BUSINESS ATTRACTION EFFORTS
In 2019, the MOVE incentive program successfully encouraged three businesses to relocate to Rockville. In addition to leasing costs and employment growth, each business also contributed to Rockville's economy through build-out costs, taxes, and other expenses.

<table>
<thead>
<tr>
<th>GRANTEE</th>
<th>GRANT AMOUNT</th>
<th>LOCATION</th>
<th>FROM</th>
<th>SF</th>
<th>EMPLOYEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dan Ryan Builders</td>
<td>$20,000</td>
<td>2099 Gaither Road</td>
<td>West Virginia</td>
<td>19,621</td>
<td>52</td>
</tr>
<tr>
<td>OJC Consulting</td>
<td>$6,876</td>
<td>12300 Twinbrook Parkway</td>
<td>Arlington, Virginia</td>
<td>1,719</td>
<td>6</td>
</tr>
<tr>
<td>Innovative Cellular Therapeutics</td>
<td>$20,000</td>
<td>1405 Research Blvd.</td>
<td>China</td>
<td>7,290</td>
<td>30 to start; 60 by year 3</td>
</tr>
</tbody>
</table>

Other business attraction & retention efforts included:
- BIO International Convention (part of MD Department of Commerce Pavilion)
- Bio Health in the Capital Region Forum
- MCCoE’s Cyber Conference
- RMI’s Manufacturing Business Connect (co-presenter)
- TEDCO’s Entrepreneur Expo
- Senator Van Hollen’s Women Rising: A Forum for Women Entrepreneurs
- Senator Ben Cardin’s Small Business & Entrepreneurship roundtable
- Rockville’s Hometown Holidays (sponsor)
- Rockville Town Center Retail Incubator (sponsor)

NEW STRATEGIC MESSAGING
The latest market research data reveals that Rockville has several market advantages and opportunities that will drive REDI’s future efforts and messaging. Highlights include:
- Positioning Rockville for Federal agencies, businesses, and workforce/residents as a desirable & affordable place to locate with regard to real estate values in comparison to competitive markets.
- Drawing millennials and other workforce talent into Rockville by create places that employees want to live, work & play.
- Reassuring businesses that Rockville’s workforce has education/skills needed, along with accessible training programs for talent pipeline development.
- Promoting Rockville’s high-caliber educational institutions while highlighting the number of graduating students in target job sectors.

REFRESHED LOGO
As part of its repositioning, REDI refreshed its logo to modernize the font, colors, and visual mark, while maintaining the positive brand perception that the Rockville community has trusted for more than 22 years.

STAFF & BOARD CHANGES
In 2019, REDI welcomed new leadership. Cindy Stewart, Executive Director, and Ryan Gandy, Deputy Director, brought fresh ideas and strategies that helped reinvigorate the Board.

REDI also welcomed two new board members--Angela Chaney, Aronson LLC, and Richard Alvarez, Brand Institute--to replace three members who rotated off the board.

REDI SERVICES
We provides businesses with tools to launch, locate, and expand in Rockville and offer guidance and support to business ventures in the City through the following services:
- Site Selection Assistance
- Development Coordination
- Business Funding & Incentives
- Networking & Referrals
- Data & Demographic Information
- Referrals to Workforce Resources (training, placements, and more)

www.RockvilleREDI.org
Three business incentive grants were awarded in 2019, resulting in 28,630 s.f. occupied, 88-118 new employees & average salaries of $97,250.

Highly Educated Workforce
Nearly 2/3 of Rockville's residents aged 25 or older hold at least a bachelor's degree & more than 35% hold an advanced degree--3X the national average.

REDI continuously visits & promotes local business to strengthen Rockville's appeal.

MARYLAND WOMEN'S BUSINESS CENTER

- 78 business starts
- $12.3M sales increase
- 1,333 jobs created/retained
- $2.8M capital infusion
- $11.5M contracts awarded
- 884 unique clients served
- 547 counseled
- 1,222 trained

2019 REDI PARTNERSHIPS

- City of Rockville
- Maryland Tech Council
- Rockville Chamber of Commerce
- Commercial Brokers & Developers
- Montgomery College
- TEDCO
- Federal Retail Investment Trust
- Montgomery County Economic Development Corporation
- The Universities at Shady Grove
- Maryland Department of Commerce
- Visit Montgomery
- Washington Board of Trade

Rockville businesses employ nearly 36,000 people & the median household income is $100,436.

Low Unemployment
Rockville historically ranks lower than state & national averages.

We’re HIRING

9,600

AVERAGE UNEMPLOYMENT RATE

2.8%
(Jun-Nov 2019)

63%

89 businesses visited

150 businesses promoted

MOUNTAIN WOMEN'S BUSINESS CENTER

BUSINESS ATTRACTION

BUSINESS RETENTION

BUSINESS OUTREACH

NUMBER OF BUSINESSES

2019 RESULTS

78 business starts
$12.3M sales increase
1,333 jobs created/retained
$2.8M capital infusion
$11.5M contracts awarded
884 unique clients served
547 counseled
1,222 trained