

# Economic Development Summary

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	Actual FY 04	Original Budget FY 05	Adjusted Budget FY 05	Recom Budget FY 06	% Change From Orig. FY 05	% Change From Adj. FY 05
<b>Economic Development Administration</b>	\$404,064	\$454,050	\$444,900	\$543,280	19.65%	22.11%
<b>Business &amp; Employment Resource Center</b>	137,310	138,575	136,164	142,260	2.66%	4.48%
<b>ED and Tourism Marketing</b>	86,789	100,000	100,000	0	-100.00%	-100.00%
<b>ED Infrastructure and Grants</b>	1,780,772	3,000,000	3,000,000	3,000,000	0.00%	0.00%
<b>Tourism</b>	166,166	174,505	175,065	200,720	15.02%	14.65%
<b>Total Economic Development</b>	<b>\$2,575,101</b>	<b>\$3,867,130</b>	<b>\$3,856,129</b>	<b>\$3,886,260</b>	<b>0.49%</b>	<b>0.78%</b>

## Budget Changes

The 22.11% increase in Economic Development Administration, the 100% decrease in Economic Development and Tourism Marketing and the 14.65% increase in Tourism are primarily due to eliminating the Economic Development and Tourism Marketing Budget and transferring the marketing function to Economic Development Administration and Tourism.

## Highlights, Changes and Useful Information

- In FY 04, commercial/industrial development tax base increased by \$40 million.
- The Economic Development Department supports the Small Business Development Center, which saw 162 new clients and secured loans to small businesses that totaled more than \$2.4 million for fifteen different companies in FY 04.
- The Business and Employment Resource Center (BERC) had 9,868 customer visits in FY 04, which included over 754 new customers.
- Howard County administers the Workforce Investment Act (WIA) grants for Carroll and Howard Counties. The \$23,865 administrative fee for maintaining the WIA grant program was waived by Howard County and is no longer included in the BERC operating budget. These funds have been moved to the BERC WIA Disadvantaged Youth grant as a County contribution. Please refer to the BERC grants page for more information.
- In FY 04, using County funds and a grant from the Maryland Office of Tourism, the Tourism Bureau placed advertising in regional magazines resulting in over 11,000 requests for information about Carroll County, an increase of 50.7% over the prior year.
- In FY 04, the Bureau of Tourism distributed 100,000 calendars of events covering a full year of local activities.

# Economic Development Administration

Description	Actual FY 04	Original Budget FY 05	Adjusted Budget FY 05	Recom Budget FY 06	% Change From Original FY 05	% Change From Adjusted FY 05
Personnel	\$315,905	\$351,400	\$342,250	\$359,280	2.24%	4.98%
Operating	87,159	102,650	102,650	184,000	79.25%	79.25%
Capital Outlay	1,000	0	0	0	0.00%	0.00%
<b>Total</b>	<b>\$404,064</b>	<b>\$454,050</b>	<b>\$444,900</b>	<b>\$543,280</b>	<b>19.65%</b>	<b>22.11%</b>
Employees FTE	7.00	7.00	7.00	7.00	-----	-----

Note: The Adjusted Budget includes budget changes made during the year. On-going mid-year changes have been annualized for comparison purposes.

## Contact

Lawrence Twele, Director of Economic Development  
(410) 386-2070  
Robert Sandlass, Budget Analyst (410) 386-2082

## Mission and Goals

The mission of the Department of Economic Development is to promote a positive business environment in order to accommodate the expansion of resident industry and the attraction of new industry.

This dual effort results in a stable and healthy economy that helps offset the cost of services that would otherwise be borne by the residential population.

### Goals Include:

- Increase the commercial/industrial tax base.
- Increase the number of quality jobs.

## Description

The Department of Economic Development:

- Promotes Carroll County as a business location.
- Provides an array of services to resident and potential businesses such as site and facility tours, research, financing, regulatory agency assistance and business advocacy services.
- Provides administrative support to the Economic Development Commission, a Commissioner-appointed board that acts as an advisory arm to the Commissioners on issues impacting business.
- Supports the Industrial Development Authority, the Carroll County Development Corporation and the Small Business Development Center.
- Utilizes many methods to attract new industry, including advertising, a quarterly newsletter, public relations and attendance at industry and professional association seminars and conferences.
- Maintains an active retention program to include weekly Commissioner visits to local businesses to tour facilities and engage in personal discussions regarding business issues.

For more information on Economic Development, please refer to: <http://www.carrollbiz.net/>.

## Program Highlights

The County is developing a variety of sites for new or growing businesses. The Westminster Technology Park, which is sixty-three acres, will be developed into a high-end business location. The Warfield Complex will be a modern employment campus that preserves and incorporates historic buildings.

During FY 04:

- Commercial/industrial development tax base increased by \$40 million.
- 730,000 square feet of industrial/commercial space was built or renovated in the County.

In FY 04, the Small Business Development Center:

- Made over 700 client contacts, which includes 162 new clients.
- Secured loans to small businesses that totaled more than \$2.4 million for fifteen different companies.
- Conducted over 300 visits in conjunction with the Main Street Visitation program.

## Budget Changes

- Differences between the FY 05 Original Budget, the FY 05 Adjusted Budget and the FY 06 Recommended Budget in personnel are due to salary adjustments.
- The 79.25% increase in operating expenses in FY 06 is primarily due to the elimination of the Economic Development and Tourism Marketing Budget. The function of economic development marketing is now under this budget.

## Positions

Title	Type	FTE
<i>Admin. Office Associate</i>	Full-time	1.00
<i>Business Development Mgr.</i>	Full-time	1.00
<i>Deputy Director</i>	Full-time	1.00
<i>Director</i>	Full-time	1.00
<i>Fiscal Analyst</i>	Full-time	1.00
<i>Marketing Manager</i>	Full-time	1.00
<i>Marketing Specialist</i>	Full-time	1.00
<b>Total</b>		<b>7.00</b>

# Business and Employment Resource Center

Description	Actual FY 04	Original Budget FY 05	Adjusted Budget FY 05	Recom Budget FY 06	% Change From Original FY 05	% Change From Adjusted FY 05
Personnel	\$110,250	\$124,210	\$121,799	\$127,890	2.96%	5.00%
Operating	27,059	14,365	14,365	14,370	0.03%	0.03%
Capital Outlay	0	0	0	0	0.00%	0.00%
<b>Total</b>	<b>\$137,310</b>	<b>\$138,575</b>	<b>\$136,164</b>	<b>\$142,260</b>	<b>2.66%</b>	<b>4.48%</b>
Employees FTE	3.15	3.15	3.15	3.15	-----	-----

Note: The Adjusted Budget includes budget changes made during the year. On-going mid-year changes have been annualized for comparison purposes.

## Contact

Lawrence Twele, Director of Economic Development  
(410) 386-2070  
Robert Sandlass, Budget Analyst (410) 386-2082

## Mission and Goals

The mission of the Carroll County Business and Employment Resource Center (BERC) is to develop a highly effective workforce for new and existing businesses, to assist individuals in achieving employment and to encourage life-long learning.

### Goals include:

- Improve the skill level of Carroll County's current and emerging workforce.
- Improve access to workforce development information and services.
- Improve the quality and timeliness of information about local and regional labor markets, training providers, economic development and demographic changes.
- Ensure that all youth are prepared for further educational opportunities and entry into careers.
- Remove systemic barriers that hinder an individual's ability to secure job opportunities and prevent employers from accessing a needed workforce.
- Closely coordinate with local economic development officials and area business groups to ensure that employment and training needs are being met.

## Description

In August 1998, President Clinton signed into law the Workforce Investment Act (WIA), which was implemented in Maryland July 1, 2000. WIA regulations require a one-stop service delivery system that unites numerous training, education, and employment programs into a single customer friendly system. Many State and local workforce development partners specified by WIA work with BERC to ensure a coordination of resources to meet the employment and training needs of local employers and citizens. BERC serves as the One-Stop Operator for the Mid-Maryland Workforce Investment Area. BERC is located at 224 N. Center Street, Room 205, Westminster, MD. For more information on BERC, please refer to: <http://ccpl.carr.org/berc/>.

## Program Highlights

BERC total operating funds are from the following sources:

	FY 05	FY 05 % of Total	FY 06	FY 06 % of Total
Local – County	\$136,635	18.6%	\$142,260	19.7%
Grants	594,811	81.4%	580,998	80.3%
<b>TOTAL</b>	<b>\$731,446</b>		<b>\$723,258</b>	

During FY 04:

- 9,868 customer visits were made to BERC.
- Over 754 new customers visited BERC.
- 248 enrolled customers obtained job placements.
- 529 customers accessed training services beyond universally available self-directed services.
- 73 customers who obtained jobs were previously receiving temporary cash assistance (welfare).

## Budget Changes

- Differences between the FY 05 Original Budget, the FY 05 Adjusted Budget and the FY 06 Recommended Budget in personnel are due to salary adjustments.
- Howard County administers the WIA grants for Carroll and Howard Counties. The \$23,865 administrative fee for maintaining the WIA grant program has been waived by Howard County and is no longer included in the BERC operating budget. These funds were moved to the BERC WIA Disadvantaged Youth grant as a County contribution. Please refer to the BERC grants page for more information.

## Positions

Title	Type	FTE
<i>Business Consultant</i>	Full-time	0.15
<i>Manager, BERC</i>	Full-time	1.00
<i>Office Associate</i>	Full-time	1.00
<i>Operations Manager</i>	Full-time	1.00
<b>Total</b>		<b>3.15</b>

85% of the Business Consultant position is grant funded and 15% County funded.

# Economic Development and Tourism Marketing

Description	Actual FY 04	Original Budget FY 05	Adjusted Budget FY 05	Recom Budget FY 06	% Change From Original FY 05	% Change From Adjusted FY 05
Personnel	\$0	\$0	\$0	\$0	0.00%	0.00%
Operating	86,789	100,000	100,000	0	-100.00%	-100.00%
Capital Outlay	0	0	0	0	0.00%	0.00%
<b>Total</b>	<b>\$86,789</b>	<b>\$100,000</b>	<b>\$100,000</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-100.00%</b>
Employees FTE	0.00	0.00	0.00	0.00	-----	-----

Note: The Adjusted Budget includes budget changes made during the year. On-going mid-year changes have been annualized for comparison purposes.

## Contact

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(410) 386-2070  
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## Description

The Director of Economic Development uses this funding to promote Carroll County as a commercial/industrial site for businesses.

This budget funds projects such as:

- Promotional items
- Direct mail pieces
- Quarterly business newsletters
- Print advertising
- Marketing videos
- CD ROMS
- Web page maintenance
- Trade show participation
- Sponsorship of marketing events
- Commercial Real Estate Service listings

The staff who administer the marketing expenses are included in the Economic Development Administration budget.

## Budget Changes

This budget was eliminated in FY 06. Its function was transferred to the Economic Development Administration budget and the Tourism budget.

# Economic Development Infrastructure and Grants

Description	Actual FY 04	Original Budget FY 05	Adjusted Budget FY 05	Recom Budget FY 06	% Change From Original FY 05	% Change From Adjusted FY 05
Personnel	\$0	\$0	\$0	\$0	0.00%	0.00%
Operating	1,780,772	3,000,000	3,000,000	3,000,000	0.00%	0.00%
Capital Outlay	0	0	0	0	0.00%	0.00%
<b>Total</b>	<b>\$1,780,772</b>	<b>\$3,000,000</b>	<b>\$3,000,000</b>	<b>\$3,000,000</b>	<b>0.00%</b>	<b>0.00%</b>
Employees FTE	0.00	0.00	0.00	0.00	-----	-----

## Contact

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## Description

This funding is used to promote Carroll County as a commercial/industrial site for businesses, which may include infrastructure improvements, studies and grants.

The Economic Development Industrial Development account (formerly known as the Economic Development Trust Fund) was established to increase the County's efforts in economic development.

This budget funds projects such as:

- Job training grants
- Traffic studies
- Land acquisition related to business development
- Business infrastructure development

The staff who administer the industrial development expenses are included in the Economic Development Administration budget.

# Tourism

Description	Actual FY 04	Original Budget FY 05	Adjusted Budget FY 05	Recom Budget FY 06	% Change From Original FY 05	% Change From Adjusted FY 05
Personnel	\$104,201	\$112,560	\$113,120	\$116,910	3.86%	3.35%
Operating	61,966	61,945	61,945	83,810	35.30%	35.30%
Capital Outlay	0	0	0	0	0.00%	0.00%
<b>Total</b>	<b>\$166,166</b>	<b>\$174,505</b>	<b>\$175,065</b>	<b>\$200,720</b>	<b>15.02%</b>	<b>14.65%</b>
Employees FTE	3.83	3.83	3.83	3.83	-----	-----

Note: The Adjusted Budget includes budget changes made during the year. On-going mid-year changes have been annualized for comparison purposes.

## Contact

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- The Tourism staff attended seventeen travel shows promoting Carroll County to individuals, families, group tour operators and meeting planners.
- The Baltimore Ravens summer training camp at McDaniel College in Westminster attracted over 83,000 tourists.

## Mission and Goals

The mission of the Tourism Bureau is to market Carroll County as a tourist destination, to position Carroll County as a competitive destination statewide, and to provide visitors information and services to ensure a pleasant trip experience.

### Goals Include:

- Increase tax revenues for the County.
- Increase volume for the County's tourism related businesses.
- Increase the awareness of tourism's benefits to our local citizens and businesses.

## Description

The Tourism Bureau is located at 224 N. Center Street, Room 100, Westminster, MD. The Bureau works in partnership with the Tourism Council of Carroll County, Inc. to promote Carroll County as an attractive, inexpensive place to visit. These efforts include:

- Operation of the Carroll County Visitor Center seven days a week.
- Presentation of educational seminars for the tourism industry and production of a weekly radio show.
- Creation and distribution of tourism brochures.
- Creation and maintenance of tourism website.
- Distribution annually of 100,000 calendars of events covering a full year of local activities.
- Representation of Carroll County at the Maryland Office of Tourism.

For more information on Tourism, please refer to: <http://ccpl.carr.org/tourism>.

## Program Highlights

- Using County funds and a grant from the Maryland Office of Tourism, the Bureau placed advertising in regional magazines resulting in over 11,000 requests for information about Carroll County.

The following statistics show the number of visitors to the Carroll County Visitors Center:

	FY 02	FY 03	FY 04
Number of States represented	46	42	42
Number visiting from Virginia	169	165	112
Number visiting from Pennsylvania	277	305	216
Number visiting from New York	96	78	67

## Budget Changes

- Differences between the FY 05 Original Budget, the FY 05 Adjusted Budget and the FY 06 Recommended Budget in personnel are due to salary adjustments
- The 35.3% increase in operating expenses is primarily due to the elimination of the Economic Development and Tourism Marketing budget. The function of tourism marketing is now under this budget.

## Positions

Title	Type	FTE
<i>Administrative Support</i>	Contractual	1.83
<i>Manager</i>	Full-time	1.00
<i>Marketing Assistant</i>	Full-time	1.00
<b>Total</b>		<b>3.83</b>