

MEMORANDUM

TO: City Council

FROM: David J. Deutsch
City Manager

SUBJECT: *Status Report*

DATE: January 3, 2013

Status Report

1. City Population and Housing Estimates; New Residential Construction

The Department of Planning and Economic Development's January 1, 2013 population and housing estimates are 56,014 people and 21,086 housing units. Since the 2010 Census, the number of housing units (based on building permits and annexations) increased by 399 units, which generates an increase of 1,053 residents. The number of people added is estimated using the 2.64 persons-per-household figure from the 2010 Census. In 2012, building permits were issued for a total of 24 new single-family homes in the City, primarily in Dixon Crossing and The Hamptons at Woodmore, and for a total of 286 multi-family units at Harmony Place. There were no residential units annexed. ***Although the City's 2013 population estimate is made based on new housing units, some of these units, including Harmony Place, are still under construction and unoccupied.*** (For comparison purposes, the latest American Community Survey 3-Year Estimates, which came out in November, show an estimated population of 54,786 people and 20,240 housing units. The current ACS estimates 2.71 persons-per-household.) Also, enclosed in your package is a copy of the New Housing Construction handout, updated through 2012. The New Housing Construction handout tracks building permit activity from 1991 to the present. Note that the number of new residential permits issued by the City in 2012 (399) is much higher than the previous year's total, due to the issuance of the Harmony Place building permits. The number of permits for other units (24) is slightly higher than last year's total (21).

2. Bowie Again Hosts CEO Accelerator for SBTDC

The City will again host the SBTDC CEO Accelerator for Spring 2013 as we did for Fall 2012. The CEO Accelerator is a twelve-week program with targeted training and private mentoring sessions led by trusted, seasoned business advisors. The cohort (class) is limited to ten participants. There is a \$350 cost for the program. The application is online at <http://mdsbdc.umd.edu> and the application deadline is January 25, 2013. A flyer is attached.

New Housing Construction - 2012

| Housing Type | Single-family | Townhouses | Multi-family | Subtotal | Total |
|-------------------|---------------|--------------|--------------|---------------|---------------|
| As of 1990 | 10,488 | 2,286 | 529 | 13,303 | 13,303 |
| 1991 | 159 | 75 | 0 | 234 | 13,537 |
| 1992 | 369 | 131 | 0 | 500 | 14,037 |
| 1993 | 432 | 299 | 0 | 731 | 14,768 |
| 1994 | 225 | 126 | 110 | 461 | 15,229 |
| 1995 | 293 | 122 | 0 | 415 | 15,644 |
| 1996 | 238 | 77 | 124 | 439 | 16,083 |
| 1997 | 123 | 86 | 566 | 775 | 16,858 |
| 1998 | 157 | 72 | 398 | 627 | 17,485 |
| 1999 | 153 | 128 | 215 | 496 | 17,981 |
| 2000 | 169 | 102 | 38 | 309 | 18,290 |
| 2001 | 143 | 12 | 0 | 155 | 18,445 |
| 2002 | 24 | 0 | 0 | 24 | 18,469 |
| 2003 | 18 | 0 | 71 | 89 | 18,558 |
| 2004 | 44 | 0 | 0 | 44 | 18,602 |
| 2005 | 65 | 0 | 0 | 65 | 18,667 |
| 2006 | 40 | 0 | 0 | 40 | 18,707 |
| 2007 | 53 | 0 | 0 | 53 | 18,760 |
| 2008 | 24 | 0 | 0 | 24 | 18,784 |
| 2009 | 23 | 0 | 0 | 23 | 18,807 |
| 2010 | 11 | 0 | 0 | 11 | 18,818 |
| 2011 | 21 | 0 | 0 | 21 | 18,839 |
| 2012 | 24 | 0 | 286 | 310 | 19,149 |

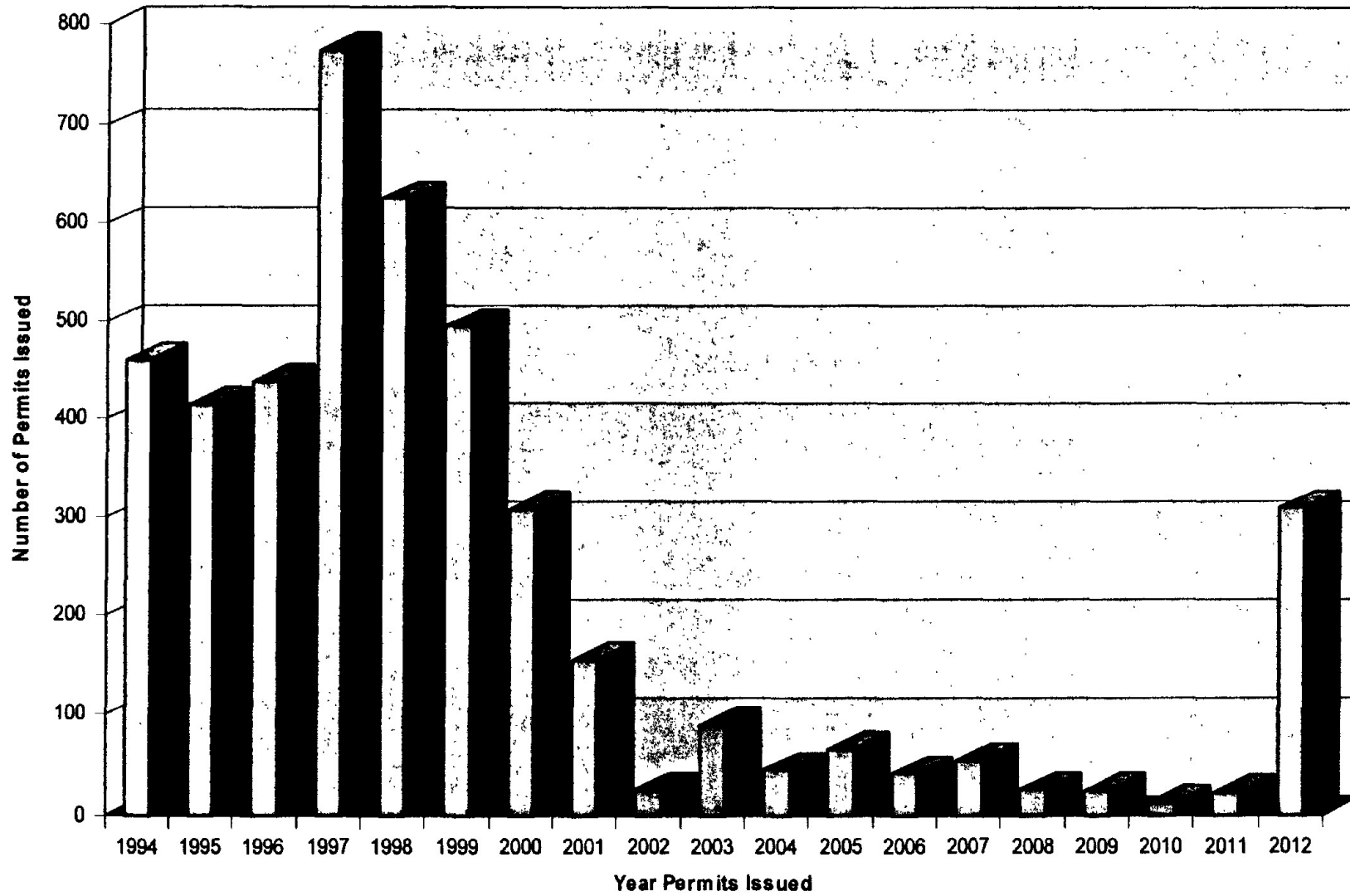
| Housing Type | Existing Units as of 12/31/90 | Percent of Total | Permitted Units as of 12/31/12 | Percent of Total | Percent Change 1990-2012 |
|---------------|----------------------------------|------------------|--------------------------------------|---------------------|--------------------------------|
| Single-family | 10,488 | 85% | 13,296 | 70% | 27% |
| Townhouse | 2,286 | 14% | 3,516 | 18% | 54% |
| Multifamily | 529 | 1% | 2,337 | 12% | 342% |
| Total | 13,303 | 100% | 19,149 | 100% | 44% |

All figures estimated by the Bowie Planning Department

Source: City of Bowie Department of Community Services

Prepared by the Bowie Planning Department 12/31/12

2012 Building Permit Review





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- Small-group interaction and benefits
- Unprecedented access to award winning coaching, mentoring and business development tools
- Each cohort will be limited to 10 businesses

Participants will come away with a **strategic growth plan customized to their specific business** and based on their newly acquired knowledge of solid business principles.

Session Topics:*

- Introduction, How CEO Accelerator Will Help Grow Your Business
- Feeling The Pain, What Your Business Is Doing Right And Wrong
- Creating A Culture For Success
- Developing The Strategic Growth Mindset
- Begin Development Of Your Strategic Plan
- Key Steps To a Better Business
- Effective Leadership And Team Building
- Building A Strategic Sales And Marketing Plan
- Learning The Power of Peer-to-Peer Advice
- It's All About The Numbers, Financial Diagnostics, Cash flow Oversight And Capital Infusion
- Getting More With Less, Operations And Lean Management
- Asset Protection - Preserving Your Wealth
- Bringing It All Together, Let's Get Ready To Execute
- Plan For Your Success, Finalizing Your Strategy

*Course schedule may change based on presenter availability. Sessions include course materials, expert consultation, and unprecedented access to world class growth specialists.

12 Sessions – Fridays, 9 am – 12 noon
Starts February 15th, 2013
Bowie City Hall
Bowie, Maryland

Strategic Growth Specialists:

The SBTDC has experts with proven success in building million dollar businesses. These specialists will personally guide you through the process of creating a profitable business that works without you, changing the way you look at, and run your business.



Testimonials

"My business has been completely transformed by the **CEO Accelerator**. Prior to the program, I only focused on the technical side of the business. It opened my eyes to what I must do as the owner to run a successful multi-million dollar business. This program is priceless and its counselors are brilliant. Every business owner needs to take this course."

Marc Silverstein
On The Marc Media

"This program truly accelerated our revenue and profits. We learned and were inspired through the board room style peer-to-peer coaching from the other participants."

Nancy and Jim Lilly
JEM Engineering

"The recession has hurt my business like it has most businesses. I now have the confidence to build my business, despite the recession. Thank you, **CEO Accelerator** for opening my eyes to strategies that work in this new economy. One strategy immediately increased my net income by \$100,000. The 12 sessions were exhilarating!"

Hank Doong
The Behnke Nurseries Company

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*Discounted pricing is available through a sponsorship from:



Details online!

Application Deadline January 25, 2013

Apply online

mdsbdc.umd.edu

