



REDI STAFF UPDATES

Board of Directors Meeting July 24th, 2025

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

Business Retention, Expansion, Attraction/Placemaking – Richelle Wilson

- *Business Visits/Events*
 - **Life Science delegation from the Baltic Sea region**
 - *As a result of Bio 2025, REDI, alongside the Department of Commerce and MCEDC, is working to host a Life Science delegation from the Baltic Sea region in September.*
- *They will be here to understand the ecosystem and look at facilities within Rockville. Programmatic*
 - **Small-scale Manufacturing Cohort**
 - *The cohort is in full swing with seven businesses participating.*
 - *The cohort will end in August and REDI is working on hosting a resource event with Union Kitchen and our partners that will discuss local resources for SSM companies and allow them to be vendors at the event.*
- *Business Openings/Expansions*
 - **Abaris Real Estate Management**
 - *Abaris took 10,300 square feet in a new deal at 1001 Wooten Parkway*
 - **StretchMed**
 - *Recently signed a new lease at King Farm and is working with the Department of Planning on their build-out.*
 - **Dolan Uyghur Restaurant**
 - *Recently expanded into Rockville and will take over Kung Fu Kitchen's old space. serving cuisine from the East Turkistan region of Central Asia.*
 - *This will be the first Maryland restaurant for Dolan, which has two locations in Virginia and one in D.C.*
 - **Chateau de Rockville**
 - *The newest coffee house and bakery on the Pike opened its doors this week in the Shops at Congressional Village.*
 - **HeyTea**
 - *Chinese bubble tea chain has opened at Wintergreen Plaza, taking over the old SweetFrog space.*
 - **The Kashmir Collection**
 - *Found a new home at Congressional Plaza after leaving Westfield Montgomery Mall.*

Marketing – Amanda Bosland

- *Programs*
 - *No updates.*

- *Highlights*

- **City of Rockville and MWBC Shop Local Influencer Highlight**
 - Award-winning travel influencer Pustika Samadar featured several Rockville businesses, including MWBC Shop Local, during a Visit Montgomery-sponsored familiarization trip. The Explore Rockville Instagram reel has reached 13,000+ views as of July 15.
- **Biotech Corridor feature in INNOVATE® Maryland**
 - Developed and submitted content for an upcoming feature in INNOVATE® Maryland, a publishing series spotlighting regional innovation leaders.
- **GCAAR Economic Development Webinar**
 - Staff presented REDI/MWBC services and City of Rockville updates to members of the Greater Capital Area Association of Realtors.
- **MWBC Reboot: Your Entrepreneurial Launchpad**
 - Managed marketing campaigns, sponsorship outreach, and event support for Reboot events in Bowie and Rockville.
- **Rock East Mural Dedication: A Vibrant Place**
 - Coordinated mural dedication event on July 17 at 1350 East Gude Drive with remarks from elected officials and mural artist Robert Cohen.
- **Small-Scale Manufacturing Resource Page**
 - Published new web content promoting Rockville's small-scale manufacturing assets, industry resources, and local manufacturing companies.
 - https://rockvilleredi.org/key_industries/small-scale-manufacturing/
- **MWBC Trainings**
 - Marketing support for MWBC trainings contributed to the acquisition of over 100 new MWBC clients in one month.

Small Business Support/MWBC – Karen Sippel

- *Programmatic*
 - Developed a robust calendar of **training courses** on appealing topics including AI, loan-readiness, starting a consulting business, and government contracting, resulting in more than 100 new clients in one month.
 - Recruited speakers, sponsors and partners for **Reboot: Your Entrepreneurial Launchpad**, to be held in Bowie on July 19th and in Rockville on July 24th. Venues for both events have been donated by the City of Bowie and City of Rockville, respectively. As of this writing, 40 people are registered for the Bowie event and 70 are registered for the Rockville event.
 - Prepared 3 out of 6 **new retail incubator lessons**, including retail management and business planning, financial basics, and marketing.
 - Successfully launched, managed, and closed the **Shop Local Middletown Pop-Up**, supporting six small businesses and enabling the County Executive of Frederick County to fulfill a key promise to constituents.
 - **New cohort members** were selected in Rockville and Savage Mill for the July-December incubation period, including two high-performing businesses from the Middletown pop-up.
 - In the process of bolstering our ability to deliver expert-led counseling sessions by engaging **contractors** with demonstrated experience in key sectors (retail, hospitality, restaurants) and/or functional areas of expertise (financial, marketing, sales, operations).
- *Grants*
 - Finalized the **Montgomery County** FY26 contract for \$130,546 and secured an amendment for FY25 to continue the retail incubator curriculum work (\$25,000).
 - **Frederick County OED** extended the FY25 contract by two months (ending August 31st) and requested that MWBC submits a new proposal for “project-based work” for FY26. The County confirmed that it is shifting its business counseling services to SBDC.

- **Howard County EDA** requested a new proposal for FY26 that focuses on standing up a Shop Local store on Main Street in downtown Ellicott City by the 2025 holiday season. MWBC requested \$130,000 to cover one FTE, small business retail consultant to modernize Shop Local processes and procedures, and operating cost. The County would provide a move-in ready storefront, rent, utilities, and HVAC.
- The **SBA** confirmed that renewal paperwork continues to be on hold. The BSU contract expires at the end of July; SBA does not guarantee reimbursement if WBCs continue services beyond the period of performance.
 - SBA is enforcing that WBCs must provide “evening and weekend” in-person hours. MWBC is making plans to be in compliance, including relocating the Prince George’s County office from BSU to Shop Local Bowie.
- The **City of Bowie** is reviewing the proposed FY26 agreement.
- End of year FY25 reporting is underway for all funders.