

## MEMORANDUM

TO: City Council

FROM: David J. Deutsch  
City Manager

SUBJECT: *Status Report*

DATE: September 11, 2014

1. Bowie's Principal Employers 2014

In your package is the annual look at the top or principal employers in Bowie. They are defined as those employers having 100 or more employees within the city limits. Inovalon remains our largest private sector employer with more than 600 employees in Bowie.

2. Bowie Businesses - 2014 Updated Analysis of Census Data

According to the US Census Bureau's latest data (for 2012) there are 1,440 businesses employing a total of 21,905 people in the seven Zip Codes that comprise the Bowie area. Bowie's business base represents 10.2% of the total Prince George's County business base (14,116) and 9.1% of the total employees (243,227) in the County. Small businesses abound in Bowie with 777 or 53.9% having 4 or fewer employees. Compare that with the County total with 7,024 or 49.8% having 4 or fewer employees and the State total with 71,060 or 52.9% having 4 or fewer employees. Also observed is that 11.1% of all of the County businesses and 1.1% of all Maryland businesses with 4 or fewer employees are in the Bowie area, and 9.4% of all of the County businesses and 1.2% of all Maryland businesses with 100 or more employees are in the Bowie area.

Businesses are almost equally distributed north and south of US Highway 50 – 51.4% are north and 48.6% are south. Employment is less in the north than in the south – 37.4% of Bowie's total employment is north and 62.6% is south. (Note that "north" includes Zip Code 20720 which has seen commercial growth outside of the city limits; and "south" includes Zip Code 20721 which has more commercial outside of the City than inside the city limits.)

3. Economic Development Committee (EDC)

The Bowie EDC met Wednesday and reviewed the topics and schedule for the rest of the fiscal year. Councilman Marcos attended. Topics they will be addressing include competitiveness, transportation, and small business technical assistance. Additionally the

EDC will organize and conduct three forums for these business segments: commercial property owners, businesses located in office and flex buildings, and retail businesses. The EDC also heard a report from Lisa Smith, Executive Director of the Bowie BIC, on activities at the business incubator. The next meeting of the EDC will be Wednesday, November 12, 2014 starting at 7:30 a.m.

4. District Council Results – Amber Ridge Zoning Map Amendment (A-10031-C)  
On Monday, September 8<sup>th</sup>, the Prince George’s County Council, sitting as the District Council, acted on the above-referenced case. County Council Member Ingrid Turner offered a motion to have a final order prepared, which includes issues raised at the Zoning Hearing Examiner (ZHE) hearing in May, be revisited at a future stage in the development process, per the ZHE decision. Her motion, which was seconded by Council Member Davis, passed unanimously. Mayor Pro Tem Truth and three City residents attended the District Council meeting.

Attachment

## Principal Employers Bowie 2014

RANK	EMPLOYER	EMPLOYEES
1	Prince George's County Public Schools	805
2	Inovalon	610
3	City of Bowie	417
4	Giant Food Inc (2 Bowie stores)	302
5	Wal-Mart	273
6	P.G. County Public Safety Comm. Control. (911 Call Center)	250
7	US Census Bureau Computer Facility	207
8	Macy's	184
9	Lowe's	175
10	Sport Fit Bowie Racquet	172
11	Target	160
12	IDA Center For Computing Sciences	160
13	Carrabba's Italian Grill	155
14	Excelis (ITT Corporation)	150
15	Larkin Chase Care & Rehabilitation Center	150
16	Home Depot	128
17	B J's Wholesale Club	120
18	Safeway Stores Inc	115
19	Texas Roadhouse	110
20	Honda of Bowie	107
21	United States Post Office (3 branches)	106
22	Weichert Realtors	100

% Total CITY Employment
3.67%
2.78%
1.90%
1.38%
1.25%
1.14%
0.94%
0.84%
0.80%
0.79%
0.73%
0.73%
0.71%
0.68%
0.68%
0.58%
0.55%
0.52%
0.50%
0.49%
0.48%
0.46%

% Total COUNTY Employment
0.33%
0.25%
0.17%
0.13%
0.11%
0.10%
0.09%
0.08%
0.07%
0.07%
0.07%
0.06%
0.06%
0.06%
0.05%
0.05%
0.05%
0.04%
0.04%
0.04%

<b>TOTAL Top Ten</b>	<b>3,395</b>
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<b>15.50%</b>
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<b>1.41%</b>
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TOTAL all 100+	4,956
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22.62%
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2.06%
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Total Number of Employees in Bowie Zip Codes or  
Prince George's County (2012)

21,905
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240,511
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