



City of Bowie Memorandum

Thursday, April 30, 2026
Daniel J. Mears, Acting City Manager

STATUS REPORT

1. Economic Development Marketing Strategy

In 2025, the City contracted with PPR Strategy to prepare an Economic Development Marketing Strategy for the City. A copy of that strategy, and an economic development style guide, is attached. Staff used the recommendations within the Strategy as they prepared the FY2027 budget request.

Also attached is a one-page information sheet about the City of Bowie that can be used for marketing to retail tenant prospects.

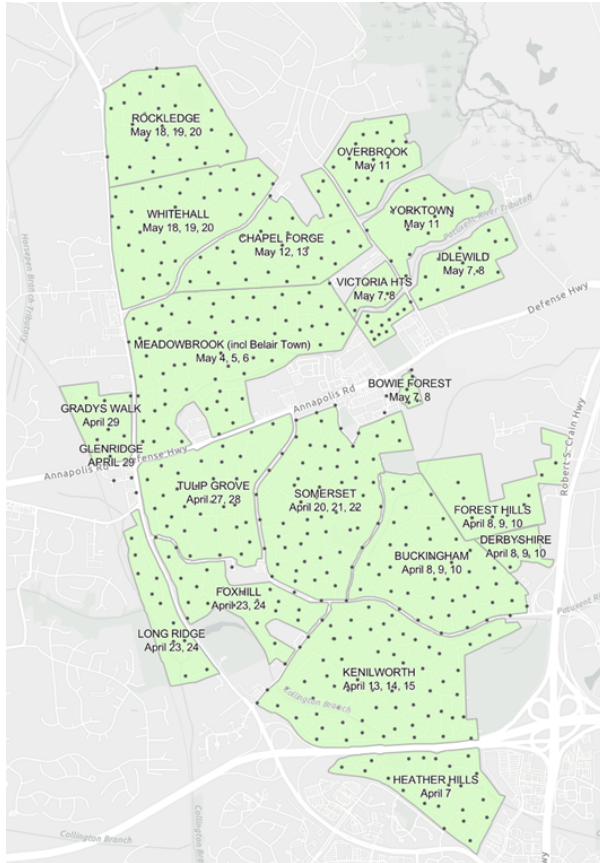
2. Fire Hydrant Flushing

The Public Works Department will be conducting routine hydrant flushing in the Meadowbrook, Victoria Heights, Race Track Road Townhouses, Bowie Forest and Idlewild neighborhoods during the week of May 4, 2026, from 9am-3pm.

The flushing may stir up some sediment in the water lines, which can result in some discoloration of the water. The water is safe for drinking and bathing, but clothes washing is discouraged. If clothes become discolored, they are to be kept wet and rewashed using a rust remover. Rust remover is available, at no cost, from City Hall and Public Works offices.

The discoloration should clear in approximately 24-48 hours. However, since the water mains are all interconnected, flushing of hydrants in adjacent sections could affect the water as well.

For more information or questions about hydrant flushing, please call the Public Works Department at 301-809-2344 or email alivingston@cityofbowie.org.



3. Recent Gymnasium Events

The City of Bowie Gymnasium recently hosted two successful athletic events that brought strong community participation and regional engagement.

PG Pickleball Club – 3rd Annual Tournament (April 10, 2026)

On Friday, April 10, the PG Pickleball Club held its 3rd Annual Pickleball Tournament. A total of 27 teams (54 participants) competed across four divisions, including two levels of men’s doubles and two levels of women’s doubles.

The event drew more than 50 spectators, along with 12 volunteers, creating a vibrant and supportive environment. The tournament highlighted the club’s mission to promote pickleball as an inclusive, healthy activity for all ages.

The PG Pickleball Club also continues to offer regular programming at the gymnasium every Tuesday and Thursday from 10:00 a.m. to 1:00 p.m., providing ongoing recreational opportunities for the community.

Charm City Next Level Basketball – Season Opening Tournament (April 18–19, 2026)

On Saturday, April 18 and Sunday, April 19, the gymnasium hosted the first Charm City Next Level Basketball tournament of the season. The event featured 65 teams and drew athletes and families from across the region.

Games were held from 8:00 a.m. to 8:00 p.m. on Saturday and 8:00 a.m. to 3:00 p.m. on Sunday, offering a full weekend of competitive play. The tournament provided a well-organized and engaging experience for participants of varying ages and skill levels.

4. Belair Stable Featured in Preakness Promotion

As part of efforts to promote the 2026 Preakness Stakes at Laurel Racetrack, the State of Maryland and Prince George's County have launched a major marketing campaign highlighting Maryland's rich Thoroughbred racing history. The City of Bowie, and specifically Belair Stable, plays a key role in this story.

On Friday, April 24, Prince George's County Executive Aisha Braveboy visited Belair Stable to film a promotional video. The video will be featured at countywide racing events and tourism sites, showcasing the significance of Prince George's County in the legacy of the Triple Crown.

5. Information Technology – Operating System (OS) Patching

The IT Department has completed operating system patching for all servers and has released the latest updates for desktop systems. OS patching is essential for cybersecurity and system stability. These updates fix security vulnerabilities that could otherwise be exploited to steal data or deploy ransomware, and they also address software bugs and improve overall performance and reliability. The Department continuously monitors, tests, and deploys updates across the City's technology environment, with major releases occurring monthly.

6. MEDA Conference

The City's Business Retention Specialist and the Permits Liaison Specialist attended the Maryland Economic Development Association (MEDA) 2026 Conference held from Sunday, April 26 through Tuesday, April 28. The conference brought together state and regional leaders to explore strategies for strengthening Maryland's economic future. Centered on the theme, "*Amazing World of Economic Development: Navigating Complexity, Embracing Innovation, and Driving Impact*," the conference emphasized the growing need for adaptive, forward-thinking approaches in an increasingly complex economic landscape.

Discussions highlighted the importance of shifting from transactional deal-making to long-term ecosystem building, integrating innovation such as AI and emerging technologies, and aligning workforce, housing, and infrastructure priorities. Attendees focused on practical solutions to improve business retention, enhance workforce pipelines, and position Maryland for sustainable, inclusive growth while navigating funding constraints and global competition.

Maryland's economic future depends on a coordinated, long-term strategy—integrating workforce, housing, infrastructure, and innovation. The consensus from leadership and MEDA 2026 is clear: success will come from building a resilient, scalable economic ecosystem, not isolated wins.

7. Special District 1 Councilmember Election - June 30, 2026

Michael Estève was elected Mayor in the Special Mayoral Election held on April

7, 2026. At the time of the April 7 election, he was serving as the District 1 Councilmember. The Bowie City Charter establishes the process of filing a Councilmember vacancy. Because this vacancy occurred more than fifteen (15) months prior to the next regular City election, the Charter requires that:

- A Special Election takes place to fill the Councilmember vacancy. The Special Election must be held not less than 60 days and not more than 90 days after the vacancy occurs. The date of the election is **Tuesday, June 30, 2026**.
- The individual elected in the Special Election will serve until the next Regular City Election.

Candidate Filing: What You Need to Know

The filing period to run for the District 1 Councilmember position is **April 29** through **May 29, 2026**. All interested candidates must satisfy the following six criteria to run for Councilmember in the City of Bowie.

A candidate must be:

1. A registered voter in the State of Maryland and the City of Bowie, and
2. At least 18 years of age at the time of Election, and
3. A citizen of the United States, and
4. Shall have resided in the City for at least one (1) year immediately preceding the date of election, and
5. Shall be a resident of the council district that the candidate seeks to represent at the time of filing for candidacy and during his or her full term of office, and
6. Shall not have been convicted of a felony, or been convicted of, or entered a plea, leading to conviction of a misdemeanor involving assault, battery, fraud, or a crime of moral turpitude.

Qualified candidates can pick up a packet from the City Clerk's Office at Bowie City Hall (15901 Fred Robinson Way) Monday through Friday from 8:30 a.m. until 5 p.m. beginning on **April 29**.

Once candidates complete their packets, they will need to call the City Clerk's office at 301-809-3029 to make an appointment in order to file their candidate paperwork.



RETAIL MARKETING PLAN

PRESENTED BY



PPR
Strategies

NOVEMBER 2025



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OVERVIEW

In March 2025, the City of Bowie Economic Development Office (EDO) hired PPR Strategies to develop a retail-focused marketing strategy. City elected leadership identified the attraction of new retail tenants to Bowie as a high priority, with particular emphasis on attracting high-quality retailers that align with the shopping and dining tastes and preferences of Bowie residents.

To begin this work, our team began with a deep dive into the data, demographics, and existing economic development strategy work for the City of Bowie. We synthesized findings from the *City of Bowie 2022 Economic Development Strategy*, the *2023 Old Town Bowie Strategic Plan*, and the *2024 Bowie Wayfinding Assessment*, leveraging the stakeholder and community engagement conducted through those planning efforts to inform our analysis of Bowie's strengths and weaknesses, opportunities and threats. PPR Strategies also conducted stakeholder outreach to retail commercial brokers and retail property owners in the region, gaining insights into the retail leasing landscape, perceptions of Bowie by local, regional, and national retailers, and the positives as well as the challenges experienced when working to attract new retailers to Bowie.

PPR Strategies also conducted a thorough branding audit for EDO, including the City's website, social media platforms, advertising and media coverage. This phase included a review of the City's recent branding study that resulted in the creation of a new logo, brand pillars and brand guidelines. The resulting Bowie Brand Audit, along with the work completed under the branding study, informed the analysis and recommendations of this marketing strategy.

Finally, we conducted a retail market assessment informed by US Census and ESRI market data reports, retail commercial property data provided by CoStar, and ESRI Tapestry Segmentation that groups residential areas into segments based on shared demographic, socioeconomic, and lifestyle characteristics. These segments help businesses, marketers, and organizations understand the lifestyle choices, purchasing preferences, and media habits of different population groups, enabling more targeted and effective outreach strategies tailored to specific community types.

Armed with this foundational knowledge, PPR Strategies crafted a retail marketing plan tailored to the unique character, vision and goals of the City of Bowie. Within the marketing plan are the following components:

- About Bowie - this section includes an overview of the demographics of Bowie, highlights of the retail market assessment and a characterization of Bowie's dominant Tapestry Segments.
- SWOT Analysis
- Target Audiences
- Target Retail Sub-sectors
- Goals and Objectives
- Marketing Strategy & Tactics

ABOUT BOWIE

Bowie is a vibrant suburban city located in Prince George's County, Maryland. Situated along the Baltimore-Washington corridor, the city is close to the larger urban markets of Washington, D.C. (~18 miles), and Baltimore, MD (~30 miles), as well as the state capital of Annapolis (~20 miles). Bowie is the largest municipality in Prince George's County by population and the second largest in terms of employment. It serves as a key residential hub for professionals working in the nation's capital and surrounding employment centers. The city is also home to Bowie State University, the oldest Historically Black College/University in Maryland. In the fall of 2024, Bowie State had a total enrollment of 6,353 students (5,136 undergraduate, 1,217 graduate students).

According to US Census data and projections for the Prince George's County Planning Department, Bowie's 2024 population was 58,421, growing to 64,226 by 2030. Bowie is characterized by an affluent, educated, and primarily professional population, with a median age of 44 and a median household income of \$141,831.

Bowie Retail Market Assessment

The Retail Market Assessment analyzed several reports from ESRI, including the City's retail demand outlook, retail expenditures, and retail market potential. It also examined the City in the larger context of Prince George's County, assessing the county's retail demand and market potential. The conclusion of this assessment was that Bowie represents a thriving and sophisticated retail market with strong economic fundamentals and consistent consumer demand. Its affluent demographics, high household incomes, and spending patterns well above the national average make it a compelling choice for retail investment. Key growth areas include apparel, entertainment, dining, home goods, and wellness services.

Prince George's County is a maturing and multifaceted retail market with significant scale and ongoing growth. Its diverse population, rising incomes, and widespread digital adoption make it an ideal location for both traditional and innovative retail concepts. While Bowie presents a high-income, niche opportunity, the county's expansive consumer base offers resilience and variety. Retailers and developers seeking long-term viability and market reach would do well to consider strategic investments in Prince George's County, especially those aligned with lifestyle, convenience, entertainment and recreation. With its location within Prince George's County and the greater Baltimore-Washington region, Bowie can capitalize on the spending power of these larger metro areas to attract upscale apparel, dining, lifestyle, and experiential retailers.

ABOUT BOWIE

Bowie's Dominant Tapestry Segments

Based on the ESRI Tapestry Segmentation model, Bowie's top tapestry segments include Pleasantville (35.1%), Enterprising Professionals (28.0%), and Savvy Suburbanites (16.4%), which collectively account for nearly 80% of households. These groups are typically well-educated, family-oriented, and financially stable, which translates into strong purchasing power across multiple retail categories. ESRI defines these top three segments as follows:

Pleasantville

Well-educated, family-oriented suburban communities with comfortable incomes, traditional values, and a preference for established brands and quality products.

Enterprising Professionals

Young, well-educated dual-income couples who are tech-savvy urban residents with busy lifestyles, high disposable incomes, and a willingness to spend on quality goods and services.

Savvy Suburbanites

Affluent, well-educated married couples who are informed shoppers with sophisticated tastes living in older suburban neighborhoods, investing in their homes, and leading active, environmentally conscious lifestyles.



S.W.O.T. *Strengths, Weaknesses, Opportunities, and Threats*

PPR Strategies prepared a Marketing SWOT analysis for Bowie EDO, which provides a foundation for developing an effective marketing strategy. The SWOT is used to identify strengths and opportunities to leverage in marketing Bowie, as well as weaknesses and threats that should be mitigated both in marketing and in action over time.

As a reminder, a SWOT is comprised of four components:

STRENGTHS *Internal factors that give Bowie an advantage.*

- The City of Bowie has a newly-established brand identity, including a logo and brand guidelines, which supports growing brand recognition.
- Bowie has a positive reputation among local commercial real estate brokers.
- Bowie has a positive reputation with local and regional retailers, with pre-leasing activity in new developments indicating strong market interest.
- Bowie EDO has established advertising channels targeting retail commercial brokers, providing reliable platforms for promotion.
- Bowie EDO staff maintain longstanding relationships with local and regional commercial real estate brokers.
- Bowie EDO has dedicated and accessible webpages that support business attraction and retention efforts.

WEAKNESSES *Internal factors that put Bowie at a disadvantage.*

- Bowie EDO efforts are not clearly branded or distinguished within broader City communications, limiting opportunities for digital engagement.
- There are no consistent communication tools in place, such as newsletters, blogs, or a media relations strategy, to regularly share updates and success stories.
- Staffing limitations constrain the capacity to fully execute expanded marketing and outreach initiatives.
- There is a perception among some retailers that Bowie's demographics do not align with typical retail models, which may hinder attraction efforts in certain retail categories.
- A segment of community sentiment is perceived as resistant to new development, which may affect the city's growth narrative.
- Current Bowie EDO retail attraction efforts are overly reliant on individual relationships with the EDO director and, therefore, are not scalable or sustainable over time.
- Ads, social media content, and other visual materials exhibit inconsistent use of branding and brand elements, including the logo, colors, and tagline.
- Digital and print messaging often lacks a clear narrative, strong visuals, and compelling calls to action, making it harder to convey Bowie's value and engage target audiences.

S.W.O.T. *Strengths, Weaknesses, Opportunities, and Threats*

OPPORTUNITIES *External factors that present potential growth opportunities, or that the EDO can leverage to benefit retail attraction efforts.*

- Multiple major retail developments are currently underway or in the planning stages, creating timely opportunities to attract new retailers and expand the commercial base.
- The City of Bowie's growing, affluent population offers opportunities to position the city for high-quality retail attraction within the region.
- There is an opportunity to develop EDO standalone social media platforms and leverage the City of Bowie's existing social media platforms to enhance economic development storytelling and brand awareness.
- There is an opportunity to enhance EDO's web presence through enhancements to the existing site or by establishing a standalone economic development website.
- There is an opportunity to promote and enhance the utilization of the EDO's subscription to SizeUp to support retailer market research.
- The EDO can refine its use of paid advertising and sponsorships to specifically engage the category of retailers that are desirable targets for attraction.
- Enhanced partnerships throughout the region can be leveraged to increase Bowie's brand awareness.
- To bolster media outreach and thought leadership, EDO can pitch stories around workforce, redevelopment, retail, success stories, and entrepreneurship initiatives to local and regional outlets.

THREATS *External factors that could negatively impact the EDO's efforts to attract retailers.*

- Broader perceptions about Prince George's County, such as challenges in navigating development and permitting processes, can have negative impacts on Bowie's business-friendly image.
- Bowie EDO is overly reliant on general City marketing, social media, and communication channels for the dissemination of economic development content and branding.
- While there is new retail inventory planned, some commercial property owners need to reinvest in and better maintain older shopping centers to improve the curb appeal and desirability.
- National economic policy and economic uncertainty may negatively impact consumer spending and the broader retail industry.
- In media references, the Bowie area is larger than city limits - news stories covering events outside of city limits but within the Bowie mailing address impacts local/regional perception of the city itself
- Other communities in the Baltimore-Washington corridor—many with similar assets like location, workforce, and quality of life—are often more proactive, polished, or recognizable in their economic development branding and messaging.
- Unmaintained website content and low visibility in the press can harm perceptions of Bowie's momentum or readiness for investment.

TARGET AUDIENCES

Entrepreneurs

Independent business owners or start-ups looking to launch new concepts (restaurants, specialty retail, entertainment) in a growing, affluent market.

- Engagement Style: Reads entrepreneurial blogs, listens to business podcasts, attends local networking events, and follows small business news on LinkedIn.
- Values: Innovation, community support, access to resources, and strong local customer bases.
- Goals: Find an affordable, supportive location with a high likelihood of foot traffic and loyal customers.
- Communication Preferences: Email newsletters from local economic development offices, LinkedIn updates, in-person small business meetups, and webinars.
- Pain Points: Limited awareness of available incentives, concern about high startup costs, and navigating zoning/permitting processes.



Existing, Locally-Owned Retailers and Restaurants (Seeking Expansion)

Successful business owners in Bowie or the region that are ready to open a second location or expand their footprint.

- Engagement Style: Reads local business journals, participates in Chamber of Commerce events, tracks competitors' activity, and follows retail trends online.
- Values: Loyal customer relationships, brand reputation, quality service, and measurable growth opportunities.
- Goals: Expand to high-visibility locations with strong demographics and supportive city infrastructure.
- Communication Preferences: Direct outreach (phone/email) from economic development teams, local business associations, and real estate brokers.
- Pain Points: Limited available high-quality retail spaces, competition from national chains, and difficulty assessing long-term market demand.



TARGET AUDIENCES

Regional and National Retailers

Established brands and chains seeking strategic suburban locations with strong household incomes and steady traffic.

- Engagement Style: Uses data-driven site selection tools, reads national retail and real estate publications, and attends ICSC events.
- Values: Market potential, brand visibility, stable economic conditions, and competitive lease rates.
- Goals: Identify profitable locations in high-income areas with minimal risk and strong demand.
- Communication Preferences: Professional email campaigns, LinkedIn outreach, in-person site tours, and presentations with demographic and retail leakage data.
- Pain Points: Concerns about traffic flow, co-tenancy mix, and competing nearby retail hubs (e.g., Annapolis or Crofton).



Site Selectors and Commercial Real Estate Brokers

Consultants, brokers, and location advisors scouting opportunities for retail brands or entertainment operators.

- Engagement Style: Consumes real estate data reports, subscribes to industry trend publications, attends regional broker networking events, and uses digital market analysis tools.
- Values: Speed of permitting, market transparency, attractive incentive packages, and solid ROI for their clients.
- Goals: Quickly match clients with suitable, high-potential locations backed by strong economic development support.
- Communication Preferences: Data-driven email briefings, in-person site tours, and professional presentations with market analysis and foot traffic statistics.
- Pain Points: Complex or slow approval processes, lack of clear incentive structures, and inconsistent communication from municipalities.



TARGET RETAIL SUB-SECTORS

Fine Dining Restaurants

Type:	B2C	Decision Makers:	Independent restaurateurs, executive chefs, high-end hospitality groups
Client Base:	Affluent residents, special-occasion diners, visitors/tourists	Geographic Focus:	DC Metro
Psychographics:	Luxury-seeking, high-quality experiences, trend-aware	Communication Preferences:	Food/culinary press, influencer campaigns, partnerships with luxury retail, local events

Why City of Bowie: With the second-highest share of households earning over \$100,000 in the region, Bowie is underserved in upscale dining options. Placemaking enhancements and local commercial real estate investments position the City as a destination for elevated dining experiences, particularly for residents currently traveling to Annapolis or DC for fine dining.

Full Service Family Restaurants

Type:	B2C	Decision Makers:	Restaurant owners, regional franchise operators, hospitality investors, chefs/restaurateurs
Client Base:	Local residents, families, commuters, visitors/tourists	Geographic Focus:	Prince George’s County, DC Metro
Psychographics:	Experience-driven, quality-focused, family-oriented	Communication Preferences:	Influencer/ social media marketing, community events, direct in-person engagement, local advertising

Why City of Bowie: Bowie’s affluent households, high disposable income, and steady commuter traffic create strong demand for sit-down dining. Proximity to Liberty Sports Park and Bowie Baysox stadium adds opportunities to capture pre- and post-event diners. The City’s plans to modernize Bowie Town Center and invest in placemaking will enhance the appeal for full-service restaurant brands seeking strong visibility and foot traffic

TARGET RETAIL SUB-SECTORS

Specialty Grocery

Type:	B2C	Decision Makers:	Regional grocery executives, speciality food retailers, site selectors
Client Base:	Health-conscious families, foodies, ethnic groups, gourmet shoppers	Geographic Focus:	Prince George’s County and commuter neighborhoods
Psychographics:	High quality, sustainability, local, organic	Communication Preferences:	Local partnerships, local event sponsorships, direct mail

Why City of Bowie: A \$31M gap in food and beverage retail suggests unmet demand. Bowie’s diverse and affluent population supports specialty concepts (e.g., organic markets, international grocers), while high-traffic areas like Bowie Town Center and Melford present prime locations for specialty grocery brands.

Mid-Luxury Apparel

Type:	B2C	Decision Makers:	Retail leasing directors, brand executives, boutique owners
Client Base:	Affluent men and women, professionals, residents	Geographic Focus:	Regional retail markets (Bowie, Crofton, Annapolis, DC)
Psychographics:	Quality over quantity, brand loyalists, socially-conscious	Communication Preferences:	Events, social media campaigns, partnerships, email, direct in-person engagement

Why City of Bowie: Residents cite a lack of “high-end” retail at Bowie Town Center, resulting in significant retail leakage. With 5.8 million square feet of retail space and plans for a revitalized, mixed-use town center, Bowie can attract luxury and mid-luxury apparel retailers seeking strong household incomes and a suburban shopping hub.

TARGET RETAIL SUB-SECTORS

Entertainment & Recreation

Type:	B2C, B2B (event rentals, partnerships)	Decision Makers:	Recreation facility operators, entertainment developers, franchise owners
Client Base:	Families, young adults, visitors/ tourists	Geographic Focus:	Maryland suburbs
Psychographics:	Experience-driven, family, active	Communication Preferences:	Event-based marketing, online reviews, social media platforms, partnerships with youth leagues and corporate events

Why City of Bowie: The Liberty Sports Park, South Lake community, and Bowie Baysox stadium are catalysts for athletic recreation. These assets, combined with Bowie’s extensive trail system and suburban location, make the City a strong location for entertainment venues (e.g., family entertainment centers, boutique fitness, or arts/cultural experiences).



GOALS AND OBJECTIVES

Goal #1: Attract & Support High-Value Retail, Restaurant, and Entertainment Brands

Proactively recruit businesses in the target sectors—restaurants, mid-luxury apparel, entertainment & recreation, and specialty grocery—by showcasing available sites, strong market demand, and supportive business climate.

Objectives:

- Grow top-of-funnel interest from priority brands and broker networks
- Communicate a clear value proposition across all prospect-facing materials.
- Increase awareness and positive consideration of Bowie among target retailers, restaurateurs, brokers, and site selectors.
- Promote development-ready sites and priority corridors with clear market fits and decision-grade information.

Goal #2: Strengthen and Grow Locally-Owned Retailers and Restaurants

Develop marketing messages and initiatives that increase visibility, customer traffic, and revenue for existing local businesses, positioning Bowie as a community that nurtures entrepreneurial success.

Objectives:

- Improve digital discoverability of local businesses.
- Deepen business engagement with City initiatives to drive stronger relationships.
- Increase visibility and customer reach of local businesses through a “Shop/Dine” narrative that amplifies stories year-round.

Goal #3: Tell the City of Bowie’s Business Story with Greater Clarity, Consistency, and Impact

Objectives:

- Modernize the City of Bowie Economic Development’s website presence for conversion.
- Develop a stronger digital presence for the City of Bowie Economic Development.
- Implement baseline analytics and KPIs.
- Empower internal teams and partners to tell the City’s story.

Goal #4: Position Bowie as a Hub for Retail Entrepreneurs, Makers, and Creative Businesses

Objectives:

- Increase qualified awareness of and participation in Bowie’s maker-to-retail pathways, namely “Crafted in Bowie” and the Maryland Women’s Business Center Shop Local incubator, among entrepreneurs, students, creatives, and underrepresented communities.
- Increase year-over-year transitions of makers into storefronts in Bowie.
- Strengthen communication of the available entrepreneurial resources and opportunities in Bowie to idea and early-stage businesses.

MARKETING STRATEGY

In order to achieve the goals and objectives outlined in this plan, PPR Strategies developed strategies and tactics across owned media, earned media, paid media and social media.

Owned Media

Owned media is the foundation for building awareness, trust, and long-term engagement with prospective businesses, site selectors, industry partners, and the local community. Owned media, which includes website, email newsletters, collateral materials, and other channels, provides the City of Bowie EDO with full control over messaging, data, and conversion pathways.

Central to this marketing strategy is a standalone EDO website, which enables direct communication with target audiences, provides tailored content that aligns with EDO's goals, and publishes compelling market data and case studies without the constraints of a municipal content management system (CMS). The website should include purpose-centered user experiences, forms, and segmented audience pathways, all while maintaining a consistent voice, visuals, and accessibility practices that align with the City's brand pillars. Ultimately, a website will enable EDO to gauge marketing performance more effectively, which in turn supports faster iteration and continuous improvement.

Near-term (Year 1)

- Create an editorial style guide aligned with the City's brand pillars. This style guide will be used as a reference for all content creation for Bowie EDO moving forward.
 - The editorial guide should align with the City of Bowie brand pillars and clarify consistency issues across grammar, tone, delivery, stylization, and messaging.
- Launch a dedicated website for the City of Bowie EDO to serve as a central hub for marketing, information, and lead generation.
 - The website should use a flexible CMS (e.g., WordPress) with modular components, ADA-conscious design systems, integrated data-gathering mechanisms, and a performance budget.
 - Incorporate best practices from economic development websites into the content. Primary navigation and common webpages for this industry include: location and expansion services, community advantages and value proposition, priority sites, target sectors, economic development programs, services, and resources, news and insights, and contact information.
 - Surface key data points throughout the website that are pertinent to the target audiences.
 - Make the City of Bowie Economic Development Office website media-friendly with press releases, media placements, success stories, and data.
 - Implement a conversion-first information architecture. Use forms to create audience funnels to capture leads. Forms may include meeting requests, available property information downloads, broker packets, updated data sheets, newsletter sign-ups, etc.
 - Performance can be measured through navigation engagement, click-through rates (CTR), and form-fills.
 - Optimize metadata, headlines, and on-page copy for discoverability.

MARKETING STRATEGY

Near-term (Year 1) (continued)

- Commission photo/video assets that reflect Bowie's diversity and vitality for use across webpages and collateral.
- Stand up a regular e-newsletter from Bowie EDO to communicate directly with target audiences.
 - Suggested audience segments include: i) existing businesses and entrepreneurs, ii) commercial real estate agents, brokers, and site selectors, iii) general mailing list (inclusive of all stakeholders, including, but not limited to, partner organizations, elected officials, residents, businesses, prospects, property owners, etc.).
 - Distribute quarterly newsletters to the general mailing list that communicate news and updates, program and services announcements, and deadlines (e.g., City of Bowie's Restaurant Week or the City of Bowie Loan Fund), newly listed available properties, new and incoming businesses, and other EDO-generated content.
 - Email segmented lists with relevant information through one-time e-blasts as needed.
 - Feature success stories of Bowie businesses, corridor development updates, and property spotlights to reinforce the "Shop/Dine Bowie" and "Invest in Bowie" narratives.
- Continue to support Crafted in Bowie & MWBC Shop Local.

Mid-term (Year 2)

- Incorporate intentional SEO strategies into the Bowie EDO website to increase website traffic and visibility among existing and prospective businesses.
- Conduct a keyword audit to identify terms relevant to target industries (restaurants, retail, entertainment, specialty grocery, entrepreneurship). Include these terms and keywords strategically throughout the website's content.
- Develop an ongoing content plan tied to SEO, which may include blog posts, FAQs, and landing pages tailored to prospect queries and local business search needs.
- Monitor and adjust SEO performance regularly to ensure optimization.
- Develop a comprehensive suite of collateral materials to support business attraction and retention.
- Build a library of templated graphics, ads, and social assets for recurring use across campaigns and partner channels.
- Create a digital and print "Maker's Guide to Bowie" highlighting available support systems, coworking spaces, retail opportunities, and entrepreneurial resources. Include information on Crafted in Bowie and the MWBC Shop Local incubator.
- Create branded pitch decks, one-pagers, and property flyers highlighting Bowie's market strengths, target sectors, and development-ready sites.
- Produce prospect packets tailored for brokers, site selectors, and priority brands, incorporating professional photography, market data, and testimonials.

MARKETING STRATEGY

Long-term (Year 3)

- Produce a data-rich “State of Bowie Business” annual report highlighting Bowie’s economic performance, business growth, and entrepreneurial ecosystem.
 - Distribute the report digitally, via press, and through targeted broker/prospect outreach.
 - Content should spotlight local businesses and position Bowie as a regional hub for retail and entrepreneurship.
- Build a “Made in Bowie” digital showcase featuring products, makers, and businesses that have grown through Bowie’s entrepreneurial pathways.
 - Incorporate student and underrepresented entrepreneur stories to broaden reach and inclusivity.



MARKETING STRATEGY

Earned Media

Through thoughtful media relations and storytelling, the City of Bowie EDO will work with local, regional, and state media to increase visibility, strengthen its reputation, and shape how the public sees Bowie's business community. By connecting with industry and trade publications, Bowie can highlight its role as a hub for retail entrepreneurs, makers, and creative businesses. Building strong relationships with journalists allows the City of Bowie to share its story authentically, gaining credibility and reaching a broader audience through earned media coverage.

Near-term (Year 1)

- Media Outreach
 - Issue press releases for announcements and news (business openings, redevelopment updates, city initiatives, ribbon cuttings, partnerships, etc)
 - Include quotes from the Economic Development Director (or designated spokesperson).
 - Pitch human-interest stories on Bowie entrepreneurs and business owners to local outlets.
- Media List Development + Relationship Building
 - Build a targeted list of reporters at local and regional media outlets
 - Identify hyperlocal publishers who cover stories in development, business, or lifestyle.
 - Connect with and establish a relationship with reporters/editors.
 - Offer availability for quotes on broader economic trends.
- Brand/ Messaging Development
 - Create a standard boilerplate language for the City of Bowie Economic Development Office for consistent use in all press materials.

Mid-term (Year 2)

- Ongoing Media Outreach to Create Awareness of Initiatives, Events, and Campaigns
 - Pitch projects and promotions led by the City of Bowie Economic Development Office.
 - Position city-branded events as recurring, media-worthy stories (ex: Restaurant Week).
 - Develop and pitch stories surrounding the success stories of the City of Bowie's entrepreneurs and locally owned retailers and restaurants that can showcase opportunities for retailers looking to relocate and site selectors/real estate brokers looking for clients..
- Thought leadership
 - Place op-eds or expert commentary in business publications.
 - Position Economic Development leadership for speaking engagements.
 - Offer media interviews on regional development issues and topics.
- Develop Regional Partnerships + Build on Existing Relationships
 - Coordinate with local, regional, and state partners to get included in larger earned media opportunities (when available).

MARKETING STRATEGY

Long-term (Year 3)

- National & Trade Media Outreach
 - Target national media outlets and industry publications with Bowie’s successes.
 - Work with regional TV/radio for coverage of Bowie’s local business ecosystem.
 - Pitch case studies on successful redevelopment projects, public-private partnerships, or innovative programs in the City of Bowie.
- Distribute “State of Bowie Business” annual report (addressed in owned media).
 - Submit for regional and national awards.

Examples of Media Pitching Stories:

- Thought Leadership Op-Ed Opportunities
- Redevelopment + Revitalization success stories
- Pitch entrepreneurial resources and opportunities available for early-stage businesses
 - Facilitate interviews with Bowie Businesses that can provide insight and experience to support
- Human-interest stories for local publications (*ex: Bowie-based small business or entrepreneur success story*)
- Announcements surrounding local initiatives (*ex: shop local efforts, restaurant week*)
- Shape a narrative for site selectors and real estate brokers, pitched to trade publications (*ex: Top Reasons Businesses Choose Bowie*)
 - Offer a long-standing Bowie Business (*in the target sectors—restaurants, mid-luxury apparel, entertainment & recreation, and specialty grocery*) to speak to the media to share experience

List of Media Publications for Earned Placement:

Category	Media Outlets
Local Outlets	Capital Gazette, The Bowie Sun, The Prince George’s Sentinel, Patch,
Statewide and Regional Outlets	FOX5 DC (local segments), Maryland Daily Record, Maryland Matters, NBC4 Washington, Washington Business Journal, WJLA, WTOP, WUSA9 (CBS)
National Outlets	Associated Press, Baltimore Sun, Bloomberg, CNBC, The New York Times, USA Today, The Washington Post, Wall Street Journal
Industry-specific Publications	Area Development, Business Facilities, Entrepreneur Magazine, Fast Company, Fortune Magazine, Inc. Magazine, Restaurant Business Magazine, Restaurant Dive, Site Selection

MARKETING STRATEGY

Paid Media

Paid media, events, and strategic sponsorships are crucial tools for elevating Bowie's visibility among residents, retailers, brokers, site selectors, and entrepreneurs. While past advertising has been consistent in its outreach, this strategy introduces a phased plan that strengthens brand alignment, diversifies channels, and sharpens targeting. By investing in new ad campaign methodologies, the City of Bowie EDO can expand awareness, build stronger engagement with decision-makers, and position Bowie as a premier location where retailers, restaurateurs, and entrepreneurs can locate and prosper.

Near-term (Year 1)

- Standardize advertising design and messaging for consistency across all paid media platforms. Apply the editorial style guide (created in the Owned Media section) and brand system across all ad placements (logo, color palette, fonts, "You Belong in Bowie" tagline).
 - Ensure each ad includes complete contact information with a clear "who" (e.g., Bowie EDO staff contact).
 - Paid advertising copy should be tailored for each audience:
 - Retail advertising should add messaging on population density, education levels, and purchasing power alongside household income and location.
 - Commercial/Industrial advertising should emphasize workforce quality, available space, and strategic advantages beyond just geography.
 - Replace map-only imagery with photos that reflect Bowie's sense of place, diversity, and community vibrancy.
- Maximize existing sponsorships and memberships for the greatest return on investment for Bowie EDO.
 - Activate visibility at NAIOP MD/DC and broker events by ensuring Bowie-branded collateral and presentations are consistent with ad campaigns.
 - Leverage Small Business Week sponsorship to spotlight Shop Local incubator participants and Crafted in Bowie makers.
 - At ICSC events (including the Mid-Atlantic Idea Exchange and Las Vegas ReCon), ensure Bowie's booth materials, one-pagers, and ads align with refined brand standards.
- Track leads and inquiries tied to ad campaigns. Establish baseline KPIs: impressions, CTRs (for digital), leads generated, event contacts.
 - Use these metrics to identify gaps in reach, most engaged with content, and audience-specific behaviors.

MARKETING STRATEGY

Mid-term (Year 2)

- Launch a Holiday “Shop Local in Bowie” multi-channel paid campaign (print, digital, and social ads) from November to December, highlighting locally owned shops, restaurants, and makers.
 - Incorporate Crafted in Bowie and Shop Local incubator businesses in storytelling (e.g., “10 Gifts Made in Bowie”).
 - Use sponsored content in regional lifestyle publications and geo-targeted Facebook/Instagram ads to reach Bowie residents and neighboring communities.
 - Pair paid placements with in-store signage and digital assets for participating businesses to amplify reach.
- Develop a paid email campaign strategy targeting site selectors and brokers.
 - The email campaign strategy should highlight Bowie’s retail value proposition (population, household income, central location), available sites and corridors with decision-grade data, and success stories/testimonials from recent retail entrants.
 - The campaign should incorporate CTAs linking directly to downloadable broker packets, site sheets, or scheduling a meeting with EDO staff.

Long-term (Year 3)

- Launch retargeting ads for brokers and prospects who visit Bowie EDO’s website or engage at trade shows.
 - Use geofencing and IP targeting around competitor markets, conferences, and broker offices to raise awareness of Bowie’s assets.
 - Test paid LinkedIn campaigns targeting retail and commercial decision-makers in priority sectors.
- Reinvest in high-performing campaigns based on the best-converting platforms and outlets from Years 1-2 data.
 - Commission a refreshed creative campaign (new visuals, new copy) to avoid fatigue and align with evolving brand narratives.
- Explore long-form sponsored content or advertorials in top-performing trade outlets to deepen Bowie’s positioning.

MARKETING STRATEGY

Social Media

Social media is a critical and cost-effective tool for building visibility, amplifying key messages, and humanizing the City of Bowie's economic development efforts. It plays a unique role in allowing Bowie to shape perception, connect with diverse audiences, and tell stories in real time. While current city platforms (Facebook, Instagram, X, and YouTube) provide timely community updates, there is an opportunity to integrate clearer economic development messaging, stronger brand consistency, and more engaging, audience-specific content.

The following approach involves building a more intentional presence for the City of Bowie Economic Development Office (EDO) across social platforms, either through dedicated accounts or defined content series within existing channels. Across all platforms, social media efforts will reinforce Bowie's updated brand identity and support the four core goals of this plan: business attraction, local business growth, storytelling, and entrepreneurial support.

Platform Considerations

Different social media platforms serve different purposes and reach different audiences. To maximize effectiveness, content should be tailored for each.

- **LinkedIn** will serve as the primary platform for engaging site selectors and other professional audiences. Content here should focus on Bowie's economic strengths, available properties, investment opportunities, corridor development updates, and thought leadership pieces from EDO leadership.
- **Facebook and Instagram** will be the strongest platforms for engaging residents, entrepreneurs, and small/local businesses. These channels are well-suited for community storytelling, business spotlights, event promotions, etc.
 - Instagram, in particular, should emphasize strong visuals, short-form videos, and stories to connect with audiences.
- **X (Twitter)** will primarily function as a news and update platform, sharing timely announcements, links to press releases, or live coverage of events.
- **YouTube** should remain the central hub for long-form video (e.g., interviews, council meetings, or program spotlights) while also creating short highlight clips for cross-posting to Instagram, Facebook, and LinkedIn.

MARKETING STRATEGY

Near-Term (Year 1)

Brand Alignment + Foundational Content Strategy

- Align all social media content with the City’s brand identity.
 - Ensure consistent use of logos, color palette, fonts, and the “You Belong in Bowie” tagline across graphics and visuals (when appropriate).
 - Update bios, profile images, and cover photos on all platforms to reflect brand messaging and economic development themes.
- Create standalone EDO social media profiles. Prioritize the platform(s) where Bowie’s target audiences are already active. (*LinkedIn recommended first.*)
 - As an alternative: launch a dedicated EDO content series on existing City platforms.
- Develop a foundational content calendar with recurring content types tied to the City’s goals and audiences.
 - Suggested themes include: local business and entrepreneur spotlights, new business announcements, development updates, available sites, Crafted in Bowie profiles, and corridor investment news.
 - Aim for 1-3 posts per week to maintain consistency.
- Feature success stories of Bowie businesses to support the “Shop/Dine Bowie” and “Invest in Bowie” narratives. Leverage business milestones, testimonials, and photos of people and places to bring stories to life.
- Introduce basic analytics tracking using built-in platform tools and UTM links to measure key performance indicators such as engagement rate, reach, video views, and click-through rates to EDO web content.
- Respond to comments and messages in a timely, branded voice.

Mid-Term (Year 2)

Campaign Development + Audience Growth

- Develop and implement more creative, seasonal/thematic campaigns that align with existing programs and goals, such as:
 - “Made in Bowie” (featuring locally made products and businesses)
 - “10 Gifts Made in Bowie” (holiday campaign)
 - Restaurant Week and Small Business Saturday promotions
 - Property or corridor spotlights with clear retail appeal
- Introduce short-form video content (e.g., Reels, Stories, Shorts) to showcase entrepreneurs, available properties, community assets, and revitalization efforts. Prioritize authentic, high-quality storytelling that highlights Bowie’s diversity and energy.
- Encourage audience interaction through polls, Q&A stickers, and community-focused content.
- Invest in boosting top-performing posts and campaigns through paid social promotion. Begin identifying which content types and topics drive the most engagement or conversions.
- Track engagement trends across platforms and refine content strategy to reflect what resonates best with each audience segment.

MARKETING STRATEGY

Long-Term (Year 3)

Influencer Strategy + Performance Optimization

- Launch a “Made in Bowie” campaign that features products, people, and places unique to Bowie. Incorporate user-generated content, testimonials, and short-form video when possible.
- Establish relationships with local influencers, ambassadors, or content creators to help extend reach and build authenticity for campaigns like Shop Local, Crafted in Bowie, and development announcements.
- Develop a stronger content strategy for LinkedIn that supports thought leadership and investment attraction. Publish or ghostwrite posts from the EDO Director or team highlighting trends, Bowie’s value proposition, and success stories.
- Use retargeting ads on Facebook, Instagram, and LinkedIn to reach past website visitors and event attendees with relevant content and CTAs.
- Conduct a deep dive performance review using 2+ years of baseline data. Identify high-performing content themes, platform-specific strengths, and audience engagement trends.
- Adjust social media strategy annually to reflect platform changes, evolving best practices, and audience behavior insights.

Editorial Style Guide



Working together, design and content produce effective and engaging communications. This style guide aims to provide clarity and consistency for the City of Bowie Economic Development Office’s communications. This content style guide may evolve alongside the brand.

WRITING STYLE

Our words and tone showcase our expertise and commitment to advancing business growth. Copy should be confident and supportive. The writing should convey our credibility and partnership for businesses and stakeholders.

DIGITAL MEDIA GUIDELINES

Digital media platforms are powerful but competitive spaces. To keep the message in front of key audiences:

- Use clear, formal language that speaks directly to the reader (“you,” “your”).
- Write in an active voice with action-focused phrases.
- Use lists, bullet points, and concise phrases for better readability.
- Incorporate high-quality visuals, including photos, videos, and infographics.
- Use pull quotes and tag partners where appropriate.

TONE WORDS

Confident	Practical	Collaborative	Guiding
Knowledgeable	Purposeful	Detailed	Reliable
Assuring	Authentic	Strategic	Informative
Clear	Accessible	Assertive	Structured
Direct	Supportive	Stewardship	Credible

EDITORIAL CONSIDERATIONS

Consistency unifies the brand and keeps our messaging focused. The City of Bowie Economic Development Office generally follows Associated Press (AP) style guidelines, with some nuances that are specific to the organization. Style considerations specific to the City of Bowie Economic Development Office are detailed in this section.

Reference the following questions to guide content development:

1. Why is the City of Bowie communicating about this project, event, initiative, or news story?
2. Is this content meaningful and addresses a need or goal for our audience?
3. How does our perspective add value to the conversation?
4. How does this content tie back into our larger business or strategic marketing goals?
5. Is our call to action clear to the reader?

CAPTALIZATION

Style guidelines for capitalization:

- City of Bowie
- Washington, D.C.
- Prince George’s County
- Baltimore area
- Bowie (refers to the City of Bowie)
- the City (refers to the City of Bowie)
- Greater Washington Metropolitan Area
- the State of Maryland (refers to the governmental body)

SPACING

Use one space after a period.

COMMAS

Use of the Oxford comma.

NUMBERS

Write out numbers one through nine and use numerals for 10 and higher, with exceptions for age, speed, currency, temperature, and similar measurements (for example: 40 years old; 70 MPH; \$2 million; 375 degrees). When communicating time, use lowercase a.m. and p.m. with periods (for example: 4:30 p.m.). For a time range in the same part of the day, use a.m. or p.m. only once (8 to 9:30 a.m.), and use both if times span different parts of the day (9:30 a.m. to 12 p.m.).

Place the dollar sign (\$) before the number and use commas for thousands and millions (for example: \$25,000; 42,200; \$16,700,000). Use decimals for fractional values when needed. Terms like million or billion should be lowercase unless your organization’s style specifies otherwise (for example: \$16.7 billion).

ABBREVIATIONS

Punctuate U.S. and D.C. with periods.

ACRONYMS

Spell out all acronyms on first mention. For example: Maryland Small Business Development Center (SBDC) is appropriate for the first reference within the copy. Refer to the acronym Maryland SBDC or SBDC thereafter.



YOU BELONG HERE

BOWIE, MARYLAND

SUBSTANTIAL MARKET SIZE

POPULATION
58,000+

PROJECTED POPULATION
64,000+ by 2030

HOUSEHOLDS
21,000+

SPENDING POWER

MEDIAN HOUSEHOLD INCOME
\$141,000+

PER CAPITA INCOME
\$61,000+

MEDIAN HOME VALUE
\$459,30

STRONG RETAIL AND RESTAURANT FOOTPRINT

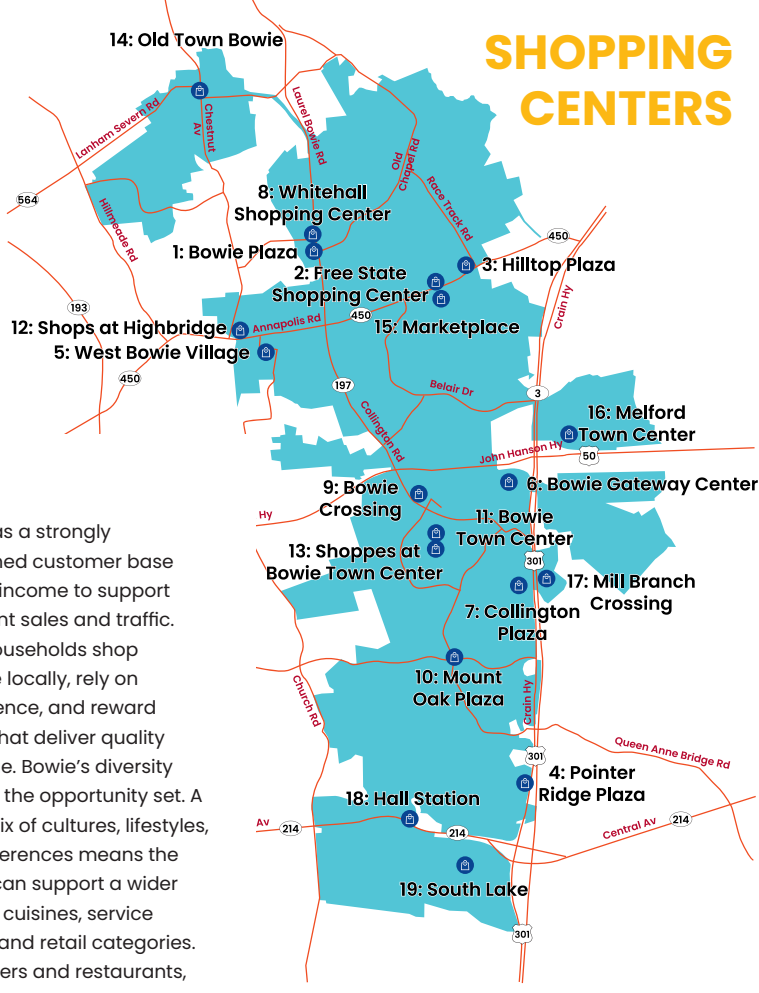
TOTAL RETAIL AND SERVICES SALES
\$9.9 billion

TOTAL ACCOMMODATION & FOOD SERVICES SALES
\$224 million

- +47%** Apparel & Services spending
- +52%** Entertainment & Recreation spending
- +47%** Food spending

VS. NATIONAL AVERAGE

SHOPPING CENTERS



Bowie has a strongly established customer base with the income to support consistent sales and traffic. These households shop and dine locally, rely on convenience, and reward brands that deliver quality and value. Bowie's diversity expands the opportunity set. A broad mix of cultures, lifestyles, and preferences means the market can support a wider range of cuisines, service models, and retail categories. For retailers and restaurants, it's the kind of demand that doesn't have to be "created"—it's already there.



Reach Out Today

City of Bowie Economic Development Office
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