

MEMORANDUM

TO: City Council

FROM: Alfred D. Lott, ICMA-CM, CPM
City Manager

DATE: January 30, 2020

SUBJECT: *Status Report*

Status Report

1. Planning Director Variance Approvals

In accordance with Council Resolution R-86-19, staff is required to notify City Council of any Planning Director level variance approvals within two weeks of the approval date. On Friday, January 24, 2020 the following applications were approved by the Planning Director: (1) PDVAR-1-20, 2840 Belair Drive. Requesting approval of 1% lot coverage variance to validate existing driveway expansion; (2) PDVAR-2-20, 15590 Peach Walker Drive. Requesting approval of 69 square feet (less than 1%) lot coverage variance to allow construction of a sunroom addition.

2. Bowie's New Online Market Analysis Tool

Bowie SizeUp is the City's new online market analysis tool. It can be found on the City's website at <https://www.cityofbowie.org/2485/Size-Up---Bowies-Market-Analysis-Tool>

Bowie SizeUp is a powerful market analysis tool designed specifically to help Bowie businesses succeed in today's competitive market place. SizeUp allows someone to easily obtain highly specific data on revenues, salaries, health insurance costs, suppliers, competitor information and much more. Market research can be time consuming and difficult to do as a small business. Business analysis with Bowie SizeUp gives a comprehensive view of how a business stacks up against others in an industry

Bowie SizeUp helps our businesses and entrepreneurs to:

Benchmark Performance With Business & Industry Analysis - Enter the business information and 'gauges' show how much of your competition you are outperforming. Charts and maps show you how you compare to those businesses near you. See how your company compares to the competition in areas such as revenues, salaries, turnover, healthcare costs and much more. Get suggestions on how to use the information.

Assess Competitiveness/Find Customer Intelligence - Map out your competitors, customers, and suppliers, helping you make strategic competitive decisions. Find where your customers are located, and where your competitors are not, so you can grow your business. Discover nearby suppliers that you didn't know were there. Map your competitors, along with potential buyers and suppliers. Determine areas with many potential customers but little competition.

Find Best Places To Advertise With Advertising Analysis - Find the best places to advertise to maximize your efforts. Find the best places to target your marketing to help promote your business.

Use Demographic Analysis - Map demographics, labor force, and consumer expenditures for your area. Tailor your analysis to the area around an address or to a custom boundary. Map the best performing areas around you in order to help determine where to expand into a new location. Interactively map demographic, labor force, and consumer expenditure data for your area. Tailor your analysis to a place, around an address, or a custom boundary.

ADL: lfr