

2009-2010 REDI STRATEGIC INITIATIVES

GOAL 1: Build Rockville's Economy for the Future

Strategy 1.1: Foster Innovation and Entrepreneurship in Rockville

Tactic A: Support the Rockville Innovation Center (RIC) & the Shady Grove Innovation Center (SGIC)

Measurement: Tenant company growth (5-10% graduate); RIC and SGIC occupancy rates (90%); sponsor participation (6)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
REDI participates in Tenant Review Committee for new applicants	ongoing			
REDI participates in annual review for all tenant companies	ongoing			
Assess & redesign sponsor program	5/10			
Secure 2010-11 sponsorships	6/10			

Tactic B: Promote Technology Transfer from Area Laboratories

Measurement: ACTiVATE at NIH program begun; 75% graduation rate

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
National Science Foundation funding received	7/09			
Planning for implementation of program	7-9/09			
Support program offering	9/09-5/10			
Analyze results; prepare for new class	3Q10			

Tactic C: Sponsor the StartRight! Women’s Business Plan Competition

Measurement: Number (50) & regional diversity (20% non-MD) of participants; create tech and non-tech company awards

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Determine StartRight! award event partner & timing	8/09			
Create two divisions (tech and non-tech) and secure prize sponsors	1/10			
Conduct Competition	2-4/10			
Manage award ceremony; publicize winners; assess results	2Q10			

Strategy 1.2: Catalyze Public and Private Investment Funds

Tactic A: Increase Access to Existing Financial Resources

Measurement: Attendance at MIT Enterprise Forum public event (80); Rockville companies presenting to CAN (2)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Introduce potential angel investors to CAN	1-6/10			
Introduce Rockville companies to CAN for access to angel investors	1-6/10			
Establish MIT Enterprise Forum in Rockville	10/09			

GOAL 2: Attract New Businesses to Rockville

Strategy 2.1: Brand and Market Rockville as a Business Center

Tactic A: Establish the Rockville Regional Library as the Center for Business Information

Measurement: Business plan seminars sponsored (10); other seminars co-sponsored, promoted and held at the library (3); number of business plan seminar attendees (>200)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Organize and publicize monthly REDI seminars at the Rockville library	Ongoing			
Co-sponsor and promote seminars with other business organizations	Ongoing			

Tactic B: Expand and Maintain REDI's Website

Measurement: New website launched; information updated (1-2x/month); number of unique monthly visitors (>2000)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Redesign website	3Q09			
Update website	1-2 times monthly			
Do complete website review	1x a year			

Tactic C: Selectively Advertise Rockville as a Great Place to Do Business

Measurement: Number of ads placed (40) and cooperative marketing campaigns run (1)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Place ads in Gazette	Ongoing			
Complete 2009 "Why Rockville Campaign"	1/10			
Organize event for 2009 sponsors and CEOs	1/10			
Approve 2010 campaign	12/09			
Implement 2010 "Why Rockville" campaign	1-6/10			
Participate in cooperative marketing efforts with other organizations & media outlets	Ongoing			

Tactic D: Generate Free, Earned Media Coverage

Measurement: Number of press releases generated; number of articles in print/stories on the air (>90); advertising equivalent increase over 2008-09 (>\$125,000)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Produce editorial content for Rockville section of Gazette "Inside Montgomery County Business"	11/09			
Achieve 6 non-calendar media placements/month	Ongoing			
Author a "thought piece"	6/10			

Strategy 2.2: Expand Rockville's Base of Technology Companies

Tactic A: Follow Up from BIO 2009 and Participate in BIO 2010

Measurement: Inquiries for information; presentations to companies; anecdotal stories of success; participation of Rockville companies (5+) in BIO 2009

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Follow up leads from BIO 2009	Ongoing			
Plan BIO 2010 participation with Rockville companies	1-4/10			
Participate in BIO 2010	5/2010			
Follow up leads from BIO 2010	Ongoing			
Plan participation in BIO 2011 in DC	Ongoing			

Tactic B: Participate in 2009 Mid-Atlantic BIO

Measurement: Inquiries for information; anecdotal stories of success; number of and satisfaction of booth partners (4)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Plan Mid-Atlantic joint booth with Rockville companies	8-10/09			
Participate in Mid-Atlantic BIO 2009	11/2009			
Follow up leads from Mid-Atlantic BIO 2009	Ongoing			

Tactic C: Partner with Technology Business Organizations, e.g., TEDCO, Tech Transfer Society, Federal Lab Consortium, Tech Council of Maryland

Measurement: Joint programming and initiatives (10)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Propose joint activities, participate at regional events	Ongoing			
Implement and assess results	Ongoing			

GOAL 3: Retain and Support Rockville’s Existing Business Base

Strategy 3.1: Recognize, Celebrate and Support Business Contributions to Rockville’s Economic Success

Tactic A: Celebrate Rockville Businesses through a “Business Appreciation Week”

Measurement: Expanded number of partner organizations (5), visiting team members and business visits (54); press coverage of event

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Identify partners	10/09			
Schedule business visits; identify visiting team members	2-3/10			
Publicize event	4/10			
Visit businesses; release survey results	4/10			
Evaluate event	5/10			

Tactic B: Make Targeted Retention Visits

Measurement: Number of visits (30)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Schedule visits	Ongoing			
Begin visits	7/09			
Assess results and amend plan	6/10			

Tactic C: Publicize Rockville business successes

Measurement: Number of companies nominated for awards (12); number of companies receiving awards (9); number of award programs promoted (4)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Identify targeted business award programs	9/09			
Encourage company nominations	Ongoing			
Publicize Rockville company selections	Ongoing			

Strategy 3.2: Support Workforce Recruitment for Rockville Companies

Tactic A: Sponsor/Organize a Regional Postdoc Conference

Measurement: Number of postdoc participants (550) and hiring companies (35); sufficient funds raised to cover conference costs

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Organize and host meetings of the planning committee	7/09; 10/09- 6/10			
Hold conference	7/09			
Evaluate event	8/09			
Evaluate hiring results	1Q2010			

Strategy 3.3: Stimulate B2B Networks for Businesses

Tactic A: Hold CEO Connect Event

Measurement: Event held; number of attendees

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Plan event	7-9/09			
Hold Event	10/09			
Evaluate Event	10/09			

Tactic B: Support Existing Business Organizations (Chambers, women and minority organizations)

Measurement: Number of events promoted in calendar and e-newsletter (36); number of events attended (24)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Publicize Rockville business events on web, in newsletter	Ongoing			
Attend business events (goal is 2/month)	Ongoing			
Provide links from REDI website to business organizations	Ongoing			

Tactic C: Facilitate B2B Connections through a Comprehensive, Web-based Listing of Rockville Technology Companies and Large Companies

Measurement: Databases updated annually; number of hits on the web pages

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Update information; add new businesses as they are discovered	Ongoing			
Complete annual database confirmation/update	5/10			
Evaluate and amend approach	6/10			

Tactic D: Communicate Regularly through an Email Newsletter

Measurement: Frequency and number of newsletters sent (12); percent opened (25%)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Develop and send monthly REDI e-newsletter	Ongoing			
Assess readership quarterly	Ongoing			

GOAL 4: Support City of Rockville Programs and Initiatives

Strategy 4.1: Support the Revitalization of Rockville Town Center

Tactic A: Support Parking Coordination Efforts

Measurement: Parking plan implemented; timely installation of parking signs

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Continued distribution of Town Center parking brochure	Ongoing			
Gain support from existing garage owners for signage plan	Open			Dependent on Duball construction schedule
Implement signage plan	Open			Dependent on Duball construction schedule

Strategy 4.2: Partner with City on Initiatives with Economic Development Component

Tactic A: Support City processes to review and update various Master Plans

Measurement: Responsiveness to City request for support; inclusion of economic considerations/business perspective in plans

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Participate in City meetings as requested	Ongoing			
Serve as a resource to City staff and liaison to business community throughout process	Ongoing			

Tactic B: Support Rockville Sister City Corporation Relationship (RSCC) with Jiaxing, China

Measurement: Economic development component in RSCC’s plans and activities with Jiaxing counterparts

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Advise RSCC & provide program components as requested	Ongoing			
Serve as liaison to Rockville business community in implementing plan	Ongoing			

Tactic C: Support “Buy Rockville” Program

Measurement: Match to City of Rockville funding is raised

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
List “Buy Rockville” events and promotions on REDI website and newsletter	Ongoing			
Participate in “Buy Rockville” planning committee				
Become a “Buy Rockville” sponsor	Ongoing			

Tactic D: Integrate Businesses into the Effort to “Green” Rockville

Measurement: Lists are prepared, published and publicized

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Prepare list of Rockville businesses providing “green services”	2/10			
Prepare list of Rockville’s “green” office buildings	3/10			

Publish and promote lists	4/10 ongoing			
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Watch List Projects

Goal 1:

- Power of Angels Seminar
- Brochure on financial assistance programs
- Formal CAN membership/relationship
- Technology Fund through Maryland pension funds

Goal 2:

- Author regular column
- Secure one non-print media series

Goal 3:

- Establish a Montgomery County Business Club in Rockville

Goal 4:

- Support a downtown boutique hotel
- Promote Rockville's cultural, arts and entertainment organizations and events