



REDI STAFF UPDATES

Board of Directors Meeting March 28, 2024

As part of the CEO Report, please find staff updates:

Business Retention, Expansion, Attraction/Placemaking – Richelle Wilson

- Programmatic
 - Life Science Branding Project
 - Met with Medium Giant to go over a second round of options.
 - The stakeholder group has identified between 5-8 options and will select a final name from those options.
 - Rock East Initiative
 - Ilana Preuss of Recast City has released the conclusive report for the Rock East Initiative.
 - Our team is organizing an event on April 18th, during which Ms. Preuss will unveil her insights and recommendations to both the business community and elected officials.
 - The event is scheduled to take place at the Rev Room from 6 to 8 pm.
- Events
 - BioBoost
 - BioBoost hosted its inaugural networking event on March 20th at Plaza Oaxaca, drawing more than 50 professionals from the region's Life Science and Biotech sectors.
 - Attendees eagerly gathered to engage with our distinguished panel comprising of Bio Chair Committee member Justin Yang, Barbra White from Avoka Group, and Zeshan Muhammedi from MBX Capital.
 - To further enhance future events, a survey has been circulated to collect feedback, aiding in the planning of our upcoming events scheduled for July and the fall.
 - IEDC Economic Development Week
 - This year, REDI is proud to participate in IEDC's Economic Development Week with a series of initiatives aimed at celebrating economic growth in the City of Rockville.
 - Among these initiatives will be scheduled business visits and a special event on May 9th, featuring Terri Thompson's art pieces.
 - REDI will also present its resources tailored to benefit the business community.
 - Our primary focus will be on engaging businesses and the brokerage community.

Marketing – Amanda Bosland

- REDI
 - BioBoost Marketing and Event planning
 - The marketing of BioBoost resulted in the capture of 53 targeted life science contacts.
 - The BioBoost event on March 20th at Plaza Oaxaca restaurant in Rockville Town Square attracted 47 attendees (excluding REDI Board members and staff).
 - Rock East District Boost Report launch
 - REDI is planning an event in Rock East District on April 18 to present the findings of the ReCast City Rock East District report.
 - REDI will conduct targeted marketing/outreach to the businesses in Rock East District
- Explore Rockville
 - International Night Coverage
 - Cultural performances from International Night on March 8 were posted to Explore Rockville’s social media, building on the strategy of showcasing Rockville’s diversity
 - Global Bites
 - REDI officially kicked-off planning of Global Bites Fest. Global Bites Fest will feature a one-day event in Rockville Town Square that will lead into 2 weeks of restaurant deals promotion.
- Rockville Rewards
 - The first of a series of B2B Social media campaigns featuring updated Rockville Rewards branding started on March 6, resulted in 1 business sign up. Both B2B and B2C traditional and digital campaigns will continue to roll out over the next quarter

Small Business Support/MWBC – Danette Nguyen

- Programmatic
 - MWBC Shop Local
 - MWBC Shop Local’s Rockville location was featured on [WTOP](#) on 3/21/2024 highlighting the impactful work of the program and the City’s commitment to supporting diverse communities.
 - Applications for the July – December (winter) cohort will be open in April. A link will be shared once the application is live.
 - MWBC Childcare
 - MWBC is executing an agreement with FSC First to offer training and counseling services at \$8,660 to family childcare providers in Prince George’s County.
 - Creative Capital Microgrant (CCM) Program
 - CCM has received a total of 8 applications since launching and awarded its first grant to jazz group, Eric Byrd Trio. Eric Byrd Trio is using the \$1,000 grant to film audio/video content for social media marketing.
- Grants
 - SBA
 - FY24 Q1 and Q2 funding for both the CORE and BSU grants have been received at \$75,000 for each grant.
 - Mid-Year Reports for the BSU grant submitted on 3/22/2024 with the CORE reports due on 4/30/2024.
- Upcoming Events
 - IntHERact – April and June