

# Economic Development Summary

	Actual FY 08	Original Budget FY 09	Adjusted Budget FY 09	Budget FY 10	% Change From Orig. FY 09	% Change From Adj. FY 09
<b>Economic Development Administration</b>	\$594,299	\$632,920	\$632,920	\$613,580	-3.06%	-3.06%
<b>Business &amp; Employment Resource Center</b>	137,115	146,490	146,490	146,490	0.00%	0.00%
<b>ED Infrastructure and Grants</b>	2,607,518	4,000,000	4,000,000	3,600,000	-10.00%	-10.00%
<b>Tourism</b>	263,076	311,350	311,350	305,775	-1.79%	-1.79%
<b>Total Economic Development</b>	<b>\$3,602,008</b>	<b>\$5,090,760</b>	<b>\$5,090,760</b>	<b>\$4,665,845</b>	<b>-8.35%</b>	<b>-8.35%</b>

## Mission and Goals

The mission of the Department of Economic Development is to create a positive business environment to foster the growth and retention of resident companies and encourage the advent of new industry in order to accommodate the expansion of residential development.

### Goals include:

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

## Budget Changes

- The 3.06% decrease in Administration is primarily due to shifting expenses related to the promotion of the County, into the Tourism budget.
- The 10.00% decrease in Infrastructure and Investment is primarily due to a transfer of \$500,000 to the Londontown Road capital project in the CIP.
- The 1.79% decrease in Tourism is due to a reduction in planned one-time capital spending partially offset by an increase in Tourism related operating costs.

## Highlights, Changes and Useful Information

- In FY 08 the commercial/industrial assessable base increased \$183 million and tax dollars have increased \$1.8 million which represents a 12% increase over FY 07.
- Professional/Business Services was the fastest growing sector in 2007. With an 11.1% gain this year, this continues the trend of the being the leading growth sector, increasing by more than 30% since 2003.
- The total value of commercial and industrial construction between FY 03 and FY 08 was nearly \$250 million.
- Job growth continues to be strong in both the short and the long-term. Carroll's creation of 1,200 jobs in 2007 reflects a growth rate of 2.1% leading the Baltimore region average by more than 1.3 percentage points. Since 2002, Carroll ranks 3<sup>rd</sup> in the region in rate of job growth.
- The County unemployment rate ended the calendar year 2008 at 5%, almost a full percentage point below the State at 5.8%, and well below the national rate of 7.2%.
- The Business and Employment Resource Center (BERC) had 10,952 customer visits in FY 08, which included 1,301 new customers.
- 100% of the Tourism budget is funded with Hotel Tax revenue.

# Economic Development Administration

Description	Actual FY 08	Original Budget FY 09	Adjusted Budget FY 09	Budget FY 10	% Change From Orig. FY 09	% Change From Adj. FY 09
Personnel	\$394,087	\$414,520	\$414,520	\$414,520	0.00%	0.00%
Operating	198,184	218,400	218,400	199,060	-8.86%	-8.86%
Capital Outlay	2,028	0	0	0	0.00%	0.00%
<b>Total</b>	<b>\$594,299</b>	<b>\$632,920</b>	<b>\$632,920</b>	<b>\$613,580</b>	<b>-3.06%</b>	<b>-3.06%</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

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- and engage in personal discussions regarding business issues.

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

## Mission and Goals

The mission of the Department of Economic Development is to create a positive business environment to foster the growth and retention of resident companies and encourage the attraction of new industry. The purpose is to provide jobs for local residents, promote a healthy economy, and increase the industrial tax base to provide for the services of government.

### Goals include:

The Carroll County Department of Economic Development and the Carroll County Economic Development Commission are charged with enhancing economic development in Carroll County. Quality economic development is critical to providing an adequate tax base to maintain our high quality of life and ensure the stability of our communities. Economic Development also provides opportunities from residents to work in their own communities. Investments in developing the necessary infrastructure and business support programs fulfill these goals.

## Program Highlights

- The 8.86% reduction in operating costs is due to shifting of costs related to the promotion of the county, into the Tourism budget.
- In FY 08, the commercial/industrial assessable base increased \$183 million and tax dollars have increased \$1.8 million which represents a 12% increase over FY 07.
- Professional/Business Services was the fastest growing sector in 2007. With an 11.1% gain this year, this continues the trend of the being the leading growth sector, increasing by more than 30% since 2003.
- The total value of commercial and industrial construction between FY 03 and FY 08 was nearly \$250 million.
- The County unemployment rate ended the calendar year 2008 at 5%, almost a full percentage point below the State at 5.8%, and well below the national rate of 7.2%.

## 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 and the Economic Development Commission.
- Utilizes many methods to attract new industry, including advertising, e-newsletters, public relations and attendance at industry and professional association seminars and conferences.
- Maintains an active retention program to include Commissioner visits to local businesses to tour facilities

## Budget Changes

- There are no salary increases in FY 10 and operating expenses are being held near, or reduced from, the FY 09 levels. Most budgets, including this one, are either flat or experience an overall decrease.
- The 8.86% decrease in operating is due to shifting expenses related to the promotion of the County, into the Tourism Budget.

## Positions

Title	Type	FTE
<i>Agriculture Specialist</i>	Full-time	1.00
<i>Admin. Office Associate II</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
<b>Total</b>		<b>7.00</b>

# Business and Employment Resource Center

Description	Actual FY 08	Original Budget FY 09	Adjusted Budget FY 09	Budget FY 10	% Change From Orig. FY 09	% Change From Adj. FY 09
Personnel	\$123,151	\$129,970	\$129,970	\$129,970	0.00%	0.00%
Operating	13,963	16,520	16,520	16,520	0.00%	0.00%
Capital Outlay	0	0	0	0	0.00%	0.00%
<b>Total</b>	\$137,115	\$146,490	\$146,490	\$146,490	0.00%	0.00%
Employees FTE	2.95	2.95	2.95	2.95	-----	-----

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## 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 job seekers in achieving, advancing and retaining employment.

### Goals include:

- Maximize public investment in job training and workforce development to create and maintain a workforce development system in Carroll County.
- Assist citizens in finding employment opportunities preferably with Carroll County businesses with workforce development needs.
- Market services to Carroll County employers.
- Continue the Youth Program by partnering with public, private and not-for-profit organizations.
- Support State and Federal Departments of Labor's strategic goals to enhance opportunities for America's workforce, promote economic security of workers and families and foster quality workplaces that are safe, healthy, and fair.

## Description

The Business & Employment Resource Center provides employment related services which include skills and career assessment, career counseling, career exploration, occupational skills training, basic skill remediation, diploma programs, on-the-job training, and job search/placement assistance. BERC offers a state-of-the-art One Stop Resource Center with free usage of resources that include current labor market information, job openings, computers, tutorials, workshops and an array of resources in a well-equipped library. BERC assists local employers with no-fee recruitment services, assistance in matching job applicants to job skill requirements, posting job openings, job fairs, and meeting or office space for business needs. BERC also provides assistance to prospective employers in relation to workforce issues through joint efforts with the Department of Economic Development. BERC is located at 224 N. Center Street, Room 205, Westminster, MD. For more information on BERC, please refer to: [www.carr.org/berc](http://www.carr.org/berc).

## Program Highlights

BERC total operating funds are from the following sources:

	FY 09 Budget	FY 09 % of Total	FY 10 Budget	FY10 % of Total
<b>Local – County*</b>	\$170,360	28.4%	\$170,360	22.2%
<b>Grants</b>	428,605	71.6%	597,904	77.8%
<b>TOTAL</b>	\$598,965	100.0%	\$768,268	100%

\* Includes \$23,870 of County Funds in the Local Youth Grant

### During FY 08:

- 10,952 customer visits were made to BERC. This represents a 16% increase over FY 07.
- 1,301 new customers visited BERC. This represents a 28% increase over FY 07.
- BERC hosted 4 job fairs; 551 customers attended the fairs, a 155% increase; 42 employers attended the fairs, a 50% increase.
- BERC served 226 Carroll County businesses, providing 1,737 services.
- 1422 individual intensive service appointments were provided by employment consultants.

## Budget Changes

There are no salary increases in FY 10 and operating expenses are being held near, or reduced from, the FY 09 levels. Most budgets, including this one, are either flat or experience an overall decrease.

## Positions

Title	Type	FTE
<i>Business Consultant</i>	Full-time	0.15
<i>Manager, BERC</i>	Full-time	1.00
<i>Office Associate III</i>	Full-time	1.00
<i>Fiscal Manager</i>	Full-time	0.80
<b>Total</b>		<b>2.95</b>

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

# Economic Development Infrastructure and Investment

Description	Actual FY 08	Original Budget FY 09	Adjusted Budget FY 09	Budget FY 10	% Change From Orig. FY 09	% Change From Adj. FY 09
Personnel	\$0	\$0	\$0	\$0	0.00%	0.00%
Operating	2,607,518	4,000,000	4,000,000	3,600,000	-10.00%	-10.00%
Capital Outlay	0	0	0	0	0.00%	0.00%
<b>Total</b>	<b>\$2,607,518</b>	<b>\$4,000,000</b>	<b>\$4,000,000</b>	<b>\$3,600,000</b>	<b>-10.00%</b>	<b>-10.00%</b>
Employees FTE	0.00	0.00	0.00	0.00	-----	-----

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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 targeted investments.

The Economic Development Infrastructure and Investment account was established to provide funding that would support and encourage economic development in the county.

This budget funds projects such as:

- Job training investments
- Feasibility studies
- Land acquisition related to business development
- Business infrastructure development

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

## Program Highlights

The County is developing a variety of sites for new or growing businesses. The Westminster Technology Park, which is sixty-three acres, welcomed its first tenant, General Dynamics Robotic Systems, to a newly constructed 40,000 sq. ft research and development facility. This accomplishment demonstrates that the park is on its way to being developed into a high-end business destination.

During FY 09, examples of investments include a contribution for building improvements to locate a new tenant creating 100 new jobs (average annual wage \$82k) and filling 40,000 square feet of office space, vacant since 1999.

The Department also contributed funding to the town of Mt. Airy for the construction of a temporary business park. This park allowed retailers who lost their establishments in a devastating fire in fall of 2007 to be open for business during the crucial holiday season. During late 2008 and early 2009 the reconstruction of the destroyed buildings was completed and the businesses that were able to remain in the temporary business

Park, moved back into the new space. This allowed Mt Airy Main Street to remain viable. Other business parks in the county are in the process of being developed.

Enterprise Carroll is a matching investment program that targets existing County business and provides resources to cover a portion of the costs associated with bringing new projects to market, new venture feasibility studies, upgrading technology infrastructure and/or software programs. Since its inception in FY 06 the program has provided nearly \$652,000 to over 20 existing businesses. Impact of the program:

- Matching capital expenditures - \$1,700,000
- Leveraged funds - \$125,000
- New/retained sales - \$9,300,000
- Expected new/retained jobs - 49 full-time and 16 part-time
- Market multiplier - \$1,600,000

## Budget Changes

The decrease in Infrastructure and Grants is primarily due to a transfer of \$500,000 to the Londontown boulevard improvements capital project in the CIP.

# Tourism

Description	Actual FY 08	Original Budget FY 09	Adjusted Budget FY 09	Budget FY 10	% Change From Orig. FY 09	% Change From Adj. FY 09
Personnel	\$119,934	\$134,660	\$134,660	\$134,660	0.00%	0.00%
Operating	143,142	156,690	156,690	171,115	9.21%	9.21%
Capital Outlay	0	20,000	20,000	0	-100.00%	-100.00%
<b>Total</b>	<b>\$263,076</b>	<b>\$311,350</b>	<b>\$311,350</b>	<b>\$305,775</b>	<b>-1.79%</b>	<b>-1.79%</b>
Employees FTE	4.38	4.38	4.38	4.38	-----	-----

## Contact

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## 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.
- Assists local tourism-related businesses and event organizers in their marketing efforts.
- Advertising, creation and distribution of marketing materials.
- Attending travel shows that help promote the county.
- 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 and other State agencies.

For more information on Tourism, please refer to:

<http://tourism.carr.org/>

## Program Highlights

- In FY 08 over 31,000 responses were received to an advertising campaign. This is up from 25,000 in FY 07. This is a direct result of an increase in advertising dollars from the Hotel tax.
- In FY 08, over 100,000 new users visited the Tourism website.
- Because of the increase in advertising dollars in FY 09, Carroll was eligible for \$44,678 in grant dollars. In FY 08, Carroll was eligible for \$42,000. Before the increased advertising program was implemented in FY 07, only \$23,700 in grant dollars was received.
- The tourism budget is 100% funded by a hotel rental tax.
- In FY 09, Carroll County was featured on the front page of the Washington Post Travel Section as a regional tourism destination.

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

	FY 06	FY 07	FY 08
Number of States represented	40	40	41
Number visiting from Virginia	88	74	68
Number visiting from Pennsylvania	169	148	160
Number visiting from New York	44	45	53

## Budget Changes

- There are no salary increases in FY10.
- The 9.21% increase in operating costs is due to shifting of costs related to the promotion of the county, from the Administration budget into the Tourism budget.
- The 100.00% decrease in capital outlay in FY 10 is due to a one-time planned purchase of furniture in FY 09. However, this furniture was never purchased.

## Positions

Title	Type	FTE
Administrative Support	Contractual	2.38
Manager	Full-time	1.00
Marketing Assistant	Full-time	1.00
<b>Total</b>		<b>4.38</b>