TOP STORY *(Continued from Page 1)*

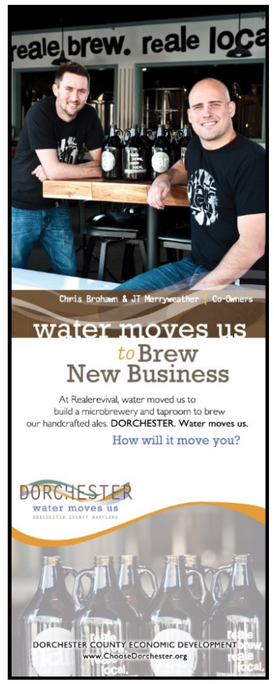
The Chamber's Executive Board believed the "water moves us" campaign captured the essence of Dorchester. The board was excited to see this as a joint partnership effort. They agreed to have the seven banners displayed at the Dorchester Chamber of Commerce Annual Meeting which took place on Thursday, January 30 at the Dorchester Center for the Arts.

For further information about "water moves us" and to learn how your organization can participate in the branding initiative, contact the Dorchester County Economic Development Office by phone at 410-228-0155 or by email at sbanks@ChooseDorchester.org.

LOCAL CRAFT MOVEMENT

Water moves us to brew new business

Transforming a run-down building and one-time pool hall into a hopping center of craft beer, music and art was only one of the goals Dorchester natives JT Merryweather and Chris Brohawn hoped to accomplish when they opened Realerevival Brewery. Dorchester County Economic Department helped the co-owners secure $200,000 from the University of Maryland Eastern Shore's Revolving Loan Fund that helped establish Cambridge's hip new destination. In keeping with their



motto "Reale brew. Reale local.," Brohawn and Merry-weather have partnered with former high school classmates BJ Wheatley and Ian Campbell. Wheatley's original art – mural and collages – adorn the brewery's walls. And Campbell, Bistro Poplar's award-winning chef, unveiled "Bistro Eats." To learn more about their craft beer and upcoming events, visit www.Realerevival.com.

AGRICULTURE

Water moves us to savor sweet success

Long-time agricultural leaders in Delmarva, Dorchester's farms produce numerous crops including corn, soybean and melons. The Layton family added a new crop in 2007 when they planned and propagated grapevines on their Vienna-based farm to create the county's first winery. Adding this new crop to their farm produced delicious wines and created an 'agri-tourism' business with festivals, concerts, and private events in the beautiful tasting room. The family-friendly destination attracts tens of thousands of people each year. Visit http://laytonschance.com/ to learn more about Layton's

DORCHESTER Currents
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Dorchester Unveils 2014 Marketing Campaign

On Tuesday, January 14, Dorchester County Economic Development Director Keasha Haythe unveiled the county's 2014 business marketing campaign before the Economic Development Advisory Committee. The ad campaign is the latest installment of "water moves us," the economic branding program Haythe introduced last fall to elected and community leaders.

The inaugural advertisements profile Dorchester's business strengths and opportunities. Highlighting specific industries and showcasing successful people, the campaign features bold photography, memorable copy and compelling stories.

The seven campaign profiles illustrate how Dorchester's identity reflects the landscape, culture and the character of the people who live, work and visit. The industries and companies featured in the 2014 campaign are: Agriculture (Layton's Chance Winery); Aquaculture (Chesapeake Gold); Arts and Creative Class (Dorchester Center for the Arts); Manufacturing (GKD); Restaurants/Retail (Realerevival Brewing); Small Business (TNT Moving & Cleaning); and Tourism (Harriet Tubman State Park).

"Water moves us" captures the heritage, identity and economic opportunities unique to our county," Haythe said, "we plan to add new profiles each year to continue to tell our stories of industrious and innovative entrepreneurs and business leaders." The 2014 campaign will be featured on Dorchester County's website, in social media, on banners, brochures, print and digital advertisements as well as billboards.

Haythe also presented the marketing campaign on January 24 to the Dorchester Chamber of Commerce Board of Directors.

(Continued on Page 4)

THE ARTS & CREATIVE CLASS

Water moves us to paint perfect pictures

Arts advocate Mickey Love believes the county's unsurpassed natural beauty and growing creative class inspires and nurtures artists in ways few places can. As Executive Director of the Dorchester Center for the Arts (DCA), Love has been a driving force overseeing the

(Continued on Page 2)

www.ChooseDorchester.org
Currents is the monthly newsletter of the Dorchester County Economic Development Department.
For information or suggestions, contact info@ChooseDorchester.org or call 410-228-0155.

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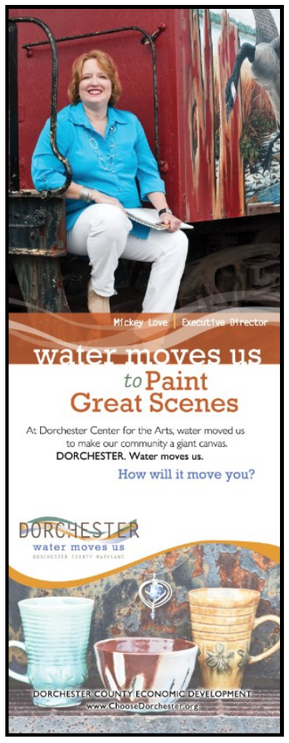
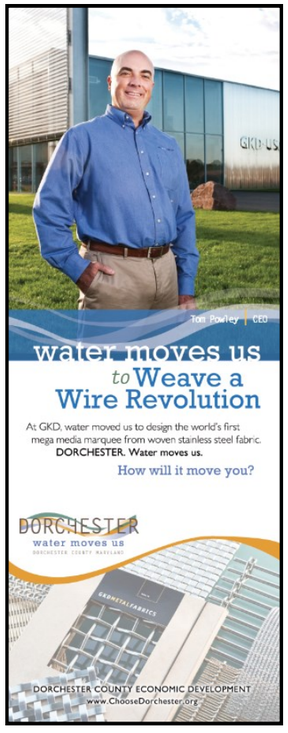


expansion and relocation of this popular attraction. Along with galleries, performance venues, special events and public art, the DCA is an anchor tenant in Cambridge's Arts & Entertainment District. Love is fond of saying; you can't "throw a rock in Dorchester without hitting the arts." She points to the caboose next to the train station that houses Powell Realtors, now a canvas for renowned Church Creek muralist Michael Rosato. The latest public art project beautifully illustrates her point, as Chesapeake's iconic landscape comes to life on Cambridge Creek. Visit the DCA, and discover how water can move you to paint a masterpiece.



MANUFACTURING

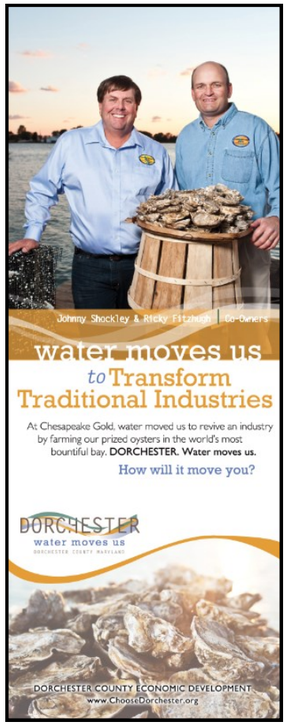
Water moves us to weave a wire revolution

Dorchester native Tom Powley joined the wire mesh manufacturer GKD as CEO of its North American division in 1994. He believed then – as he does today – that Dorchester's reputation as a center of metal fabric manufacturing and strategic mid-Atlantic location, made it the perfect location for GKD's U.S. headquarters. Designed by renowned French architect Dominique Perrault, GKD-USA built their award-winning flagship headquarters as an operations center and a manufacturing facility. With talented craftsman and easy access to key markets, the company has thrived in their Chesapeake location and now employs almost 100 people. Visit www.GKDMetalFabrics.com to learn how water moved this Dorchester-based company to weave a wire revolution.

AQUACULTURE

Water moves us to transform traditional industries

Generations of Eastern Shore residents earned their living plying the Chesapeake's rivers and tributaries for the seafood synonymous with the Bay itself.



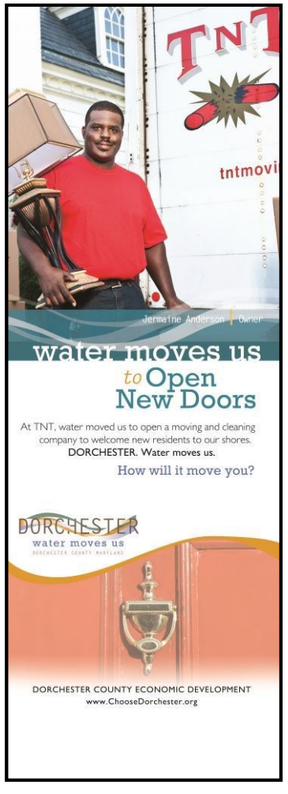
As population growth and overfishing threatened the region's once thriving industry, Dorchester ingenuity and entrepreneurism stepped in. Watermen turned entrepreneurs, Johnny Shockley and Ricky Fitzhugh established Hooper's Island Oyster Aquaculture Company, branded Chesapeake Gold, in 2010 to use new technologies and techniques to cultivate oysters. Supported in part by the University of Maryland Eastern Shore Rural Development Loan with support of the Dorchester County Economic Development Office, the partners renovated an old wholesale fish house, purchased equipment and began raising oysters in their newly licensed beds.

Visit www.baltimoresun.com/features/green/blog/bs-gr-oyster-farming-20131126,0,3436725.story and learn how Dorchester leads Maryland in oyster farming.

SMALL BUSINESS

Water moves us to open new doors

New businesses start and succeed when smart industrious people see a need in the market, and step in to fill that gap. Jermaine Anderson took just such a step when he launched Cambridge-based TNT Moving & Cleaning in 2011. A serial entrepreneur, this Dorchester County native established TNT to fill a growing necessity for professional movers and licensed, bonded cleaning services. Anderson's business helps new residents, retirees and weekenders easily and efficiently move into and maintain their Dorchester home so they can enjoy all the amenities an Eastern Shore lifestyle entails.



TOURISM & CULTURAL HERITAGE

Water moves us to honor a great American

Shining the light on Dorchester's rich culture and heritage, the county's newest attraction is the Harriet Tubman Underground Railroad National Monument. Under the direction of Superintendent Cherie Butler, this local gem is quickly becoming a national treasure. Adjacent to the world famous Blackwater National Wildlife Refuge, visitors can stand where Dorchester native Tubman guided dozens of slaves out of captivity on the underground railroad. Visit http://www.harriettubmanbyway.org/ for a free self-guided driving tour of the local area where Tubman grew up, worshiped, labored and led others to freedom.