



REDI STAFF UPDATES

Board of Directors Meeting May 23rd , 2024

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

Business Retention, Expansion, Attraction/Placemaking – Richelle Wilson

- **New Business Activities**
 - **King Farm**
 - Pet Wants recently celebrated their grand opening.
 - AFC Urgent Care will have its grand opening on May 31st .
 - **Town Center New Restaurant**
 - Kung Fu Kitchen will replace Peter Chang
 - Little Miner Taco is coming to Town Square & relocating from Pike & Rose
 - Kusshi Sushi is working on their build-out in Town Square, relocating from Pike & Rose
 - Lady Vinter will open in the Town Center & replace Pour Vino
 - **Twinbrook**
 - Some deals are in the pipeline at Twinbrook Quarter, and we will wait for BF Saul to make the information public.
 - **Pike Corridor**
 - Teso Life Japanese Store is opening at 1701 Rockville Pike
 - A Japanese Steakhouse concept is coming to 1701 Rockville Pike; more information to follow.
- **Business Visits**
 - Arcellx Visit
 - REDI, the Mayor & our partners throughout the County visited Arcellx to welcome them and their leadership team to Rockville.
 - They are graduates of the Germantown Incubator Center.
- **Rock East**
 - We are working with MWBC to execute on the recommendations for Small Scale manufacturing businesses.
 - Also hired our first intern for the summer, Anya Bijlani who will be working with us to engage with the businesses in Rock East
- **Life Science Branding Project**
 - Medium Giant is still scheduling meetings to socialize names.
- **Bio Boost**
 - Securing the next location for July's event; more details to follow

- **Other Activities**

- REDI sponsored & attended the MD MedTech Conference in College Park
 - Engaged with MedTech businesses from the City & met new prospects looking for space
- Attended Bisnow's Mid-Atlantic Life Sciences Conference at the newly renovated 1 Preserve Parkway
 - Was able to tour the space and add it to REDI's list of available properties for potential life science tenants.
- REDI was invited to attend a reception for the National Cell & Gene Conference hosted by Secretary Anderson & the Dept of Commerce.

Marketing – Amanda Bosland

- Rock East District Boost Report Launch Event (April 17, 2024)
 - Developed multichannel (direct mailers, social media, newsletter, door-to-door meetings) outreach to Rock East businesses and stakeholders
 - Redesigned and published Rock East District Boost report, created Rock East District promotional items
 - 25 businesses and stakeholders attended the event
- International Economic Development Week Campaign (May 6-10)
 - Created Rockville economic development social media trivia to engage and educate audience about REDI's initiatives/programs
- AANHPI Heritage Month Business Spotlights (May 2024)
 - Development of month-long campaign highlighting Rockville AANHPI-owned businesses and REDI's directory of Rockville's AANHPI businesses
- Yongsang Council Delegation tour of Twinbrook Quarter (May 16, 2024)
 - Facilitated inquiry from South Korean government delegation to tour a transit-oriented, mixed-use development
- 1st annual International Family & Community Health Innovation Forum presentation (May 16, 2024)
 - REDI overview and grants presented by REDI Vice Chair Ma in China
- Terry Thompson: The Intersection of Business and the Arts – Artist Talk (May 21, 2024)
 - Event management and development of promotional material for Artist Talk and public exhibition (May 20 – July 26)
- Explore Rockville: Global Bites Fest (June 22 - July 6)
 - Three-part experience:
 - Kick-off event in collaboration with Morguard (June 22, 11am – 3pm, Rockville Town Square)
 - Dining Days – 15 days of restaurant specials 'unlocked' with Rockville Rewards card (June 22 – July 6)
 - Foodie Functions – Unique, ticketed culinary events hosted by restaurants (multiple dates between June 22- July 6)
 - Sponsorship requests ongoing
 - Restaurant outreach ongoing
- City of Rockville Brand Feedback
 - Provided feedback on the final 3 logos and slogans developed by Medium Giant
- Ongoing REDI/MWBC marketing support
 - Creative Capital Microgrant digital promotion
 - Rockville Business Guide revamp

Small Business Support/MWBC – Danette Nguyen

- Programmatic

- MWBC Shop Local
 - Applications closed on 4/28 with a total of 47 applicants.
 - Two additional locations for Summary Cohort (Jul to Dec) – Savage Mill and Old Ellicott City
 - Total number of Shop Local participants for Summer cohort will be 18.
- MWBC Childcare
 - Prince George’s County cohort with FSC First began on 5/13 funding of \$8,660 executed.
- Creative Capital Microgrant
 - Four awards have been made; funding is still available.
- Grants
 - SBA Mid-Year Reports completed on time without errors.
- Upcoming Events
 - IntHERact for June will be at Savage Mill – new Shop Local location.
 - During National Small Business Week, MWBC participated in several events, including:
 - National Small Business Week ceremonies with the Association of Women’s Business Centers.
 - Participant on the "Access to Opportunity" roundtable event by the National Women’s Business Counsel.
 - Hosted 15 women entrepreneurs from Latin America for the International Visitor Leadership Program through the US Department of State at REDI.