



REDI STAFF UPDATES

Board of Directors Meeting May 22nd, 2024

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

Business Retention, Expansion, Attraction/Placemaking – Richelle Wilson

- **Powersolv Office Opening**
 - Mayor & Council joined REDI, MCEDC, and County officials to celebrate Powersolv's new office at 100 Park Ave.
 - Powersolv, an IT contracting firm and MOVE Grant applicant, relocated from Reston to Rockville in March.
- **Bio Networking Dinner with ThermoFisher/PPD**
 - REDI co-hosted a private dinner for 30+ life sciences leaders across Maryland.
 - Discussions focused on navigating FDA changes; event fostered peer networking and executive engagement.
- **The Maker's Table DC- hosted by Union Kitchen**
 - Rockville businesses Mas Panadas and Jesse & Ben's shared insights on their growth.
 - REDI is coordinating with Union Kitchen to host a similar event in Rockville closer to the fall and focused on resources for SSM businesses.
- **Montgomery County Green Bank Office Opening**
 - REDI attended the ribbon-cutting for Green Bank's new HQ at 21 Church Street.
 - The Green Bank, formerly in the Rockville Innovation Center, is a MOVE Grant recipient.
- **Montgomery County's Black Collective Access to Capital Event**
 - REDI joined MCEDC, Harbor Bank, and others to share financial resources for businesses within the County and looking to relocate to Montgomery County.
 - The event focused on capital access from public and private sources across Montgomery County.
- **Maryland 2nd Annual Med Tech Conference**
 - REDI sponsored and attended the State's 2nd Annual MedTech Conference.
- **Programmatic**
 - **Small-scale Manufacturing Cohort**
 - REDI kicked off its second small-scale manufacturing cohort.
 - Currently there are seven businesses focused on food & beverage, cosmetics and personal care.
 - The cohort will run from May until August.
- **Business Openings/Expansions**
 - Powersolv opened its new HQ at 100 Park Ave
 - Re-bath is opening up a location at 1321 E. Gude Dr

- R.F. Fager Company, LLC signed a lease to open up a 21,000 square-foot location at 800 Hungerford Drive
- Quality Agents opened up their new office at 1450 Research Boulevard; the biotech quality assurance company took 2,784 square feet.
- ServBeyond Solutions, a government contractor, took 5,543 square feet at 1101 Wootton Parkway.

Marketing – Amanda Bosland

• *Programs*

- **Biotech Corridor Brand Development**
 - Medium Giant is finalizing edits to the Biotech Corridor landing page and developing a media implementation plan.
 - REDI is developing new marketing collateral to promote the Biotech Corridor at BIO International Convention in Boston in June 2025.
- **Explore Rockville**
 - A new Twinbrook District page has been added to the Explore Rockville website in collaboration with Visit Montgomery.
- **Explore Rockville: Global Bites 2025 – June 1-14, 2025**
 - The Global Bites restaurant week campaign invites residents and visitors to explore Rockville's culinary diversity by dining at over 150 local restaurants.
 - Customers who upload their receipts will have 20% of their receipt value donated to nonprofits through the Rockville Rewards program, and will be entered into a drawing to win one of three VISA gift cards (\$50, \$100 or \$200).
 - <https://explorerockville.org/global-bites/>

• *Highlights*

- **Montgomery Fertility Clinic Grand Re-opening – March 28, 2025**
 - REDI attended the re-opening at 3202 Tower Oaks Boulevard and provided business resource information.
- **MoCo Eats Food & Beverage Showcase – March 30 & 31, 2025**
 - As a sponsor and exhibitor, REDI promoted Global Bites and engaged with businesses for the small-scale manufacturing training program.
- **Twinbrook Community Association Meeting – April 15, 2025**
 - Staff presented REDI services to approximately 25 members and gathered feedback for the Twinbrook District page.
- **Big Papi's Tacos Ribbon Cutting – April 18, 2025**
 - REDI met with the owners of at their 201 E. Middle Lane location, shared business resources and promoted Explore Rockville, and Global Bites.
- **Soltesz 45th Anniversary Recognition – April 22, 2025**
 - REDI joined Mayor Ashton in presenting a certificate recognizing Soltesz' 45th year in business headquartered in Rockville.
- **Montgomery County Green Bank Ribbon Cutting – April 29, 2025**
 - REDI attended the celebration at 21 Church Street.
- **AANHPI Heritage Month – May 2025**
 - REDI is spotlighting Asian American and Pacific Islander-owned businesses in Rockville: <https://rockvilleredi.org/aanhpi-heritage-month-celebrating-asian-american-owned-businesses-in-rockville/>
- **Explore Rockville at Hometown Holidays (HTH) – May 24 & 25, 2025**

- REDI is a sponsor of HTH in Rockville Town Center and is co-marketing the event with Global Bites. REDI supported food vendor recruitment and will exhibit as Explore Rockville.
- **Rock East District Mural Dedication – May 29, 2025**
 - In partnership with Promark Partners, REDI is hosting a dedication for the mural “*A Vibrant Place*” at 1350 E. Gude Drive.
- **Commercial Lease Toolkit**
 - REDI published a commercial lease toolkit to help business owners better understand lease terms and prepare for negotiations. <https://rockvilleredi.org/wp-content/uploads/2025/04/REDI-Commercial-Lease-Toolkit.pdf>

Small Business Support/MWBC – Karen Sippel

- Programmatic
 - To maximize the number of clients that we serve, MWBC is refocusing on hosting more online training courses on relevant and timely topics.
 - To more accurately and effectively gather data on new business starts and capital infusion transactions (two key SBA metrics), we have prepared a comprehensive client survey that will launch in May.
 - To serve displaced federal workers, contractors, and others interested in exploring entrepreneurship, we are planning a one-day event in Prince George’s County to help aspiring business owners to plan effectively to launch a business.
 - Shop Local
 - The Bowie and Savage Mill cohorts began the online training program with 37 Oaks with strong engagement.
 - The Bowie store is renovated and is preparing to open in May following landlord improvements needed to pass final inspection. Cohort members are engaged and building community among themselves.
 - Rockville has lost several cohort members due to misalignment of business owners’ goals and the mission of the program. We are exploring a pivot to being open on weekends only with a focus on workshops and private classes/events while focusing on improving processes and recruiting for the July cohort. DOV and Co. is returning as a paid contractor to formalize peer mentorship and help to activate the space.
- Grants
 - The SBA has begun processing payments for prior years. We are now current on FY23 and are in the process of drawing down the final payment for FY24.
 - In the President’s recent proposed budget, WBCs are one of 15 SBA programs scheduled to be cut. Meetings with OWBO have continued and there is no further guidance on future funding.
 - The City of Bowie confirmed its intent to continue to fund MWBC at \$140,000 in FY26 (budget to be finalized this week).
 - FSC First is unable to fund childcare accelerators at \$33,000 due to our headquarters being located outside of Prince George’s County. We are continuing to work with them to identify alternative funding pathways.
- Staff Highlights
 - Dahlia Joseph has started as the new Program Manager, based at Bowie State University and overseeing all activities in Prince George’s County. She is assuming management responsibility for Shop Local Bowie after Mallory Carlson’s unexpected resignation due to a cross-county family move.