

## MEMORANDUM

TO: City Council

FROM: Daniel J. Mears  
Assistant City Manager

SUBJECT: *Status Report*

DATE: July 8, 2021

### *Status Report*

1. Bowie Business COVID Recovery Assistance Grant Report

Council authorized a \$200,000 grant to fund a Bowie Business COVID Recovery Assistance Program for FY 2021 via R-49-20. To date \$140,000 has been disbursed and another \$20,000 will be disbursed within the next 10 business days. The attached report covers May 2021.

DJM: lfr  
Attachment



# **Report on Bowie Business Covid-19 Recovery Assistance Program Grant R-49-20**

May 2021

The Bowie COVID-19 Business Recovery (BBR) Assistance program launched January 7, 2021 with eight months of technical assistance programs and online resources to help Bowie businesses meet the challenges of the COVID-19 pandemic, build resilience and accelerate their post COVID-19 economic recovery.

The BBR program is collaboration between the Bowie Business Innovation Center (Bowie BIC) business acceleration hub and the Greater Bowie Chamber of Commerce (GBCC). This initiative is funded by the City of Bowie through the Bowie Business Covid-19 Recovery Assistance Program Grant R-49-20 awarded to Bowie BIC.

## **ACTIVITY SUMMARY FOR MAY**

Grant work in May focused on the delivery of the May 2021 BBR program (see BBR May 2021 Calendar below) of weekly Business Education and Resilience Webinars, plus Business Recovery Roundtables, and Open Door One-On-One technical business assistance sessions with professional service providers. We also planned the June 2021 program.

We delivered 11 events online or by phone under the BBR program in May. We registered 32 Bowie-based businesses in May. The two most popular sessions for businesses located in the City of Bowie this month were related to QuickBooks: "Part One: QuickBooks Online Crash Course" and "Part Two: QuickBooks and Bookkeeping for Small Business".

## **MONTHLY STATISTICS FOR MAY**

May 2020 registration statistics for the BBR program are attached at the end of this report.

## BOWIE BUSINESS RECOVERY CALENDAR- MAY 2021

May 6 11:00 am-12:00 pm	<b><u>BUSINESS RECOVERY ROUNDTABLE</u></b> The New Reality: Securing Business Loans Post-Pandemic	Eddie Tuvin FSC First
May 6 5:00 pm-6:00 pm	<b><u>BUSINESS EDUCATION &amp; RESILIENCE WEBINAR</u></b> Part One: QuickBooks Online Crash Course	Manny Cosme CFO Services Group and 19Seventeen LLC
May 12 11:00 am-12:00 pm	<b><u>BUSINESS RECOVERY ROUNDTABLE</u></b> Transitioning Your Business to Online Marketing	Danielle Robinson Where's My Meeting?
May 13 11:00 am-12:00 pm	<b><u>BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION</u></b> Ask Questions About Securing Business Loans Post-Pandemic	Eddie Tuvin FSC First
May 13 5:00 pm-6:00 pm	<b><u>BUSINESS EDUCATION &amp; RESILIENCE WEBINAR</u></b> Part Two: QuickBooks & Bookkeeping Basics for Small Businesses – Analyzing the most important financial reports for small businesses.	Manny Cosme CFO Services Group and 19Seventeen LLC
May 19 11:00 am-12:00 pm	<b><u>BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION</u></b> Ask Questions about Transitioning your Business to Online Marketing	Danielle Robinson Where's My Meeting?
May 19 2:00 pm-3:30 pm	<b><u>BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION</u></b> Ask Questions about Capture Management— Are You Properly Positioned to Win Business?	Mike Byrd Sydian Systems
May 19 4:00 pm-6:00 pm	<b><u>BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION</u></b> Ask Questions About Finding and Leasing the Right Real Estate for Your Business	Jerry Dawson JCDawson Global Solutions
May 20 5:00 pm-6:00 pm	<b><u>BUSINESS EDUCATION &amp; RESILIENCE WEBINAR</u></b> PPP & EIDL- The update and the latest	Roderick Johnson SBA
May 25 10:00 am-12:00 pm	<b><u>BUSINESS RECOVERY OPEN DOOR ONE-ON-ONE SESSION</u></b> Ask Questions About Marketing Post-Pandemic	Craig Muckle Marketing Specialist
May 27 5:00 pm-6:00 pm	<b><u>BUSINESS EDUCATION &amp; RESILIENCE WEBINAR</u></b> Building High Performance Teams Post-Pandemic Managing Your Mood & Team	Kesi Stribbling 19Seventeen, LLC

## **ACTIVITY REPORT FOR MAY**

- In collaboration with the Greater Bowie Chamber of Commerce, we delivered 11 Bowie Business Recovery Events in May. We registered 145 companies in the County: 113 were County businesses and of that number, 32 were business located within the City of Bowie. (See May 2021 Monthly Summary attached.)
- Our promotional plan for the May events included the Bowie Business Recovery website ([www.bowiebusinessrecovery.com](http://www.bowiebusinessrecovery.com)), inclusion in Bowie BIC's THIS WEEK e-blasts, information posted by the City of Bowie, and individual e-flyers for each event.
- Detailed information on each BBR event is entered on the shared BBR Google Doc spreadsheets, so that Bowie BIC and GBCC can see all event details in a single location.
- A three-minute promotional BBR video is shot by the City of Bowie Communications Team each month, to feature one of the BBR business speakers that month. The video is posted to the City's YouTube channel. In May, we featured one of our presenters, Bowie business woman Danielle Robinson, Co-Founder of video production company Where's My Meeting?
- Bowie BIC intern Unique Griffin is a resource for the BBR program. She compiles BBR data monthly for inclusion in our monthly reports to the City of Bowie. She also creates quarterly summaries for our reports to the City of Bowie. The next quarterly report will be included in the June 2021 Report to the City.
- In addition to tracking monthly data for reporting, we continually update the "in Bowie" distribution list with new registrants. At the end of May, the overall "In Bowie" database numbers 248. This is a compilation of numerous databases with complete company contact details.
- The business recovery environment is continually changing. The technical assistance focus is shifting, too, so we will be focusing more future activities on recovery, recovery resources and marketing, rather than relief funding resources.
- We continue to work with promotional partners for this initiative. In addition to the Greater Bowie Chamber of Commerce, we continue to receive cross-promotion from our partners, including the City of Bowie, FSC First, SD3, and the Bowie State University Entrepreneurship Academy. Members of the Bowie City Council, as well as members of the County Council in District 4 and 7 are promoting BBR activities in their newsletters.
- ThreeE Consulting updated the BBR microsite in May and will maintain the site in the short term.
- GBCC coordinated four weekly online Business Education and Resilience Webinars in May. Twenty-three businesses in Bowie registered for these webinars. The recordings from these webinars are posted on the BBR website and in the Bowie Business Recovery Resource Center. They also are uploaded to the BBR YouTube channel, as well as the GBCC YouTube channel.

- The exit polling webinar data shows that in the month of May, 92% of the webinar respondents thought that the topic was presented to the right level of detail and complexity for the event, 98% of respondents said the webinars held their attention, 96% of respondents would recommend the speaker for other sessions, 99% of respondents are considering changing or adopting a business practice discussed in the webinar. In addition, 96% of the webinar respondents thought that topic was useful for their business and increased their knowledge of the subject.
- GBCC, recommended three area business professionals (J Dawson, C. Muckle and M.Byrd) to participate in BBR One-On-One Business Open Door sessions for technical business advice in May. See details below.
- GBCC continued to expand and update the Bowie Business Recovery (BBR) Resource Center and utilize its BBR intern. In May there were 44 views, by 33 users, and 9 new users visited Resource Center during the month. See additional details on GBCC activities below.
- **Bowie Business Recovery (BBR) Resource Center:**

BBR page has been updated to include COVID Business Funding/Programs & Other Resources including:

- Research Grants in the Arts
- Centers for Disease Control (CDC) guidance for small businesses
- COVID-19 Paid Leave Benefits,
- Paycheck Protection Program (PPP) Information
- Navigating the CARES Act for Nonprofit Organizations
- COVID-19 Employer Toolkit
- COVID ASSISTANCE MD
- Covid Vaccination pre-registration
- Radical Xchange Charitable gifts for Black Mental Health Relief,
- Nolet Family USA Relief Program,
- Amber Grant
- Advantage Maryland (MEDAAF),
- Community Development Block Grant (CDBG)
- Maryland COVID-19 Emergency Relief Fund Programs for Businesses
- Dreambuilder
- Foundation for Contemporary Arts Emergency Grants COVID-19 Fund
- KKR's COVID-19 Relief Effort
- KKR Small Business Builders (SBB)
- Southern Smoke Emergency Relief (Restaurants)
- Sweet Relief Fund (musicians)
- NASE growth grants
- PBA COVID-19 RELIEF FUND
- IFW First Women Grant Program,
- Maryland Relief Act of 2021
- Rural and Underserved Business Recovery from Impact of COVID-19
- Comcast RISE Grant.

- **Metrics: BBR Page Analytics and Survey**

- Total users is an overall decrease of 8% (from 34 to 31) in total users,
- New users stayed the nearly the same (31 in May vs. 34 in April)
- Number of user clicks stayed the same (14 in May vs. 14 in April)
- In May, the original postcard announcing the BBR program in January 2021 was mailed to the list of 248 businesses in Bowie as outreach to the list and to test the list in advance of the survey distribution. Only two postcards were returned. The survey of Bowie-based businesses has been drafted and approved by Bowie BIC and GBCC for use in June, so the list of Bowie-based businesses can continue to increase through May registrations. As an incentive to complete the survey, everyone who submits a completed survey will receive a Tropical Smoothie Café coupon for a free smoothie or food item at the location in Bowie.

- **Bowie Business Recovery Internship Program:**

In May, the Chamber’s BBR intern spent 24 hours managing the webpage and BBR social media event presence on the following media pages/forums (Twitter page, Instagram, FaceBook, Alignable, and LinkedIn), revisited the BBR Video Campaign flyer and researched/posted information relating to COVID business relief programs.

- **Monthly One-On-One Business Counseling detail:**

Counselor	Specialty	Date	Time
Craig Muckle	Marketing	May 25,2021	10:00 a.m. – 12:00 p.m.
Mike Byrd	Management	May 19, 2021	2:00 pm – 3:30 p.m.
Jerry Dawson	Real Estate	May 19, 2021	4:00 pm - 6:00 p.m.

- **Online Business Education and Resilience Webinars:**

In May four webinars were conducted and posted to the BBR website and posted to the GBCC and BBR YouTube Channels for additional view ing. One hundred and three people registered for webinars in May. The webinar YouTube views in May were 17.

The exit polling data shows that in the month of May:

92% of the webinar respondents thought that the topics were presented to the right level of detail and complexity for the event

98% of respondents said the webinars held their attention

96% of respondents would recommend the speaker for other sessions

99% of respondents are considering changing or adopting a business practice discussed in the webinar.

96% of the webinar respondents thought that topic was useful for their business and increased their knowledge of the subject.

80	MAY					
81						
82	Event	Bowie - Main	Bowie - Other	Prince George	Other	Total
83	5-6 The New Reality: Securing Business Loans Post-Pandemic	2	5	4	4	15
84	5-6 Part One: QuickBooks Online Crash Course	10	12	21	40	83
85	5-12 Transitioning Your Business to Online Marketing	3	3	8	7	21
86	5-13 Ask Questions About Securing Business Loans Post-Pandemic	1	3	2	4	10
87	5-13 Part Two: Quickbooks & Bookkeeping Basics for Small Businesses	9	6	14	18	47
88	5-19 Ask Questions About Transitioning Your Business to Online Marketing	1	3	1	2	7
89	5-19 Ask Questions About Capture Management: Are You Prepared to Win E	1	2	3	5	11
90	5-19 Ask Questions About Finding and Leasing Real Estate for Your Business	1	0	1	0	2
91	5-20 PPP & EIDL The Update and the Latest!	4	9	15	34	62
92	5-25 Ask Questions About Marketing Post Pandemic	0	0	1	0	1
93	5-27 Building High Performance Teams Post Pandemic Managing Your Mood	0	1	2	3	6
94	<b>Totals</b>	<b>32</b>	<b>43</b>	<b>70</b>	<b>114</b>	<b>259</b>
95	<b>Prince Georges County Total</b> 			<b>145</b>		
96						
97			<b>BIC Events</b>	<b>GBCC Events</b>	<b>Total # of Events</b>	
98			7	4	11	