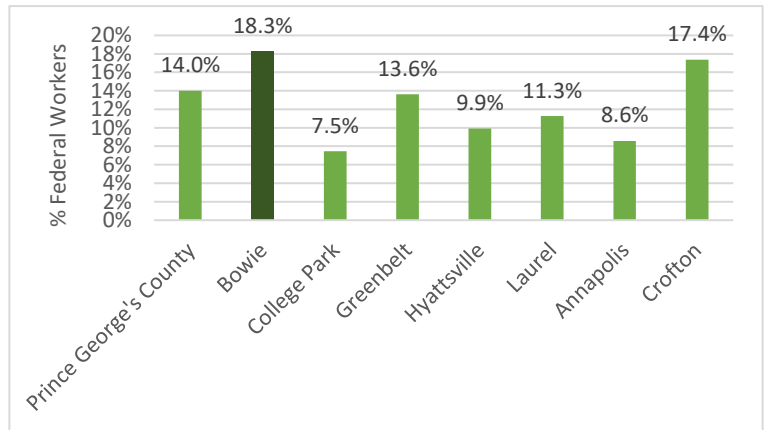
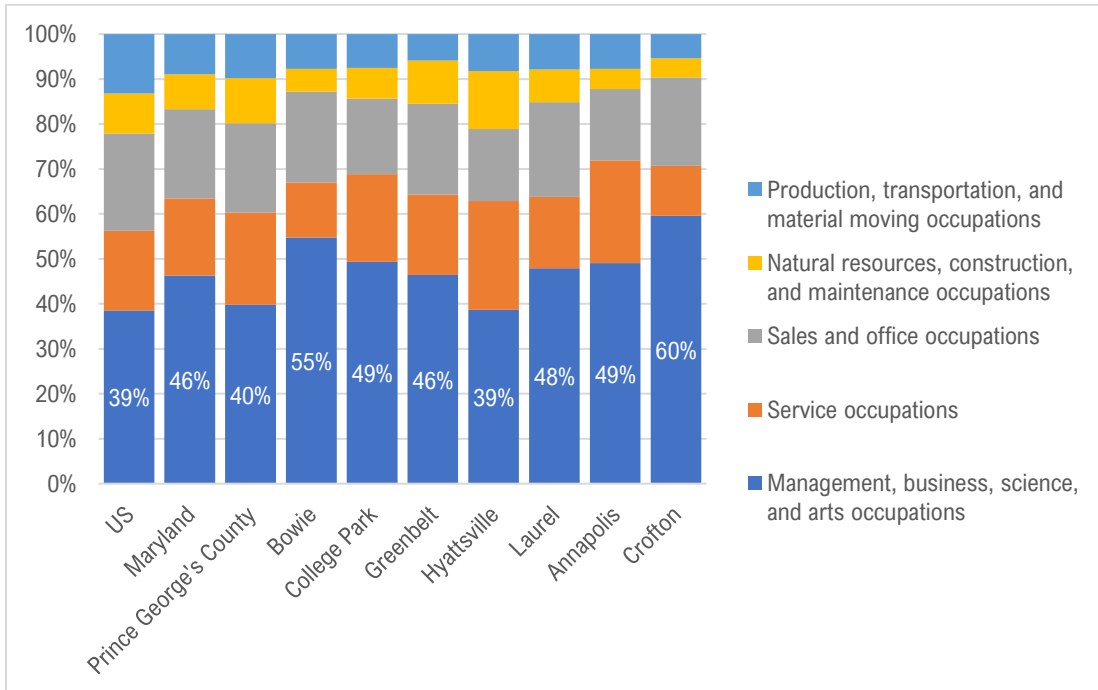


Figure 6: Occupational Employment



CITY OF BOWIE RETAIL CAPACITY

Finding: *A key issue identified in the stakeholder interviews, meetings and presentations is the desire to have higher quality retail commensurate with the City's higher than average median household income.*

While vacancy in the City's retail centers remains low (6.3%), there is a general concern among the stakeholders interviewed that the City has lost retail opportunities to surrounding communities, notably in new larger developments, and that the City's retail base does not offer the quality of shopping options demanded by the City's affluent population. Additionally, the City's residents and workforce feel that they could support higher quality retail. In order to assess the retail situation in the City, the JFI-Margrave Team conducted site visits to the City's key retail and employment centers, analyzed historical changes in City retail employment, and analyzed data on retail leakages using ESRI data. Based on this assessment, findings are:

- **Low vacancy:** the City's retail centers appear to have relatively low vacancy, which is a positive condition considering the impacts of the recent Covid pandemic on retail across the nation, State and County.
- **Consistent retailers with other shopping centers:** The retail tenants appear to be consistent with similar suburban shopping regions, albeit with a higher concentration of chain tenants.
- **Retail employment moved with new development:** Between 2013 and 2019, retail employment in the City fell by 10%; while retail employment in Crofton grew by 17% and at the County-level by 2%.
- **Retail Leakage:** Based on the most recent ESRI data on City retail markets, the City has overall retail leakage (demand less supply) of \$223 million. This consists of \$196 million in retail sales leakages and \$28 million in food and drink services, with the main areas of surplus being department stores and automobile dealers.



RETAIL LEAKAGE

Retail leakage occurs when local people spend a larger amount of money on goods than local businesses report in sales, usually due to people traveling to a neighboring town to buy goods. Retail sales leakage implies there is unsatisfied demand within the trading area

Insight: *In the emerging post-Covid environment, the future of retail remains uncertain; however, County and City, efforts to improve both the provision and quality of City retail opportunities appears to be warranted.*

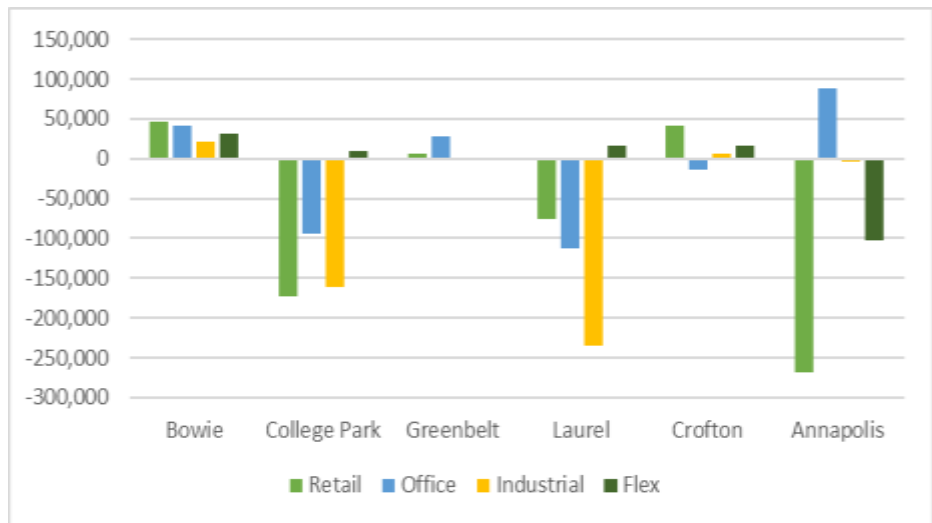
INVENTORY OF COMMERCIAL SPACE AVAILABLE

Finding: *The City has sufficient commercial space to meet its current needs, with its vacancy rates generally low and competitive costs. However, the City lags key comparison areas in terms of its supply of commercial/employment space.*

The JFI-Margrave Team analyzed CoStar data for the City and peer area commercial real estate to assess the alignment of existing space to current needs and emerging economic development goals.⁴ Key findings of our commercial space analysis are presented in Table 4 and include:

- Consistent with the City's smaller employment base (Figure 1), despite being the County's largest municipality in terms of population, the City lags smaller jurisdictions in commercial space.
- The City lags all but one peer jurisdiction (Greenbelt) in Retail Space, with 3.2 million square feet of retail space; however, when retail parcels in the surrounding Bowie area are included, the City has 5.8 million square feet, behind only College Park 7.7 million square feet and Annapolis 7.4 million square feet.
- The City is ranked 5th in terms of Office Space – ahead of only Crofton, with Office Space in the surrounding Bowie area are included, the City and surrounding area lag peer communities in the amount of available Office Space.
- While there is limited industrial space inside of the City, there is substantial industrial space more than 5 million square feet. In the CoStar defined Bowie area (2nd among peer jurisdictions).
- The City is ranked fourth among peer jurisdictions in terms of Flex Space within the City limits.
- Vacancy rates and costs among the four commercial space classes analyzed are competitive to peer jurisdictions. In terms of costs, anecdotally, because much of the space in the City is newer than in the surrounding area, it is considered even more competitive.

Figure 7: Absorption by Real Estate Class in Bowie and Surrounding Areas



⁴ Data for the City of Bowie are from an analysis prepared by the City's Economic Development Department on City specific, rather than the broader Bowie trading area included in the CoStar database – which includes some parcels outside of the City's boundaries but are considered part of the City's trading area, except for Figure 8 on absorption, which includes these surrounding properties. While providing a strong focus on the City's commercial inventory, the comparison to other areas may include some parcels outside of the municipal boundaries of those comparison areas. Because the JFI-Margrave Team does not consider the supply or cost of commercial space to be a material barrier to the City's strategy, this difference in geographic focus does not impact our findings.

- Recent patterns of commercial space absorption (the difference between space vacated and newly occupied) have been positive in the City/larger Bowie area, while several peer jurisdictions experienced reduced demand for commercial space and resulting increases in vacancy (Figure 7).

Insight: In order to expand its job base, the City needs to support the development commercial space.

Table 4: Commercial Real Estate Conditions in Bowie and Surrounding Areas

Real Estate Class	Bowie	College Park	Greenbelt	Laurel	Crofton	Annapolis
<u>Inventory of Retail, Industrial and Office Space (in square feet)</u>						
Retail	3,216,223	7,676,654	1,831,703	3,641,335	3,810,104	7,367,656
Office	1,745,306	4,835,493	3,715,418	3,248,310	1,541,370	7,733,368
Industrial	227,823	8,355,065	348,537	4,198,962	2,704,145	2,555,764
Flex	524,513	453,413	175,866	1,186,875	2,123,681	1,572,129
<u>Vacancy Rates</u>						
Retail	6.30%	6.10%	3.60%	5.60%	2.60%	10.40%
Office	11.70%	7.90%	21.40%	12.00%	13.50%	7.00%
Industrial	1.50%	7.00%	0.00%	7.40%	9.10%	8.30%
Flex	16.90%	11.30%	0.00%	2.70%	11.30%	12.80%
<u>Average Rent</u>						
Retail	\$33.00	\$20.26	\$26.50	\$23.72	\$27.01	\$27.41
Office	\$25.96	\$25.21	\$21.46	\$22.14	\$23.08	\$29.07
Industrial	no data	\$8.83	no data	\$9.57	\$12.22	\$16.95
Flex	no data	\$10.86	no data	no data	\$13.79	\$14.30



STAKEHOLDER ENGAGEMENT & REVIEW OF PLANNING MATERIALS

STAKEHOLDER ENGAGEMENT

A qualitative assessment of the City was conducted to supplement and fact check the findings of Task 1. Task 2, the Stakeholder Engagement Analysis, utilized two means of soliciting feedback from major stakeholders: one on one or small group interviews and an online survey.

The group of stakeholders interviewed was identified through consultations with City staff. Ultimately, invitations to participate in a one on one or small group interview were sent to 37 individuals representing the following stakeholder groups:

- Elected Officials – City of Bowie, Prince George’s County and the State of Maryland
- Appointed Officials – City of Bowie and Prince George’s County
- Developers – Developers of four major projects in the City
- Anchors – Major employers and destinations in/nearby Bowie
- Business Organizations – Largely nonprofits focused on business growth/incubation
- City Advisory Committees – Economic Development Committee, Advisory Planning Board

The JFI-Margrave Team met virtually with 20 different stakeholder groups. Each stakeholder group was asked a series of questions circulated in advance of the meeting. Though the questions asked to each stakeholder were personalized to that group, the questions asked typically included the following:

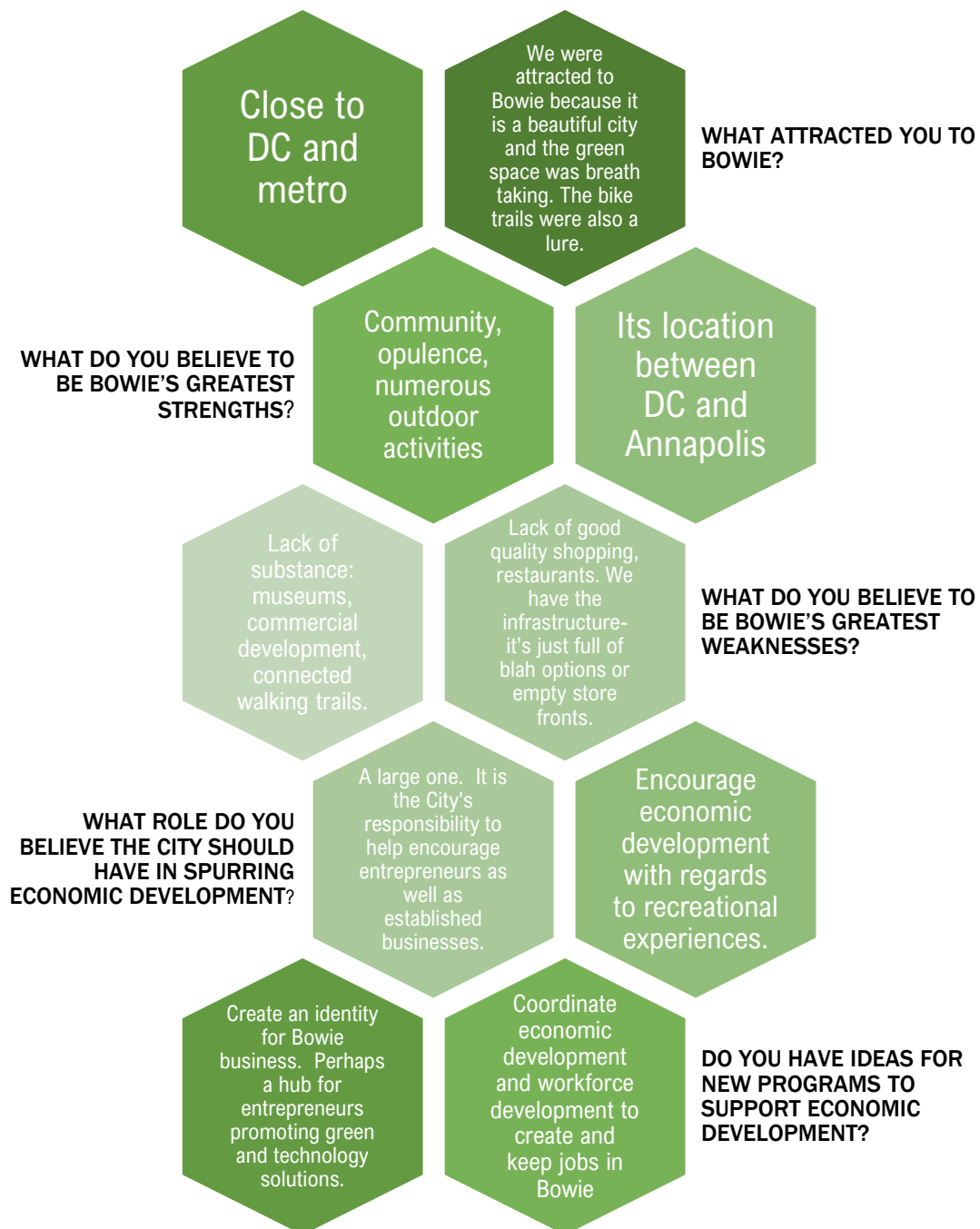
- What attracted you to Bowie?
- What do you believe to be Bowie’s greatest strengths?
- What do you believe to be Bowie’s weaknesses?
- In what ways do you feel supported by the City of Bowie?
- Are there areas of support you wish you had from the City of Bowie?
- What role do you believe the City should have in spurring economic development?
- Is the City doing enough to spur economic development? Is the City doing too much?
- What existing programs are you aware of that support economic development?
- Do you have ideas for new programs to support economic development?
- What is your largest priority from an economic development perspective?
- Where does the City of Bowie fall into [enter organization]’s broader economic development strategy?
- How can the City support [the organization]’s goals?
- Please describe your business/organization.

In addition to the stakeholder interviews, an online survey was made available to the general public of Bowie. John Henry King, City's Economic Development Director, posted the survey on January 1, 2022, and closed it on January 31, 2022, allowing for 31 days for residents of the City to give their feedback. In total, the survey received 67 responses. The online survey asked many of the same questions as were asked in the individual stakeholder interviews, such as:

- What attracted you to Bowie?
- What do you believe to be Bowie's greatest strengths?
- What do you believe to be Bowie's greatest weaknesses?
- What role do you believe the City should have in spurring economic development?
- Is the City doing enough to spur economic development?
- Is the City doing too much to spur economic development?
- What existing programs are you aware of that support economic development?
- Do you have ideas for new programs to support economic development?
- What is your largest priority from an economic development perspective?
- Would expanding the City's commercial businesses be desirable in order to lower the portion of property taxes paid by residents?
- Do you desire more employment opportunities within the City of Bowie?
- Would you support additional housing in Bowie to support the existing or future businesses?
- Should the City of Bowie taxpayer money be used to support economic development in the City of Bowie?
- Should the City of Bowie devote more time to existing business's needs, business expansion or maintain the status quo?
- How many minutes are you willing to drive to get to your preferred dining/restaurant?
- How many minutes are you willing to drive to get to your preferred job or place of employment/
- How many minutes are you willing to drive to get to your preferred shopping/stores?
- How many minutes are you willing to drive to get to your preferred doctor, dentist, accountant or lawyer?

THE FINDINGS

The findings from both the interviews and online survey were largely aligned. Major findings included the generally high satisfaction with the City; its services and quality of life; the ideal location of the City; the desire for increased higher quality retail; the lack of awareness of existing programs that support economic development; and a dichotomy within the community on growth. Some examples of the findings are noted below. Detailed findings from the stakeholder engagement analysis can be found in the strengths, weaknesses, opportunities and threats (SWOT) assessment in the next section of this document.



REVIEW OF PLANNING MATERIALS

In addition to direct engagement with stakeholders, the JFI-Margrave Team also reviewed several existing plans and studies on the City of to inform our Economic Development Strategic Plan. These documents, written as long ago as 2006 or as recent as 2021, provided a framework within with the JFI-Margrave Team's strategies must operate. The reviewed planning materials included:

- Approved Master Plan and Sectional Map Amendment for Bowie and Vicinity – February 2006
- Approved Bowie State MARC Station Sector Plan and Sectional Map Amendment – January 2010
- Bowie EDC Economic Competitiveness SWOT – 2015
- Bowie EDC Strategic Economic Development Vision for Bowie, Maryland in 2030 – October 2016
- City of Bowie Sustainability Plan – November 2016
- City of Bowie Trails Master Plan Update – September 2019
- Bowie and Prince George's County Retail Opportunities and Demographics – March 2020
- City of Bowie Development Sites & Transportation Projects Outline – December 2020
- City of Bowie Development Review Guidelines and Policies – March 2021
- Approved Bowie-Mitchellville and Vicinity Master Plan – March 2022



SWOT Assessment

SWOT ASSESSMENT

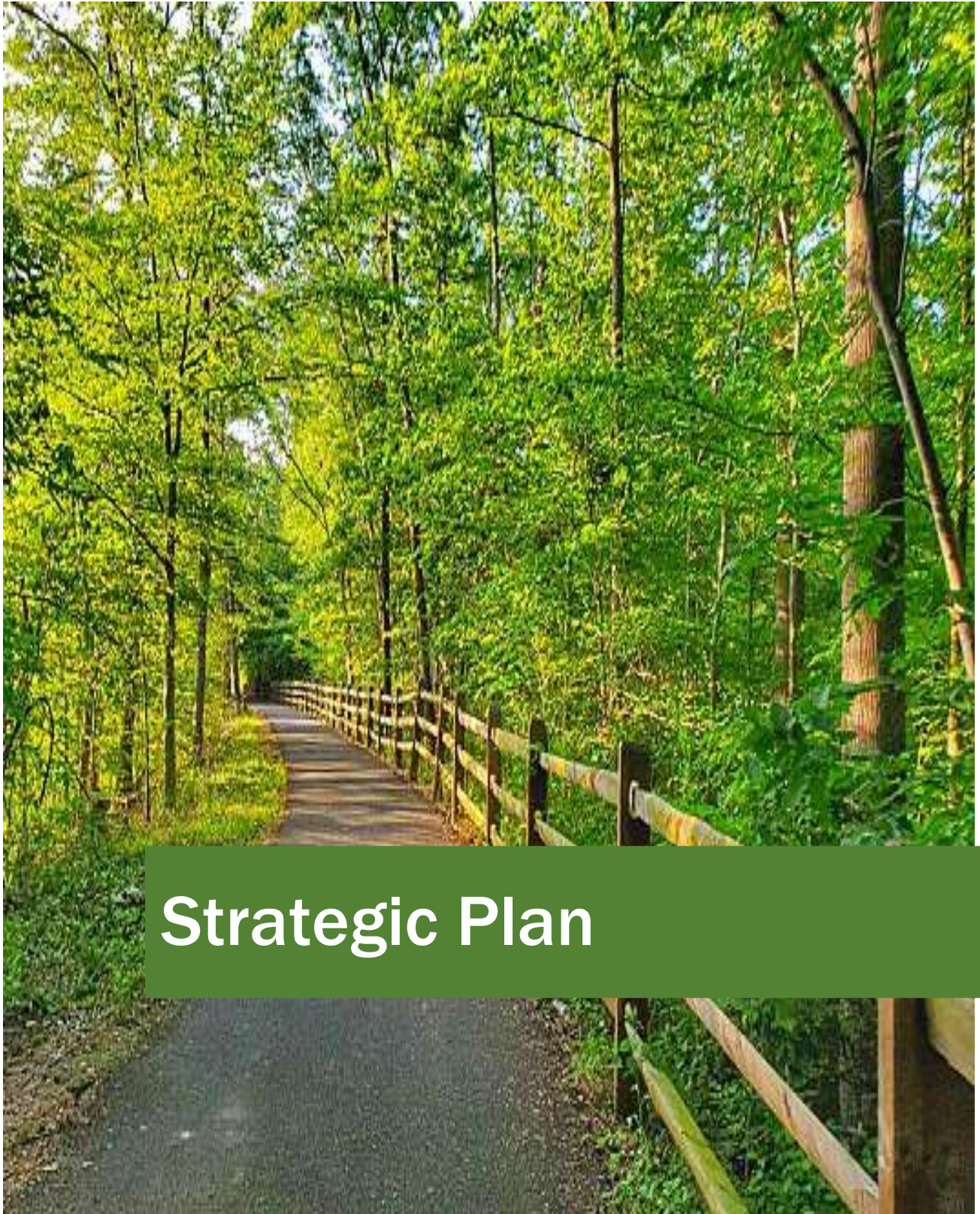
A strengths, weaknesses, opportunities and threats (SWOT) assessment is a commonly used strategic planning technique to begin any sort of analysis of an organization's current operating conditions and to develop new strategies. A SWOT reviews areas where an organization is excelling, opportunities for improvements, organizational vulnerabilities and any obstacles that could jeopardize success.

Typically, strengths and weaknesses are internal to an organization, while opportunities and threats are external factors that still have an impact on the organization. This brainstorming exercise provides an assessment of an organization's current condition and begins to outline future opportunities, or in this case, recommendations for actions to spur economic development and solidify the City's economic development strategy.



STRENGTHS	WEAKNESSES
• The City has strong name recognition and generally has a positive connotation as being a safe, pleasant place to live. Name recognition is present in the County, but also in the region. • The City is home to a highly educated, high-income and diverse population. • Residents report a high quality of life in the City. Stakeholders reported on the quality of schools, relatively affordable housing stock and access to shopping and dining destinations as reasons Bowie has a high quality of life. Many enjoy and actively sought out a bedroom community to reside in. • The City government is viewed as strong and competent – residents are satisfied with government operations and believe high quality services are being provided for their tax dollars. • The City's financials are strong – there is a historically stable tax rate, a robust reserve, good bond rating, etc. • The City's police department provides excellent service that distinguishes incorporated Bowie from other areas of the County and contributes to the sense of safety within the community. • The City has a robust parks and recreation system. • Bowie is one of the few municipalities in Prince George's County with economic development staff.	• There is a perception that the City Council and community at large do not fully understand positive impacts of development or economic development. • The City has a smaller employment base than peer jurisdictions. • Growth in the City's employment base is lagging the County and many peers • There is a perception of antigrowth sentiment of some elected leaders. • There is a level of uncertainty of the City Council's stance on development in the process by the development/business community. • There is a lack of public transit connecting destinations within and in proximity to the City, resulting in auto-dependent development. • The City is not perceived to have a strong brand or identity that reflects modern Bowie; this results in a lack of a "sense of place." • The "bedroom community" sentiment in the City does not feel welcoming to businesses. • A perception that the City's external marketing to businesses appears limited. • The City doesn't appear to have targeted industry/industries to recruit and bring into the jurisdiction. • There is a perception that the City is litigious, which does not appear friendly to business. • City population is aging, but there is limited housing development to support younger residents moving into the community.

OPPORTUNITIES	THREATS
• The City is centrally located along major transportation routes and equal distance between Washington, DC, Baltimore and Annapolis. This location is ideal for those seeking a “bedroom community” environment. • The high traffic volume on major corridors in/around the City result in high visibility for Bowie. • The public schools in Bowie are perceived as better than public schools elsewhere in Prince George’s County. • The high presence of federal workers residing in the City makes the community somewhat recession proof. • The City’s proximity to Bowie State University can be used to build a workforce pipeline for City businesses. • The City has a large collection of sports and recreation facilities in and around its boundaries, including the Bowie Baysox, Bowie Race Track property and Liberty Sports Park. There is an opportunity to become a sports and recreation destination in the region.	• County development process is seen as a barrier. Businesses/developments must go through the County’s process for permitting and approvals – this process is slow and unpredictable, making it less desirable to industry. • Prince George’s County quality of life/schools are seen as lagging neighboring County peers. • There is a strong sense of ‘NIMBYism’ and vocal opposition to new development, particularly residential development. • High quality, desired retailers have left Bowie in recent years for nearby areas like Crofton or Gambrills. This has contributed to the perception that Bowie Town Center has declined in quality. • The City doesn’t have enough high-quality amenities for the business community to keep employees in the area after work hours. • There is a disconnect between the desired amenities of the community and the economic reality of bringing those amenities to the City. • Bowie is not a focused priority area for the County or the State, so may struggle to receive funding attention from these entities. • There is a perception of traffic congestion throughout the City, making getting around difficult.



Strategic Plan

CITY OF BOWIE ECONOMIC DEVELOPMENT STRATEGIC PLAN

The JFI-Margrave Team has identified 12 recommended action items across four strategic areas of focus to support efforts to achieve the City's goals to support high quality job creation in and expand the tax base of the City. These proposed Recommended Actions will require policy changes, budget line items and potentially an increased Economic Development Department to fully implement the suggested changes.

STRATEGIC AREAS OF FOCUS

Over the course of this engagement, the JFI-Margrave Team continued to search for the most impactful strategies that could achieve the economic development goals of the City. To capture the energy and focus on this effort by all stakeholders, the JFI-Margrave Team needed to think about things differently. Rather than *only* giving the City a list of recommended actions, the JFI-Margrave Team pivoted to provide the City a strategy through **Strategic Areas of Focus**. Areas of Focus are the foundation stones of the strategy. They expand on the vision and start to create some structure to help the City to achieve its goals. Questions leading to the development of the Areas of Focus were:

"How can the City of Bowie, get the most 'bang for their buck'?"

"What 'big-ideas' can encapsulate the economic development recommended actions most effectively?"

"How can we be sure there are few targeted areas that through concentrating the recommended actions can effectively generate the most economic development impact?"

Through these questions, four Strategic Areas of Focus emerged:

- 1.) Utilize creative placemaking to support economic development, with an initial focus on Bowie Town Center.**
- 2.) Leverage Bowie State University as the City of Bowie's most natural anchor institution.**
- 3.) Distinguish the City as an athletic recreation tourism hub.**
- 4.) Expand the City's business base through targeted business startup, expansion and retention efforts.**

The four Strategic Areas of Focus are described on the subsequent pages along with their associated Recommended Actions. The JFI-Margrave Team intentionally drafted the Strategic Areas of Focus and their Recommended Actions as manageable yet incredibly impactful opportunities that can increase the number of non-residential taxpayers to reduce the residential taxpayers' burden and maintain and enhance a high quality of life for current and future generations.

FOCUS 1 | UTILIZE CREATIVE PLACEMAKING TO SUPPORT ECONOMIC DEVELOPMENT WITH AN INITIAL FOCUS ON BOWIE TOWN CENTER

Placemaking is a multifaceted approach to the planning, design and management of community spaces. In the City, increased placemaking could help capitalize on existing assets and add new resources to create a strong sense of place. Through real estate development, reconfiguration and activation of public and private spaces, new amenities and growth of the business base, the City can directly implement and support stakeholders to use placemaking in order to enact changes that promote health, happiness, well-being and comfort for any of the City's residents and visitors.

Placemaking is often most recognizable in downtowns, as downtowns tend to be the heart and soul of a community. In the case of a suburban areas, downtowns are the areas in which the community is often spending its time dining, shopping, and socializing. In many instances downtowns are a primary indicator of larger social and economic trends happening within a community. The City is often referred to as a bedroom community - a residential suburb inhabited largely by people who commute to a nearby city for work. In the case of Bowie, many of its residents are commuting to work throughout the region, predominately, Washington, DC. Despite earning their income outside of the City, many of these residents want to have daily conveniences and experiences near their home that come with a "downtown" environment.

Downtowns create hubs of convenience, experience and interaction for the community. They bring desired elements of a bustling urban area to a small town, simultaneously meeting the needs of the existing community while attracting others who want the "best of both worlds." Bowie Town Center is the logical location for a "downtown in Bowie," although the placemaking action items identified in this strategy can be broad applied to other targeted areas in the City. The initial strategic action items focus on this area because through its location, Bowie Town Center functions as the heart of the City. Bowie Town Center has the existing space, infrastructure and functionality to quickly implement these proposed actions, where in other developments in the City, that may not be the case.

Bowie Town Center was the most popular topic during the stakeholder engagement task. The most common critique of the Town Center is that residents and stakeholders feel that there is a gap between the retail that they desire and typically frequent and the retail tenants within the center. Stakeholders expressed that the lack of "high-end" retail within the Town Center has resulted in them shopping outside of Bowie. In summary, there is a misalignment between the aesthetic appearance and quality of the retailers in the Town Center and the socioeconomic makeup of the community.

While the modernization of the Bowie Town Center is perhaps one of the most impactful projects within the City and should be a core strategic focus of the City's economic development strategy, all areas of the City can benefit from enhanced placemaking to enhance the quality of the City's built environment to meet the changing needs and desires of its residents and employers. Other areas within the City, notably Old Town Bowie, could benefit from efforts to improve placemaking and attract new development activity. It is the JFI-Margrave Team's opinion that efforts at Bowie Town Center will have the strongest near-term impact. Building on success in these efforts, these strategies could be subsequently deployed to other areas in the City. The JFI-Margrave Team suggests the City focus on the following six Recommended Actions to create

a long-term impact on the success of the Town Center and other targeted areas, such as Melford and Old Town Bowie, within the City:

RECOMMENDED ACTION 1 | ACTIVELY MARKET AND SUPPORT RETAIL SPACE AND ENCOURAGE HIGH QUALITY DEVELOPMENT

The decline in perceived quality of the Bowie Town Center has been touched on by nearly every stakeholder group interviewed during the creation of this strategy. Given the Bowie Town Center's position to be a major anchor within the County, as well as its central location and outsized draw, the success of this center is critical to the success of Bowie's commercial tax base.

The Bowie Town Center has a relatively high occupancy rate, so from the perspective of the ownership group, it may be considered a successful and viable property. If the City desires to see higher caliber tenants, they should play an active role in the attraction and retention of "high quality" retailers through a curated, proactive approach to assist property owners to attract desirable tenants to the property. The City can help do this by providing Bowie Town Center ownership, as well as targeted businesses, with marketing tools and data points demonstrating the demographics and income levels within the City, or by representing the City at large trade shows and events, such as the International Council of Shopping Centers. In its soon to be released Economic Development Strategy, Prince George's County identifies Destination Retail as a key industry. The City should identify ways to work with the Prince George's County Economic Development Corporation to integrate City retail efforts into the broader County strategy.

In addition to providing proactive support to development and retail attraction efforts described above, an immediate low-cost policy option to enhance Bowie Town Center (as well as other identified target areas like Old Town Bowie) is for the City to continue to host events and programs on site. Moving existing events such as the Bowie Farmers' Market, summer concert series, and holiday events as well as supporting new events in these areas will drive traffic and populate activity.

RECOMMENDED ACTION 2 | CONTINUE TO SUPPORT MIXED-USE DEVELOPMENT IN KEY AREAS OF THE CITY AS A TOOL TO ENCOURAGE PLACEMAKING, VIBRANCY AND WELL-PLANNED DENSITY.

By far the largest trend in real estate development, particularly in the Baltimore-Washington Metropolitan area, is the development of mixed-use communities that provide an active and engaging place to "live, work, play and learn." These types of development often mix residential, commercial and office settings to create a dynamic environment that is activated 18 hours a day, whereas each use on its own may only be active within smaller windows of time. When designed properly, mixed use developments become robust economic anchors and destinations within an area. Additionally, having multiple uses collocated reduces the need for separate vehicle trips, thereby reducing traffic in and around the development.

Specific to the City of Bowie, support for mixed-use developments helps to accomplish two major goals of the municipality: growing the tax base to reduce the burden on single family residential property owners and diversifying the housing stock to provide housing attractive to a young professional in an attempt counteract the City's aging population. Residential components of mixed-use projects are often multifamily rental buildings, which have a low burden on municipal services. Though rental buildings are common in mixed-use developments, fee-simple products can also be

utilized to create a dynamic environment. The Maple Lawn community in nearby Howard County has created a neighborhood of nearly entirely fee-simple products with a thriving retail environment that has become an anchor for the area.

Bowie Town Center provides a significant mixed use development opportunity. The City of Bowie received a referral from M-NCPPC for a proposed subdivision plan for the Sears property at Bowie Town Center where a developer has proposed a mixed-use concept for the property. There are several conditions required by the developer for this mixed-use development, including a maximum of 600 units within the development on Lot 6.

Based on the feedback from numerous stakeholders there is a clear need within the City for a rental housing, as well as a desire for additional and higher quality retail to locate at Bowie Town Center. Changing patterns of development are favoring denser, more urban, mixed-use development and the younger workers driving key sectors such as information technologies, government contracting and research-intensive industries targeted by the County are increasingly favoring more urban settings. Supporting mixed use development can, in many ways, support both retail and economic development while meeting demands for rental housing. With the additional density or “roof tops” added to support the retail base, the Town Center will be better able to attract the desired retailers and attract younger, high demand workers. Although the JFI-Margrave Team is not endorsing any specific plan or developer, the concept to add a “live, work, shop” element to Bowie Town Center will help create the desired ecosystem that many residents find attractive. Similar concepts could be applied elsewhere in the City, such as Melford.

Successful mixed-use developments, provide integrated housing retail and office space to create the “live, work, play” environment desired by many employers and younger workers. Prior to the covid-19 pandemic, which is reshaping the national and regional commercial real estate markets, Prince George’s County lagged its core peers (Montgomery County and Fairfax City/County) in office space inventory, price and vacancy. Historical patterns of development and demand have favored the development of industrial and flex space in the County over office space. In 2019 (the year before the pandemic), Prince George’s County accounted for only 5.6% of the Washington Metropolitan Area’s inventory of office space, but 11.6% of Flex space and 19.9% of Industrial Space. The lower rental rates charged for office space in the County compared to neighboring jurisdictions makes the County attractive to office users, but these rates have been identified as a barrier to the development of new and speculative office space, as County land and development costs are not much lower than regional peers. Consistent with the County as a whole, the City has seen only limited demand for office space, despite its location on Route 50 and strong workforce assets. With 1.8 million square feet of office space, the City lags both closer in County (College Park, Greenbelt, Laurel) peers and Annapolis in its inventory of office space.

While a lack of demand has limited past development of office space in the City, demand conditions can be expected to change in the future. Prince George’s County is becoming a more attractive location for the technology and professional, scientific, and technical services firms that drive the larger Maryland and Washington Metropolitan Area economies. Additionally, the market for office in some inner-Beltway developments, such as UMD’s Discovery District, are doing well. Moreover, while the effects of the current pandemic on commercial real estate have been quite negative, one line of thought is that it may create more demand for lower cost suburban options for satellite office space outside of higher cost city centers and located closer to the region’s predominantly suburban

workforce. As a result, the City should consider working with the development community to retain some of its prime development space in existing and planned mixed-use communities for future office space demand through formal agreements, incentives and zoning. This will position the City to capture some of the expected County growth in technology businesses and professional, scientific, and technical services.

Another method of supporting attractive mixed-use development is to encourage walkability, bikeability and related creative placemaking in new developments. Despite the fact that the City does not grant entitlements for new developments, the City's stated opinion on projects does carry weight with the Prince George's County Planning Board. As such, the City should continue to encourage and promote walkability and bikeability in new developments as a way to provide increased connectivity and create a stronger sense of place. This concept is especially important for infill development, which may happen in smaller, piecemeal segments. Large master planned communities tend to include these principles in their designs, but working to enhance the walking and biking routes throughout town to major commercial destinations will continue to make Bowie and attractive place to new businesses and residents.

RECOMMENDED ACTION 3 | CREATE A RETAIL ATTRACTION FUND

A retail attraction program or fund should be considered in the City in order to address the community's perception of not having the appropriate level of retail within the City's boundary commensurate with the levels of income that the City's residents have. A retail attraction fund or forgivable loan program could be used by the City to encourage new restaurants, grocery or specialty food stores, clothiers, home goods companies, and other unique/boutique shops to locate in the City. Under such a program, funds could be used for signage, storefront improvements, interior improvements, or relocation costs as either a local match for private investment or a grant to incentivize this retail attraction effort. These efforts should be initially focused on Bowie Town Center and other target communities, notably Old Town Bowie, but flexible enough to support related desirable investments in other communities.

RECOMMENDED ACTION 4 | IMPLEMENT A COMMERCIAL FAÇADE IMPROVEMENT PROGRAM

Many of Bowie's peer municipalities have implemented Commercial Façade Improvement programs as a way to incentivize and subsidize the cost of improvements made to commercial buildings. Each program works slightly differently, but generally provides a grant that can be used for enhancements to the public realm and streetscape of a business – paint, signage, windows, lighting, street greenery, outdoor furniture, etc. The Maryland Department of Housing and Community Development's "Community Legacy" program provides funds to municipalities to create these types of programs, meaning a program could be implemented at no out-of-pocket cost to the City. Once a program is established, the City can promote the program to property owners and businesses, particularly those in need of aesthetic enhancements, to encourage investments into the streetscape.

RECOMMENDED ACTION 5 | WORK WITH COUNTY OFFICIALS TO STREAMLINE PROCESSES FOR PERMITS, INSPECTIONS AND ENFORCEMENT.

The real-estate and residential communities alike have expressed concerns with the amount of time it takes to navigate the Prince George's County permit and approvals process. Many stakeholders lamented that the process has gotten better over time, but still lags in comparison to other counties

in Maryland. Though the City does not control this process, it is still a barrier that has resulted in business leaving Bowie for nearby Anne Arundel or Howard counties.

As it has done in the past, the City should continue to advocate for enhanced and streamlined processes at Prince George's County's Departments of Permits, Inspections and Enforcement (DPIE). As the largest municipality in the County, Bowie is adversely affected by these policies more than any other jurisdiction. City staff and legislators should regularly meet with the County officials to determine if there are ways the City can support efficient processes at the County level, as well as to bring up any recurring issues experienced by property owners in the City.

RECOMMENDED ACTION 6 | COMPLETE AN ASSESSMENT OF PROPERTY IN OLD TOWN BOWIE AND CREATE AN AREA DESIGNATED FOR SMALL AND LOCAL BUSINESSES.

There is desire by many of the stakeholders interviewed for Old Town Bowie to become a vibrant "main street" destination. Existing land ownership and uses within Old Town are fragmented, resulting in a piecemeal built environment. Currently, Old Town Bowie is made up only of a few blocks connected by a bridge anchored by the Welcome Center and Railroad Museum. The area has one large restaurant surrounded by several antique shops and other small businesses or residences. There is no comprehensive plan or strategy focused specifically on this part of the City. In the past there have been attempts by the City to acquire property in order to support local artisans, but unfortunately the attempts were unsuccessful.

The City should embark on a planning effort and conduct an assessment of the land within Old Town. This property scan should look at building ownership, land use and any businesses currently located in the area. From there, the City can scan the area for potential property acquisition by the City or County and, in turn, opportunities for repurposing buildings in Old Town into uses such as galleries, workshop space, maker space, technology economy style startups, small eateries/dining options, boutiques and retail for the community and tourists. This type of investment may also require rental assistance, incentives and other subsidy from the City based on the what types of tenants the city would like to prioritize in the area. However, by creating a place for small businesses to locate outside of the high price tags of other larger developments, it can create the charming main street style hub that has been envisioned by many.

FOCUS 2 | LEVERAGE BOWIE STATE UNIVERSITY AS THE CITY OF BOWIE'S MOST NATURAL ANCHOR INSTITUTION.

Anchor institutions are place-based, mission-driven entities such as hospitals, universities, and government agencies that leverage their economic power along with their human and intellectual resources to improve the long-term health and social welfare of their surrounding communities. Despite not being within its incorporated limits, Bowie State University (BSU) is the clear and natural anchor institution for the City. Moreover, BSU is expanding its efforts to support economic development adjacent to the City through building and planning new buildings along the campus edges, and entering into a joint development solicitation with the County to develop the 97 acres adjacent to campus at the MARC station. Cooperation between the City and BSU in these activities can enhance the success of each.

BSU has 6,308 students, 1,904 of which reside on campus and nearly 1,000 employees working on campus every day. Under the bold leadership of the current President, BSU has an impressive talent pool of young professionals and is making headlines for new partnerships and programs. Many of these programs involve workforce development, entrepreneurship and supporting small businesses.

Anchor institutions - with the proper incentives and motivation - have the economic potential to leverage their assets and revenues to promote local private sector development through means such as:

- Directing a greater percentage of their purchasing power toward local vendors based in the community.
- Hiring a greater percentage of their workforce locally.
- Incubating the development of new businesses, including social enterprise nonprofits.
- Serving as an advisor or network builder.
- Leveraging real estate development to promote local retail, employer-assisted housing, and community land trusts.
- Contributing to a vibrant community by providing a well-educated workforce that may choose to remain in the area post-graduation.

By using the tools above, anchor institutions can have a major impact on the economic development in the local community. A great local example of an anchor institution supporting the economic development goals of its community is the University of Maryland, College Park and its outsized impact not only on the City of College Park, but also on neighboring jurisdictions like Riverdale Park and University Park. If harnessed properly, similar effects may be able to take place in the City.

BSU is not within the limits of the incorporated City of Bowie, however, the two entities share a name and are major stakeholders to one another. The relationship between the City and University seems to change over time depending on leadership and any pressing issues at the moment. Creating a year-round, evergreen relationship and partnership with BSU could strengthen the local economy by leveraging BSU's position as an anchor institution with positive spin out effects on the City. Recommended Actions to help foster the relationship with BSU include:

RECOMMENDED ACTION 7 | CONTINUE TO SUPPORT THE BOWIE BUSINESS INNOVATION CENTER AND DEVELOP INCENTIVES FOR ITS GRADUATES TO PERMANENTLY LOCATE IN BOWIE.

The creation of the Bowie Business Innovation Center (Bowie BIC) as a tool for growing and incubating small business is a huge asset to the region that helps Bowie stand out among its peers. The City should continue funding this organization, but also look at new and creative ways to continue to drive value out of the dollars the City puts into the Bowie BIC.

Though the work of Bowie BIC is undoubtedly impactful, the program is open to business located throughout Prince George's County, and as a result, many of the successful businesses stemming out of the BIC do not touch or directly impact Bowie's economy. The City should develop a program to further incentivize Bowie BIC alums to stay in, or relocate to, Bowie. One way this can be accomplished is by working with landlords of commercial products in the City with high vacancy rates to develop a feeder program, linking Bowie BIC graduates to available commercial spaces in the City. If possible, these linkages could be further supported by City provided lease supports or selected landlords may be able to provide temporary reduced rates to Bowie BIC companies in order to keep them within City limits. This could enhance demand for office space in the City, reduce vacancy rates and enhance the City's ability to maximize the local economic impact of its investment

in the Bowie BIC. If successful, this program could be extended to federal contractors, small businesses, and other City targeted industries.

RECOMMENDED ACTION 8 | DEVELOP A ‘LIVE WHERE YOU WORK’ PROGRAM.

Live Where You Work programs have been established throughout the region as an incentive to encourage a specific group of people to purchase homes within a particular area. These programs work to lessen commute times, reduce reliance on single occupancy vehicle trips to get to work, increase engagement between a community and eligible employees, and can be a meaningful human resources tool to attracting and retaining top talent. The City of Bowie should consider working with BSU to develop a Live Where You Work program to encourage BSU faculty and staff to purchase a home within City limits. Typically, these programs are geared towards homeowners and provide down payment or closing cost assistance in the form of a forgivable loan to qualified individuals who purchase a home within City limits. Additionally, this is a benefit that could be extended to targeted employers (such as Innovalon) as well as to City staff itself building on the City Grants Department’s program to assist with closing costs for nurses, teachers, police, and other employees. Municipal employees who reside within the City are often consider “essential employees” due to their proximity to work and can often support the City during major weather events and situations where far travel to City Hall is not reasonable.

Existing programs within the County, such as the College Park City-University Partnership Homeownership Program, require each participating entity to make a financial contribution to fund the program. The Maryland Department of Housing and Community Development’s “Community Legacy” program provides additional funding to municipalities that can be used to establish, and fund, these types of programs, limiting the cost to Bowie.

Beyond the specific actions the JFI-Margrave Team has proposed above, below are additional ideas that could spur a more tangible and positive relationship with BSU:

- Advertise BSU events and share good news stories through the City’s local media channels, such as the Bowie Spotlight.
- Create a stronger BSU presence within the City through marketing campaigns and the presence of BSU paraphernalia at local businesses as a way for the business community to support and promote the University and vice versa.
- Create an internship program for BSU students with the City. Municipal governments provide a diverse array of employment experiences from finance to engineering to public safety, which would provide important experiential learning opportunities for BSU students while enhancing the relationship between the City and the University.
- Integrate the City into the campus culture at large BSU events, such as Homecoming, to demonstrate that the community is celebrating the University.
- Work with the local business community to offer BSU students, faculty, staff discounts at City retailers.
- Support Bowie State University’s application to become a RISE Zone through the Maryland Department of Commerce.

FOCUS 3 | DISTINGUISH THE CITY OF BOWIE AS AN ATHLETIC RECREATION HUB

There is a high concentration of existing, new and future development opportunities related to recreation within and adjacent to the City. An opportunity exists to capitalize on the tourism needs of those athletes, teams and families utilizing these facilities as a way to spur economic growth. The covid-19 pandemic inspired a resurgence in the world of active outdoor lifestyle, specifically, walking, jogging and bicycling. Due to the City's well connected trail system, open spaces and other recreational amenities, the City can capitalize on these strengths as an economic development generator.

The City and its surrounding communities have an incredibly impressive array of sports and outdoor recreation venues. There are City facilities, Maryland-National Capital Park and Planning Commission (M-NCPPC) facilities and other privately run venues. The City has numerous playgrounds and community centers, a minor league baseball team, an ice arena, and some of the best access points to many trail systems, including WB&A connecting into Anne Arundel County. Also, within close proximity to the City is the Patuxent Wildlife Research Refuge, a 12,000 acre protected wildlife area. The City should lean into these amenities and brand itself around being a recreation destination.

In addition to the existing assets, the addition of the Liberty Sports Park adjacent to the South Lake community has the potential to become a major recreation draw in the region. Liberty Sports Park will feature dining, hotel and entertainment options just footsteps away from its 10 lit turf and grass fields. The City will undoubtedly see an uptick in athletic tourism once this facility opens and may begin to see increased demand for retail, hotels, entertainment and dining before, after, or between games. Additionally, the City of Bowie will become the owner of the Bowie Race Track property on (or before) December 31, 2023 as part of a larger restructuring of horse racing tracks in Maryland. Below are three Recommended Actions that could move the City toward an overall athletics tourism strategy:

RECOMMENDED ACTION 9 | MARKET THE CITY AS AN ATHLETIC RECREATION TOURISM HUB

The City should develop a targeted campaign to proactively marketing the City as a destination for athletic events and recreation. The City should work in cooperation with leadership of nearby private organizations, such as Liberty Sports Park or the Bowie Baysox to amplify messaging and promotion. Specific items to focus on are:

- Work with youth and adult sports leagues to market the City for tournaments and leagues, ensuring leagues are privy to other assets of the City beyond their athletic facilities.
- Work with the Bowie Baysox to determine some creative ways to program the stadium when it is not in use by the club, such as concerts, farmers markets, athletic events and other performances.
- Develop marketing materials on City assets, such as hotels, restaurants entertainment venues for distribution to athletic events planners and possibly even event participants.

RECOMMENDED ACTION 10 | WORK TO REDEVELOP THE BOWIE RACE TRACK PROPERTY INTO A REGIONAL RECREATION DESTINATION.

In 2023, the City of Bowie is poised to become the owner of the Bowie Race Track facility as part of a larger restructuring of horse tracks in Maryland. The Bowie Race Track, which has been vacant and unused since the mid-1980s, is a huge opportunity to preserve the community's equine history

while turning the blighted land into a recreation facility. Per an agreement executed in December 2020, the City should work closely with Bowie State University to develop a plan for the property and timeline for implementation. If properly planned and executed, there is potential for the property to become a revenue generator through the fees for hosting events for the City, as well as an amenity to the surrounding communities.

FOCUS 4 | EXPAND THE CITY'S BUSINESS BASE THROUGH TARGETED BUSINESS STARTUP, EXPANSION AND RETENTION EFFORTS

With only 0.29 jobs per resident, resident demands for enhanced retail options, and strong development potential in areas such as Melford, the City has the potential to expand its job base through targeted business startup, expansion and retention efforts. An expanded employment and commercial base will support the core strategic goal for the City of Bowie of lowering the tax burden on residential home owners, part of the impetus behind developing this strategy. As the City grows and additional services are being provided, it is important to the City Council to avoid homeowners carrying the full burden of those costs. As such, the City needs to grow, attract and retain commercial enterprise into the City. Typically, commercial buildings have a low need for service, yet contribute significantly in tax dollars. The analysis completed in Task 1 identified the following industries are areas where the City has the potential to attract more employment:

- Information Technology Services cluster, where the City is home to companies such as Inovalon.
- Government Contracting (overlapping with Information Technology Services).
- Hospitals and Health Services cluster, with the City experiencing strong growth in health care services employment.
- Destination Retail cluster, with the City having a high concentration of retail employment.

The City should target these industries to recruit into the City through a branding campaign, targeted outreach and strengthening relationships with the broker community and Prince George's County Economic Development Corporation.

There is an incredible array of major anchors nearby that many smaller or similarly compatible companies would want to co-locate near, such as, Bowie State University, University of Maryland College Park, NASA Goddard, Beltsville Agricultural Research Center, Fort Meade and many Prince George's County Government facilities, but still be proximate to Washington, DC, Annapolis and Baltimore. Given the City's location, there is an opportunity to recruit companies working with these anchors to Bowie. The JFI-Margrave Team has two Recommended Actions focused on creating an overall Targeted Business Startup, Expansion And Retention strategy:



RECOMMENDED ACTION 11 | CREATE AND IMPLEMENT A TARGETED MARKETING CAMPAIGN TO ATTRACT THE INFORMATION TECHNOLOGY, GOVERNMENT CONTRACTING, HEALTH SERVICES AND DESTINATION RETAIL SECTORS

A core goal of this strategy is for the City to diversify and expand its employment base through the attraction of high quality office and retail users. The JFI-Margrave Team has specifically identified the Information Technology, Government Contracting, Health Services, and Destination Retail sectors as core targets based on its assessment of the City economy and the Prince George's County Economic Development Strategy. In order to attract these and related industries, the City should develop a targeted marketing campaign integrated with the County's soon to be released strategy and develop materials to identify available real estate assets, City strengths (workforce, location, real estate costs, consumer base, etc.). The City Economic Development Department should work with key County economic development stakeholders (PGCEDC, developers, and others) to support, design and implement this campaign and continue to focus on marketing through the broader real estate broker community as well as directly to key regional/national business organizations.

A core goal of this targeted marketing effort will be to target CEO'S and C-suite level business leaders who reside in the Bowie to Annapolis corridor and begin to market the City as a means for relocation out of Washington DC. Our nation's capital is an incredible location for government contractors, technology innovation companies and an array of new and old businesses to choose to headquarter in the area. However, rather than living in Washington, DC, business leaders tend to reside outside of the District. As a result, many business leaders find themselves on the corridor from Bowie to Annapolis, MD due to its high quality of life and suburban nature. Since Bowie is located between both Annapolis and Washington, DC, the City should consider targeting CEO's and C-Suite level leadership to locate their businesses in Bowie as a means to simplify commutes for themselves and their employees, save on office rental costs and ensure increased access to parking. Many of the largest companies in Prince George's County have relocated their offices due to the location in which their CEO's or C-Suite Level leaders live. This targeted campaign could be led by the Economic Development Office.

To support this targeted marketing effort the City should enhance its ongoing outreach efforts to County and regional business organizations. There are many local business groups in and around Bowie and Prince George's County. The City currently interacts with many of the business groups, however, the City of Bowie should take a more proactive approach to interacting with them as a means to promote the City of Bowie as a community open for business. While these groups are often used for networking, there also are likely to be touchpoints with existing small businesses within the City, as well as opportunities to connect with startups or businesses outside the limits and relocate them to Bowie. Examples of groups that may be worthwhile increasing engagement with could be the Greater Bowie Chamber of Commerce, the Greater Prince George's Business Roundtable or the Prince George's County Chamber of Commerce. Additionally, being that Bowie is the County's largest municipality, the City should consider being represented in appointed/elected positions on one or a number of Boards for these organizations.

RECOMMENDED ACTION 12 | ENHANCE AND INCREASE PROMOTION OF THE CITY'S EXISTING ECONOMIC DEVELOPMENT TOOLS AND PROGRAMS.

While there was broad support for the City's economic development efforts among the businesses and developers interviewed, a common theme during these interviews and the online survey was the lack of knowledge about and utilization of these programs and tools. The economic development page on the City's website provides access to excellent resources, such as Bowie SizeUp, a market analysis tool; profiles of new and upcoming exciting projects; and the City of Bowie Loan Fund. These resources exist but aren't well known by stakeholders or residents. The City should work to better promote these and other resources in order to aid the business community within its limits.

IMPLEMENTATION MATRIX

The Implementation Matrix is a tool designed to assist City staff and elected officials with the implementation of each of the Recommended Actions outlined in the previous section. The Implementation Matrix gives basic information necessary to start working on executing any particular action item. As such, the matrix is not an all-encompassing tool, rather is used to provide the most “need to know” information for each action based on the project team’s knowledge as of the date of this document. Over time the City should make slight revisions and updates to the Implementation Matrix to ensure it reflects any current realities not anticipated at the time the document was drafted. Specifically, the Implementation Matrix provides the following information:

- **Strategic Area of Focus & Recommended Action** – identifies each Recommended Action and the Strategic Area of Focus the action correlates to.
- **Leader/Implementer** – identifies who from the City should lead the effort - City Council or Staff. Although all items may pass through both entities, it is important to distinguish the origins of each Recommended Action’s implementation.
- **Partners** – lists any notable partners to work with when implementing the Recommended Action.
- **Budget Impact** – indicates the estimated budget impact of the Recommended Action. To guide this portion of the matrix, the JFI-Margrave Team has come up with the following budget estimates:
 - o **\$** - This item is estimated to cost between \$0 and \$25,000 to implement.
 - o **\$\$** - This item is estimated to cost between \$25,00 - \$50,000 to implement.
 - o **\$\$\$** - This item is estimated to cost more than \$50,000 to implement.
- **Timeframe** – outlines how quickly the action can be implemented. To guide this portion of the matrix, the JFI-Margrave Team has come up with the following definitions:
 - o **Short-Term** – this action is relatively quick and can be completed either with little prep, typically within 6-12 months from action initiation.
 - o **Mid-Term** – this action is anticipated to take a moderate amount of time to fully implement, between 12-24 months, and/or involves a moderate level of preparation to be able to start implementation. Preparation could involve aligning partners, preparing for a budget impact, or completing any precursor activities that must take place before implementing the action.
 - o **Long-Term** – this action is anticipated to take a long time to fully implement and requires significant preparatory work before implementation can begin. Actions labels as long-term may take anywhere from 2-5 years to fully implement.
- **Key Goals of the RFP** – ties back to the original goals of the RFP, which are:
 - o 1. Offer strategies to the City that will maximize the use of its economic assets and overcome any key challenges that currently impede the City’s competitiveness in attracting, retaining, and developing high-growth industries and stimulating economic growth.
 - o 2. Identify the industries, industry locations and real estate structures that have the best opportunity to thrive in the City and that can be economic generators and catalysts for the City.
 - o 3. Identify current and potential regional high-growth industries, assess regional industrial and commercial market activity, and analyze the City’s key economic competitive advantages and challenges in attracting these high-growth industries.
 - o 4. Identify gaps, challenges, and opportunities and offer recommendations for high quality

job creation in the City. Identify retention and attraction and prepare the City's labor force to meet the future workforce (labor) demand in the region. Job growth should be tied to a specific metric e.g., increasing the number of local jobs from 30% to 55% in the next 20 years.

- o 5. Identify economic development strategies that will increase the City's net tax base by generating tax revenues that exceed the cost of public services needed to serve the new development.
- **Notes** – any additional notations or pieces of information that may be helpful to implement this action.

Focus Area	Recommended Action	Lead	Budget Impact	Potential Partners	Time	RFP Goal	Notes
1 UTILIZE CREATIVE PLACEMAKING TO SUPPORT ECONOMIC DEVELOPMENT WITH AN INITIAL FOCUS ON BOWIE TOWN CENTER	1.) ACTIVELY MARKET AND SUPPORT RETAIL SPACE AND ENCOURAGE HIGH QUALITY DEVELOPMENT	City Council/ City Staff	\$-\$\$\$	Washington Prime Group	Long-Term	1,3	This is a long-term item since this action should be continued over time. However, can begin immediately.
	2.) CONTINUE TO SUPPORT MIXED-USE DEVELOPMENT IN KEY AREAS OF THE CITY AS A TOOL TO ENCOURAGE PLACEMAKING, VIBRANCY AND WELL-PLANNED DENSITY	City Council	\$-\$\$	M-NCPPC, private property owners, developers	Long-Term	1,3	This is a long-term item since this action should be continued over time. But expression of supporting this could happen immediately.
	3.) CREATE A RETAIL ATTRACTION FUND	City Council/ City Staff	\$\$\$	-	Mid-Term	1,3	-
	4.) IMPLEMENT A COMMERCIAL FAÇADE IMPROVEMENT PROGRAM	City Council/ City Staff	\$\$-\$\$\$	Maryland DHCD	Mid-Term	1,3	-
	5.) WORK WITH COUNTY OFFICIALS TO STREAMLINE PROCESSES FOR PERMITS, INSPECTIONS AND ENFORCEMENT	City Council	\$	Department of Permits, Inspections & Enforcement	Short-Term	1,3	-

	6.) COMPLETE AN ASSESSMENT OF PROPERTY IN OLD TOWN BOWIE AND CREATE AN AREA DESIGNATED FOR SMALL AND LOCAL BUSINESSES	City Staff	\$	Private Property Owners/ Prince Georges County	Mid-Term	1,3	While the scan may be less costly, acquisition of buildings would require appropriate funding.
Focus Area	Recommended Action	Lead	Budget Impact	Potential Partners	Time	RFP Goal	Notes
2 LEVERAGE BOWIE STATE UNIVERSITY AS THE CITY OF BOWIE'S MOST NATURAL ANCHOR INSTITUTION.	7.) CONTINUE TO SUPPORT THE BOWIE BUSINESS INNOVATION CENTER AND DEVELOP INCENTIVES FOR ITS GRADUATES TO PERMANENTLY LOCATE IN BOWIE	City Council	\$\$	Bowie BIC, Local Landlords	Long-Term	2,4,5	While continued support of the BIC can happen immediately, it will take some time to develop incentives with local landlords in an effort to retain or relocate BIC graduates.
	8.) DEVELOP A 'LIVE WHERE YOU WORK' PROGRAM	City Council/ City Staff	\$\$-\$\$\$	Bowie State University, Major Employers within the City	Long-Term	2,4,5	Development of such a program will take time to draft guidelines, solicit buy in from employers and gather funds.

Focus Area	Recommended Action	Lead/Impl.	Budget Impact	Potential Partners	Time	RFP Goal	Notes
3 DISTINGUISH THE CITY OF BOWIE AS AN ATHLETIC RECREATION TOURISM HUB.	9.) MARKET THE CITY AS AN ATHLETIC RECREATION TOURISM HUB	City Council/ City Staff	\$-\$\$\$	Marketing Consultancies, Bowie Baysox, Liberty Sports Park, M-NCPPC, etc.	Long-Term	2,4,5	This is a long-term item since this action should be continued over time. However, can begin immediately.
	10.) WORK TO REDEVELOP THE BOWIE RACE TRACK PROPERTY INTO A REGIONAL RECREATION DESTINATION	City Council/ City Staff	\$\$\$	BSU	Long-Term	5	Though the planning for the race track property should start immediately, it will take several years over many phases to fully implement this item.
Focus Area	Recommended Action	Lead/Impl.	Budget Impact	Potential Partners	Time	RFP Goal	Notes
4	11.) CREATE AND IMPLEMENT A TARGETED MARKETING CAMPAIGN TO ATTRACT THE INFORMATION TECHNOLOGY, GOVERNMENT CONTRACTING, HEALTH SERVICES AND DESTINATION RETAIL SECTORS	City Staff	\$\$	Private Office Space Brokers, Marketing Consultancies, Government Contractor Firms, Curated Retailers, etc.	Long-Term	2,4,5	This is a long-term item since this action should be continued over time. However, can begin immediately.

EXPAND THE CITY'S BUSINESS BASE THROUGH TARGETED BUSINESS STARTUP, EXPANSION AND RETENTION EFFORTS	12.) ENHANCE AND INCREASE PROMOTION OF THE CITY'S EXISTING ECONOMIC DEVELOPMENT TOOLS AND PROGRAMS.	City Staff	\$	Business Community	Long-Term	2,4,5	This is a long-term item since this action should be continued over time. However, can begin immediately.
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CONCLUSION

As the largest of Prince George's County's municipalities, the City is a thriving community that offers a high quality of life and services to its residents. In order to continue its success, expand tax revenues, and better meet the retail and employment needs of its residents, the City needs to expand its business and employment base. With a fiscally sound City management structure, central location, competitive real estate market, strong workforce development assets, and a key economic development anchor, the City can attain its economic development goals. The City commissioned this Economic Development Strategy with this planned success in mind. The JFI-Margrave Team believes that this fact-based, stakeholder driven and actionable strategy consisting of four economic development foci and 20 specific Recommended Actions will assist the City to achieve its goals of increasing the number of non-residential taxpayers, expanding City revenues, and diversifying its business base. Doing so will require that the City work with a wide range of internal and external stakeholders. As a result, the City must invite its partners to buy in and participate in implementing this strategy. In doing so, this strategy will help the City to maintain and enhance a high quality of life, bring more shopping and employment choices to residents and continue to make Bowie an attractive place for generations to come.



Appendices

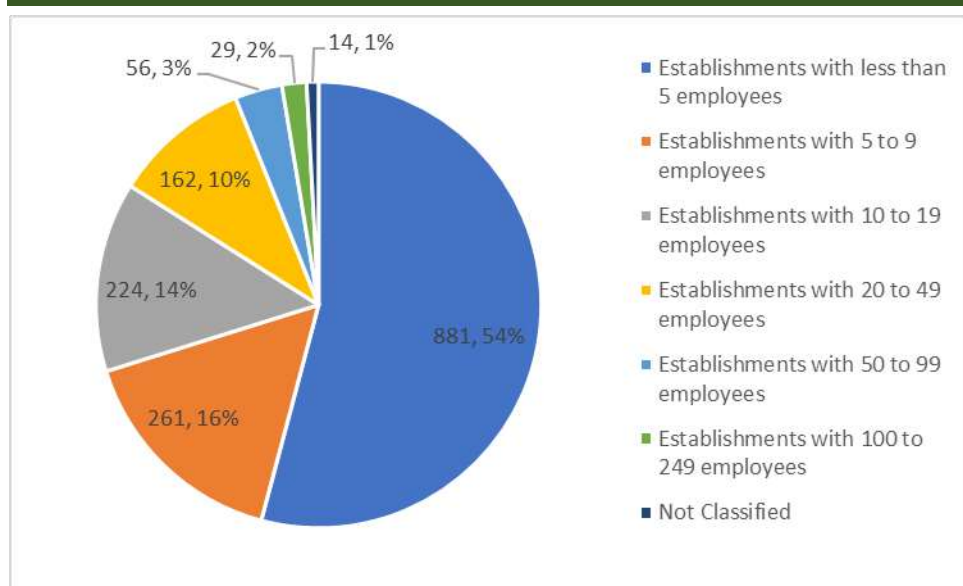
APPENDIX 1: DATA TABLES REFERENCED IN REPORT

Appendix Table 1: City of Bowie Employment Specialization, 2019			
Industry	Maryland LQ	Prince George's LQ	City of Bowie LQ
Total	1.00	1.00	1.00
Agriculture, Forestry, Fishing and Hunting	0.26	0.02	0
Mining, Quarrying, and Oil and Gas Extraction	0.09	0.04	0.00
Utilities	0.96	0.72	0.06
Construction	1.22	1.75	1.34
Manufacturing	0.48	0.28	0.04
Wholesale Trade	0.81	0.73	0.25
Retail Trade	0.98	1.12	1.88
Transportation and Warehousing	0.89	1.00	0.17
Information	0.69	0.48	2.08
Finance and Insurance	0.81	0.42	0.68
Real Estate and Rental and Leasing	1.10	1.25	0.28
Professional, Scientific, and Technical Services	1.49	1.02	1.51
Management of Companies and Enterprises	0.65	0.36	0.00
Administration & Support, Waste Management and Remediation	1.03	0.85	0.99
Educational Services	1.31	0.66	4.50
Health Care and Social Assistance	1.04	0.71	1.00
Arts, Entertainment, and Recreation	1.02	0.77	4.06
Accommodation and Food Services	0.93	1.05	1.38
Other Services (excluding Public Administration)	1.10	0.92	0.93
Public Administration	1.24	1.91	0.21
(LQ = level of specialization - National average = 1)			
Source: EMSI and Census On-the-Map			

Appendix Table 2: Top City of Bowie Employers by Sector

NAICs	Sector	Businesses	Employment
	Total	<u>92</u>	<u>11,810</u>
11	Agriculture, Forestry, Fishing and Hunting		
21	Mining, Quarrying, and Oil and Gas Extraction		
22	Utilities		
23	Construction	3	448
31-33	Manufacturing		
42	Wholesale Trade		
44-45	Retail Trade	22	2,574
48-49	Transportation and Warehousing	2	113
51	Information	1	832
52	Finance and Insurance	1	270
53	Real Estate and Rental and Leasing	1	130
54	Professional, Scientific, and Technical Services	10	1,159
55	Management of Companies and Enterprises		
56	Administrative and Support and Waste Management and Remediation Services	3	210
61	Educational Services	4	1,297
62	Health Care and Social Assistance	11	1,209
71	Arts, Entertainment, and Recreation	6	594
72	Accommodation and Food Services	14	1,380
81	Other Services (except Public Administration)	5	406
92	Public Administration	9	1,188

Source: City of Bowie and Hoovers

Appendix Figure 1: Bowie Zip Code Business Patterns

Appendix Table 3: Population Change, 2010-2019

	2010	2019	Change 2010-19	
			#	%
US	308,745,538	324,697,795	15,952,257	5.2%
Maryland	5,773,552	6,018,848	245,296	4.2%
Prince George's County	863,420	908,670	45,250	5.2%
Bowie	54,727	58,481	3,754	6.9%
College Park	30,413	32,159	1,746	5.7%
Greenbelt	23,068	23,219	151	0.7%
Hyattsville	17,557	18,242	685	3.9%
Laurel	25,115	25,767	652	2.6%
Annapolis	38,394	39,223	829	2.2%

Source: U.S. Census Bureau - American Community Survey

Appendix Table 4: Bowie Population by Gender and Age, 2010 v. 2019

	2010	2019	Change 2010-19	
			#	%
Total Population	54,314	58,481	4,167	7.7%
Gender				
Male	25,908	27,656	1,748	6.7%
Female	28,406	30,825	2,419	8.5%
Age				
Under 5 years	3,781	3,243	-538	-14.2%
5 to 9 years	3,782	3,263	-519	-13.7%
10 to 14 years	4,039	3,844	-195	-4.8%
15 to 19 years	3,303	3,619	316	9.6%
20 to 24 years	2,874	2,693	-181	-6.3%
25 to 34 years	6,395	6,958	563	8.8%
35 to 44 years	9,258	7,505	-1,753	-18.9%
45 to 54 years	9,271	9,944	673	7.3%
55 to 59 years	3,593	4,820	1,227	34.1%
60 to 64 years	2,471	3,954	1,483	60.0%
65 to 74 years	3,172	4,869	1,697	53.5%
75 to 84 years	1,881	2,669	788	41.9%
85 years and over	494	1,100	606	122.7%
Median Age	39.0	42.7		

Source: U.S. Census Bureau - American Community Survey

Appendix Table 5: Total Households, 2010-2019

	2010	2019	Change 2010-19	
			#	%
US	116,716,292	120,756,048	4,039,756	3.5%
Maryland	2,156,411	2,205,204	48,793	2.3%
Prince George's County	304,042	311,343	7,301	2.4%
Bowie	19,950	20,983	1,033	5.2%
College Park	6,757	7,407	650	9.6%
			-	-
Greenbelt	9,747	9,350	(397)	4.1%
Hyattsville	6,324	6,592	268	4.2%
			-	-
Laurel	10,498	9,740	(758)	7.2%

Source: U.S. Census Bureau - American Community Survey

Appendix 6. Median Household Income, 2010 v. 2019 and Poverty Rate

	Median Household Income			Poverty Rate
	2010	2019	% Change	
US	\$51,914	\$62,843	21%	13.4%
Maryland	\$70,647	\$84,805	20%	9.2%
Prince George's County	\$71,260	\$84,920	19%	8.5%
Bowie	\$101,671	\$113,338	11%	3.2%
College Park	\$62,366	\$66,679	7%	26.7%
Greenbelt	\$61,143	\$71,734	17%	10.2%
Hyattsville	\$54,839	\$81,736	49%	11.0%
Laurel	\$63,271	\$78,313	24%	7.4%
Annapolis	\$70,229	\$85,636	22%	11.0%
Crofton	\$100,553	\$123,858	23%	1.5%

Source: U.S. Census Bureau ACS 5-year estimates.

Appendix Table 7: Bowie Household Income Distribution, 2019

Total	% of Households
Less than \$10,000	2.3%
\$10,000 to \$14,999	1.0%
\$15,000 to \$24,999	2.2%
\$25,000 to \$34,999	3.8%
\$35,000 to \$49,999	6.2%
\$50,000 to \$74,999	12.7%
\$75,000 to \$99,999	12.6%
\$100,000 to \$149,999	25.4%
\$150,000 to \$199,999	16.6%
\$200,000 or more	17.3%

Source: U.S. Census Bureau ACS 5-year estimates.

Appendix Table 8: Place of Work

	Worked in State of residence:	Worked in county of residence	Worked outside county of residence	Worked outside State of residence	Worked in of place of residence
Maryland	83%	54%	29%	17%	17%
Prince George's County	59%	40%	19%	41%	8%
Bowie	71%	45%	25%	29%	14%
College Park	80%	60%	20%	20%	37%
Greenbelt	70%	48%	21%	30%	15%
Hyattsville	55%	38%	17%	45%	13%
Laurel	80%	41%	39%	20%	17%
Annapolis	90%	71%	19%	10%	32%
Crofton	82%	42%	40%	18%	12%

Source: Census ACS

APPENDIX 2: GLOSSARY

Analysis Language, Defined	
Sense of Place	Sense of place describes the individuality of place, its distinct character, and it also suggests a particular feel that makes the place stand out among other areas. Thus, this concept is strongly tied to the process of placemaking through which social, cultural or ethnic groups shape their environment and landscape.
Location Quotient	Location quotients are ratios that allow an area's distribution of employment by industry, ownership, and size class to be compared to a reference area's distribution. If an LQ is equal to 1, then the industry has the same share of its area employment as it does in the nation. An LQ greater than 1 indicates an industry with a greater share of the local area employment than is the case nationwide
Retail Leakage	Retail leakage occurs when local people spend a larger amount of money on goods than local businesses report in sales, usually due to people traveling to a neighboring town to buy goods. Retail sales leakage implies there is unsatisfied demand within the trading area

North American Industry Classification System - Sector Definitions		
NAICS Codes	Industry Title	Definition
11	Agriculture, Forestry, Fishing and Hunting	Establishments primarily engaged in growing crops, raising animals, harvesting timber, and harvesting fish and other animals from a farm, ranch, or their natural habitats.
21	Mining	Establishments that extract naturally occurring mineral solids, such as coal and ores; liquid minerals, such as crude petroleum; and gases, such as natural gas.
22	Utilities	Establishments engaged in the provision of the following utility services: electric power, natural gas, steam supply, water supply, and sewage removal.
23	Construction	Establishments primarily engaged in the construction of buildings or engineering projects (e.g., highways and utility systems).
31-33	Manufacturing	Establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products.
42	Wholesale Trade	Establishments engaged in wholesaling merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

44-45	Retail Trade	Establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.
48-49	Transportation and Warehousing	Establishments providing transportation of passengers and cargo, warehousing and storage for goods, scenic and sightseeing transportation, and support activities related to modes of transportation.
51	Information	Establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.
52	Finance and Insurance	Establishments primarily engaged in financial transactions (transactions involving the creation, liquidation, or change in ownership of financial assets) and/or in facilitating financial transactions.
53	Real Estate Rental and Leasing	Establishments primarily engaged in renting, leasing, or otherwise allowing the use of tangible or intangible assets, and establishments providing related services.
54	Professional, Scientific, and Technical Services	Establishments that specialize in performing professional, scientific, and technical activities for others.
55	Management of Companies and Enterprises	Establishments that hold the securities of (or other equity interests in) companies and enterprises for the purpose of owning a controlling interest or influencing management decisions or (2) establishments (except government establishments) that administer, oversee, and manage establishments of the company or enterprise and that normally undertake the strategic or organizational planning and decision-making role of the company or enterprise.
56	Administrative and Support and Waste Management and Remediation Services	Establishments performing routine support activities for the day-to-day operations of other organizations.
61	Educational Services	Establishments that provide instruction and training in a wide variety of subjects.
62	Health Care and Social Assistance	Establishments providing health care and social assistance for individuals.
71	Arts, Entertainment, and Recreation	Establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons.
72	Accommodation and Food Services	Establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption.
81	Other Services (except Public Administration)	Establishments engaged in providing services not specifically provided for elsewhere in the classification system.
92	Public Administration	Establishments of federal, state, and local government agencies that administer, oversee, and manage public programs and have executive, legislative, or judicial authority over other institutions within a given area.

Industry Clusters from Prince George's County Economic Development Strategy

Cluster Title	Definition
Four Target Industry Clusters	
Federal Government	Federal government establishments.
Hospitals and Health Services	Establishments providing health care focusing on larger hospital and related outpatient care facilities.
Information Technology Services	Establishments engaged in software development, communications, and computer services.
Research-Intensive Industries	Establishments engaged in research intensive activities, including Biosciences; Instruments and Electronics; and Research Development and Engineering.
Two Supporting Industry Clusters	
Destination Retail	Includes establishments engaged in larger retail activities, such as department stores, home centers, and warehouse clubs and supercenters that serve as destination shopping venues, and excludes retail activities such as food, drug and gasoline retailers that primarily serve the local population.
Transportation, Distribution, and Logistics	Establishments engaged in wholesaling merchandise and providing non-passenger transportations and support activities related to modes of transportation.

Attachment 2

Economic Development is important to the City of Bowie

Economic development is the process by which the economic well-being and quality of life of a nation, region, local community, or an individual are improved according to targeted goals and objectives.

This can be done through commerce, development, expansion of the commercial tax base, etc. For the City of Bowie, our economic development goals and objectives are to: increase the size and competitiveness of the City's economy; enhance and diversify our business, employment, and tax base; and improve the quality of life for our residents.

The City has an economic development program in order generate revenue from sources other than homeowners. The City wants to increase the number of non-residential taxpayers and the revenues they create to ultimately reduce the residential taxpayers' burden. It wants to have increased revenues to pay for government services without asking the residential taxpayer to carry the full burden, so it needs to grow the number and types of businesses in Bowie. The City will accomplish this by changing and improving the mix of businesses; revitalizing areas of the City tarnished by age; and preventing disinvestments and the erosion of the business base. The City also wants to maintain and enhance a high quality of life. It wants to bring shopping and working choices to its citizens, improve the quality of life, make the City an attractive place for future generations, and protect the things that make the City what it is.

Key goals for the Economic Development Strategy and Action Plan are to:

- Offer strategies to the City that will maximize the use of its economic assets and overcome any key challenges that currently impede the City's competitiveness in attracting, retaining, and developing high-growth industries and stimulating economic growth.
- Identify the industries, industry locations and real estate structures that have the best opportunity to thrive in the City and that can be economic generators and catalysts for the City.
- Identify current and potential regional high-growth industries, assess regional industrial and commercial market activity, and analyze the City's key economic competitive advantages and challenges in attracting these high-growth industries.
- Identify gaps, challenges, and opportunities and offer recommendations for high quality job creation in the City. Identify retention and attraction and prepare the City's labor force to meet the future workforce (labor) demand in the region. Job growth should be tied to a specific metric e.g., increasing the number of local jobs from 30% to 55% in the next 20 years.
- Identify economic development strategies that will increase the City's net tax base by generating tax revenues that exceed the cost of public services needed to serve the new development.



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Community Development Block Grant Annual Action Plan FY23 (HUD FY22)
Resolution R-15-22

DATE: 04/28/2022

As an Entitlement Community, the City of Bowie receives Community Development Block Grant funds directly from the US Department of Housing and Community Development (HUD). Annually, the City is responsible for producing, with citizen participation, two major documents for HUD: (1) The Annual Action Plan for the upcoming fiscal year, and (2) The Consolidated Annual Performance and Evaluation Report (CAPER) to detail the performance of the previous fiscal year. City Council is required to review and approve these two documents prior to submittal to HUD.

The first document, the Annual Action Plan, is viewed as an addendum to the Five-Year Consolidated Plan that was produced and submitted to HUD in May 2018. This plan describes which objectives outlined in our Five-Year Strategy (a component of the Consolidated Plan) the City will be completing during the next fiscal year and describes the source of funds for the projects to be undertaken. The *Draft Annual Action Plan for FY 2023 (HUD FY22)* was presented for public review at hearings held March 10, 2022, and April 6, 2022, and was made available for public comment for thirty days. The Draft plan is attached for City Council review and adoption by Resolution (also attached).

The second document, due in September each year, is the Consolidated Annual Performance and Evaluation Report (CAPER). The CAPER requires the City to report on the status of projects cited in the Annual Action Plan and evaluate the effectiveness and success of each project in relation to the overall strategy. This document also includes financial reports that illustrate the use of federal funds and other resources. A draft of the CAPER should be available for public review no later than August 3, 2022 and presented to City Council for approval no later than early September. The CAPER is due to HUD by September 15, 2022.

DISCUSSION: Staff has completed the production of the Annual Action Plan for Fiscal Year 2023 (HUD FY22) as required by the U.S. Department of Housing and Urban Development. The report is attached.

RECOMMENDATIONS: We recommend that Council adopt Resolution R-7-21 and authorize the Annual Action Plan to be sent to HUD.

ADL/JB

- ATTACHMENTS:**
1. 20220502 - Resolution R-15-22
 2. 20220502 - Draft FY23 (HUD FY22) Annual Action Plan

**RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
ADOPTING THE HOUSING AND COMMUNITY DEVELOPMENT ANNUAL
ACTION PLAN FISCAL YEAR 2023 (HUD FY2022)**

WHEREAS, the City of Bowie (City), Maryland is entitled to receive annual Community Development Block Grant (CDBG) Program funds directly; and

WHEREAS, the City Council approved Resolution R-26-18 on May 7, 2018, adopting the City of Bowie Consolidated Plan for Housing and Community Development; and

WHEREAS, as an entitlement community the City must adopt a Housing and Community Development Annual Action Plan for Fiscal Year 2023; and

WHEREAS, the Consolidated Plan for Housing and Community Development previously assessed community needs and developed a Five-Year Strategic Plan in order to address those needs; and

WHEREAS, the objectives outlined in the Five-Year Strategic Plan will be implemented annually using a multitude of resources including CDBG and municipal funds, as well as additional grants; and

WHEREAS, the CDBG Entitlement has allowed the City of Bowie to leverage additional funds that will assist in the implementation of the Five-Year Strategic Plan; and

WHEREAS, the proposed expenditure of CDBG funds is consistent with CDBG program regulations; and

WHEREAS, the Annual Action Plan for Fiscal Year 2023 indicates that CDBG funds will provide for housing rehabilitation services, fair housing training, and workforce development & life skills training; and

WHEREAS, the proposed CDBG funded activity meets one of three national objectives, to “provide housing services” for low and moderate-income residents of the City; and

WHEREAS, the requirements of the Citizen Participation Plan have been adhered to and that public participation in the development of this Housing and Community Development Annual Action Plan for Fiscal Year 2023 has been solicited.

NOW THEREFORE, BE IT RESOLVED that the Council of the City of Bowie does hereby approve the Housing and Community Development Annual Action Plan for Fiscal Year 2023 attached as Attachment 1 to this Resolution; and

BE IT FURTHER RESOLVED that the City Manager is authorized to submit this plan to the Department of Housing and Community Development for their review and approval.

INTRODUCED AND PASSED by the Council of the City of Bowie. Maryland at a Regular Meeting on May 2, 2022.

Timothy J. Adams, Mayor

ATTEST:

Awilda Hernandez, MMC
City Clerk



City of Bowie Consolidated Plan for Housing and Community Development

Draft Annual Action Plan FY 2023 (HUD FY2022)

Mayor: Timothy Adams **Mayor Pro Tem:** Adrian Boafo

Council:

Michael Esteve, Henri Gardner,

Ingrid Harrison, Rozy Ndebumadu, Dufour Woofley

City Manager: Alfred D. Lott

Prepared By: Office of Grant Development & Administration

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Prepared by

City of Bowie
City Manager’s Office
Office of Grant Development & Administration
Housing & Homeless Services
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Annual Action Plan

AP-15 Expected Resources

Introduction

The following table shows the amount of funds expected to be available in year one of this Consolidated Plan.

Table 1 Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Reminder of ConPlan	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	Public - Federal	Homeowner Rehab, Fair Housing, and Workforce Development	\$196,435	\$0	\$0	\$196,435	\$0	CDBG funds will be used to address community housing needs—specifically, housing rehabilitation; Fair housing; and Workforce Development

Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied

The City of Bowie will utilize general funds for an education component of the Housing Rehabilitation Program. Sessions will be held to teach residents about energy efficiency measures that can lower monthly utility costs. Between \$350,000 and \$400,000 of City General Funds will be leveraged by the CDBG funding.

If appropriate, describe publically owned land or property located within the jurisdiction that may be used to address the needs identified in the plan

No publicly owned land or property within the jurisdiction will be used to address the needs identified in the plan.

AP-20 Annual Goals and Objectives

Table 2 Goals Summary Information

Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
Improve the quality of owner housing	2019	2023	Affordable Housing	Citywide	Housing Rehab	\$169,535	Homeowner Housing Rehabilitated: 10 Household Housing Unit
Improve access to affordable housing	2019	2023	Non-Housing Community Development	Citywide	Fair Housing Activities s	\$1,900	Public service activities other than low/moderate income housing benefit. 2 activities.
Improve access to workforce development	2019	2023	Non-Housing Community Development	Citywide	Workforce Training and Job Placement	\$25,000	Public service activities other than low/moderate income housing benefit. 20 persons assisted.

Goal Descriptions

Goal Name	Description
Improve the quality of owner housing	Single Family, Owner-Occupied, Residential Housing Rehab Program (with HUD income qualification requirements) that prioritizes senior citizens, disabled residents, and others for the next two years. Matrix code 14A.
Improve access to affordable housing	Fair Housing outreach activities, including training sessions, informational brochures or outreach sessions to improve the community's understanding of fair housing laws. Matrix code 05J.

Improve access to workforce development

The project will be to undertake a small community study in the form of a project to examine the potential workforce and employment training in communities throughout the city. Matrix code 05H.

Estimate the number of extremely low-income, low-income, and moderate-income families to whom the jurisdiction will provide affordable housing as defined by HOME 91.215(b)

The City of Bowie does not receive HOME funds.

AP-35 Projects

Introduction

The Annual Action Plan reflects the City's funding priorities and identifies projects that the City proposes to implement with funds from the U.S. Department of Housing and Urban Development's Community Development Block Grant (CDBG) Program. The funding is allocated to the community's highest priority needs.

Table 3 Projects

#	Project Name
1	Single Family, Owner-Occupied, Residential Housing Rehab Program
2	Fair Housing Activities
3	Workforce Training and Job Placement

Describe the reasons for allocation priorities and any obstacles to addressing underserved needs

The City of Bowie has determined that housing rehabilitation is the City's highest priority need based on the changing demographics of the City and the need to maintain an affordable housing stock. The City has been extremely successful in implementing a housing rehabilitation program in past years, with over 200 units assisted since the implementation of the program. The only obstacle to the program is a lack of sufficient funding to meet the full demand for housing rehabilitation.

AP-38 Project Summary

Table 4 Project Summary Information

Project Name	Target Area	Goals Supported	Needs Addressed	Funding
Housing Rehabilitation		Housing Rehabilitation Program	Housing Rehab	CDBG: \$169,535
Workforce Training and Job Placement		Workforce Training and Job Placement	Workforce development	\$25,000
Fair Housing Activities		Fair Housing Education	Fair Housing Education	CDBG: \$1,900

Housing Rehabilitation and “Green” Technologies

The Single Family, Owner-Occupied, Residential Housing Rehab Program (with HUD income qualification requirements) prioritizes senior citizens, disabled residents, and others for the next two years.

The goals for the rehabilitation program are consistent with HUD's policies and its goals for the Energy Star Program by removing constraints on mobility, reducing total household expenses, improving indoor air quality, reducing health hazards, increasing comfort, increasing property value, and improving outlook on life.

In implementing this plan, CDBG Entitlement funds are supplemented by MD DHCD Community Legacy grant funds for the Senior Citizen “Green” Housing Rehabilitation Program.

Fair Housing Activities

Funding for fair housing activities will support education and outreach efforts in the City of Bowie. Typical actions include seminars and trainings for residents, landlords, and city staff covering an array of fair housing topics. This year the City of Bowie will hold workshops for residents, landlords, city staff and other interested parties on their rights and responsibilities under fair housing laws.

AP-50 Geographic Distribution

Description of the geographic areas of the entitlement (including areas of low-income and minority concentration) where assistance will be directed

Program funds will be distributed across the entire corporate limits of the City of Bowie.

Table 5 Geographic Distribution

Target Area	Percentage of Funds
Not Applicable	Not Applicable

Rationale for the priorities for allocating investments geographically

With a median family income of \$120,919 (2016 U.S. Census Data), Bowie is considered to be an affluent community. An income considered high elsewhere in the County or even in other locations across the nation may be considered moderate or low in this jurisdiction. The number of persons age 65 and older in Bowie in 2016 was 7,657 persons, or 13.3% of the population, compared to 5,547 persons, or 10.2% of the population in 2010.

In addition, cost-burden among homeowners increased across all lower income bands. In 2013, there were 2,165 cost-burdened lower income homeowners compared to 803 cost-burdened lower income renters. The increase was highest among elderly households (+174) and small related households (+320). As such, funds for the Housing Rehabilitation Program are distributed and prioritized on an individual basis to those homeowners needing assistance.

AP-55 Affordable Housing

Introduction

The City of Bowie's CDBG program will support the rehabilitation of housing. All rehabilitation funds will be used to support the rehab of existing homes that prioritizes senior citizens, disabled residents, and others for the next two years. Specifically, the program aims to make major repairs for households that would otherwise be unable to afford needed maintenance. The program also aims to reduce monthly living costs by creating more energy efficient homes. These goals help maintain the City's affordable housing stock while improving the financial stability of residents.

Table 6 One Year Goals for Affordable Housing by Support Requirement

One Year Goals for the Number of Households to be Supported	
Homeless	0
Non-Homeless	0
Special-Needs	10
Total	10

Table 7 One Year Goals for Affordable Housing by Support Type

One Year Goals for the Number of Households Supported Through	
Rental Assistance	0
The Production of New Units	0
Rehab of Existing Units	10
Acquisition of Existing Units	0
Total	10

AP-60 Public Housing

Introduction

The City of Bowie is served by the Prince George's County Housing Authority. There is no conventional public housing in Bowie although a number of senior housing units are subsidized, including those at Bowie Commons and Pin Oak Village.

Actions planned during the next year to address the needs of public housing

Bowie does not have its own public housing agency, nor is there public housing in the City. As public housing has not been established as a high priority need in Bowie, the City will continue to encourage the development of other types of affordable housing that serve the demographics of the community.

Actions to encourage public housing residents to become more involved in management and participate in homeownership

While no conventional public housing exists in Bowie, the City has taken a strategic and coordinated effort to ensure those living in affordable senior housing have access to premium social services, decent housing, ample recreational facilities, convenient and affordable health care, senior service provisions, educational extension services, and responsible and interactive law enforcement that enhance the quality of life in the community, increase housing values, and develop employment opportunities.

If the PHA is designated as troubled, describe the manner in which financial assistance will be provided or other assistance

The City of Bowie does not have a PHA. The Prince George's County Housing Authority is not designated as troubled.

AP-65 Homeless and Other Special Needs Activities

Introduction

Given the City of Bowie's limited allocation, no CDBG funds are being used to directly address homelessness in the community. The City does, however, work closely with various groups to address homelessness.

Describe the jurisdictions one-year goals and actions for reducing and ending homelessness including reaching out to homeless persons (especially unsheltered persons) and assessing their individual needs

The City of Bowie is a participant in the Prince George's County Continuum of Care. The Continuum of Care has developed a system to address homelessness and the priority needs of homeless individuals and families, including homeless subpopulations. The CoC addresses the housing and supportive services needs in each stage of the continuum process to help homeless persons make the transition to permanent housing and independent living. These services are documented annually during the Continuum of Care's point-in-time survey, and individual needs are evaluated each time a person enters the County system. This ensures individuals are receiving the appropriate type of care and are being pointed toward permanent, supportive housing and associated mainstream benefits.

The City of Bowie will continue to support the Continuum of Care strategy to meet the needs of homeless persons and those at risk of becoming homeless. In addition, this year the City will increase its surveys and engagement activities in Bowie's commercial areas. The City will be joined by members of the County's homeless crisis call center and staff from United Communities Against Poverty (UCAP).

Addressing the emergency shelter and transitional housing needs of homeless persons

The City of Bowie will address the emergency and transitional housing needs of homeless persons as a participant in the Prince George's County Continuum of Care (CoC). The City does not directly provide services or receive ESG funds, but will work with the CoC to address homelessness. No homeless housing is available in the City; however, the City works closely with its police force and within its City departments to address the needs of homeless individuals. Any homeless individual in Bowie is immediately referred to the Continuum of Care for the services they provide. The City is also presently in discussions with various community and faith-based groups interested in increasing the supply of homeless residences in the City.

Helping homeless persons (especially chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth) make the transition to permanent housing and independent living, including shortening the period of time that individuals and families experience homelessness, facilitating access for homeless individuals and families to affordable housing units, and preventing individuals and families who were recently homeless from becoming homeless again

The County's Plan contains a range of options to reduce the time a household remains homeless, and to expedite their transition to permanent housing and independence to prevent recidivism.

This part of the County's Plan focuses on two key strategies: (1) Rapid Re-Housing (RRH), and (2) Permanent Housing (PH). Additionally, accommodations were made for five subpopulations identified by the CoC as presenting unique challenges under these two strategies: (1) unaccompanied youth, (2) veterans, (3) chronically homeless, mentally ill, substance abusing or dually diagnosed persons and/or disabled individuals; (4) domestic violence survivors; and (5) returning residents. The CoC created subcommittees charged with designing and implementing additional sustainable strategies to address the unique barriers to permanent housing for their particular sub-population.

Rapid Re-Housing (RRH): In FY 2014, the County's RRH funding serviced the needs of less than 2% of all households.

Keys to the success of this approach include but are not limited to: a well-developed housing barrier assessment process, good relationships with landlords, the presence of staff skilled in negotiation, housing location, case management, and the availability of funds for short-to-medium rental and utility subsidies, as well as other related housing costs.

Permanent Housing: The longer a household remains in a state of homelessness, the less likely they are to prevent the cycle from re-occurring and the greater their risk for recidivism. Therefore, timely and appropriate intervention is critical. While all housing solutions are important, the County's Plan focuses on two priority areas of permanent housing: (1) subsidized housing, and (2) permanent supportive housing (PSH) - both of which are designed to address the complex needs of those identified as least likely to be successful without a long-term sustainable housing solution and for whom multiple RRH interventions have failed.

Special Populations: Permanent Housing for these populations presents a unique set of barriers that further complicate services to persons who are homeless and require additional strategies that are customized to remove these challenges and facilitate transition to permanency.

Unaccompanied youth and young adults: The County has identified unaccompanied young people ages 13-24 as deserving of separate attention and development of a single integrated system of care. The County has developed the Homeless Youth Work Group (a sub-committee of the CoC) to lead its efforts for servicing this population. Selected activities include: development of a Strategic Plan, conducted 3 annual housing instability counts, created 14 beds of emergency shelter, created 65 beds of transitional housing, participated on a statewide task force to study housing and supportive services for

unaccompanied homeless youth and made recommendations for action by the Maryland General Assembly and State executive agencies⁵², and helped pass related legislation to service this population.

Chronically homeless, mentally ill, substance abusing, dually diagnosed and/or disabled individuals: Studies show that although chronically homeless people represent a small share of the overall homeless population, their effect on the homeless system and the community is considerable. Emergency shelters are not designed to address the extensive needs of people with serious mental illness or other disabilities. The County's strategic efforts to provide permanent housing for this subpopulation include: development of a registry of all homeless individuals who are chronic and/or experiencing a behavioral health crisis that prevents them from maintaining housing stability without intense intervention and support; Countywide implementation of the vulnerability index and multidisciplinary review panel to determine placement prioritization; and expanded housing options including Housing First PSH, Safe Haven and a drop-in center.

Veterans: As stated, Prince George's County has the largest number of veterans in Maryland and yet, few access the homeless services system. The County has established collaborative relationships with the Veteran's Affairs, community colleges, workforce organizations, housing developers and service providers to take advantage of upcoming housing and related services for veterans.

Re-Entry: Approximately 4,000 inmates are released from the Department of Corrections each year. When this occurs without a structured reentry plan, it generates additional demands on communities and service systems. The County's plan calls for a collaboration of criminal justice agencies, community organizations and service providers to promote successful re-integration of returning citizens confronting homelessness.

Domestic Violence Survivors: There is a significant lack of emergency shelter beds for domestic violence survivors, in general, and a complete lack of specialized shelter for survivors. The County's Plan includes strategies designed to address challenges of domestic violence survivors and ensure all persons, as needed, have a safe, secure place to reside.

Helping low-income individuals and families avoid becoming homeless, especially extremely low-income individuals and families and those who are: being discharged from publicly funded institutions and systems of care (such as health care facilities, mental health facilities, foster care and other youth facilities, and corrections programs and institutions); or, receiving assistance from public or private agencies that address housing, health, social services, employment, education, or youth needs.

The first defense against homelessness is prevention and/or diversion, both of which are highlighted as priorities in the County's Strategic Plan. It is much more cost effective for many households to maintain their housing rather than the County facilitating entry into the homeless emergency system and re-housing the family. The County has a very strong system for prevention and intervention but does not have the funding required to end homelessness.

Shelter diversion: The goal of this strategy is to help at-risk households seeking shelter to identify alternative housing options (avoiding entry into a shelter), and to offer support services that will help them stabilize until a permanent housing opportunity becomes available. Shelter diversion is handled through the coordinated intake process and is used in cases where it is a safe and practical alternative to shelter.

Prevention: Prevention assistance, usually in the form of immediate and short-term rental and/or utility assistance, provides a means of preserving permanent housing situations and saving households from entering the homeless assistance system. Prevention and diversion programs are of critical importance to keeping people from becoming homeless in the face of a personal crisis. The County's Plan includes creation of a publicly and privately funded and coordinated intervention system focused on preventing homelessness and maximizing the effectiveness of this limited pool of resources.

Prince George's County envisions a comprehensive housing crisis response system through which homelessness can be prevented, and as required, homelessness can be quickly ended. The plan is designed to identify and align homeless support systems to meet the distinct needs of people at risk of, or experiencing homelessness, make additional affordable housing resources available either through development and/or subsidy programs, realign existing resources with prevention and rapid re-housing initiatives, and target permanent supportive housing for those deemed most vulnerable.

Discussion

In addition to continuing these programs, the City's s rehabilitation program will maintain the affordable housing stock while reducing residents' monthly payments through energy efficiency improvements. These improvements will lower costs for residents and enable many to remain in their homes.

AP-75 Barriers to affordable housing

Introduction

In the Consolidated Plan, the City identified public policies in its Consolidated Plan that are barriers to fair and affordable housing. For barriers outside the direct control of the City, Bowie continues to work with State partners to accomplish fair and affordable housing goals. Bowie is also focusing on fair housing education and workforce housing set-asides in the coming year.

Actions it planned to remove or ameliorate the negative effects of public policies that serve as barriers to affordable housing such as land use controls, tax policies affecting land, zoning ordinances, building codes, fees and charges, growth limitations, and policies affecting the return on residential investment

This year, the City is using a portion of its CDBG allocation to offer fair housing education sessions that are free and open to the public. These sessions will educate residents about their rights and sellers/landlords' responsibilities regarding fair housing. The City is presently engaging with a developer on a proposed large, mixed-use project that could include workforce housing set-asides.

Additionally, the City is continuing to seek approval from the State Legislature for independent zoning authority. Maintaining local zoning control will allow the City to more adequately plan for a greater mix of uses including affordable housing.

Discussion

In addition to these policy-related actions, the City's Housing Rehabilitation Program will continue to provide housing rehabilitation funds that will maintain the affordable housing stock and reduce monthly costs for homeowners.

AP-85 Other Actions

Introduction

In addition to the actions the City of Bowie will take with its annual CDBG allocation, the City continually works to improve the housing and employment opportunities for low and moderate income persons and other special populations.

Actions planned to address obstacles to meeting underserved needs

While the City does not have zoning authority over proposed development projects, it does review submitted plans in accordance with the City's Development Review Guidelines and submits recommendations to the County Planning Board. In order to provide a broad range of affordable housing types and styles, the City will continue to encourage each builder within a new residential development to provide at least one single-story unit type or model, which includes a first floor master bedroom to address the needs of the 55-and-over population and persons with disabilities.

To further strengthen zoning controls, the City is working with the State Legislature for independent zoning authority.

Actions planned to foster and maintain affordable housing

The City's Code Compliance Department ensures that all properties in the City are kept up-to-code, well-maintained and safe. In addition, the Housing Rehabilitation program fosters and maintains affordability for seniors and the disabled, as well as other income qualified residents, by lowering utility costs and maintaining livable homes.

Actions planned to reduce lead-based paint hazards

The majority of housing in Bowie was built post World War II, and is free of lead-based paint. The City does not have a Housing Authority that performs lead paint assessments or rehabilitation, but regularly refers residents to regional programs addressing lead paint hazards. These agencies include: the Maryland Department of Environmental Resources, Maryland Department of Environment, Maryland Department of Housing and Community Development, and the National Center for Lead Safe Housing.

Actions planned to reduce the number of poverty-level families

With a median family income of \$120,919 (2016 U.S. Census Data), Bowie is considered to be an affluent community. An income considered high elsewhere in the County or even in other locations across the nation may be considered moderate or low in this jurisdiction. The number of persons age 65 and older in Bowie in 2016 was 7,657 persons, or 13.3% of the population, compared to 5,547 persons, or 10.2% of the population in 2010.

In addition, cost-burden among homeowners increased across all lower income bands. In 2013, there were 2,165 cost-burdened lower income homeowners compared to 803 cost-burdened lower income renters. The increase was highest among elderly households (+174) and small related households

(+320). As such, funds for the Senior Housing Rehabilitation Program are distributed on an individual basis to those homeowners needing assistance.

The focus of the City's Anti-Poverty Strategy is its economic development and revitalization initiatives. The City's Department of Planning and Economic Development works closely with the Prince George's Workforce Services Corporation to train people for employment and strives to create a greater mix of businesses and a variety of employment opportunities in the City.

Actions planned to develop institutional structure

City services and programming have been developed in order to accommodate the changing demographics within the jurisdiction, but gaps in service delivery are becoming apparent.

Strengths

The City of Bowie City Manager's Office manages the CDBG grant program and reporting for the City, since the department has experience managing the CDBG program in addition to providing a strong support system to enable the City to focus on its own services.

The City has relationships with a number of key County agencies that impact social services and outreach efforts, including the Continuum of Care (CoC) and senior services.

Gaps

Due to the location of the City, most of the social service agencies are located in other areas of the County, generally closer to the boundary with the District of Columbia. None of the homeless or housing providers are located in the City, with senior services being the only social service directly provided in the community.

Actions planned to enhance coordination between public and private housing and social service agencies

The mission of the City of Bowie is to provide exemplary public service. However, the City does not have a housing authority, nor does it build or manage public housing. Although the Division of Youth and Family Service and the Senior Center do provide programs and services for youth, families, and seniors, these municipal entities coordinate with regional agencies and organizations that provide services for residents that the City does not. The City of Bowie is committed to expanding outreach efforts to make residents more aware of existing services by sponsoring a variety of educational workshops, promoting resources on the City's website, and providing informational pamphlets at City sites. The City of Bowie will continue to work closely with State, County and regional agencies, coordinating programs and activities. The City will continue to work closely with the Washington Metropolitan Council of Governments (COG) on regional issues.

AP-90 Program Specific Requirements

Introduction

Below is information on a variety of other requirements of the CDBG program.

Community Development Block Grant Program (CDBG)

Reference 24 CFR 91.220.(I)(1)

Projects planned with all CDBG funds expected to be available during the year are identified in the Projects Table. The following identifies program income that is available for use that is included in projects to be carried out.

1. The total amount of program income that will have been received before the start of the next program year and that has not yet been reprogrammed	0
2. The amount of proceeds from section 108 loan guarantees that will be used during the year to address the priority needs and specific objectives identified in the grantee's strategic plan.	0
3. The amount of surplus funds from urban renewal settlements	0
4. The amount of any grant funds returned to the line of credit for which the planned use has not been included in a prior statement or plan	0
5. The amount of income from float-funded activities	0
Total Program Income:	0

Other CDBG Requirements

1. The amount of urgent need activities	0
2. The estimated percentage of CDBG funds that will be used for activities that benefit persons of low and moderate income. Overall Benefit - A consecutive period of one, two or three years may be used to determine that a minimum overall benefit of 70% of CDBG funds is used to benefit persons of low and moderate income. Specify the years covered that include this Annual Action Plan.	98.98%

SINGLE FAMILY HOUSING

Rehabilitation Program

Grant program funded by the U.S. Department of Housing and Urban Development (HUD).

The goals of this program are consistent with HUD's policies and its goals for the Energy Star Program, which are as follows:

- 1) *help homeowners make energy efficiency related improvements to their homes*
- 2) *reduce home operating costs*
- 3) *reduce health hazards*
- 4) *improve indoor air quality*
- 5) *improve mobility.*

For an application or more information contact:

**CITY OF BOWIE
OFFICE OF GRANT
DEVELOPMENT AND
ADMINISTRATION**

15901 Excalibur Road
Bowie, Maryland 20716
Phone: 301-809-3051
Fax: 301-809-2302
bowiehsg@cityofbowie.org



LET US HELP MAKE YOUR HOME HEALTHY AND SAFE

Eligible Bowie homeowners may receive grants of up to \$10K to make energy efficiency and safety related improvements to their homes.



Eligible Applicants must:

- Be a legal owner of property within City limits
- Have a household income limit at or below the following:

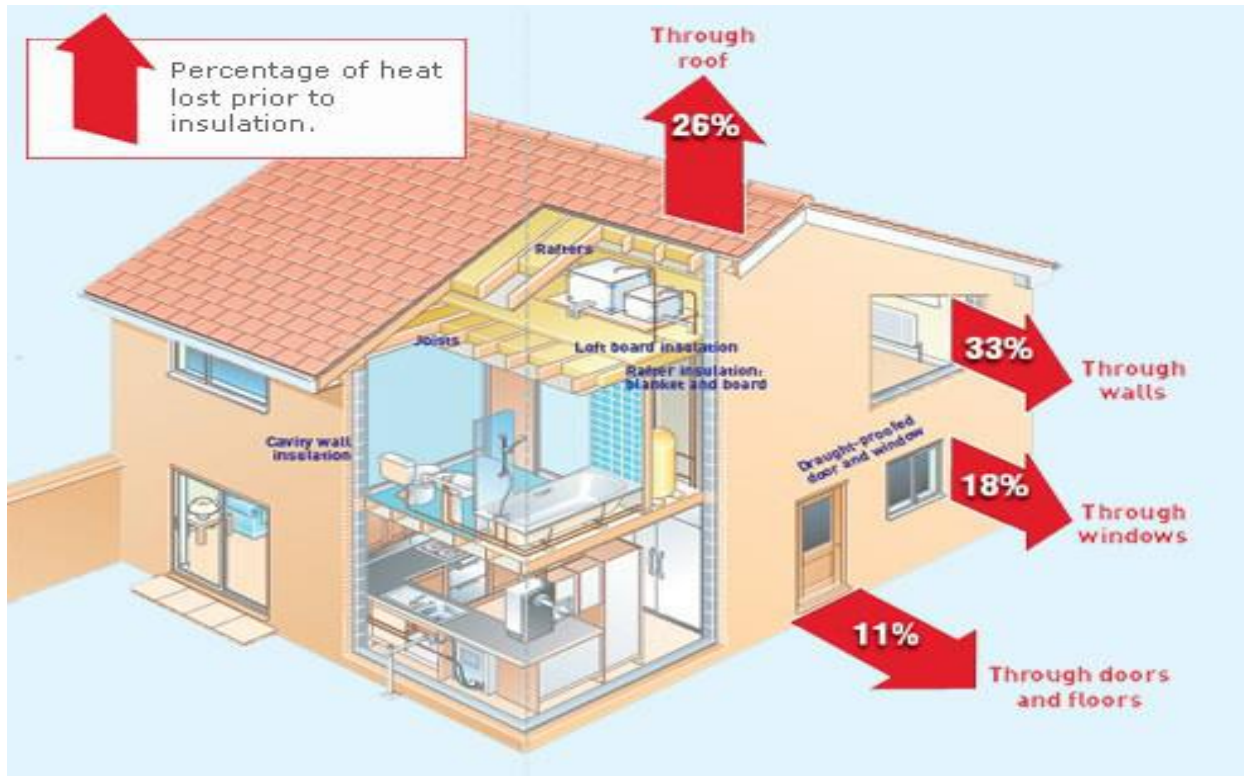
FAMILY SIZE	INCOME LIMIT
1 Person	\$55,750
2 Persons	\$63,700
3 Persons	\$71,650

The maximum grant funding per household is \$10,000. Prior grant recipients are ineligible to apply.

(Additional State and Federal requirements apply)

Eligible Improvements

- Roofing
- Siding
- Insulation
- Windows/Doors
- HVAC Systems
- Energy Star Appliances
- Mobility Installations
- Electrical Upgrades
- Plumbing Repairs





2022 Workforce Development & Life Skills Training Program

Application Period January 10 – February 18, 2022

The Office of Grant Development and Administration, in conjunction with Bowie Youth & Family Services, will host a free online Workforce Development & Life Skills Program this spring.

Applicants must be:

- Between the ages of 15 and 25
- Residents of the City of Bowie

Application Period: January 10 – February 18, 2022

Online Public Forums: January 26, 2022 & February 9, 2022

Program Dates:

Life Skills and STEM Careers:

Youth Cohort: March 15, 22, 29, & April 5

Adult Cohort: March 17, 24, 31, & April 7

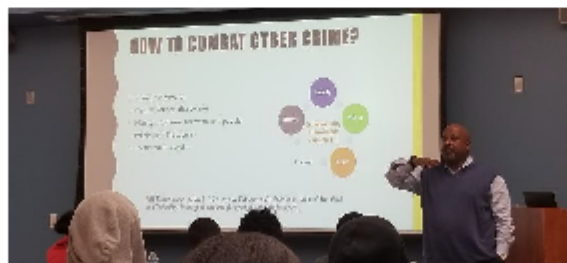
Innovation & Entrepreneurship:

Youth Cohort: May 3 & 10

Adult Cohort: May 5 & 12

Apply Online: www.cityofbowie.org/worktraining

The program will cover life skills topics such as effective communication, stress management, and decision-making, as well as highlighting careers in STEM industries such as cyber security, IT, and healthcare. A second module will explore technology innovations and entrepreneurship.



For more information, please contact Kay Starr, program coordinator, at 301-809-3009 or email worktraining@cityofbowie.org





Michael L.
Iraq War Veteran



HOUSING DISCRIMINATION. IT'S **UNLAWFUL,** **UNFAIR AND UN-AMERICAN.**

He fought overseas for his country and shouldn't have to fight housing discrimination at home. The federal Fair Housing Act prohibits housing discrimination because of disability, color, sex, religion, national origin, familial status or race. If you suspect housing discrimination, contact HUD or your local fair housing center.

Fair Housing Is Your Right. Use It.

Visit www.hud.gov/fairhousing or call the HUD Hotline
1-800-669-9777 (English/Español) **1-800-927-9275** (TTY)



A public service message from the U.S. Department of Housing and Urban Development in partnership with the National Fair Housing Alliance. The federal Fair Housing Act prohibits discrimination because of race, color, religion, national origin, sex, familial status or disability. For more information, visit www.hud.gov/fairhousing.



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: City Water Service - WSSC

DATE: 04/28/2022

Purpose

In March the City Council discussed a meeting some members had with WSSC regarding the potential for the City's water system to be taken over by WSSC. Faced with significant cost to address tuberculation with the City's water system the Council wanted to explore the potential for transferring responsibility to this regional water provider, who already serves a large portion of Bowie residents. The City Council directed staff to meet with WSSC to continue the discussion.

Staff is providing the below notes and will update Council on the results of the fact-finding meeting with WSSC in regard to the City's water service at the May 2, 2022 City Council meeting.

WSSC Meeting

- Met with WSSC Staff on 4-18-22 at 10:00am
 - Staff included, Inter-governmental relations, Engineering, and General Counsel
 - City was represented by Jose Aldayuz, Hong Yin, Alfred Lott, Mati Bazurto, and Daniel Mears
- WSSC is bound by the WSSC Water Code of Regulations (Chapter 13.05 Acquisition of On-Site Water/Sewer Systems) regarding the acceptance of water systems.
- City must provide record plats, site plans, maps, and other plans for WSSC to evaluate its system.
 - After preliminary evaluation at Bowie's expense, an engineering feasibility report must be prepared.
 - WSSC regulation details numerous components of the system to be evaluated.
 - After City prepares a report, WSSC evaluates and inspects the system at the City's expense.
 - If accepted, the City will need to provide complete and certified as-built drawings and plans to WSSC standards.
 - There will need to be a legal transfer of all assets and Rights of Way. These would need to be prepared for the entire water system.

- There will need to be an official takeover agreement prepared after Bowie has met all required improvements, plans, and other criteria. All of this is at the City's sole cost.
- First Step would be a Joint Staff Review to get WSSC staff over to our site to see our evaluation documentation, inspect the system (cursory) and discuss feasibility. This would be at the City of Bowie's expense for their staff time and resources.
- If we get past the Review, the next step would be a formal evaluation.
- There is the potential for additional unexpected costs beyond remediating tuberculation prior to transferring the water system to WSSC. These could include costs to remediate engineering defects, deficiencies, or different standards in the Bowie system. Bowie may need to bear the cost of discontinuing its water production and expanding the physical interconnections with WSSC to provide water from their production systems.
- WSSC recommended that we hire a consultant to conduct an Alternative Analysis—to determine whether it is best for the City to take over or to retain the water system.
- 49% of new federal infrastructure money for underserved communities. (Via the MD Revolving Loan Fund)
- Budget needed for WSSC Recommended an Alternative Analysis (takeover vs continued ownership).
- Look at new infrastructure funding.

ATTACHMENTS: None