



City of Bowie

Regular City Council Meeting

Tuesday, June 21, 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.** Excellence in Education Awards
 - B.** Caribbean-American Heritage Month Presentation by the Diversity Committee
- VII. CITY BOARDS AND COMMITTEES**
- VIII. COUNCIL ANNOUNCEMENTS**
- IX. CITY MANAGER'S REPORT**
- X. CONSENT AGENDA**
 - A.** Adoption of Proclamation P-20-22 Proclaiming June 2022 as LGBTQ Pride Month in the City of Bowie
 - B.** Adoption of Resolution R-26-22 Awarding a Contract for Irrigation System Replacement for Bowie Golf Course
 - C.** Adoption of Resolution R-28-22 Waiving the Competitive Bidding Requirements of Section 61 "Purchasing and Contracting" of the Charter of the City of Bowie to Allow Negotiations with Hydro Designs, Inc., and Authorizing the City Manager to Enter into an Agreement for Consulting Services for the Replacement of the Irrigation System at Bowie Golf Course
 - D.** Adoption of Resolution R-29-22 Waiving the Competitive Bidding Requirements of Section 61 "Purchasing and Contracting" of the Charter of the City of Bowie to Allow for the Purchase of One Backhoe, by Piggybacking a Baltimore County Public Schools Bid
 - E.** Adoption of Resolution R-30-22 Authorizing the Issuance of a Purchase Order to Frederick Ward Associates for Task Order #1 Professional Services- Development Plan Review, Engineering, & Design Services in Accordance With the Master Contract Approved on June 19, 2019
 - F.** Adoption of Resolution R-31-22 Accepting a Bid Proposal for Temporary Labor Services

- G. Adoption of Resolution R-32-22 Accepting Bid for the Purchase of New Video Switcher
- H. Adoption of Resolution R-33-22 Awarding a Contract to Conduct a Water Source Study at the Bowie Golf Course
- I. Introduction of Ordinance O-3-22 Amending the Bowie City Code, Chapter 14 "Motor Vehicles and Traffic", Article III, § 14-17B "Speed Monitoring Systems" to Authorize the Placement of Speed Cameras in the City of Bowie on Highways in Residential Districts That Have a Maximum Posted Speed Limit of 35 Miles Per Hour.
- J. Approval of Letter Supporting Prince George's County Council Bill CB-14-2022

XI. OLD BUSINESS

- A. Economic Development Strategy and Action Plan – There will be a public hearing opportunity for the public to provide their comments before Council's final discussion and adoption of the draft Plan - **Public Hearing/Eligible For Action**
- B. Mortgage Foreclosure Legislation - Adoption of Resolution R-27-22 Regarding Nuisance Conditions on Properties in the City of Bowie as to Which a Mortgage Foreclosure Process Has Commenced - **Eligible for Action**

XII. NEW BUSINESS

- A. Old Town Bowie Revitalization – The Bowie EDC will introduce elected officials from the Town of Kensington who will speak to Council about their successful efforts to revitalize their old town area
- B. Vacation Petition V-21009, Woodmore Highlands, Parcel N (former PT-1 Transportation Right-of-Way) - The applicants are requesting the City Council's approval recommendation to vacate a public dedication made for future transportation purposes. The property is located off of Denmark Place and Dunwood Crossing Drive in Woodmore Highlands - **Public Hearing/Eligible For Action**
- C. Introduction and Adoption of Emergency Ordinance O-2-22 Amending the Adopted Budget for the Fiscal Year Beginning July 1, 2021 and Ending June 30, 2022, Embodied in Ordinance O-1-21, as Amended by Ordinance O-6-21 and O-7-21, to Authorize the Transfer of Certain Amounts in the FY 2022 Budget to Pay for Anticipated Expenses - **Public Hearing/Eligible for Action**
- D. Public Art Update - The Chairperson of the Arts Committee will brief the Council on the committee's artwork recommendation for the upcoming social justice mural. The mural is for the external wall of the Bowie City Gym - **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 6/22/22 and 6/25/22 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 - TUESDAY, JULY 5, 2022 - COUNCIL CHAMBERS - 8:00 P.M.



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Excellence in Education Awards

DATE: 06/16/2022

The City of Bowie Education Committee is pleased to present the 55th Annual Excellence in Education awardees to the City Council. All Bowie principals had the opportunity to select two deserving teachers or staff members to receive this distinguished honor. Each recipient will receive a monetary award, a certificate, and be recognized at the June 21, 2022 City Council meeting.

ATTACHMENTS: None



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Caribbean-American Heritage Month Presentation

DATE: 06/16/2022

A member of the Diversity Committee will give a presentation on Caribbean-American Heritage Month.

ATTACHMENTS: None



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Proclamation P-20-22 Proclaiming June 2022 as LGBTQ Pride Month in the City of Bowie

DATE: 06/16/2022

ATTACHMENTS: 1. 20220621 - Proclamation P-20-22

PROCLAMATION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
PROCLAIMING JUNE 2022 AS LGBTQ PRIDE MONTH IN THE CITY OF BOWIE

WHEREAS, the City of Bowie cherishes the value and dignity of each person and appreciates the importance of equality and freedom; and

WHEREAS, all are welcome in the City of Bowie to live, work, and play, and every family, in any shape, deserves a place to call home where they are safe, happy, and supported by friends and neighbors; and

WHEREAS, the City of Bowie denounces prejudice and unfair discrimination based on age, gender identity, gender expression, race, color, religion, marital status, national origin, sexual orientation, or physical attributes as an affront to our fundamental principles; and

WHEREAS, Pride Month began in June of 1969 on the one-year anniversary of the Stonewall Uprising in New York City after LGBTQ and allied friends rose up and fought against the constant police harassment and discriminatory laws that have since been declared unconstitutional; and

WHEREAS, the City of Bowie appreciates the cultural, civic, and economic contributions of our LGBTQ community which strengthen our social welfare; and

WHEREAS, it is imperative that young people in our community, regardless of sexual orientation, gender identity, and expression, feel valued, safe, empowered, and supported by their peers and community leaders; and

WHEREAS, despite being marginalized, LGBTQ people continue to celebrate authenticity, acceptance, and love.

NOW, THEREFORE, BE IT PROCLAIMED that the Council of the City of Bowie, Maryland hereby proclaims the month of June 2022 as LGBTQ Pride Month in the City of Bowie, and urges residents to recognize the contributions made by members of the LGBTQ community and actively promote the principles of equality, liberty, and justice.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a Regular Meeting on June 21, 2022.

Attest:

Timothy J. Adams, Mayor

Awilda Hernandez, City Clerk



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Contract Award for Bowie Golf Course Irrigation Replacement Project
Resolution R-26-22

DATE: 06/16/2022

On April 15, 2022, the Department of Community Services issued a Request for Proposals for the removal and replacement of the irrigation system at the Bowie Golf Course.

On May 26, 2022, two (2) bids were received and opened. The results were as follows:

<u>Firm</u>	<u>Total</u>
Irrigation Services, Inc., Front Royal, VA	\$1,415,000.00
George E Ley Co., Glenmoore, PA	\$1,567,498.65

Adequate funds are available in the FY22 Capital Improvements Projects Fund (10545-57010) to award this project.

When evaluating the proposals received, staff considered the expertise and experience of each firm and successful completion of similar projects.

Upon confirming the understanding of the scope of work, completion timeline, and verifying references for Irrigation Services, Inc., the Department of Community Services recommends a contract be awarded to Irrigation Services, Inc. located in Front Royal, VA in the amount of \$1,415,000.00 for the work specified in the Request for Proposals.

I concur with the recommendation of the Department of Community Services and request your approval of Resolution R-26-22.

ATTACHMENTS: 1. 20220621 - Resolution R-26-22

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
AWARDING A CONTRACT FOR IRRIGATION SYSTEM REPLACEMENT FOR
BOWIE GOLF COURSE

WHEREAS, the City of Bowie owns the Bowie Golf Course; and

WHEREAS, the City intends to replace the irrigation system at the Bowie Golf Course;
and

WHEREAS, a request for proposals was issued for the work that had a closing date of May 26, 2022 at 2:00 p.m., at which time two bids were received that ranged from \$1,415,000 to \$1,567,498.65; and

WHEREAS, staff has reviewed the two bids received and determined the \$1,415,000.00 bid submitted by Irrigation Services, Inc. located in Front Royal, VA is the lowest most responsive and responsible bid; and

WHEREAS, \$1,750,000 was appropriated in the FY22 budget to replace the irrigation system.

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 Irrigation Services, Inc. in the amount of \$1,415,000 to replace the irrigation system at the Bowie Golf Course.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a Regular Meeting on June 21, 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: Bowie Golf Course Irrigation Consultant Services
Resolution R-28-22

DATE: 06/16/2022

City Council approved the replacement of the irrigation system at the Bowie Golf Course in the FY22 Capital Improvement Program.

Because Hydro Designs, Inc., a respected irrigation design firm, has recently completed the specifications and design for the irrigation system to be installed at the Bowie Golf Course, staff believes it is in the City's best interest to continue working with Hydro Designs, Inc. to provide consulting services during the installation of said system.

On June 9, 2022, the Department of Community Services advertised a Notice of Intent to Negotiate for Design Consultant services with Hydro Designs, Inc. for the irrigation system replacement.

In accordance with City Charter Section 61(b)(4), a fee of \$36,000.00 for the required services was negotiated. This Consulting Services shall be funded through the Capital Improvement Project fund (10516-57010).

The Department of Community Services recommends waiving bidding requirements for good cause shown, as allowed by Section 61(b) of the City Charter.

I concur with the recommendation of the Department of Community Services and request your approval of Resolution R-28-22.

ATTACHMENTS: 1. 20220621 - Resolution R-28-22

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
WAIVING THE COMPETITIVE BIDDING REQUIREMENTS OF SECTION 61
“PURCHASING AND CONTRACTING” OF THE CHARTER OF THE CITY OF
BOWIE TO ALLOW NEGOTIATIONS WITH HYDRO DESIGNS, INC., AND
AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT FOR
CONSULTING SERVICES FOR THE REPLACEMENT OF THE IRRIGATION
SYSTEM AT BOWIE GOLF COURSE

WHEREAS, the Charter of the City of Bowie, Maryland (hereinafter, “the City”) requires, in section 61, that all expenditures for inter alia, materials, construction of public improvements or contractual services involving more than twenty-five thousand dollars be made by written contract upon sealed bids to the lowest responsible bidder, except where the City Council by two-thirds vote waives the bidding requirement for good cause shown; and

WHEREAS, the City of Bowie owns the Bowie Golf Course located at 7420 Laurel-Bowie Road, Bowie, Maryland; and

WHEREAS, the City desires to replace the existing irrigation system; and

WHEREAS, professional consulting services are required to ensure installation of the new system meets the design specifications provided by Hydro Designs, Inc.; and

WHEREAS, Hydro Designs, Inc. has first-hand, in-depth understanding of the design; and

WHEREAS, the proposed contract price for the services to be procured will exceed twenty-five thousand dollars and the City Council deems the aforesaid conditions constitute good cause to waive the bidding requirements otherwise required by the Charter.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Bowie, Maryland, by at least a two-thirds vote, that:

Section 1. The competitive bidding requirements of Section 61 of the Bowie City Charter are for good cause shown, hereby waived.

Section 2. The City Manager is hereby authorized to enter into an agreement with Hydro Designs, Inc. for the above mentioned services in the amount of \$36,000.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a meeting on June 21, 2022 by a vote of at least two-thirds of the members of the Council.

ATTEST:

THE CITY OF BOWIE, MARYLAND

Awilda Hernandez
City Clerk

Timothy J. Adams
Mayor



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Waive Bidding for Purchase of Backhoe
Resolution R-29-22

DATE: 06/16/2022

The FY23 budget allows for the replacement of backhoe #476, which will be used by the utilities division. The Public Works Department received and analyzed the results of a Baltimore County Public Schools bid and determined that Jesco, Inc. of South Plainfield, New Jersey, with a local office in Baltimore, Maryland, was awarded a contract for backhoes meeting the needs of the utilities division. Seeking new bids would not be expected to yield better results.

The cost of this backhoe is \$124,272.81, which is within the budgeted amount of \$152,500.

In accordance with City Charter 61, we are requesting that Council waive bidding requirements and allow for the issuance of a purchase order to Jesco, Inc. in the amount of \$124,272.81.

I concur with the above recommendation and request your approval of Resolution R-29-22.

ATTACHMENTS: 1. 20220621 - Resolution R-29-22

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
WAIVING THE COMPETITIVE BIDDING REQUIREMENTS OF SECTION 61 “PURCHASING
AND CONTRACTING” OF THE CHARTER OF THE CITY OF BOWIE TO ALLOW FOR
THE PURCHASE OF ONE BACKHOE, BY PIGGYBACKING A BALTIMORE COUNTY
PUBLIC SCHOOLS BID

WHEREAS, the Charter of the City of Bowie, Maryland (hereinafter, “the City”) requires, in section 61, that all expenditures for inter alia, materials, construction of public improvements or contractual services involving more than twenty-five thousand dollars be made by written contract upon sealed bids to the lowest responsible bidder, except where the City Council by two-thirds vote waives the bidding requirement for good cause shown; and

WHEREAS, the FY23 budget allows for the purchase of one backhoe to be used by the utilities division; and

WHEREAS, the Public Works Department received and analyzed the results of a Baltimore County Public Schools bid; and

WHEREAS, it was determined that Jesco, Inc. of South Plainfield, New Jersey, with a local office in Baltimore, Maryland was awarded a contract for backhoes meeting the needs of the utilities division; and

WHEREAS, seeking new bids would not be expected to yield better results; and

WHEREAS, the proposed purchase price for the equipment to be procured will exceed twenty-five thousand dollars and the City Council deems the afore stated economic efficiencies to constitute good cause to waive the bidding requirements otherwise required by the Charter.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Bowie, Maryland, by at least two-thirds vote, that:

Section 1. The competitive bidding requirements of Section 61 of the Bowie City Charter are for good cause shown, hereby waived.

Section 2. The City Manager is hereby authorized to issue a purchase order to the said company for the above-mentioned equipment.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a meeting on June 21, 2022 by a vote of at least two-thirds of the members of the Council.

ATTEST:

CITY OF BOWIE, MARYLAND

 Awilda Hernandez
 City Clerk

 Timothy J. Adams,
 Mayor



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Contract Renewal, Professional Services-Development Plan Review, Engineering, & Design Services - Resolution R-30-22

DATE: 06/16/2022

On May 16, 2019, the Public Works Department advertised a Notice of Intent to Negotiate with Frederick Ward Associates for an On Call Professional Services Agreement based on that Firm's qualifications, prior performance, and ability to maintain continuity of engineering support services. The Agreement established all contract requirements and labor rates for various engineering services that may be required by the City of Bowie. This Agreement was awarded (R-45-19) and the City will be entering into the third year of four optional renewal years.

The Public Works Department recommends awarding a Task Order for Development Plan Review in the amount of \$150,000 under this Agreement. Frederick Ward has many years of experience with the City Code and City development standards necessary to carry out the required plan reviews. Sufficient funds are available in the Professional Services account in the Public Works Administration section of the FY23 Budget.

In accordance with City Charter Section 61(b)(4), we are requesting that Council authorize the City Manager to award the Development Plan Review Task Order to Frederick Ward Associates and issue a purchase order in an amount not to exceed \$150,000.

I concur with the above recommendation and request your approval of Resolution R-30-22.

ATTACHMENTS: 1. 20220621 - Resolution R-30-22

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
AUTHORIZING THE ISSUANCE OF A PURCHASE ORDER TO
FREDERICK WARD ASSOCIATES FOR TASK ORDER #1
PROFESSIONAL SERVICES-DEVELOPMENT PLAN REVIEW, ENGINEERING, &
DESIGN SERVICES IN ACCORDANCE WITH THE MASTER CONTRACT
APPROVED ON JUNE 19, 2019

WHEREAS, pursuant to Section 61(b)(4) of the City Charter, the Public Works Department advertised an Intent to Negotiate with Frederick Ward Associates on May 16, 2019 for an On Call Professional Services Agreement based on that Firm's qualifications, prior performance, and ability to maintain continuity of engineering support services; and

WHEREAS, the Agreement established all contract requirements and labor rates for various engineering services that may be required by the City of Bowie; and

WHEREAS, this Agreement was awarded (R-45-19) and the City is entering into the third year of four optional renewal years; and

WHEREAS, the Public Works Department recommends awarding a Task Order under this Agreement for Development Plan Review in the amount of \$150,000.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Bowie, Maryland, that the Council authorizes the City Manager to award the Development Plan Review Task Order to Frederick Ward Associates for professional services and issue a Purchase Order in an amount not to exceed \$150,000.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a meeting on June 21, 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, Temporary Labor Services
Resolution R-31-22

DATE: 06/16/2022

A legal notice advertising a Request for Proposals (RFP) for Temporary Labor Services was placed on eMaryland Marketplace and on the City's website on April 27, 2022. Proposals were received from the following firms on May 18, 2022:

Centropolis Property Staffing Management, LLC	Baltimore, MD
On Call Staffing Solutions, Inc.	Hyattsville, MD

The proposals were evaluated as required by City Charter and the Procurement Policy. Criteria for selection included ability, company qualifications, background, invoicing and price.

Temporary labor services are used to assist the Public Works Department Solid Waste Division as needed to provide trash and recycling pick up for residents. In this RFP, the intent was to contract with two (2) firms in order to have a primary and back up in place for these services.

After careful review, it was determined that Centropolis Property Staffing Management, LLC of Baltimore, MD had submitted the most responsive and responsible proposal. The award amount will be \$68,750 based on the hourly rate of \$30 and overtime hourly rate of \$45 and the estimated requirement of hours for the period of FY23 Notice to Proceed through June 30, 2023. This is within the amount budgeted for the FY23 Public Works Solid Waste Professional Services Budget. This Contract will be in effect through June 30, 2023 with two additional one year options to renew.

On Call Staffing Solutions, Inc. was not selected based on the price being over budget. Public Works will be readvertising this RFP in order to get a second firm that is within our budget under contract.

I concur with the above recommendation and request your approval of Resolution R-31-22.

ATTACHMENTS: 1. 20220621 - Resolution R-31-22

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
ACCEPTING A BID PROPOSAL FOR TEMPORARY LABOR SERVICES

WHEREAS, pursuant to Section 61 of the City Charter, a Request for Proposals was posted on eMaryland Marketplace and on the City's website for temporary labor services; and

WHEREAS, on the May 18, 2022 due date, the City received two (2) proposals; and

WHEREAS, the temporary labor services are used to assist the Public Works Department Solid Waste Division as needed to provide trash and recycling pick up for residents; and

WHEREAS, after careful evaluation and review of all the proposals submitted, it was determined that Centropolis Property Staffing Management, LLC of Baltimore, MD has submitted the most responsive and responsible proposal.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Bowie, Maryland, that the Council hereby accepts the proposal of Property Staffing Management, LLC and authorizes the City Manager to enter into a contract with Centropolis Property Staffing Management, LLC in the amount of \$68,750. The award amount will be \$68,750 based on the hourly rate of \$30 and overtime hourly rate of \$45 and the estimated requirement of hours for the period of FY 23 Notice to Proceed through June 30, 2023. This is within the amount budgeted for the FY23 Public Works Solid Waste Professional Services Budget. This Contract will be in effect through June 30, 2023 with two additional one year options to renew.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a meeting on June 21, 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: Purchase of New Video Switcher
Resolution R-32-22

DATE: 06/16/2022

On May 25, 2022 the Communications Division issued a Request for Proposals for the purchase of new video switcher (Tricaster TC1 Pro, made by NEWTEK) to replace an existing 7-year-old unit.

On June 10, 2022 three (3) bids were received and opened. The results were as follows:

<u>Firm</u>	<u>Total</u>
Applied Video Technology, Inc. Kimberton, PA	\$28,130
B&H Foto & Electronics Corp, New York, NY	\$37,075
Bluum USA, Inc, Luray, VA	\$26,870.22

This item is being purchased in accordance with the FY22 Capital Outlay Machinery and Equipment (01155-57020), which is funded by a grant from the City's two (2) cable providers, with a budget of \$90,000.

When evaluating the proposals, staff considered the expertise, experience, and certifications from both NEWTEK and other 3rd party certification companies of each bidder.

The lowest bid, submitted by Bluum USA, Inc., is not significantly lower than the bid submitted by Applied Video Technology, Inc. Also, the lack of certifications from BLUUM suggests less product knowledge and investment in the product to be able to offer post-sales product support. Applied Video Technology, Inc. staff has received certifications from NEWTEK as well as 3rd party certification companies maintaining a high standard for product knowledge in sales, operations, and integration. This provides for manufacturer-authorized post-sales support and we feel this to be the most advantageous choice.

Applied Video Technology, Inc. is a Woman-Owned and Small Business Certified company.

The Tricaster TC1 Pro was approved for purchase by Daniel Mears as an acceptable change in the

original budget items of new studio cameras.

The Communications Division recommends that the bid proposal from Applied Video Technology, Inc. in the amount of \$28,130.00 be accepted.

I concur with the above recommendation to award to Applied Video Technology, Inc. in the amount of \$28,130.00 and request your approval of Resolution R-32-22.

ATTACHMENTS: 1. 20220621 - Resolution R-32-22

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
ACCEPTING BID FOR THE PURCHASE OF NEW VIDEO SWITCHER

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 purchase of new video switchers; and

WHEREAS, at the close of bidding at 2:00 p.m., June 10, 2022, the City received three (3) bid proposals; and

WHEREAS, after a careful review of the proposals submitted, it was determined that Applied Video Technology, Inc. had submitted a responsible and responsive bid.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Bowie, Maryland, that the Council hereby accepts the bid proposal of Applied Video Technology, Inc. for a total amount of \$28,130 and hereby authorizes the City Manager to issue a purchase order to Applied Video Technology, Inc. in the amount of \$28,130.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland, at a Regular Meeting on June 21, 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 for Bowie Golf Course Water Source Study
Resolution R-33-22

DATE: 06/16/2022

On March 19, 2022, the Department of Community Services issued a Request for Quotations for a comprehensive water source study at the Bowie Golf Course.

On May 4, 2022, one (1) bid was received and opened. The result was as follows:

<u>Firm</u>	<u>Total</u>
Stantec Consulting Services, Inc., Laurel, MD	\$85,959.00

Adequate funds are available in the FY22 Capital Improvements Projects Fund (10545-57010) to award this project.

When evaluating the proposal received, staff considered the expertise and experience of the firm and successful completion of similar projects.

Upon confirming the understanding of the scope of work, completion timeline, and verifying references for Stantec Consulting Services, Inc., the Department of Community Services recommends a contract be awarded to Stantec Consulting Services, Inc. located in Laurel, MD in the amount of \$85,959.00 for the work specified in the Request for Quotations.

I concur with the recommendation of the Department of Community Services and request your approval of Resolution R-33-22.

ATTACHMENTS: 1. 20220621 - Resolution R-33-22

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
AWARDING A CONTRACT TO CONDUCT A WATER SOURCE STUDY AT THE
BOWIE GOLF COURSE

WHEREAS, the City of Bowie owns the Bowie Golf Course; and

WHEREAS, the City intends to conduct a comprehensive water source study at the Bowie Golf Course; and

WHEREAS, a request for quotations was issued for the work with a closing date of May 4, 2022 at 2:00 p.m., at which time one bid was received for \$85,959; and

WHEREAS, staff has reviewed the bid received and determined the \$85,959 bid submitted by Stantec Consulting Services, Inc. located in Laurel, MD is a responsive and responsible bid; and

WHEREAS, sufficient funds were appropriated in the FY22 budget to conduct a water source study.

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 Stantec Consulting Services, Inc. in the amount of \$85,959 to conduct a water source study at the Bowie Golf Course.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a Regular Meeting on June 21, 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: Authorizing the Placement of Speed Cameras in Residential Districts
Ordinance O-3-22

DATE: 06/16/2022

City of Bowie residents have long expressed concern over speeding on residential roads in the City.

Per the urging of City Council, the Police Department will be managing a program to deploy speed cameras in residential zones. Currently, speed cameras are only permitted to be placed in designated School Zones.

In order to accomplish this change, Ordinance O-3-22 is being proposed to authorize the placement of speed cameras in residential districts within the City that have a maximum posted speed limit of 35 miles per hour.

ATTACHMENTS: 1. 20220621 - Ordinance O-3-22

ORDINANCE
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
AMENDING BOWIE CITY CODE, CHAPTER 14 “MOTOR VEHICLES AND
TRAFFIC”, ARTICLE III, § 14-17B “SPEED MONITORING SYSTEMS” TO
AUTHORIZE THE PLACEMENT OF SPEED CAMERAS IN THE CITY OF
BOWIE ON HIGHWAYS IN RESIDENTIAL DISTRICTS THAT HAVE A
MAXIMUM POSTED SPEED LIMIT OF 35 MILES PER HOUR

WHEREAS, pursuant to § 5-202 of the Local Government Article, Annotated Code of Maryland, the Council of the City of Bowie (hereinafter, the “City”) has the power to adopt ordinances as it deems necessary to protect the health, safety and welfare of the residents of the City; and

WHEREAS, § 21-809 of the Transportation Article, Annotated Code of Maryland, as amended (hereinafter “§ 21-809”), authorizes the City, by local law of its governing body, to operate a speed monitoring system to enforce the speed limit in school zones and within ½ mile of an institution of higher education in the City, provided that the City follows the procedures and requirements set forth in § 21-809; and

WHEREAS, pursuant to § 21-809, the City Council adopted an ordinance enacting Bowie City Code, § 14-17.B. Speed Monitoring System; and

WHEREAS, § 21-809 was amended by the Maryland General Assembly to authorize municipalities in Prince George’s County to place speed cameras on highways in residential districts with a maximum posted speed limit of 35 miles per hour; and

WHEREAS, the Bowie City Council has determined that the adoption of the expanded authority provided by the amendment to § 21-809 will further protect the health, safety and welfare of the residents of the City.

Section 1. **NOW, THEREFORE, BE IT ORDAINED AND ENACTED**, by the Council of the City of Bowie, Maryland that Bowie City Code, Chapter 14 “Motor Vehicles and Traffic”, § 14-17.B. “Speed Monitoring Systems,” shall be and is hereby amended to read as follows:

Sec. 14-17B. Speed Monitoring Systems IN SPEED ZONES.

(a) In this section, the following words have the meanings indicated.

Underlined small caps	:	Indicate matter added to existing law.
[Boldface Brackets]	:	Indicate matter deleted from law.
Asterisks * * *	:	Indicate matter remaining unchanged in existing law but not set forth in the Ordinance.

(1) “BUSINESS DISTRICT” MEANS AN AREA THAT ADJOINS AND INCLUDES A HIGHWAY WHERE AT LEAST 50 PERCENT OF THE FRONTAGE ALONG THE HIGHWAY, FOR A DISTANCE OF AT LEAST 300 FEET, IS OCCUPIED BY BUILDINGS USED FOR BUSINESS.

(2) "DEPARTMENT" MEANS THE BOWIE POLICE DEPARTMENT.

(3) "Owner" means the registered owner of a motor vehicle or a lessee of a motor vehicle under a lease of 6 months or more, except that "owner" does not include:

(a) A motor vehicle rental or leasing company; or

(b) A holder of a special registration plate issued under MD. Code Ann., Transp. Art., Title 13, Subtitle 9, Part III.

[(2)] "Department" means the Bowie Police Department.]

[(3)](4) "Recorded Image" means an image recorded by a speed monitoring system on a photograph, a microphotograph, an electronic image, a videotape, or any other medium, and showing:

(a) The rear of a motor vehicle;

(b) At least two time-stamped images of the motor vehicle that include the same stationary object near the motor vehicle; and

(c) On at least one image or portion of tape, a clear and legible identification of the entire registration plate number of the motor vehicle.

[(4)](5) “RESIDENTIAL DISTRICT” MEANS AN AREA THAT: (1) IS NOT A BUSINESS DISTRICT; AND (2) ADJOINS AND INCLUDES A HIGHWAY WHERE THE PROPERTY ALONG THE HIGHWAY, FOR A DISTANCE OF AT LEAST 300 FEET, IS IMPROVED MAINLY WITH RESIDENCES OR RESIDENCES AND BUILDINGS USED FOR BUSINESS.

(6) “SCHOOL ZONE” MEANS A DESIGNATED ROADWAY SEGMENT WITHIN UP TO A HALF-MILE RADIUS OF A SCHOOL FOR ANY OF GRADES KINDERGARTEN THROUGH GRADE 12 WHERE SCHOOL-RELATED ACTIVITY OCCURS, INCLUDING: TRAVEL BY STUDENTS TO OR FROM SCHOOL ON FOOT OR BY BICYCLE, OR THE DROPPING OFF OR PICKING UP OF STUDENTS BY SCHOOL BUSES OR OTHER VEHICLES.

(7) "Speed Monitoring System" means a device with one or more motor vehicle sensors producing recorded images of motor vehicles traveling at speeds at least 12 miles per hour above the posted speed limit.

[(5)](8) "Speed Monitoring System Operator" means a representative of the Department or a contractor that operates a speed monitoring system.

(9) “SPEED ZONE” MEANS AN AREA IN WHICH THE CITY IS AUTHORIZED BY MARYLAND CODE ANN., TRANSPORTATION ARTICLE, SECTION 21-809 TO MONITOR VEHICULAR SPEED AND TO ISSUE CITATIONS TO THE VEHICLE OPERATOR FOR VIOLATIONS OF THE POSTED SPEED LIMIT USING A SPEED MONITORING SYSTEM, INCLUDING AREAS PROPERLY DESIGNATED IN ACCORDANCE WITH THAT SECTION THAT ARE ADJACENT TO PRIMARY OR SECONDARY SCHOOLS, INSTITUTIONS OF HIGHER EDUCATION, AND ON HIGHWAYS IN RESIDENTIAL DISTRICTS WITH A MAXIMUM POSTED SPEED LIMIT OF 35 MILES PER HOUR

Underlined small caps

[Boldface Brackets]

Asterisks * * *

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Indicate matter added to existing law.

Indicate matter deleted from law.

Indicate matter remaining unchanged in existing law but not set forth in the Ordinance.

(b) (1) The City Council, by Resolution, following reasonable notice to the public and a public hearing, may establish a school zone on any road under the City's jurisdiction within one-half mile of a school and MAY ESTABLISH AN AUTHORIZED SPEED ZONE, AND FOR ANY SCHOOL ZONE OR SPEED ZONE so established, shall set a maximum speed limit, provided that the designation of such school zone and the maximum speed limit set for such zone shall not become effective until the City installs signs designating the school zone and indicating the maximum speed limit applicable in the school zone.

(2) The City may install or erect traffic control devices in [the]A designated [school]SPEED zone in addition to the signs required by Subsection (b)(1), including timed flashing warning lights and including a Speed Monitoring System as defined in Subsection (a) of this Section.

(c) Before activating [an unmanned stationary speed monitoring system] A SPEED MONITORING SYSTEM, the City Manager or his OR HER designee shall:

(1) Publish notice of the location of the Speed Monitoring System on the City's website and in a newspaper of general circulation in the City; and

(2) Ensure that each sign that designates a [school zone] SPEED ZONE indicates that a Speed Monitoring System is in use in the [school zone] SPEED ZONE AND THAT THE SIGN CONFORMS TO THE SPECIFICATIONS SET FORTH IN THE MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES ADOPTED BY THE STATE HIGHWAY ADMINISTRATION UNDER § 25-104 OF THE TRANSPORTATION ARTICLE OF THE ANNOTATED CODE OF MARYLAND.

(d) A Speed Monitoring System in a school zone may operate only Monday through Friday between 6:00 a.m. and 8:00 p.m. A SPEED MONITORING SYSTEM IN A LOCATION OTHER THAN A SCHOOL ZONE MAY OPERATE 24 HOURS PER DAY, SEVEN DAYS PER WEEK.

*

*

*

Section 2. **AND, BE IT FURTHER ORDAINED BY THE COUNCIL OF THE CITY OF BOWIE** that, this Ordinance shall become effective thirty (30) 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 Regular Meeting on _____, 20____.

PASSED by the Council of the City of Bowie, Maryland at a Regular Meeting on _____, 20____.

Underlined small caps
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Asterisks * * *

: Indicate matter added to existing law.
: Indicate matter deleted from law.
: Indicate matter remaining unchanged in existing law but not set forth in the Ordinance.

ATTEST:

THE CITY OF BOWIE, MARYLAND

Awilda Hernandez
City Clerk

Timothy J. Adams
Mayor

**APPROVED AS TO FORM AND
SUFFICIENCY:**

Elissa D. Levan, City Attorney

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Asterisks * * *

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Indicate matter added to existing law.
Indicate matter deleted from law.
Indicate matter remaining unchanged in existing law but not set forth
in the Ordinance.



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Approval of Letter of Support for CB-14-2022 Accessory Disposable Food Service Ware

DATE: 06/16/2022

The City's Environmental Advisory Committee has carefully reviewed CB-14-2022 - Accessory Disposable Food Service Ware and recommends the City Council send a letter of support to the Prince George's County Council.

ATTACHMENTS: 1. 20220621 - Letter of Support for CB-14-2022

June 22, 2022

The Honorable Calvin S. Hawkins, II, Chair
Prince George's County Council
Wayne K. Curry Administration Building
Largo, MD 20774

Re: Support For CB-14-2022 Accessory Disposable Food Service Ware

Dear Chair Hawkins and members of the County Council:

On behalf of the City of Bowie, I would like to express our support for CB-14-2022, Accessory Disposable Food Service Ware. This County initiative will significantly reduce the number of disposable utensils that are given away by our businesses.

Most of us have our own set of utensils and condiments in our home; by providing them with every order, businesses waste their resources— essentially paying to provide trash for the landfill or litter defacing our streets/property. By requiring an individual to ask for the utensils, only those who truly need them will receive them. This is a win-win for businesses needing to tighten their budgets, while giving them a positive role in waste reduction.

The City's Environmental Advisory Committee has carefully reviewed and recommended our support of this legislation. We believe that this legislation provides a sensible and cost-effective way to further our initiatives of reducing plastic pollution and supporting our environment across Prince George's County.

On behalf of the City of Bowie Council, we respectfully request your support of CB-14-2022 to reduce waste and litter.

Sincerely,

Bowie City Council
Timothy J. Adams
Mayor



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Economic Development Strategy and Action Plan

DATE: 06/16/2022

The City's consultants, the University of Baltimore Jacob France Institute and Margrave Strategies, LLC presented the final draft of an Economic Development Strategy and Action Plan at council's May 2 meeting. After the consultant's presentation there was a scheduled public hearing to allow for public comment. Council acted to keep the public comment period open to allow for additional public comment and to return to the consideration of adoption of the Strategy at their June 21, 2022 meeting.

A revised copy of the draft Strategy incorporating comments from the May 2, 2022 meeting was posted on the City's website to allow additional public review.

Two public comments were received. They are attached.

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

ATTACHMENTS:

1. 20220621 - FINAL Bowie EDP - May 2022 Post Council Meeting
2. 20220621 - Council Memo June 16 2022 Report Econ Dev Attachment 2
3. 20220621 - Council Memo June 16 2022 Report Econ Dev Attachment 3
Public Comments
4. 20220621 - Bowie - City Council Briefing - Strategy_5.11.22



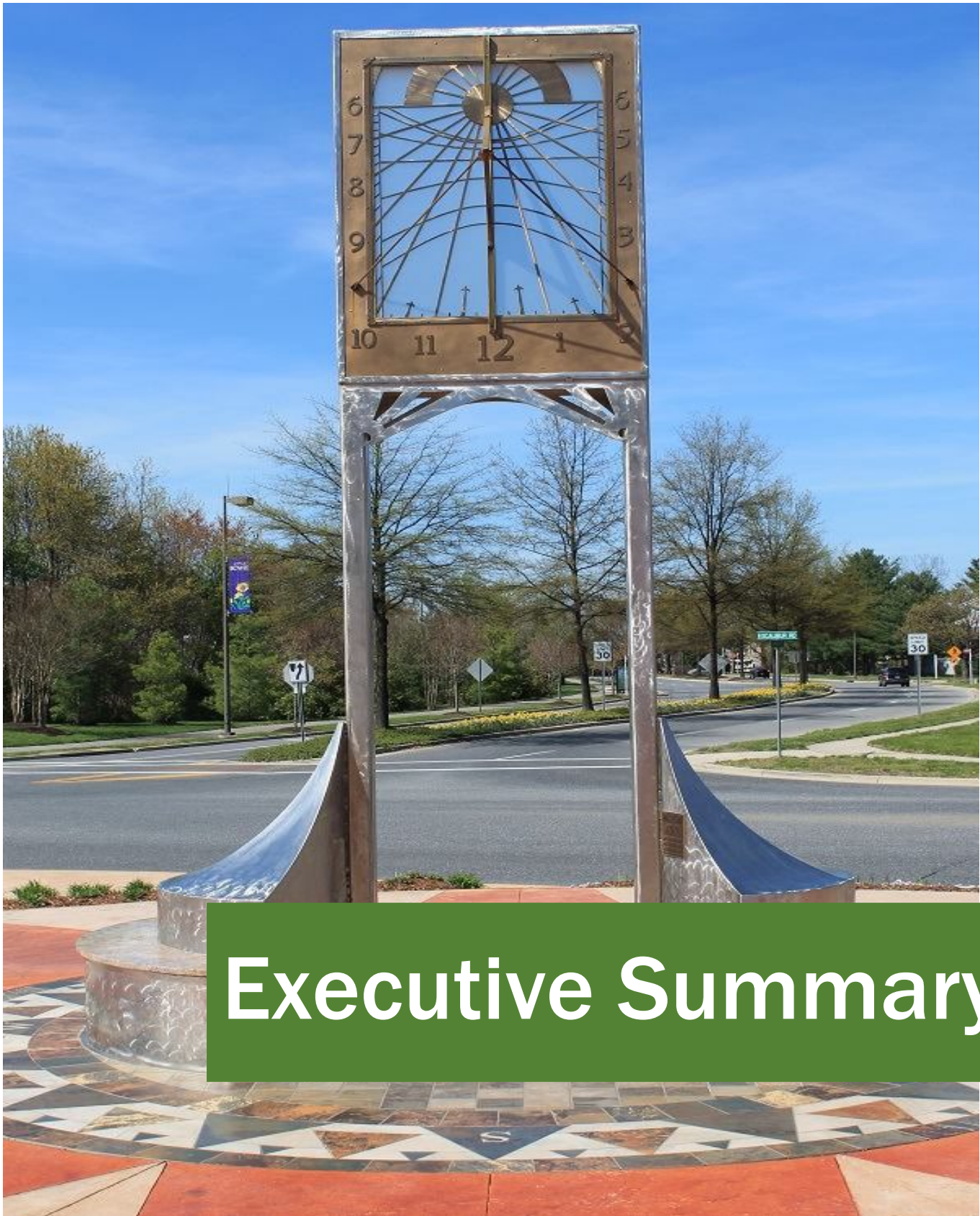
ECONOMIC DEVELOPMENT STRATEGY & ACTION PLAN

City of Bowie

Prepared by The Jacob France Institute of The University of Baltimore & Margrave Strategies
on behalf of the City of Bowie
May 2022

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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, attraction, 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, ATTRACTION, EXPANSION AND RETENTION EFFORTS	11.) CREATE AND IMPLEMENT A TARGETED MARKETING CAMPAIGN TO ATTRACT THE INFORMATION TECHNOLOGY, GOVERNMENT CONTRACTING, HEALTH SERVICES AND DESTINATION RETAIL SECTORS
	6.) COMPLETE AN ASSESSMENT OF PROPERTY IN OLD TOWN BOWIE AND CREATE AN AREA DESIGNATED FOR SMALL AND LOCAL BUSINESSES		12.) ENHANCE AND INCREASE PROMOTION OF THE CITY'S EXISTING ECONOMIC DEVELOPMENT TOOLS AND PROGRAMS.



Plan Overview & Process

PLAN OVERVIEW & PROCESS

INTRODUCTION

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

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

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

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

PLAN ELEMENTS

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

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

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

HOW TO USE THE PLAN

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

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

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

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

PROCESS

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



Task 1: Existing Conditions Analysis

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



Task 2: Stakeholder Engagement Analysis

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

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

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



Task 3: Economic Development Strategy and Action Plan Development

The final task within the contract was to combine the findings of the Existing Conditions Analysis and Stakeholder Engagement Analysis into a holistic, comprehensive strategy for the City. This took place between January – March 2022. This plan advises on a series of four areas of focus and twelve recommended actions, policies and programs to achieve the City’s economic development goals over the next 5 years. This strategy was presented to the City Council on May 16, 2022.



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

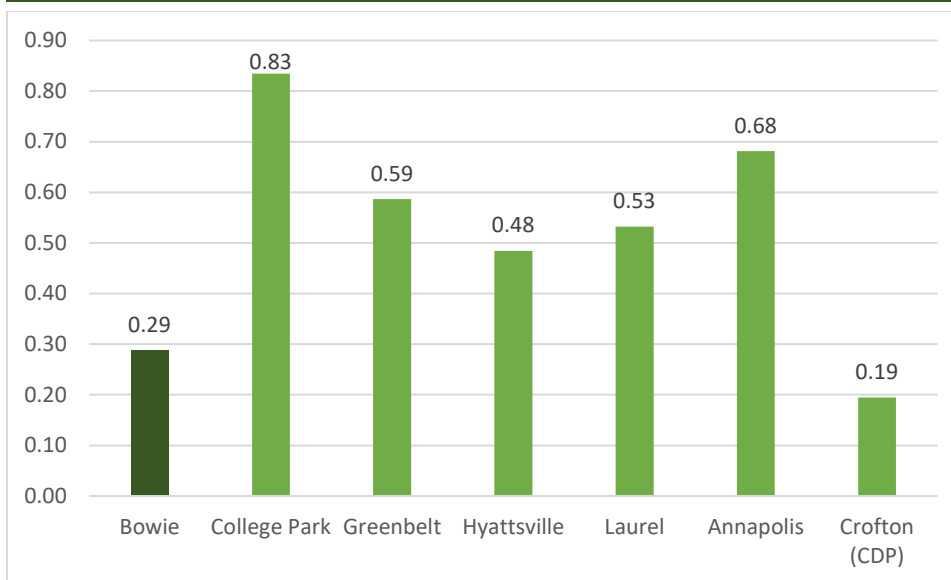


Table 1: Total Employment, All Industries City of Bowie and Peer Municipalities/Places, 2013 -2019

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	\$9,954,102,863		3,998	
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

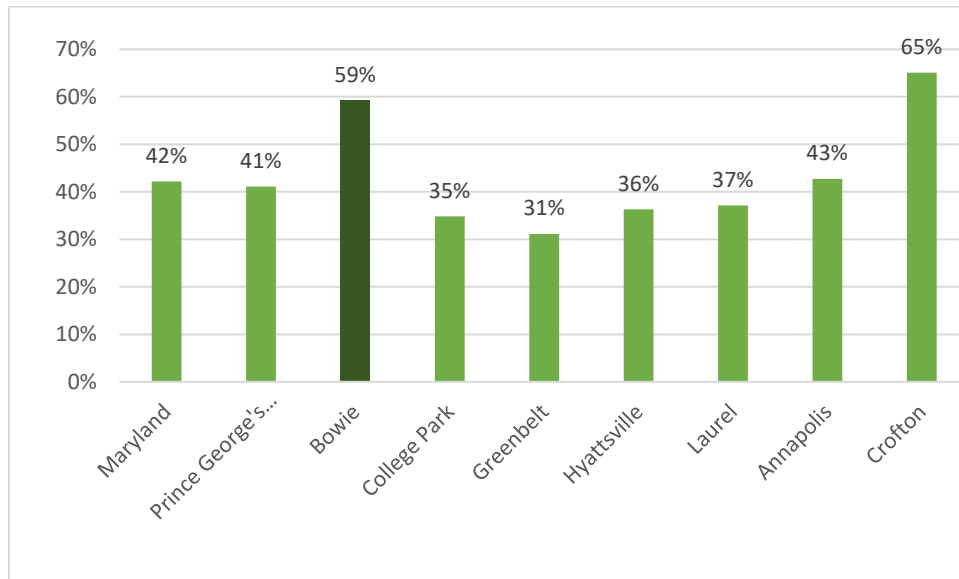
Finding: The City has an affluent population.

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.

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.

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



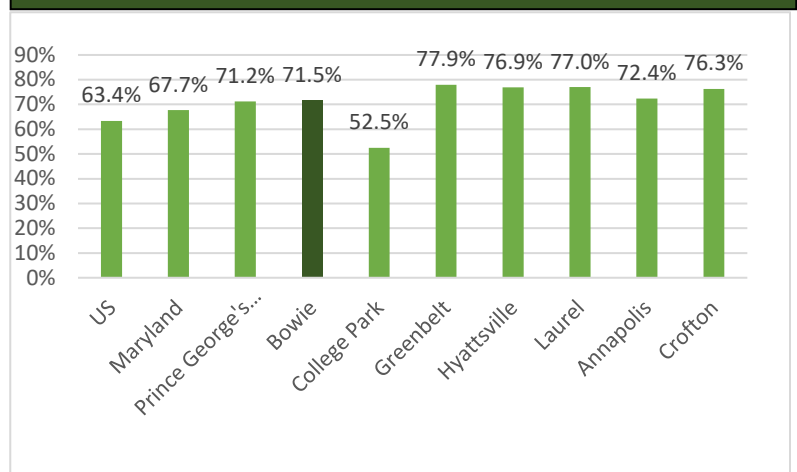
RESIDENT WORKFORCE CHARACTERISTICS

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).

Figure 3: Labor Force Participation



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

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 4: Educational Attainment

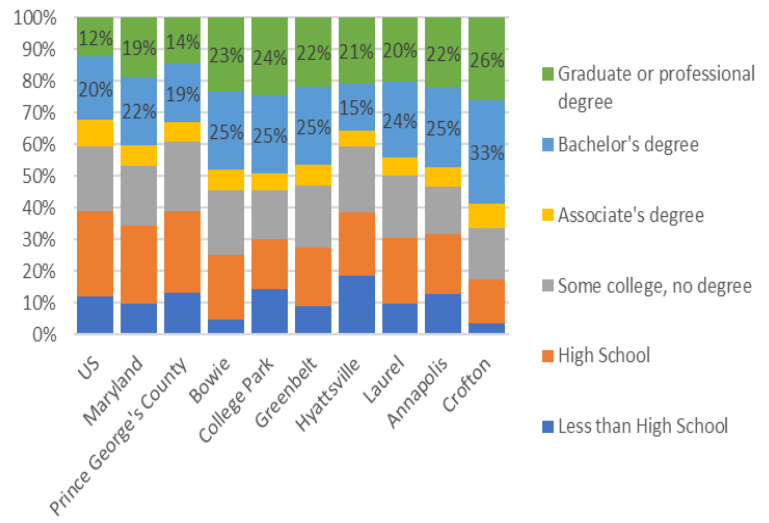


Figure 5: Percent of Workforce Employed by the Federal Government

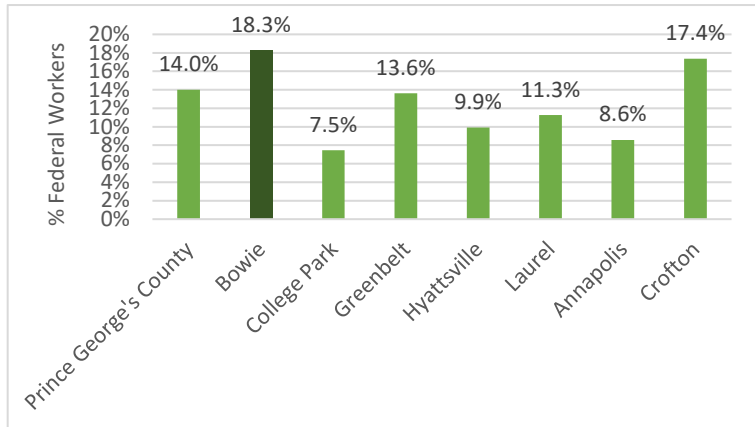
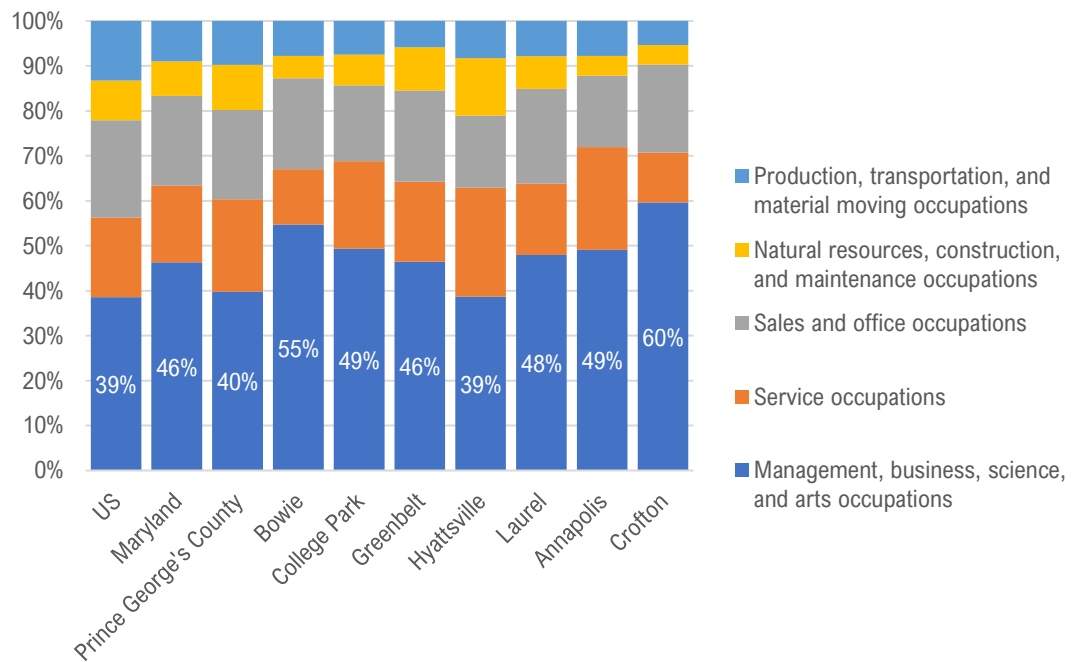


Figure 6: Occupational Employment



CITY OF BOWIE RETAIL CAPACITY

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

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

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



RETAIL LEAKAGE

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

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

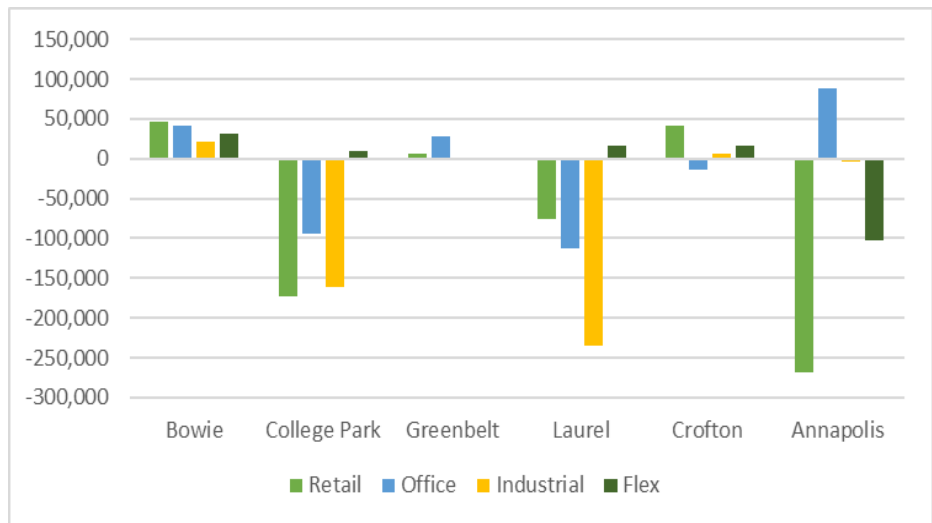
INVENTORY OF COMMERCIAL SPACE AVAILABLE

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

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

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

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



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

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

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

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



STAKEHOLDER ENGAGEMENT & REVIEW OF PLANNING MATERIALS

STAKEHOLDER ENGAGEMENT

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

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

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

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

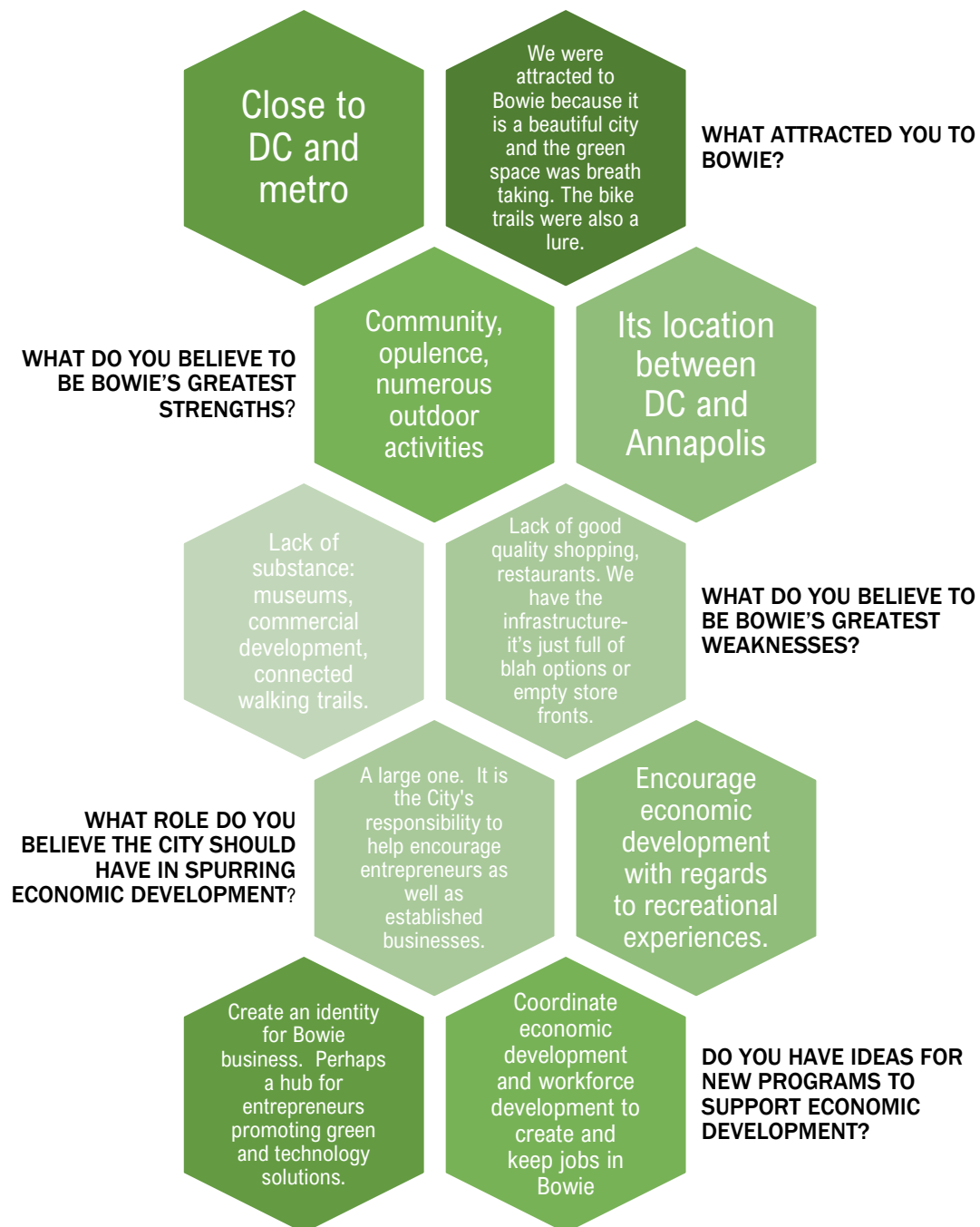
- What attracted you to Bowie?
- What do you believe to be Bowie’s greatest strengths?
- What do you believe to be Bowie’s weaknesses?
- In what ways do you feel supported by the City of Bowie?
- Are there areas of support you wish you had from the City of Bowie?
- What role do you believe the City should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

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

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

THE FINDINGS

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



REVIEW OF PLANNING MATERIALS

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

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



SWOT Assessment

SWOT ASSESSMENT

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

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



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

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



Strategic Plan

CITY OF BOWIE ECONOMIC DEVELOPMENT STRATEGIC PLAN

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

STRATEGIC AREAS OF FOCUS

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

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

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

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

Through these questions, four Strategic Areas of Focus emerged:

- 1.) Utilize creative placemaking to support economic development, with an initial focus on Bowie Town Center.**
- 2.) Leverage Bowie State University as the City of Bowie's most natural anchor institution.**
- 3.) Distinguish the City as an athletic recreation tourism hub.**
- 4.) Expand the City's business base through targeted business startup, attraction, 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. As the first Historically Black College in Maryland, BSU hosts an incredible pipeline of talent pointedly, young women and minority achievers that can be a strong addition to the diversity of the City, which has been described as a priority of the City.

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 and adjacent South Lake community, which will both boast recreational fields, courts and host tournaments, 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 South Lake Community, will have courts, fields and even a hotel that will begin to host youth sports and tournaments, drawing leagues from around the region. 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.

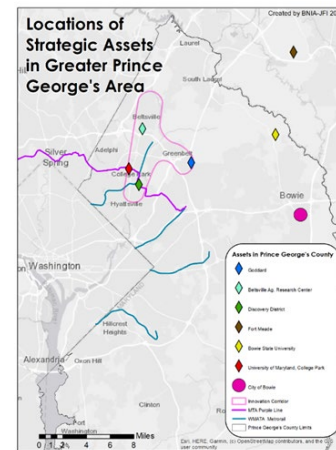
In 2023, the City of Bowie is poised to become the owner of the Bowie Race Track facility as part of a larger restructuring of horse tracks in Maryland. The Bowie Race Track, which has been vacant and unused since the mid-1980s, is a huge opportunity to preserve the community's equine history while turning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

With only 0.29 jobs per resident, retail leakage, 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.

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:



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	-

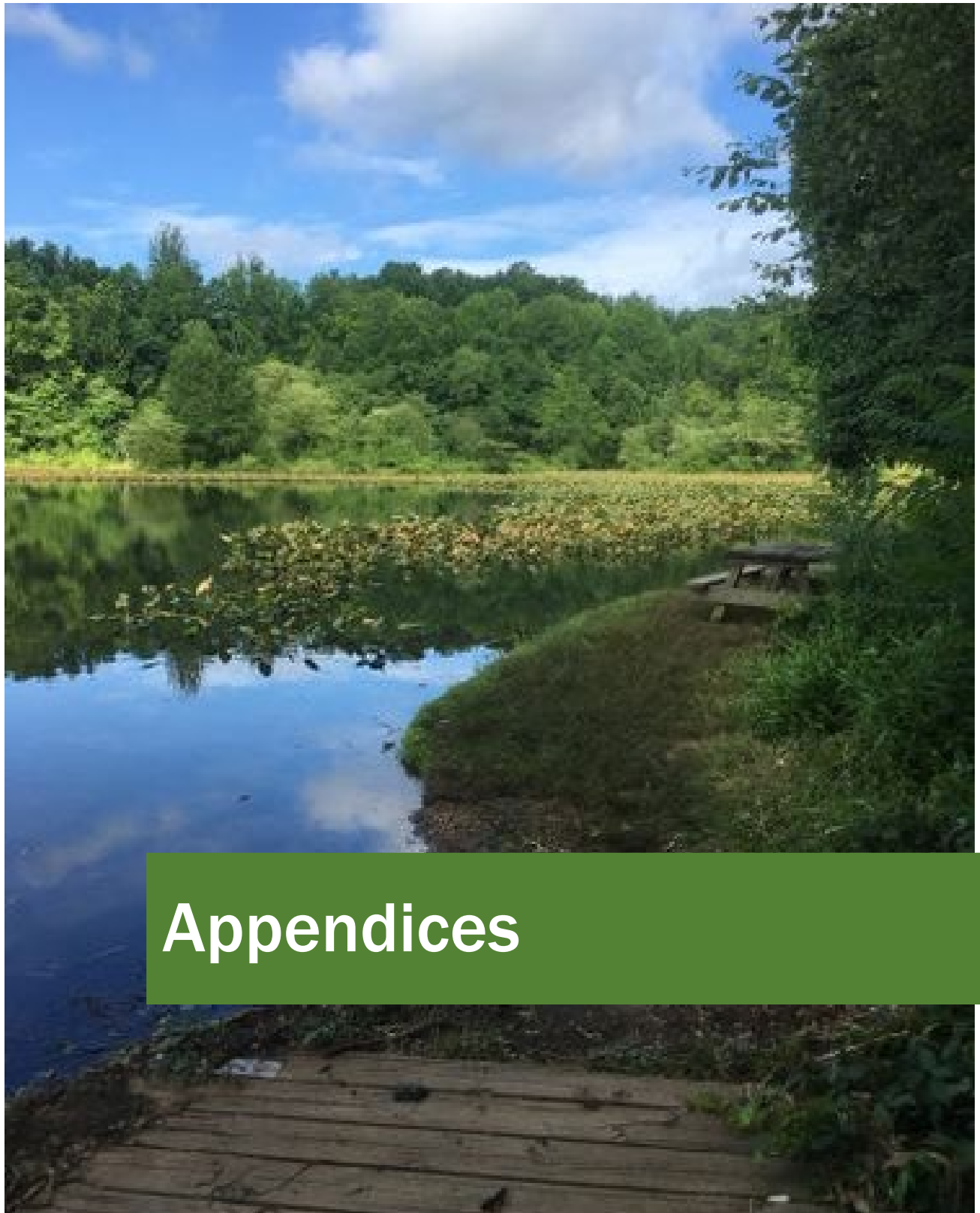
	6.) COMPLETE AN ASSESSMENT OF PROPERTY IN OLD TOWN BOWIE AND CREATE AN AREA DESIGNATED FOR SMALL AND LOCAL BUSINESSES	City Staff	\$	Private Property Owners/ Prince Georges County	Mid-Term	1,3	While the scan may be less costly, acquisition of buildings would require appropriate funding.
Focus Area	Recommended 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, ATTRACTION, 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

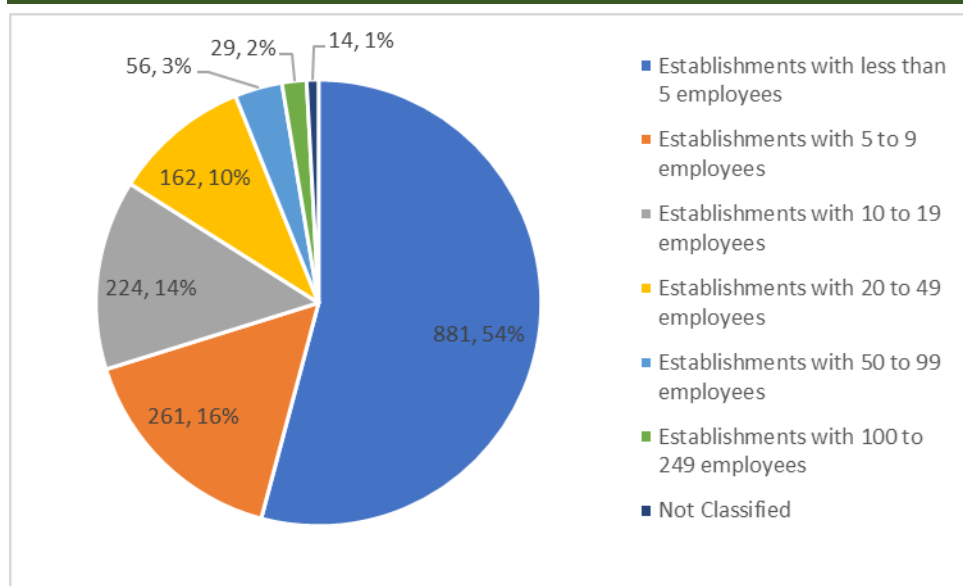
APPENDIX 1: DATA TABLES REFERENCED IN REPORT

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	92	11,810
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

Industry Language, Defined	
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
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.
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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 focussing 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.

Attachment 3

Two (2) Public Comments Received May 3 through noon June 16, 2022

From: John Meszaros <john.meszaros@yahoo.com>

Sent: Thursday, June 9, 2022 5:52 PM

To: John H. King <jhking@cityofbowie.org>

Subject: {EXTERNAL}: Comments on Economic Development Strategy

Dear John,

I read through the economic development report with great interest.

The study was very interesting and provided some actionable plans for Bowie to court development, particularly in the retail space.

As a resident, I want to highlight what I thought was one of the most important points (point 10) about the Race Track property. When my wife and I have driven by, I have always thought it would be a great park and site for additional facilities (whether businesses or government properties) as well. I think it is a very important property for the city and deserves more thorough attention.

I would also affirm the reports findings that more high-scale retail establishments are warranted. In particular, it would be great if the city could develop a more broad base of locally owned restaurants. I view that as one downside of Bowie at this time.

Overall, my wife and I have been very happy living in Bowie (moved here in 2021) and look forward to seeing it grow.

Warm regards,

John Meszaros

12416 Sandal Lane

Bowie, MD

From: Ken McCaughey <twk6809@gmail.com>
Sent: Friday, June 10, 2022 2:48 PM
To: John H. King <jhking@cityofbowie.org>
Subject: {EXTERNAL}: Economic Development Strategy Comments

Hello John King,

I am pleased to see the city making an effort to increase the economic viability of the City. I am a long time resident in the Chapel Forge section of Bowie. Here are my comments for your consideration.

1) The 59 page PDF seems to have been poorly generated or rendered. There are pages where figures cover up text. Some examples are on PDF pages 19, 27, 30. It looks the same using different PDF viewers, so I think it is the file, not me. :^)

2) PDF page 14. There is an idea expressed about luring NASA Goddard contractors into Bowie. I think you need to check your expectations here. I was a NASA Goddard contractor in my past. At that time many of the contracts had clauses specifying distance/travel time limits, necessitating the contractor's local facilities to be located near the Center. This is because, at the time, contractors could charge time and mileage traveling between the contractor's location and the Center. NASA has an interest in minimizing those expenses. I am recalling it to be something on the order of 10 miles and/or 15 minutes. Someone would need to research what the current situation is and if this still applies. Locations such as Melford are on the wrong side of town to meet those requirements if they still apply.

In addition, new contracts are won based primarily on lower cost proposals. A component of that is lower rent at the contractor's local facility. Is Bowie competitive with Greenbelt and Beltsville?

Be advised NASA Goddard is working to assess how much of the work force can continue to work remotely at home as a result of COVID. Revised policies could change their needs for office space.

3) PDF page 27. The Review of Planning Materials is obscured by a picture.

4) PDF page 29. As correctly noted in the weaknesses, Bowie is a car dependent community. Part of this dependency is a result of lack of safe pedestrian access to local retail that is in walking distance. Places that are within walking distance of my residence that are afflicted with this include Bowie Plaza, FreeState, and Hilltop Plaza. If get into my car, Bowie retail is now competing with Waugh Chapel and Annapolis. While I understand the need to bring in outsiders to local retail, more could be done to keep the locals as patrons. One of reasons I live in Bowie is that I can walk or bike to local retail and NOT have to drive (in spite of the deficiencies!). I have more discretionary money as result of my reduced transportation costs.

5) PDF page 30. All the threats and opportunities are obscured by a picture.

6) Focus 1. I agree with the concept of creative placemaking. There needs to be more places where people want to be and feel welcomed. Places with a vibe of vitality. Too much retail has a

get-in and get-out vibe. This plan talks of the Bowie Town Center as the "downtown in Bowie". I think this location needs better placemaking. That is part of what the Sears redevelopment is proposing. (Not sure that will ever happen.) But don't lose sight of other candidate locations within the city. What about "Bowie Main Street" (still in the City planning documents) along MD450? Old Bowie is discussed but is silent on "Main Street". If there is going to be a revised Bowie brand, that branding should be evident across the city, not only one location. If there needs to be a phase approach then the consultant should layout a plan to apply this to the rest of the city.

7) PDF page 33. It is a laudable goal to have higher caliber tenants at Bowie Town Center. Is the consultant aware that the original developer promised all kinds of high end retail and never delivered. No one has succeeded yet. So what is the different approach this time? Moving the farmers market from one hot parking lot to another hot parking lot sounds weak.

8) PDF page 35. Encouraging walkability and bikeability is important. I am not sure if the consultant is aware the City is in fact working on this. There is the updated Trails Master Plan, Complete Streets Policy, a new multi-modal transportation specialist on the City staff, and a Green Team sub-committee focusing on this area. But there are some significant limitations. There is no mechanism to compel the private property/business owners to properly connect to the public infrastructure. That is so often not the case (see item 4 above). There needs to be a way to close those gaps. It is in the business's interests to do so, but I can't tell they even realize it. What can the consultant suggest here to get this on their radar?

These are my opinions. I hope this is helpful.

Respectfully,

Ken McCaughey

Chapel Forge resident

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

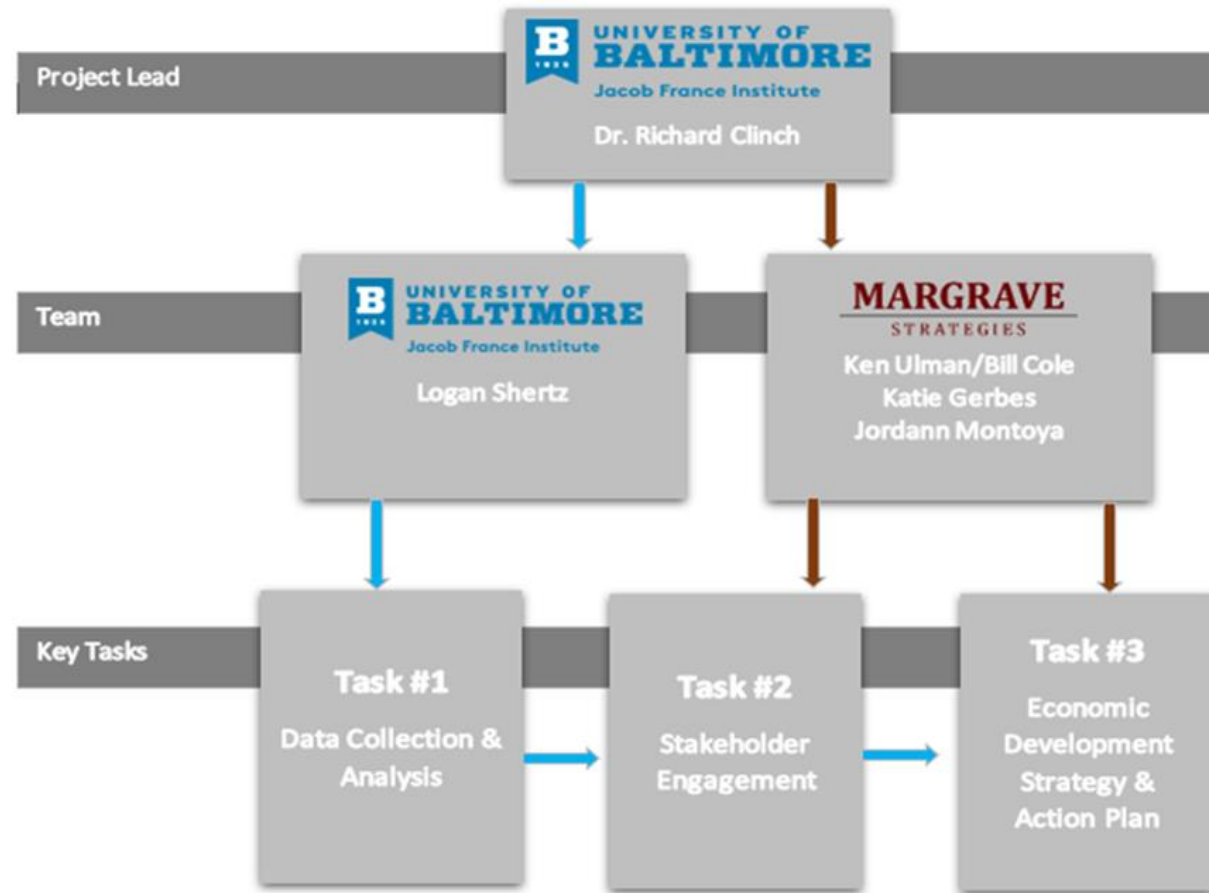
Agenda

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.

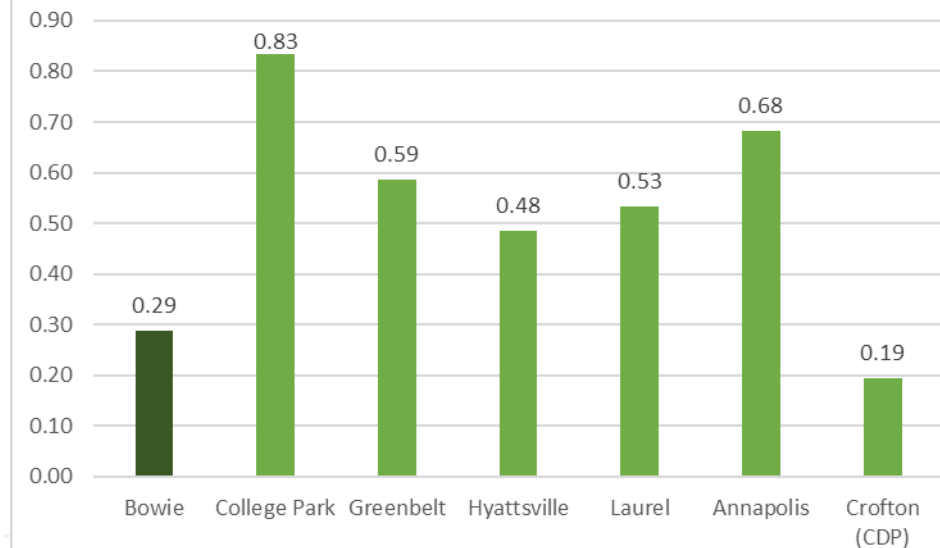
Finding #5: With only 0.29 jobs per resident, among the lowest of peer municipalities, the City has the potential to expand its employment base.

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

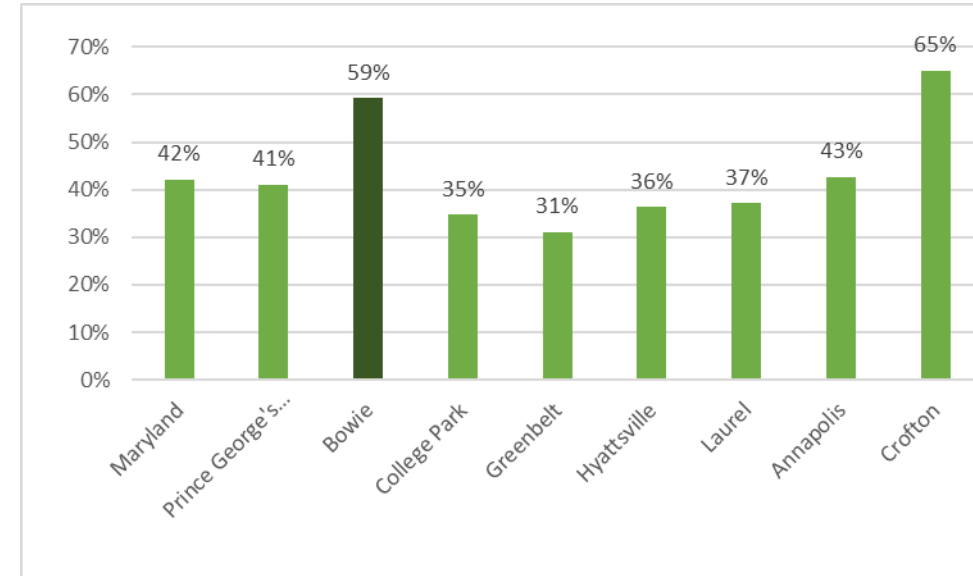
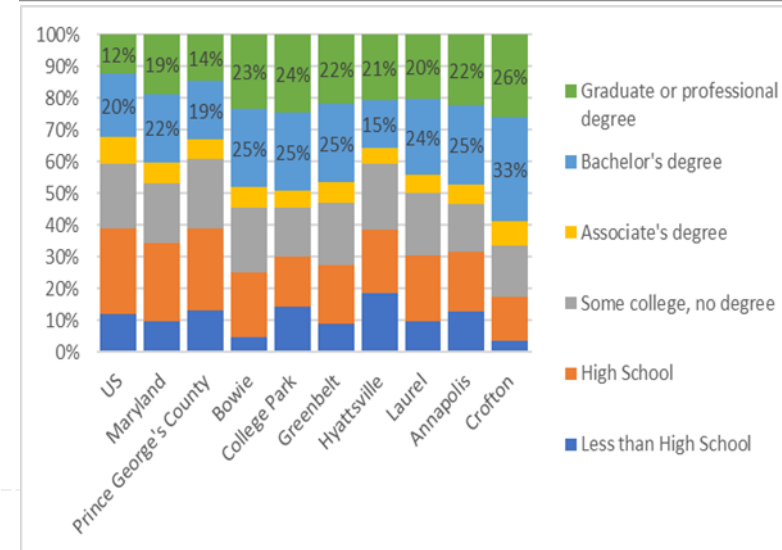


Figure 4: Educational Attainment



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

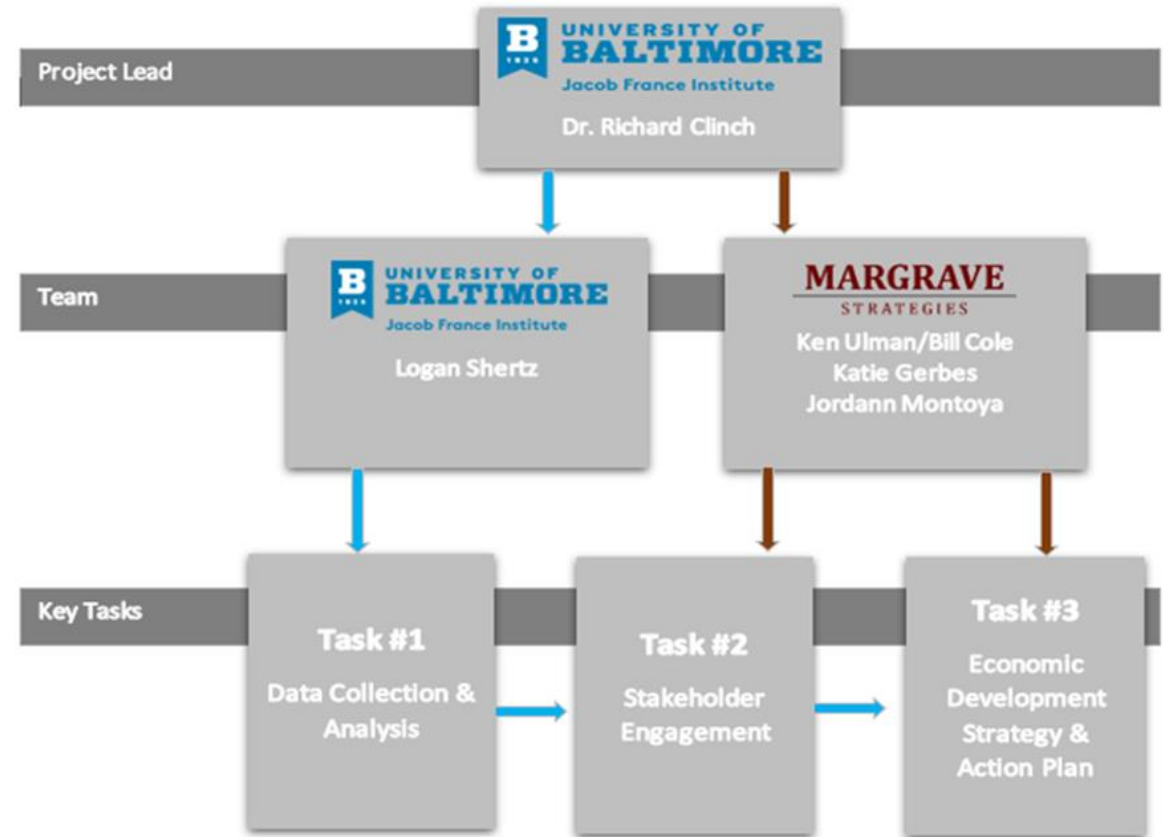
Task 1: Baseline Business, Economic and City Asset Data Collection and Analysis – Held 11-30-21

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

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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

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

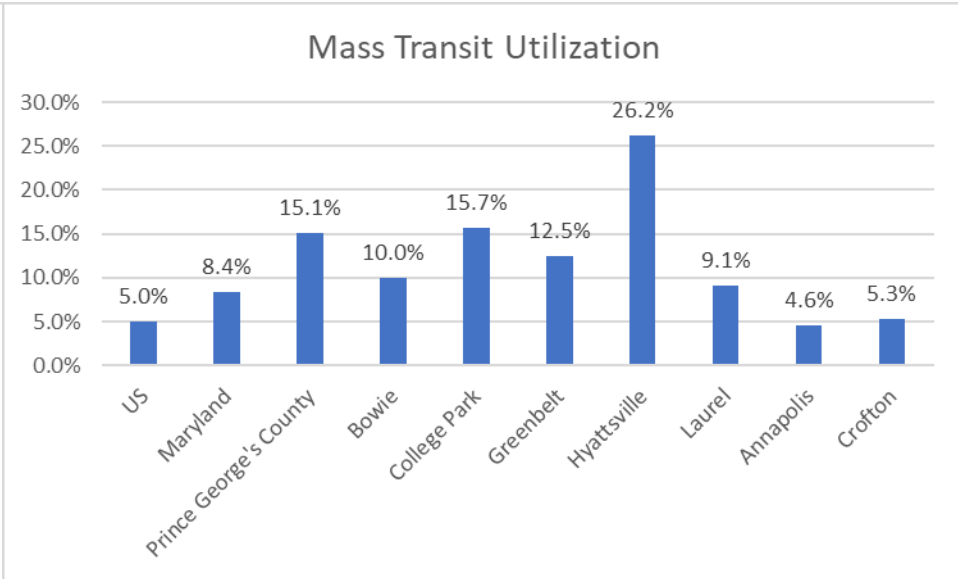
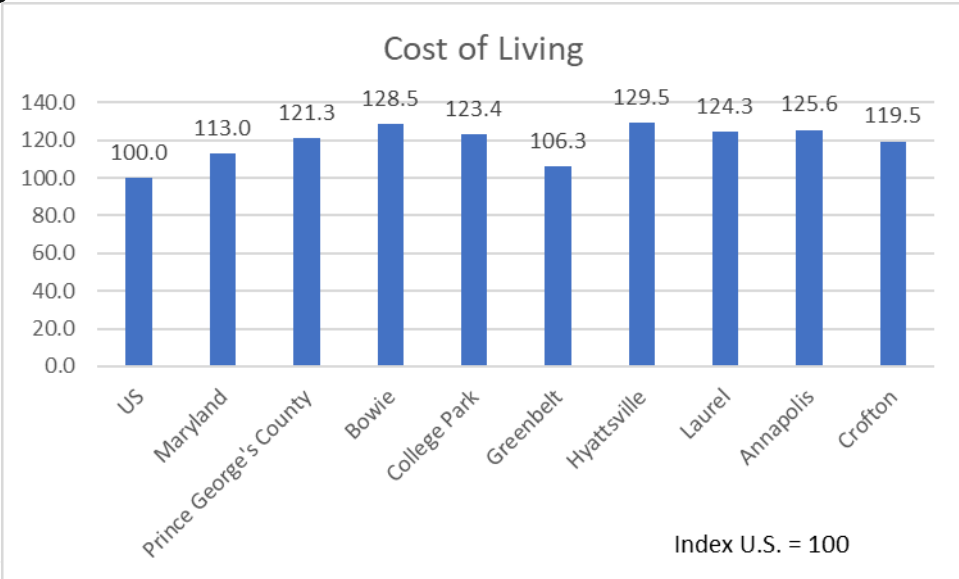
Bowie Has Quality of Life Advantages

- 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



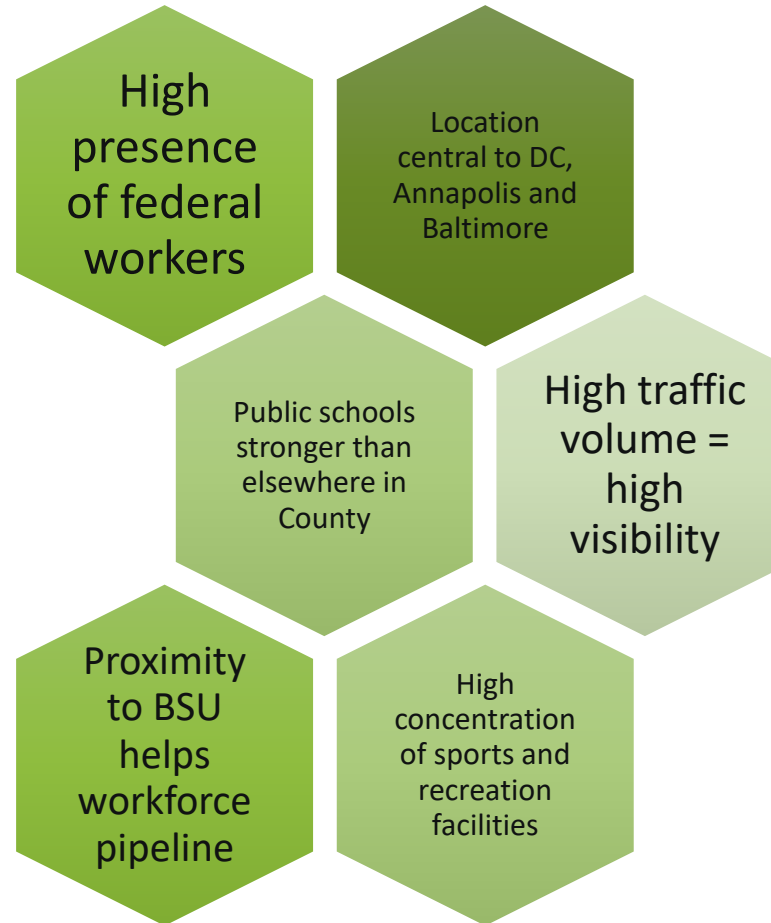
SWOT Analysis - Strengths



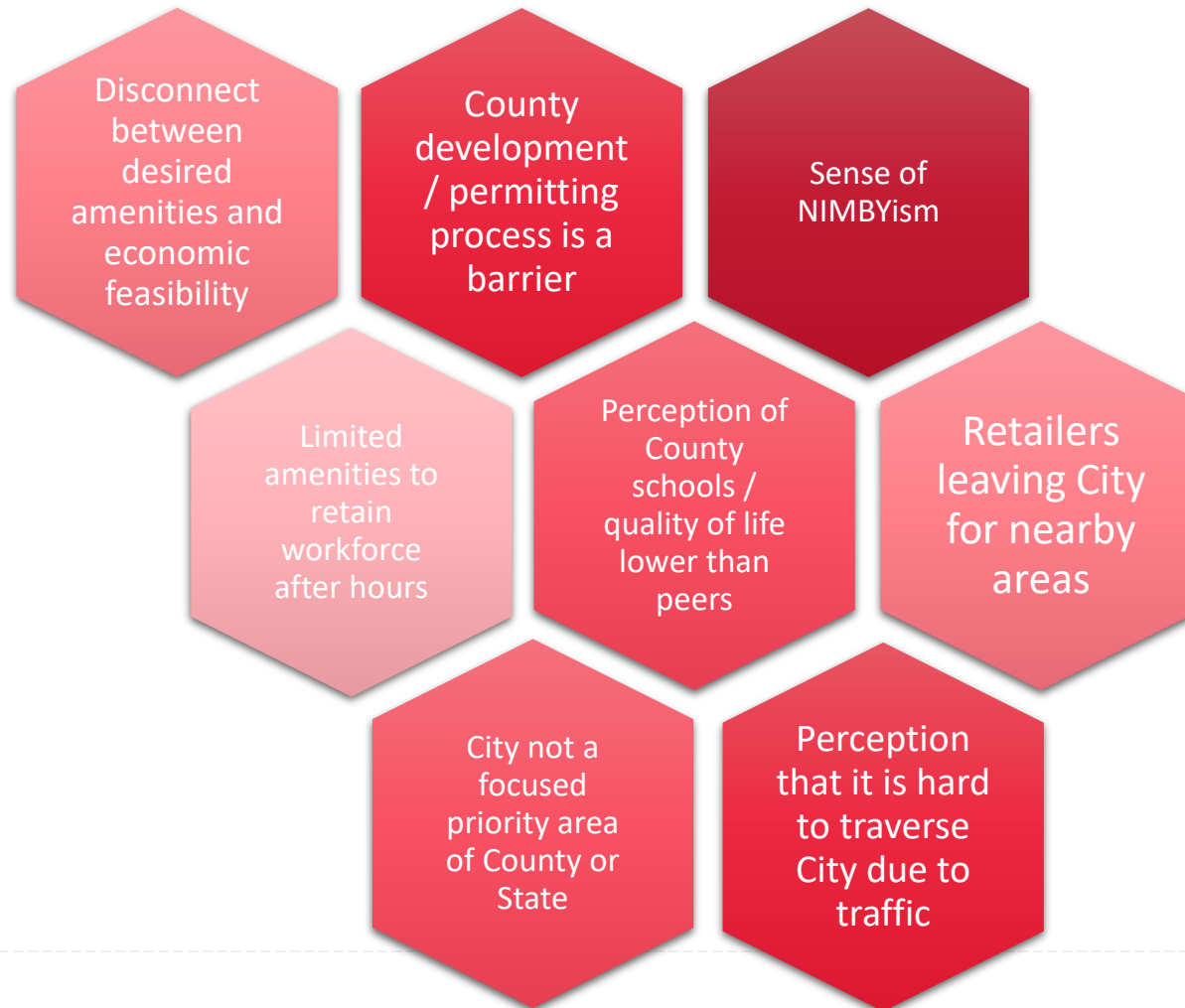
SWOT Analysis - Weaknesses



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: Mortgage Foreclosure Legislation
Resolution R-27-22

DATE: 06/16/2022

Before Council for consideration of adoption is Resolution R-27-22 Regarding Nuisance Conditions on Properties in the City of Bowie as to Which a Mortgage Foreclosure Process Has Commenced

ATTACHMENTS: 1. 20220621 - Resolution R-27-22

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
REGARDING NUISANCE CONDITIONS ON PROPERTIES IN THE CITY OF
BOWIE AS TO WHICH A MORTGAGE FORECLOSURE PROCESS HAS
COMMENCED

WHEREAS, after a company or individual buys a property at a foreclosure sale, it can take many months before the deed is recorded in the public land records; and

WHEREAS, the State of Maryland passed the Maryland Foreclosed Property Registry Act as codified in Maryland Code, Real Property §7-105.14; and

WHEREAS, the Foreclosed Property Registry provides one centralized database of information for property owners to register prior to the deed being recorded in public land records; and

WHEREAS, the City staff have access to the Foreclosed Property Registry and regularly look up properties that are foreclosed within the City of Bowie; and

WHEREAS, foreclosed properties may experience reduced maintenance; and

WHEREAS, foreclosed properties may not be checked on regularly by the owner or lien holder; and

WHEREAS, foreclosed properties may experience individuals living in the property without the property owners' knowledge.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Bowie, Maryland, that:

Section 1. The City declares its policy in favor of close observation of properties as to which lien holders are in the process of foreclosing a mortgage, in order to prevent the development of nuisance conditions thereon.

Section 2. In furtherance of the policy expressed above, City staff will check the State's Foreclosed Property Registry each month and will derive from the State registry a list of properties in foreclosure that are located within the City ("the City List").

Section 3. City Code Compliance staff will monitor the properties on the City List on a bi-weekly basis to determine whether violations of City ordinances regarding property maintenance exist on the Property and will take such action as may be lawful and appropriate to achieve the abatement of such violations, with the understanding that Code Compliance staff may not enter upon private property without a warrant or permission of the property owner.

Section 4. City Police Officers will review the records of the Bowie Police Department on a bi-weekly basis to determine whether there have been reports of criminal activity, trespassing, or the presence of unauthorized occupants in or at properties on the City List and will take such action as may be lawful and appropriate to achieve the abatement of such conditions, with the understanding that the Fourth Amendment prevents public officials from entering upon private property without permission or a warrant and any property inspections will conform with the Constitution in this regard.

Section 5. The City will report violations of the State's Foreclosed Property Registry requirements to the State's Department of Labor, Licensing, and Regulation for appropriate enforcement action.

Section 6. The City will initiate a public awareness campaign to advise and inform the public of the requirements of the State's Foreclosed Property Registry and to encourage persons with knowledge of unauthorized persons living in a property in foreclosure to report the presence of such persons to the City's Code Compliance staff.

Section 7. With respect to any property in foreclosure as to which City staff receives a report of the presence of unauthorized persons or the existence of other nuisance conditions, the City will make all efforts to contact the lien holder and/or any purchaser thereof to advise of the condition of the property and the legal requirements for abatement and will further convene a meeting of Code Compliance staff, police department staff, a representative of the office of the City Manager and the office of City Attorney to develop a plan for achieving compliance with City and State law.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a meeting on June 21, 2022 by a vote of a majority of the members of the Council.

ATTEST:

THE CITY OF BOWIE, MARYLAND

Awilda Hernandez
City Clerk

Timothy J. Adams
Mayor



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Town of Kensington Maryland Presentation On Old Town/Downtown Revitalization

DATE: 06/16/2022

The Bowie Economic Development Committee Chairman Andrew Roud wrote to Council: The City of Bowie Economic Development Committee (EDC) held our March meeting on March 9th on the topic of Old Town Bowie revitalization. The Bowie EDC was able to secure Town of Kensington Councilman Conor Crimmins to give us a very detailed presentation on the origins of the revitalization of Kensington. Councilmember Crimmins' presentation was enthusiastically received, and the members of the City of Bowie EDC recommend that Councilman Crimmins give his presentation and best practices to the Bowie City Council, perhaps in June.

We also propose a site visit during the August recess or in early September while the weather is favorable and maybe even a Saturday would be valuable so you can observe the farmers market and music in the town square. We suggest a site visit through the Town of Kensington then back to Old Town Bowie. I am sure that the Councilman Crimmins, Mayor Furman and other members of the Kensington Town Council would be more than happy to lend a hand.

Old Town Kensington is known regionally as a quaint antique village, with a bustling commercial element that has been nurtured over the past 20 years. It began over 20 years ago from a sleepy exit off Connecticut Avenue with gas stations, a few dusty antique shops and three fast food restaurants. Leveraging state and county programs, the town has grown to now being a place for recreation, the arts, shopping and eating.

ATTACHMENTS: 1. 20220621 - EDC Kensington Letter 3-31-2022 SIGNED



City of Bowie

15901 Fred Robinson Way
Bowie, Maryland 20716

March 31, 2022

City Council
City of Bowie
15901 Fred Robinson Way
Bowie, MD 20716

Dear Council:

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Please let me know if you would like to entertain the idea, and I can work out the details with our staff liaison.

FOR THE ECONOMIC DEVELOPMENT COMMITTEE:

Andrew M. Roud
Chair, EDC

cc: EDC



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Vacation Petition V-21009
Woodmore Highlands, Parcel N (former PT-1 Transportation Right-of-Way)

DATE: 06/16/2022

The City received notification of a request to vacate a portion of a public right-of-way dedication on Parcel N of Woodmore Highlands subdivision. The request was filed by residents abutting Parcel N. (see Attachments #1 and #2).

There is some history regarding the homeowners' attempts to eliminate future public use of Parcel N. On June 1st, one of the applicants, Mr. Jeffrey Cooper of Dunwood Crossing Drive, provided the following summary:

Good Morning Mr. Lott - Following our meeting on May 25, 2022, below is a chronology of events that have taken place from 1991 to 2022. Also, I want to confirm this matter will be brought before the Council at the June 20, Meeting.

Bowie Land Matter PT-1 Trail(Vacation of Plat Parcel N – Woodmore Highlands Plat 6)

- 1991 - PT-1 approved on the Bowie-Collington-Mitchellville & Vicinity Area Master Plan. (31 years ago)
- March 22, 2005 - Wrote to PG County Councilman, Mr. Douglass J, Peters, on this matter.
- April 4, 2005 – I spoke at the City Council public hearing on the Preliminary Master Plan to consider removing the PT-1 trail from the Bowie & Vicinity Area Master Plan. In Jan 4, 2007, Doc.
- June 2, 2005 - Wrote to Mr. Todd Turner on this matter.
- September 6, 2005 - Wrote to PG County Councilman, Mr. Douglass J, Peters, on this matter.
- February 7, 2006 – County Council approved the amendment to remove PT-1 Trail from the Master Plan (Amendment #20 – CR of 11-2006 – Revised Map #20 (Bowie & Vicinity Trail Facilities) to remove the hiker/biker trails from the former PT-1. (16 years ago) In Jan 4, 2007, City of Bowie doc.
- January 4, 2007 - City Council (Mr. David Deutsch, City Manager) opposed the sectional map amendment change by the PG County Council and just kept the PT-1 Trail on the Bowie Trail Plan
- April 20, 2007 – MD National Capital Parks & Planning Commission (Ms. Marye Wells-Harley, Director, Department of Parks & Recreation)) - Letter reflects -- County Council removing PT-1 Trail in 2006; but PT-1 Trail was kept on City of Bowie Trails Master Plan (adopted in May 2002) and intended to maintain this corridor. (15 years ago). No action taken and no funds available.
- September 19, 2007 – City of Bowie (Mr. Frank Robinson, Mayor) - Letter reflecting to keep the

PT-1 Trail.

- *October 1, 2007 – City of Bowie (Mr. Joseph Meinert, Director, Planning & Development, City of Bowie) - Letter reflects to keep PT-1 Trail; but, project pending further review; no current funds for project. No action taken.*
- *October 23, 2007 – MD National Capital Parks & Planning Commission (Samuel Parker, Jr, Chairman) - Letter reflects - keeping PT-1 Trail; but, no funding in the City of Bowie budget for the project. No action taken. (15 years ago)*
- *May 25, 2022 - No current funding is available in the City of Bowie budget to construct the PT-1 Trail, and no funds will be available in the near future for this project*
Let me know if you have any further questions. Best, Jeffrey Cooper

The public transit alignment (PT-1) was taken off the County's master plans, but as a public dedication it still has relevance to the City for trail planning purposes. There was opposition from the Woodmore Highlands neighborhood when the Development Review Guidelines were proposed for updating in 2007. Councilmember Turner objected to the policy to construct a future trail on the PT-1 parcels on behalf of the residents. This was one reason why the draft update to the Development Review Guidelines was never acted upon. In the subsequent update to the City Council's Development Review Guidelines in 2017, the trail use of PT-1 was included.

Trail advocates have generally supported the preservation of the A-44 and PT-1 rights-of-way for future trails. With the possibility of the CSX railroad being converted to a regional trail someday, that makes this publicly dedicated parcel even more attractive as a public facility. Some of the City Council's current policies are listed below (#7 specifically addresses this issue).

4. The City supports the future conversion of the Pope's Creek rail line to a regional bicycle and pedestrian trail. With the eventual closings of the coal fired power plants at Chalk Point and Morgantown, the Pope's Creek rail line will become obsolete. The City recommends the rail line's ultimate repurposing as a bicycle and pedestrian trail, to provide a significant transportation and recreation amenity to communities along its alignment. The City shall take a lead role in advocating a vision for the conversion of the Pope's Creek rail line, which will further revitalization of Old Town Bowie and expand healthy and sustainable transportation options for residents living along its route.
Bikes, Trails and Pedestrians
5. Implementation of the Complete Streets Policy and City Trails Master Plan shall proceed as quickly as possible. The installation of on-road bike route signage (including "Bikes May Use Full Lane" signs, where applicable) shall be used as an interim means of identifying streets for an on-road bike route system on City streets until those roads have been permanently improved to include either a wide shoulder for use by cyclists or the construction of an adjacent off-road, multi-use trail.
6. Development of The Bowie Byway trail system as described in the Trails Master Plan is a priority, and it represents an important goal for connecting major destination points in the City along a north-south transect that crosses major highways.
7. A new trail within the alignment of the former PT-1 corridor shall be constructed to connect Church Road to Northview Drive, in order to link residential areas within the Church Road corridor with the new Northview Elementary School and Bowie Local Center.
8. The development of an uninterrupted linear trail network (including a bridge to Anne Arundel County in the vicinity of the WB & A Trail) for pedestrians, bicyclists and equestrians along the Patuxent River corridor shall be a priority.

In addition, in its annual budget forum letters, the City Council has asked for a partnership with M-

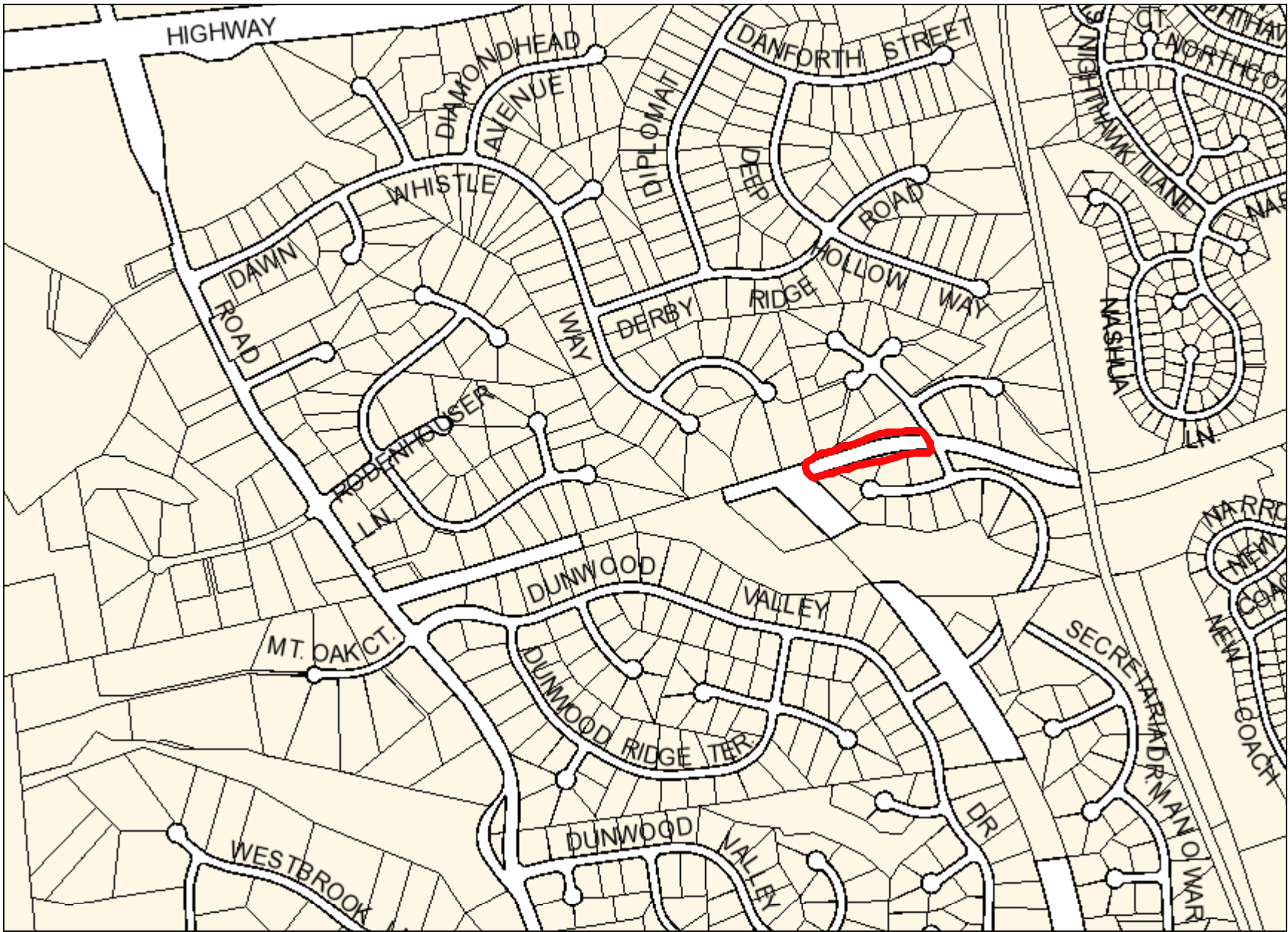
NCPPC to study a future trail system using the former A-44 and PT-1 parcels, which are already dedicated to public use or owned by public agencies (see letter to Chairman Elizabeth Hewlett dated October 18, 2021, Attachment #3):

A-44 Greenway – The City is interested in a new partnership with M-NCPPC to design and build a north-south trail system in the Church Road corridor, using lands dedicated to public use from the now-obsolete Inter-County Connector (A-44). The potential for a Rails-to-Trails concept on the CSX railroad alignment may change, but not eliminate, the need to study Collington Branch Trail alignment alternative near Mount Oak Road. The A-44 Greenway area will remain a good location for an east/west trail bridge over the stream, providing access to the north/south trail corridor from communities both east and west of the tracks. Further trail planning and coordination will be needed in this vicinity to take advantage of significant property and parcels that are in public ownership.

As noted above by resident Jeffrey Cooper, no current funding is available in the City budget to construct the PT-1 Trail, and it is clear that no City funds will be available in the near future for this project. City Council should conduct a public hearing and decide whether to uphold the current City policy or deviate from it.

- ATTACHMENTS:**
1. 20220621 - Woodmore Highlands Parcel N Location Map
 2. 20220621 - PT-1 Woodmore Highlands Plat
 3. 20220621 - MNCPPC FY23 Budget Letter 10.18.21

V-21009, Woodmore Highlands, Parcel N



CURVE TABLE									
NO.	RADIUS	DELTA	ARC	TANGENT	CHORD	CHORD BEARING			
1	3052.83	0° 45' 36"	51.11	25.56	51.11	N11° 00' 45" W			
2	2576.64	6° 04' 39"	273.59	136.90	273.42	N14° 25' 49" W			
3	6000.00	10° 22' 18"	1086.11	544.54	1084.62	S45° 00' 06" E			
4	1250.00	36° 12' 30"	790.00	408.69	776.92	N89° 14' 45" W			
5	700.00	51° 07' 46"	184.84	92.96	184.30	S78° 42' 18" E			
6	378.00	1° 45' 00" 00"	556.61	1198.86	721.01	N40° 52' 45" W			
7	982.00	28° 05' 23"	481.43	245.66	476.63	S80° 39' 58" W			
8	25.00	46° 04' 02"	20.10	10.63	19.58	S71° 40' 36" W			
9	60.00	2° 57' 43" 00"	288.73	54.29	80.51	N86° 30' 08" E			
10	25.00	46° 04' 02"	21.76	11.63	21.08	S80° 34' 43" E			
11	918.00	24° 52' 37"	388.36	202.90	386.24	N82° 31' 05" E			
12	1518.00	7° 30' 35"	198.96	99.62	198.82	N87° 08' 03" W			
13	1582.00	6° 01' 27"	166.34	83.25	166.26	S28° 29' 29" E			
14	442.00	1° 38' 54" 14"	1071.35	1178.16	827.78	S37° 49' 52" E			
15	800.00	10° 57' 12"	236.75	119.25	235.89	N79° 37' 06" W			
16	1150.00	12° 26' 36"	243.06	121.99	242.61	N77° 11' 43" W			
17	1150.00	20° 23' 31"	409.29	205.83	407.14	S82° 50' 41" W			
18	6200.00	5° 00' 51"	542.59	271.47	542.42	S46° 29' 43" E			

N/T Robert D. Tucker
Liber 6248 Folio 647

Surveyor's Certificate

I hereby certify that the plan shown hereon is correct; that it is a subdivision of the lands conveyed from Gary G. Pyles, to Consolidated Home Building Corporation, by deed dated April 26, 1989 and recorded among the Land Records of Prince George's County, Maryland in Liber 7306 at folio 428.
The total area included in this plan of subdivision is 35.1064 acres

Thomas L. Willey
Thomas L. Willey
Registered Professional Land Surveyor
Maryland License Number B035

1-2-89
Date

NOTE: Parcel "M" to be Dedicated to Public Use (Either Future PT-1 or Future A-44)

LEGEND
N/R = NON RADIAL
-O- = PIPE SET

GENERAL NOTES

- 1) TOTAL NUMBER OF LOTS ON THIS PLAT IS 18
- 2) PRIOR TO THE ISSUANCE OF BUILDING PERMITS, A SOILS REPORT ADDRESSING DRAINAGE PROBLEMS SHALL BE APPROVED BY THE DEPARTMENT OF ENVIRONMENTAL RESOURCES. FOR SUCH LOTS AND AREAS IDENTIFIED BY THE SOIL CONSERVATION SERVICE.
- 3) CUL-DE-SACS WILL BE PLAYED IN ACCORDANCE WITH THE CITY OF BONIE'S STANDARD 50' PAVING RADIIUS.
- 4) ALL LOT LINES ARE RADIAL UNLESS OTHERWISE NOTED.
- 5) PRIOR TO THE ISSUANCE OF BUILDING PERMITS A LIMITED SITE PLAN IS TO BE REVIEWED BY THE URBAN DESIGN STAFF TO ASSURE A NATURAL BUFFER TO REMAIN, OR ADDITIONAL SCREENING TO BE REQUIRED, SUFFICIENT TO ADEQUATELY BUFFER LOTS 1, 2, AND 3 BLOCK "G" FROM THE RAILROAD.

Owners' Dedication

We, Consolidated Home Building Corporation, a Maryland Corp., by Grady E. Hobby, Jr., President and Drew J. Sikorski, Vice President, owners of the property shown hereon and described in the Surveyor's Certificate hereby adopt this plan of subdivision; establish the minimum building restriction lines, except as shown; dedicate the streets to public use, and establish the 10' wide utility easement as shown, subject to the terms and provisions recorded among the Land Records of Prince George's County, Maryland in Liber 3703 at Folio 748 and grant to the Washington Suburban Sanitary Commission, their successors, agents and assigns easements as shown hereon for construction, reconstruction, maintenance and operation of water mains, sanitary sewers, and appurtenances, and the same rights to the City of Bowie, for storm drainage in the easements and through the open space parcels shown hereon.

That the property line markers will be placed in accordance with Section 24-120 (b) (6) (F) (i) of the Subdivision Regulations of the Prince George's County Code.

There are no suits, actions, leases, liens, or trusts on the property included in this plan of subdivision, except for two Deeds of Trust. The First Deed of Trust dated April 28, 1989 and a Second Deed of Trust dated April 28, 1989 and recorded among the Land Records of Prince George's County, Maryland in Liber 7306 at Folio 433 and Liber 7306 at Folio 431, respectively, and the parties in interest there to have indicated their consent below.

Consolidated Home Building Corporation: (Seal)

Grady E. Hobby, Jr. 5/30/89 President Date
Drew J. Sikorski 5/30/89 Vice President Date
Gordon De George 5/30/89 Trustee Date
William O. Arnold 5/30/89 Trustee Date
Edward Hagman, Jr. 5/30/89 Trustee Date
Jeff M. Ahl 5/30/89 Witness Date
David R. King 5/30/89 Witness Date
Quinn R. King 5/30/89 Witness Date

APPROVAL OF THIS PLAT IS BASED UPON REASONABLE EXPECTATION THAT PUBLIC WATER AND SEWER WILL BE AVAILABLE WHEN NEEDED AND IS CONDITIONED ON FULFILLING ALL OF THE WASHINGTON SUBURBAN SANITARY COMMISSION AUTHORIZATION #877305 COMMENTS. BUILDING PERMITS MAY NOT BE ISSUED UNTILL THE PLANNED WATER AND SEWER FACILITIES ARE COMPLETED AND ADEQUATE TO SERVE THE PROPOSED DEVELOPMENT.
FOR PUBLIC WATER AND SEWER SYSTEMS ONLY.

Maryland National Capital Park and Planning Commission
Prince George's County, Planning Board
Chairman *Assistant Secretary*
Approved *July 27, 1989*
M.N.C.P. & P.C. Record File No. 5-89229

Area Tabulation

Area of lots, Block "D" 10.2876 Ac.
Area of lots, Block "G" 3.6557 Ac.
Public Road Dedication 3.0561 Ac.
Parcel "CC" 2.0553 Ac.
Parcel "M" 0.5396 Ac.
Parcel "N" 1.8535 Ac.
Parcel "P" 2.0590 Ac.
Parcel "K" 0.6303 Ac.
S.W.M. Facility Parcel "J" 9.6542 Ac.
S.W.M. Facility Parcel "L" 0.8440 Ac.
Parcel "DD" 0.4411 Ac.
Total Area This Plat 35.1064 Ac.

Department of Environmental Resources
Prince George's County, Maryland
Approved on *June 12, 1989*
Director or Designee

Recorded *8-10-89*
Plat Book: *N.L.P. 142*
Plat: *57*

WOODMORE HIGHLANDS

Plat Six
Lots 2 Through 13, Parcels "CC", "DD", "J", "M" and "N" Block "D"
Lots 1 Through 3, Parcels "K", "L" and "P" Block "G"

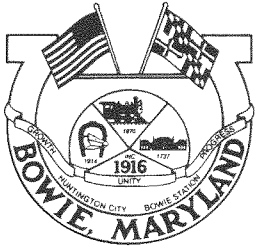
Queen Anne Election District

Prince George's County, Maryland

1" = 100' January, 1988

Dewberry & Davis

Architects - Engineers - Planners
Surveyors - Cartographers
2594 Riva Road Annapolis, Maryland 21401
Annapolis 841-6811 Washington 261-8707



City of Bowie

15901 Fred Robinson Way
Bowie, Maryland 20716

October 18, 2021

The Honorable Elizabeth M. Hewlett, Chairman
Prince George's County Planning Board
14741 Governor Oden Bowie Drive
Upper Marlboro, Maryland 20772

RE: Proposed Fiscal Year 2023 Maryland-National Capital Park and Planning Commission Budget

Dear Chairman Hewlett:

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

1. CAPITAL IMPROVEMENT PROGRAM FUNDING

PARKS & RECREATION

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

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

Sandy Hill Park – Due to budgetary constraints, the Commission has removed field lighting from the Sandy Hill Park redesign. The City continues to support M-NCPPC in this park redesign, and requests that additional funding be budgeted for installation of athletic field lights.

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

Horsepen Branch Trailhead on WB&A Trail – There are no restrooms along the Bowie sections of the WB&A trail. The City encourages planning for a restroom / rest stop for bicyclists. Budgeting

and construction should occur prior to the Patuxent River crossing being completed and will be an attractive and useful amenity for bikers on the WB&A trail. The Patuxent River crossing should be a showcase for the Commission.

Watkins Regional Park – The Park Master Plan recommends including a Natural Exploration Area. The City continues to support this aspect of the Regional Park’s development.

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

2. PARK AND FACILITY MAINTENANCE

ALLEN POND PARK

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

The City of Bowie currently receives \$101,700 each year from M-NCPPC to support the costs of maintaining Allen Pond Park. We appreciate your recognition of this asset as a regional amenity. For the City of Bowie, it annually spends just under \$500,000 in operational costs in Allen Pond Park. Capital expenses for synthetic turf, field lighting, amphitheater, irrigation, pump station, turf management, playgrounds, and other infrastructure add another \$800,000 to \$900,000 per year. In Bowie’s budget there is just over \$8 million in infrastructure in the Capital Improvement Plan.

In a June 2018 survey of organized recreational sports groups in the City of Bowie, it was learned that Bowie resident participation in field sports is 47.5%. The remainder are regional users. This data indicates the strong draw of Bowie recreational amenities for meeting regional recreation needs. Please let this letter serve as the City of Bowie’s request that M-NCPPC annually contribute 50% of the operational expenses, for FY 2022 \$250,000 is projected. In addition, an annual contribution be made to the City of Bowie for Capital expense of \$425,000.

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

3. TRAIL PLANNING AND DEVELOPMENT PARTNERSHIP PROJECTS

TRAIL PLANNING

The City again asks for your leadership and cooperation in trail planning activities for the following specific projects, which are mostly located beyond the City limits:

Bowie Heritage Trail – The City supports continued funding of the Department of Parks and Recreation (DPR) plans to extend the WB & A Spur Trail from the new bridge, across the State of Maryland property to Bowie State University and the MARC train station. We believe that construction of a pedestrian underpass under MD 197 (outside the City limits) to connect Lemon's Bridge Road to the MARC Train Station at Bowie State University can be formally initiated with DPR once the WB & A bridge construction is underway. The City's Jericho Park Trail, consisting of a 2,200-foot long hiker-biker trail, including a new trail segment across M-NCPPC parkland, is now under construction.

WB & A Bridge over Patuxent River – The City supports efforts to commence construction of the bridge over the Patuxent River. We understand the project was expected to be advertised this summer, but a notice to proceed has not been issued and the timetable remains uncertain. We look forward to completion of this very important segment of the regional trail system.

Potential conversion of CSX Railroad Spur to Southern Maryland to a Trail – The Chalk Point power plant in the southeastern corner of Prince George's County is closing and will no longer be generating coal shipments (provided by CSX railroad). If this change results in CSX applying to abandon all or a portion of its right-of-way, there may be an opportunity to railbank the corridor and establish an interim rail-trail. The City is a major stakeholder, and we are participating in a County level work group formed to research how this might happen.

Trail Connection to Huntington South Park - It appears that a pedestrian connection between the end of 12th Street into Huntington South Park would be fairly straightforward, because there is only City right-of-way and County parkland involved. The City believes this idea is worthy of examination and asks that you proceed with the necessary investigation and construction funding at the earliest opportunity.

PARTNERSHIP PROJECTS

MD 214 Pedestrian Bridge – A feasibility study, funded by the Metropolitan Washington Council of Governments' Transportation and Land Use Connections Program, was completed for the City earlier this year. Even if the CSX Rails-to-Trails concept becomes a reality, a grade-separated crossing of MD 214 will still be needed. There may be issues associated with locating a bridge crossing of MD 214 at the present location of the railroad tracks. Moreover, connectivity to the new South Lake development will still be needed. This project may be a candidate for a potential funding application to the Transportation Alternatives (TA) program through SHA. It is also critical that M-NCPPC keep the \$396,000 commitment in the Collington Branch CIP project to help encourage SHA to fund the construction of the much-needed pedestrian link between the CSX railroad tracks and Pointer Ridge Drive, and eventually to MD 214.

A-44 Greenway – The City is interested in a new partnership with M-NCPPC to design and build a north-south trail system in the Church Road corridor, using lands dedicated to public use from the now-obsolete Inter-County Connector (A-44). The potential for a Rails-to-Trails concept on the CSX railroad alignment may change, but not eliminate, the need to study Collington Branch Trail alignment alternative near Mount Oak Road. The A-44 Greenway area will remain a good location for an east/west trail bridge over the stream, providing access to the north/south trail corridor from communities both east and west of the tracks. Further trail planning and coordination will be needed in this vicinity to take advantage of significant property and parcels that are in public ownership.

We appreciate the opportunity to share the City of Bowie's perspective on these issues and thank you for your thoughtful consideration of them as we work with the Commission on projects of mutual interest in the Bowie community.

Sincerely,

A handwritten signature in black ink, appearing to read "Timothy J. Adams", with a stylized flourish at the end.

Bowie City Council
Timothy J. Adams
Mayor

cc: The Honorable Calvin S. Hawkins, II



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Emergency Ordinance O-2-22, Authorizing the Transfer of Certain Amounts in the FY2021-2022 Budget

DATE: 06/16/2022

During the fiscal year, it becomes necessary to transfer amounts within funds to provide for the proper operation of the City. Section 46 of the City Charter requires that any transfer of funds between appropriations proposed by the City Manager must be approved by the City Council before becoming effective. Ordinance O-2-22 authorizes the transfer of certain amounts into accounts that at year-end, will have an excess of expenditures over appropriations. Where applicable, the transfers have been taken from accounts within the same department. Other transfers have been taken from the Reserve for Contingencies.

In the Proposed Budget for Fiscal Year 2023, many of these proposed changes were communicated to City Council under the estimated FY2022 expenditures column. Since these estimates were originally prepared in February, some subsequent adjustments have also taken place from what was submitted to the City Council in the Proposed Budget.

These adjustments in total amount to 1.54% percent of the adopted FY2022 final budget of \$88,644,100 (all funds).

Transfers of at least \$25,000 are as follows:

GENERAL FUND

YOUTH SERVICES BUREAU – COUNTY GRANT- The Youth Service Bureau received an additional grant of \$30,000 from Prince George's County (\$50,000 was previously awarded), resulting in a total award of \$80,000 for FY2022. The additional funds will be used for Professional Services (\$19,300) and Materials, Supplies and Minor Equipment (\$10,700) within the Youth Services Bureau.

HUMAN RESOURCES – RECRUITMENT & INSERVICE – A transfer of \$27,000 is requested to cover unexpected expenses associated with recruiting qualified employees in a competitive environment. The pandemic-induced nation-wide labor shortages coupled with low unemployment, resulted in increased competition for available candidates and additional recruitment costs for the City.

POLICE – PROFESSIONAL SERVICES – Speed camera charges were higher than budgeted due to increased processing fees and fixed costs. Transfer amount of \$30,000 requested.

POLICE – REPAIR AND MAINTENANCE VEHICLES – Repair and maintenance costs for police vehicles were higher than anticipated due to higher maintenance costs of vehicles for which replacement was deferred. Transfer amount of \$75,000 requested.

POLICE – OPERATING SUPPLIES – A transfer of \$42,000 is requested to cover unanticipated costs associated with higher fuel prices and increased fuel consumption due to return to normalcy.

PUBLIC WORKS – PROFESSIONAL SERVICES – Professional Services expenditures were higher than anticipated due to increased development charges for current developments at Melford and South Lake. Additionally, an on-site Project Manager was hired on a consultancy basis to assist with various Public Works projects. Transfer amount of \$155,000 requested.

STREETS –STREET MAINTENANCE – A transfer of \$80,000 is requested for a Hand-rail replacement on Mitchellville Road.



STREETS – REPAIR AND MAINTENANCE – SUPPLIES – Expenditures for Repair and Maintenance were higher than expected. Transfer amount of \$25,000 requested.

PARKS AND GROUNDS – REPAIR AND MAINTENANCE – A transfer of \$67,000 is requested to cover unanticipated costs. Four temporary laborers were hired through Johnson and Day, a Staffing Agency, at an approximate cost of \$32,000, for the purpose of supporting the grounds maintenance program during the height of the mowing season. The City has experienced difficulty hiring part-time temporary laborers to alleviate the staffing deficiencies in Parks and Grounds. Expenses also include the irrigation system at Black Sox Park for \$18,800 and repairs to Vehicle # 312 for \$16,165.

ICE ARENA – PUBLIC UTILITY SERVICES – A transfer of \$27,200 is requested to cover unanticipated increases in energy costs with Constellation and Washington Gas.

ICE ARENA – REPAIR AND MAINTENANCE BUILDING – A transfer of \$50,000 is requested to

cover unforeseen expenses including the replacement of water storage tanks (\$18,000), heaters in bleacher area (\$33,000) and fence on Church Road (\$12,300).

EQUIPMENT AND ACQUISITION FUND

PUBLIC SAFETY – MACHINERY AND EQUIPMENT – A transfer of \$30,200 is requested for the replacement of Police Vehicle #626 which was totaled in an accident.

CAPITAL PROJECTS FUND

CHESAPEAKE BAY – DRAIN BASIN RENOVATION AT PIN OAK AND HALL ROAD– A transfer of \$26,000 is requested to cover additional costs incurred for the Chesapeake Bay project due to the accepted bid coming in higher than expected.

CHURCH ROAD PARK – REPLACEMENT OF INTERNAL DRAINAGE IN FIELDS #2 AND #3 – A transfer of \$30,500 is requested to cover higher than expected bid for the project.

WHITEMARSH PARK – BRIDGE REPLACEMENT – One of the bridges in White marsh Park was damaged irreparable by a falling tree and has been closed. Transfer amount of \$75,000 is requested for the replacement project.

SENIOR CENTER – SECURITY FENCE- The Community Services Department recommended installation of a security fence at the parking lot of the Senior Center to properly secure the Senior Center buses from vandalism. Catalytic converters were stolen from the buses in the unfenced parking area. Transfer amount of \$90,000 requested.

WATER AND SEWER FUND

WATER DIVISION – IMPROVEMENT OTHER THAN BUILDINGS – The Media Lane tank experienced some smell issues after being painted. The tank was drained, and the contractor was asked to correct the problem. Transfer amount of \$85,000 is requested to cover this unanticipated cost.

WASTEWATER DIVISION – DISPOSAL FEES – Wastewater Division's costs for sewage disposal were higher than budgeted. Transfer amount of \$26,800 requested.

WASTEWATER DIVISION – REPAIR AND MAINTENANCE – BUILDINGS - Wastewater Division's costs for physical plant repairs were higher than anticipated. Transfer amount of \$27,900 requested.

WASTEWATER DIVISION – IMPROVEMENTS OTHER THAN BUILDINGS – SCADA – The SCADA project proposal that was selected was higher than budgeted. Other projects were delayed to accommodate the higher bid price. Transfer amount of \$120,000 requested.

ADL/hbm

ATTACHMENTS: 1. 20220621 - Ordinance O-2-22

EMERGENCY ORDINANCE
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
AMENDING THE ADOPTED BUDGET FOR THE FISCAL YEAR
BEGINNING JULY 1, 2021 AND ENDING JUNE 30, 2022, EMBODIED
IN ORDINANCE O-1-21, AS AMENDED BY ORDINANCE O-6-21 AND
O-7-21, TO AUTHORIZE THE TRANSFER OF CERTAIN AMOUNTS
IN THE FY 2022 BUDGET TO PAY FOR ANTICIPATED EXPENSES

WHEREAS, the City Council of the City of Bowie, Maryland (hereinafter, “the City”) adopted Ordinance Number O-1-21 appropriating funds for the several objects and purposes for which the City had to provide for the Fiscal Year beginning July 1, 2021 and ending June 30, 2022 (“FY22”); and

WHEREAS, in accordance with Section 45 of the City Charter, no public money may be expended without having been appropriated by the City Council; and

WHEREAS, during the course of a fiscal year, it becomes necessary from time to time to transfer amounts appropriated in the annual budget for specific purposes to another category or line item to provide for the proper operation of the City government; and

WHEREAS, on October 4, 2021, the City Council by Ordinance O-6-21 amended the adopted budget for FY22; and

WHEREAS, on December 6, 2021, the City Council by Ordinance O-7-21 amended the adopted budget for FY22; and

WHEREAS, the City Manager in conjunction with the City Finance Department has reviewed the FY22 Budget and anticipated expenditures for the remainder of FY22 and has determined that certain amendments to the budget are necessary to appropriate funds for purposes other than they were originally appropriated; and

WHEREAS, the City Manager has certified that the amounts to be transferred are unencumbered balances; and

WHEREAS, the City Council deems it to be in the best interest of the City to transfer appropriations in the FY22 Budget for the payment of anticipated expenses; and

WHEREAS, City Charter, Sec. 12 “Procedures for enacting ordinances” provides that every ordinance shall become effective at the expiration of thirty (30) calendar days following its passage by the Council; however, the Council may, upon a two-thirds (2/3) vote of its members, provide that an emergency ordinance will take effect on a date earlier than thirty (30) days after its passage; and

WHEREAS, City Charter, Sec. 12, further provides that at least six days must elapse between introduction and passage of an ordinance, except that this requirement may be waived in case of emergency upon the unanimous vote of the members of the Council who are present; and

WHEREAS, the need to enact this Ordinance prior to the expiration of Fiscal Year ’22 constitutes an emergency warranting the waiver of the thirty-day waiting period and of the requirement of the Charter that at least six days elapse between introduction and adoption.

Section 1: NOW, THEREFORE, BE IT ORDAINED AND ENACTED, by the Council of the City of Bowie, Maryland that the Budget for the Fiscal Year Beginning July 1, 2021 and Ending June 30, 2022, as adopted by Ordinance O-1-21, and amended by Ordinance O-6-21 and O-7-21 is hereby amended as follows:

GENERAL FUND

REVENUES

Grants from Other Local Units	[301,500]	331,500
TOTAL REVENUES	64,864,500	64,894,500

APPROPRIATIONS BY ACTIVITY

Youth Services Bureau	[1,360,400]	1,390,400
Emergency Management	[474,400]	453,200
Police	[13,964,400]	14,006,600
Public Works	[1,866,900]	2,021,900
Equipment Maintenance & Garage	[850,700]	791,700
Solid Waste	[6,812,100]	6,786,100
Streets	[6,989,700]	6,919,700
Stormwater Management	[644,600]	669,200
Recreation & Parks	[1,233,500]	1,217,500
Parks & Grounds	[3,972,600]	4,004,600
Historic Properties	[688,100]	672,100
Non-Departmental	[937,600]	892,000
TOTAL APPROPRIATIONS	64,864,500	64,894,500

CAPITAL PROJECTS FUND
APPROPRIATIONS BY ACTIVITY

Facility Security	[155,000]	65,000
Williams Plains Property	[450,000]	369,900
Senior Center	[0]	90,000
Gymnasium	[1,000,000]	1,002,100
City Hall	[158,000]	161,000
Stormwater Management	[195,300]	164,800
Whitemarsh Park	[210,200]	285,200
Church Road Park	[175,000]	205,500
TOTAL APPROPRIATIONS	9,387,900	9,387,900

WATER AND SEWER FUND
APPROPRIATIONS BY ACTIVITY

Billing and Accounting	[651,200]	665,400
Water	[4,864,700]	4,868,700
Wastewater	[4,060,900]	4,079,900
Nondepartmental	[175,000]	137,800
TOTAL APPROPRIATIONS	10,429,900	10,429,900

Section 2: BE IT FURTHER ORDAINED, that the approved Budget Document is hereby amended as follows:

GENERAL FUND

Revenues			
01	43205	County Grant	\$ 30,000
		Total Revenues	<u>\$ 30,000</u>
 Expenditure Appropriation			
01420	51125	63122 Youth Services Bureau - Professional Services	\$ 19,300
01420	52005	63122 Youth Services Bureau -Materials, Supplies and Minor Equipment	\$ 10,700
		Total Appropriation	<u>\$ 30,000</u>

GENERAL FUND**Transfer To:****Account Number****Account and Activity****Amount****CITY MANAGER'S OFFICE**

01120	51125	41228	Professional Services	\$	15,000
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HUMAN RESOURCES

01125	51130		Recruitment & Inservice		27,000
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CITY CLERK'S OFFICE

01160	52025		Reference Library		800
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01160	55090		Subscriptions and Memberships		100
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ECONOMIC DEVELOPMENT

01197	55090		Subscriptions and Memberships		6,000
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FINANCE

01140	51110		Auditing and Accounting		1,000
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01140	55090		Subscriptions and Memberships		200
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COMMUNICATIONS

01155	51125		Professional Services		5,000
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01155	51215		Equipment Rental		4,000
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01155	55090		Subscriptions and Memberships		1,500
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BUSINESS OPERATIONS

01156	51120		Printing and Binding		8,000
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01156	51230		Repair and Maintenance		200
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COMMUNITY SERVICES

01170	51230		Repair and Maintenance		800
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BUILDING MAINTENANCE

01180	51145		Travel and Training		900
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01180	52020		Protective Apparel		600
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01180	52030		Repair and Maintenance - Supplies		2,000
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01180	55090		Subscriptions and Memberships		400
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HOUSING & CODE

01210	55090		Subscriptions and Memberships		700
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POLICE

01230	51115		Insurance		10,200
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01230	51125		Professional Service		30,000
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01230	51230		Repair and Maintenance		75,000
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01230	52010		Operating Supplies		42,000
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GENERAL FUND**Transfer To:****Account Number****Account and Activity****Amount****PLANNING AND COMMUNITY DEVELOPMENT**

01195	52005	11521	Materials, Supplies& Minor Equipment	3,000
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PUBLIC WORKS ADMINISTRATION

01310	51125		Professional Services	155,000
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EQUIPMENT MAINTENANCE & GARAGE

01320	51220		Public Utility Services	7,000
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01320	51235		Repair and Maintenance- Bldg	12,000
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STREETS

01340	51230		Street Maintenance	80,000
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01340	52030		Repair and Maintenance - Supplies	25,000
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SOLID WASTE

01330	51125		Professional Services	15,000
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01330	51220		Public Utility Services	8,000
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01330	52010		Operating Supplies	24,000
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STORM WATER MANAGEMENT

01341	50105		Full-time Salaries	2,300
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01341	50215		Hospitalization/Medic	19,500
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01341	50235		Workers' Compensation	2,800
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SENIOR CITIZEN SERVICES

01410	51220		Public Utility Services	4,000
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PARKS AND GROUNDS

01520	51220		Public Utility Services	12,000
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01520	51230		Repair and Maintenance	67,000
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ICE ARENA

01530	51220		Public Utility Services	27,200
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01530	51235		Repair and Maintenance - Building	50,000
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GENERAL FUND**Transfer To:****Account Number****Account and Activity****Amount****HISTORIC PROPERTIES & MUSEUMS**

01540	51220	Public Utility Services	10,300
01540	52030	Repair and Maintenance - Supplies	3,000
Total			<u>\$ 758,500</u>

GENERAL FUND**Transfer From:****Account Number****Account and Activity****Amount****CITY MANAGER'S OFFICE**

01120	51125	Professional Services	15,000
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HUMAN RESOURCES

01125	51125	Professional Services	27,000
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CITY CLERK'S OFFICE

01160	51125	Professional Services	400
01160	51145	Travel and Training	500

ECONOMIC DEVELOPMENT

01197	51105	Advertising	6,000
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EMERGENCY MANAGEMENT

01220	52005	Materials, Supplies and Minor Equipment	21,200
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FINANCE

01140	52005	Materials, Supplies and Minor Equipment	1,200
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COMMUNICATIONS

01155	51105	Advertising	5,000
01155	51120	Printing and Binding	4,000
01155	52005	Materials, Supplies and Minor Equipment	1,500

BUSINESS OPERATIONS

01156	51105	Advertising	200
01156	55055	Postage	8,000

COMMUNITY SERVICES

01170	52005	Materials, Supplies and Minor Equipment	800
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BUILDING MAINTENANCE

01180	51235	Repair and Maintenance - Bldg.	3,900
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GENERAL FUND

<u>Transfer From:</u>		<u>Account and Activity</u>		<u>Amount</u>
<u>Account Number</u>		<u>HOUSING & CODE</u>		
01210	51125	Professional Services		700
POLICE				
01230	51145	Travel and Training		30,000
01230	51205	Communications		14,000
01230	52005	Materials, Supplies and Minor Equipment		28,000
01230	52011	Weapons & Ammo		19,000
01230	52016	Operating Supplies - Explorer		5,000
01230	52020	Protective Apparel		18,000
01230	55090	Subscriptions and Memberships		1,000
PLANNING AND COMMUNITY DEVELOPMENT				
01195	55065	Program Supplement		1,500
01195	55090	Subscriptions & Memberships		1,500
EQUIPMENT MAINTENANCE AND GARAGE				
01320	51230	Repair and Maintenance		35,000
01320	52010	Operating Supplies		40,000
01320	51125	Professional Services		3,000
SOLID WASTE				
01330	51210	Disposal Fees		48,000
01330	51230	Repair and Maintenance		15,000
01330	52020	Protective Apparel		10,000
STREETS DIVISION				
01340	51215	Equipment Rental		45,000
01340	51245	Street Lighting		2,000
01340	51250	Street Resurfacing		115,000
01340	52005	Materials, Supplies and Minor Equipment		8,000
01340	52010	Operating Supplies		5,000
SENIOR CITIZEN SERVICES				
01410	52010	Operating Supplies		4,000
RECREATION AND PARKS				
01510	51125	Professional Services		13,000
01510	51145	Travel and Training		3,000
PARKS AND GROUNDS				
01520	50110	Part-time Salaries		11,000
01520	52005	Materials, Supplies and Minor Equipment		20,000
01520	52010	Operating Supplies		12,300
01520	52020	Protective Apparel		3,700

GENERAL FUND**Transfer From:****Account Number****Account and Activity****Amount****ICE ARENA**

01530	51125	Professional Services	19,000
01530	52010	Operating Supplies	58,200

HISTORIC PROPERTIES & MUSEUMS

01540	51125	Professional Services	18,300
01540	51235	Repair and Maintenance - Bldg.	3,000
01540	52015	Operating Supplies	8,000

NON DEPARTMENTAL

01910	55070	Reserve Contingency	45,600
Total			\$ 758,500

EQUIPMENT ACQUISITION AND REPLACEMENT FUND**Transfer To:****Account Number****Account and Activity****Amount**

03201	57020	Public Safety - Machinery & Equipment	\$ 30,200
Total			\$ 30,200

EQUIPMENT ACQUISITION AND REPLACEMENT FUND**Transfer From:****Account Number****Account and Activity****Amount**

03901	57020	Reserve for Future Replacement	\$ 30,200
Total			\$ 30,200

CAPITAL PROJECTS FUND**Transfer To:****Account Number****Account and Activity****Amount**

10184	57015	Senior Center - Security Fence	\$ 90,000
10186	57015	18011 Gymnasium - HVAC controls & equipment repair	19,300
10192	57010	22003 City Hall - Fire Suppression System Modification	15,000
10326	57015	22010 Chesapeake Bay - Design Gateway Harbor SWM	4,000
10326	57015	21007 Chesapeake Bay - Renovate Drain Basin	26,000
10521	57015	White Marsh Park Bridge	75,000
10536	57015	Church Road Park	30,500
Total			\$ 259,800

CAPITAL PROJECTS FUND**Transfer From:**

<u>Account Number</u>	<u>Account and Activity</u>	<u>Amount</u>
10165 57010	Williams Plains Property	\$ 80,100
10164 57010	Facility Security	90,000
10186 57010	22001 Gymnasium - Installation of four additional basketball hoops	17,200
10192 57010	22005 City Hall - Exterior Gate Replacement - PD	12,000
10326 57015	22011 Chesapeake Bay -Glen Allen Pond 2 Repair	30,000
10336 57015	21011 Stormwater Management - De-much drainage	30,500
	Total	\$ 259,800

WATER AND SEWER FUND**Transfer To:**

<u>Account Number</u>	<u>Account and Activity</u>	<u>Amount</u>
BILLING AND ACCOUNTING		
20141 50105	Full-time Salaries	3,000
20141 51125	Professional Services	12,200

WATER AND SEWER FUND**Transfer To:**

<u>Account Number</u>	<u>Account and Activity</u>	<u>Amount</u>
WATER		
20350 50105	Full-time Salaries	4,000
20350 51205	Communications	3,500
20350 51230	Repair and Maintenance	3,700
20350 52010	Operating Supplies	8,300
20350 57015	Improv. Other than Buildings	85,000
WASTEWATER		
20360 50105	Full-time Salaries	14,000
20360 50205	Contribution to Annuity	5,000
20360 51210	Disposal Fees	26,800
20360 51230	Repair and Maintenance	9,800
20360 51235	Repair and Maintenance - Buildings	27,900
20360 52005	Materials, Supplies and Minor Equipment	15,500
20360 52030	Repair and Maintenance - Supplies	4,900
20360 57015	21022 Improvements Other Than Buildings - SCADA	120,000
	Total	\$ 343,600

WATER AND SEWER FUND**Transfer From:**

<u>Account Number</u>	<u>Account and Activity</u>	<u>Amount</u>
BILLING AND ACCOUNTING		
20141 51145	Travel and Training	\$ 1,000

WATER AND SEWER FUND

<u>Transfer From:</u>			<u>Account and Activity</u>	<u>Amount</u>
<u>Account Number</u>				
WATER				
20350	52005		Materials, Supplies and Minor Equipment	15,500
20350	57010	21020	Buildings - Hatch Ladders	25,000
20350	57015	22021	Improv. Other than Buildings- Flocculation	60,000
WASTEWATER				
20360	51125		Professional Services	4,000
20360	51145		Travel and Training	2,000
20360	51205		Communications	2,000
20360	52010		Operating Supplies	5,800
20360	57010	21023	Buidlings - Pump replacement	25,000
20360	57010	21025	Buildings -Electrical Upgrade	15,000
20360	57020		Machinery and Equipment	151,100

WATER AND SEWER FUND

<u>Transfer From:</u>			
<u>Account Number</u>		<u>Account and Activity</u>	<u>Amount</u>
NON-DEPARTMENTAL			
20911	55030	Incentive Award	\$ 3,000
20911	55070	Reserve - Contingencies	28,000
20911	55075	Reserve - Personnel Adj.	6,200
		Total	\$ 343,600

Section 3: AND BE IT FURTHER ORDAINED BY THE COUNCIL OF THE CITY OF BOWIE that, upon the favorable vote of at least two third (2/3) of the members of the City Council, this Ordinance is declared to be an Emergency Ordinance, and shall become effective on June 30, 2022, prior to the end of FY 2022.

Section 4: AND BE IT FURTHER ORDAINED BY THE COUNCIL OF THE CITY OF BOWIE that this Emergency Ordinance shall become effective nine (9) 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 within nine (9) 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 Regular Meeting on June 21, 2022.

ADOPTED by the Council of the City of Bowie, Maryland, at a Regular Meeting on June 21, 2022.

ATTEST:

THE CITY OF BOWIE, MARYLAND

Awilda Hernandez
City Clerk

Timothy J. Adams
Mayor

**APPROVED AS TO FORM AND
SUFFICIENCY:**

Elissa D. Levan, City Attorney



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Public Art – Social Justice Mural Bowie City Gym

DATE: 06/16/2022

On April 12, 2022, the Department of Community Services released an RFP for the Social Justice Public Art Mural to be installed on the external wall of the Bowie City Gymnasium. At the closing of the submission deadline on May 17, 2022, two submissions were received. The Arts Committee reviewed both submissions and a community survey displaying both submissions, was opened for comment on the City's webpage on Monday, May 23 and closed on Saturday, May 28. The Public Art Community Meeting was held on June 9, 2022 at City Hall and via Microsoft Teams for the artists to present their vision to the community and receive feedback on their artwork.

It is the recommendation of the Department of Community Services, based on the Arts Committee and community feedback, that the artwork by Desiree Kelly should be accepted. The artist will be available virtually during the meeting to answer any questions regarding the submission.

ATTACHMENTS: 1. 20220621 - PowerPoint Public Art Social Justice Mural

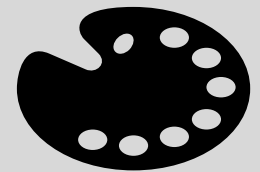


PUBLIC ART SOCIAL JUSTICE MURAL

Arts Committee Recommendation

Arts Committee Role

- The Arts Committee leads City of Bowie arts initiatives to include grants, activities, galleries and public art.
- The Arts Committee reviews art submissions and makes a recommendation to City Council to acquire artwork for the City's Public Art program.



Public Art RFP Process

- On April 12, 2022, the Department of Community Services released an RFP for the Social Justice Public Art Mural to be installed on the external wall of the gymnasium.
- At the closing of the submission deadline on May 17, 2022, two submissions were received.



Public Art Final Submissions

Desiree Kelly



Levi Robinson



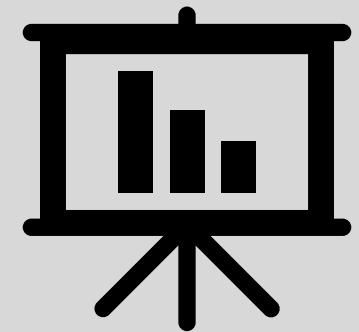
Community Engagement

- A community survey, displaying both submissions, was opened for comment on the City's webpage on Monday, May 23 and closed Saturday, May 28.
- The Arts Committee also held a community meeting on June 9, 2022. The community had the option of attending in person or virtually to hear both artists present their vision for the mural.



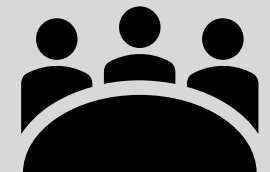
Community Survey Highlights

- 277 people responded to the survey
- 96% live or work in Bowie
- 19.5% were ages 18-44
- 79.42% were ages 45-65+



Community Feedback

- Reverse the Stop Asian Hate sign
- Incorporate youth
- Make sure it promotes diversity
- Add more color
- Keep it inclusive
- **We would like to see more diversity murals on the gymnasium wall**



Arts Committee Recommendation

- The Arts Committee reviewed submissions from both artists, Desiree Kelly and Levi Robinson, and considered the feedback from the community.
- **The Arts Committee recommends Desiree Kelly to City Council as the artist for this Public Art project.**



Desiree Kelly – Portfolio

Desiree Kelly – Resume Highlights

- EDUCATION
 - Bachelor of Fine Arts, 2011
- EXPERIENCE
 - **Listed 11 years of experience**
- MUSEUM COLLECTION
 - Charles H Wright Museum of African American History, *Queen Aretha*, Permanent Collection
 - Wayne State University
 - Institute of Arts Museum
- CORPORATE PROJECTS /COLLECTIONS/MURALS/PUBLIC ART (*partial listing*)
 - Starbucks
 - Washington Post
 - Jack Daniels
 - Pepsi
 - Pandora Jewelry
 - Kroeger
 - Puma
 - Ellen DeGeneres
 - Converse
 - Foot Locker
 - Shinola Hotel
 - Fisher Mansion
 - Miami Art Week...

Desiree Kelly – Portfolio



Desiree Kelly – Portfolio



Desiree Kelly – Portfolio



Desiree Kelly – Portfolio



Desiree Kelly – Portfolio



Desiree Kelly – Portfolio



Desiree Kelly – Portfolio



Desiree Kelly

Social Justice Mural

Arts
Committee
Selection

