

# Economic Development Summary

	Actual FY 09	Original Budget FY 10	Adjusted Budget FY 10	Proposed Budget FY 11	% Change From Orig. FY 10	% Change From Adj. FY 10
Economic Development Administration	\$595,666	\$613,580	\$574,870	\$573,070	-6.60%	-0.31%
Business & Employment Resource Center	137,017	146,490	146,490	145,760	-0.50%	-0.50%
ED Infrastructure and Investment	3,856,711	3,600,000	3,600,000	3,000,000	-16.67%	-16.67%
Tourism	273,454	305,775	271,775	280,000	-8.43%	3.03%
<b>Total Economic Development</b>	<b>\$4,862,848</b>	<b>\$4,665,845</b>	<b>\$4,593,135</b>	<b>\$3,998,830</b>	<b>-14.30%</b>	<b>-12.94%</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.

## Highlights, Changes and Useful Information

- Staff in the Department of the Economic Development has been reduced by more than 14% since FY 09.
- The focus of economic development efforts in Carroll County is on infrastructure improvements and workforce training.
- The recession is having a mixed impact on the County's economic development activities.
  - Work continues on several new business parks in the county and interest from the private sector remains high. In FY 09, the commercial/industrial assessable base increased by more than \$100 million, or 5%. This provided an additional \$1 million in tax dollars.
  - The County unemployment rate ended CY 09 at 6.3%, a full percentage point below the State at 7.3%, and well below the national rate of 10.0%. Even though the County is better off than the State and the nation, there is a growing need for employment services. The Business and Employment Resource Center has seen an increase in demand for their programs, such as workforce training classes and job search assistance. Total customer visits are up 30%, and new customer visits are up 60%.
  - Revenue from the Hotel Tax has fallen as local hotels have seen a drop in their occupancy rates. The Tourism budget is 100% funded with revenue from the Hotel Tax, so the drop in revenue has led to a decrease in marketing activities for the County.

## Budget Changes

- The decrease in the Department's budget is primarily due to some one-time expenditures in the FY 09 and the FY 10 budgets for the development of two new business parks, one in the southern area of the County and the other in the northern area. Other significant changes include the elimination of a Fiscal Analyst position in Economic Development Administration and a Marketing Assistant in Tourism.
- In FY 11 there are no salary increases and operating budgets are generally held flat or reduced from FY 10.

# Economic Development Administration

Description	Actual FY 09	Original Budget FY 10	Adjusted Budget FY 10	Proposed Budget FY 11	% Change From Orig. FY 10	% Change From Adj. FY 10
Personnel	\$422,798	\$414,520	\$375,810	\$374,010	-9.77%	-0.48%
Operating	172,868	199,060	199,060	199,060	0.00%	0.00%
Capital Outlay	0	0	0	0	0.00%	0.00%
<b>Total</b>	<b>\$595,666</b>	<b>\$613,580</b>	<b>\$574,870</b>	<b>\$573,070</b>	<b>-6.60%</b>	<b>-0.31%</b>
Employees FTE	7.00	7.00	6.00	6.00	-----	-----

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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<http://www.carrollbiz.org/>

- Maintains an active retention program to include Commissioner visits to local businesses to tour facilities and engage in personal discussions regarding business issues.

## 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

- In FY 09, the commercial/industrial assessable base increased \$105 million, or 5.2%. This provides an additional \$1.0 million in tax dollars.
- Employment in professional and business services has grown over 20% from 2006 to 2008.
- From 2002-2008, the number of jobs in Carroll County increased 14%, well over the average job creation numbers for the Baltimore Metropolitan Region (4.3%) and the State of Maryland (4.5%)
- The total value of commercial and industrial construction between FY 05 and FY 09 was nearly \$210 million.
- The County unemployment rate ended CY 09 at 6.3%, a full percentage point below the State at 7.3%, and well below the national rate of 10.0%.

## 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.

## Budget Changes

- The decrease in Personnel and FTE's from the Adjusted FY 10 Original Budget to the Adjusted is due to the elimination of the Fiscal Analyst position.
- In FY 11 there are no salary increases and operating budgets are generally held flat or reduced from FY 10.

## 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>Marketing Manager</i>	Full-time	1.00
<b>Total</b>		<b>6.00</b>

# Business and Employment Resource Center

Description	Actual FY 09	Original Budget FY 10	Adjusted Budget FY 10	Proposed Budget FY 11	% Change From Orig. FY 10	% Change From Adj. FY 10
Personnel	\$132,009	\$129,970	\$129,970	\$129,970	0.00%	0.00%
Operating	5,008	16,520	16,520	15,790	-4.42%	-4.42%
Capital Outlay	0	0	0	0	0.00%	0.00%
<b>Total</b>	<b>\$137,017</b>	<b>\$146,490</b>	<b>\$146,490</b>	<b>\$145,760</b>	<b>-0.50%</b>	<b>-0.50%</b>
Employees FTE	2.95	2.95	2.92	2.92	-----	-----

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

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<http://www.carrollworks.org/>

## 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.

## Program Highlights

BERC total operating funds are from the following sources:

	FY 10 Budget	FY 10 % of Total	FY 11 Budget	FY11 % of Total
Local – County*	\$170,360	22.2%	\$145,760	22.0%
Grants	597,904	77.8%	516,303	78.0%
<b>TOTAL</b>	<b>\$768,268</b>	<b>100.0%</b>	<b>\$662,063</b>	<b>100.0%</b>

\* Includes \$23,870 of County Funds in the Local Youth Grant in FY 10.

### During FY 09

- 14,217 customer visits were made to BERC, a 30% increase over FY 08.
- 2,080 new customers visited BERC. This represents a 60% increase over FY 08.
- BERC hosted 1 job fair during FY 09. The difficult economic conditions and lack of available positions prevented them from hosting more fairs. A total of 231 job seekers attended this fair.
- 1,881 individual intensive service appointments were provided by employment consultants. This represents a 32% increase over FY 08.

## Budget Changes

In FY 11 there are no salary increases and operating budgets are generally held flat or reduced from FY 10.

## Positions

Title	Type	FTE
Business Consultant	Full-time	0.12
Manager, BERC	Full-time	1.00
Office Associate III	Full-time	1.00
Fiscal Manager	Full-time	0.80
<b>Total</b>		<b>2.92</b>

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

# Economic Development Infrastructure and Investment

Description	Actual FY 09	Original Budget FY 10	Adjusted Budget FY 10	Proposed Budget FY 11	% Change From Orig. FY 10	% Change From Adj. FY 10
Personnel	\$0	\$0	\$0	\$0	0.00%	0.00%
Operating	3,822,511	3,600,000	3,600,000	3,000,000	-16.67%	-16.67%
Capital Outlay	34,200	0	0	0	0.00%	0.00%
<b>Total</b>	<b>\$3,856,711</b>	<b>\$3,600,000</b>	<b>\$3,600,000</b>	<b>\$3,000,000</b>	<b>-16.67%</b>	<b>-16.67%</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.

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

## Program Highlights

Liberty Exchange Business Park in Eldersburg gained approval and began construction activities. This park will be a comprehensive business park containing flex, office, and amenity retail product to the South Carroll market. At build out, the park will provide over 200,000 square feet of space, offer employment opportunities to over 500 residents, and contribute over \$800,000 annually in tax revenue.

The industrial/commercial tax base continues to grow as a result of the expanding local economy. Indicators show that during fiscal year 2010, commercial/industrial development tax dollars will increase by \$1.0 million. During fiscal year 2009, nearly 350,000 square feet of commercial/industrial space was built or renovated with the construction value of these projects estimated at nearly \$25 million. In terms of job creation, data from the Maryland Department of Labor, Licensing and Regulation shows that Carroll County increased jobs by over 14% from 2002 to 2008, well exceeding the Baltimore Metropolitan average of 4.2% during this same period.

Carroll County continues to maintain a stable economic environment with large development projects on the horizon. Two major business parks are in the development phase and will ultimately result in the addition of new flex and office space to the local market. New initiatives, such as the Gateway Tax Credit and Green Building Tax Credit programs, have been launched to attract redevelopment and encourage environmentally-sensitive development to the County. Local investment through Enterprise Carroll, a part of the Business Retention program, supported three manufacturers and invested in a significant facility expansion for a major agricultural producer.

New developments underway in Carroll County include St. John Properties' Liberty Exchange development in Eldersburg, a mixed-use park with 120,000' of flex space, 50,000' of office space and 50,000' of complementary retail uses. At build out, this development is expected to increase local tax revenue by over \$1 million and add 500 new jobs to the area.

Westminster continues to see new development. Carroll Hospital Center is finishing construction on a 75,000' medical office facility on its campus. Nearby, the David D. Green Professional Center, a 50,000' office and retail complex, is also under construction. A new spec building is planned for the Westminster Technology Park.

## Budget Changes

The 16.67% decrease in Infrastructure and Investment is due to the budget returning to the \$3.0M level. In FY 09 and FY 10 this budget was higher due to one-time expenses related to two new business parks. One is planned in the southern portion of the county and one in the northern portion.

# Tourism

Description	Actual FY 09	Original Budget FY 10	Adjusted Budget FY 10	Proposed Budget FY 11	% Change From Orig. FY 10	% Change From Adj. FY 10
Personnel	\$128,593	\$134,660	\$100,660	\$99,660	-25.99%	-0.99%
Operating	140,773	171,115	171,115	160,340	-6.30%	-6.30%
Capital Outlay	4,089	0	0	20,000	100.00%	100.00%
<b>Total</b>	<b>\$273,454</b>	<b>\$305,775</b>	<b>\$271,775</b>	<b>\$280,000</b>	<b>-8.43%</b>	<b>3.03%</b>
Employees FTE	4.38	4.38	3.38	3.38	-----	-----

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<http://www.carrollcountytourism.org/>

## 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.
- Produced 75,000 calendars of events covering a full year of local activities.

## Program Highlights

- In FY 09 over 29,929 responses were received to an advertising campaign. This is a direct result of an increase in advertising dollars from the Hotel tax.
- In FY 09, there were 89,841 unique visitors to the Tourism website.
- Because of the increase in advertising dollars in FY 10, Carroll was eligible for \$44,678 in grant dollars. Carroll was eligible for the same amount in FY 09. 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.

## Budget Changes

- The decrease in Personnel and FTE's from the Adjusted FY 10 Original Budget to the Adjusted is due to the elimination of the Marketing Assistant position.
- In FY 11 there are no salary increases and operating budgets are generally held flat or reduced from FY 10.
- The 6.30% decrease in Operating is due to a reduction in printing costs. This reduction was necessary to match the budget to the anticipated hotel tax revenue.
- The 100.00% increase in Capital Outlay in FY 11 is due to a one-time planned construction of a 'Welcome to Carroll County' sign.

## Positions

Title	Type	FTE
<i>Administrative Support</i>	Contractual	2.38
<i>Manager</i>	Full-time	1.00
<b>Total</b>		<b>3.38</b>