



## **REDI STAFF UPDATES**

### **Board of Directors Meeting July 25<sup>th</sup>, 2024**

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

#### **Business Retention, Expansion, Attraction/Placemaking – Richelle Wilson**

- **Cameroon Delegate Visit**
  - REDI, along with Sister Cities, the Mayor and Council, and City staff, hosted a delegation of Cameroon officials. REDI provided an overview of the organization and all of our resources and services offered to businesses. REDI also guided the delegation on a tour of Shop Local in Town Square.
- **Business Retention, Expansion, Attraction/Placemaking**
  - **New Business Activities**
    - **King Farm**
      - AFC Urgent Care held its grand opening on May 31<sup>st</sup>.
      - Aloha Poke will open its first Maryland location in King Farm
      - Don Chicken, a Korean fried chicken restaurant, is opening its first Montgomery County location in King Farm
    - **Town Center New Restaurant**
      - Chef Wang’s Kitchen will backfill the old California Tortilla space at Urban Edges property
      - Fruit N Boba Tea, a shop that specializes in making fruit tea with fresh fruit, is coming to King Farm.
      - Tequila Modern Mexican is coming to 11 N Washington Street in Rockville Town Center
      - Dirty Dough signed a lease on 36B Maryland Ave
      - Little Miner Taco’s ribbon cutting will be held soon.
      - Kusshi Sushi is officially open in Town Square
      - Kung Fu Kitchen will replace Peter Chang’s location in Town Square
    - **Twinbrook**
      - Terra Gaucha Restaurant, a Brazilian steakhouse, will lease space at Twinbrook Quarter. This will be its first location in the DC region.
      - Yummy Bowl Mongolian Stir-fry and Sushi will open at 2010 Veirs Mill Rd.
    - **Pike Corridor**
      - Kanpai BBQ and Shabu Shabu Buffet is coming soon to the Shops at Congressional Village.

- Mía Cane Juicery and Açaí Bar will be opening in Ritchie Center. This is their first location in the region and third overall in the US.
  - Kajiken held a soft opening in Rockville at its new location in Congressional Village
  - Okaeri Japanese Cafe, which means “Welcome Home” in Japanese, is coming to the Shops at Congressional Village
- **Rock East**
  - We are working with MWBC to execute the recommendations for small-scale manufacturing businesses.
- **Life Science Branding Project**
  - Medium Giant is finalizing a name for the Life Science market and will update the REDI team with all
- **Bio Boost**
  - Working on a partnership with PIC MC and the Montgomery County Business Resource team on an October event.

## **Marketing – Amanda Bosland**

- Global Bites Fest
  - Reporting in progress
- Cameroonian Delegation visit (7/19/24)
  - Created presentation to group
  - Co-hosted group at MWBC Shop Local Rockville
- MWBC Shop Local Support
  - New cohort recruitment campaign
  - New store signage creation
  - Training and guidelines for using social media effectively for small businesses
- Rockville Rewards
  - Program cycle wind down
    - Report in progress
  - Incoming program year changes
    - Card use/business offer tracking
    - Digital card sales for nonprofits and school programs
  - 2 businesses onboarded
    - Twin Valley Distillers
    - La Speranza Restaurant
- The Intersection of Business and the Arts exhibit
  - Ongoing promotion
- Consumer Mastermind Financial Literacy Series
  - Ongoing promotion
- Japan Times 2024 East Coast Special Business Report
  - Submitted interview responses to GMI Post for inclusion in special edition of Japan Times

## **Small Business Support/MWBC – Danette Nguyen**

- Programmatic
  - MWBC Shop Local
    - New cohorts moved into the locations on July 1.
    - 5-Year Anniversary celebration planned for September at Rockville. Save the date for Friday, September 6, more details to come.
  - MWBC Childcare
    - FSC First program participants will be graduating in August with an in-person celebration. More information will be shared.
- Grants
  - SBA Annual site visit planned for August 15.