



CEO ACCOMPLISHMENTS

December 2022 - December 2023

REDI Board Meeting, January 25, 2024

AREAS

PROGRAMMING

- Business Attraction, Retention, and Expansion
- Marketing/Tourism
- City Projects
- Small Business/MWBC
- Workforce/Talent Alignment
- Creative Industries and Placemaking

ADMINISTRATION

- Finance
- Board, Staff and Office Management



PURPOSE

- Board hires CEO and reviews annual performance
- Timing is good for preparation for annual board retreat
- Timing also good as a mid-year point to assess progress and let staff gather data towards Annual Report

INITIATIVES



Bio/Life Science Branding

- Establish branding and messaging
- Partnering with MCEDC, USG, City of Gaithersburg, Montgomery County Gov., Maryland Tech Council



Manufacturing

- Market competitiveness
- Business support
- Attract/retain small-scale manufacturers



Business Survey

- 7,000 businesses received survey
 - 159 businesses surveyed
- Confidence level of 95%
- Findings used to guide strategy



ATTRACTION

- Intellian
- Origin Wireless
- Omega 3
- Pet Wants



RETENTION

Sheladia



Interfaith Works

TOWN CENTER



Business Attraction, Retention and Expansion



- Expanded Small Business Impact Fund to be Citywide
- Added Retail to MOVE/Expansion
- Maryland Life Sciences and Biotech Policy Proposal to Governor Moore
- Attended International BIO Conference in Boston
- Sponsored Secretary Anderson's visit
- Appointed to Comptroller Lierman's Women's Economic Empowerment Council
- Mentor for Tech Council's Venture Mentoring program



Speaking

- Greater Rockville Chamber
- Visit Montgomery



Sponsoring

5/10K trying to encourage eventually a qualifying marathon race



Marketing and Tourism



- Renewed Partnership with Visit Montgomery
- Received an Award of Distinction – Communicator Award for design and effectiveness of Explore Rockville
- Took on administration of Rockville Rewards
- Rockville Guide for Businesses
- Launched Global Bites
- Grew Explore Rockville Videos/25th Anniversary



LOCAL TOURISM



Explore Rockville

- Features:
 - Events calendar
 - Retail/Restaurant/Recreation directory
- Destination Information Service
- Outcomes:
 - 25,764 website users
 - Press highlights
 - Fox5 Zip Trip
 - MATPRA
 - Award of Distinction



Global Bites

- Pilot Program:
 - Drive Sales
 - Promote diversity through food
 - Establish Rockville as premier dining destination
- Outcomes:
 - Campaign reach: 208,119 users
 - Approx. \$4,000 in sales generated
- Expand to include an event
- Incorporate Rockville Rewards program

CITY SUPPORT

**2040
Comprehensive
Plan**

**Town Center
Master Plan**

**WMATA
Stakeholder
Group**

**Zoning
Ordinance
Rewrite**

**Historic
Property
Preservation
Stakeholder
Group**



Small Business/MWBC



Small Business/MWBC



- Governor's Citation
- Elements of Entrepreneurship
- Scholarship Funding
- IntHERact
- GrowthWheel Migration and Training
- She Pitch
- Shop Local
- Childcare Incubator Program – across MD
- \$30,000 AWBC
- \$50,000 Verizon
- Women's History Event
- Howard County Expansion
- Microgrant Program for Creative Industries
- Expanded Audience



**MARYLAND WOMEN'S
BUSINESS CENTER**

Expert guidance. Real results.

Workforce/Talent



- **Universities of Shady Grove**
 - Explored RISE zone
 - Support development of career pathways
- **Montgomery College**
 - Student Engagement with Businesses
 - Support of arts programming
 - Strengthen Relationship
- **Workforce Montgomery**
 - Grants for hiring residents - \$25,000
- **Interns**
 - SEEC
 - Summer Rise
 - BSU
 - Graduate Planning Student
 - Graphics Student

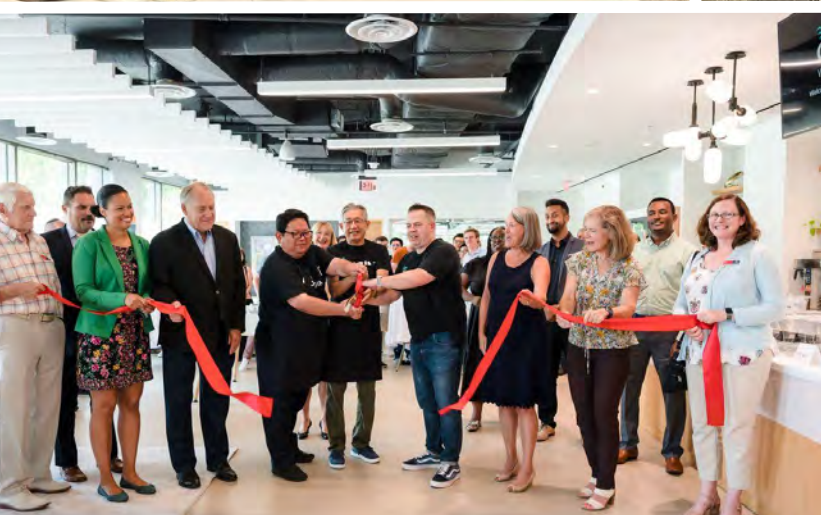


Creative Industries and Placemaking



- **Americans for the Arts**
 - Randy Cohen spoke about Arts and Prosperity 6 report
- **Art Connection in the Capital Region**
 - Permanent donation of art for the office
- **Art Table**
 - Support internship selection and job fair
- **Rockville - Rock East**
 - Assisted hiring of Arts, Culture and History Manager, and working with her and Visarts on a Rock East Mural project
- **MWBC - Frederick**
 - Microgrant program

Partnerships



Finance

- Approved Budget
- Strong Cash Flow
- Unmodified Audit
- Increased Money Market to 4.5%
- \$90,000 in Childcare Contracts
- \$80,000 from Verizon Digital Ready program
- \$9,500 from LULAC
- Moved to Concur for receipts/expenses
- Increased Life Insurance/Added AFLAC
- Increased employee contribution but retained ratio
- Kept accounts FDIC insured with sweep function



Management



Fifth Strategic Planning Session with Secretary of State Susan Lee

Management - Board



- New Bio Committee with Justin Yang as Chair
- Extended Class 2 Terms
- Bei Ma became a Vice-Chair of the Board, and Chair of the Marketing Committee
- LaVonne Torrence Berner became Chair of the Incentive Review Committee
- Appointed Morgan Wortham to the MWBC Advisory Board
- Onboarded Kelly Groff, Nick Fullenkamp, Mayor Monique Ashton, Acting City Manager Craig Simoneau/Deputy City Manager Barack Matite
- Offboarded Rob DiSpirito, Dan Mallon, Mayor Bridget Donnell Newton



OFFSITES



Management - Staff



- **Staff**
 - Staff Training with Montgomery College
 - Promoted Amanda Bosland to Marketing and Communications Director
 - Promoted Zeinna Estrada to Marketing and Events Manager
 - Hired Francisco Cartagena as Program Manager
 - Hired Yesenia Cruz as Administrative Coordinator
 - Hired Roneka Samalenge as Associated Business Counselor
 - Hosted many interns



Office



- **25th Anniversary Holiday Party**
- **Renegotiated Technology Services Contract**
- **Obtained Cyber Insurance**
- **Hired Equity Brain Trust**
- **Terminated COVID Policy**

