
MAYOR AND COUNCIL OF ROCKVILLE
FIRST AMENDMENT
REDI Funding Agreement – Fiscal Years 2025 - 2027

This **FIRST AMENDMENT TO THE REDI FUNDING AGREEMENT – FISCAL YEARS 2025-2027** (this “**First Amendment**”), effective July 1, 2025 (the “**Effective Date**”), is entered by and between **THE MAYOR AND COUNCIL OF ROCKVILLE**, a body corporate and municipal corporation of the State of Maryland (the “**Mayor and Council**”), acting through its City Manager (the “**City Manager**”), and **ROCKVILLE ECONOMIC DEVELOPMENT, INC.**, a Maryland nonstock corporation (“**REDI**”). Individually, the Mayor and Council and REDI may each be referred to hereinafter as the “**Party**,” or collectively as the “**Parties**.”

RECITALS

- A. **WHEREAS**, effective July 1, 2024, the Mayor and Council and REDI entered into that certain REDI Funding Agreement – Fiscal Years 2025-2027 (the “**REDI Funding Agreement**”), pursuant to which the Mayor and Council agreed to provide REDI with \$1,418,960 in local taxpayer funds for Fiscal Year 2025 (the “**FY 2025 City Funds**”), and REDI agreed to utilize those funds for the sole purpose of (i) funding and implementing REDI’s “Economic Development Programs and Activities” set forth in Exhibit A of the REDI Funding Agreement, and (ii) funding REDI’s “Administrative Operating Expenses” set forth in Exhibit B of the REDI Funding Agreement; and
- B. **WHEREAS**, on May 5, 2025, the Mayor and Council approved its Fiscal Year 2026 City of Rockville Operating Budget and Capital Improvements Program and, among other things, included a budgeted allocation to REDI of up to One Million Four Hundred Seventy-Two Thousand Eight Hundred Eighty and 00/100 Dollars (**\$1,472,880.00**) in local taxpayer funds for Fiscal Year 2026 (the “**FY 2026 City Funds**”); and
- C. **WHEREAS**, the Parties have agreed to amend the REDI Funding Agreement, which this First Amendment is intended to hereby amend, in order to, among other things, disburse and account for the FY 2026 City Funds, and to provide full transparency regarding the expenditure by REDI of the FY 2026 City Funds and the FY 2025 City Funds, and any other funds that may be made available under the REDI Funding Agreement.

NOW, THEREFORE, IN CONSIDERATION of the foregoing and the covenants and agreements of the Parties hereto, as are hereinafter set forth, and for other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged by each Party hereto, the Parties hereby agree as follows:

1. **Recitals.** Recitals D, E, and F of the REDI Funding Agreement are hereby amended and shall hereinafter be and read as follows:

- D. WHEREAS, (i) on May 5, 2025, the Mayor and Council approved its Fiscal Year 2026 City of Rockville Operating Budget and Capital Improvements Program, and among other things, included a budgeted allocation to REDI of up to One Million Four Hundred Seventy-Two Thousand Eight Hundred Eighty and 00/100 Dollars (\$1,472,880.00) in local taxpayer funds for Fiscal Year 2026 (the “FY 2026 City Funds”), and (ii) on May 6, 2024, the Mayor and Council approved its Fiscal Year 2025 City of Rockville Operating Budget and Capital Improvements Program and, among other things, included a budgeted allocation to REDI of up to One Million Four Hundred Eighteen Thousand Nine Hundred Sixty and 00/100 Dollars (\$1,418,960.00) in local taxpayer funds for Fiscal Year 2025 (the “FY 2025 City Funds” and together with the FY 2026 City Funds, the “City of Rockville Taxpayer Funds”); and
- E. WHEREAS, REDI shall utilize ~~FY 2025~~ the City of Rockville Taxpayer Funds for the sole purpose of (i) funding and implementing REDI’s “Economic Development Programs and Activities” set forth in Exhibit A, and (ii) funding REDI’s “Administrative Operating Expenses” set forth in Exhibit B ~~in order to implement REDI’s Economic Development Programs and Activities~~; and
- F. WHEREAS, the Parties have entered into this Agreement in order to ensure accountability and to provide full transparency regarding the expenditure by REDI of ~~FY 2025~~ the City of Rockville Taxpayer Funds, and any other funds made available under this Agreement.

2. **Section 3.** Section 3 of the REDI Funding Agreement is hereby amended and shall hereafter be and read as follows:

3. ~~FY 2025~~ City of Rockville Taxpayer Funds. In consideration of the various obligations and covenants to be undertaken by REDI pursuant to this Agreement, the Mayor and Council agrees to provide REDI with the FY 2026 City Funds and the FY 2025 City Funds, to be used for the sole purpose of (i) funding and implementing REDI’s Economic Development Programs and Activities set forth in Exhibit A, and (ii) funding REDI’s Administrative Operating Expenses set forth in Exhibit B ~~in order to implement REDI’s Economic Development Programs and Activities~~, subject to the terms of this Agreement.

3. **Section 4.** Section 4 of the REDI Funding Agreement is hereby amended and shall hereafter be and read as follows:

4. **Disbursement of FY ~~2026~~ 2025 City Funds.** The City Manager or the City Manager's designee will disburse ~~FY 2025~~ **FY 2026** City Funds to REDI pursuant to the terms of this Agreement.

a. On or about **July 1, ~~2025~~ 2024**, the City Manager shall direct the Department of Finance to disburse to REDI up to **\$943,940** ~~\$896,980~~ of the ~~FY 2025~~ **FY 2026** City Funds for utilization by REDI solely to fund the following:

<i>REDI's Administrative Operating Expenses</i>	\$431,987.50 <u>\$456,447.50</u>
<i>REDI's Economic Development Programs and Activities</i>	
Small Business Impact Fund Grant Program	\$150,000.00
Incentive Grant Program	\$175,000.00
Life Sciences Branding Program	\$ 50,000.00
Rockville Rewards Program:	\$ 12,500.00
Economic Development Activities	\$ 40,750.00 <u>23,250.00</u>
Marketing Activities:	\$ 36,742.50
<u>Maryland Women's Business Center</u>	<u>\$ 40,000.00</u>
<u>Sub-Total:</u>	<u>\$487,492.50</u>
Total <u>Initial Disbursement:</u>	\$896,980 <u>\$943,940.00</u>

b. On or about **January ~~12, 2026~~ 13, 2025**, REDI shall submit a request to the City Manager for the disbursement of the remaining **\$528,940** ~~\$521,980~~ of the ~~FY 2025~~ **FY 2026** City Funds. Upon review of REDI request by the City Manager, and subject to REDI's compliance with the terms of this Agreement, the City Manager will direct the Department of Finance to disburse up to the remaining **\$528,940** ~~\$521,980~~ of the ~~FY 2025~~ **FY 2026** City Funds for utilization by REDI solely to fund the following:

<i>REDI's Administrative Operating Expenses</i>	\$431,987.50 <u>\$456,447.50</u>
<i>REDI's Economic Development Programs and Activities</i>	
Small Business Impact Fund Grant Program	\$ -
Incentive Grant Program	\$ -
Life Sciences Branding Program	\$ -
Rockville Rewards Program:	\$ 12,500.00
Economic Development Activities	\$ 40,750.00 <u>23,250.00</u>
Marketing Activities:	\$ 36,742.50
<u>Maryland Women's Business Center</u>	<u>\$ -</u>
<u>Sub-Total:</u>	<u>\$ 72,492.50</u>
Total <u>Final Disbursement:</u>	\$521,980 <u>\$528,940.00</u>

c. REDI hereby acknowledges and expressly agrees that all

disbursements of ~~FY 2025~~ **FY 2026** City Funds to REDI under this Agreement shall be:

- i. subject to the availability of sufficient funds in the City of Rockville ~~FY 2025~~ **FY 2026** City Budget, and
- ii. subject to REDI's compliance with all terms and conditions of this Agreement, including the reporting requirements and the monitoring and audit requirements set forth in this Agreement.
- d. Upon a finding by the City Manager that REDI has made an unauthorized or undocumented use of **any** ~~FY 2025~~ City **of Rockville Taxpayer** Funds, and upon a demand for repayment issued by the City Manager and supported by the reason for the finding, REDI shall promptly repay such amounts to the Mayor and Council.
- e. The City Manager will monitor REDI's actual operating fund reserve balance and when the actual operating fund reserve balance exceeds the target operating fund reserve balance, then the City Manager may decrease future REDI operating fund requests in the City Manager's proposed budget by the amount over the target reserve as reasonably determined by REDI's Board of Directors.
- f. REDI shall not expend ~~FY 2025~~ City **of Rockville Taxpayer** Funds in violation of federal, state, or local laws existing during the Term of this Agreement. In the event any such unlawful expenditures of ~~FY 2025~~ City **of Rockville Taxpayer** Funds are made, REDI shall refund to the Mayor and Council the ~~FY 2025~~ City **of Rockville Taxpayer** Funds that were expended in violation of law.

4. **Section 6.** Section 6 of the REDI Funding Agreement is hereby amended and shall hereafter be and read as follows:

6. **Insurance.** Prior to the execution of this Agreement, REDI shall obtain, at its own costs and expense, the policies set forth in **Exhibit C** entitled "Insurance Requirements," which is attached hereto and incorporated herein, and maintain and keep in full force and effect those policies for the Term of this Agreement. All policies, endorsements, certificates and/or binders shall be subject to approval by the City of Rockville's Safety and Risk Manager (the "**Risk Manager**") as to form and content. These requirements are subject to amendment or waiver if approved in writing by the Risk Manager. REDI shall provide the Risk Manager with a copy of said policies, certificates and/or endorsements

demonstrating that the required insurance policies were in effect as of July 1, ~~2024~~ **2025**, and will remain in effect for the duration of this Agreement.

5. **Section 8.** The first paragraph of Section 8 and Section 8.c. of the REDI Funding Agreement is hereby amended and shall hereafter be and read as follows:

8. **Monitoring Use of the ~~FY 2025~~ City of Rockville Taxpayer Funds.** As a way of ensuring that the ~~FY 2025~~ City of Rockville Taxpayer Funds will be used in compliance with the terms of this Agreement, the City Manager or the City Manager's designee shall monitor the ~~FY 2025~~ City of Rockville Taxpayer Funds as follows:

c. **Audited Financial Records.** On or before September 30th during the term of this Agreement, REDI shall submit to the Mayor and Council and the City Manager its audited financial statements for the previous fiscal year, in a form approved by the City of Rockville Department of Finance, prepared in accordance with Generally Accepted Accounting Principles established by the Financial Accounting Standards Board or the American Institute of Certified Public Accountants, and certified by an independent firm of certified public accountants (the "**REDI Audited Financial Statements**"). The REDI Audited Financial Statements must include a schedule which details REDI's expenditure of the ~~FY 2025~~ City of Rockville Taxpayer Funds. If REDI is unable to submit its audited financial statements by September 30th, then REDI shall provide City of Rockville Department of Finance with preliminary financial statements or other financial information requested for the City to prepare its Annual Financial Statements and then REDI shall submit the REDI Audited Financial Statements on or before October 31st.

6. **Section 12.** Section 12.b. of the REDI Funding Agreement is hereby amended and shall hereafter be and read as follows:

b. REDI shall utilize the **FY 2026 City Funds** and the FY 2025 City Funds **respectively** for the sole purpose of:

i. Funding and implementing REDI's Economic Development Programs and Activities set forth in **Exhibit A**; and

ii. Funding REDI's Administrative Operating Expenses set forth in **Exhibit B**; and

7. **Section 13.** Section 13.a., c. and d. of the REDI Funding Agreement is hereby amended and shall hereafter be and read as follows:

a. The following shall constitute a default of REDI under this Agreement:

- i. Breach of any of REDI's covenants, agreements, or certifications in this Agreement, including the expenditure of ~~FY 2025~~ City of Rockville Taxpayer Funds for any use other than for the purposes set forth in this Agreement or in an unauthorized manner; or
- ii. REDI's failure to comply with federal, state, or local laws, regulations, or rules related to the expenditure of ~~FY 2025~~ City of Rockville Taxpayer Funds.

c. To the extent that any such default is curable, REDI shall have ten (10) business days from the date the Mayor and Council's notice of default is postmarked or sent via electronic mail (whichever is sooner) to cure the default; provided, however, if the default is of a nature that cannot be cured within ten (10) business days, an event of default shall not arise hereunder if REDI commences to cure the default within ten (10) business days and thereafter prosecutes the curing of such default with due diligence and in good faith to completion and in no event later than thirty (30) calendar days after receipt of the notice of default. After the conclusion of the cure period, if REDI has not cured the default to the satisfaction of the Mayor and Council, the Mayor and Council may, at its option:

- i. Direct the City Manager to assist REDI in curing the default;
- ii. Suspend its disbursement of ~~FY 2025~~ City of Rockville Taxpayer Funds to REDI until such time as the default has been cured by REDI; or
- iii. Immediately terminate this Agreement for cause.

d. In the event the Mayor and Council terminates this Agreement for cause:

- i. REDI's authority to request disbursements shall cease and REDI shall have no right, title, or interest in or to any of the ~~FY 2025~~ City of Rockville Taxpayer Funds not already disbursed or appropriately encumbered;
- ii. The Mayor and Council may demand repayment from REDI of any amounts the City Manager determines were not expended in

accordance with this Agreement;

- iii. The Mayor and Council, at its sole discretion, may demand repayment of all ~~FY 2025~~ City **of Rockville Taxpayer** Funds disbursed to REDI; provided that REDI shall not be required to repay those ~~FY 2025~~ City **of Rockville Taxpayer** Funds that have either been appropriately (A) disbursed by REDI pursuant to the terms of this Agreement, or (B) encumbered by REDI for payment to a third party pursuant to the terms of this Agreement, prior to the Mayor and Council's notice of termination; and
- iv. The Mayor and Council, at its sole discretion, may bar REDI from receiving additional funds from the Mayor and Council.

8. Section 14. Section 14.a. and e. of the REDI Funding Agreement is hereby amended and shall hereafter be and read as follows:

- a. **Notices, Demands, and Communications Between the Parties.** Formal notices, demands, and communications between REDI and the Mayor and Council shall be given either by (a) personal service, (b) delivery by reputable document delivery service such as Federal Express that provides a receipt showing date and time of delivery, (c) mailing utilizing a certified or first class mail postage prepaid service of the United States Postal Service that provides a receipt showing date and time of delivery, or (d) delivery by facsimile or electronic mail (email) with transmittal confirmation and confirmation of delivery, addressed to:

To The Mayor and Council: City of Rockville
111 Maryland Avenue
Rockville, Maryland 20850
Attn: Sara Taylor-Ferrell, City Clerk / Director of
Council Operations
Email: cityclerk@rockvillemd.gov

With a Copies to: ~~Barack Matite, Acting City Manager~~
Jeff Mihelich, City Manager
~~Email: bmatite@rockvillemd.gov~~
Email: jmihelich@rockvillemd.gov
Robert E. Dawson, City Attorney
Email: cityattorney@rockvillemd.gov

To REDI: Rockville Economic Development, Inc.
51 Monroe Street, PE-20
Rockville, Maryland 20850
Attn: Chief Executive Officer
Email: Admin@rockvilleredi.org

Notices personally delivered or delivered by document delivery service or United States mail shall be deemed effective upon receipt. Notices delivered by facsimile or email shall be deemed effective the next business day, not less than 24 hours, following the date of transmittal and confirmation of delivery to the intended recipient. Such written notices, demands, and communications shall be sent in the same manner to such other addresses as any Party may from time to time designate in writing.

- e. Entire Agreement, Waivers and Amendments. This Agreement integrates all of the terms and conditions mentioned herein, or incidental hereto, and supersedes all negotiations and previous agreements between the Parties with respect to the ~~FY 2025~~ City of Rockville Taxpayer Funds. All waivers of the provisions of this Agreement must be in writing and signed by the appropriate authorities of the Party to be charged, and all amendments and modifications hereto must be in writing and signed by the appropriate authorities of the Parties. A Party's failure to act with respect to a breach by the other Party does not waive its right to act with respect to subsequent or similar breaches. The failure of either Party to exercise or enforce any right or provision shall not constitute a waiver of such right or provision.

9. **Exhibit A.** Exhibit A to the REDI Funding Agreement is hereby amended and restated in its entirety to read as set forth in Exhibit A hereto.

10. **Exhibit B.** Exhibit B to the REDI Funding Agreement is hereby amended and restated in its entirety to read as set forth in Exhibit B hereto.

11. Except as provided in this First Amendment, all terms used in this First Amendment that are not otherwise defined shall have the respective meanings ascribed to such terms in the REDI Funding Agreement.

12. This First Amendment embodies the entire agreement between the Mayor and Council and REDI with respect to the amendment of the REDI Funding Agreement. In the event of any conflict or inconsistency between the provisions of the REDI Funding Agreement and this First Amendment, the provisions of this First Amendment shall control and govern.

13. Except as specifically modified and amended herein, all of the terms, provisions, requirements and specifications contained in the REDI Funding Agreement remain in full force and effect. Except as otherwise expressly provided herein, the Parties do not intend to, and the execution of this First Amendment shall not, in any manner impair the REDI Funding Agreement, the purpose of this First Amendment being simply to amend and ratify the REDI Funding Agreement, as hereby amended and ratified, and to confirm and carry forward the REDI Funding Agreement, as hereby amended, in full force and effect.

14. THIS FIRST AMENDMENT SHALL BE CONSTRUED AND GOVERNED BY THE LAWS OF THE STATE OF MARYLAND.

[Signatures and acknowledgements appear on the following page]

IN WITNESS WHEREOF, the Parties have each executed, or caused to be duly executed, this First Amendment under seal in duplicate, in the name and behalf of each of them (acting individually or by their respective officers or appropriate legal representatives, as the case may be, thereunto duly authorized) as of the day and year first written above.

MAYOR AND COUNCIL

Approved as to form:

**THE MAYOR AND COUNCIL OF
ROCKVILLE**, a body corporate and municipal
corporation of the State of Maryland

Robert E. Dawson, City Attorney

By: _____
Jeff Mihelich, City Manager

Attest

Sara Taylor-Ferrell, City Clerk /
Director of Council Operations

REDI

**ROCKVILLE ECONOMIC DEVELOPMENT,
INC.,** a Maryland nonstock corporation

By: _____
Cynthia Rivarde, Chief Executive Officer

ACKNOWLEDGMENT

STATE OF MARYLAND
COUNTY OF MONTGOMERY

On this the ____ day of June, 2025, before me, personally appeared Cynthia Rivarde, known to me (or satisfactorily proven) to be the person whose name and title is subscribed to within the instrument, who acknowledged herself to be the Chief Executive Officer of Rockville Economic Development, Inc. in the above instrument, and that she, as Chief Executive Officer, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing the name of Rockville Economic Development, Inc., by herself as Chief Executive Officer of Rockville Economic Development, Inc.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

Notary Public
My Commission Expires: _____

EXHIBIT A
Amendment and Restatement of
REDI Funding Agreement – Exhibit A

EXHIBIT A
REDI ECONOMIC DEVELOPMENT PROGRAMS AND ACTIVITIES
Fiscal Years 2025 and 2026

Amount of Funding Allocated by Mayor and Council for Each REDI Program and Activity

	<u>FY 2025</u>	<u>FY 2026</u>
<u>REDI Programs</u>		
MOVE Incentive Grant Program	\$175,000	\$175,000
Small Business Impact Fund Grant Program	\$150,000	\$150,000
Life Sciences Branding Program	\$ 50,000	\$ 50,000
Rockville Rewards & Global Bites Program	\$ 25,000	\$ 25,000
<u>REDI Activities</u>		
Economic Development	\$ 81,500 ¹	\$ 46,500
Marketing	\$ 73,485	\$ 73,485
Maryland Women’s Business Center	\$ 0	\$ 40,000
TOTAL:	<u>\$554,985</u>	<u>\$559,985</u>

Brief Description and Expected Goals and Accomplishments for each
REDI Program and Activity Funded by Mayor and Council

1. **MOVE Incentive Grant Program**

Brief Description of Program

The MOVE program attracts businesses to Rockville from outside the city limits or allows a business to move into its first space in the city. Eligible businesses may receive up to \$4 per square foot of space. The Expansion program retains businesses that are growing in the city limits by providing up to \$4 per square foot of new space for at least 1,000 square feet for office/industrial/flex or 500 square feet of retail. The maximum award for both is \$40,000 and the commitment for the space must be for at least three years.

Mayor and Council’s Expected Goal(s) and Accomplishment(s)

REDI will advertise and implement the grant program with a goal to assist eligible businesses with the provided funds. They will do so utilizing a committee in accordance with written and published procedures, currently the Incentive Review Process, as adopted by the REDI board of directors on February 22, 2024. They will report on awards made using their website and in

¹ In fiscal year 2025, the \$81,500 allocated by the Mayor and Council to REDI for Economic Development activities included \$46,500 for business development and \$35,000 for the Maryland Women’s Business Center.

EXHIBIT A
Amendment and Restatement of
REDI Funding Agreement – Exhibit A

other reports. They should ensure the funds for this grant program are not comingled with operating funds or with other grant programs.

2. Small Business Impact Fund Grant Program

Brief Description of Program

The SBIF program aims to foster economic vitality by providing financial assistance through grants to existing, qualified businesses in the City of Rockville looking to scale their businesses through the use of specific improvements to their operations such as marketing, tenant improvements, signage & facade implementation upgrades, and equipment purchases or upgrades. The business must also identify how it contributes to the public.

Mayor and Council’s Expected Goal(s)and Accomplishment(s)

REDI will advertise and implement the grant program with a goal to assist eligible businesses with the provided funds. They will do so utilizing a committee in accordance with written and published procedures, currently the Incentive Review Process, as adopted by the REDI board of directors on February 22, 2024. They will report on awards made using their website and in other reports. They should ensure the funds for this grant program are not comingled with operating funds or with other grant programs.

3. Life Sciences Branding Program

Brief Description of Program

REDI developed and launched a Biotech Corridor brand for the life/bio science cluster of which Rockville is part. REDI launched the mark with a Rockville identifier in the Spring of 2025, and plans to continue to place ads, sponsorships, and other materials and collateral into use to raise awareness of Rockville’s strong bio/life science cluster, and to encourage others to adopt use of the brand through licensing agreements.

Mayor and Council’s Expected Goal(s)and Accomplishment(s)

The FY 26 goal is to grow the brand through name recognition and adoption. This effort is anticipated to continue to grow as an asset for placemaking, attraction, retention, and identity. The funding for this program will be used to execute on the brand implementation plan. The brand was developed with input from Montgomery County, Montgomery County Economic Development Corporation, the City of Gaithersburg, the Maryland Tech Council, and the Universities of Shady Grove, which would be target organizations for licensing use

4. Rockville Rewards and Global Bites Program

Brief Description of Program

The program has been transformed to allow for an electronic card that can be used in the “wallet” app. REDI staff work with businesses to develop the “deals” they are offering to rewards holders and working to keep the deals fresh. In addition, REDI is using the Rockville Rewards program to promote restaurants during Global Bites. Global Bites is a campaign that highlights the diverse international dining scene that is part of Rockville’s identity, and which

EXHIBIT A
Amendment and Restatement of
REDI Funding Agreement – Exhibit A

also attracts visitors. This should be part of the regular Marketing budget line but is separated to show that this was not an addition to the budget, but rather a transfer from the Chamber to REDI.

Mayor and Council's Expected Goal(s) and Accomplishment(s)

REDI will execute the Rockville Rewards and Global Bites program by selling rewards cards for use through the wallet apps on mobile devices, and boost donations to nonprofits through the promotion of restaurant week that encourages customers to explore local restaurants and learn more about the Rockville Rewards program. The sale of rewards cards continues to provide donations to certain nonprofit organizations in Rockville.

5. Economic Development Activities

Brief Description of Activities

The annual funding for Economic Development supports attraction, retention and expansion support for businesses looking at Rockville or operating in Rockville. This includes location support through Co-Star subscriptions, prospecting programs and demographic information needed by businesses to make their location decisions, some of which data is purchased. In addition, economic development activities include partnership building and prospecting, which include attending trade shows and conferences for staff. The main conference that REDI attends is the International Bio Conference.

Mayor and Council's Expected Goal(s) and Accomplishment(s)

REDI will continue to pay the Co-Star subscriptions, fund other data needs, attend trade shows and conferences, partnership building and prospecting.

6. Marketing Activities

Brief Description of Activities

Marketing funds support Economic Development, tourism, and small business support. This includes websites, social media platforms, constant contact, etc. Funds are used for creation of collateral and branded items for promotion. \$20,000 per year is set aside for the MOU with Visit Montgomery, which built and maintains the Explore Rockville website content. This allows REDI to leverage the VM SEO for greater reach in our messaging.

Mayor and Council's Expected Goal(s) and Accomplishment(s)

REDI will use the marketing funds to promote Rockville as a city of choice for residents, visitors, workers, and businesses. REDI will determine the right mix of resource information for general use, as well as targeted pieces for specific industry areas or prospects. They will also create collateral (digital and hardcopy), advertising, public relations, social media, and support for strategic events and trade shows.

7. Maryland Women's Business Center

Brief Description

EXHIBIT A
Amendment and Restatement of
REDI Funding Agreement – Exhibit A

REDI operates the Maryland Women’s Business Center (MWBC), a program that provides technical assistance to anyone who would like information and support to start or grow a business. This includes free one-on-one business counseling, workshops and training, and networking opportunities. MWBC also operates a retail incubator program, with a store location in Rockville Town Center. MWBC serves clients beyond Rockville but services outside of the city are funded by other sources.

Mayor and Council’s Expected Goal(s) and Accomplishment(s)

REDI will use the funds designated for MWBC to operate the Rockville Shop Local location and to provide technical assistance to businesses located in or moving to Rockville.

(End of Exhibit “A”)

EXHIBIT B
Amendment and Restatement of
REDI Funding Agreement – Exhibit B

EXHIBIT B
REDI ADMINISTRATIVE OPERATING EXPENSES
FUNDED BY THE MAYOR AND COUNCIL
Fiscal Years 2025 and 2026

	Allocated <u>FY 2025</u>	Allocated <u>FY 2026</u>
Employee Salaries	\$454,837	\$478,870
Professional Services	\$149,500	\$153,985
Employee Benefits / Payroll Taxes	\$ 90,142	\$106,390
Office Rent	\$102,600	\$105,200
Office Expenses	\$ 42,746	\$ 44,050
Travel / Parking	\$ 9,900	\$ 9,900
Employee Professional Development	\$ 8,250	\$ 8,500
Insurance	<u>\$ 6,000</u>	<u>\$ 6,000</u>
TOTAL:	<u>\$863,975</u>	<u>\$912,895</u>