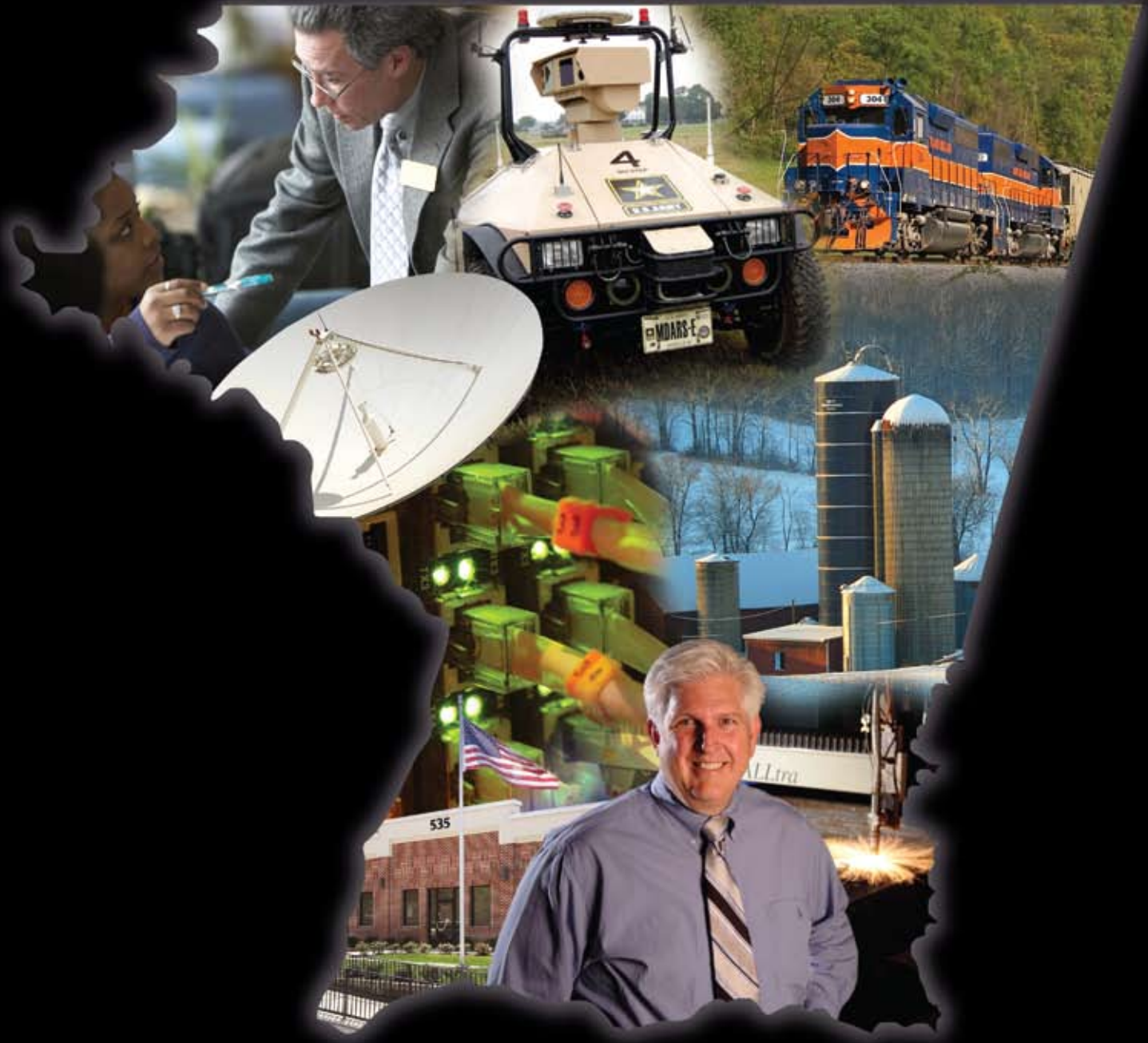


# 2007 ANNUAL REPORT



# Carroll County Maryland

**ECONOMIC DEVELOPMENT**

making business feel right at home®

## FROM THE DIRECTOR



From the beginning of 2007, we knew it was going to be a busy year. Programs and plans that were launched late in the previous year really began to gain momentum. The debut of our new logo not only was the catalyst for a

several new initiatives that you will read about, but our tagline *"making business feel right at home"* became our motto and our mission. We believe that our new brand represents the character of Carroll County and offers a warm welcome to prospective companies while highlighting our focus on existing businesses to create a nurturing business climate.

We continue to lay the foundation to advance in areas of critical importance to the long-term prosperity of the county. It was a year of executing our strategic plan for economic growth, with efforts focused on increased business development and retention activities, and celebrating our growing business community.

Our primary goal is to develop and improve the local economy which enhances the lives of citizens and creates wealth. The time we spend planning for future growth and focusing initiatives on resident industries will continue to ensure our future success.

We appreciate the cooperation of all of our partners – the Board of Commissioners, the State of Maryland, our education and business partners, local developers and brokers and many others who support our efforts to build a stronger Carroll County. Thank you for taking time to learn about our accomplishments in the pages that follow.

A handwritten signature in black ink that reads "Lawrence F. Twele". The signature is stylized and cursive.

Lawrence F. Twele  
Director  
Carroll County Department of Economic Development



## YEAR IN REVIEW

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Development activity in Carroll County over the past year was brisk. The value of construction reached \$50.5 million, increasing 43% over 2006 and 36% over the previous four-year average. Approximately 840,000 square feet of space was built or renovated.

The commercial and industrial assessable base valued at \$145 million increased 9% over the past year adding \$1.5 million new tax revenue.

Absorption of both industrial and office space was healthy. Carroll's office vacancy rate of 11.3% is in line with the regional average and our industrial/flex rate of 9% is the same rate throughout the region.

Carroll County is emerging as a prime area for business development. Eldersburg, a dynamic market that continues to garner attention as a business destination, was named one of the top 100 places to live by *CNN Money Magazine* in 2007. Redevelopment work continues on the former London Fog complex to restore the space to meet tenant needs.



## HIGHLIGHTS OF EXPANDING CORPORATIONS

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### Flowserve Corporation

- New 25,000 sq. ft. facility expansion to support "Motor Center of Excellence"
- 15 new positions
- \$2 million investment

### Evapco, Inc.

- New 10,000 sq. ft. Research & Development and laboratory expansion
- 10 new engineering jobs

### SES Americom, Inc.

- Leading provider of satellite communications expanded their teleport by adding four new earth stations

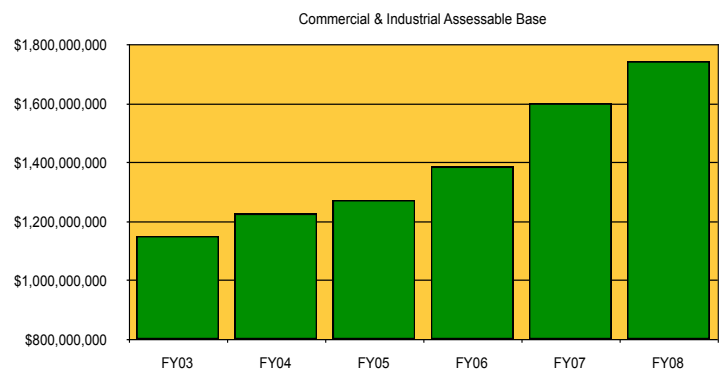


## BUSINESS DEVELOPMENT

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The department supported an amendment to the Industrial Restricted (IR) zone to allow amenity retail to be constructed in conjunction with business park development which is attractive to both tenants and builders alike.

A six-month long study analyzing the future land and infrastructure needs to support employment growth in Carroll County was completed. The findings of the study were endorsed to be incorporated into *Pathways to Carroll's Future Landscape*, to prepare the county for long-term economic growth.





Knitt Center Building

## NEW SPECULATIVE CONSTRUCTION

Speculative development is a good indicator of a thriving industrial real estate market. In 2007, over 100,000 sq. ft. was either proposed to be built or under construction in Carroll County, particularly along the MD 97 corridor north of Westminster. The department was also engaged in redevelopment projects to adapt existing buildings and sites to meet current marketplace needs.

A groundbreaking ceremony for Main Street Eldersburg, a 90,000 sq. ft. lifestyle center, was held on the site at Londontown Blvd. As the first LEED certified retail center in the Mid-Atlantic, Main Street Eldersburg will complement the nearby office complex and will have a tremendous impact on Eldersburg in 2008 and beyond.

## AGRICULTURE DEVELOPMENT

A new amendment to allow wineries as a conditional use in the conservation zone led the way for two farms to work toward opening new wineries in Fall 2008. This amendment enhances property in the conservation zone and hopefully will increase tourism as the popularity of Maryland wine and vineyard tours increases.

A Trinidad & Tobago Dairy and Filipino Equine delegation visited Maryland and Carroll County for the first time, opening doors to new international business for local farms and

agribusinesses. The Filipino delegation purchased three bred mares from one Carroll County equine farm with a total sales value of over \$30,000.

The “Fresh Start Farmers’ Market” continues to be successful providing opportunities for Women, Infants and Children’s coupon recipients to utilize their vouchers for locally-grown produce. Each year the redemption rate continues to climb and is now over 50% which is one of the highest rates in the State. This program won a National Association of Counties (NACo) Achievement Award in 2007 and will be listed in a national database for NACo’s Childhood Obesity Prevention and Healthy Living.

Carroll County participated in a “Buy Local Challenge” encouraging residents to take a pledge to eat at least one item from a Carroll County farm each day during the weeklong promotion. The countywide campaign increased visitor traffic to the Carroll Ag website with visitors searching for retail outlets of local edible goods.



Over 150 farms, agribusinesses, and farmers’ markets are listed on [www.carrollag.org](http://www.carrollag.org). Unique inquiries to the website numbered over 16,000 in 2007.

## SMALL BUSINESS DEVELOPMENT CENTER

The Small Business Training Network, created in 2006 and expanded in 2007, is an alliance of the Department of Economic Development, Carroll Community College, the Maryland Small Business Development Center (SBDC) and Start-Up Carroll. Through Economic Development and SBDC funding, classes are offered at no cost and are held at the Miller Center of Carroll Community College. This program won a 2007 NACo Achievement Award for its success in streamlining training and resources for hopeful entrepreneurs and small business owners.



Small Business Training Network results - 435 class attendees spent 180 classroom hours on 12 different business topics such as First Steps to Starting a Business, Financial Statements and Tax Strategies, Marketing, and Budget Planning.

SBDC one-on-one counseling results - 85 sessions and 147 counseling hours resulting in seven new businesses.

A small business portal was added to the economic development website. The 24/7 Virtual Business Advisor connects prospective entrepreneurs and existing business owners to training information and resources.





Carroll County Commerce Center

## BUSINESS AWARDS DINNER

A joint business recognition program was held with the Carroll County Chamber of Commerce which recognized fourteen companies in eleven categories. Over 180 community and business leaders attended the special awards event.



Pictured, left to right: Larry Twele, Chuck Powers & Bjorn Haldorsen of Flowserve, and DBED Secretary David Edgerley

## BUSINESS VISITATION

Business retention is one of our primary economic development strategies. With over 4,800 businesses in Carroll County generating 70% of new job growth, it is important to connect our existing businesses to programs and services that will enable them to thrive and grow.

- 73 companies were visited and surveyed in 2007
- 76% of the visits were in targeted industries of Information Technology, Manufacturing, and Professional and Technical Services
- 82% of visits resulted in referrals for additional support services from local and state government offices and workforce development and training partners
- Five MD Dept. of Business & Economic Development (DBED) training grants valued at \$82,482 were awarded to Carroll companies as a result of the outreach visits

## BUSINESS APPRECIATION WEEK

Business Appreciation Week was a new partnership with the Carroll County Chamber of Commerce. Twelve teams of ambassadors visited 40 companies in November to thank them for doing business in Carroll County and listen to their concerns. Businesses expressed that they really like Carroll's:

- Superior quality of life
- Great location/proximity to markets
- Excellent K-12 & secondary education
- Outstanding workforce



Visit to DeMario Design Consultants. Pictured, left to right: Richard Williams, W. Richard DeMario, Denise Beaver, Stan Ruchlewicz, and James Mathias

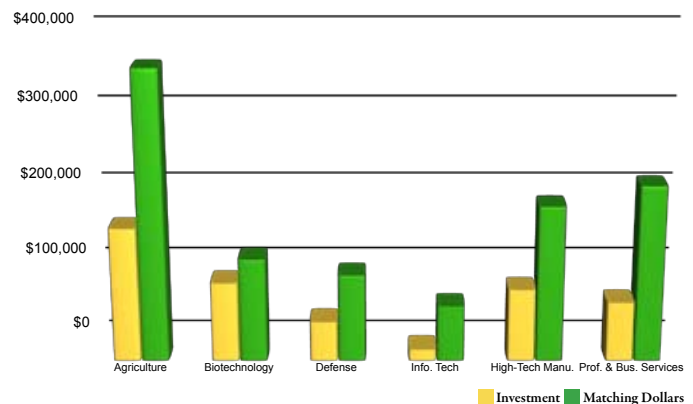
## ENTERPRISE CARROLL INVESTMENT PROGRAM

Enterprise Carroll provides investment grants to qualified



corporations in targeted industries to accelerate their business growth. By matching company investments in projects to improve operations, conduct new venture feasibility studies, explore bringing new products to market, and upgrade technology infrastructure and/or software programs we help them to grow.

- 16 investment grants totaling \$499,296 were made in six targeted industries
- Companies added matching investments of \$1.1M
- Expected new/retained jobs = 49FT/16PT jobs
- Expected new/retained sales = \$6.3M
- Market multiplier to local farms \$423,300





## TECHNOLOGY DEVELOPMENT

Our ongoing partnership with the Carroll Technology Council, now 70 members strong,



helped the organization to begin offering a Professional Development Education Series exclusively for members. These efforts resulted in a 2007 NACo Achievement Award for Partnership for Technology-led Economic Development.

## MANUFACTURING CONSORTIUM

Established in Spring 2007, the new manufacturing consortium addresses industry workforce training issues and started to plan a "Manufacturing in Carroll" awareness campaign.

Five of the top 25 manufacturers named in *Baltimore Business Journal's 2007 Book of Lists* are located in Carroll:

- General Dynamics Robotic Systems
- Jos. A. Bank Clothiers
- English American Tailoring
- Evapco, Inc.
- Marada Industries



General Dynamics Robotic Systems

## WORKFORCE DEVELOPMENT

The Business & Employment Resource



Center is now a comprehensive

workforce center with the relocation of the Maryland Job Service office to our 224 N. Center Street location in April, 2007.

Fourteen partners now provide a full range of employment and training services including veteran employment and training services five days a week.

Citizens Served

- 10,134 visits – a 7% increase from 2006
- 160 youth served
- 365 job placements
- 1,136 new customers

Businesses Served

- Over 5,000 employer job postings
- Five Maryland Business Works training grants for 44 employees valued at \$10,210
- Job fairs for 19 employers and 131 job seekers
- Average of 350 business interactions per month

Other services provided: pre-employment assessments, outplacement services and an HR Recruitment and Retention seminar series.

McDaniel College



# MARKETING

Northeastern Economic Developers Association recognized several of our new marketing projects as part of their 2007 Literature and Promotions Awards program. The awards bestowed include:

- “Superior Award” for [www.carrollbiz.org](http://www.carrollbiz.org)
- “Awards of Excellence”
  - Economic Development e-newsletter
  - 2006 Annual Report
  - “Home to Technology Innovation” CEO Testimonial ad



## EXPERIENCE

### *The Civil War In Carroll County*

In 1863, more than 60,000 troops marched through Carroll County on their way to Gettysburg. Today you can follow many of the same routes while enjoying...

- ★ quaint villages to explore,
- ★ festivals to celebrate,
- ★ biking and hiking,
- ★ antique shops,
- ★ country inns,
- ★ bed and breakfasts,
- ★ fine restaurants, and
- ★ reasonably-priced hotels.



**Carroll County**  
 Maryland  
 Carroll County Visitor Center  
 210 East Main Street ★ Westminster, MD  
 800-272-1933 ★ [www.CarrollCountyTourism.org](http://www.CarrollCountyTourism.org)

## TOURISM

Tourism adds to the local economy with Carroll County noted as an attractive tourist destination statewide. Promoting Carroll County as a tourist destination advanced with an aggressive advertising and marketing campaign and a new tourism website. The results have been positive and include:



- [www.carrollcountytourism.org](http://www.carrollcountytourism.org) website recorded 109,440 unique visitors nearly doubling 2006 visits
- Tourism advertising campaign generated over 25,000 leads, a 67% increase over 2006
- Carroll County's top 20 events drew over 210,000 participants

## CARROLL COUNTY BOARD OF COMMISSIONERS

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Julia W. Gouge, President

Dean L. Minnich, Vice President

Michael D. Zimmer, Secretary

## ECONOMIC DEVELOPMENT COMMISSION MEMBERS

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Wayne Barnes  
R. Wayne Barnes, CLU, CLTC

Barbara Biller  
Intellitech, Inc.

Robert Holmes  
PNC Bank

Kevin Kelbly  
Carroll Hospital Center

Ron Nawrot  
Random House

Dr. Faye Pappalardo  
Carroll Community College

Walter Patton  
NAI KLN Commercial Real Estate Services

Dr. Arthur Peck  
Industrial Development Authority

Ethan Seidel  
McDaniel College

David Shaffer  
Tier One Technology Partners

Mayor Haven Shoemaker  
Maryland Municipal League

Jeff Sprinkle  
YMCA of Central Maryland

Harold Walsh  
EVAPCO, Inc.

Keith Warner  
Keymar Fertilizer

## CARROLL COUNTY ECONOMIC DEVELOPMENT STAFF

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Lawrence F. Twele,  
Director

Denise Beaver,  
Deputy Director

Paige Sunderland,  
Business Development Manager

Brian Snyder,  
Marketing, Data & Research Coordinator

Gabe Zepp,  
Agriculture Development Specialist

Barbara Beverungen,  
Tourism Manager

Denise Rickell,  
Manager, Business & Employment  
Resource Center

Jenny Martin,  
Fiscal Analyst

Bonnie Staub,  
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