



City of Bowie

Memorandum

Thursday, June 15, 2023
Alfred D. Lott, ICMA-CM, CPM,
City Manager

STATUS REPORT

1. Economic Development Committee (EDC)

The Bowie EDC held their regular monthly meeting on Wednesday. EDC member Billy Louis discussed South Bowie topic team research and EDC milestones for completing their work. Chair Yolanda Muckle facilitated the discussion about revitalizing South Bowie (City Council District #4). Guest speaker Issac Truth provided comments from the Community Association of South Bowie (CASB). The EDC is finalizing a survey for release on Monday to seek input and ideas from residents and businesses in South Bowie. EDC member Arthur Rogers spoke about the importance of sustainable economic development for South Bowie; a copy of his outline on the topic is attached. The EDC will hold a town hall meeting at City Hall on Thursday evening June 22 at 7:00 PM to hear from South Bowie residents.

2. South Bowie Revitalization Survey and Townhall Reminder

The City's EDC seeks more community input as they study South Bowie (specifically City Council District #4) and prepare recommendations for revitalization and sustainable growth for that part of the City.

- Please answer the 10 short questions in this survey
<https://www.surveymonkey.com/r/SouthBowie2023>
- And please attend the South Bowie Revitalization Townhall Meeting on Thursday June 22 at 7:00 PM at Bowie City Hall. The EDC, working on an assignment from the City Council, is holding this townhall meeting to hear firsthand from citizens what their concerns are about South Bowie and to start gathering issues and ideas the EDC will use as they prepare recommendations for the revitalization of South Bowie

South Bowie --- The Future Development of a Sustainable Community Based on the Maryland Sustainable Communities Act of 2020

June 12, 2023

Prepared for

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Summary

The primary purpose of this paper is to provide recommendations for adoption of the sustainable community development principals in South Bowie based on guidance from the Maryland Sustainable Communities Acct of 2020. It is also intended to recommend that the sustainable community development strategies adopted in South Bowie use as guidance the Sustainable Communities designation granted by Maryland Department of Housing and Community Development, and confirmed in a letter from their department dated 17, 2023. Therefore, these State and additional external professional resources will provide the South Bowie stakeholders with the appropriate guidance for developing a sustainable community by using the most recognized standards and best practices, and professional guidance. In addition, references ill be used which are included in the City of Bowie Sustainable Communities Program Application for Designation Renewal.

Furthermore, the enclosed recommendations provide implications for City of Boise overall and continuous economic and entrepreneurial development strategies, such as the city's eligibility to apply for funding from the Maryland Department of Housing and Community Development, namely the Community Legacy Program and Strategic Demolition Fund. It will also provide guidance for companies in Bowie to adopt sustainable business practices, and entrepreneurial opportunities for developing sustainable-focused business enterprises in the city.

Section 1

South Bowie, MD. --- The Future of a Sustainable Community based on The Maryland Sustainable Communities Act of 2010, which was passed by the Maryland General Assembly. This legislation was passed to increase economic, transportation, and housing choices, as well as to improve environmental quality and health outcomes, among other locally identified goals. Furthermore, the City of Bowie's initiatives are based on the City's Sustainable Community Action Plan.

Therefore, the primary citizens of *South Bowie* desire have a desire for access to clean air and water; economic opportunities; a safer and healthy place to raise their kids; shelter; lifelong learning; a sense of community; and the ability to have a say in the decisions that affect their daily lives. Accordingly, a sustainable community takes into account, and addresses, multiple human needs, not just one at the exclusion of all others. It is a place where people of diverse backgrounds and perspectives feel welcome and safe. Where every group has a seat at the decision-making table, and where prosperity is shared.

The sustainable community in South Bowie will exhibit the following characteristics, and the ones selected will be based on the project's business case requirements. They will include, but not limited, to the following:

Reference

- **LEADERSHIP. CIVIC ENGAGEMENT AND RESPONSIBILITY**

- Equal opportunity for all individuals to participate in and influence decisions that affect each of their lives.

- Adequate access to public information.

- A viable, nongovernmental sector.

- An atmosphere of respect and tolerance for diverse viewpoints, beliefs, and values.

- Encourages individuals of all ages, gender, sexual orientation, ethnicity, religions, and physical ability to take responsibility based upon a shared vision.

- Political stability.

- Does not compromise the sustainability of other communities.

- **ECOLOGICAL INTEGRITY**

- Satisfaction of basic human needs for clean air and water and nutritious, uncontaminated food.
- Protection and enhancement of local and regional ecosystems and biological diversity.
- Conservation of water, land energy, and nonrenewable resources, including maximum feasible reduction, recovery, and reuse and recycling of waste.
- Utilization of prevention strategies and appropriate technology to minimize pollution emissions.
- Use of renewable resources no faster than their rate of renewal.

- **ECONOMIC SECURITY**

- A diverse and financially viable economic base.
- Reinvestment of resources in local economy.
- Maximization of local ownership of businesses.
- Meaningful employment opportunities for all citizens.
- Provision of job training and education to help the workforce adjust to future needs.

- **SPECIAL WELL-BEING**

- A reliable food supply that optimizes local production.
- Adequate health services, safe and healthy housing, and high quality education for all members of the community.
- Maintains a place that is safe from crime and aggression
- Fosters a community spirit that creates a sense of belonging, a sense of place. And a sense of self-worth.
- Stimulation of creative expression through the arts.
- Protection and enhancement of public spaces and historic resources
- Provision for a healthy work environment
- Adaptability to changing circumstances and conditions.

Section 2

Building the Business Case for Developing a Sustainable Community in *South Bowie, Maryland*

The professional business case is based on guidance from *HBR Guide to Building your Business Case* and *The MIT Disciplined Entrepreneurship Canvas*.

The Professional Business Case Contents:

- Preparation of Business Case
 - Telling a story. The first step is to tell a story about target problem or strategic objectives, and focus on the projected stakeholders, the beneficiaries and to attract subject-matter experts.
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 - Evaluating the business case. The finished business case will be developed to be consistent with target market requirements.
- The Target Audience (Intelligence & Due Diligence)
 - The Target Sustainable Community Leadership
 - The Sustainable Community objectives of its Leadership
- Build the Case
 - Communicate with beneficiaries
 - Describe what the sustainable solutions should accomplish
 - Document experience with market sustainable requirements.
- Build a Multidisciplinary Team
 - A Financial Professional.
 - Stakeholder Representatives
 - Customer Relationship Professional

- External Relationship Expert
- Sustainable Community Alternatives and Options
 - Generate Alternatives
 - Project Bench-Marketing
 - Comparison Analysis
 - Maintain Status-Quo-Position
 - Select Possibilities
- Consultation with Project Team
 - Sustainable Community Transition Requirements
 - Project Transition Assignments
 - Review of Sustainable Community Transition Cost
 - The Sustainable Community Transition for Stakeholders
 - Review of Sustainable Community Training Requirements
- The Estimated Sustainable Community Development costs and Benefits
 - Sustainable Community Development Project Costs
 - Operating Costs
 - Sustainable Community Development Benefits
 - Estimated Revenue
 - Productivity Savings.
 - Intangible Costs and Benefits.
- ROI Calculation
 - Break-Even Analysis
 - Payback Period
 - Sustainable Community Development Project Risk Factors
 - Sustainable Project Threats and Opportunities
 - ==== Projected Project Calculations Review
 - -Sustainable Community Development Project Presentation – Checklist

- Marketing the Sustainable Community Development Business Case and Development of Pitch Statement for Target Audiences

Section 3

The *MIT Disciplined Entrepreneurship* Principles for Guiding the Adoption of the Sustainable Community Development Business Case

Disciplined Entrepreneurship is a systematic and rigorous 24 step process to build innovation-based enterprises. Rather than invent new concepts, this method assembles the tools that have already established track records of success in practice. It then integrates them together in an easy to access and prescriptive road map, and it consist of the following six sections:

- Who are the target audiences or stakeholders?
- What can the sustainable community development business case do for the target audiences and stakeholders?
- How will the target audiences receive the contents of the sustainable business case?
- How does the sustainable community development business case create value for the target audiences and stakeholders?
- How the sustainable business case is customized for its audiences and stakeholders
- How is the sustainable business case continuously expanded, and further developed?

The 24 Steps:

Step 1 ---Market Segmentation

Step 2 ----Select a Beachhead market

Step 3 ---Build an End User Profile

Step 4 ---Calculate the Total Addressable Market Size for the Beachhead Market.

Sept 5 ---Profile the target audience and stakeholders for the beachhead market.

Sept 6 ---Full lifecycle use case.

Step 7 ---High-level business case specification.

Step 8 ---Quantify the value proposition.

Step 9 ---Identify the next target sustainable community development leaders.

Step 10---Validate the core audience and stakeholders.

Step 11---Review the sustainable community competitive position.

Step 12---Determine the target sustainable community's decision-making leadership.

Step 13 Map the process for acquiring the target sustainable community key leadership.

Step 14---Calculate the total addressable market size for all target and surrounding communities.

Step 15---Design a business model for achieving communications

Step 16---Estimated project operations costs.

Step 17---Calculate the lifetime value for the target audience and stakeholders.

Step 18---Map the outreach strategies for increased community participation.

Step 19---Calculate the cost for the increased community participation.

Step 20—Identify the sustainable community development assumption.

Step 21---Test the key assumptions.

Step 22---Define the specific benefits that will be received by the community audience and stakeholders.

Step 23---Connect directly with the community audience and stakeholders regarding their specific value proposition.

Step 24---Develop a community development sustainable project plan.

Section 4

Bowie Sustainable Economic and Entrepreneurial Development Opportunities

The first opportunity provided is for the development of a sustainable community in South Bowie, and it will provide overall city businesses to become sustainable connected enterprises based on the integration of the environment, people and economy. Additionally, the business enterprises in Bowie will be provided with the following sustainable leadership mindset and practices:

- Systems thinking.
- Long-term activation
- Disruptive innovation
- Stakeholder inclusion.

Special Notes:

--- Sustainable leaders recognize their business is in an interconnected ecosystem.

---- Sustainable leaders set audacious goals and have the courage and resilience to stay the course.

--- Sustainable leaders consider a wide range of views and have high levels of empathy.

--- Sustainable leaders challenge what's gone before, using the best available science to deliver for people, planet and profit.

The second one is sustainable entrepreneurship, that is, a business strategy focused on increasing value for society, the environment and the company or business. Addressing ecological and social concerns can create business opportunities that benefit both the economy and society. This is one of the core philosophies of sustainable business practices. Sustainable businesses can help address society's concerns while providing profit-making opportunities. Sustainable business is in large part about changing business practices. Successful sustainable businesses are focused on the creation of new products, services, or practices that address or mitigate environmental and social concerns in new ways. Success in implementing sustainable business practices depend on entrepreneurship and innovation.

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