

2007-8 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)

Measurement: Occupancy rate, % of international companies, sponsor participation

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
REDI participates in Tenant Review Committee	Ongoing	Ongoing		As of 1-3-08, participated in 5 Tenant Review Committee meetings
REDI secures 6 sponsors & manages relationship w/ RIC	November 2007		October 2007	6 sponsors secured
RIC occupancy reaches 85%	January 2008			As of 1-3-08, 14 companies occupy 76% of space
International companies constitute 20% of tenant mix	June 2008			As of 1-3-08, 3 companies (21.4%) are international

Tactic B: Sponsor/Organize a Regional Post Doc Conference and Career Expo

Measurement: Number of company and post doc participants; university involvement; regional representation.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Host & organize meetings for the Planning Committee	Sept. 2007-April 2008	Sept. 2007-April 2008		Hosted first meeting 12-6-07
Host Conference	May 2008	July 2008		
Assess Results	June 2008	August 2008		
Manage entrepreneurship interest & develop supporting program	June 2008	August 2008		

Tactic C: Establish a Tech Transfer Course/Program

Measurement: Content and funding for prototype effort

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Support Montgomery College effort	Ongoing	Ongoing		
Explore additional options	Dec. 2007	Ongoing		Encouraging NIH to host ACTIVATE session
Prototype funded and scheduled	June 2008		December 2007	Initial 4-session course scheduled for Feb. 2008

Strategy 1.2: Strengthen the international, minority, and women business communities in Rockville.

Tactic A: Sponsor the StartRight! Women's Business Plan Competition

Measurement: Number of participants in the business plan program; regional diversity; scope of prizes

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Create Advisory Board	September 2007	May 2008		
Outreach to women-owned businesses	Ongoing	Ongoing		
Expand awards and secure prize sponsors	December 2007	January 2008		1 st & 3 rd prize sponsors confirmed; prize added from Intelligent Office
Conduct Women's Business Plan Competition	Jan. - Feb. 2008	Jan. - Feb. 2008		
Manage award ceremony, publicize winners, assess results	March 2008	March 2008		

Tactic B: Sponsor the third Asian American Business Conference.

Measurement: Diversity of planning committee, international participation, number of attendees at conference, number of positive assessments

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Host & organize meetings for the Planning Committee	Ongoing		November 2007	Organized and hosted four meetings

Incorporate participation of Chinese partners and other international interests	Ongoing		November 2007	Planning Committee members from China, Taiwan, Korea, Japan, Philippines, Indonesia, Vietnam, India
Host Conference	October 2007		October 2007	200 attendees at networking dinner, 225 at conference
Assess results	November 2007		November 2007	Press Coverage in <i>Bus. Gazette</i> , <i>Asian Fortune</i> , <i>American & Chinese Business News</i> , <i>Sing Tao Daily</i> , <i>World Journal</i> , <i>Voice of America</i> , <i>Epoch Times</i> ; calendar announcements in <i>Washington Post</i> , <i>Washington Times</i>
Close out support role & hand off for 2008 conference	December 2007	January 2008		

Goal 2: Attract New Businesses to Rockville

Strategy 2.1: Brand and Market Rockville as a Business Center

Tactic A: Establish the Rockville Library as the center for business information

Measurement: Business seminars sponsored, co-sponsored, promoted and held at the library; number of attendees

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Brand REDI business seminar series	August 2007	Ongoing		
Organize and publicize monthly REDI seminars	Ongoing	Ongoing		7 seminars held, 130 attendees
Co-sponsor and promote seminars with other business organizations	Ongoing	Ongoing		REDI seminars promoted by Women Business Owners, Consulting Women, Rockville Chamber; 2 seminars co-sponsored by a CRO; cosponsored Monte Jade sessions

Support the Rockville Library "Business & Bagels" series	Quarterly			Series on hold because of personnel changes at the Library
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Tactic B: Expand and Maintain REDI's website

Measurement: New information added; information is accurate and timely

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Add CRE, International, RIC, Town Square pages	January 2008	April 2008		RIC page added
Update website	1-2 times monthly	1-2 times monthly		Updated 2-3 times per month
Website review	Semiannually	Semiannually		Spanish, Board, incubator, news articles, private employers, new real estate projects, and current office buildings pages overhauled.

Tactic C: Selectively advertise Rockville as a great place to do business.

Measurement: Number of ads and cooperative marketing campaigns

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Place print ads in Business Gazette	Ongoing	Ongoing		5 new ads designed and placed
Participate in cooperative marketing efforts with other organizations & media outlets	Ongoing	Ongoing		Washington Business Journal engaged as StartRight! media sponsor, 3 ads run as of 1-3-08; Cooperative campaign with Gazette and CapitalBank initiated – 26 ads will run in 2008

Tactic D: Generate free, earned media coverage

Measurement: Number of press releases generated, number of articles in print / stories on the air

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Author two regular columns	Ongoing	Ongoing		7 Rockville Gazette "Scenes from the Square" columns and 6 WBJ columns authored and run as of 1-3-08
Secure one non-print media series	Ongoing	Ongoing		
Achieve additional 5 media placements/month average	Ongoing	Ongoing		62 placements plus 44 calendar items, advertising equivalency of \$53,500

Strategy 2.2: Expand Rockville's Base of Technology Companies

Tactic A: Follow up from BIO 2007 and participate in BIO 2008.

Measurement: Inquiries for information; presentations to companies; anecdotal stories of success; satisfaction of Rockville companies that participate in BIO 2008.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Follow up leads from BIO 2007	Ongoing	Ongoing		
Plan BIO 2008 joint booth with Rockville companies	January 2008	January 2008		
Implement PR campaign, schedule meetings through Partnering Program	May 2008	May 2008		
Participate at BIO 2008	June 2008	June 2008		

Tactic B: Partner with TCM, MDBio, MD Informatics Coalition, and Mid-Atlantic Bio

Measurement: Joint programming and initiatives

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Propose joint activities, participate at regional events	Ongoing	Ongoing		Participated at Mid-Atlantic BIO, American & Chinese Small Business

				Conference, Women Business Owners Conference, Embassy Day; Participated in Mont. County Visitor's Bureau Focus Group, and at Informatics Coalition meetings
Implement and assess results	Ongoing	Ongoing		

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

Strategy 3.1: Create a more connected business community.

Tactic A: Facilitate B2B connections through a comprehensive, web-based listing of Rockville-based technology companies and large companies.

Measurement: Databases updated; number of hits on the web page.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Update information, add new businesses as they are discovered	Ongoing	Ongoing		
Complete annual database confirmation/update	July 2007		December 2007	Managed with substantial volunteer support; thanks to Arockia Sunislee and Amy Wong
Evaluate and amend approach	July 2007	January 2008		

Tactic B: Support efforts to establish a business club for Montgomery County in Rockville

Measurement: Broader support for the project

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Continue to promote concept	Ongoing	Ongoing		
Meet with potential investors	Ongoing	Ongoing		

Strategy 3.2: Strengthen linkages between businesses and the local community.

Tactic A: Make targeted retention visits.

Measurement: Number of visits (target is 30).

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Schedule visits	Ongoing	Ongoing		
Begin visits	July 2007	Ongoing		15 business visits as of 1-3-08
Assess results & amend plan	June 2008	June 2008		

Tactic B: Celebrate Rockville businesses through a "Business Appreciation Week."

Measurement: Number of participants, expanded number of partners and number of visits, press coverage of event.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Identify partners	Oct. 2007	February 2008		
Plan kick-off &/or closing event with partner(s)	January 2008	February 2008		
Schedule visits	February - March 2008	February - March 2008		
Publicize event	April 2008	April 2008		
Make visits	April 2008	April 2008		
Evaluate event	April 2008	April 2008		

GOAL 4: Support the Revitalization of Rockville Town Center

Strategy 4.1: Support and strengthen locally-owned businesses.

Tactic A: Distribute the Town Center Shopping/Dining/Parking Guide.

Measurement: Number of guides distributed

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Distribute Retail/Parking Guide	Ongoing	Ongoing		
Assess need for updated Guide	December 2007		December 2007	Current guide still applicable
Prepare new Guide if appropriate	January 2008	N/A		

Tactic B: Support parking coordination efforts.

Measurement: Parking plan implemented.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Print & distribute Parking Guide	September 2007	February 2008		Design completed; Guide to be printed coincidentally with initiation of garage parking fees
Implement parking plan, including appropriate signage	2Q08	2Q08		

Strategy 4.2: Help positively differentiate Rockville Town Center.

Tactic A: Develop a strategy to attract a high quality boutique hotel.

Measurement: Downtown site is selected.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Meet with potential hotel companies and developers	Ongoing		October 07	aloft Starwood hotel approved for Duball site

Tactic B: Create opportunities for the business community to experience Rockville Town Center.

Measurement: Number of corporate events held, number of merchant participants, number of company participants.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Gain City staff support and cooperation	August 2007	April 2008		
Gain Town Center merchant cooperation	August 2007	April 2008		
Publicize and schedule events	September 2007	May 2008		

Other

Support City process to review and update Rockville Pike Master Plan

Measurement: Responsiveness to City request for support.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Assist City in identifying and contacting business stakeholders	3Q07		3Q07	Identified stakeholder businesses for participation
Participate in City meetings with business community	Ongoing	Ongoing		Participated in kickoff and focus group meetings
Serve as a resource to City staff throughout process	Ongoing	Ongoing		