



## REDI STAFF UPDATES

### Board of Directors Meeting September 25<sup>th</sup>, 2025

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

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

- Business Visits/Events
  - **Business Visit with Optimoz**
    - **REDI** accompanied the Department of Commerce to visit Rockville business **Optimoz**
    - **Optimoz is a tech business that focuses on healthcare, IT and AI solutions**
  - **King Farm**
    - As REDI continues with business retention efforts, we were able to reconnect with the majority of King Farm ownership and meet with the majority of all the businesses in the shopping center to inform them about all of our services and resources available to them
- Programmatic
  - **Small-scale Manufacturing Cohort**
    - **REDI** is kicking off its 3<sup>rd</sup> small-scale manufacturing cohort on October 21<sup>st</sup>.
    - The cohort will consist of early to mid-stage businesses receiving support for the holidays and providing strategic planning for 2026
    - We still have slots available. If you know of a business, please refer them to us for the cohort.
- Business Openings/Expansions
  - **Potomac Valley Orthopedic is leasing 8,300** square feet at 15245 Shady Grove Road
  - **Slurp Noodle House** has been announced as another restaurant at Twinbrook Quarter. The ramen and dumpling restaurant will be located at the corner of Halpine Road and Chapman Avenue, on the ground level of the Milton apartments at Twinbrook Quarter.
  - **Ba Le**, a bánh mì sandwich shop, will open on September 25, 2025 at 765-FG Rockville Pike, in the Ritchie Center shopping center.
  - A **Go Fresh 365** supermarket will backfill the Safeway space at the Galvan on Rockville Pike.
  - **Darband Restaurant** has opened its doors at 765-H Rockville Pike, at the Ritchie Center.

- **Ayşe Meze Lounge**, opened its doors in Rockville's King Farm neighborhood.

## Marketing – Amanda Bosland

- *Programs*
  - **Rockville Rewards**
    - The program has been suspended following a task force review. REDI is exploring a redesign to increase economic impact and improve administrative efficiency.
- *Highlights*
  - **FY25 Annual Report**
    - Edited and published REDI's FY25 Annual Report.
  - **Pinneberg Delegation Support**
    - Prepared business/economic development information packets for Rockville's delegation to Pinneberg, Germany. Efforts led to follow-up engagement with Pinneberg's Economic Development Office.
  - **BioHealth Capital Region Week**
    - Biotech Corridor sponsored and participated in this key regional life sciences event.
  - **MWBC Shop Local Savage Mill Anniversary**
    - Supported the celebration event of the kiosk's one-year anniversary at Savage Mill.
  - **El Tiempo Latino Advertisement**
    - Placed a Spanish-language ad in the publication's Hispanic Heritage Month special edition of *El Tiempo Latino*.
  - **Hispanic Heritage Month Highlight**
    - Ongoing campaign spotlighting Rockville's Hispanic and Latino-owned businesses.
  - **Montgomery County Children's Business Fair**
    - MWBC sponsored and served as a judge, supporting youth entrepreneurship.
  - **GRCC's Women of Vision**
    - REDI and MWBC participated as resource partners at GRCC's inaugural event.
  - **National Disability Institute**
    - MWBC co-hosted a small business support event and moderated a panel.

## Small Business Support/MWBC – Karen Sippel

- *Programs*
  - **Training Classes**
    - Since the last staff update report, hosted nine (9) training classes with 230 registrants.
  - **MOBI (Santa Clara University)**
    - Developed a partnership with MOBI, a high-quality, free business training resource that will create custom online learning environments for our cohorts. Testing with Retail Incubator curriculum.

- **Shop Local**
  - Hosted a one-year anniversary event for Savage Mill cohort.
  - Terminated the sub-license agreement with 30-days notice for one vendor from the Bowie cohort.
  - Howard County requested a 4<sup>th</sup> Shop Local location in downtown Ellicott City with very favorable tenant terms (zero rent; county-provided utilities and services; funding for store management).
  - Developing a strategy to pilot a consignment model in Ellicott City, while also creating unique identities/themes for each store location.
- **Grants**
  - **City of Bowie**
    - Executed a FY26 agreement for \$140,000 to enable MWBC to provide business support services and continue to operate Shop Local.
  - **Frederick County**
    - Verbally committed to a FY26 agreement for a combined total of \$63,000 (inclusive of an amendment extended FY25 funding for an additional two months as a new proposal was requested and reviewed).
  - **Howard County**
    - Requested \$170,000 to support business services and Shop Local expansion.
  - **SBA**
    - Core grant will end on 9/30/25. BSU grant ended on 7/31/25.
    - After 9/30/25, we have been advised to spend money as if we do not have SBA funds, while operating as normally as possible. Lobbyists believe there will be a federal shut down and no clarify on SBA grants until January 2026.
    - Participated in an SBA Listening Session with other WBCs in our region and delivered 10 minutes of prepared remarks in response to SBA questions.
  - **Montgomery County**
    - Responding to an RFP to support federal contractors impacted by shifts in federal spending priorities.