



City of Bowie

Memorandum

Thursday, July 11, 2024
Alfred D. Lott, ICMA-CM, CPM,
City Manager

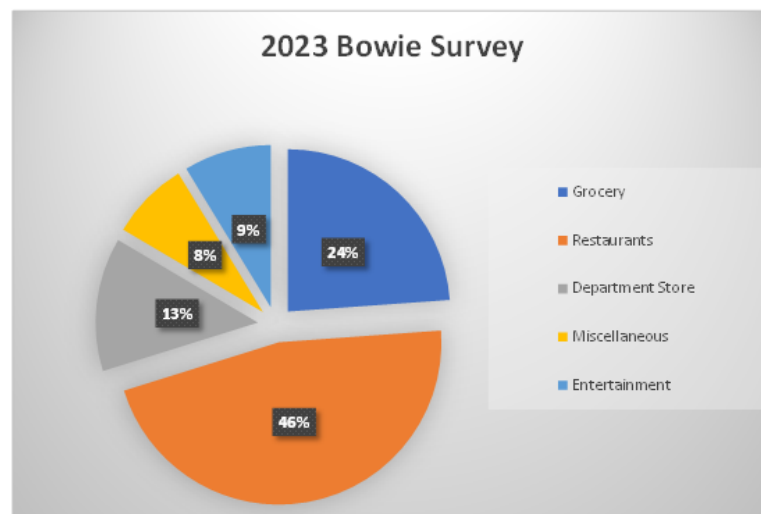
STATUS REPORT

1. Economic Development Committee (EDC)
The EDC met Wednesday and continued discussion on retail recruitment by reviewing survey results. That review and analysis is attached. The EDC will not meet in August and will reconvene on September 11 for further discussions about recruiting retail and restaurants to Bowie.

South Bowie Revitalization 2023 Survey Results

1. Survey was posted in June 2023 and closed in July 2023.
2. There were 9-questions on the survey.
3. Question #2 was **(What three (3) kinds of businesses would you like to have in South Bowie that are not there now?).** This was an open-ended question, which allowed the respondents to say whatever they wanted.
4. Overall, 215 people took the survey. However, only 186-people responded to question #2. *(See Attached)*
5. Since this was an open-ended question, the 186-people who took the survey provided 436 different answers, which is broken down into the 5-categories shown below.

Groups	How Many Answered	Top Pick	# of Respondents
Grocery	104	Trader Joe's	22
Restaurants	202	Not Specific	202
Department Store	58	Not Specific	58
Miscellaneous	34	Various	34
Entertainment	38	Movies/IMAX	10



Restaurants	Groceries	Department Stores
High-end restaurants (42)	Trader Joe's (22)	High-end clothing (14)
Coffee shops (13)	Wholefoods (10)	Retail stores (10)
Healthy choices (10)	SuperWalmart (6)	Sporting goods (4)

Entertainment	Miscellaneous
Movies/IMAX (10)	Gym/Planet Fitness (7)
Bowling (2)	Spa (3)
Mini-Golf (2)	Day care (2)

- **46%** want high-end restaurants or fine-dining
- **24%** want better groceries
- **13%** want better department stores
- **9%** want entertainment - *(Rock climbing, Music venue, Nightclub, etc.)*
- **8%** want miscellaneous amenities - *(Gardens, financial & tech places, etc.)*