



City of Bowie

Memorandum

Thursday, May 4, 2023
Alfred D. Lott, ICMA-CM, CPM,
City Manager

STATUS REPORT

1. Old Town Bowie Revitalization and Strategic Planning Consultant
The City contracted with Retail Strategies LLC to prepare a 5-year strategic plan for Old Town Bowie. The scope of work is attached. A kick-off meeting with staff was held this week. A meeting with community stakeholders will be scheduled for late June.

EXHIBIT B
Description of Services For City of Bowie, Maryland

Part 1: STRATEGIC VISIONING WORKSHOP/STAKEHOLDER INPUT SESSION

- Kick-off call to introduce our team and examine the current status of Old Town Bowie. First payment not to exceed \$4,000.00 to be made after kick-off call
- Walking tour of the defined study area
- An electronic community input survey will be circulated to gain insight on Old Town Bowie's past, present, and future conditions.
- Stakeholder input session hosted and facilitated by Retail Strategies with property owners, merchants, business owners, community leaders, and elected officials to gain feedback, and allow open dialogue.
- Report on stakeholder meeting attendance and aggregated notes about comments provided to the City. Second payment not to exceed \$4,000.00 to be made upon City's acceptance of the Report.

Part 2: MARKET ANALYSIS

- Identification of market trade area using mobile data analysis
- Trade area demographics (population, income, housing, etc.)
- Market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Tapestry lifestyles – psychographic profile of trade area
- Consumer Spending Pattern Reports
- Commute Patterns Report
- Identification of priority business categories for entrepreneurship, recruitment and/or local expansion
 - Old Town Bowie Walkability Assessment
 - Old Town Bowie Neighborhood Demographics
 - Provide a draft of the Market Analysis to the City of Bowie
 - In Progress Review Call with City. Third payment not to exceed \$6,000.00 to be made after City's acceptance of the draft Market Analysis and the completion of the IPR call.

Part 3: OLD TOWN BOWIE STRATEGIC PLAN CREATED

Old Town Bowie will be evaluated and a customized, strategic, asset-based and market driven plan will be created with transformation strategies defined and developed considering the following:

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| <ul style="list-style-type: none">• Connectivity & Walkability• Landscaping & Streetscapes• Public Art• Historic Preservation• Special Events & Promotions• Wayfinding Signage• Transportation & Parking• Messaging & Branding | <ul style="list-style-type: none">• Retail & Restaurant Recruitment• Backfilling Vacancies• Real Estate Analysis• Supporting Entrepreneurs• Incentives & Financial Tools• Zoning & Codes• Identifying Partnerships• Catalyst Projects• Community Input Survey Results |
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- Draft of Plan provided to City of Bowie within 90 days of the Notice To Proceed
 - Call to discuss draft of Plan before Final. Fourth payment not to exceed \$5,500.00 to be made after the City's acceptance of the Draft Plan and the discussion call.
 - Final Plan provided to City of Bowie in WORD and PDF formats within 120 days of the Notice To Proceed. Fifth and final payment not to exceed \$5,500.00 to be made after the City's acceptance of the Final Plan.