DORCHESTER COUNTY
ECONOMIC DEVELOPMENT

# FY 2012
# ANNUAL REPORT

*Dorchester County*

*The Heart of the Chesapeake. The Hub for Business.*

# A Message from the Director

Dear Partners:

It is with much excitement, anticipation, and great expectation that we embark on Fiscal Year (FY) 2013.

Looking back on FY 2012, we feel a great sense of accomplishment at having completed the infrastructure construction phase of the new Dorchester Regional Technology Park. We are actively marketing the park domestically and internationally, and believe Dorchester County is well positioned for future economic growth.

Existing businesses are the very fabric of Dorchester County. It is the businesses that provide capital investment, create jobs and share their intellectual capital. The establishment of the Economic Development Advisory Council (EDAC) has provided the Economic Development Office (EDO) with a tremendously valuable resource of community, business, educational and government stakeholders. The input and feedback from the advisory council members will be instrumental in crafting an economic development strategy designed to maximize every opportunity in which Dorchester County's assets can be given worldwide exposure.

Thankfully, our traditional manufacturing industry base is showing signs of successfully transitioning to a more innovative manufacturing industry base, with the relocation of an innovative food manufacturing operation to Dorchester County that could potentially create 250 jobs in two years. Dorchester County companies that have survived the economic downturn can credit out-of-the-box thinking. The EDO and the Dorchester County Council are grateful to those progressive firms that were able to ride out the economic storm, while simultaneously developing new products, services, and more efficient manufacturing methods. Therefore, we encourage our manufacturing-based workforce to continue to prepare for knowledge-based employment opportunities through skills retooling programs.

In Fiscal Year 2012, entrepreneurial activity included the addition of one new manufacturing startup operation that located in the Hurlock Industrial Park, and a defense subcontractor that located at the Cambridge-Dorchester Regional Airport. This defense company is in the process of establishing a small assembly operation and hopes to locate in the planned business incubator.

Dorchester County, with its serene waterways, historic sites and growing businesses, is truly a beautiful place to live, work, play, and do business! The people of Dorchester County provide a strong sense of history that is not found in every community.

The Dorchester County Economic Development Office continues to be optimistic about our future, and is proud to present the FY 2012 Dorchester County Economic Development Annual Report.

May God continue to bless Dorchester County.

Keasha Haythe

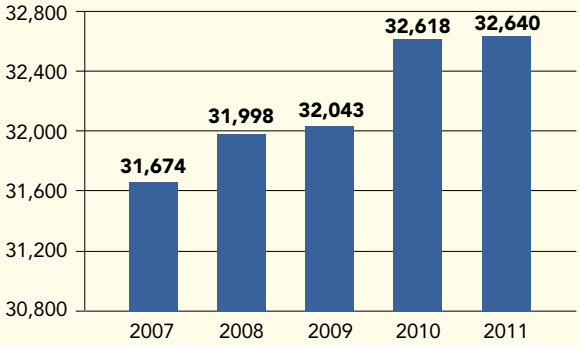
Keasha Haythe, CEcD
Director

# Goals and Priorities

1. Focus on business development, expansion, and retention initiatives.
2. Diversify the county by attracting industry sectors currently not located in Dorchester County.
3. Collaborate with community leaders to increase public awareness of the importance of economic development.
4. Partner with educators to develop programs that prepare students to be viable contributors to the workforce, and enhance programs in science, technology, engineering, and math (STEM).
5. Collaborate with stakeholders to strengthen agriculture, aquaculture, and commercial seafood industries.
6. Foster green initiatives that encourage environmentally sound development, in order to preserve the rural character of Dorchester County.
7. Develop the Innovation Crossroads Business Incubator to foster entrepreneurship opportunities.

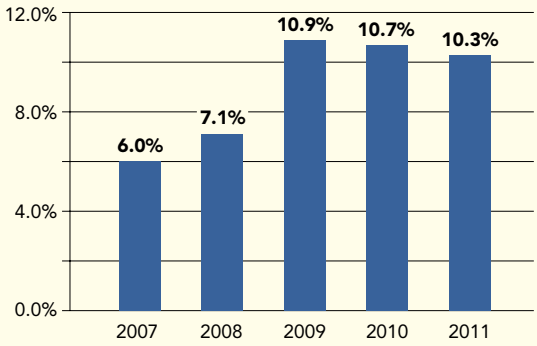
# Dorchester County Demographics

## Dorchester County 5-year Population



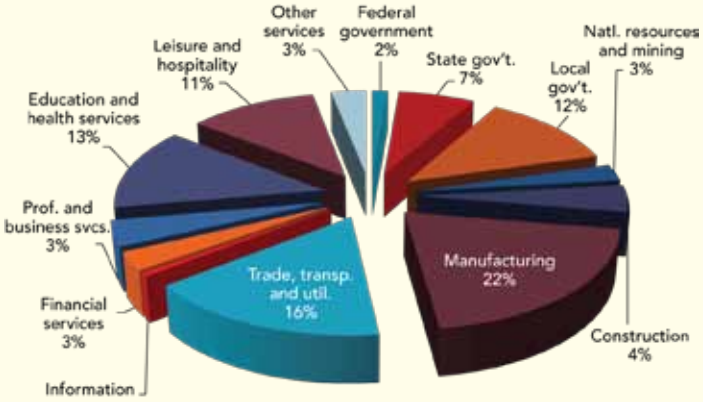

Source: Maryland Department of Planning, April 2012

## Dorchester County 5-year Unemployment Rate



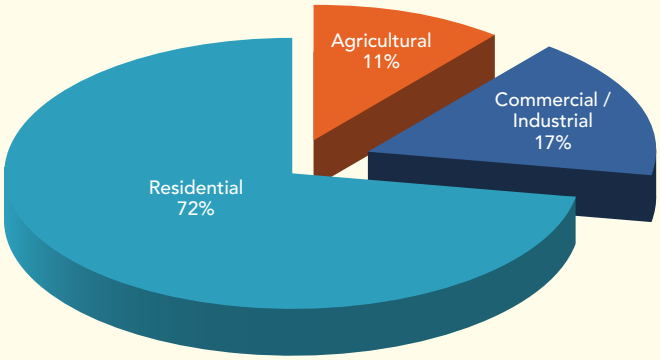

Source: Maryland Department of Labor, Licensing and Regulation, 2012

## Percentage of Employment




Source: Maryland Department of Labor, Licensing and Regulation, 2010

## Tax Base Percentages




Source: Dorchester County Department of Finance, June 2012

# Dorchester Regional Technology Park

In FY 2012, water and sewer infrastructure to and inside the Dorchester Regional Technology Park was completed, along with fiber optic cable installation down Bucktown Road to the Technology Park. Outreach efforts are being made to prospective companies interested in locating in the park.

## Daystar Manufacturing

In FY 2012, Daystar Manufacturing, a startup injection molding company, began operating in Hurlock. The Economic Development Office assisted the company in securing startup capital from the Eastern Shore Entrepreneurship Center and the Dorchester County Revolving Loan Fund for equipment. The company is leasing a 7,000-square-foot facility in the Hurlock Industrial Park, and is expected to employ six people.

## LWRC International

This Dorchester County manufacturer requested assistance from the Economic Development Office to help secure financing needed to expand its production capacity. The Economic Development Office secured financing assistance for the project through the Rural Development Center revolving loan fund. The expansion is anticipated to create 50 jobs.

## Protenergy

Protenergy, a leading aseptic food packaging company based in Canada, expanded its operations to Dorchester County in FY 2012. The company was contemplating locating this operation in St. Louis, Missouri. Working in partnership with the Maryland Department of Business and Economic Development, Dorchester County successfully won the project. The company plans to employ over 250 people.

*"LWRC International is pleased to be located in Dorchester County. . . . A Dorchester County location provides a distinctive pro-business environment for innovative and success driven manufacturing and technology firms."* — Dick Bernstein, CEO, LWRC International

## Triple Ventures, LLC

This company's decision to locate to Dorchester County was the result of a lead from the Maryland Department of Business and Economic Development (DBED), and the Calvert County Department of Economic Development. The company was searching for a new location for the processing and distribution of Fruit Wave beverages. The former ABC building was identified as a potential site, and with the assistance of DBED, the company purchased the building. It will begin operations in FY 2013 and projects employing 27 people.

## Vartec Industries

The Economic Development Office assisted Vartec Industries, a startup company that provides services to Department of Defense prime contractors. The company's CEO became interested in locating to Dorchester County's HUBZone to establish an assembly (kitting) operation as a result of commitments from BAE Systems and Northrup Grumman to provide contract work after HUBZone certification was complete. Vartec is temporarily located at the Cambridge-Dorchester Regional Airport. The company has plans to locate to the new technology park upon completion of the first building. The company currently employs three people.

## *FY 2012 New and Expanding Downtown Cambridge Businesses**

**Bliss Jewelry & Gifts**

**Cambridge Main Street Farmer's Market**
*(Relocation)*

**Choptank Cigar Company**

**Don Chuy Mexican Taqueria**

**Gina's Ice Cream & Sweet Shoppe**

**The High Spot**

**Jimmie & Sooks**
*(Relocation and Expansion)*

**Just Yesterday**

**Pet Threadz**

*Information provided by Cambridge Main Street.

## Dorchester County Agricultural Profile

| Farms and Acreage | 1997 | 2002 | 2007 |
|---|---|---|---|
| Number of Farms | 308 | 351 | 424 |
| Average Size (acres) | 398 | 357 | 314 |
| Land in Farms (acres) | 122,443 | 125,385 | 133,188 |

| Livestock Inventory | 1997 | 2002 | 2007 |
|---|---|---|---|
| Cattle | 589 | 316 | 255 |
| Hogs | 2,529 | 2,907 | 1,934 |
| Sheep | * | * | 123 |

| Value of Sales | |
|---|---|
| All Products ($1,000) | 166,732 |
| Poultry & Eggs ($1,000) | 100 |
| Grains & Oilseeds ($1,000) | 28,100 |
| Vegetables ($1,000) | 13,367 |

| Demographic Data | 1997 | 2002 | 2007 |
|---|---|---|---|
| Average Age of Operator | 53.3 | 56.0 | 57.6 |
| Percent Female Principal Operators | 4.2 | 11.4 | 11.3 |

| Equine Census | 2010 |
|---|---|
| Number of Equine Places | 130 |
| Equine Inventory | 350 |
| Value of Equine Inventory | $833,000 |

*Not published to avoid disclosure of individual operations.

Source: Census of Agriculture, NASS, 2010
Most recent data available.

## Dorchester County Annual Grain Crop Production Totals

| Crop | Year | Acreage Harvested | Yield | Total Production |
|---|---|---|---|---|
| Corn for Grain (bushels) | 2008 | 22,600 | 130.0 | 3,130,000 |
| | 2009 | 21,400 | 166.0 | 3,560,000 |
| | 2010 | 26,000 | 126.2 | 3,280,000 |
| Soybeans (bushels) | 2008 | * | * | * |
| | 2009 | 49,300 | 40.5 | 2,000,000 |
| | 2010 | 44,300 | 33.2 | 1,470,000 |
| Winter Wheat (bushels) | 2008 | 15,300 | 75.00 | 1,150,000 |
| | 2009 | 18,700 | 61.0 | 1,145,000 |
| | 2010 | 11,000 | 52.7 | 580,000 |

*Not published to avoid disclosure of individual operations.
Source: Census of Agriculture, NASS, 2010.

## Dorchester County Seafood Harvest

| | 2007 | 2008 | 2009 | 2010 | 2011 |
|---|---|---|---|---|---|
| **Fish** | $4,864,844 | $4,879,240 | $4,503,367 | $5,025,880 | $5,431,240 |
| **Soft Crabs** | $3,253,490 | $7,493,735 | $6,732,360 | $6,960,771 | $6,183,111 |
| **Hard Crabs** | $12,856,662 | $31,743,659 | $29,553,705 | $34,400,383 | $32,072,913 |
| **Oysters** | $602,015 | $1,306,152 | $2,484,987 | $943,905 | $1,295,698 |
| **Total** | $21,577,011 | $45,422,786 | $43,274,419 | $47,330,939 | $44,982,962 |

Source: Maryland Department of Natural Resources, Fisheries Division, 2012

## Economic Development Week

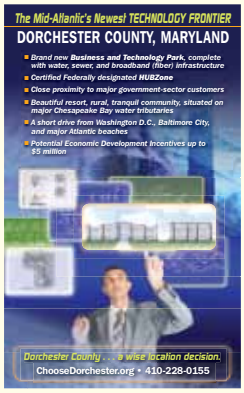
Sponsored by the Dorchester County Economic Development Office, the Cambridge Economic Development Office and the Dorchester Chamber of Commerce, Safe Chain Solutions hosted a business after hours event at its location on Chesapeake Drive in Cambridge. The event was held in celebration of Maryland Economic Development Week. County and State economic development organizations across the state were acknowledged for their service and contributions toward making a positive impact on job growth.

## MILCOM Conference

Working in partnership with the Maryland Department of Business and Economic Development (DBED), the Economic Development Office shared exhibit space with DBED at the Military Communication Trade Show & Conference (MILCOM) held at the Baltimore Convention Center.

## Print Media — Advertising Placements

- *Global Corporate Expansion (GCX) Magazine*
  - GCX Banner Ad (January issue)
  - GCX Economic Development Directory (Spring)
  - GCX Economic Development Directory (Summer)
  - GCX Line Listing (Summer)




## Digital and Social Media Marketing

- Global Corporate Expansion e-mail blast to 16,000 recipients
- The following social media sites were created in FY 2012: Facebook, Twitter, LinkedIn, YouTube

## News and Press Releases

*The Gazette of Politics and Business*

- Wanted: Hatchlings for new Eastern Shore incubator / Dorchester County business park set to host first in region (Friday, May 25, 2012)

*Star Democrat*

- Business, community leaders offer ideas for partnership with Dorchester schools (Wednesday, July 6 and Thursday, July 7, 2011)
- State OKs larger enterprise zone for Cambridge, Dorchester Co. (Tuesday, July 12, 2011)
- Local officials selected for MEDA positions (Sunday, July 17, 2011)
- Cambridge International CEO named to state commission (Wednesday, September 7, 2011)
- Dorchester has highest Mid-Shore unemployment (Tuesday, September 13, 2011)
- Business community, school system join forces in Dorchester (Tuesday, October 18, 2011)
- Business After Hours event celebrates Maryland Economic Development Week (Tuesday, November 8, 2011)
- Dorchester officials honored for role in int'l. partnership (Tuesday, November 15, 2011)
- Natural food company occupies Cambridge facility (Sunday, December 4, 2011)
- Maryland picks Sailwinds developer (Thursday, December 8, 2011)
- IT job fair today in Cambridge (Friday, January 6, 2012)
- Dorchester County Mixing industry, recreation (Monday, January 30, 2012)
- DBED loan helps bring beverage manufacturer to Cambridge industrial park (Sunday, January 29, 2012)
- Job fair set March 15 in Cambridge (Monday, March 12, 2012)

*Dorchester Banner*

- Cambridge Enterprise Zone grows (July 13, 2011)
- County department part of recipe for success (July 8, 2011)
- Keasha Haythe named to MEDA Board of Directors (September 28, 2011)
- Partnership connects Dorchester to the world — Welcome German visitors (September 21, 2011)
- Officials banking that tech jobs will replace lost manufacturing jobs (September 7, 2011)
- Officials optimistic about future if citizens get on board — Dorchester County Economic Development Department's Annual Report released (October 28, 2011)
- Foodswing to become Protenergy — Canadian-based company expects to employ about 100 when fully staffed (November 30, 2011)
- Dorchester/Dueren partnership exchange continues — Workforce exchange next project (November 18, 2011)
- Business After Hours called a tremendous success (January 4, 2012)
- There will be a job fair on March 16 (February 17, 2012)
- Fifty new jobs ride wave to Cambridge — Beverage company coming to Woods Road area (February 1, 2012)
- Dorchester technology park is complete — Officials working to market project now (March 14, 2012)
- Real job fair for ready workers set — Recruitment event (March 2, 2012)

# Community Partnerships and Outreach

*The goal of the Economic Development Office's community partnerships is to provide quality services to new and expanding businesses. Collaboration between private and public economic development stakeholders supports the economic health and strength of Dorchester County. The Economic Development Office and its partners work together to create and promote programs and initiatives that sustain and grow the local economy.*

## Dorchester County Economic Development Advisory Council (EDAC)

The Economic Development Advisory Council was created in FY 2012 for the purpose of sharing ideas, solutions and creative approaches to economic development concerns and issues facing Dorchester County businesses.

The following industry sectors are represented on the council:

- Utilities
- Hospitality
- Agriculture
- Aquaculture
- Technology Manufacturing
- Professional Services
- Higher Education
- Real Estate
- Banking/Financial Services
- Manufacturing/Green Manufacturing
- Arts
- Dorchester Chamber of Commerce President
- Cambridge Economic Development
- Dorchester County Tourism
- Dorchester County Council – ED Liaison

**Economic Development Advisory Council Members**
*Front Row: Lin Spicer, Tracy Tyler, Natalie Chabot, Keasha Haythe, Jean Sewell, Mickey Love, Amanda Fenstermaker. Second Row: Johnny Shockley, Dick Bernstein, Ted Kanatas, Valerie Brown, Peter Taillie, Facilitator. Back Row: John Mason, Mike LeMire, Dr. Henry Wagner, Dr. Barbara Viniar, Mike Wheatley. Not pictured Councilman Ricky Travers.*

## Small Business Administration (SBA)

The Dorchester Economic Development Office sponsored a HUBZone workshop given by Monica Randall, a Business Outreach Specialist from the SBA-Baltimore Regional Office. Ms. Randall provided information to 15 county businesses regarding how to become a HUBZone certified business, which could potentially provide county businesses with government contracting procurement opportunities.

*SBA Business Outreach Specialist Monica Randall speaking at a HUBZone workshop.*

## Community Involvement

A representative from the Economic Development Office serves on the following community boards:

- Local Management Board (LMB)
- Dorchester County Career and Technology Center Local Advisory Committee (LAC)
- Dorchester County Public Schools Superintendent's Advisory Council
- Maryland Economic Development Association (MEDA)
- MEDA Foundation
- Eastern Shore Entrepreneurship Center (ESEC)
- University of Maryland Eastern Shore – Rural Development Center (RDC) Revolving Loan Fund
- German Partnership Committee (GPC)

## Job Fairs

- The Economic Development Office partnered with SITEC Consulting, a local technology firm, to hold a technology workers job fair at their location. Forty-three IT job seekers attended this event.
- The Economic Development office partnered with the Workforce Investment Board and held a skilled and professional workers job fair at Chesapeake College in downtown Cambridge.

***More than 100 people attended the skilled and professional workers job fair. At least six of the attendees were hired by local companies following the fair.***

# Why Choose Dorchester County

**Interstate Container Corporation.** The Dorchester County Economic Development team has been simply wonderful to work with on all our major projects. They have been instrumental in our company locating key partners to help secure this plant for years to come, and they make the process hassle-free. They are a very approachable group who know the right group to contact for the appropriate cause. We certainly encourage any business to take a long hard look at Dorchester County, and the economic development team can help lead the way.
*— Pete Bugas, General Manager*

**LWRC International.** LWRC International is pleased to be located in Dorchester County. The success of our company depends upon a readily available, trainable, dependable workforce, and we have found that here in Dorchester County. A Dorchester County location provides a distinctive pro-business environment for innovative and success driven manufacturing and technology firms. A further bonus is geographical proximity to our major customers in Washington, D.C.
*— Dick Bernstein, CEO*

**Safe Chain Solutions**. Safe Chain Solutions is a full service Third Party Logistics provider located in Dorchester County, Maryland. Dorchester County was a perfect fit when choosing the location of our startup business. The tax benefits here are extremely friendly to small businesses, which is key to the success and growth of a new business. Another major attraction that appealed to us was the ability of being located in a HUBZone. Obtaining a HUBZone certification could potentially increase our revenue by over 25% in the next year. The county's generous labor and commercial property costs, combined with the strategic location, have given us the ability to compete on a national level. Safe Chain Solutions wouldn't be where we are today without working closely with the Dorchester County Economic Development Department. Due to Safe Chain's hectic schedule, our first two meetings both fell on "non-work" days. Without hesitation, the Economic Development team took time away from their personal lives to meet with us. Seeing this type of dedication and support made our decision to start our business here that much easier. Since then they have helped us on multiple occasions. Dorchester County gave our business the best chance to succeed, and we're happy to call it home to Safe Chain Solutions.
*— Charles Boyd, President & CEO*

**Warwick Fulfillment Solutions.** Warwick Fulfillment Solutions continued to grow in 2012 as a result of new clients in the apparel industry. A footwear client company had launched a search for a fulfillment partner with product category expertise, the flexibility to meet abbreviated implementation time lines, and the IT know-how to connect to multiple software platforms. Additionally, a New York City–based clothing company that traditionally markets its products through major retailers launched its first consumer website. Both clients have entrusted their e-commerce, fulfillment, and customer care to the Warwick Fulfillment Solutions team. Our continued growth is also credited to the caliber of personnel we hire within the county and region, who work in upper management, operations, and our warehouse. Clients who visit our facility give high marks for the Warwick team's overall track record and dedication to serving their needs. Dorchester County is truly a strategic location for our operation.
*— Mike Wilt, President*

# Highlights

- Dorchester County expansion and attraction projects contributed more than $25.3 million in capital investment and expects to create more than 330 jobs over the next two years.
- The newly revised Dorchester County Economic Development website was completed in FY 2012. Website activity is listed below:
  - Visits: 2,848
  - Page Views: 9,533
  - Average time spent on Website: 4:16 minutes
  - New Visits: 1,931
- Working in partnership with DBED, the Economic Development Office connected the "Location One" (LOIS) buildings and sites search database module to the county's new economic development website.
- The Economic Development Office received 38 inquiries from individuals wanting to start micro-businesses. Eight micro-businesses began operations in FY 2012.
- The Economic Development Office was contacted by 11 prospective companies interested in potentially setting up operations in Dorchester County.
- Assisted downtown businesses by designing a flyer offering discounts to MEDA summer conference attendees.
- Successfully negotiated terms and conditions for Rural Development Center revolving loan fund recipients totaling $750,000, which was critical to those businesses securing adequate financing to expand operations in Dorchester County.

## Dorchester County Council Members

Jay L. Newcomb, Council President, *District 1*
William V. Nichols, Vice President, *District 2*
Ricky Travers, *District 3*
Rick Price, *District 4*
Tom Bradshaw, *District 5*
Jane Baynard, *County Manager*

## Dorchester County Economic Development Office

Keasha Haythe, CEcD, *Director*
John A. Mason, MBA, *Business Attraction and Expansion Manager*
Darlene Kriss, *Administrative Associate*

## Economic Development Advisory Council

Richard Bernstein, *CEO, LWRC International*
Valerie Brown, *Broker/Owner, Powell Realtors*
Natalie Chabot, *Director, Cambridge Economic Development*
Amanda Fenstermaker, *Director, Dorchester County Tourism*
Ted Kanatas, *General Manager, Hyatt Regency Chesapeake Bay*
Mike LeMire, *Principal, Miles & Stockbridge P.C.*
Mickey Love, *Executive Director, Dorchester Center for the Arts*
Jean Sewell, *Executive Vice President, CFO, National Bank of Cambridge*
Johnny Shockley, *Vice President, Hoopers Island Aquaculture Company*
Lingan Spicer, *Owner, Holly Lane Farms, Inc.*
Ricky Travers, *Councilman, Dorchester County Council*
Tracy Tyler, *CEO, Cambridge International*
Dr. Barbara Viniar, *President, Chesapeake College*
Dr. Henry Wagner, *Superintendent, Dorchester County Public Schools*
Mike Wheatley, *President, Choptank Electric Cooperative*

Cambridge–Dorchester Regional Airport Terminal
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Cambridge, MD 21613

Phone: 410-228-0155

Fax: 410-228-9518

*www.ChooseDorchester.org*

LinkedIn YouTube

## Mission Statement

*The Dorchester County Economic Development Office is focused on developing and implementing strategic initiatives to assist businesses with growth and expansion projects and to attract new industry. The mission of the Economic Development Office is to create a business environment where local firms can compete and thrive in today's global economy.*