



City of Bowie

Regular City Council Meeting

Monday, May 16, 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. Youth Council Monthly Report
 - B. Arts & Education Scholarship Recipients
- VII. CITY BOARDS AND COMMITTEES**
 - A. Appointments/Reappointments/Swearing-in
- VIII. COUNCIL ANNOUNCEMENTS**
- IX. CITY MANAGER'S REPORT**
- X. CONSENT AGENDA**
 - A. Approval of May 2, 2022 Meeting Minutes
 - B. Adoption of Proclamation P-12-22 Proclaiming May 21, 2022 as Kids to Parks Day in the City of Bowie
 - C. Adoption of Proclamation P-13-22 Celebrating Memorial Day 2022, By Honoring Those Whose Lives Were Given in Service to Their Country
 - D. Adoption of Resolution R-21-22 Awarding a Contract for IT Server Room Clean Agent Fire Suppression System
 - E. Adoption of Resolution R-22-22 Accepting a Bid Proposal for Glen Allen Pond 2 Repairs Project
 - F. Approve Change in Equipment Purchased with FY22 Capital Funds in Communications Division
- XI. OLD BUSINESS**
 - A. FY2023 Budget Ordinance O-1-22 and Capital Improvements Program Resolution R-12-22 – Adoption of Fiscal Year 2023 Budget and CIP - **Eligible for Action**

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.** Climate Action Plan Implementation – Staff from the Department of Planning and Community Development will provide an overview of a draft Implementation Plan intended to supplement the Climate Action Plan approved by City Council in Resolution R-47-20 - **Public Hearing/Eligible for Action**
- C.** Adoption of Resolution R-20-22 Establishing the Bowie Race Track Task Force - **Public Hearing/Eligible for Action**

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 5/18/22 and 5/21/22 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, JUNE 6, 2022 - COUNCIL CHAMBERS - 8:00 P.M.



Memorandum

TO: City Council

FROM: Shelemiah Griffiths-Johnson
Youth Council Chairman

SUBJECT: Youth Council Monthly Report

DATE: 05/12/2022

Good evening, Mayor Adams, Councilmembers, City Officials, and Constituents. As you know, I am Chairman Shelemiah Griffiths-Johnson of the Bowie Youth Council. Hope everyone is well.

On behalf of my fellow members of the BYC, I will be presenting an update on what we have accomplished this past month.

Good evening everyone.

Today I would like to share with the city our findings from the 1st ever Youth Council Town Hall. Again, special thanks Mayor Adams, and the attending Councilmembers that were able to support the event: Mayor Pro Tem Boafu and Councilmembers Ndebumadu, Esteve, and Harrison. There was a reporter present from the Afro. For those watching, you can find a copy of the live event on the City of Bowie YouTube channel titled Youth Town Hall. From the event we did get a lot of positive feedback. I would like to take this time to share them with you.

The youth in attendance shared that they would like to see the event happen more frequently, perhaps quarterly, to keep a pulse on the youth. It was also suggested that we actually go out to the Bowie schools to talk to students.

The youth enjoyed our guest artist, Fly Zyah. The attendance was pretty good considering it was our first event.

There is a great concern surrounding the topic of truancy. Chief Nesky was there to lead us in the conversation. We would like to discuss this further to see what changes can be implemented in order to support students.

This then led into the conversation with Ms. Wendy Wilcox on mental health. There was a lot of conversation surrounding mental health. Coming out of COVID-19 and being in isolation for close to two years, the youth of Bowie would like to see more activities that are geared towards young adult's mental health. One resident even shared that they would like more protected free time to

decompress from the stresses of school. They shared not feeling supported enough with mental health in schools and being expected to just continue to deal with it. This is an area very sensitive to us as a youth council. Many struggle with mental health issues, whether it's managing home life, school stressors, or just being overwhelmed. We would really like to see more support that is more attainable to the youth.

In terms of more activities, some ideas shared were Youth Game Nights, coming up with innovative events that have not been hosted for youth before.

Another concern raised in our townhall surrounds the problem of classroom density in the schools that Bowie residents attend. This is an ongoing issue with our county schools and we are asking our officials what we can do about it in Bowie.

Next request from the youth was to have more STEM-related opportunities outside of school for Bowie residents. Councilmember Ndebumadu shared that there is a new opportunity. I want to make sure to mention it here today for those watching. It is an online job program that was recently launched, a partnership with Coursera listed on the City of Bowie website under online job training where you can apply to get a Coursera license. You will then have access to over 5,000 courses where you can access STEM learning as well. So, thank you for that.

Also on the list, was to see more green clubs outside of school as well as organized sports for the youth.

The topic of solutions surrounding trash on the roads in Bowie became a hot topic. Where we have no control, I wanted to bring that to your attention.

Some of the youth were interested in jobs for 13 years and older and looking for a place to find those jobs in our city. So maybe a City-run database where they can be directed to available jobs.

Lastly, as mentioned before, we would like an opportunity for further mentorship from the City Council. Maybe a shadow day or an event planned where we are exposed to more government leadership exposure.

We had a great time at the Youth Town Hall.

Upcoming event:

- The next order of business will be the establishment of a BYC Bylaws subcommittee to create and establish bylaws for the Youth Council operations.
- Our last meeting for the term is coming up on June 2, 2022.

Thank you all for your time.

ATTACHMENTS: None



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: 2022 Arts & Education Scholarship Recipients

DATE: 05/12/2022

ARTS

Gabrielle Davidson will present the Arts Scholarship on behalf of the Arts Committee.

The **Arts Committee** met and selected Joshua Kucharski to receive the 2022 Arts Scholarship. **Joshua Kucharski** is a senior at DeMatha Catholic High School. Joshua has a 4.12 GPA and will major in Music Performance in the fall at Peabody Conservatory. His instrument is the trumpet. Joshua will receive a scholarship award in the amount of \$1,000.

EDUCATION

LaDonna King will present the Education Scholarships on behalf of the Education Committee.

The **Education Committee** met and selected Corey Bast, Alexis Denny, Sabrina Lussier and Jacqueline Wells to receive the 2022 Excellence in Education Scholarship.

Corey Bast is a senior at Eleanor Roosevelt High School. Corey has a 4.341 GPA and will major in Journalism at the University of Maryland or Harvard in the fall.

Alexis Denny is a senior at Bowie High School. Alexis has a 4.01 GPA and will attend the University of Maryland College Park and major in Pre-Nursing.

Sabrina Lussier is a senior at Our Lady of Good Counsel High School. Sabrina has a 3.91 GPA. Sabrina will attend Syracuse University in the fall and will study sociology and anthropology.

Jacqueline Wells is a senior at Bowie High School. Jacqueline has a 4.1 GPA and will be a first-generation college student who is dedicated to community service.

Each student will receive a scholarship award in the amount of \$1,250.

ATTACHMENTS: None



Memorandum

TO: City Council

FROM: Awilda Hernandez, City Clerk

SUBJECT: City Committee Appointments/Reappointments/Swearing-in

DATE: 05/12/2022

Committee Appointments and Swearing-in:

1. Council concurred to appoint the following members to their respective committees for a 2-year term, please move to appoint them:

Community Recreation Committee:
Linda Bailey

Green Team Executive Committee:
Michael Lagua

ATTACHMENTS: None



Memorandum

TO: City Council

FROM: Awilda Hernandez, City Clerk

SUBJECT: Approval of May 2, 2022 Meeting Minutes

DATE: 05/12/2022

ATTACHMENTS: 1. 20220516 - May 2, 2022 Meeting Minutes

REGULAR CITY COUNCIL MEETING MINUTES

MONDAY, MAY 2, 2022

CALL MEETING TO ORDER:

The Regular Meeting of the Bowie City Council was held on Monday, May 2, 2022, in the Council Chambers at City Hall. Mayor Adams called the meeting to order at 8:03 p.m.

PLEDGE OF ALLEGIANCE TO THE FLAG:

Mayor Adams led the Pledge of Allegiance to the Flag.

QUORUM:

In attendance were Mayor Adams, Councilmembers Bofo, Esteve, Gardner (virtually), Harrison, Ndebumadu (virtually 8:05 p.m.) and Woolfley, City Manager Lott, Assistant City Manager Mears, City Attorney Ruff, City Clerk Hernandez, and Staff.

AGENDA ADDITIONS/DELETIONS/AMENDMENTS:

Councilmember Woolfley motioned to amend the agenda and move New Business Item A) Economic Development Strategy Presentation and Briefing to the May 16 meeting. Mayor Pro Tem Bofo seconded the motion. Motion passed 5-0 (Gardner, Ndebumadu did not vote).

CITIZEN PARTICIPATION:

1. Shelemiah Griffiths-Johnson, Chair Bowie Youth Council – Thanked Council for their support at the first Bowie Youth Council Town Hall meeting.
2. Stephanie Maceiko, Trainor Ln – Honored the memory of a fellow student from Bowie High School, Sofia Peck.

PRESENTATIONS:

- A. Ms. Brittany Bunn, a member of the City's Diversity Committee read an excerpt on Asian American and Pacific Islander Heritage month.
- B. Council presented Ms. Tameeka Washington with a Proclamation and Certificate of Appreciation for her service as an Advisor on the Bowie Youth Council Committee.

COUNCIL ANNOUNCEMENTS:

Mayor Adams expressed his congratulations to his wife Judge Sheila Tillerson Adams for receiving the Gladys Noon Spellman Public Service Award.

Councilmember Esteve congratulated City Clerk Awilda Hernandez on Municipal Clerks Week and thanked her for her service.

CITY MANAGER'S REPORT:

City Manager Lott reported that final preparations for the adoption of the FY 2023 budget are being done. The last budget worksession will be held on Monday, May 9th and adoption is scheduled for May 16th. Mr. Lott also recognized former City Attorney Robert Levan on his passing last week.

CONSENT AGENDA:

Mayor Pro Tem Boafu made a motion to approve Consent Agenda items: 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 and CIP; G) Approval of Letter to Maryland-National Capital Park and Planning Commission in Reference to Allen Pond Park Regional Amenity Budget Support. Councilmember Woolfley seconded the motion. Motion passed 5-0 (Gardner, Ndebumadu did not vote).

OLD BUSINESS:

A. FY 2023 Budget, CIP and Constant Yield Tax Rate – Finance Director, Mr. Byron Matthews reported that municipalities are required by State law to place an advertisement in a local newspaper and to hold a public hearing on the Constant Yield Tax Rate. The City has complied with those requirements and is proposing to maintain the current 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 for the City.

Mr. Carl Robinson, Chair of the Financial Advisory Committee presented the committees report on the FY 2023 Proposed Budget (Copy attached).

Public Hearing:

City Clerk Hernandez stated that two comments were received via email for this public hearing (Copies attached).

Since there were no more comments presented and no speakers signed up, Mayor Adams declared the Public Hearing to have been held.

Councilmember Esteve motioned to maintain the tax rate at \$.40 per \$100 of assessed property value. Councilmember Woolfley seconded the motion. Motion passed 5-0 (Gardner, Ndebumadu did not vote).

B. Water Filtration Rebate Program – Public Works Director, Mr. Jose Aldayuz briefed Council on the status of the program. As of April 27, 2022, 81 applications have been received. Six of them are not in the City's water service and the remaining 75 applications do not meet the turbidity criteria for the rebate program.

Councilmember Harrison asked how many times will the homes be tested. Mr. Aldayuz responded that based on the criteria Council adopted, the homes are tested three times consecutively to track the turbidity levels which must be at a level of 50 NTU's in order to qualify for the rebate.

Councilmember Harrison then asked if the homes would be tested again if instances of the brown water occurs again in homes that have been previously tested and not met the criteria. City Manager Lott responded that that is not in the current scope of the program.

Councilmember Woolfley asked if the applications received were from the hotspots area or scattered throughout the City. Mr. Aldayuz responded that they are scattered all over the City.

Council thanked staff for the update.

NEW BUSINESS:

A. Economic Development Strategy Presentation and Briefing – This item was moved to the May 16, 2022 Council Meeting.

B. Adoption of Resolution R-15-22 Adopting the Housing and Community Development Annual Action Plan Fiscal Year 2023 – Ms. Kay Star, Grant Writer, summarized the staff report. 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.

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-15-22. Councilmember Woolfley second the motion. Motion passed 6-0 (Ndebumadu did not vote).

C. City Water Service – City Manager Lott briefed Council on the results of a meeting between staff and representatives of WSSC in regard to the City's water service. 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. The City would have to provide record plats, site plans, maps and other plans to WSSC to evaluate the system for a preliminary evaluation at the City's expense. The tuberculation issues in the City's lines would have to be remediated as well before any consideration of taking over the lines are made by WSSC.

Council thanked staff for organizing the meeting and concurred that this process would not be feasible for the City at this time.

D. Outdoor Restaurant Grant Program – Councilmember Woolfley stated that some restaurant owners have approached him with concerns about not being able to meet some COVID protocols with outdoor seating options to their patrons. Councilmember Woolfley believes that the City should consider supporting the restaurants with some assistance.

Mayor Pro Tem Bofo agrees with Councilmember Woolfley's suggestion and recommends doing some sort of grant program of \$20,000 to help restaurants purchase outdoor seating material with a cap of \$2,500 per applicant.

Mayor Adams asked City Manager Lott if there is currently a line item for this in the current budget. Mr. Lott responded that there is not, but it could be taken out of the City Manager's discretionary budget line item.

Councilmember Ndebumadu supports the program and encouraging businesses to remain in the City.

Councilmember Harrison would like to know what the parameters would be for this program. Mayor Pro Tem Boafo stated that it would be exclusive for restaurants that have the capabilities/area to have outdoor seating.

City Manager Lott stated that staff will put together a list of parameters for the program and present to Council for their approval. He is also recommending that it mirror the Water Filter Rebate program and be a reimbursable program.

Councilmember Esteve motioned to have staff develop a \$20,000 grant program for restaurants in the incorporated City limits of Bowie specifically to reimburse up to \$2,500 for the purchase of outdoor dining materials up to six months from purchase date. Councilmember Ndebumadu seconded the motion. Motion passed 6-0 (Ndebumadu did not vote).

ADJOURNMENT:

Mayor Pro Tem Boafo motioned to adjourn the Regular City Council meeting. Councilmember Woolfley seconded the motion. Motion passed 6-0 (Ndebumadu did not vote). The meeting adjourned at 9:44 p.m.

Respectfully submitted,

Awilda Hernandez, MMC
City Clerk

Awilda Hernandez

From: Toya Kess <toyjohn1@gmail.com>
Sent: Sunday, May 1, 2022 9:49 AM
To: cityclerk
Subject: {EXTERNAL}: Old Bowie

Good Day,

I'm a current resident of Old Bowie and I'd like to share input on what I think this area could benefit from. A few years ago, a Committee was formed with the goal of developing an Arts and Entertainment District along Chestnut Avenue. I remember it being a process and one of the requirements expressed was to have events in the area. I know that Covid had an adverse impact on events within the past two years but I'm hoping that it's still the goal. I would also like to know if the Old Bowie Festival (s) is a step in that direction.

Inasmuch, in regards to the FY 23 Budget and beyond, I'm requesting that Old Bowie get earmarked funds to assist in this project (Arts and Entertainment District) as we pay taxes too. Parks etc. are exceptional as green space is needed but we really need this area to be upgraded as there are so many aging buildings surrounding us. Optics play a part as well.

Also, the bridge along Chestnut Avenue needs a major overhaul. I do believe that the State or County manages this but it's no excuse to take no action. As one of the newer residents in the area, is there anything that can be done about this?

The areas that are not covered by HOAs need attention as it relates to litter and debris. We can use a little help in this area. I do get out there with my grabber and pick up trash but we need help and maybe signs of fines being brought about as a result of non compliance (this is a larger PG County issue as well...it's filthy here). I did develop a neighborhood group to assist in combating this.

Another issue that I would like to bring up is that the turn coming from Chestnut to 5th Street is not safe. I see school buses coming through that opening as well as children coming through that pathway with cars speeding or not signaling. This is very unsafe and I hope that we are not awaiting a tragedy to address this. Maybe more signs, speed bumps, lights etc. can benefit that area.

Finally, Old Bowie is a beautiful place to live with old town charm. Because it's "older", neglect of this area can quickly result in a very aesthetically looking aged environment and that needs to be avoided as residents here are tax payers as well.

Please let me know how I can play a role in developing a better Old Bowie.

Thanks,

Latoya

Awilda Hernandez

From: Fred Lane <fredlane.lane@gmail.com>
Sent: Monday, May 2, 2022 8:24 AM
To: cityclerk
Subject: {EXTERNAL}: Testimony for May 2

Hello,

My name is Jane Karl, 4010 Nicholas Place, Bowie, MD.

If you know history, one of the signs of a collapsing society is distrust in government. Local government becomes very important if federal government begins to fail. Talk of food shortages, etc is pretty scary for most folks. If Bowie wants to be ahead of the game, the time is now to encourage people to become more dependent on themselves, and begin growing food. It needs to be more than the green team can do. We need more than a task force to look into it. There's a lot of unused space in Bowie that could be used as farms, gardens, etc. Wouldn't it be good to instead of wasting gasoline to cut the grass, we use the space as gardens? Improve the soil, which in turn improves the air. People get outside, get better mental health, get better physical health and get a free tan, no health club membership needed. It's simply a win win situation. Not to mention, young people will want to live in an area where this is happening. I'd rather eat good tasting food than spend tons of money on the store bought food that tastes like nothing. Lets leave our kids a world worth inheriting and teach them where food comes from and the skills to grow it. The way our world is headed, later will be too late. Thanks.



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Proclamation P-12-22 Proclaiming May 21, 2022 as Kids to Parks Day in the City of Bowie

DATE: 05/12/2022

ATTACHMENTS: 1. 20220516 - Proclamation P-12-22

PROCLAMATION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
PROCLAIMING MAY 21, 2022 AS KIDS TO PARKS DAY IN BOWIE

WHEREAS, May 21, 2022 is the twelfth Kids to Parks Day organized and launched by the National Park Trust, held annually on the third Saturday in May; and

WHEREAS, Kids to Parks Day empowers kids and encourages families to get outdoors and visit America's parks; and

WHEREAS, it is important to introduce a new generation to our nation's parks; and

WHEREAS, we should encourage children to lead a more active lifestyle to combat the issues of childhood obesity, diabetes mellitus, hypertension and hypercholesterolemia; and

WHEREAS, Kids to Parks Day is open to all children and adults across the country to encourage a large and diverse group of participants; and

WHEREAS, Kids to Parks Day will broaden children's appreciation for nature and outdoors.

NOW, THEREFORE, BE IT PROCLAIMED that the Council of the City of Bowie, Maryland does hereby declare May 21, 2022, as Kids to Parks Day in Bowie, Maryland and encourage residents to make time to take children in their lives to a neighborhood, state or national park.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a Regular Meeting on May 16, 2022.

Attest:

Timothy J. Adams, Mayor

Awilda Hernandez, City Clerk



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Proclamation P-13-22 Celebrating Memorial Day 2022

DATE: 05/12/2022

ATTACHMENTS: 1. 20220516 - Proclamation P-13-22

PROCLAMATION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
CELEBRATING MEMORIAL DAY 2022, BY HONORING THOSE WHOSE LIVES
WERE GIVEN IN SERVICE TO THEIR COUNTRY

WHEREAS, the tradition of Memorial Day dates back to an order issued by General John A. Logan, Commander-In-Chief of the Grand Army of the Republic, calling for the graves of fallen soldiers to be strewn with flowers or otherwise decorated on May 30, 1868; and

WHEREAS, this simple act of remembrance has evolved over time, through military regulations and practice, into fitting testimonials of respect for the heroism and patriotism of those fallen soldiers and has become a traditional ceremony held each May on Memorial Day; and

WHEREAS, the veteran's organizations of Bowie join together each Memorial Day to remember and to honor all those who gave their lives in the service of their country.

NOW, THEREFORE, BE IT PROCLAIMED that on Memorial Day 2022, the Council of the City of Bowie, Maryland expresses its undying gratitude to all those who gave their lives to protect our freedom, and offers this proclamation as a token of respect for those Americans.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a Regular Meeting on May 16, 2022.

Attest:

Timothy J. Adams, Mayor

Awilda Hernandez, City Clerk



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Contract Award for IT Server Room Clean Agent Fire Suppression System Project
Resolution R-21-22

DATE: 05/12/2022

On April 11, 2022, the Department of Community Services issued a Request for Proposals for the installation of a clean agent fire suppression system in the IT Server Room at City Hall.

On May 5, 2022, one (1) bid was received and opened. The result was as follows:

Strickland Fire and Protection, LLC, Forestville, MD	\$52,360
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The FY 2022 Budget Appropriation for this project is \$38,000.

When evaluating the proposal received, staff considered the expertise and experience of the firm and successful completion of similar work, as well as experience with the City of Bowie.

Upon confirming the understanding of the scope of work and completion timeline, the Department of Community Services recommends a contract be awarded to Strickland Fire and Protection, LLC in the amount of \$52,360. Sufficient money is available in the City's Capital Improvement account to cover the cost of completing this project.

I concur with the recommendation of the Department of Community Services and request your approval of Resolution R-21-22.

ATTACHMENTS: 1. 20220516 - Resolution R-21-22

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
AWARDING A CONTRACT FOR IT SERVER ROOM CLEAN AGENT FIRE
SUPPRESSION SYSTEM

WHEREAS, the City of Bowie owns Bowie City Hall; and

WHEREAS, the City intends to install a clean agent fire suppression system in the IT Server Room; and

WHEREAS, a request for proposals was issued for the work that had a closing date of May 5, 2022 at 2:00 PM, at which time one bid was received in the amount of \$52,360; and

WHEREAS, staff has reviewed the bid received and determined, based on prior experience and expertise, the \$52,360 bid submitted by Strickland Fire and Protection, LLC to be a responsive and responsible bid; and

WHEREAS, sufficient funding to award the contract is available through a transfer of previously appropriated CIP funds in the amount of \$14,360.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Bowie, Maryland, that the City Manager is hereby authorized to enter into an agreement with Strickland Fire and Protection, LLC in the amount of \$52,360 to install a clean agent fire suppression system in the IT Server Room at City Hall.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a meeting on May 16, 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: Contract Award, Glen Allen Pond 2 Repairs
Resolution R-22-22

DATE: 05/12/2022

A legal notice advertising a Request for Proposals (RFP) for the Glen Allen Pond 2 Repairs Project was placed on eMaryland Marketplace and the City's website on March 30, 2022. Bids were received from the following Contractors at the bid opening on May 4, 2022 at 12pm:

Hollywood Contracting, LLC Huntingtown, MD	\$439,480
HGS, LLC Warrenton, VA	\$527,910
E&R Services, Inc. Lanham, MD	\$554,850
SMI Services, LLC Bowie, MD	\$673,394
Pay Dirt, LLC Edgewater, MD	\$680,665.02
Bourn Environmental, LLC Mitchellville, MD	\$751,540
Environmental Quality Resources, LLC Millersville, MD	\$768,295
Ecotone, LLC Forest Hill, MD	\$793,775.50
Sagres Construction Corporation Alexandria, VA	\$845,000

McKenzie Contracting, LLC
St. Leonard, MD

\$983,972

Blueridge, Inc.
Upper Marlboro, MD

\$1,332,055

The bids were evaluated as required by City Charter and the Procurement Policy. Criteria for selection included the firm's experience, qualifications, timeline, fee schedule and understanding of the City requirements.

After careful review, it was determined that Hollywood Contracting, LLC of Huntingtown, MD had submitted the most responsive and responsible bid in the amount of \$439,480. This is within the amount budgeted for FY22 in the CIP for Chesapeake Bay.

I concur with the above recommendation and request your approval of R-22-22.

ADL/JA/cs

ATTACHMENTS: 1. 20220516 - Resolution R-22-22

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
ACCEPTING A BID PROPOSAL FOR GLEN ALLEN POND 2 REPAIRS PROJECT

WHEREAS, pursuant to Section 61 of the City Charter, a Request for Proposals was issued on eMaryland Marketplace and on the City's website for the Glen Allen Pond 2 Repairs Project; and

WHEREAS, on the May 4, 2022 due date, the City received eleven (11) bids; and

WHEREAS, bids were evaluated as required by City Charter and the Procurement Policy; and

WHEREAS, after careful evaluation and review of all the bids submitted, it was determined that Hollywood Contracting, LLC of Huntingtown, Maryland had submitted the most responsive and responsible bid.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Bowie, Maryland, that the Council hereby accepts the proposal of Hollywood Contracting, LLC of Huntingtown, Maryland and authorizes the City Manager to enter into a contract with Hollywood Contracting, LLC in the amount of \$439,480.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a meeting on May 16, 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: Requested change in FY 22 spending for Communications Division

DATE: 05/12/2022

The Communications Division is proposing to postpone the purchase of cameras, camera control units, and tripods for the television studio that were budgeted in FY 22 and instead purchase the equipment in FY 23. \$90,000 was budgeted in FY 22 for this expenditure.

Instead the studio would like to purchase a portable video switcher and related equipment in FY 22 at a cost of approximately \$28,000. The video switcher would be an upgrade of existing equipment that is seven years old and no longer supported by the manufacturer. It would be used in the field for shooting video at summer concerts, Bowiefest, International Festival, National Night Out, the parade, and other outside events and meetings not held at City Hall.

More details are provided in the attached memo from studio staff to the Communications Director.

FY 22 budgeted amount for cameras, CCUs & tripods:	\$90,000
Estimated cost of portable switcher and related equipment:	\$30,630
Less: trade-in discount	<u>(\$2,500)</u>
Estimated FY 22 Expenditure:	\$28,130

ATTACHMENTS: 1. 20220516 - Memo re purchase of portable switcher in place of studio cameras May 2022

Memo

TO: Una Cooper
Communications Director

FROM: Mark Patterson
Audio Visual Specialist

DATE: May 6, 2022

SUBJECT: Requested change: purchase new video switcher instead of studio cameras

Due to the diminished use of the studio at Kenhill by BCMC producers, I propose that we change direction and purchase a new portable video switcher this fiscal year and instead purchase the studio cameras and camera control units (CCUs) in FY 23.

As you know, despite our best efforts, the studio still hasn't returned to anywhere near the usage we had pre-COVID when a majority of our recording slots were booked every week. At this point, we are using the studio for our own productions and to support the five or six producers who are currently making new shows.

While BCMC productions have been limited, we are seeing an increase in the number of city events that we are being asked to cover. The portable video switcher I propose purchasing now would help to support those field productions.

The video switcher is a device that takes video signals from multiple cameras at different angles and on different subjects and is able to switch or blend from one source to another or have multiple sources displayed to show different perspectives. This video switcher is also capable of adding graphics and titles without needing another device to generate those items. The video switcher will also receive an audio signal and simultaneously output the audio and video together for a complete viewing experience. The video switcher we would like to purchase is called a TriCaster TC1 Pro and must be accompanied by a control panel (2 Stripe Control Panel).

Upgrading the video switcher now makes sense for the following reasons:

1. The current portable switcher is seven years old and is using Windows 7, when most other equipment is on Windows 10+. Windows version mismatches can cause confusion, slow down work, and sometimes cause problems and make troubleshooting more difficult.

2. It has been giving us problems. The unit has needed to be restored back to factory settings twice and spent 2.5 months at the repair shop.
3. This unit is no longer supported by the original manufacturer and if it needs to be repaired again, will need to go to a third-party vendor that hopefully still stocks the necessary parts.
4. Major field shoots are now being managed from our studio van, which limits the amount of equipment that has to be set up individually in the field. The current equipment is in a micro desktop case and doesn't have mounting capabilities. The new unit is rack mountable and will install nicely into the new rolling video cart we use in the field.
5. The new user interface is much closer to what we have in studio and in chambers to be more familiar with the other technicians who will use the field equipment.

An added benefit to getting the video switcher now is the manufacturer's trade-in program. The City can save \$2,500 by purchasing now as opposed to waiting until FY23 where we may only get \$1,000 for the trade-in. A quote is attached for information purposes. The actual bids we receive may vary slightly from this quote.

FY 22 budgeted amount for cameras, CCUs & tripods:	\$90,000
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Estimated cost of portable switcher and related equipment:	\$30,630
Less: trade-in discount	<u>(\$2,500)</u>

Estimated FY 22 Expenditure:	\$28,130
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Please note: Our cameras and camera control units are old and do need to be replaced eventually. In anticipation of deferring their purchase beyond FY 22, they are budgeted to be purchased in FY23.

Thank You



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Adoption of Fiscal Year 2023 Budget and CIP
FY2023 Budget Ordinance O-1-22 and Capital Improvements Program Resolution R-12-22

DATE: 05/12/2022

ATTACHMENTS:

1. 20220516 - Resolution R-12-22 Amended
2. Budget Ordinance O-1-22 (2) Amended

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 is required to 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 as amended by Council, 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

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	18,506,400	<u>10,163,400</u>
TOTAL REVENUES	77,362,400	<u>\$69,019,400</u>

APPROPRIATIONS BY ACTIVITY

City Council	\$	\$ 378,100
City Manager		1,429,000
Human Resources		798,500
Elections		500
Finance	1,467,400	1,481,500
Information Technology		3,994,100
Legal Services		200,000
Communications	970,200	1,042,500
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	909,100
Economic Development Division	1,005,100	1,175,100
Housing Inspection and Code Compliance		1,028,300
Emergency Management		527,400
Police Department		14,894,800
Public Works Administrative Division	2,314,300	2,336,800
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	11,571,500	2,920,600
TOTAL APPROPRIATIONS	77,362,400	<u>\$69,019,400</u>
Total General Fund Revenues	77,362,400	<u>\$69,019,400</u>
Total General Fund Appropriations	77,362,400	<u>\$69,019,400</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	107,900
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	2,317,300
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	\$ 10,421,200
Intergovernmental Revenues	1,446,600	2,949,600
Other Revenues		22,600
TOTAL REVENUES	11,393,400	<u>\$13,393,400</u>

APPROPRIATIONS

Land Acquisition		\$ 1,526,700
Bowie Ice Arena	800,000—	1,300,000
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
Bowie Racetrack Recreational Facility		1,500,000
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		500,000
TOTAL APPROPRIATIONS	11,393,400	<u>\$13,393,400</u>
Total Capital Projects Fund Revenues	11,393,400	<u>\$13,393,400</u>
Total Capital Projects Fund Appropriations	11,393,400	<u>\$13,393,400</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.

Awilda Hernandez
City Clerk

By: _____
Timothy J. Adams, Mayor

APPROVED AS TO FORM AND SUFFICIENCY:

Elissa D. Levan, City Attorney



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Economic Development Strategy and Action Plan

DATE: 05/12/2022

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
3. Bowie - City Council Briefing - Strategy_5.16.22

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

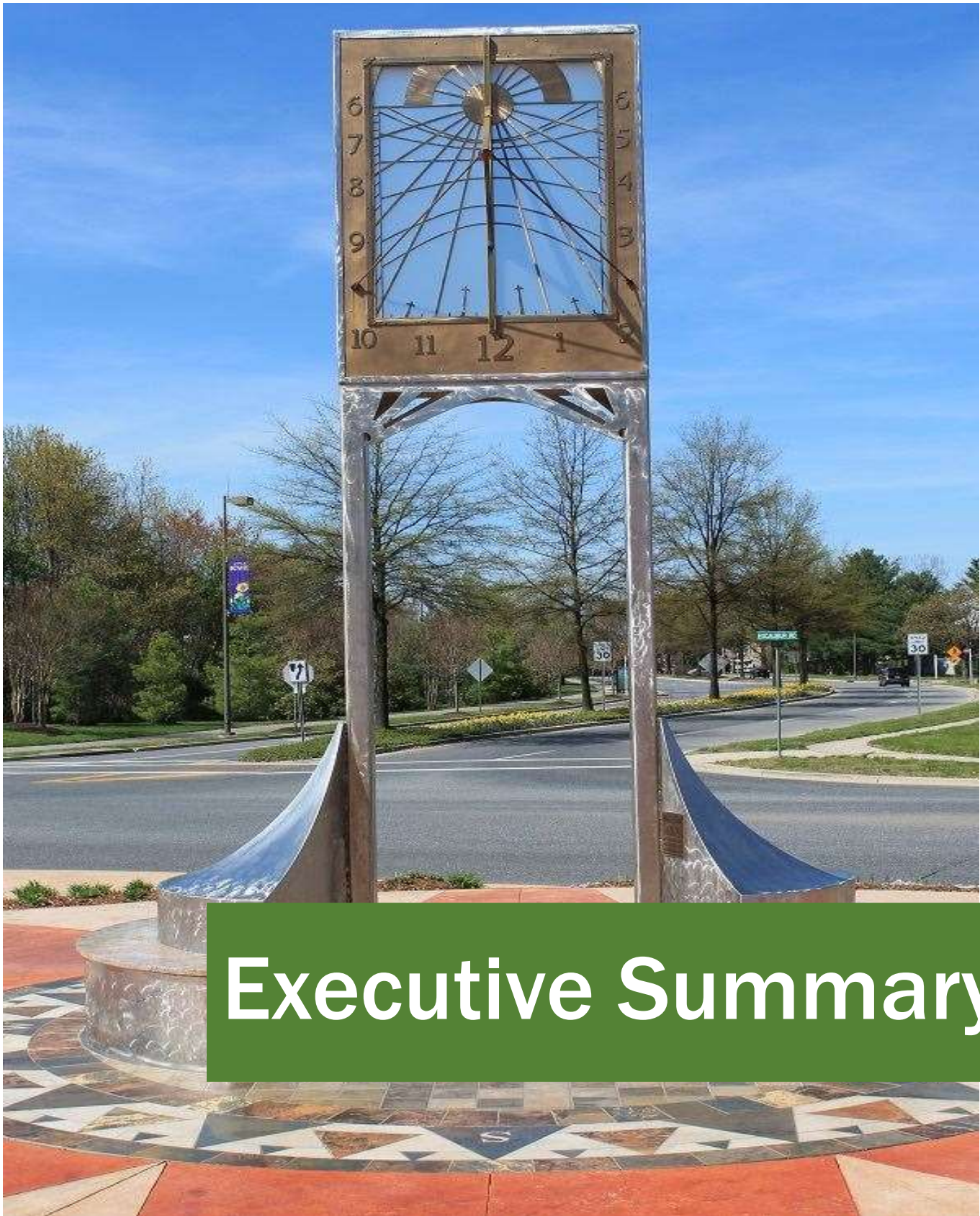
DRAFT April 2022

Draft April 2022

MARGRAVE
STRATEGIES

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Executive Summary

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

DRAFT April 2022

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

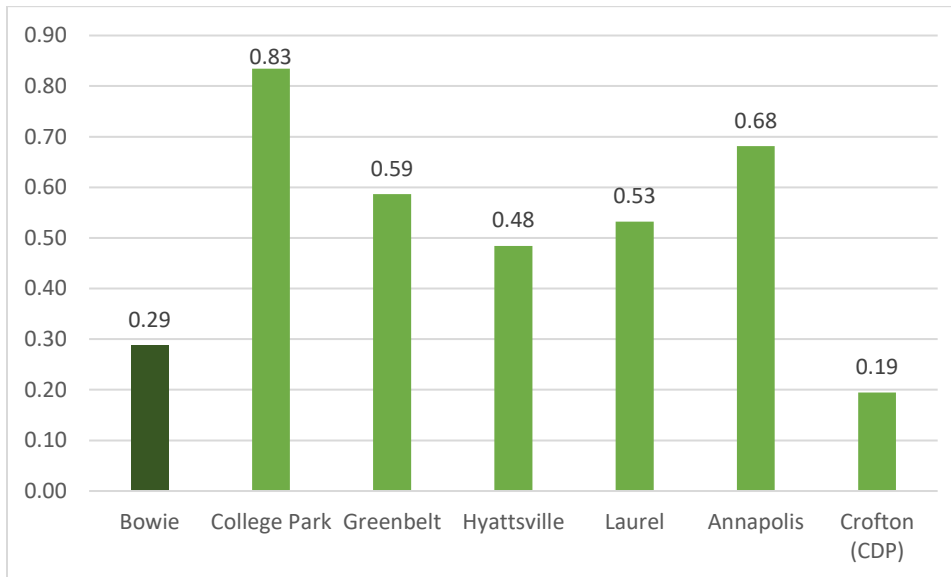


Table 1: Total Employment, All Industries City of Bowie and Peer Municipalities/Places, 2013 -2019

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.

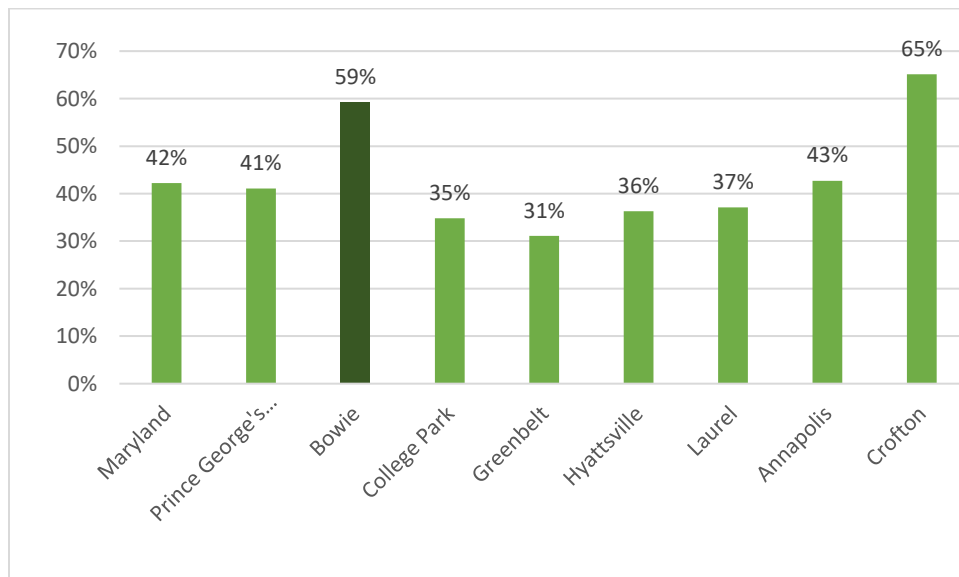
Income and Poverty

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

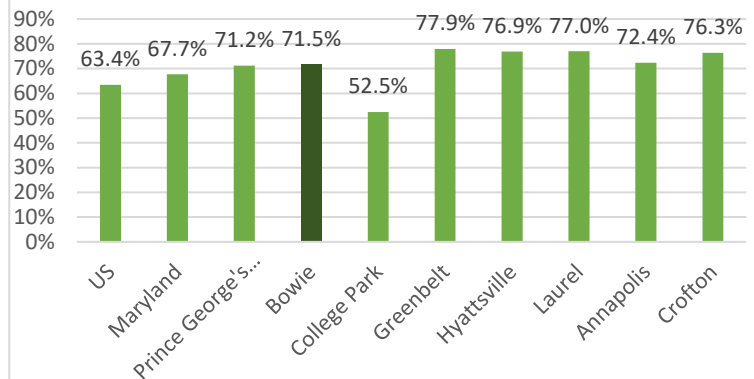
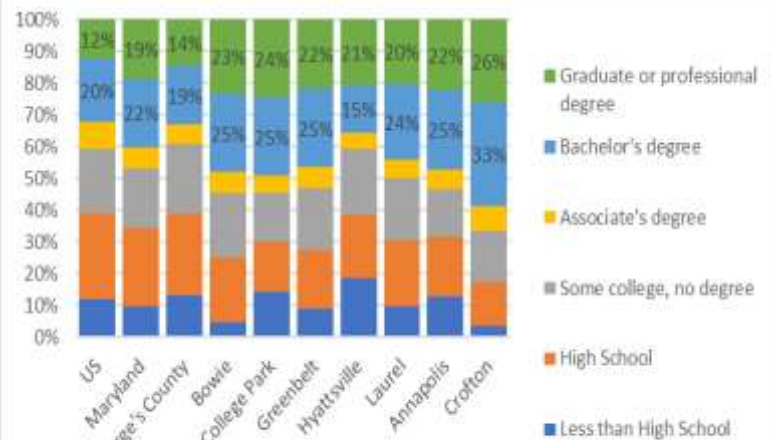


Figure 4: Educational Attainment



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

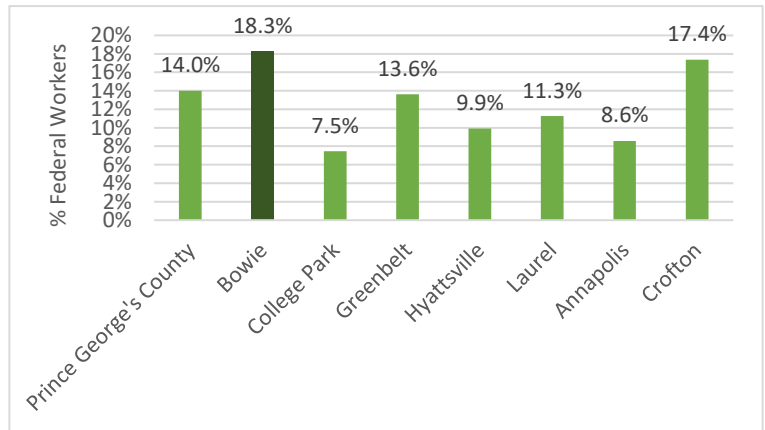
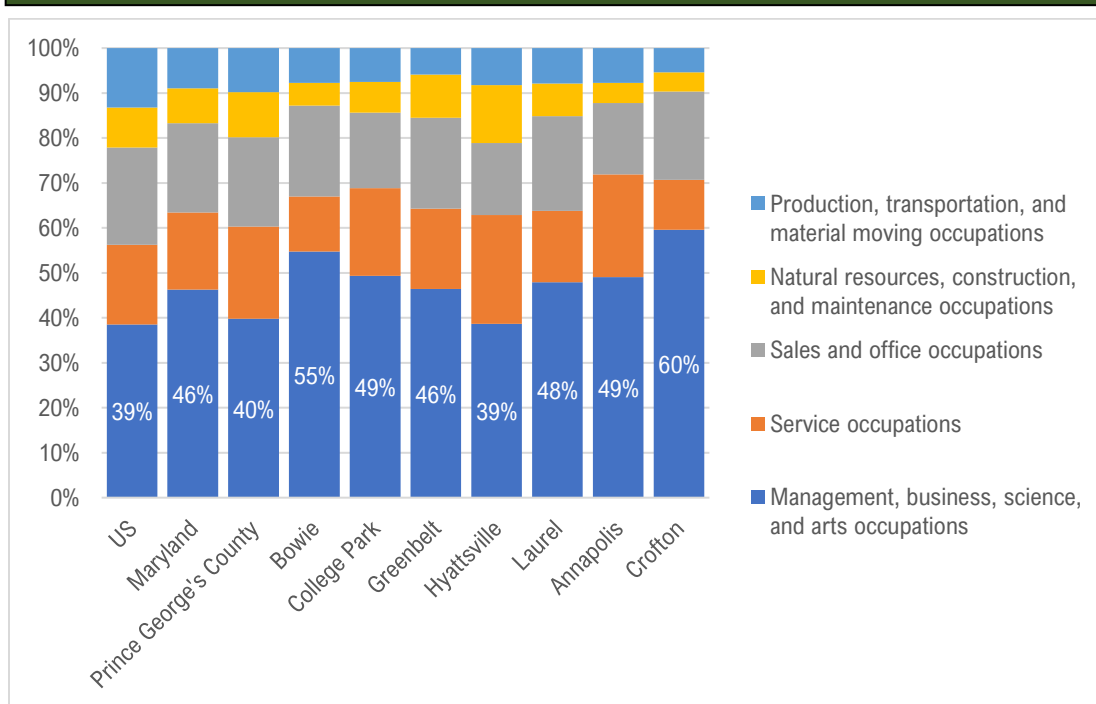


Figure 6: Occupational Employment



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.

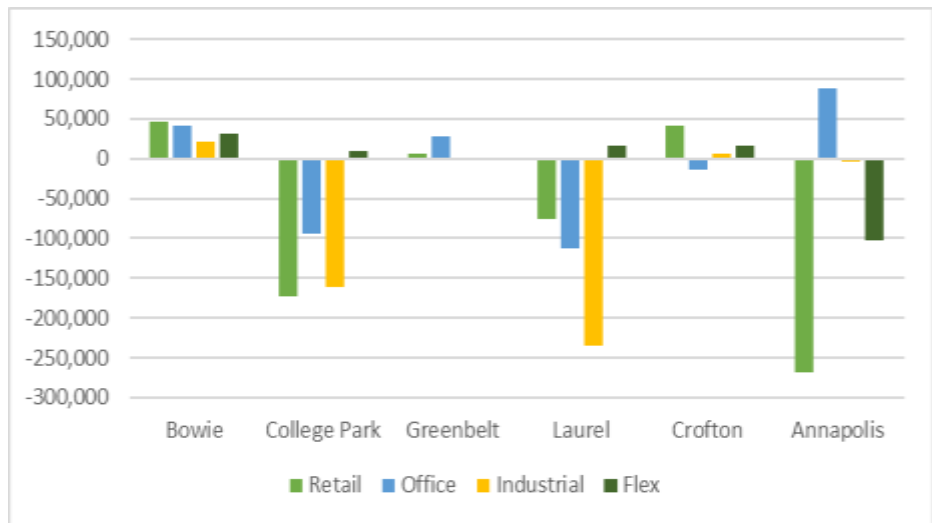
INVENTORY OF COMMERCIAL SPACE AVAILABLE

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:

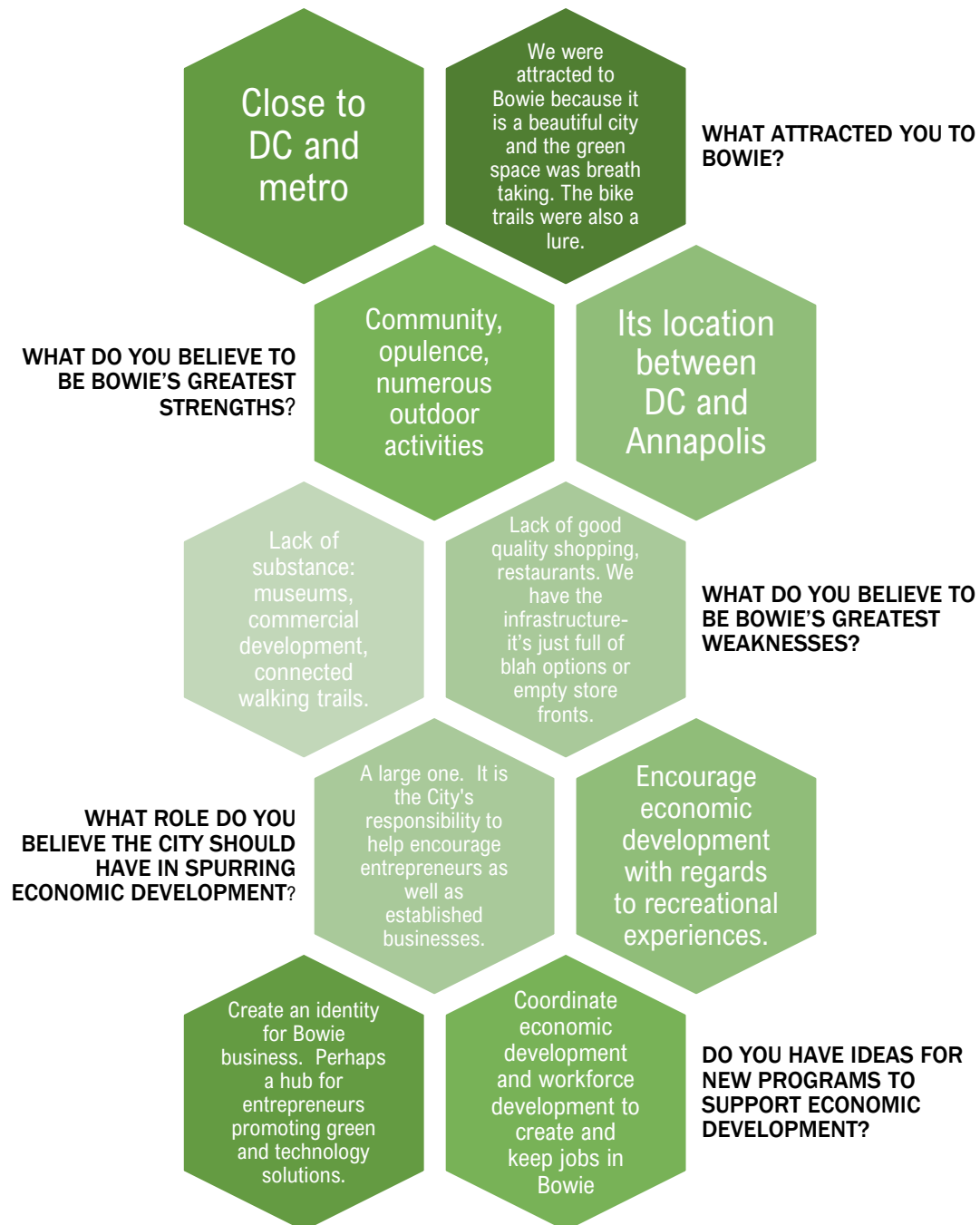
- What attracted you to Bowie?
- What do you believe to be Bowie’s greatest strengths?
- What do you believe to be Bowie’s weaknesses?
- In what ways do you feel supported by the City of Bowie?
- Are there areas of support you wish you had from the City of Bowie?
- What role do you believe the City should 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

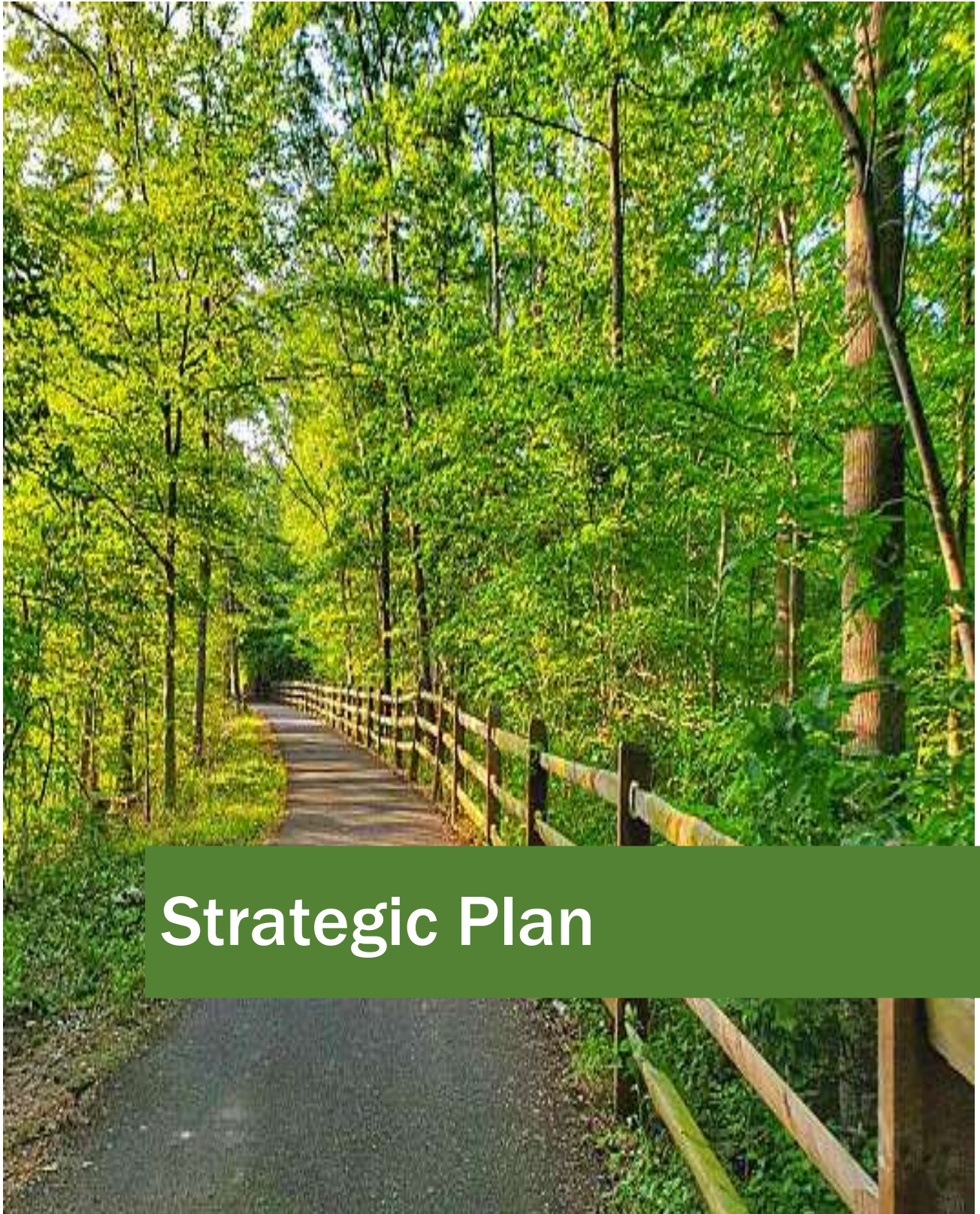
A strengths, weaknesses, opportunities and threats (SWOT) assessment is a commonly used strategic planning technique to begin any sort of analysis of an organization’s current operating conditions and to develop new strategies. A SWOT reviews areas where an organization is excelling, opportunities for 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.



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

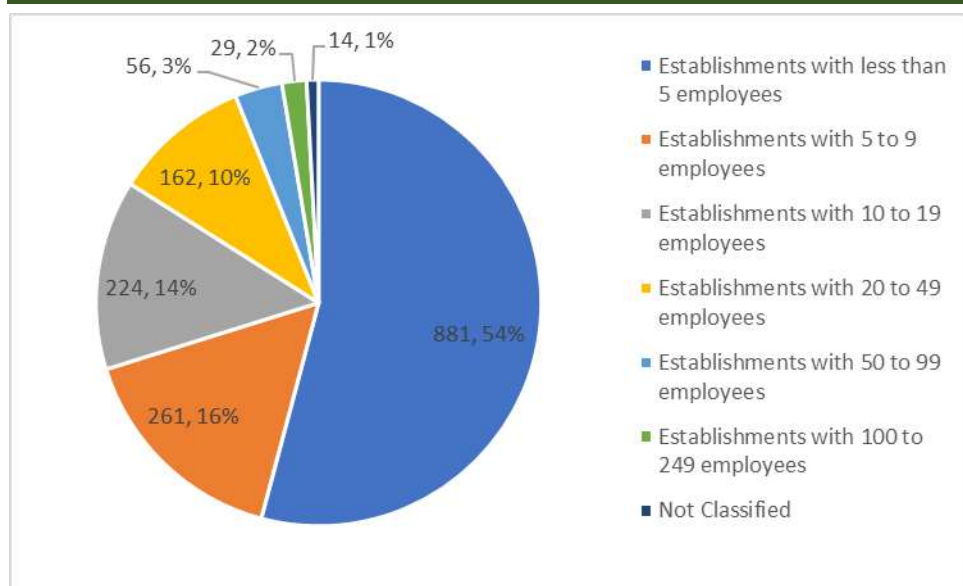
APPENDIX 1: DATA TABLES REFERENCED IN REPORT

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.

May 16th, 2022

CITY OF BOWIE ECONOMIC DEVELOPMENT STRATEGY AND ACTION PLAN

Presentation by

Richard Clinch, PhD
Director – The Jacob France Institute

Bill Cole
Partner – Margrave Strategies

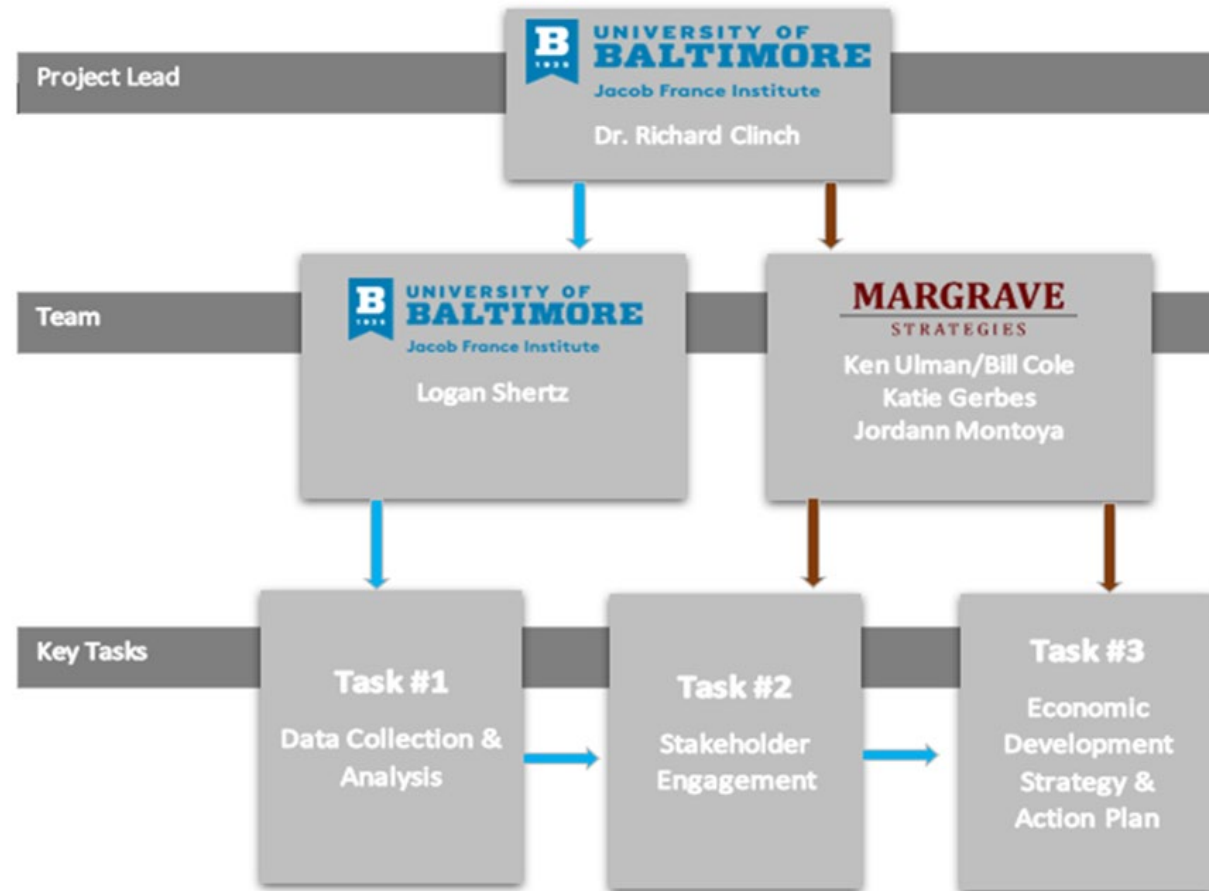
Agenda

1. Team Introductions
2. How Did We Get Here?
3. Strategic Plan
4. Discussion and Q&A



ECONOMIC DEVELOPMENT STRATEGY & ACTION PLAN City of Bowie

City of Bowie Economic Development Strategy And Action Plan



City of Bowie Economic Development Strategy And Action Plan



Strategic Plan

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.

Team is suggesting a total of 12 Recommended Actions, each ties to one of the areas of focus.

Strategic Plan

Implementation Matrix

- Area of Focus / Recommended Action
- Leader / Implementer
- Partners
- Budget Impact
 - \$ - this item estimated to cost between \$0 - \$25,000
 - \$ - this item estimated to cost between \$25,000 - \$50,000
 - \$ - this item estimated to cost more than \$50,000
- Timeframe
 - Short-term – this item can be completed in 6 – 12 months
 - Mid-term – this item can be completed in 12 – 24 months
 - Long-term – this item can be completed in 2 – 5 years
- Key Goals of RFP
- Notes

Strategic Plan

1

Utilize creative placemaking to support economic development with an initial focus on Bowie Town Center

Recommended Action 1: Actively market and support retail space and encourage high quality development.

Description	• Noted decline in perceived quality of Bowie Town Center. • City to take proactive approach in attraction and retention of tenants including marketing tools, providing data and representing City at trade shows and events. • Continue to drive municipal events to Bowie Town Center to drive traffic and activity.
Lead	Council / Staff
Budget	\$ - \$\$\$
Partners	Washington Prime Group
Timeframe	Long-Term

Strategic Plan

1

Utilize creative placemaking to support economic development with an initial focus on Bowie Town Center

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.

Description	• Mixed-use communities provide engaging places to “live, work, play and learn.” • Supported mixed-use in Bowie reduces tax burden on single family homes and diversifies housing/business stock. • Bowie Town Center is great location for mixed-use. • Mixed-use tends to encourage walkability and bikeability, as well as creative placemaking.
Lead	Council
Budget	\$ - \$\$
Partners	M-NCPPC, private property owners, developers
Timeframe	Long-term

Strategic Plan

1

Utilize creative placemaking to support economic development with an initial focus on Bowie Town Center

Recommended Action 3: Create a retail attraction fund.

Description	- Helps to address the perception that Bowie does not have the appropriate level of retail commensurate with its income levels. - A forgivable loan program can be used for storefront improvement, interior renovations or relocation costs. - Fund can be focused on specific geographic areas, such as Bowe Town Center or Old Town Bowie.
Lead	Council / Staff
Budget	\$\$\$
Partners	-
Timeframe	Mid-term

Strategic Plan

1

Utilize creative placemaking to support economic development with an initial focus on Bowie Town Center

Recommended Action 4: Implement a commercial façade improvement program.

Description	• Grants to fund public realm improvements such as paint, signage, windows, lighting, street greenery, etc. • Encourages investments in properties through financial incentives. • DHCD program has provide funds to Bowie to start the program.
Lead	Council / Staff
Budget	\$\$ - \$\$\$
Partners	DHCD
Timeframe	Mid-term

Strategic Plan

1

Utilize creative placemaking to support economic development with an initial focus on Bowie Town Center

Recommended Action 5: Work with County officials to streamline processes for permits, inspections and enforcement.

Description	• Frequent critique of Bowie, despite not being under their control. • Where appropriate, continue to advocate for reforms to enhance and streamline processes at DPIE. • Regularly check in with County officials on how the process is going and any areas of concern.
Lead	Council
Budget	\$
Partners	DPIE
Timeframe	Short-term

Strategic Plan

1

Utilize creative placemaking to support economic development with an initial focus on Bowie Town Center

Recommended Action 6: Complete an assessment of property in Old Town Bowie and create an area designated for small and local businesses.

Description	• Conduct an assessment of land within Old Town – property ownership, building use, etc. • Use assessment results to advise on property acquisition and/or adaptive reuse of buildings by private sector. • Develop a vision for the area – arts uses, start ups, boutique small businesses, etc.
Lead	Staff
Budget	\$
Partners	Private property owners, Prince George’s County
Timeframe	Mid-term

Strategic Plan

2

Leverage Bowie State University as the City of Bowie’s most natural anchor institution.

Recommended Action 7: Continue to support the Bowie Business Innovation Center and develop incentives for its graduates to permanently locate in Bowie.

Description	- Continue to fund Bowie BIC for the impactful work it does in the startup space. - Find ways to incentivize Bowie BIC graduate companies to locate within Bowie – networking, feeder program with private landlords, etc.
Lead	Council
Budget	\$\$
Partners	Bowie BIC, local landlords
Timeframe	Long-term

Strategic Plan

2

Leverage Bowie State University as the City of Bowie's most natural anchor institution.

Recommended Action 8: Develop a “Live Where You Work” program.

Description	• Down payment assistance to employees of designation companies to purchase a home within City limits. • Could apply to BSU employees, City employees or other large employers • State money has been available to jump start these programs elsewhere in MD.
Lead	Council / Staff
Budget	\$\$ - \$\$\$
Partners	BSU, major employers
Timeframe	Long-term

Strategic Plan

3

Distinguish the City of Bowie as an athletic recreation tourism hub

Recommended Action 9: Market the City as an athletic recreation tourism hub.

Description	• Develop marketing campaign around City’s strength of being a recreation and wellness destination. • Amplify existing messaging/marketing, even if not developed by Bowie. • Work with Baysox on creative activation of their stadium. • Educate existing users of recreation facilities to other assets within the City.
Lead	Council / Staff
Budget	\$ - \$\$\$
Partners	Marketing firms, Bowie Baysox, Liberty Sports Park, M-NCPPC
Timeframe	Long-term

Strategic Plan

3

Distinguish the City
of Bowie as an
athletic recreation
tourism hub

Recommended Action 10: Work to redevelop the Bowie Race Track property into a recreation destination.

Description	Work alongside Bowie State University to develop a concept plan for the Bowie Race Track property before the City takes ownership in 2023.
Lead	Council / Staff
Budget	\$\$\$
Partners	BSU
Timeframe	Long-term

Strategic Plan

4

Expand the City's business base through targeted business startup, expansion and retention efforts

Recommended Action 11: Create and implement a targeted campaign to attract the information technology, government contracting, health services and destination retail sectors.

Description	• Goal is to expand and diversity employment base through attraction of high quality users. • Develop collateral on City's strengths (workforce, location, real estate costs, consumer base), as well as available real estate assets. • Target C-Suite leadership who resides in the corridor to relocate their business to Bowie. • Continue outreach efforts with County and regional business organizations.
Lead	Staff
Budget	\$\$
Partners	Brokers, marketing firms, government contractors, retailers
Timeframe	Long-term

Strategic Plan

4

Expand the City’s business base through targeted business startup, expansion and retention efforts

Recommended Action 12: Enhance and increase promotion of the City’s existing economic development tools and programs.

Description	- A common theme in stakeholder interviews was lack of awareness of existing economic development programs. - Work to highlight these programs and tools, thereby increasing knowledge and utilization.
Lead	Staff
Budget	\$
Partners	Business community
Timeframe	Long-term

Discussion and Q&A

Appendix A: Key Findings from Report and Supporting data

Key Findings

Existing Conditions

Analysis

Finding #1: The City's economy is growing, but is lagging the County in employment growth and has a smaller employment base than key peers.

Finding #2: The City's economy is highly concentrated and specialized with industries that serve the city and regional population.

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

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

Key Findings

Existing Conditions Analysis

Finding #3: City employment is highly concentrated in large employers, but has a wealth of small and mid-size businesses.

Finding#4: Prince George's County has a large base of federal contractors; however, there are only a limited base of federal contractors located in the City.

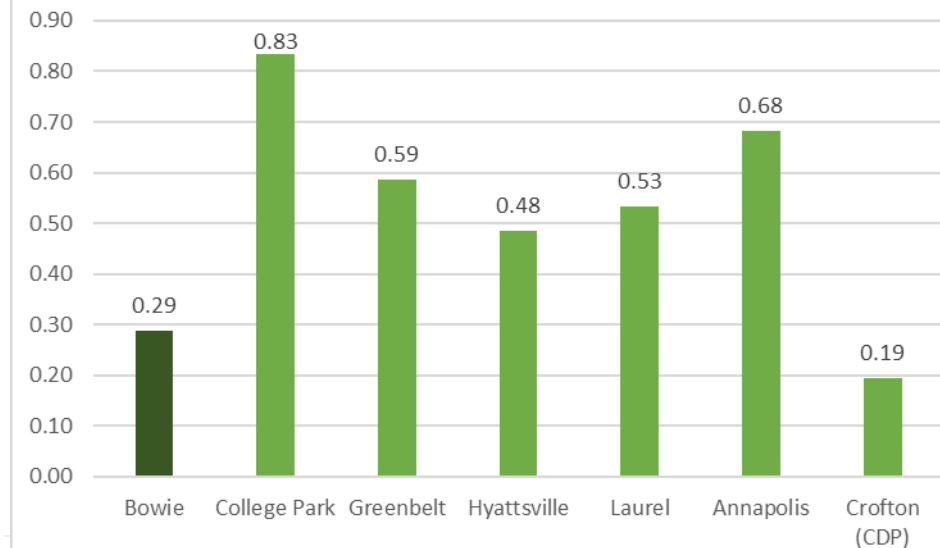
Finding #5: With only 0.29 jobs per resident, among the lowest of peer municipalities, the City has the potential to expand its employment base.

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

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



Key Findings

Existing Conditions Analysis

Finding #6: The City's population is growing and aging.

Finding #7: The City has an affluent population.

Finding#8: The City has significant workforce assets.

- High Labor Force Participation
- Highly Educated
- Large Concentration of Professional and Federal Workers

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

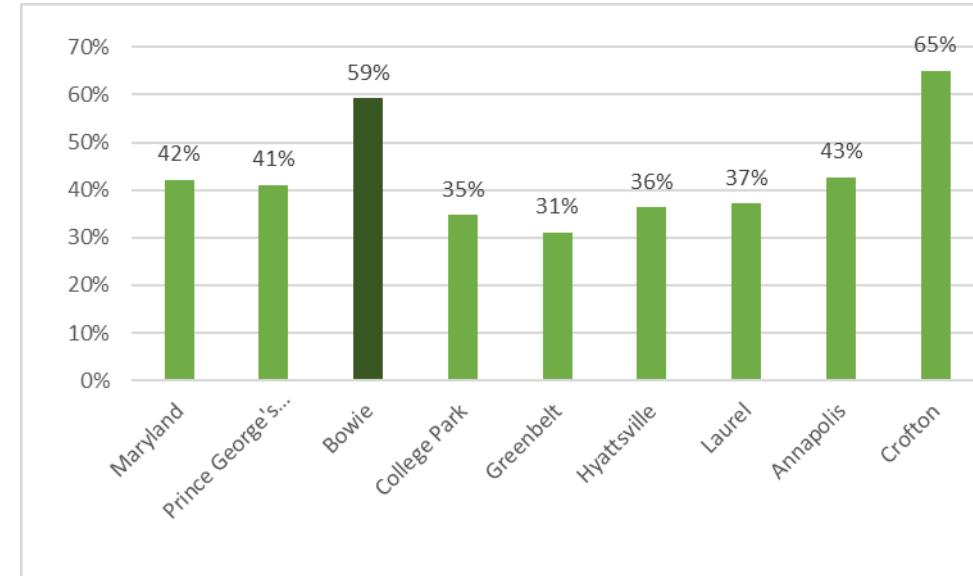
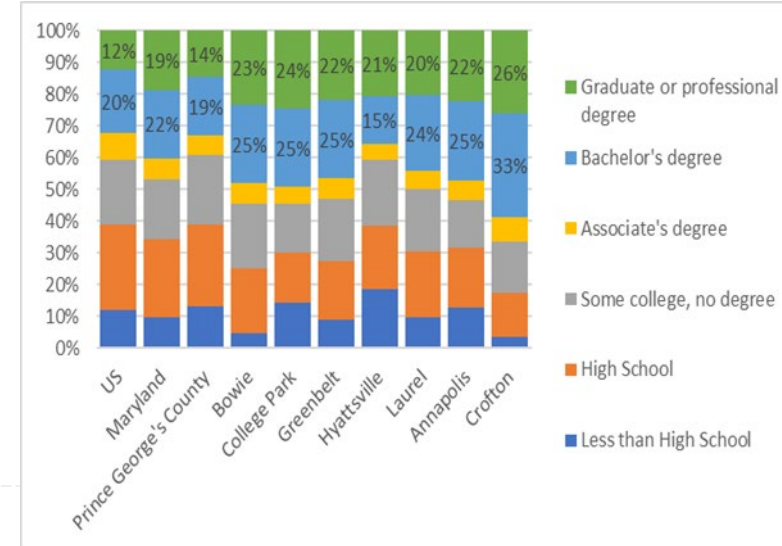


Figure 4: Educational Attainment



Key Findings

Existing Conditions Analysis

Finding #9: Finding: The City remains a suburban bedroom community.

Finding #10: 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.

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

Retail Issues

- Low vacancy, but ...
- Slower Growth (Retail Employment Fell)
- Retail Leakage
- Perception of Lack of Higher End Retail

Key Findings

Existing Conditions Analysis

- ***Finding #11: 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.***

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

Appendix B: January 2022 Presentation to Council

January 18, 2022

CITY OF BOWIE ECONOMIC DEVELOPMENT STRATEGY AND ACTION PLAN

Presentation by

Richard Clinch, PhD
Director – The Jacob France Institute

Bill Cole
Partner – Margrave Strategies

Agenda

1. Team Introductions
2. Project Overview and Status Report
3. Key Initial Findings
 - Task 1: Baseline Business, Economic and City Asset Data Collection and Analysis
 - Task 2: Stakeholder Engagement
4. SWOT Analysis
5. Preliminary Strategic Directions/Ideas
6. Discussion and Q&A

City of Bowie

Economic Development Strategy And Action Plan

Team Overview

Jacob France Institute

- The sponsored research unit of the Merrick School of Business at the University of Baltimore.
- Author of Prior 2001 Strategy
- Key Staff
 - Richard Clinch, PhD – Project Director
 - Logan Shertz – Research Associate

Margrave Strategies

- Consultancy focusing on working with institutional and municipal clients to to execute placemaking and economic development strategies.
- Key Staff
 - Bill Cole- Project Lead
 - Katie Gerbes- Project Manager
 - Jordann Montoya- Project Manager

City of Bowie Economic Development Strategy And Action Plan

Project Overview

Kickoff Meeting – Held 9/21/21

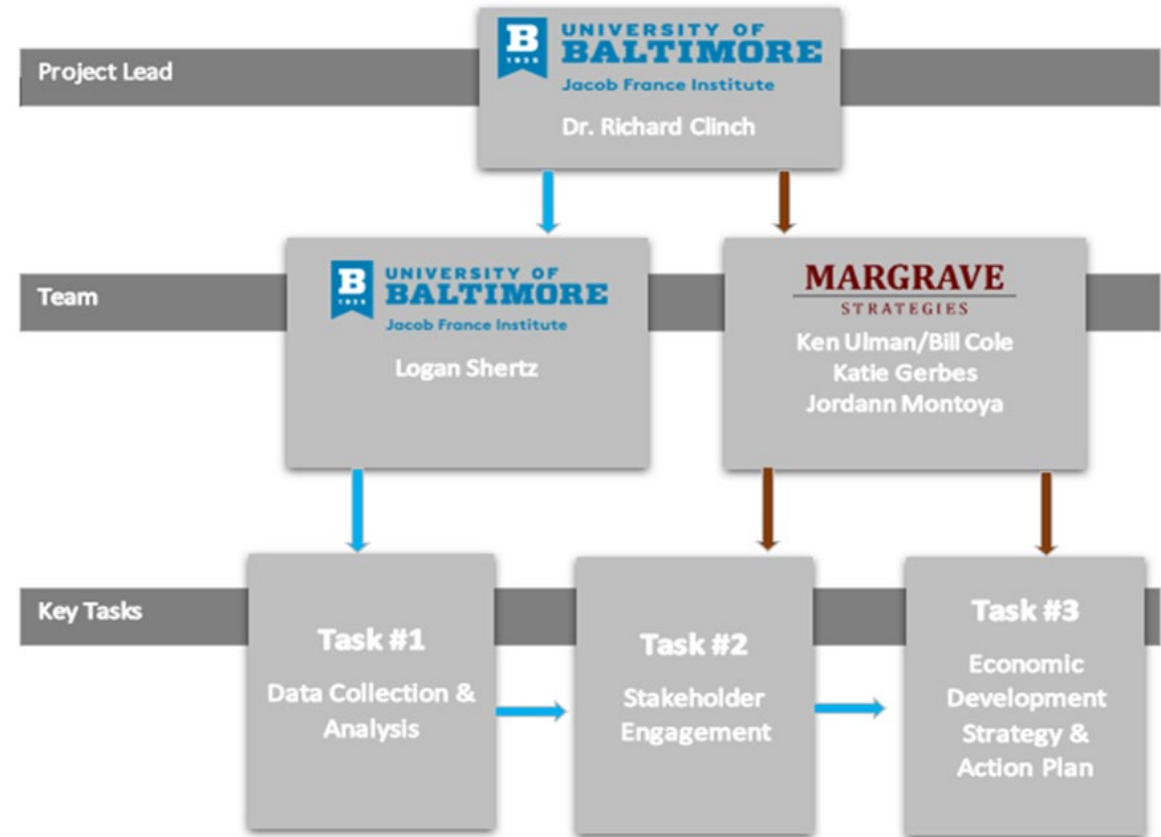
Task 1: Baseline Business, Economic and City Asset Data Collection and Analysis – Held 11-30-21

Task 2: Stakeholder Engagement

- **Integrated into a SWOT Analysis**

Next Step

Task 3: City of Bowie Economic Development Strategy and Action Plan Development



City of Bowie

Economic Development Strategy And Action Plan

Project Timeline

Task	September	October	November	December	January	February	March	April
Kickoff Meeting								
Task 1: Baseline Business, Economic and City Asset Data Collection and Analysis								
Task 2: Stakeholder Engagement								
Task 3: City of Bowie Economic Development Strategy and Action Plan Development							Draft Report and Presentation	Final Strategy Report 4/5/22

City of Bowie

Economic Development Strategy And Action Plan

Task 1: Baseline Business, Economic and City Asset Data Collection and Analysis

- Size, Structure and Performance of the City's Economy
- Composition Of The City's Business Base
- Current, Historical And Future Demographic And Economic Statistics
- City of Bowie Retail Capacity
- Inventory of Commercial Space Available
- Inventory of County and State Programs to Support Economic Development

Key Business And Economic Development Assets – Analysis Integrated into the SWOT

Size, Structure and Performance of the City's Economy

The City of Bowie Experienced Stable 5 Year Employment Growth 2013-2019

- Lagging MD, County and Peer Municipalities in Employment Growth

The City's Economy is Changing

- Growth in Health Care, Administrative Services, and Professional Services
- Declines in Retail and Accommodation and Food Services – County Doing Well in These
- Manufacturing Declined
- Wholesale/Transportation Declined – Despite County Growth

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

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

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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%
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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

Size, Structure and Performance of the City's Economy

The City of Bowie has a Diverse Economy

- High Concentration of Employment in *Businesses Serving Residents* (Retail, Education, Arts/Entertainment, Accommodation and Food Services)
 - But these sectors were not growing pre-COVID and were COVID Impacted
- Specialized in Information (Inovalon) and Professional Services (FTI, Insight, IDA ...)

Need to Diversify Employment Base from Reliance on Residential Demand Industries

Table 3: 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)	0.01	0	0.00
Source: EMSI and Census On-the-Map			

LQ = Concentration of Employment Relative to National
 – Above 1 = Higher than National Concentration

Composition Of The City's Business Base

Federal Procurement is a Key County Driver – Less of a Driver in the City of Bowie

- County - \$9.6 Bil. And 3,463 Contractors
- Bowie – Smaller than Nearly all Peers - \$65 Mil. – 73 Companies

Table 5: Federal Procurement, FFY2021

Area	Amount	% of County	# of Contractors	% of County
Prince George's County	\$9,657,959,454		3,463	
Bowie	\$64,965,073	1%	73	2%
College Park	\$246,614,140	3%	309	9%
Greenbelt	\$993,858,024	10%	177	5%
Hyattsville	\$186,516,729	2%	333	10%
Laurel	\$43,683,863	0%	226	7%
Annapolis	\$448,982,562	n.m.	324	n.m.
Crofton (CDP)	\$22,297,155	n.m.	30	n.m.
Source: SAM.GOV				

This is a core County target – should the City Focus on this?

Current, Historical And Future Demographic And Economic Statistics

The City of Bowie is Growing, Aging and More Affluent than the County and Key Peers

- Population is Growing More Rapidly than State, County and Municipal Peers
- Population is Aging – And Older Than The County
 - Median Age is 42.7 vs 38.7 in Maryland and 37.1 in County – Higher than Peer Jurisdictions
 - Gaining Population in Core 25-34 (Millennial) Demographic
 - 11.9% of City Population vs 13.8% in Maryland and 14.7% in County – Lower Than Peer Jurisdictions
 - Loss of Prime Working Age Population (35-54)
- Median Household Income is Higher than Maryland and County and All But One Peer Municipality **BUT** is Growing More Slowly

Table 6: Population Change, 2010-2019

	Change 2010-19			
	2010	2019 #	%	
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				

Table 8. 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.				

Current, Historical And Future Demographic And Economic Statistics

The City of Bowie has Significant Workforce Assets

1. Higher than National and County Labor Force Participation – but below some key Peer Municipalities
 - LFP is 71.5% - Higher than County – but Lower than Most Peers
2. Better Educated Workforce than the Nation, State, and Most County Peers – Behind Crofton
 - 48% Bachelor's Or Above – Higher than County Higher than Most Peers But Lower than Crofton
3. More Professional Workers than County Peers
 - 55% in Professional Occupations – Higher than County and All Peers Except Crofton

The City of Bowie Remains a Suburban Bedroom Community

- 55% of City Residents Work Out of County/State
 - Commute to DC 22%, VA 8%, Anne Arundel 12% Montgomery 11%
- 5% Live and Work in Bowie
- Only .29 Jobs per Resident in the City
 - Lower Than All Peers Except Crofton
 - Still 8% of City Jobs are Held By Residents

Table 10: Place of Work

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

City of Bowie Retail Capacity

Despite Robust Retail Base Bowie is a Net Importer of Retail Activity

- 306 Retail Establishments (17% of Total Businesses) and 6,045 Jobs (34% of Total Jobs) – 18 of Largest Employers
- Food and Beverage Stores - \$31 Mil. Gap
- Building Materials - \$31 Mil. Gap
- Food Services - \$28 Mil. Gap
- Surplus in Automotive Dealers Department Stores

Based on Most Recent ESRI Data 2017



Retail MarketPlace Profile

City of Bowie
Bowie city, MD
Geography: Place

Summary Demographics	
2021 Population	54,273
2021 Households	19,813
2021 Median Disposable Income	\$83,844
2021 Per Capita Income	\$50,183

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,160,247,749	\$937,578,882	\$222,668,867	10.6	298
Total Retail Trade	44-45	\$1,043,263,313	\$848,678,509	\$194,584,804	10.3	218
Total Food & Drink	722	\$116,984,436	\$88,900,373	\$28,084,063	13.6	80
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$213,828,058	\$209,785,436	\$4,042,622	1.0	18
Automobile Dealers	4411	\$180,982,850	\$198,825,397	-\$17,842,547	-4.7	9
Other Motor Vehicle Dealers	4412	\$16,127,864	\$1,318,970	\$14,808,894	84.9	2
Auto Parts, Accessories & Tire Stores	4413	\$16,717,344	\$9,641,069	\$7,076,275	26.8	7
Furniture & Home Furnishings Stores	442	\$38,746,784	\$23,748,005	\$14,998,779	24.0	17
Furniture Stores	4421	\$22,343,936	\$18,368,266	\$3,975,670	9.8	9
Home Furnishings Stores	4422	\$16,402,848	\$5,379,739	\$11,023,109	50.6	8
Electronics & Appliance Stores	443	\$41,828,011	\$34,458,267	\$7,369,744	9.7	15
Bldg Materials, Garden Equip. & Supply Stores	444	\$74,397,203	\$42,893,633	\$31,503,570	26.9	18
Bldg Material & Supplies Dealers	4441	\$68,467,525	\$36,458,264	\$32,009,261	30.5	15
Lawn & Garden Equip & Supply Stores	4442	\$5,929,678	\$6,435,369	-\$505,691	-4.1	3
Food & Beverage Stores	445	\$191,603,705	\$160,364,808	\$31,238,897	8.9	19
Grocery Stores	4451	\$160,503,994	\$155,572,830	\$4,931,164	1.6	12
Specialty Food Stores	4452	\$9,507,691	\$657,793	\$8,849,898	87.1	2
Beer, Wine & Liquor Stores	4453	\$21,592,020	\$4,134,185	\$17,457,835	67.9	5
Health & Personal Care Stores	446,4461	\$63,586,032	\$47,964,762	\$15,621,270	14.0	27
Gasoline Stations	447,4471	\$90,269,988	\$62,519,791	\$27,750,197	18.2	9
Clothing & Clothing Accessories Stores	448	\$75,909,001	\$43,390,501	\$32,518,500	27.3	39
Clothing Stores	4481	\$51,131,931	\$29,518,649	\$21,613,282	26.8	27
Shoe Stores	4482	\$11,575,917	\$8,778,489	\$2,797,428	13.7	7
Jewelry, Luggage & Leather Goods Stores	4483	\$13,201,153	\$5,093,363	\$8,107,790	44.3	5
Sporting Goods, Hobby, Book & Music Stores	451	\$31,957,816	\$20,129,587	\$11,828,229	22.7	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$26,974,538	\$13,237,427	\$13,737,111	34.2	10
Book, Periodical & Music Stores	4512	\$4,983,278	\$6,892,160	-\$1,908,882	-16.1	2
General Merchandise Stores	452	\$170,830,230	\$186,371,101	-\$15,540,871	-4.4	13
Department Stores Excluding Leased Depts.	4521	\$113,130,112	\$163,178,707	-\$50,048,595	-18.1	7
Other General Merchandise Stores	4529	\$57,700,118	\$23,192,394	\$34,507,724	42.7	6
Miscellaneous Store Retailers	453	\$39,179,686	\$16,108,378	\$23,070,308	41.7	27
Florists	4531	\$2,476,609	\$465,485	\$2,011,124	68.4	3
Office Supplies, Stationery & Gift Stores	4532	\$11,472,056	\$8,559,966	\$2,912,090	14.5	11
Used Merchandise Stores	4533	\$4,159,349	\$1,209,361	\$2,949,988	54.9	8
Other Miscellaneous Store Retailers	4539	\$21,071,672	\$5,874,566	\$15,197,106	56.4	5
Nonstore Retailers	454	\$11,126,799	\$943,240	\$10,183,559	84.4	4
Electronic Shopping & Mail-Order Houses	4541	\$4,631,337	\$943,240	\$3,688,097	66.2	4
Vending Machine Operators	4542	\$1,429,595	\$0	\$1,429,595	100.0	0
Direct Selling Establishments	4543	\$5,065,867	\$0	\$5,065,867	100.0	0
Food Services & Drinking Places	722	\$116,984,436	\$88,900,373	\$28,084,063	13.6	80
Special Food Services	7223	\$3,821,176	\$438,984	\$3,382,192	79.4	2
Drinking Places - Alcoholic Beverages	7224	\$3,489,954	\$0	\$3,489,954	100.0	0
Restaurants/Other Eating Places	7225	\$109,673,306	\$88,461,389	\$21,211,917	10.7	78

Selected Quality of Life Measures

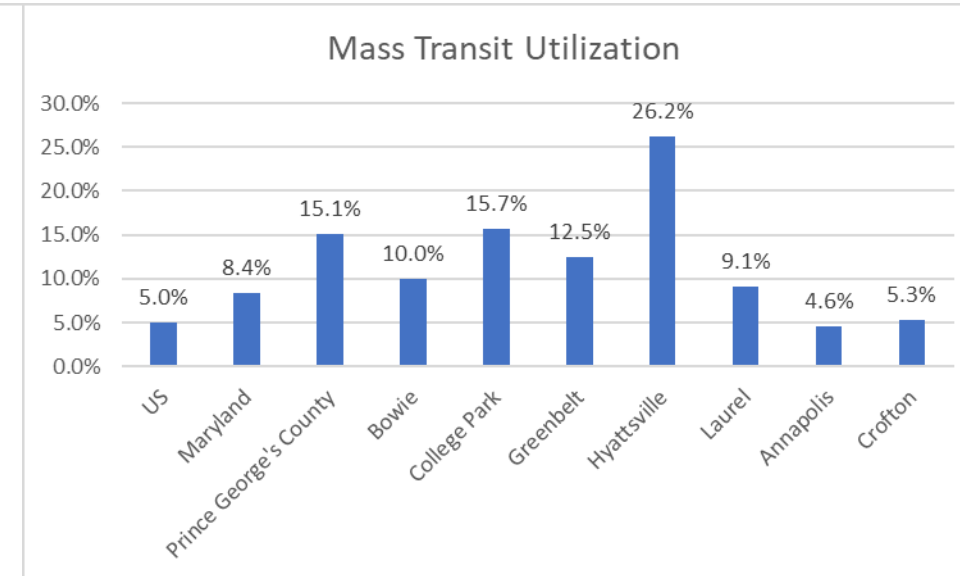
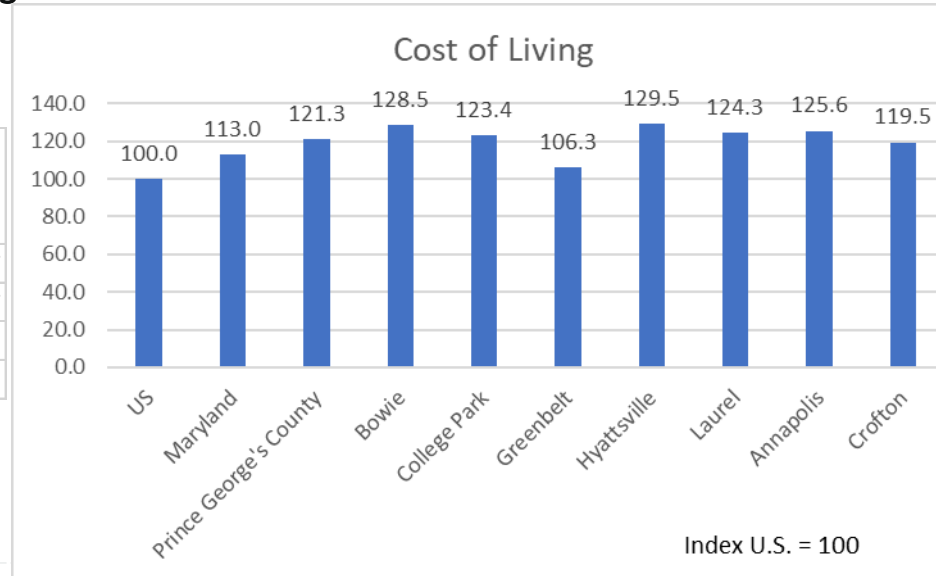
Bowie Has Quality of Life Advantages

- Competitive/Higher Cost of Housing
 - High Owner Occupancy
- Competitive Cost of Living
- Mass Transit Access
- Education

	Bowie High School	Prince George's County
Graduation Rate	89.64	76.17
SAT Score	961	927
% AP Exams with Grades 3-5	47.4	43
12 Month College Enrollment	71.6	55.5

	% Owner Occupied	Median Housing Value - Owner Occupied	Median Rent	Cost Burdened Home Owners	Cost Burdened Renters
US	64.0%	\$217,500	\$1,062	27.8%	49.6%
Maryland	66.9%	\$314,800	\$1,392	27.5%	49.7%
Prince George's County	62.1%	\$302,800	\$1,475	32.4%	51.3%
Bowie	82.6%	\$338,100	\$1,888	27.5%	52.0%
College Park	42.8%	\$330,300	\$1,528	26.9%	56.9%
Greenbelt	47.8%	\$227,400	\$1,610	24.9%	52.6%
Hyattsville	46.6%	\$336,300	\$1,433	26.9%	46.1%
Laurel	45.3%	\$269,000	\$1,566	31.1%	48.6%
Annapolis	51.8%	\$420,500	\$1,583	30.2%	49.0%
Crofton	79.6%	\$387,400	\$1,928	18.8%	26.3%

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



Inventory Of Commercial Space Available

The City of Bowie Seems to be Well Positioned in Terms of Both Inventory and Rates for Commercial Space

The City of Bowie is:

- 3rd in Retail Space – 5.8 mil. sf. (College Park 7.7 mil. and Annapolis 7.4 mil.)
- 5th in Office Space– 2.2 mil. sf. – **Is Inventory of Office Space a Barrier to Goals?**
- 2nd in Industrial Space – 5.8 mil. sf. (College Park 8.3 mil.)
- 4th in Flex Space 1.0 mil. sf.
- Competitive in Cost
- Low Vacancy

(Data in Appendix)

The City of Bowie is Outpacing Most Peers in Absorption – but Limited Development

- Key Peers had Negative Absorption
- Not a lot of Space Delivered in 2020
- CoStar lists No Space Under Construction

Absorption by Real Estate Class in Bowie and surrounding areas (Source: CoStar 2020)						
Real Estate Class	Bowie	College Park	Greenbelt	Laurel	Crofton	Annapolis
Retail	46,044	-172,211	6,657	-76,663	42,144	-269,301
Office	41,338	-93,891	28,596	-113,118	-13,308	88,122
Industrial	21,685	-160,508	0	-235,165	6,316	-4,412
Flex	31,807	10,367	0	15,694	17,091	-102,180
Sq Ft Delivered by Real Estate Class in Bowie and surrounding areas (Source: CoStar 2020)						
Real Estate Class	Bowie	College Park	Greenbelt	Laurel	Crofton	Annapolis
Retail	0	6,361	0	0	42,144	-269,301
Office	60,000	111,276	0	0	0	111,000
Industrial	0	0	0	0	0	0
Flex	0	0	0	0	0	0

City of Bowie

Economic Development Strategy And Action Plan

Task 2: Stakeholder Engagement

- 19 Interviews of Economic Development Stakeholders, Including: businesses; business organizations; City/County officials (elected and departmental); Citizen representatives; and developers.

The key goals were to determine:

- Stakeholder perceptions of the key issues and needs impacting City economic development;
- Stakeholder suggestions on the City's economic development strategy goals; and
- Stakeholder needs and recommendations to inform the development of the City's Economic Development Strategy and Action Plan.
- Currently taking feedback from residents via Survey Monkey online poll.

Selected Key Findings

1. Bowie Seen as Offering a High Quality of Life; has Positive Reputation
 - City vs. County
2. City Seen as Opposed to Development
 - County Development Process is a Barrier
3. Bowie Needs a "Brand Identity"

The findings of Task 1 and Task 2 into a Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis.

SWOT Analysis

A Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis is a commonly used strategic planning technique to begin any sort of assessment on a community's current operating conditions and to develop new strategies. A SWOT reviews areas where a community is excelling, opportunities for improvements, community vulnerabilities and any obstacles that could jeopardize success.

- Strengths and Weaknesses are internal to the area being studied
- Opportunities and Threats are external factors impact the area



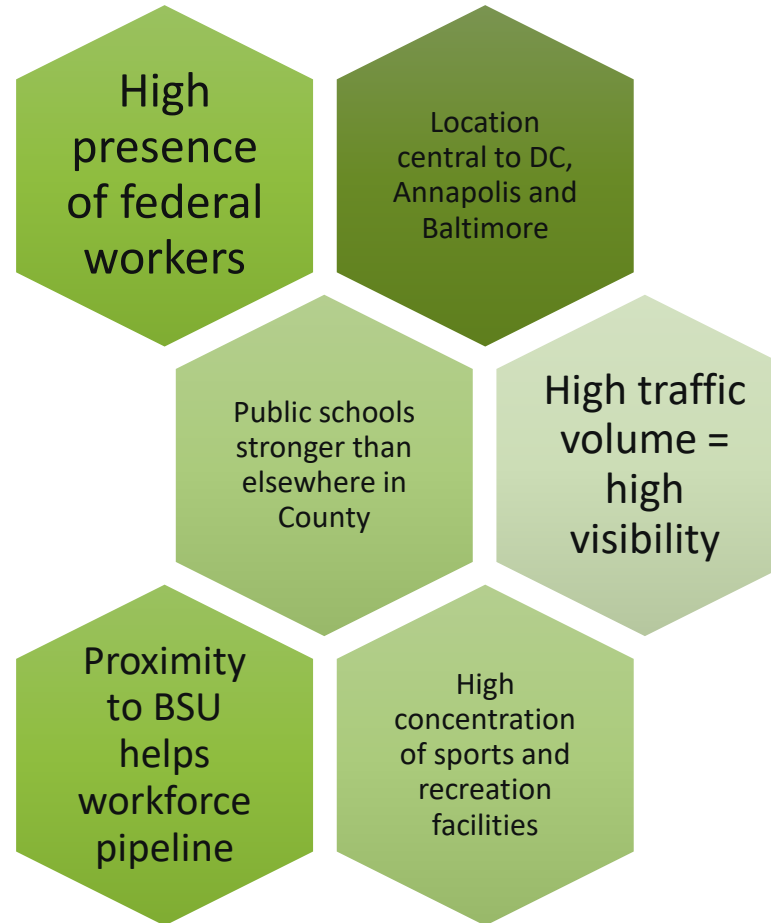
SWOT Analysis - Strengths



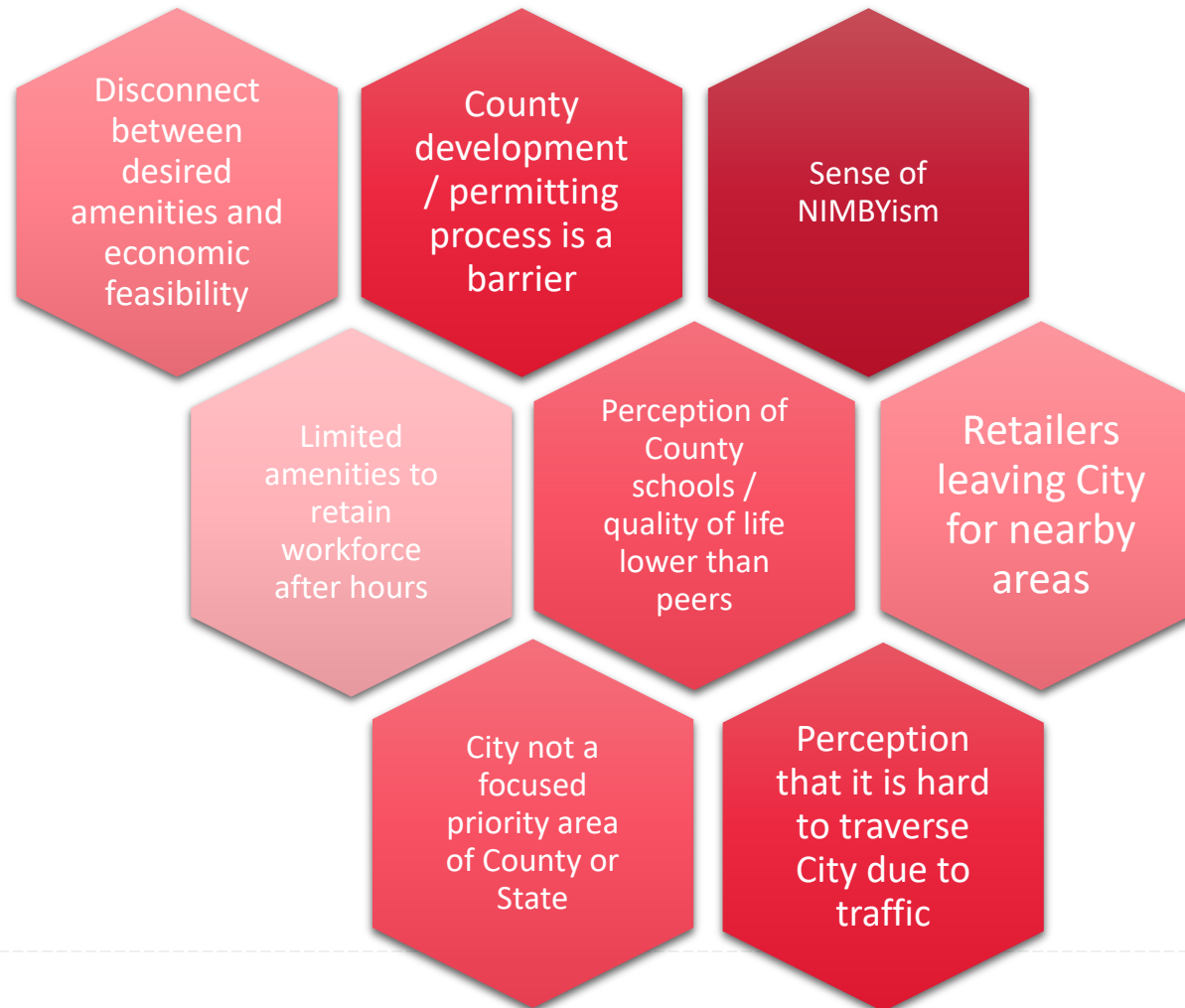
SWOT Analysis - Weaknesses



SWOT Analysis – Opportunities



SWOT Analysis – Threats



Preliminary Strategic Directions/Ideas

1. City Needs to Expand and Diversify its Business Base
 - Employment Base (Commercial Property Tax Base?) are Lower than Key County Peers
 - Reliance on Residential Demand-Based Industries
2. The City Needs to Make a Case for Public Support for Development
 - Desire to Upgrade City Retail Amenities/Perception that it is Lagging Crofton
 - Commercial Development as a Means to Increase Tax Base to Support City Services
 - Negative Perception of Development Process
3. Establish Linkages to County Business Technology Drivers
 - UMCP/Discovery District and BSU
 - Federal Facilities (notably Goddard) and Federal Contractor Base (key County Driver)
4. Creative Solutions to Help Struggling Areas
 - Old Town Bowie
 - Bowie Town Center
5. Need to Create a City of Bowie “Brand”
 - More than a Bedroom Community
 - Sports/Recreational Amenities as drivers– Baysox; Bowie Race Track, Liberty Sports Park, WB&A Trail
6. Modernize City Processes/Functions to Support Businesses
 - Evaluate/expand current programs – incentive fund, façade improvement, etc.
 - Welcome Kits and Guides to new businesses
 - Opportunities for business leaders to give feedback to City

Discussion and Q&A

- Are Findings Consistent with Your Perceptions of City Economic Development Issues?
- Are We on Track?
- Thoughts on Initial Ideas?



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Climate Action Plan- Implementation Plan and Public Comments

DATE: 05/12/2022

Attached please find a copy of the Climate Action Plan- Implementation Plan, the presentation slide deck, as well as the public comments received.

The Implementation Plan was created as a supplement to the Climate Action Plan (CAP) that was approved, R-47-20, to adopt the goal of reducing City-wide emissions by 50% by the year 2030. The CAP, however, was broad in its narrative thus requiring an Implementation Plan to elucidate on appropriate timelines, staff, budget items, etc. The Implementation Plan also sees the addition of focused objectives and metrics.

The Implementation Plan was posted for public comment from April 1- April 30 of 2022 and received three comments. They were positive in nature and reinforced the Implementation Plan as well as provided a few new ideas for staff to examine.

Recommendation

It is recommended that Council approve the Implementation Plan as a supplement to the approved Climate Action Plan.

ATTACHMENTS:

1. DRAFT_CAPImplementationPlan2022
2. CAP_ImpPlan_2022AD
3. CAP_Imp_PublicComments2022



City of Bowie

2022-2025 Implementation Plan

For the 2020-2025 Climate Action Plan



City of Bowie Climate Action Plan Implementation Plan 2022-2025

Acknowledgements

Bowie City Council

Timothy J. Adams, Mayor
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Dufour Woolfley, Councilmember

Document Prepared by

Ashleigh Diaz, Sustainability Planner
Joseph M. Meinert, AICP, Director of Planning and Community Development
Mati Bazurto, Business Operations Manager
Nick Spurgeon, Assistant Director of Community Services
Tiffany Wright, Watershed Manager
Michelle Balfe, Chair of the Green Team Executive Committee
Bob Kellaway, Chair of the Green Team Energy Subgroup
Abigail Snyder, Chair of the Environmental Advisory Committee

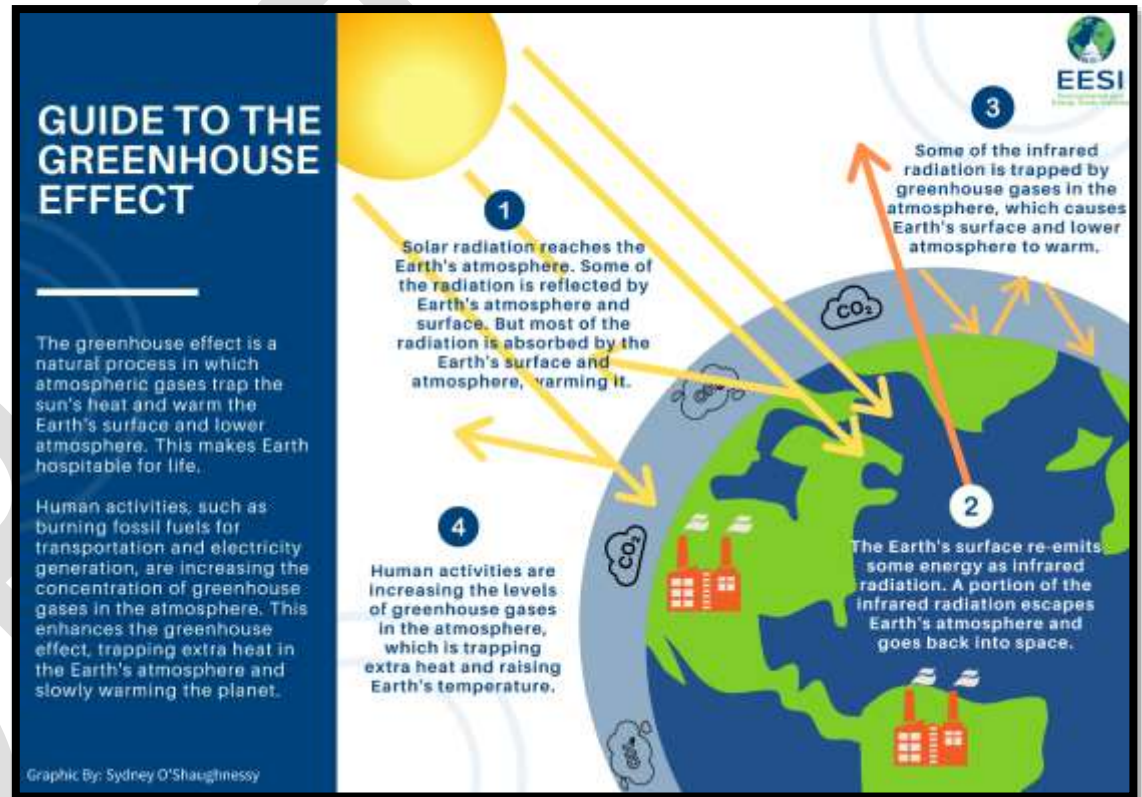
Introduction:

The City of Bowie adopted its Climate Action Plan (CAP) in 2020, which will guide us through the year 2025 with the overall goal of reducing greenhouse gas emissions by 50% by the year 2030 over 2015 levels, with the eventual goal of reaching net-zero by 2050. These goals are not only specific to the City of Bowie, but they are also in line with regional and national goals and the recommendations of the Intergovernmental Panel on Climate Change (IPCC). Please note the references under each action to its County Climate Action Plan counterpart.

Climate is defined as the long-term average of weather that happens at a given place for a given season, according to the Association of Climate Change Officers. However, certain factors outside of a climate system influence the odds of certain types of weather and overall climate happening more or less likely.

Because greenhouse gas emissions are masterful at clogging up our atmosphere, they trap atmospheric radiation (what we know as heat from the sun), leading to a warming effect within our atmosphere which brings associated warming temperatures, global ice melting, sea-level rise, and ocean acidification (coral reefs dying out, due to increased sea temperatures). There is a positive feedback loop (increased or exacerbated effects) when there is less ice surface area to reflect sun radiation/heat, leading to an accelerated absorption of it by the oceans and atmosphere giving way to increased extreme heat events, more intense weather phenomena and other events (such as habitat destruction, food chain issues) generally related to a global changing climate.

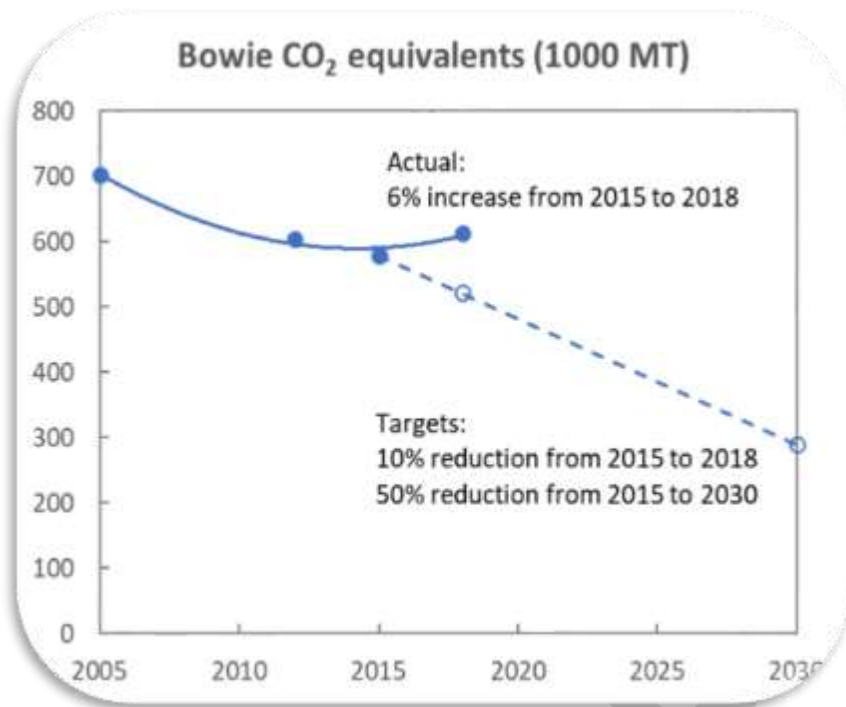
Therefore, reduced energy usage and related greenhouse gas emissions along with proactive and progressive ecological protection policies, including but not limited to, carbon sequestration (trapping) processes, natural or green infrastructure, and habitat creation/protection, are our most vital tools. Please see the graphic on this page from the Environmental and Energy Study Institute for a visual understanding of climate change as a system affecting Earth.



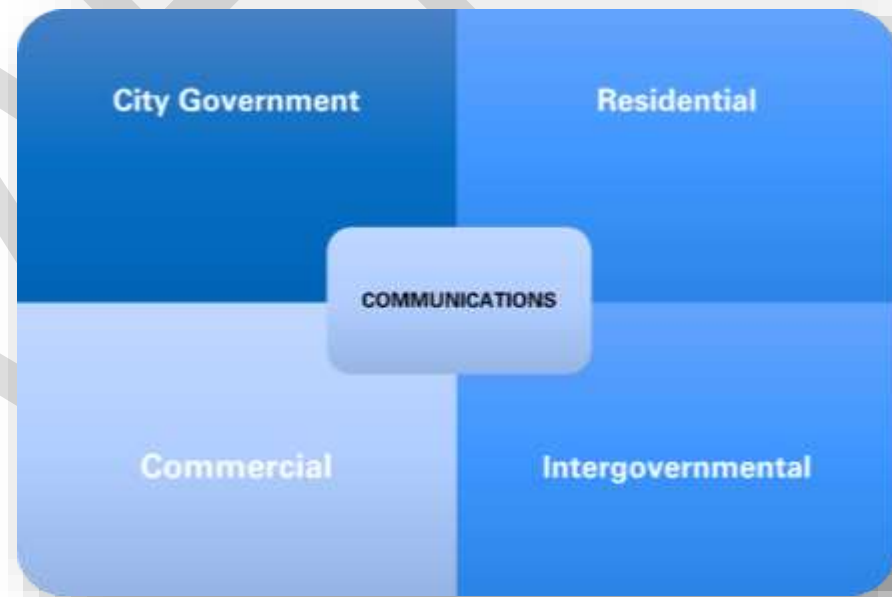
Refresher:

The figure below on the left is where Bowie currently stands regarding emissions of carbon dioxide and how much we need to decrease emissions to reach our ultimate goal.

The image on the right is an overview of the CAP sectors. **Please note that communications efforts transcend all sectors because education and outreach is key to creating change. However, it will not be part of this implementation plan as efforts are ongoing. The City is undergoing a branding process and the outcome will influence how we are able to provide communications services going forward.**



Emissions data from Metropolitan-Washington Council of Governments (MWCOG or COG) as of 2018



IMPLEMENTATION TABLES

The following pages showcase the implementation tables for each sector. Please note that not every objective will have a corresponding metric and/or next step listed at this time and that some objectives have multiple metrics which may cause them to occasionally not line up.



City Government

Action #	Action Area	Action Item	Objectives	Metrics
1	Energy Efficiency & Renewables	Commitment to energy efficiency and renewable energy usage in City operations <i>PGCAP: CO-4, M-1</i>	1. Prioritize solar & renewable projects in Capital Improvements Plan (CIP) energy projects; ongoing	# of CIP projects with an energy efficiency or renewables focus
			2. Budget for and purchase software for in-house emissions benchmarking of City facilities by 2024	Acquisition of benchmarking software
			3. Evaluate the feasibility of LED light replacements at City facilities and parks annually and on an individual basis as needed.	Completion of LED and/or generator replacement projects
			4. Evaluate the feasibility of generator replacements with renewable sources annually and on an individual basis as needed.	
2	Transportation	Promote EV infrastructure <i>PGCAP: M-4, M-6</i>	1. Update budget guidance language for vehicle acquisitions to reflect efficiency goals & cost reduction over the lifetime of an electric vehicle (EV) vs. an internal combustion engine (ICE) vehicle by FY24	Completed/update budget guidance language
			2. Adopt a Fuel Reduction Plan by reviewing baseline fuel usage, Miles Per Gallon (MPG) of vehicles, and Vehicle Miles Travelled (VMT) data while incorporating future goals by 2025.	Completion of fuel usage study/ Creation of Fuel Reduction Plan
			3. Promote telework for City employees where possible, noting that this will not be possible for all positions; ongoing.	# of EVs or hybrids acquired for City operation and # of charging stations at City facilities
3	Operations	Green purchasing & zero-waste procurement <i>PGCAP: M-10</i>	1. Expand upon current green purchase policy and begin tracking items purchased via database/resources	Promotion of green-friendly procurement database & tracking of green procurement
			2. Implement food waste program at City Hall for staff by 2024	Implementation of food waste program at City Hall for staff
			3. Move away from plastic or wasteful giveaways	
			4. Expand upon healthful and/or less wasteful vending machine options	# of items in machines that are sustainably packaged and/or healthier options
4	Carbon Sequestration	Expand Urban Tree Canopy <i>PGCAP: M-11, A-5</i>	1. Establish a new/updated No Net Loss Policy, combining the 2013 Street Trees Policy with the new Development Review Guidelines by 2023	Completion of updated No Net Loss Policy
			2. Regularly measure tree canopy for assessment towards the adopted 45% goal	Completion of tree canopy assessments as data is provided

Action #	Action Area	Action Item	Objectives	Metrics
			3. Expand tree planting rebate program by 2024	# of Plant One Tree On Us (POTOU) trees given/budgeted for
			4. Convert as much turf to ecological landscaping (incorporating trees and promoting native species), when possible and feasible	Creation of map showing potential areas for conversion to ecological landscaping & sq. feet of non-park properties or public rights-of-way converted to ecological landscaping
			5. Develop a native species promotion policy for internal operations by 12/31/22.	# of park and street trees lost and replanted
			6. Update Public Works Specifications to address native species policy for stormwater management projects	Completion of native species promotion policy for internal operations
	5	Develop a Municipal Resiliency Plan Resilience: the ability to recover after a disaster and developing systems for mitigation. <i>PGCAP: M3, A1-A8</i>	1. Assess the need for a Smart Cities Task Force and/or Smart Cities workshops by 2023.	Compilation of Smart Cities data and distribution to Directors and appropriate staff
			2. Incorporate Emergency Response Plan into overall Resiliency Plan	Creation of Resiliency Plan, if deemed necessary through analysis
			3. Incorporate a climate equity policy into resilience planning to equitably provide emergency services	

City Government Next Steps

Action #	Objective	Next Steps
1	1	Business Operations and Community Services will continue to evaluate and prioritize energy efficiency and renewable based projects for City facilities using the energy efficiency CIP. Typically, one project is executed per year.
	2	Business Operations will request funding for FY23 for emissions tracking software. Update TBD.
	3, 4	Because of the large-scale nature of these objectives, they will need to be assessed on a yearly basis and approached as needed and as is feasible. Community Services plans to replace old vehicles (where possible) with EVs as they are phased out. In the foreseeable future they will be acquiring an electric truck and an SUV and running conduit (EV readiness) as part of an overall security enhancement to the Senior Center bus lot.
2	1	Community Services will update budget guidance to state the intent of focusing on better MPG for City vehicles by September 2022, in time for the next budget cycle.
	2	Staff Sustainability Team or Sustainability Planner will execute fuel usage study to review 2019 as a baseline analysis. The Team will work on fuel reduction plan by 2025. Immediate next steps involve Community Services moving forward with running of conduit and security enhancements for Senior Center bus lot.
3	1	The Staff Sustainability Team, or other appropriate staff, will compile a green database, based off Maryland Department of the Environment resources by 2023. The database will be distributed to directors and associated purchasing staff. Allow for self-reporting via SST, focusing on green purchases from IT and maintenance.
4	1	Planning Department will write up the new resolution by 2023 with SST review.
	2	Watershed Manager will continue using data from Chesapeake Bay Conservancy to analyze the City tree canopy rate when available.
	3	Planning Department will assess the feasibility of a tree program expansion and submit budget requests by FY24.
	4	Meet with Parks and Grounds to discuss ecological landscaping where feasible. Native plants and ground cover are easier to maintain thus maintenance would go down. P & G will continue to replace both street and park trees when losses occur.
	5, 6	Schedule meeting with DPW to discuss internal policy and implementation by 2023.
5	1	Business Operations will assess the need for a Smart Cities Task Force by 2023. A handbook will be compiled and distributed to stakeholders with information on Smart Cities.
	2	Apply for a grant for a resiliency plan next round (2023) through the Maryland Resiliency Fund. The Staff Sustainability Team will discuss feasible projects.

Residential

Action #	Action Area	Action Item	Objectives	Metrics
6	Energy Efficiency & Renewables	Increase home energy efficiency and energy conservation <i>PGCAP: M-8</i>	1. Increase communication efforts to get homeowners to optimally improve the efficiency of their homestead	Council Of Governments (COG) tracking of residential kWh and therms
			2. Provide guidance on utility information sources, carbon footprint websites, and home meters for assessing individual energy use	# of home energy audits completed
			3. Develop energy efficiency tips/handouts for Levitt homeowners by 2023	# of yard tool rebates
			4. Expand mower rebate program to include other electric yard tools by 2022	Completion of new energy efficiency documents, videos, online guides, etc. (TBD what final product will be)
7	Energy Efficiency & Renewables	Increase installation of solar on residential homes and encourage use of renewable energy sources <i>PGCAP: CO-4, M-2</i>	1. Publicize City solar initiatives to lead by example	COG: emissions per kWh and proportion of various energy sources powering the MD utility grid
			2. Consider the creation of a Solar Task Force with members of Green Team (GT) and Environmental Advisory Committee (EAC), IT and other staff and Council- by 2024 pending County outcome	# of public forums convened by Task Force, if created
			3. Expand education and outreach on MD Clean Energy choices as well as different options for residential panels and community solar by 2023	# of permits issued for residential solar panels
			4. Creation of new solar data webpage by 9/30/22	# of residents sourcing renewable energy
				Creation of solar data webpage
8	Transportation	Promote transportation choices that reduce GHG emissions <i>PGCAP: M-5</i>	1. Increase efforts to publicize and promote electric vehicles (EV) and infrastructure in line with current State goals- ongoing.	COG: VMT and emissions per VMT
			2. Encourage the use of PGC Link, Metro Bus, and MARC train	# of EV registered in Bowie, # of EV charging stations
			3. Execute Trails Master Plan and implement Complete Streets Policy	Completion of updated bike rack inventory

Action #	Action Area	Action Item	Objectives	Metrics
			4. Complete an inventory of existing bike racks in the City by 6/30/22.	
			5. Revitalize walking or biking efforts via Green Team and City staff by 12/31/22.	Miles of trails maintained by the City # of walking and biking events held per year
			6. Create new walking and biking tour maps by 2024	Completion of walking/biking tour map
9	Waste Management & Diversion	Modify Community-wide View of Diets & Handling of Food Waste <i>PGCAP: M-10, A-10</i>	1. Create social media campaign to promote plant-rich diets, which are proven to be the most environmentally friendly relative to land and resources use and composting by 2023. Ongoing education and outreach.	COG: landfill emissions data & creation of social media campaign. Completion of monthly plant-based recipe in Green Bowie e-newsletter
			2. Expand residential curbside pickup of food waste for composting, aspiring to go City-wide by 2025 AND add community drop off point at Public Works or Kenhill Center (pending discussions)	# of houses included in expanded food waste program # of tons diverted from the landfill; \$ saved by diversion from landfill
			3. Make presentation to City Council re: food waste expansion by 12/31/22, if necessary	Completed presentation to Council re: food waste expansion
			4. Conduct City-wide survey about food waste (may be part of a larger sustainability survey) by 6/30/23.	Completion of City-wide survey about food waste and analysis of data received
10	Waste Management & Diversion	Promote Sustainable Consumption & Use of Goods/Services	1. Create social media campaign to increase resident awareness of carbon footprints, recycling requirements/standards, and the perils of plastic	Completion of campaign, # webinars/workshops
			2. Investigate the feasibility of a set quarterly Styrofoam drop-off event by 12/31/22.	# of Styrofoam pickup events OR containers/bags brought to events Host viewing of plastic or environmental films 2x per year

Residential Next Steps

Action Item	Objective	Next Steps
6	1,2	The Sustainability Planner will continue using social media to expand the messaging on energy efficiency, including hosting webinars like Coffee & Climate and the Sustainability Webinar series.
	3	Formulate a new way to advertise home energy efficiency and energy audits. This may be done through a consultant, a video with Communications, or something else entirely.
	4	After FY23 budget approval, begin the process of expanding the program. The Sustainability Planner will focus on outreach efforts.
7	1	Meet with Communications team to confirm messaging strategies and amplified messaging.
	1	Start Green Bowie Instagram account by July 2022.
	2	Will need to wait and see how the County Solar Task Force materializes. Sustainability Planner and Energy subgroup may be able to team up with them for events and outreach. Consider a member representative from County group.
	3	Continue to focus on outreach regarding clean energy choices, working with communications to assemble a "resources" page for residents interested in solar.
8	1	Meet with Communications and start Green Bowie Instagram account when ready. Research # EVs registered in Bowie (through MVA) and # of chargers in total. Complete and advertise by 2023 and going forward.
	2	Use County materials to advertise PGC Link as well as electronic signs to target drivers specifically. The Sustainability Planner will work with the County to host informational sessions by Fall 2022.
	3	Revitalize walking or biking outreach efforts via Green Team and/or Sustainability Planner and create an updated, interactive map by 2024. Immediate next step- acquisition of transportation planner by summer 2022.
9	1	Green Bowie Instagram creation. Social media campaign to be completed by 2024 and then ongoing.
	2, 3	Dependent on DPW, Council directives, and final FY23 numbers.
	4	The Sustainability Planner will begin putting together an online survey for residents. Discussions about the survey will take place through SST meeting and with the Communications Department.
10	1	Green Bowie Instagram and a possible Coffee & Climate focused on consumerism, life cycles of products, carbon footprints, etc. This should be completed by Fall 2022.
	2	Sustainability Planner/Planning Department will have discussions with DPW about implementing a more set schedule of Styrofoam focused events. Decision by June 2022.

Commercial

Action #	Action Area	Action Item	Objectives	Metrics
11	Energy Efficiency & Renewables	Reduce Commercial Energy Consumption <i>PGCAP: M-8</i>	1. Promote energy efficiency in commercial buildings and the use of smart meters to monitor and control energy use.	COG: commercial kWh and therms
			2. Implement Sustainability Grants for Businesses program	# of workshops held to promote grant program
				# of advertisements for commercial grant program
12	Energy Efficiency & Renewables	Increase use of renewable energy sources <i>PGCAP: CO-4, M-2</i>	1. Encourage incorporation of solar panels (any renewable) on commercial property	# of grants awarded (or dollar amount) that focus on reducing energy consumption
			2. Implement Sustainability Grants for Businesses program in FY23	COG: emissions per kWh
				# of workshops held on the grant program
13	Transportation	Sustainable Transportation Options <i>PGCAP: M-5</i>	1. Encourage businesses to acquire EV fleet vehicles	# of grants awarded (or dollar amount) that focus on increasing renewables
			2. Encourage installation of EV infrastructure	# of permits for commercial solar panels, # of buildings sourcing renewable energy
			3. Complete a study to assess pedestrian and bike friendly accessibility to commercial properties by 10/31/22	COG: vehicle miles travelled (VMT) and emissions per VMT
			4. Implement Sustainability Grants for Businesses program in FY23	# of EV charging stations on commercial property
				# of advertisements promoting sustainable transportation options
14	Waste Management & Diversion	Move Toward Green Purchasing and Zero Waste Policies <i>PGCAP: M-10</i>	1. Encourage local business to recycle materials and compost food waste	Completion of commercial center accessibility study
			2. Implement Sustainability Grants for Businesses program in FY23	# of businesses using the "Chick-fil- a model" - a model of utilizing EVs for local deliveries
				# of grants awarded that focus on sustainable transportation
				tons of material diverted from the landfill by recycling and composting
				# of grants awarded focusing on zero waste

Action #	Action Area	Action Item	Objectives	Metrics
15	Operations	Create Partnerships to Promote Green Businesses	1. Hold forums for local businesses and the Greater Bowie Chamber of Commerce (GBCC) to explore strategies for GHG reduction	# of green forums held
			2. Promote the City as a center for green commercial ventures and startups	# of green Bowie businesses
				# of marketing promotions of the City as a center for green business

Commercial Next Steps

Action Item	Objective	Next Steps
11	1,2	Implement and promote Sustainability Grants for businesses. Plan workshops and events to promote the program.
12	1, 2	Implement and promote Sustainability Grants for businesses. Plan workshops and events for promotion.
13	1, 2	Explore option of City-offered rebates and promote State and Federal rebates. MAPS subgroup and/or Sustainability & Transportation Planners will interview management to get a picture of struggles/opportunities for businesses to switch to greener fleets. Have transportation specialist work with MAPS subgroup of Green Team on bike rack inventory for shopping centers.
	3	Acquire transportation specialist. Complete study assessing pedestrian and bike friendly accessibility to commercial properties by 10/31/22
14	1	Consider ways with the schools and the County on waste reduction in schools (schools are lumped into commercial data via COG reporting) specifically regarding.
15	1,2	The sustainability planner will create a video via City Communications and work with the Greater Bowie Chamber of Commerce to hold 1-2 workshops to educate the business community about green programs. Bring this program and climate change awareness/opportunities to the Economic Development Committee.

Intergovernmental

Action #	Action Area	Action Item	Objectives	Metrics
16	Transportation	Promote Development of Mass Transit Options within the County & Region	1. Implement PGC Link micro-transit service in the City 2. Continue to advocate for more frequent service and expanded transit options	# of micro transit trips in Bowie per day # of position statements/letters sent per year advocating for improved transit service
17	All	Develop/Support a Comprehensive Master Plan <i>PGCAP: CO-5, M-7</i>	1. Participate in development of a comprehensive Bowie and Vicinity Area Master Plan for sustainable growth and development 2. Advocate for County and City officials to follow adopted land use plans 3. Implement Master Plan recommendations	# of development proposals that conform to or deviate from adopted plans # of projects from plan completed # of recommendations completed
18	Energy Efficiency/Transportation	Promote Development Guidelines that enhance energy efficiency of building & transportation infrastructure <i>PGCAP: M-9, A-9</i>	1. Advocate for development guidelines and building codes that optimize energy efficiency 2. Advocate for building codes to require EV ready infrastructure for new or renovated parking spaces for non-residential buildings	# of development proposals that conform to or deviate from current guidelines and codes # of external communications # of meetings attended # of green features on new developments

Intergovernmental Next Steps

Action Item	Objective	Next Steps
16	1	The Planning Department and Communications will work with County DPW&T to advertise the launch of the PG Link in April of 2022.
	2	The City will continue promoting alternative transportation connections through COG transportation group, and through continued discussions with County Park & Planning.
17	2	Continue to advocate for legislation for sustainable growth in the County and State. Designate a point person to continually review bills. Continue engagement and involvement for the County Master Plan of Transportation.
18	1, 2	Continue advocating to the County and to COG for building efficiency codes, development guidelines, and EV infrastructure.

Climate Action Plan- Implementation Plan: Public Comments

Presented by: Ashleigh Diaz
Sustainability Planner

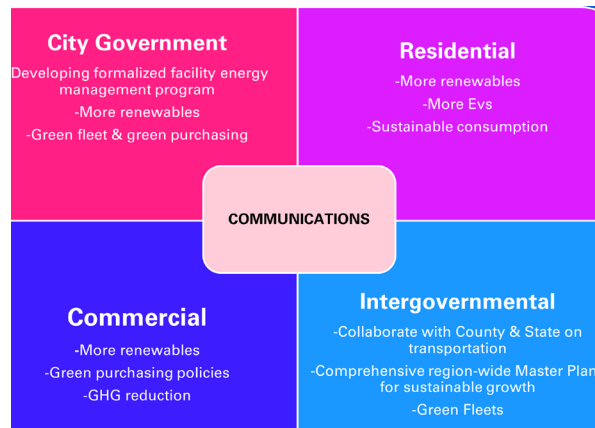


**City of Bowie
Climate Action Plan
2020-2025**



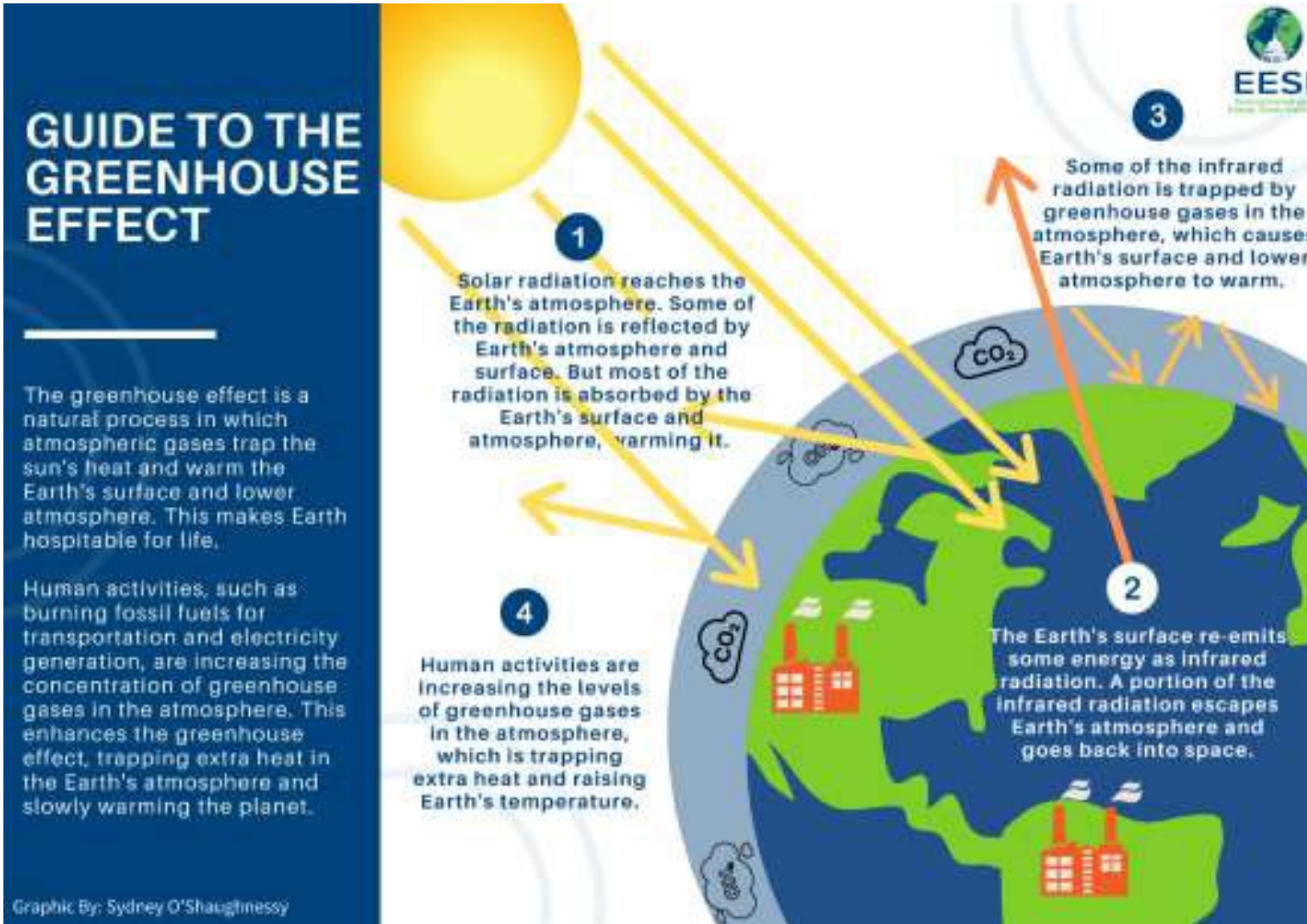
Approved and Adopted by City Council
On July 6, 2020
(R-47-20)

Prepared By
Environmental Advisory Committee
Green Team Energy Subgroup



- The Climate Action Plan (CAP) approved June 2020
 - R-47-20
 - Green Team & EAC
- 4 major sectors & communications
 - City government, residential, commercial, intergovernmental
- Broad but relevant:
 - Council of Governments (COG)
 - Intergovernmental Panel on Climate Change (IPCC)
- **GOAL: 50% reduction in emissions by 2030**

Refresher pt. 2- Why we need to reduce emissions



1. Heat from the sun travels to our planet
2. Earth re-emits some of that back into the atmosphere
3. Heat gets trapped in our atmosphere while trying to exit because greenhouse gases are littering the lower atmosphere
4. **Human activities** have caused the greenhouse gases which cause the heat trapping=Global Warming, which is one aspect of overall climate change



Creation of the Implementation Plan

This image is of the Monarch Waystation behind City hall, planted by the Green Team



City of Bowie

2022-2025 Implementation Plan

For the 2020-2025 Climate Action Plan



	City Government	Residential	Commercial	Inter-governmental
Action Items	5	5	5	3
Objectives	20	20	12	7
Metrics	19	23	19	9
Next Steps	13	15	6	4

Objectives, metrics, next steps, appropriate staff, timelines, budget implications

City Government

Action #	Action Area	Action Item	Objectives	Metrics
1	Energy Efficiency & Renewables	Commitment to energy efficiency and renewable energy usage in City operations <i>PGCAP: CO-4, M-1</i>	1. Prioritize solar & renewable projects in Capital Improvements Plan (CIP) energy projects; ongoing 2. Budget for and purchase software for in-house emissions benchmarking of City facilities by 2024 3. Evaluate the feasibility of LED light replacements at City facilities and parks annually and on an individual basis as needed. 4. Evaluate the feasibility of generator replacements with renewable sources annually and on an individual basis as needed.	# of CIP projects with an energy efficiency or renewables focus Acquisition of benchmarking software Completion of LED and/or generator replacement projects
2	Transportation	Promote EV infrastructure <i>PGCAP: M-4, M-6</i>	1. Update budget guidance language for vehicle acquisitions to reflect efficiency goals & cost reduction over the lifetime of an electric vehicle (EV) vs. an internal combustion engine (ICE) vehicle by FY24 2. Adopt a Fuel Reduction Plan by reviewing baseline fuel usage, Miles Per Gallon (MPG) of vehicles, and Vehicle Miles Travelled (VMT) data while incorporating future goals by 2025. 3. Promote telework for City employees where possible, noting that this will not be possible for all positions; ongoing.	Completed/update budget guidance language Completion of fuel usage study/ Creation of Fuel Reduction Plan # of EVs or hybrids acquired for City operation and # of charging stations at City facilities # or % employees teleworking
3	Operations	Green purchasing & zero-waste procurement <i>PGCAP: M-10</i>	1. Expand upon current green purchase policy and begin tracking items purchased via database/resources 2. Implement food waste program at City Hall for staff by 2024 3. Move away from plastic or wasteful giveaways 4. Expand upon healthful and/or less wasteful vending machine options	Promotion of green-friendly procurement database & tracking of green procurement Implementation of food waste program at City Hall for staff # of items in machines that are sustainably packaged and/or healthier options Completion of updated No Net Loss Policy
4	Carbon Sequestration	Expand Urban Tree Canopy <i>PGCAP: M-11, A-5</i>	1. Establish a new/updated No Net Loss Policy, combining the 2013 Street Trees Policy with the new Development Review Guidelines by 2023 2. Regularly measure tree canopy for assessment towards the adopted 45% goal	Completion of updated No Net Loss Policy Completion of tree canopy assessments as data is provided

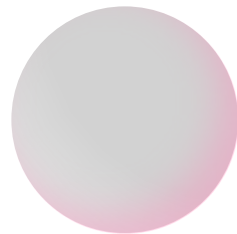
City Government Next Steps

Action #	Objective	Next Steps
1	1	Business Operations and Community Services will continue to evaluate and prioritize energy renewable based projects for City facilities using the energy efficiency CIP. Typically, one pro year.
	2	Business Operations will request funding for FY23 for emissions tracking software. Update TI
	3, 4	Because of the large-scale nature of these objectives, they will need to be assessed on a year approached as needed and as is feasible. Community Services plans to replace old vehicles EVs as they are phased out. In the foreseeable future they will be acquiring an electric truck : running conduit (EV readiness) as part of an overall security enhancement to the Senior Cent
2	1	Community Services will update budget guidance to state the intent of focusing on better MPI September 2022, in time for the next budget cycle.
	2	Staff Sustainability Team or Sustainability Planner will execute fuel usage study to review 201 analysis. The Team will work on fuel reduction plan by 2025. Immediate next steps involve Ci moving forward with running of conduit and security enhancements for Senior Center bus lot.
3	1	The Staff Sustainability Team, or other appropriate staff, will compile a green database, base Department of the Environment resources by 2023. The database will be distributed to direct purchasing staff. Allow for self-reporting via SST, focusing on green purchases from IT and rr Planning Department will write up the new resolution by 2023 with SST review.
4	1	Watershed Manager will continue using data from Chesapeake Bay Conservancy to analyze rate when available.
	2	Planning Department will assess the feasibility of a tree program expansion and submit budg
	3	Meet with Parks and Grounds to discuss ecological landscaping where feasible. Native plants easier to maintain thus maintenance would go down. P & G will continue to replace both stree losses occur.
5	4	Schedule meeting with DPW to discuss internal policy and implementation by 2023.
	5, 6	Business Operations will assess the need for a Smart Cities Task Force by 2023. A handbook distributed to stakeholders with information on Smart Cities.
	1	Apply for a grant for a resiliency plan next round (2023) through the Maryland Resiliency Fun Sustainability Team will discuss feasible projects.



Public Comments

- Public comment period April 1- April 30, 2022
- Fillable form and email
- Advertised in Green Bowie e-newsletter, webpages, twitter, etc.
 - Green Bowie e-newsletter
 - Webpage



Some of the Comments...

- **City Government:** The city government continues to take significant steps to reduce pollution from its vehicle fleet by switching to hybrid and electric vehicles.
Transportation emissions are the top source of US greenhouse gas emissions. EVs are less expensive than internal combustion engine vehicles for their total cost of ownership.
- **Residential:** If the city were to incentivize (or just educate) homeowners to buy EnergyStar roofs that are a lighter color, it would reduce heating bills in the summer, while at the same time increasing the albedo of the property (beneficial for climate) and reducing heat island effect that make the city streets hotter and less pleasant during the summer.
- **Residential:** Educating the public about federal, state, and utility incentives for solar is one way to promote zero emission electricity sources.
- **Residential:** For biking to work to be effective there needs to be appropriate bike parking. What's needed is a bit different than a bike rack at the grocery store. Maybe the City could be a resource or point businesses to resources to do this. The MAPS subgroup could help with this. This could be part of a VMT reduction effort.



Next Steps

- Approval of CAP Implementation Plan
- Continue leading the way with EV's
 - Green Fleets
 - Fuel Reduction Plan
 - Residential
- New Plan 2025





Thank You!

Questions?

Presented by: Ashleigh Diaz
Sustainability Planner

Hello Ashleigh,

Here are my comments to **City of Bowie 2022-2025 Implementation Plan For the 2020-2025 Climate Action Plan.**

1. Pg 4. Action #3, Operations, Objective 1 - Does the city look at the life-cycle of technology it buys? For example, could buying higher end computers that will last longer and reduce e-waste over time.
2. Pg 4. Action #4, Carbon Sequestration - I don't see an objective addressing the causes of tree loss. I have folks on my street that have either cut down healthy mature trees, or plan to, simply because they get overwhelmed by the leaves in the fall or they just don't want to deal with them anymore. The cases I am aware of, the people are not disabled or elderly. I am sure as the community ages that will contribute to folks wanting to be relieved from that chore. This is an aspect of maintaining the tree canopy that needs to be considered.
3. Pg 7. Action #6, Energy Efficiency & Renewables, Objective 2 - There is a saying that you can't change what you don't measure. Everyone in Bowie has a "smart meter" for electrical power. I don't think it is widely known that you can login to your account with BG&E and look at plots for your electrical usage. The City needs to communicate with the community that this information is available, how to access it, what it means, and how you use it to reduce power usage. Maybe even BG&E could be engaged to assist with this.
4. Pg 7. For Action #8, Transportation, Objective 2 - This is good in theory. MetroBus does not run on the weekends. There is poor bus connectivity to the MARC station except by car. Also no real connectivity to Greenbelt, or Annapolis for that matter. For public transportation to be effective it needs to have good connectivity and adequate frequency. This seems to be largely outside of the City's influence. This could be part of a VMT reduction effort.
5. Pg 7. For Action #8, Transportation, Objective 3 - This is a great for increasing non-motorized connectivity. As alluded to in the metrics, bike parking will need to be addressed. It is very poor at a lot of destinations. An effective inventory needs to include more than just number of slots available. The quality needs to be graded too for this inventory to be useful. There are places where the provided bike parking is effectively useless due to the type of rack or incorrect installation. The inventory should be conducted by someone who is familiar with the needs of cyclists who bike for transportation to grade them or the data will be of less value. The MAPS sub-group could help with this. This could be part of a VMT reduction effort.
6. Pg 8. For Action #8, Transportation, Objective 5 - This year the City did not participate in Bike to Work Day. There was understandable pause due to COVID. I think the issue now might

completing with Crofton and Annapolis. This could be part of a VMT reduction effort.

13. It is hard to tell how the City is working to reduce vehicle miles traveled (VMT). Is it a coordinated effort to integrate a plan into different objectives or are these just good ideas sprinkled about? For example, the City could work to increase commercial property connections to the public infrastructure to facilitate access to walkers and bikers, improving the public trail network, while working to improve bike parking, while promoting alternatives to driving. These are components that span government, residential, and commercial areas but stem from a central plan with the specific goal of reduced VMT. I can't quite tell what the City's approach is.
14. The plan looks pretty good overall. I see a lot of work planned. Does the City have the staff to carry it out? Do the actions map to assignment to people to carry them out? What can the City realistically expect to achieve? If the City is resource strapped then a prioritization plan needs to be considered. I would really like to see the City put forth a plan and meet most if not all the objectives. This builds a credible reputation that can help with the next revision to the plan.

Clearly the City Staff and Committees put a lot of thought and effort into this and it shows. I think the City is on the right track and doing a great job. My comments are more about the details for components of this plan. Hopefully these comment are helpful. Feel free to ask followup questions. Thanks for the opportunity to provide input.

From: noreply@civicplus.com
Sent: Monday, April 4, 2022 8:02 PM
To: Ashleigh Diaz
Subject: {EXTERNAL}: Online Form Submittal: CAP Implementation Plan Public Comments

CAP Implementation Plan Public Comments

Climate Action Plan Implementation Plan

Please use this form below to provide feedback on our Climate Action Plan Implementation Plan, which serves as a guiding document for achieving our overall Climate Action Plan goals.

The public comment submission period is 30 days, from April 1- April 30, 2022. Comments must be submitted by 5 p.m. on April 30, 2022.

First Name Matthew

Last Name Chen

Instructions

Please provide comments on each sector of the Implementation Plan. Your thoughts may be open-ended, in the form of a question or statement.

City Government	The city government continues to take significant steps to reduce pollution from its vehicle fleet by switching to hybrid and electric vehicles. Transportation emissions are the top source of US greenhouse gas emissions. EVs are less expensive than internal combustion engine vehicles for their total cost of ownership.
Residential	Educating the public about federal, state, and utility incentives for solar roofs is one way to promote zero emission electricity sources.
Commercial	EV charging companies such as SemaConnect (my employer) and local utilities can advise Bowie businesses considering the installation of EV charging stations.
Intergovernmental	Adding EV ready provisions to local building codes for new construction is much more cost-effective than retrofitting existing buildings.

Social Media

Green Bowie e-newsletter, City of Bowie website

What Else Would You Like
To See?

Field not completed.

Was the Implementation
Plan and this fillable form
easy to access and read?

Yes- both were easy to navigate

Thank You!

We appreciate your input.

Email not displaying correctly? [View it in your browser.](#)

Ashleigh Diaz

From: noreply@civicplus.com
Sent: Sunday, April 3, 2022 12:23 PM
To: Ashleigh Diaz
Subject: {EXTERNAL}: Online Form Submittal: CAP Implementation Plan Public Comments

Follow Up Flag: Follow up
Flag Status: Completed

CAP Implementation Plan Public Comments

Climate Action Plan Implementation Plan

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First Name Lauren

Last Name Zamora

Instructions

Please provide comments on each sector of the Implementation Plan. Your thoughts may be open-ended, in the form of a question or statement.

City Government Bowie

Residential If the city were to incentivize (or just educate) homeowners to buy EnergyStar roofs that are a lighter color, it would reduce heating bills in the summer, while at the same time increasing the albedo of the property (beneficial for climate) and reducing heat island effect that make the city streets hotter and less pleasant during the summer.

Commercial *Field not completed.*

Intergovernmental *Field not completed.*

Social Media City of Bowie website

What Else Would You Like
To See?

Field not completed.

Was the Implementation
Plan and this fillable form
easy to access and read?

Yes- both were easy to navigate

Thank You!

We appreciate your input.

Email not displaying correctly? [View it in your browser.](#)



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Resolution R-20-22 Establishing the Bowie Race Track Property Task Force

DATE: 05/12/2022

Attached please find a copy of draft Resolution R-20-22 establishing the Bowie Race Track Task Force.

Recommendation

It is recommended that Council adopt the attached Resolution (R-20-22).

ATTACHMENTS:

1. 20220516 - Resolution R-20-22
2. 20220516 - Exhibit A

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
ESTABLISHING THE BOWIE RACE TRACK PROPERTY
TASK FORCE

WHEREAS, pursuant to Chapter 590 of the 2020 Laws of Maryland (Racing and Community Development Act of 2020), on or before December 31, 2023, the City is expected to become the record owner of the property known as the Bowie Race Course Training Center (the “Bowie Race Track Property”), which includes approximately 180.844 acres consisting of all of the land located at 8311 Race Track Road, 8406 Race Track Road, 8408 Race Track Road, 8410 Race Track Road, Bowie, Maryland, 20715; and

WHEREAS, as required by Chapter 590, the City and Bowie State University have agreed, through a Joint Use Agreement dated December 8, 2020, to cooperate in the planning for the development of future recreational uses on the property; and

WHEREAS, City and Bowie State University representatives mutually recommend the formation of a citizen task force, which would greatly assist in preliminary development planning and facilitating community input and dialogue concerning possible future uses, activities and events intended for the Bowie Race Track Property; and

WHEREAS, the City Council desires the input and recommendations of a citizen Task Force as part of its long-term, inclusive planning process for recreational development of the Bowie Race Track property; and

WHEREAS, the recommended composition of the Task Force should include an executive steering committee to provide ongoing oversight, as well as representatives from area Homeowners Associations, City Committees and Bowie State University students, faculty and organizations; and

WHEREAS, a clear definition of the Task Force’s charge and estimated timeline will provide essential guidance and establish expectations for the group’s anticipated performance and outcomes.

NOW, THEREFORE BE IT RESOLVED, by the Council of the City of Bowie, Maryland, that there is hereby established a Bowie Race Track Property Task Force, which shall be comprised of the following:

Executive Steering Committee – Representatives of the City and Bowie State University and a staff member of The Maryland-National Capital Park and Planning Commission (M-NCPPC).

Bowie Community Engagement Subcommittee - Representatives from up to three homeowners/community associations in the vicinity of the property, as well as representatives from up to three city-wide community groups.

City Committees Subcommittee – A total of six representatives from the Community Recreation Committee, Environmental Advisory Committee and Green Team Executive Committee.

Bowie State University Subcommittee – A total of six representatives consisting of BSU students, faculty and/or staff, as appointed by the President of the University.

AND, BE IT FURTHER RESOLVED, that the Bowie Race Track Property Task Force shall have the following specific charge:

- Review the results of the environmental investigation of the site.
- Develop a list of desired uses and their associated space needs by each entity.
- Develop a concept plan for the activation of the Bowie Race Track property, including programmatic elements, timeline for improvements and cost of improvements. As part of the concept plan, develop a prioritized list of desired uses and their associated space needs.
- Determine methodology for renewed community engagement efforts and serve as the central forum for community engagement and public input into the process.

AND, BE IT FINALLY RESOLVED, that the Bowie Race Track Property Task Force shall complete its work generally over a 10 month period, as depicted on the Proposed Timeline contained in the attached Steering Committee Charge document (Exhibit A), with a final report submitted to the City Council by no later than July 1, 2023.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland, at a Regular Meeting on May 16, 2022.

Timothy J. Adams, Mayor

Attest:

Awilda Hernandez, City Clerk

EXHIBIT A to R-20-22

Bowie Race Track Property Steering Committee Charge

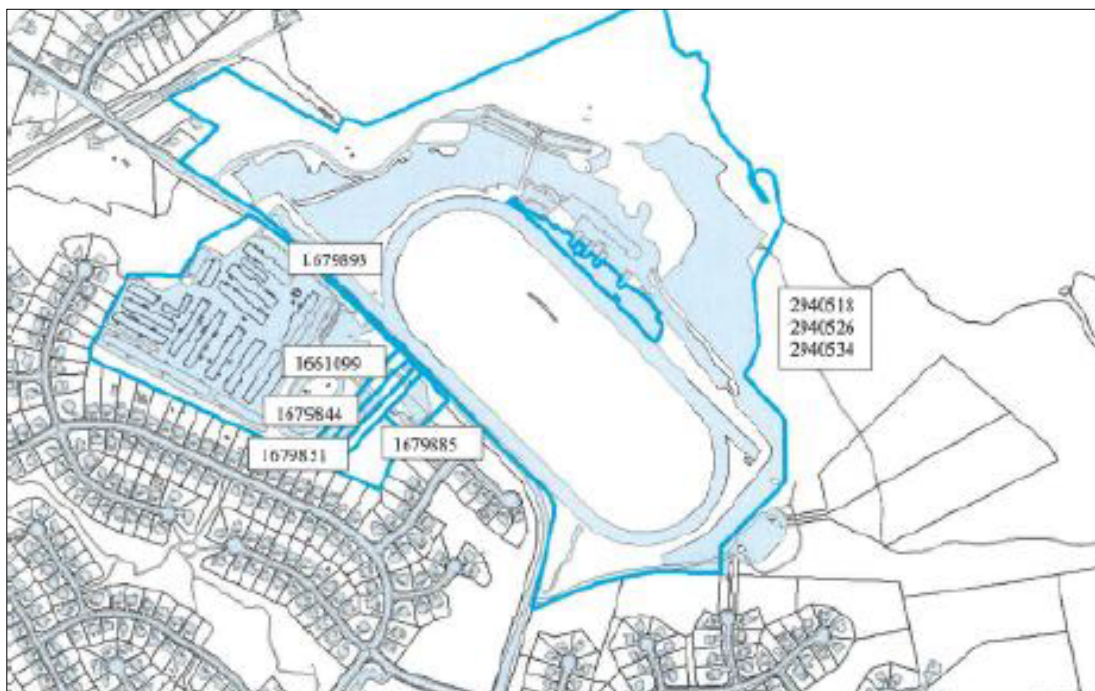
Overview

On or before December 2023, the City of Bowie (“the City”) is anticipated to take ownership of the Bowie Race Track property – a 180-acre parcel of land that previously was utilized as a horse racing facility. As part of the state legislation authorizing the transfer of the land, the City and Bowie State University (“BSU”) have entered into a Joint Use Agreement, outlining the desired uses of the property, improvements to the property and a high-level process for the City and BSU to work together on activation of the site. The Joint Use Agreement was executed in December 2020.

In order to begin the planning process, a steering committee made up of individuals jointly appointed by the City and BSU has been established. The purpose of this document is to establish a charge for the Steering Committee that will provide advice, feedback and guidance on the planning efforts to reuse the Bowie Race Track Property. The result of this steering committee will prepare the materials and feedback needed to execute a vision for the racetrack property that will become an amenity for both the City of Bowie and Bowie State University.

Map

A map of the Bowie Race Track property, the bounds of which makes up the geographic area of focus for the Steering Committee, is provided below.



Bowie Race Track Property

Steering Committee Charge

The Steering Committee, charged via resolution by the City of Bowie City Council, will include representatives from the City and BSU who will collaborate on planning efforts for the Race Track property. Specifically, the Steering Committee will:

- Review results of the environmental investigation of the site.
- Develop a list of desired uses and their associated space needs by each entity.
- Develop a concept plan for the activation of the Bowie Race Track property, including programmatic elements, timeline for improvements and cost of improvements. As part of the concept plan, develop a prioritized list of desired uses and their associated space needs.
- Determine methodology for renewed community engagement efforts and serve as the central forum for community engagement and public input into the process.

Structure & Committee Make Up

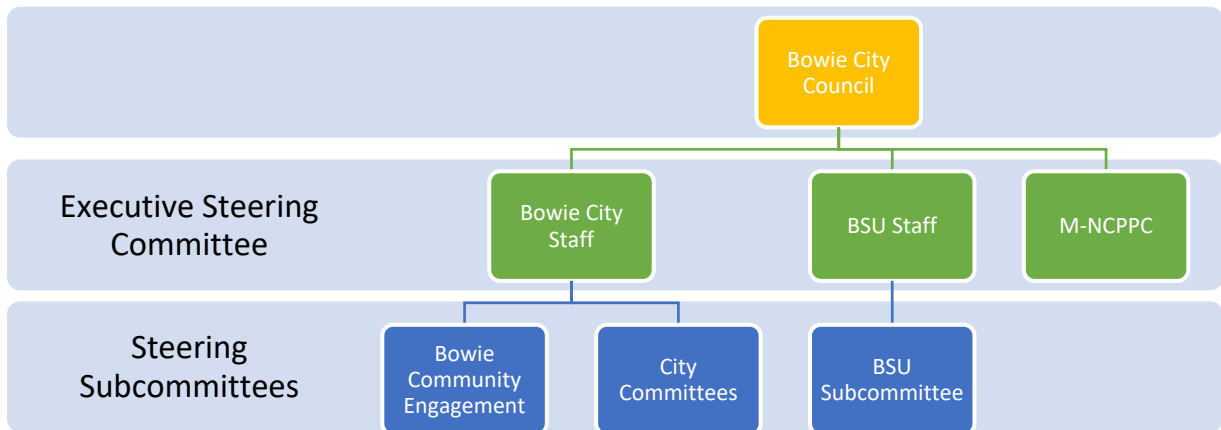
The Steering Committee will be governed by an Executive Committee that is overseen by the City Council. The Executive Committee will lead the effort in the actions and milestones necessary to fulfill the charge of this group. In order to maximize involvement in this process, the Executive Committee will also delegate tasks to a series of subcommittees to support specific actions.

The Executive Committee will be made up of representatives from the following groups:

- The City of Bowie - City Council
- The City of Bowie – Staff
- Bowie State University – Staff
- Maryland-National Capital Park & Planning Commission
- Subconsultants to either entity as directed by the City or BSU

To engage further with Bowie residents and BSU students/faculty, a series of subcommittees will be formed who will operate under and report to the Executive Committee. Three initial subcommittees have been identified; the number of subcommittees may change in the future to best meet the charge and goals of the Steering Committee.

- **Bowie Community Engagement Subcommittee** - Representatives from up to three (3) homeowners/community associations in the vicinity of the property, as well as representatives from up to three (3) city-wide community groups.
- **City Committees Subcommittee** – A total of six (6) representatives from the Community Recreation Committee, environmental Advisory Committee and Green Team.
- **Bowie State University Subcommittee** – A total of six (6) representatives consisting of BSU students, faculty and/or staff, as appointed by the President of the University.



Steering Committee Structure

Proposed Timeline

Due to the preliminary nature of this Charge, the team has begun to pull together a timeline with milestones being the key measure of the progress being made. Overtime, durations and dates will be associated with this timeline, but currently the group is tracking through milestones only and estimated beginning and completion.

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Milestones	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
Approve funding for predevelopment activities on the race track property to the City of Bowie's FY23 budget.	X									
Complete environmental testing on the site		X	X	X	X	X	X			
Develop a remediation plan and cost estimate for the site.								X	X	X
Create a joint, prioritized list of desired uses with their associated space needs.	X	X	X							
Identify potential funding mechanisms for improvements from sources such as the State, the County, M-NCPPC, research grants, etc.		X	X	X	X	X	X	X	X	X
Determine any additional partners to the effort and incorporate those individuals into the Steering Committee or subcommittee, as appropriate.				X	X					
Determine methodology for renewed community engagement effort.	X	X	X							
Begin renewed community outreach on the site.			X	X	X	X				
Develop concept plan for site improvements.						X	X	X	X	X