



# City of Bowie

15901 Fred Robinson Way  
Bowie, Maryland 20716

## MEMORANDUM

**TO:** City Council

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

**SUBJECT:** Economic Development Strategy In-Progress Briefing

**DATE:** January 13, 2022

The City's consultants, the University of Baltimore Jacob France Institute and Margrave Strategies, LLC will present the results of the first phase of their work, data gathering, to prepare an Economic Development Strategy and Action Plan.

After the consultant's presentation there is a scheduled public hearing to allow for public comment.

In addition to any public comment received at the public hearing on January 18 there is an active online survey available to the public to provide their thoughts and comments. That survey has been open since January 2 and will remain open through January 31, 2022. This is a link to that survey <https://www.surveymonkey.com/r/LXL2TB2>

### ATTACHMENTS:

1. Economic Development is important to the City of Bowie
2. Survey Questions for the residents of Bowie

ADL/jhk

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## *Attachment 1*

### **Economic Development is important to the City of Bowie**

Economic development is the process by which the economic well-being and quality of life of a nation, region, local community, or an individual are improved according to targeted goals and objectives.

This can be done through commerce, development, expansion of the commercial tax base, etc. For the City of Bowie, our economic development goals and objectives are to: increase the size and competitiveness of the City's economy; enhance and diversify our business, employment, and tax base; and improve the quality of life for our residents.

The City has an economic development program in order generate revenue from sources other than homeowners. The City wants to increase the number of non-residential taxpayers and the revenues they create to ultimately reduce the residential taxpayers' burden. It wants to have increased revenues to pay for government services without asking the residential taxpayer to carry the full burden, so it needs to grow the number and types of businesses in Bowie. The City will accomplish this by changing and improving the mix of businesses; revitalizing areas of the City tarnished by age; and preventing disinvestments and the erosion of the business base. The City also wants to maintain and enhance a high quality of life. It wants to bring shopping and working choices to its citizens, improve the quality of life, make the City an attractive place for future generations, and protect the things that make the City what it is.

Key goals for the Economic Development Strategy and Action Plan are to:

- Offer strategies to the City that will maximize the use of its economic assets and overcome any key challenges that currently impede the City's competitiveness in attracting, retaining, and developing high-growth industries and stimulating economic growth.
- Identify the industries, industry locations and real estate structures that have the best opportunity to thrive in the City and that can be economic generators and catalysts for the City.
- Identify current and potential regional high-growth industries, assess regional industrial and commercial market activity, and analyze the City's key economic competitive advantages and challenges in attracting these high-growth industries.
- Identify gaps, challenges, and opportunities and offer recommendations for high quality job creation in the City. Identify retention and attraction and prepare the City's labor force to meet the future workforce (labor) demand in the region. Job growth should be tied to a specific metric e.g., increasing the number of local jobs from 30% to 55% in the next 20 years.
- Identify economic development strategies that will increase the City's net tax base by generating tax revenues that exceed the cost of public services needed to serve the new development.

## *Attachment 2*

### **Survey Questions for the residents of Bowie:**

When answering these questions, try to think with an "economic development hat on". For example, when you think of what the strengths of for the City of Bowie, you can say (as a hypothetical example): "I am able to live in Bowie and do all my shopping in Bowie". Or on the flip side, what are the weaknesses of City of Bowie? one could say (as a hypothetical example), "I live in Bowie, but need to do my shopping in other areas, due to lack of options".

- What attracted you to Bowie?
- What do you believe to be Bowie's greatest strengths? Weaknesses?
- What role do you believe the City should have in spurring economic development?
  - Is the City doing enough to spur economic development?
  - Is the City doing too much?
- What existing programs are you aware of that support economic development?
- Do you have ideas for new programs to support economic development?
- What is your largest priority from an economic development perspective?
- Would expanding the City's commercial businesses be desirable in order to lower the portion of property taxes paid by residents?
- Do you desire more employment opportunities within the City of Bowie?
- Would you support additional housing in Bowie to support the existing or future businesses?
- Should City of Bowie taxpayer money be used to support business interests in the City of Bowie?
- How many minutes are you willing to drive to get to your preferred dining, shopping, service, and employment? (Maybe four separate questions)
- Should the City of Bowie devote more time to existing business needs, business expansion, or maintain the status quo?