



# City of Bowie Memorandum

Thursday, June 18, 2026  
Daniel J. Mears, Acting City Manager

## STATUS REPORT

### 1. Green Bowie Weekend Cleanups

On Saturday, June 13th, the Planning and Sustainability department hosted a Community Garden Workday in the gardens behind Kenhill Center. Community gardeners planted and weeded, with the help of local volunteers. We also successfully rented a few plots during this event for residents who were interested in participating. The studio team also attended and interviewed the Sustainability Planner and several gardeners for an upcoming video about the program. The next Community Garden Workday will be in early August. For more information about the Community Garden Program, see: [Community Garden Webpage](#).

On Saturday, the Green Team also came and weeded the pollinator garden located behind Kenhill Center. These cleanups will continue at the various Monarch Waystations around the City (four in total) until the end of June, and will resume in the Fall with further weeding and seed collection. For information on the pollinator gardens within Bowie, check out the [pollinator garden website](#).

### 2. Paper Shredding & Styrofoam Recycling Event

The Public Works Department (PWD) has scheduled a paper shredding and Styrofoam recycling event at the Public Works Solid Waste/Recycling parking lot located at 16500 Annapolis Road on Saturday, June 20, 2026, from 8am-2pm.

Residents can bring up to five tall kitchen bags or five archive boxes for shredding. This event is first come, first served.

The PWD has allocated two trucks for this event. If both trucks are filled, we may need to shut down before 2pm. Documents may be observed while they are being shredded and Styrofoam must be free of any debris (glue or tape).

### 3. Maryland Women's Business Center (MWBC) City Council Briefing Update

At Council's June 1, 2026 meeting several requests for additional details and information were made. The attached report contains the requested details and additional information.



## Maryland Women's Business Center (MWBC)

Response to City of Bowie Council Inquiries

Prepared for: City of Bowie Economic Development | June 2025

The following responses address questions raised by City of Bowie Councilmembers during the council meeting on June 1, 2026 regarding MWBC's operations, program continuity, marketing approach, and return on investment for the City of Bowie. All data reflects Bowie clients only.

### Return on Investment & Alignment with Bowie's Priorities

MWBC's work in Bowie directly advances the City's stated economic development priorities. The City's Economic Development Strategy calls explicitly for efforts to expand the City's business base through targeted business startup, expansion, and retention efforts, which is precisely what MWBC delivers.

FY2026 MWBC Economic Impact in the City of Bowie	
<b>Unique clients served</b>	72
<b>Minority-owned businesses served</b>	60 (83%)
<b>Jobs supported</b>	103
<b>Combined gross business revenue</b>	\$1.7 million
<b>Outside capital accessed</b>	\$85,200
<b>New businesses launched</b>	3
<b>City of Bowie investment</b>	\$140,000

The City's strategy prioritizes creative placemaking and actively marketing retail space. The Shop Local storefront operationalizes both: it provides a physical retail presence for local makers and entrepreneurs while activating commercial space in Bowie. Of the City's \$140,000 investment, \$48,000 funds the physical retail presence that makes Shop Local possible — the remaining \$92,000 funds advising, training, and program operations serving 72 businesses.



MARYLAND WOMEN'S  
BUSINESS CENTER

With 83% of clients identifying as minority-owned businesses, MWBC also advances the City's equity priorities and strengthens the tax base the City's strategy aims to grow. The City's \$140,000 investment is not a subsidy – it is a multiplier. Every dollar Bowie contributes helps unlock SBA federal funding and attracts outside capital into Bowie's local economy.

## How MWBC Tracks Unique Clients

MWBC tracks every interaction — counseling sessions, workshops, and cohort participation — but each person is counted only once toward our unique client total, regardless of how many times they engage with us. This ensures our numbers reflect real people served, not repeat visits.

## Program Continuity After Cohorts Conclude

MWBC support does not end when a program concludes. Cohort graduates are actively invited to continue through individual business counseling, workshops, and training classes – and many do. Ongoing engagement is a sign of program success: it means entrepreneurs are returning because they are growing, not because they are stuck.

## Marketing Shop Local and MWBC in Bowie

Marketing Shop Local is a shared effort between MWBC and our incubator participants, encompassing newsletters, social media, events, and organic foot traffic. These strategies have worked well in other contexts, but we have recognized that the Bowie location requires more intentional community rooting.

In FY27, we are targeting specific outreach to raise awareness, including:

- Local events such as summer jazz concerts to generate brand awareness and community visibility
- Deeper engagement with existing resource partners to expand referral networks
- New relationships with civic organizations, community groups, and houses of worship to broaden the appeal of MWBC and Shop Local

We are approaching this as a community presence strategy, not just a marketing strategy – recognizing that both MWBC's ability to serve local entrepreneurs and Shop Local's success in Bowie depends on becoming genuinely embedded in the fabric of the community they both serve.

### Questions:

Karen Sippel

Managing Director, Maryland Women's Business Center

A program of Rockville Economic Development, Inc. (REDI)

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