



City of Bowie

Memorandum

Thursday, July 6, 2023
Alfred D. Lott, ICMA-CM, CPM,
City Manager

STATUS REPORT

1. Vehicle #401 Replacement

The FY24 Budget allocates funds to purchase a replacement vehicle for truck #401, which is used by the utilities division. The Public Works Department has identified a Baltimore County Contract, #0004504, available for piggyback to purchase a 2023 Ford F-250 pick-up truck in the amount of \$60,006.16. The budget for this vehicle is \$60,200.

As provided by Section 62 of the City Charter, this will serve as the required seven (7) day notice of intent to issue a purchase order to Apple Ford in the amount of \$60,006.16.

2. Old Town Bowie Revitalization

The Old Town Bowie consultant's stakeholders meeting held Thursday evening had 27 attendees including 19 community members and 7 City officials. The consultant continues to analyze survey responses and to work through the contracted for deliverables. The consultant's slides/handout from the June 29 meeting are attached.

3. Utility Locating Services

The Public Works Department has identified a contract for utility locating services with the City of Rockville (IFB# 16-21) through Pinpoint Underground, LLC, upon which we will be able to piggyback. This Fiscal Year we have budgeted \$30,000 for this program. We will sign a Contract and issue a Purchase Order to Pinpoint Underground, LLC in the amount of \$30,000.

As provided in Section 62 of the City Charter, this will serve as the required seven (7) day notice of intent to purchase.

2023



downtown strategies

Downtown Revitalization Partnership

STRATEGIC VISIONING WORKSHOP



THE CITY OF
BOWIE, MARYLAND

Prepared for Bowie, Maryland

Strictly Private & Confidential

DOWNTOWN STRATEGIES

Who We Are

Downtown Strategies, a division of Retail Strategies, exists to provide realistic, implementable strategies to communities for revitalizing their downtowns. Led by a team of former downtown revitalization practitioners and real estate experts, our combination of real-world experience, plus expertise in real estate and retail uniquely qualify us to assist communities with backfilling vacancies, increasing tourism, and enhancing the sense of place in their downtowns. Serving rural communities in 22 states, Downtown Strategies is the leading national firm for downtown revitalization planning with an emphasis on real estate and retail.

5-Year Plan

At Downtown Strategies, we believe that action and implementation are more important than a flashy 20-year vision. Our process is based on our team's experience as practitioners. Our team members have been in your shoes as community leaders in their own hometowns and know what it is like to manage downtown revitalization efforts.

Most communities do not suffer from a lack of ideas, they struggle with knowing where to start when it comes to implementing their ideas. Rather than brainstorming everything that you could ever potentially do to your downtown, we focus on a five-year timeframe. This plan is designed to help you identify where your community should focus its energy and effort in the near-term. Implementing these short-term, doable strategies will incrementally shift the trajectory of your downtown and create the spark that you desire.

Our Process

Downtown Strategies exists to provide realistic and implementable solutions for communities to revitalize their downtowns. Led by a team of practitioners and real estate experts, our combination of real-world experience uniquely qualifies us to assist with placemaking, backfilling vacancies, and increasing tourism.



discover

We are an investment for your community.

A thriving downtown enhances tourism, quality of life, and bolsters your community's culture and values.



connect

Downtowns are complex, and we can help.

We bring years of experience and diverse perspective to give you implementable solutions and a roadmap to transform your Downtown.



advance

We multiply and enhance your efforts.

Downtown Strategies is fully equipped with the needed professionals, tools, and experience. What we deliver, you can execute.

The Five Pillars

Through our Downtown Strategic Visioning process, we assess the five pillars of your downtown's mix to provide a true downtown roadmap.



market analysis

we help you uncover and define the economic potential in your Downtown area.



design

thoughtful design supports a community's transformation.



tourism & promotion

power your economic engine.



economic vitality

creating opportunity for investment.



policy & administration

set the foundation for smart growth.

Our Team



Jenn Gregory, President, Downtown Strategies

Jenn is the president of Downtown Strategies, where her focus is on community development for our client communities. Through her Downtown Strategic Visioning Workshop process, Jenn advises communities on market analysis, tourism, economic vitality, and design updates for downtown areas. She also directly assists small businesses in client communities with elevating their digital presence, enhancing their omni-channel marketing strategies, and understanding market challenges in a post-COVID world.



Jeremy Murdock, Community Development Specialist, Downtown Strategies

As the Community Development Specialist for the Downtown Strategies Team, Jeremy utilizes his background in landscape architecture and urban design to analyze the physical condition of our clients' downtown areas. In addition to facilitating strategic visioning workshops and developing strategic plans, he helps community leaders take action by coordinating efforts with our downtown implementation clients.



Elliott Cook, Director of Real Estate, Downtown Strategies

As the director of real estate, Elliott conducts workshops and executes our Downtown Strategic Plans with a focus on local real estate assets. Elliott specializes in retail recruitment and focuses on the identification of companies to fill the product and service gaps within each city's trade area. His primary role is to leverage industry relationships and knowledge to assist retailers' expansion in our client communities.



Laura Marinos, Director of Client Services, Downtown Strategies

As the Director of Client Services, Downtown Strategies Laura oversees the day-to-day management and implementation of services for downtown clients. She specializes in market research, strategic plans, project coordination, and team operations for the Downtown Strategies division of Retail Strategies. Acting as a liaison between clients and the operations team, Laura's attention to detail and knack for processes make for an excellent client experience.

Strategic Visioning Workshop Overview

Agenda

3:00 PM: Internal Team Meeting & Walking Tour (2.5 hrs)

Break

7:30-9:00 PM: Downtown Stakeholder Input Session (1.5 hrs)

9:00 PM: Meeting debrief with internal team (15 mins)

Stakeholder Input Session

Welcome & Introductions

- Retail Strategies & Downtown Strategies
- 5 Pillars of Successful Revitalization
- Roles & Responsibilities
- Timeline

Market Analysis Preview

- Walkability Assessment
- Demographic & Gap Analysis Overview

Downtown Stakeholder Input Session

- What makes you unique?
- What would you do with a magic wand?
- What are the biggest hurdles to success?
- Imitation is the biggest sign of flattery...

What's Next?

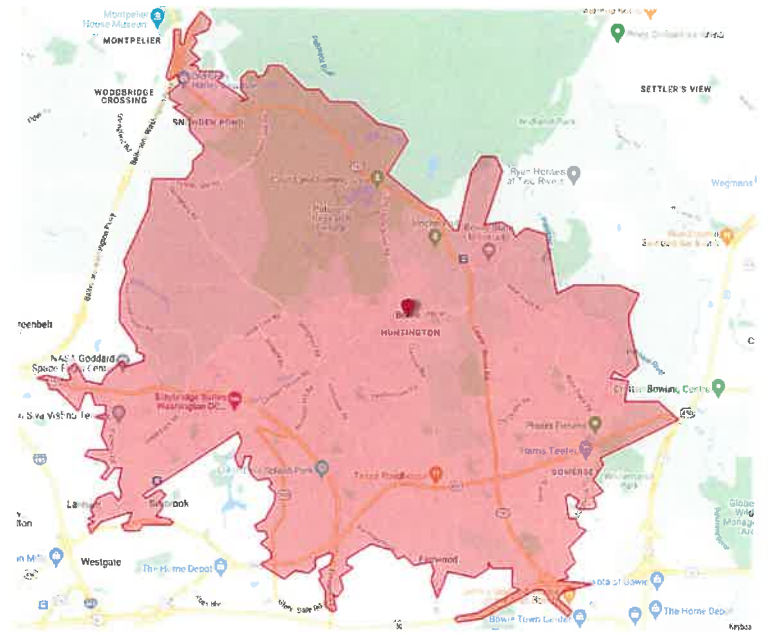
Following evaluation of Market Analysis, Stakeholder Feedback, and Recon from our Boots on the Ground Tour, your Strategic Visioning deliverable will be compiled and submitted within 6 weeks.



DOWNTOWN STRATEGIES

Demographic Overview

10 Minute Drive Time



63,167
Population
10 Minute Drive Time



53,478
Daytime Population
10 Minute Drive Time



21,256
Households
10 Minute Drive Time



\$113,489
Median HH Income
10 Minute Drive Time

CONSUMER DEMAND AND SUPPLY (OPPORTUNITY GAP)



*Dollars shown as factor of 1,000

← Surplus Leakage →

Walkability Assessment

41

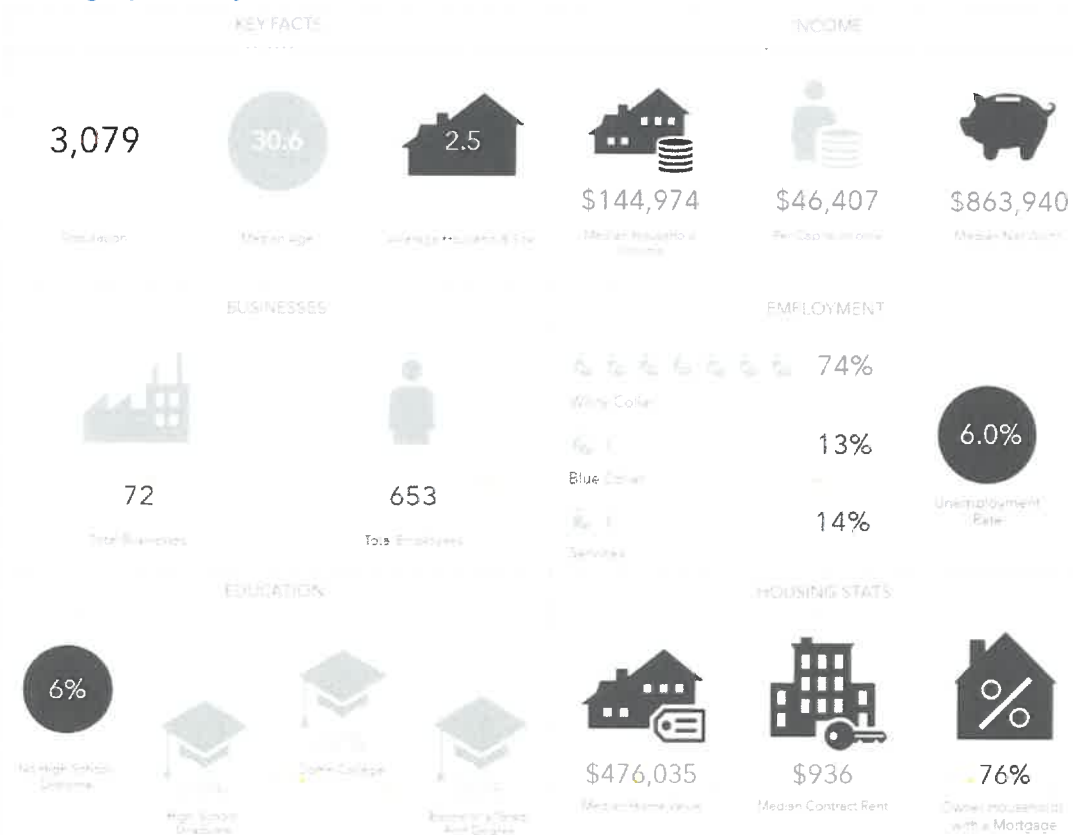
What's your Community's Walk Score?

A walkable downtown is highly desirable by consumers, local businesses, and municipal leaders. But what makes a walkable downtown and how do you improve your community's walkability?

A community's walk score is determined by analyzing 3 factors: **walkable distance** between boundaries, presence of a **comprehensive network of pathways** designed for pedestrians and cyclists, and variety of restaurants, retailers, and service providers **necessary for regular life**.



Demographic Snapshot – 20 Minute Walk Time



The following demographics represent the **population of residents** within a **20-minute walk time** of the Downtown Study Area. A walk time from one Downtown boundary to the next that exceeds 20 minutes is not considered walkable.

Keep these figures in mind when imagining the possible economic impacts of developing your Downtown into a walkable destination.