



REDI STAFF UPDATES

Board of Directors Meeting February 27th, 2025

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

Business Retention, Expansion, Attraction/Placemaking – Richelle Wilson

- *Business Visits/Events*
 - Met with **National Technology Integrators (NTI)** leaders about their new lease at 40 W Gude Drive to go over grant programs and other financial resources. An affiliate of NTI bought the 48,000 square foot building. They are relocating out of Gaithersburg and will occupy the entire building that will serve as their HQ. They expect to be in the new space later in 2025/early 2026.
 - Mayor Ashton and the REDI team attended the tour of **Union Kitchen** with the County Executive and his team touring their Washington D.C. location.
 - Union Kitchen not only provides space for early-stage food and beverage businesses but also technical assistance such as branding, merchandising & advertising.
 - They host 30-40 cohorts a year and the program is free to participants.
 - REDI is looking to attract a business like Union Kitchen to provide incubator and commercial kitchen space to early-stage food & beverage companies.
- *Programmatic*
 - REDI hosted our first small-scale manufacturing graduation in partnership with 37 Oaks.
 - Seven businesses graduated out of the 4-month cohort, and we are currently working with all to provide additional resources and/or location assistance.
 - Mayor Ashton was in attendance to congratulate the businesses in addition to our partners at Montgomery County Government, Visit Montgomery, Asian Chamber of Commerce, Black Collective Hispanic Chamber of Commerce joined us as well.
 - **REDI** is working on its second small-scale manufacturing (SSM) cohort to kick off this spring. If you know any SSM businesses that have existed for at least five years, please send them to Richelle. We are compiling a list of businesses to contact.
- *Business Openings/Expansions*
 - **Montgomery History**, the county's historical society, is moving into the 6,058 square foot space at 4 Courthouse Square.
 - **Neighbors Barrista**, a business that operates out of Kentlands Farmers Market is relocating to 1101 Nelson St in Woodley Gardens.
 - **Chateau de Rockville** is expected to open this month or next at 1701 Rockville Pike, next door to Teso Life.

Marketing – Amanda Bosland

- *Programs*

- **Explore Rockville Global Bites – June 2025**
 - REDI is partnering with the City of Rockville’s Parks and Recreation Department to cross-promotion of Explore Rockville: Global Bites and Hometown Holidays, encouraging restaurants and food vendors in both events.
- **Biotech Corridor Campaign and Landing Page Development**
 - Creative agency Medium Giant is incorporating feedback from staff and Board members into the Biotech Corridor campaign and developing the landing page framework.
- *Highlights*
 - **MWBC Shop Local Cohort Social Media Marketing Presentation**
 - REDI’s Marketing & Communications team provided social media training for Shop Local Rockville vendors, including guidance on content submissions for MWBC Shop Local’s promotional channels.
 - **REDI Small Scale Manufacturing Cohort Graduation**
 - REDI hosted the graduation ceremony of its first Small-Scale Manufacturing cohort, featuring remarks from Mayor Ashton, ReCast Cities and 37 Oaks.
 - **Federal Directive Compliance**
 - Maryland Women’s Business Center’s website and marketing materials were updated to align with federal directive on DEI language. No changes were made to other REDI communications.
 - **REDI FY 25 Mid-Year Report Presentation**
 - REDI’s Executive team presented year-to-date metrics and upcoming Q3/Q4 projects to Mayor and Council.
 - **Greater Rockville Chamber of Commerce (GRCC) Business & Community Expo**
 - REDI sponsored and exhibited at GRCC’s Business & Community Expo, engaging with over 200 business and attendees.
 - **Nothing Bundt Cakes Ribbon Cutting**
 - Staff met with the Rockville location’s owner at the ribbon cutting event to discuss REDI resources, including Explore Rockville’s business directory and events calendar.
 - **International Economic Development Council (IEDC) Leadership Summit**
 - REDI attended sessions discussing economic development strategies and tools at the IEDC Leadership Summit.
 - **MWBC EmpowHER – March 6, 2025**
 - MWBC’s small business resource fair at the Universities of Shady Grove will feature opening remarks from Mayor Ashton, a keynote by Comptroller Brooke Lierman, a panel discussion on business resilience, presentations on key business topics including procurement, a Resource Row 25+ exhibitors, and more. <https://marylandwbc.org/workshops-and-seminars/empowher2025/>

Small Business Support/MWBC – Karen Sippel

- Grants
 - **SBA Core and BSU**

- Official letters have been sent to the Office of Economic Development in response to an Executive Order regarding DEI. We are closely coordinated with AWBC on these responses.
 - \$75,000 owed from the BSU grant for FY24 has been received. Our priority is to continue to pursue \$37,500 owed from FY23 for BSU and \$75,000 owed from FY24 for Core.
 - **FSC First**
 - We are finalizing an MOU with FSC First (a CDFI in Prince George's County) for \$30,000 to deliver at least two, but not more than four, accelerators on topics of our choosing.
 - **City of Bowie**
 - John King, Director of Economic Development, confirmed that he has again included a request for \$20,000 in the FY26 budget to support our work. We will evaluate Shop Local Bowie in Fall 2025 to determine if he will include a request for continued funding in FY26.
- **Highlights**
 - **Shop Local**
 - Rockville cohort has been filled and is fully operational.
 - Savage Mill has three confirmed vendors, with multiple interviews planned before the end of the month. We anticipate filling the six-person cohort and launching in mid-March. Completion of this cohort is scheduled for June 30, 2025.
 - There are six vendors from Shop Local Ellicott City, Rockville, and Savage Mill who are interested in joining the Bowie cohort. This shop will include 12 vendors and workshop/class space. We are actively recruiting and will run a rolling interview process, with the goal of opening on April 1, pending successful completion of the Prince George's County permitting process.
 - **Manufacturing**
 - We are collaborating with Richelle to explore opportunities to work with the City of Bowie on its revitalization efforts of Old Bowie, focusing on small scale manufacturing and craft artisans.
 - **Displaced Professionals**
 - We are working with partners, including Workforce Montgomery, to explore opportunities to support displaced professionals to seek new career options, including entrepreneurship.
 - **Staff Development**
 - Mallory Carlson has assumed management of Shop Local Bowie and is in the process of completing her training as a business counselor and a trainer. Yesenia Cruz has completed their training as a business counselor.