



# 20 21 ANNUAL REPORT

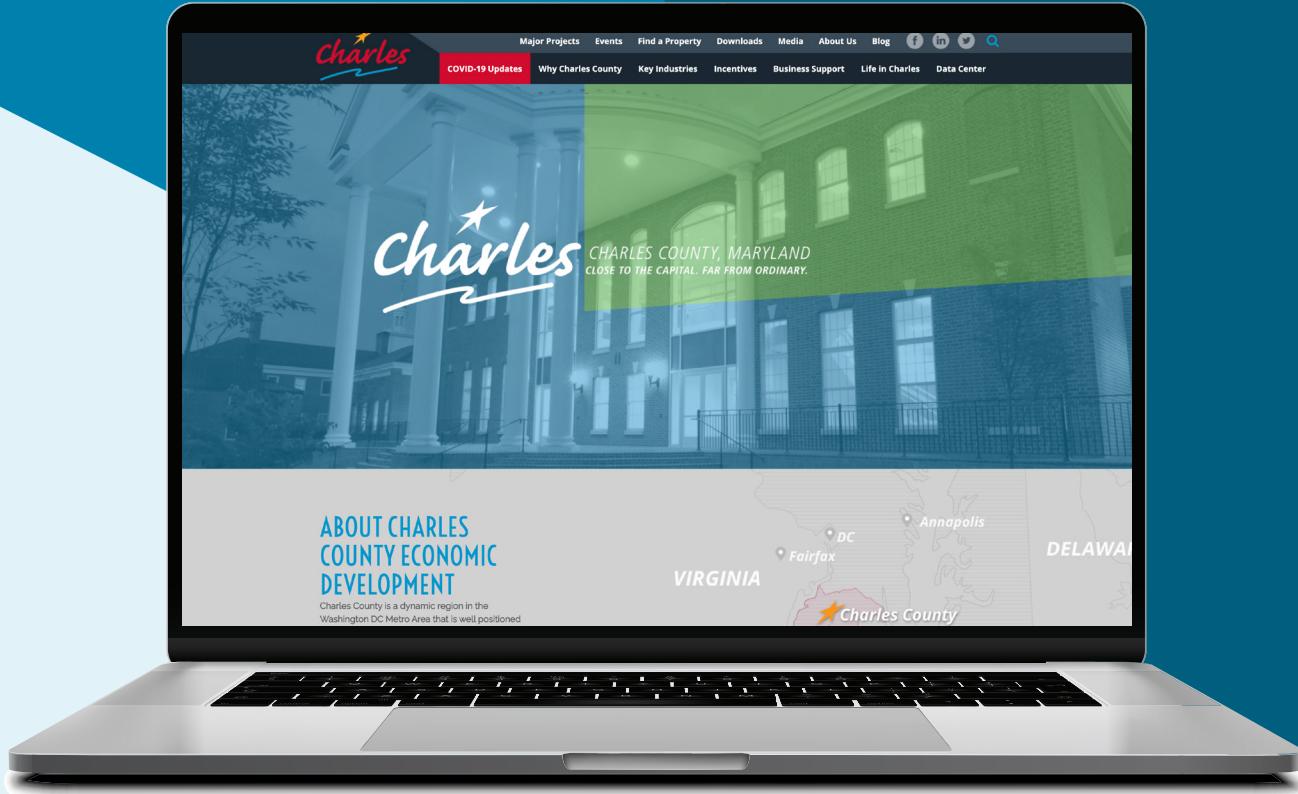


Charles County Government  
Economic Development Department



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# TABLE OF CONTENTS

<b>Economic Development Department and Advisory Board</b>	.....	Page 5
<b>Optimal Target Industries for Charles County</b>	.....	Pages 6-7
<b>New and Major Projects</b>	.....	Pages 14-19
<b>Naval Support Facility - Indian Head</b>	.....	Pages 16-17
<b>Data Points</b>	.....	Pages 20-21
<b>Entrepreneurship in Charles County</b>	.....	Pages 22-32
<b>The Future of Retail</b>	.....	Page 33
<b>Charles County Employment</b>	.....	Pages 34-39
<b>Resident Workforce</b>	.....	Pages 40-43
<b>Charles County Real Estate</b>	.....	Pages 44-45
<b>Community Details</b>	.....	Pages 46-47
<b>Commutershed Zone Data</b>	.....	Pages 48-50
<b>Find a Property</b>	.....	Page 51

**Welcome to Charles County.**  
**We have so much to offer you**  
**as an economic development partner.**  
**We want you involved, and we're really**  
**dedicated to your success.**

# A TIME OF TRANSITION

*As fiscal year 2021 came to an end in June, the Economic Development Department (EDD) said goodbye to a director of almost six years. As we get ready to welcome a new director to lead the County's EDD, I must acknowledge Deputy County Administrator, Deborah Hall, who stepped up during this transition to add acting EDD Director duties to her many responsibilities and to work with the team to ensure continuity moving forward. The contents of this Annual Report are evidence of the team's ability to embrace change and continue to support and implement the County's economic development priorities with professionalism, teamwork, and dedication. Now it's time for opening doors to a new era.*

The last few years have challenged us all in different ways. For the County's Economic Development Department, the need has been to take action to mitigate the economic impacts of COVID to the degree possible. From the start of the crisis, the EDD's business retention mission shifted to developing and implementing actions to address immediate needs of our businesses—the most important being cash grants to help businesses affected by COVID. By the end of fiscal 2021, Charles County Government had developed and managed a series of grant programs, reviewed over 700 grant applications, and given out close to \$6 million to help Charles County businesses. The EDD's business development team devoted significant time and resources to these programs, with assistance from Fiscal and Administrative Services as well as the County Attorney's Office.

This work continues. Another grant program has just been completed, more likely will come, and soon the EDD will launch a business training program to help businesses plan for continued recovery and be better prepared for resiliency and growth in the future.

Simultaneously, the mission of business attraction continues, and the department has been working with new businesses who are opening their doors in Charles County. In the last year, Amazon opened their last mile distribution center; Kaiser Permanente announced a new healthcare campus; MedStar Shah opened new facilities and began construction on another; and the community's vision for revitalization in the Town of Indian Head is becoming reality. The College of Southern Maryland's Velocity Center has attracted attention and business to the Town. The U.S. Bomb Technician Association has relocated to Indian Head, bringing member businesses, events, and significant economic impact.

There are still more transitions ahead for the County's economic development program. New leadership means new perspective and new steps for achieving the Commissioners' goals and objectives for economic growth in Charles County. The commitment to diversity, equity, and inclusion remains strong as we begin the process of implementing recommendations from the Disparity Study throughout county government to ensure we continue to open doors for minority and women-owned businesses to participate in county procurement.

As we move through—and get better because of—this transition period, our businesses and our citizens can count on an unwavering promise from your county leadership to continue making economic development a top priority. The Charles County Board of Commissioners, the executive leadership team, and the Economic Development Department: together we are opening doors to make Charles County a great place to live and a great place to do business.

Sincerely,



Mark Belton, County Administrator



## CHARLES COUNTY BOARD OF COMMISSIONERS



Reuben B. Collins, II, Esq.  
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District 3



# ECONOMIC DEVELOPMENT DEPARTMENT AND ADVISORY BOARD



**Deborah E. Hall**

*Acting Director*



**Taylor Yewell**

*Chief of Development*



**Lucretia  
Freeman-Buster**

*Chief of Business  
Development*



**Michelle DeSoto**

*Research and Project  
Development Manager*



**Marcia Keeth**

*Deputy Director*



**Martin Proulx**

*Agriculture Business  
Development Manager*



**Lucinia Mundy**

*Business Development  
Specialist*



**Jennifer Reginald**

*Marketing Coordinator*



**Chudi Obi**

*Business Development  
Coordinator*



**Lacey Oliver**

*Economic Development  
Specialist*



**Margaret Dureke**

*BRE Consultant*



## ADVISORY BOARD MEMBERS

Anne Hooper, Hooper & Associates, Economic Development Advisory Board Chair

Darlene Breck, Southern Maryland Business Center

Marcell Crawford, MESMO, Inc.

Randall Williams, Meinhardt Properties

Dr. Maureen Murphy, College of Southern Maryland

Dexter Bordes, DM&T Development

Albert Zanger, University of Maryland Medical System

Steve Scott, Scott Law Group, LLC

## EX-OFFICIO

Carlos Saniel, Simon Properties Group

Bonnie Grady, Charles County Chamber of Commerce

Christina "Chris" Adams, NSWC IHD

# OPTIMAL TARGET INDUSTRIES FOR CHARLES COUNTY



Building upon our legacy, our location, and our talent pool, Charles County capitalizes on the site-specific characteristics of our economy—and moves the needle with confidence. Informed by the past and the trends up ahead, our targets are ambitious, strategic, and poised for success. Abundant with promise, these industries help us recruit new businesses and prioritize resources for maximum return.

*Click to learn  
more about the  
key industries*





## AGRIBUSINESS

- Value-added Agriculture Operations
- Hydroponics/Greenhouse Crops
- Aquaculture
- Breweries, Distilleries, and Wineries
- Grocery, Farm, and Specialty
- Product Wholesalers
- Farm Machinery
- Manufacturing



## DISTRIBUTION

- E-Commerce
- Last Mile Fulfillment
- Large Distribution Centers
- Distribution, Durable and Nondurable Goods
- Trucking and Specialized Freight
- Other Support Activities for Transportation
- Packaging and Labeling Services



## FEDERAL CONTRACTING

- Scientific Research and Development Services
- Management, Scientific, and Technical Consulting Services
- Engineering and Related Services
- Facilities Support Services
- Business Support Services
- Electronic and Precision Equipment Repair and Maintenance
- Navigational, Measuring, and Control Instrument Manufacturing
- Computer Systems Design and Related Services



## FOOD & BEVERAGE PROCESSING

- Seasoning and Dressing Manufacturing
- Snack Food Manufacturing
- Specialty Food and Flavoring Manufacturing
- Frozen Food Manufacturing
- Soft Drink and Ice Manufacturing
- Wineries, Distilleries, and Breweries
- Bakeries and Tortilla Manufacturing
- Refrigerated Warehousing and Storage
- Grocery Wholesalers
- Animal Food Manufacturing
- Pharmaceutical Manufacturing
- Medical Supplies
- Medical Device Manufacturing



## HEALTH SERVICES

- Offices of Physicians, Dentists, and Other Health Practitioners
- Health Services Educational Institutions
- Outpatient Care Centers
- Medical and Diagnostic Laboratories
- Home Health Care Services
- Nursing and Residential Care Facilities



## PHARMACEUTICAL MANUFACTURING

- Pharmaceutical Manufacturing
- Medical Supplies
- Medical Device Manufacturing



## ENTREPRENEURSHIP & RETAIL DEVELOPMENT

- Co-Working and Remote Office Centers
- Local or Unique/Boutique Retail
- Restaurants and Other Eating and Drinking Places
- Specialty Food Stores



## TECH & PROFESSIONAL SERVICES

- Management of Companies and Enterprises
- Architectural, Engineering, and Related Services
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- Software Publishers
- Data Processing, Hosting, and Related Services
- Internet Publishing and Broadcasting and Web Search Portals
- Office Administration and Business Support Services

# IEDC 2021 EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS

## CHARLES COUNTY ECONOMIC DEVELOPMENT 2020 ANNUAL REPORT

The Charles County Economic Development Department's Annual Report highlights the year's economic development successes and provides a snapshot of the local economy. The publication includes descriptions of EDD priorities and progress on those priorities as related to the five-year strategic plan. The report provides a look at new and expanding projects, relevant economic data, and noteworthy business activity. The Annual Report is distributed at the Annual Fall Meeting and is disseminated for business recruitment and attraction. A pdf version is available online.

For the 2020 Annual Report, the EDD focused on the local impact of the COVID crisis, reflecting the theme of the Fall Meeting. The Annual Report highlighted the far-reaching departmental initiatives that supported businesses affected by the crisis. The report provided an in-depth look at the businesses that demonstrated innovation and resilience during the crisis.



### Bronze Award Recipient

Annual Report Category,  
Population (25,000 - 200,000)



### Silver Award Recipient

Real Estate Redevelopment and  
Reuse Category,  
Population (25,000 - 200,000)

**This year, Charles County received two awards from the International Economic Development Council (IEDC): a Bronze Award for our 2020 Annual Report and a Silver Award for the Town of Indian Head Revitalization initiative. Being recognized at a national level strengthens Charles County's credibility and positions us for future strategic development.**

## RECOVERY TASK FORCE

The Recovery Task Force, a subcommittee of the Economic Development Advisory Board (EDAB), consists of members from the public and private sectors that develop plans for long-range economic stability post-COVID. The Task Force submitted its final report in March 2021 to Charles County Government and recommended measures to support business operations through the COVID crisis and beyond. The EDAB created the Business Outreach Committee to continue the work of the Task Force and to implement the recommendations.

# TASK FORCE MEMBERS

**Commissioner Thomasina Coates, Co-Chair**

**Senior Judge Helen Harrington, Co-Chair**

**Steve Scott, Vice-Chair**

**Lisa Laschalt, Charles County Health Department**

**Lisa Bailey, Charles County Liquor Board**

**John A. Nelson, State Fire Marshall**

**Bonnie Grady, Charles County Chamber of Commerce**

**Bill Hitte, SBDC**

**Dr. Maureen Murphy, College of Southern Maryland**

**Steve Wall, Maryland Department of Commerce**

**Cara Fogarty, Nonprofit Institute at CSM**

**Anne Hooper, Hooper & Associates, Economic Development Advisory Board Chair**

**Richard and Angela Fray, Dat Jerk**

**John Flatley, Chick-fil-A, La Plata Business Association**

**Mark Steele and Marilyn Weimer, Clarity Coffee House**

**Jeremy Gray, Southern Maryland Martial Arts and Fitness**

**David Jenkins, Business Consultant**

**Dr. Richard Cook, Cook & Siu**

**Debra Harris, Food Scooter**

**Doris J. Cammack-Spencer, Southern Maryland Minority Chamber of Commerce**

**Keith Grasso, Island Music**

**Attie Ward, Children's Learning Tree**

**Debbie Carpenter, Charles County Government, Planning and Growth Management**

**Jason Groth, Charles County Government, Planning and Growth Management**

**Marcia Keeth, Charles County Economic Development**

**Taylor Yewell, Charles County Economic Development**

**Lucretia Freeman-Buster, Charles County Economic Development**

**Michelle DeSoto, Charles County Economic Development**

## GRANTS

Grant programs lift local businesses and organizations, particularly in a time of crisis. A valuable tool in the County's toolbox, grants are "pay it forward" offerings: they sustain the businesses that support our continued success.

Throughout this fiscal year, Charles County businesses received essential support—and the confidence to stay the course. From large-scale operational relief to employee health and safety supports, Charles County helped hundreds of businesses and employees move forward. A collaboration between local, state, and federal agencies, the impact of grant funding is measured in dollars—and morale.

## COVID RELIEF GRANTS

**\$5,939,932**

Total dollar amount of grants disbursed to Charles County Businesses

**725**

Grant applications received and reviewed

**686**

Grant applications approved and processed

**468**

Businesses who received grants

**37%**

Minority owned businesses

**40%**

Total grant dollars to minority owned businesses

I'm most proud of our grant programs that supported over 450 Charles County small businesses facing continued financial impacts from COVID-19. Almost \$6 million in grant funding was deployed to local businesses.

Lucretia Freeman-Buster, Chief of Business Development

# THE AMERICAN RESCUE PLAN ACT (ARPA)

*In keeping with ARPA's emergency support promise, the EDD will receive \$4,000,000 in two payments of \$2,000,000. The first \$2,000,000 will be used as follows:*

 **2,000,000**

---

**1,000,000** for small business grants

---

**1,000,000** for business training and support services

The COVID-19 pandemic affected business all over the world. From some businesses losing revenue to others shuttering operations, the pandemic changed the economy across the globe. Some large-scale businesses temporarily closed, but many small and micro-businesses struggled to keep their businesses alive.

While we all witnessed this worldwide impact, the EDD is committed to helping Charles County businesses emerge successfully. With the capacity building training tailored to their needs, local businesses will thrive.

As part of its COVID-19 recovery efforts, the EDD will create a robust training program, Business Growth Advantage Program (BGAP), for small business owners. This initiative is geared to micro, small, minority, women, and veteran-owned businesses. The primary objective of BGAP is to assist businesses in building capacity, maximizing opportunities, creating jobs, and growing our overall economy.



# DISPARITY STUDY

*An objective research tool, the Charles County Disparity Study put a lens on equity in the context of county procurement opportunities.*

The Charles County Board of Commissioners approved the funding to issue a Request for Proposals (RFP) that would allow EDD staff to hire a consultant to conduct a comprehensive disparity study. The purpose of the study was to assess whether any barriers existed for minority and women-owned businesses that made it more difficult for them to compete for County contracts and procurements. The study determined whether a gap or difference existed between the number of minority-owned companies within the marketplace that are ready, willing, qualified, and available to participate in County contracts from those that are utilized and awarded County contracts. The study identified findings and made recommendations for improvement to the County's procurement policies and practices and to its Minority Business Enterprise (MBE) program.

The Charles County MBE program was created in 2005 to promote the growth of minority and women-owned businesses and increase their participation in the County's procurement process. The MBE program has a 25% MBE aspirational participation goal. However, meeting the goal has been a challenge because the County can't legally enforce the goal until a disparity study exhibits that current or past discrimination exists. While the County's policies and procedures strongly encourage department buyers and prime contractors to utilize qualified minority and women-owned businesses on County contracts, they are not required to meet the County's 25% MBE participation goal.

Staff developed an RFP that included a scope of work that defined the project's goals, deliverables, and performance criteria, technical evaluation, cost proposal, and the specific tasks the consultant was expected to perform. Three proposals were received and independently evaluated and scored by a staff County committee and the Griffin & Strong (G&S) company was selected and awarded the contract in the amount of \$277,875.00. The study's examination period was a five-year period from FY 2015-FY 2019.

Throughout 2021, G&S conducted a comprehensive analysis of Charles County's procurement process to determine if the participation of minority and women-owned firms was what should be expected, given their availability in the County's marketplace. Further, the company performed a comprehensive analysis of the County's MBE Program and determined appropriate, legally defensible methods to enhance the program's efficiency. This work included a carefully designed work plan that allowed study team members to fully analyze availability, utilization, and disparity regarding participation. The final work plan consisted of, but was not limited to, the following major tasks:

- Legal analysis of the County's legislative codes;
- Reviewing policy and procurement processes and MBE Program analysis;
- Collecting electronic data, inputting manual data, organizing, and cleaning data, as well as filling any data gaps;
- Conducting geographic and product market area analyses;
- Conducting utilization analyses;
- Determining the availability of qualified firms;
- Analyzing the utilization and availability data for disparity and statistical significance;
- Conducting private sector analysis including credit and self-employment analysis;
- Collecting and analyzing anecdotal evidence;
- Establishing findings of fact regarding the existence and nature of marketplace discrimination and/or other barriers to minority and women owned business' participation in County contracts.

A final report that identified and assessed the efficacy of the County's MBE Program and various race- and gender-neutral and narrowly tailored race- and gender-based remedies, if indicated by the findings, was issued in Fall 2021. Such findings will benefit the MBE program by increasing the number of diverse bidders and participation on County contracts, creating a more inclusive purchasing environment, reinvesting an equitable portion of local tax dollars back into the minority business community, and identifying supplier diversity "best practices" programs to improve the County's contracting and procurement processes.

## BROADBAND TASK FORCE

**Charles County's commercial centers and densely populated communities are well served by broadband infrastructure. Approximately 90% of households and most business and commercial centers are served by fiber and broadband internet service providers, including Waldorf, La Plata, Indian Head, White Plains, and Bryans Road.**

Charles County Government developed local solutions to extend broadband service to the rural unserved and underserved areas of the county. The Broadband Task Force is a committee of Charles County Government employees led by Deputy County Administrator, Deborah Hall, and Chief of Information Technology, Evelyn Jacobson. Other participants included Planning and Growth Management, Emergency Services, IT and County Administrator's Office staff, Economic Development, and outside partners such as the Charles County Public Schools, SMECO, and two dedicated citizens.

In a short time, this effort yielded enormous results. Thanks to the hard work of the Broadband Task Force (especially leadership) and support from the Commissioners, a broadband plan resulted from this collaboration. This plan led to a grant from the State of Maryland and a matching grant from the County. This funding enabled Charles County to enter into a public-private partnership with ThinkBig Networks, LLC to create the Nanjemoy/Cobb Neck Broadband Buildout (NCNBB). This initiative will provide broadband access to residents in those specific areas of the county.

A groundbreaking was held in the spring, though actual work was already underway. All five County Commissioners were on hand for the ceremony in Newburg, as well as Maryland Governor Larry Hogan. In celebration of this effort, the National Association of Counties (NACo) presented Charles County with an Achievement Award—one of three for County initiatives. The County Government news release described the project as "... a multi-million-dollar endeavor to construct and operate a 90-mile fiber optic network for two large, unserved rural areas in the county. The buildout will provide the connectivity for more than 1,400 residences and businesses and is expected to be completed in August 2023."

The NCNBB will provide an essential service to rural residences and may stimulate new entrepreneurial activity. While potential entrepreneurs may not live in all 1,400 residences, broadband can spark creative commercial endeavors. From an economic development standpoint, an environment where people can turn ideas into successful home-based businesses creates potential for future employers. In fact, statistics show that local startups have the greatest impact on economic growth within communities.

The NCNBB is just the start. The Broadband Task Force is deploying other resources to areas of Charles County overlooked by internet service providers. Looking ahead, the EDD is eager to support homegrown entrepreneurs, today and tomorrow.





**There are a lot of worthy recommendations coming out of the Disparity Study. We want to make sure that the implementation plan is well-formulated and works for our businesses and the County.**

**Deborah Hall, Acting Director and Deputy Administrator, Charles County Government**

# NEW AND MAJOR PROJECTS



Taking a proactive approach and raising new capital (public and private) investment to a range of \$150 to \$300 million could result in a commercial tax base increase of at least 3% over the next 5-7 years.

**The Charles County Economic Development Department is cultivating projects that represent estimated investments of \$378 million, upon completion.**

- **MedStar Shah** - \$25 million
- **Amazon** - \$30 million
- **Kaiser Permanente** - \$100 million
- **CSM Velocity Center** - \$1.1 million
- **Maryland Airport** - \$2.5 million
- **Waldorf Station** - \$220 million





## MEDSTAR SHAH

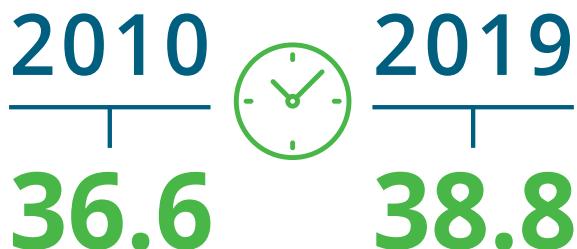
The MedStar Shah Medical Group opened two ambulatory medical office buildings in Charles County to house their expanding operations. The main building is a 51,000-square-foot, three-story facility that replaced an old building at 10 Saint Patrick's Drive in Waldorf. The facility opened in September of 2020. The second building is a 20,000-square-foot facility constructed in the Waldorf Technology Center at Berry Road and U.S. 301. This facility opened in late 2020.

This new medical center includes fully integrated healthcare on three floors with primary care, medical specialties, and diagnostics in the same location. Medical services and operations include primary care, cardiology, outpatient surgery, sleeping disorders, phlebotomy, and others. The three-story main building also contains a pharmacy. The smaller building at the Waldorf Center Technology Park provides additional medical specialties.

In total, the MedStar Shah Medical Group has invested over \$25 million on the main, 51,000-square-foot building. The expansive facility employs an estimated 80 health care workers in Charles County, including healthcare providers, technicians, and support services.

Always moving forward, a third, 16,000-square-foot MedStar Shah headquarters building is under construction in White Plains. It is slated for completion in early 2022.

## CHARLES COUNTY MEDIAN AGE



Source: U.S. Census Bureau



## KAISER PERMANENTE

In December of 2020, Kaiser Permanente announced plans to develop a \$100 million medical center in Waldorf. The health system plans to build a multi-phase medical center on a 23-acre parcel, with the first phase opening in 2025. The facility will be approximately 100,000-square-feet and employ about 300 medical personnel.

A robust addition to our healthcare offerings, the medical center will include primary and specialty care, as well as 24/7 advanced urgent care. These clinical services will be supported by a full complement of ancillary departments including pharmacy, clinical lab, and diagnostic imaging.



## AMAZON

In early 2021, a new Amazon Last Mile Delivery Station opened in Waldorf's St. Charles Industrial Park, part of a Planned Urban Development (PUD) zone. The facility occupies three existing industrial properties including a 191,746-square-foot warehouse/distribution building that had been vacant since 2010. Two other parcels are used for employee parking and storage of delivery vehicles. The three properties total almost 32 acres with over 290,000-square-feet of existing industrial space.

Amazon is a dynamic economic driver within Charles County. To date, it has invested \$30 million in the new Waldorf facility, which employs roughly 500 people (300 associates and 180 drivers).

## TOWN OF INDIAN HEAD

The town is home to Charles County's largest employer, the Naval Support Facility Indian Head. The EDD has been working with the Town of Indian Head and institutional and private sector stakeholders to redevelop underutilized and vacant properties along the Maryland Route 210 corridor.

*Click to learn more  
about the new and  
major projects*



**Seemingly small projects have huge implications for communities. CSM's Velocity Center at Indian Head and the Maryland Technology Center are collaboration spaces that are delivering on their promises and exceeding expectations.**

Taylor Yewell, Chief of Development

# NAVAL SUPPORT FACILITY INDIAN HEAD



I'm proud of the work ethic and the effort that goes into managing all departmental projects. There's a tremendous amount of activity going on. While the current workload has been a heavy lift for all of us, the team has managed exceedingly well.

*Deborah Hall, Acting Director and Deputy Administrator, Charles County Government*

## FISCAL YEAR 2020 ECONOMIC IMPACT

Command/Activity	Federal Payroll (\$M)	Military Payroll (\$M)	FY20 Budget Authorization (\$M)
Naval Support Activity South Potomac <sup>1</sup>	24.2	1.8	48.3
NSWC Indian Head Division <sup>2</sup>	260	0.34	934
Chemical Biological Incident Response Force	0.32	31.8	13
Naval Ordnance Safety & Security Activity	10.6	0.59	29.8
EXU-1	7.07	5.8	27
Naval Sea Logistics Center, Indian Head	4		4.2
NAVFACWASH, PWD South Potomac, Indian Head Site	5.6	0.13	6.4
Branch Medical Clinic	0.5	1.6	2.6
NAVSUP Fleet Logistics Center <sup>3</sup>	0.38		
Navy Exchange	.15		
<b>Financial Totals by Category</b>	<b>\$312.82</b>	<b>\$42.06</b>	<b>\$1,065.3</b>

Source: Naval Support Facility Indian Head, 2021  
Report Date: 27 May 2021

NOTE: Budget Authorization and Total Contract figures are not intended to imply local economic impact; these figures, depending on a given command's structure, often represent total incoming funds and contracts across parent and/or subordinate commands located across the country and globe.

NOTES:

1. Naval Support Activity South Potomac numbers encompass both NSF Indian Head and NSF Dahlgren.
2. NSF Indian Head site only.
3. FY20 data unavailable; last available data included to provide a more comprehensive economic assessment.

## FISCAL YEAR 2020 EMPLOYMENT DATA

Command/Activity	Federal Civilian Employees	Military Personnel	Contractor Employees <sup>2</sup>
Naval Support Activity South Potomac <sup>1</sup>	546	26	3
NSWC Indian Head Division <sup>3</sup>	1,879	4	369
Chemical Biological Incident Response Force	3	449	
Naval Ordnance Safety & Security Activity	65	4	18
Naval Sea Logistics Center, Indian Head	29		20
NAVFACWASH, PWD South Potomac Indian Head Site	173	4	3
Branch Medical Clinic	4	29	3
EXU-1	27	53	57
NAVSUP Fleet Logistics Center <sup>4</sup>	6		1
Navy Exchange	9		
<b>EMPLOYMENT TOTAL BY CATEGORY</b>	<b>2,741</b>	<b>569</b>	<b>474</b>
<b>EMPLOYMENT GRAND TOTAL</b>			<b>3,784</b>

Source: Naval Support Facility Indian Head, 2021  
Report Date: 27 May 2021

NOTES:

1. NSASP totals include NSF Dahlgren and NSF Indian Head.
2. Contractor personnel utilizing on- and off-base workspaces.
3. NSF Indian Head site only.
4. FY20 data unavailable; last available data included to provide a more comprehensive economic assessment.

## CSM VELOCITY CENTER

The College of Southern Maryland (CSM) Velocity Center is an outgrowth of an initiative proposed by Naval Surface Warfare Center Indian Head in 2015 to create an innovation center in the town. Aligning with the strategic plans of the region's naval bases, the intent was to support U.S. Navy customer engagement and create off-base collaboration space.

CSM took the lead on the project. Shortly thereafter, an old warehouse was acquired and renovated by a developer. The Velocity Center opened in Fall of 2020, with programming and activities delayed until 2021.

Today, the center is operational and catalyzes additional redevelopment activity in the town. Looking ahead, the facility will anchor the larger Velocity Park, which will be developed by Charles County-based Mid-Atlantic Development. The anticipated site will include office buildings for defense contractors alongside retail, restaurants, and a small hotel.

## MARYLAND TECHNOLOGY CENTER

The CSM Velocity Center has already attracted the attention of DOD-related non-profits and for-profit companies. The United States Bomb Technician Association (USBTA) has moved personnel to Indian Head and will hold membership events in the Velocity Center and in other county venues, yielding direct spending from conference activities and attendees.

Additionally, USBTA will lease office space in a former 30,000-square-foot retail center under renovation. Once complete, the facility will become the Maryland Technology Center (MTC). Four companies have announced their intent to co-locate with USBTA, and another has leased additional office space at MTC, which is across the road from the Velocity Center.

## MARYLAND AIRPORT

Maryland Airport is a privately owned, general aviation airport in western Charles County. It is conveniently located four miles east of the Town of Indian Head, one mile south of the MD 210/MD 227 intersection, and 20 miles south of Washington, D.C.

In the 1990s, the Maryland Airport was identified by the Federal Aviation Administration (FAA) as a General Aviation Reliever Airport to Washington D.C.'s Reagan National Airport. Given its reliever status, the airport became eligible for federal funding to enhance user safety and expand capacity. Following this designation, the FAA committed approximately \$20 million to the airport, and an Airport Master Plan was developed.

The Airport Master Plan for the Maryland Airport was approved by the FAA and the Maryland Aviation Administration (MAA) in 1999. A key improvement in the plan was the proposed extension of the 3,740-foot runway to 4,200 feet, which is within the existing boundaries.

Fast forward to 2019, when the Maryland Airport was purchased by PSM Holdings for \$2.4 million. The company expressed intentions to complete the runway extension and make significant improvements to airport infrastructure.

Currently, approximately 550 acres of land surrounding the airport are the subject of rezoning from the Watershed Conservation District to commercial zoning. The purpose of the rezoning is to permit ancillary employment supporting development. The rezoning was approved by the Charles County Planning Commission on June 21, 2021. The next step in the process is to seek approval from the Board of County Commissioners; this effort is underway.

## WALDORF STATION



Waldorf Station is a proposed 145-acre mixed-use project in Waldorf at the intersection of U.S. Route 301 and Maryland Route 5. Waldorf Station is planned to include the following land uses: 181 one-bedroom apartments; 339 two-bedroom apartments; 125 senior/assisted living units; 278 townhomes; 226,500-square-feet of retail/food and beverage/entertainment; a 60,000-square-foot Class "A" office building; and a 120-room hotel.

Greenberg Gibbons plans to develop the site into an open-air, mixed-use development. Several underutilized buildings have been demolished in preparation for the project. The company will lease and manage the property, bringing quality shops and restaurants to the region. This transformational project will serve as an attractive gateway to Charles County. It will create a distinct downtown, which currently does not exist in the county.

A fiscal impact analysis prepared by EDD shows an estimated project value of approximately \$346.7 million at build-out and stabilization. The project is poised to generate an estimated \$5.9 million in annual municipal revenues and \$4.3 million in annual municipal costs, for an annual surplus of \$1.6 million (2019 dollars).

The Charles County Planning Commission and the County Board of Commissioners have approved a development agreement with Greenberg Gibbons. Planning, permitting, and EDD meet bi-weekly with Greenberg Gibbons personnel to discuss the status of relevant regulatory and approval issues with regard to the Waldorf Station. Construction on the project is slated to start in 2022.

### **Road Improvements:**

Concurrent with the construction of Waldorf Station will be the completion of the final phase of Western Parkway. The parkway will link St. Charles Towne Center in south Waldorf to U.S. 301 at Waldorf Station.

Additional projects have been approved in the County's FY22-FY25 Capital Improvement Program to improve the intersection at Mattawoman/Beantown Road, the intersection of Pinefield Road/MD Route 5 Business, and roadway improvements on Substation Road to support this project.

## MARKETING

Throughout the year, we kept the conversation going on existing platforms, and made our presence known on new ones. On the advice of our marketing consultant, we approached business retention and attraction in exciting and different ways. Targeted print and digital advertising were central to this strategy, with outreach driven by analytics.

Adapting communications to changing economic conditions was essential as we moved through the year. In the run up to the holidays, our consumer confidence video campaign encouraged patrons to shop safely and abundantly in local communities. Fresh website content provided new and existing businesses with the information and motivation to move forward. From digital radio to social media, our outreach efforts were flexible and intentional. Visit the Data Points section for in-depth marketing metrics.

### BLOGS BOOST THE BRAND

Blogs supply relatability and relevant content to EDD audiences. They're affordable ways to engage current stakeholders and attract new ones.

Blogs:

**37**

### MEDIA MOMENTUM

Noteworthy media mentions placed EDD in front of powerful audiences.

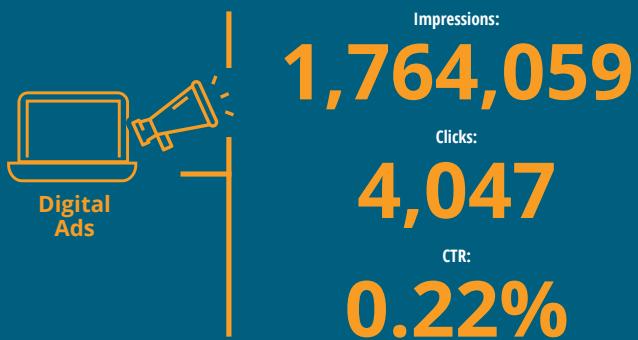
News Articles:

**20**

## DATA POINTS

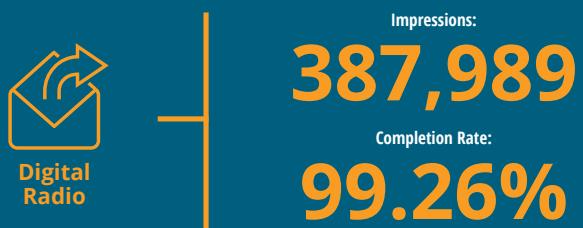
### DIGITAL IS THE DIRECTION

Digital ads heighten EDD's visibility. The impression rate, or the moment when a viewer sees an ad, represents an increase over last year. An affordable means of advertising, digital energizes the brand.



### DIGITAL RADIO

This year, the EDD joined this increasingly popular form of media delivery with solid results. The real time convenience and array of offerings make it a medium with momentum.



### FALL MEETING 2020

Pivot, as an active verb, was the signature move at the Fall Meeting. Tactics for resiliency prepared attendees for the road ahead.

Attendees:

Speakers: **7**

Sponsors: **7**

**100** **7** **7**

Theme:

**Building a New and Better Normal**

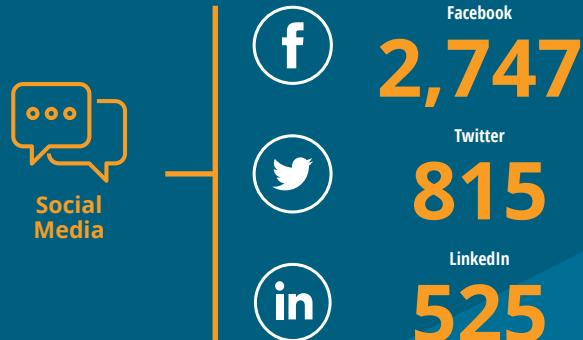


## DATA MAKES A DIFFERENCE

From our new agricultural assessment and hotel analysis to case studies and fact sheets, the Downloads page on our website is your go-to data source!

## STAYING SOCIAL

A platform with staying power, social media was an easy-to-access communication tool over the year. Engaging content and regular messaging kept spirits high and the fan base growing.



## ENLIGHTENED BY E-NEWS

The EDD increased the frequency of its e-news. A digest of important content, e-newsletters supplied resources and inspiration in a one-stop-shop.



## EVENTS 2020-2021



Innovation was the name of the game, whether events were held in person, online, or a hybrid of the two. The EDD met stakeholders where they were—at home or in the workplace.

7  
events

## NURTURING NEIGHBORHOOD BUSINESSES

“Business unusual” was a theme, but the EDD was a front-line resource for businesses needing support and connection.

## BUSINESS VISITS 2020-2021

1,820

Business Engagement Contacts

1,750

Business Engagement Hours



# COLLABORATING FOR CHANGE IN INDIAN HEAD

During a visit to the Town of Indian Head in 2015, Congressman Steny Hoyer, who represents Charles County as part of Maryland's Fifth District, convened a roundtable discussion with local stakeholders. County and town officials, representatives from the base at Indian Head, members of the Military Alliance Council, and private sector business people discussed the way forward. Changes in the way the Navy managed installations, increased security, and discouraged development just outside the town sent contractors behind the fence at the base, leaving commercial properties abandoned.

**That meeting led to the idea for an innovation center, where scientists and engineers from the base could engage partners to explore new technologies. Leadership from College of Southern Maryland (CSM) committed to operating the facility took the lead in bringing the project to life; they called it the Velocity Center.**

Collaboration helped CSM turn that vision into reality. The Charles County Board of County Commissioners, the Town of Indian Head, and the Chamber of Commerce's Military Alliance Council (MAC) provided support for the project, as well as the Maryland Department of Commerce and the Department of Housing and Community Development. Local, state, and federal elected officials helped to procure public funding for the Velocity Center. Mid-Atlantic Development Partners is the single largest private investor in the project and will lease the facility to CSM.

The project caught the attention of the U.S. Bomb Technician Association (USBTA), a professional association of bomb disposal specialists, academics, innovators, and industry partners. Today, USBTA's new headquarters, also a Mid-Atlantic Development project, is under construction across the road from the Velocity Center. Known as the Maryland Technology Center (MTC), the 30,000-square-foot-facility (formerly a grocery store and pharmacy) is under renovation. Several of USBTA's member businesses and other base contractors will co-locate with USBTA. Tenants include:

- **Mithix Pro:** manufactures and develops tools and equipment for bomb technicians
- **MED-ENG:** manufactures the bomb suit for bomb technicians, robotic platforms, and other tools
- **DETECTACHEM:** manufactures explosive and drug detection equipment
- **D.S:** supplies military and public safety gear and equipment

USBTA recently held the first of what will be many events hosted in the Town of Indian Head and the Velocity Center. The Eastern National Robot Rodeo took place the first week of August with about 140 participants from all over the country, generating 375 hotel room nights, and estimated direct spending by visitors of \$98,000. Multiply that by 6 to 8 events a year, and the impact is significant.

Other activity is brewing in the Town of Indian Head. The locally-owned Clarity Coffee House, run by passionate entrepreneurs, is giving the community an energy boost. Other retail and services are sure to follow.

The Velocity Center is exceeding its potential, bringing people, jobs, and commerce back into the community. Today, this project has turned out to be the redevelopment catalyst it was meant to be.

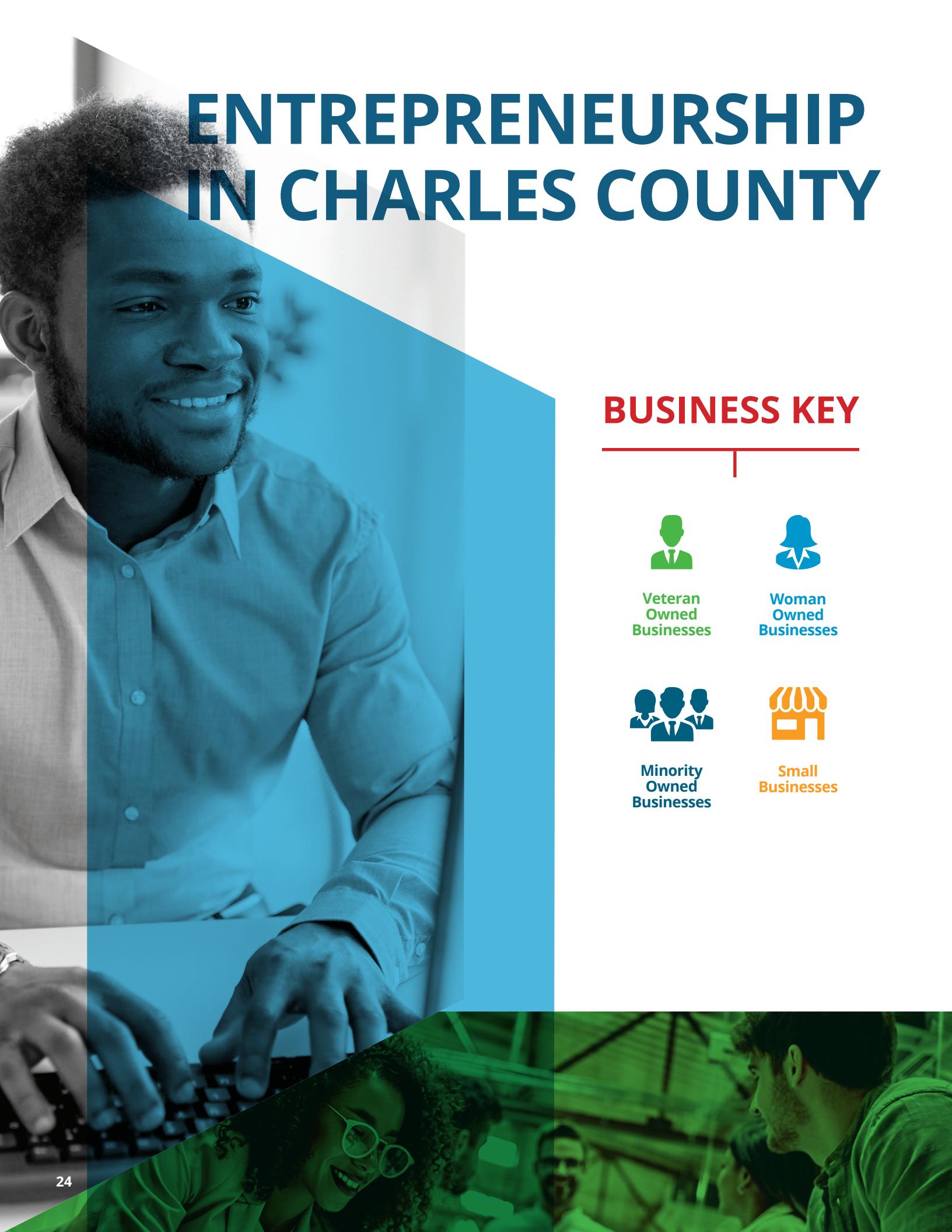
"CSM's Velocity Center demonstrates how a good and well thought out catalyst project can induce other development," said Taylor Yewell, EDD Chief of Development.



**Helping local businesses navigate the relief and recovery process when they were vulnerable touched me the most. The EDD's outreach made a huge impact, and the results make me even more committed.**

**Margaret Dureke, BRE Consultant**





# ENTREPRENEURSHIP IN CHARLES COUNTY

## BUSINESS KEY

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Veteran  
Owned  
Businesses



Woman  
Owned  
Businesses



Minority  
Owned  
Businesses



Small  
Businesses



## KINGDOMWARE TECHNOLOGIES: SILVER LININGS FOR A BLACK-OWNED BUSINESS

*A Waldorf business that's high-tech, Kingdomware Technologies provides web, software, client network, and mobile application solutions to government, industry, and non-profit organizations. Recipients of numerous awards, including a 2018 Minority Business Leader Award from the Washington Business Journal, they're sought after by federal, state, and local government clients.*

In 1993, the company got its start when husband and wife, Tim and LaTonya Barton, created software for their church that helped members access parishioners' names, faces, and contact details. The idea turned into an enterprise, and Kingdomware entered the marketplace. Affordability and familiarity drove the decision to set up shop in Charles County, as the Bartons wanted to work where they lived.

As COVID kicked up in 2020, Kingdomware saw opportunity in the eye of the storm. The Bartons shifted communication with customers, favoring videoconferencing over in-person meetings. COVID relief grants provided by the EDD helped them make payroll and upgrade equipment.

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***LaTonya Barton considers the recovery grants key to small business survival. "Because we were able to upgrade our services, our business during COVID has actually increased. We've been able to do everything electronically, and the things that our customers weren't doing electronically, they have asked us to help them do. So, upgrading our system not only allowed us to increase our service to them, but they also gave us more work as a result."***

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While long-term customers have remained loyal, new government contracts are harder to come by. "It's not as easy to get customers in the government space as it used to be because people only work with people they trust. A lot of times, trust is built with real relationships with people, but that's harder to do via videoconferencing."

Undaunted, the Bartons keep forging new connections, hoping that doors open wider in the contracting arena. In the meantime, Kingdomware credits the Small Business Administration's 8(a) Business Development Program for its continued support of small, disadvantaged businesses, and champions the EDD's support of their success.

Kingdomware Technologies is a certified Service Disabled Veteran Owned Business, a Small Disadvantaged Business, and a MD Minority Business Enterprise.



**Our e-newsletters had a strong focus on resources and grants available to businesses during the pandemic. We gave our businesses access to the resources that kept them going.**

**Jennifer Reginald, Marketing Coordinator**





## SUPPORTING THE WHOLE WOMAN: WALDORF WOMEN'S CARE

*Waldorf Women's Care (WWC) is emerging from the COVID-19 pandemic with expanded services—and horizons. A provider of women's healthcare, WWC has supplied the steady demand for services, with new locations on the way. A dynamo in a lab coat, founder Aryian Cooke, M.D. discussed the practice's origins, evolution, and what's to come.*

"I was hired by Civista [now the University of Maryland Charles Regional Medical Center] in 2003 after completing my residency," said Cooke, a board-certified OB/GYN. "The goal was to bring more OB/GYNs into the county and develop a hospital-based private practice."

Cooke maintained her hospital privileges, but sought a different trajectory. "I always wanted to be able to have some independence and say in how the practice is managed and how patients are cared for," she said. Her woman-owned small business grew from that seed of an idea. Launching WWC in a small space at Pemberooke Square in Waldorf, the practice quickly outgrew its confines. "Patient response was tremendous," said Cooke. In 2016, they moved to a larger space in White Plains Corporate Center.

The demand for traditional gynecological care was steady, but Cooke wanted to support the whole woman. In direct response to patient wishes, she added minimally invasive surgical procedures to her menu of services. In fact, Cooke is the only robotic gynecologist in the county.

As women evolve, so, too, do WWC's offerings. Bioidentical Hormone Pellet Therapies alleviate symptoms of menopause. In addition, a non-invasive fat reduction treatment called Coolsculpting targets trouble spots.

"I never thought I'd get into aesthetics," said Cooke, "however many of my patients sought help with reduction of unwanted fat after having babies and the body changes that occur with aging."

Weight gain is a challenge for women of any age, and pandemic stresses have led to added weight and less exercise. Addressing this phenomenon, Cooke created a well-being program called the SoMD Wellness Program.

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***A total approach to wellness, the program employs nutrition, fitness, and behavior modification, retooling weight management from the inside out. "I wanted to provide women with the necessary resources for success, so we hired a dietitian and personal trainers, and we acquired devices to measure body composition as well as other metabolic parameters. All these components work together to develop a personalized comprehensive weight management program," said Cooke.***

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WWC is in demand—and set to expand. A new location is set to open soon in Brandywine, Maryland, and another office will debut in Arlington, Virginia. "We always knew we wanted to expand," said Cooke, "and we're excited to be able to offer all the same services there."

While WWC has spread its wings geographically, Cooke maintains that the heart of the practice is in Charles County. "It's a great location for a new provider who wants to come out and be busy right away," she said. "Our goal is always to provide equitable care, help decrease health care disparities, and provide health care to those patients who might not have access to quality care. Any provider who has that goal would love it down here."



**The Charles County Board of Commissioners approved the funding to hire a consultant to conduct a comprehensive disparity study that assesses whether any barriers exist for minority and women-owned businesses that make it more difficult for them to compete for County contracts.**

***Lucinia Mundy, Business Development Specialist***



## WORKING IT OUT: WALDORF FRANCHISE KEEPS PEOPLE MOVING

Wanda Brisco, an ACE certified trainer, started Waldorf's 9Round 30 Minute Kickbox Fitness franchise in 2016, after training clients part-time for 12 years. Turning her passion into purpose, she left her full-time job at the Pentagon to pursue her dream of owning a business. Today, that business is in its fifth year.

At the beginning of her journey, Brisco researched franchise opportunities and discovered 9Round. The 30-minute experience provides trainer-guided, kickboxing-style workouts in a circuit format.

With flexibility as a focus, workouts begin whenever members arrive. Rounds switch every three minutes and workout routines change daily.

Brisco's studio was full of satisfied consumers until COVID necessitated gym closures. Resourceful to the core, Brisco searched for a path forward. "I'm not a quitter. I knew I was going to do whatever it took to keep this place open."

Capitalizing on business relief resources, Brisco sought funds to fuel her franchise, and the doors of opportunity opened. "I applied for the grants from the State [of Maryland] first, and when they ran out of money, they sent me to the County."

Brisco applied for the Charles County COVID-19 Small Business Relief Grant, which was part of a \$2.5 million program to provide financial help to local businesses. It was created using funds from the CARES Act and administered by the EDD.

"I applied, and when I got it, I said, 'Thank you, God!' because I needed it. It helped me keep my employees...we stretched it and did everything possible with it," she shared.

Empowered, Brisco applied for and received additional grants from the State of Maryland and the SBA. As an added help, 9Round cut their national fees for a period of time and supported her marketing efforts. During a time of darkness, the skies started to brighten over 9Round.

Today, 9Round Fitness has moved from an online model to in-person offerings, with class numbers limited for safety. As for the future, Brisco isn't quite sure what's up ahead, but she's ready to roll with the punches.

*9Round of Waldorf is proudly a Woman-Owned Business Enterprise and a Black-Owned Business Enterprise.*



## AMAZON SMILES START IN WALDORF

In 2020, Charles County welcomed an Amazon Last Mile "Delivery Station" to Waldorf. This station brings tremendous benefit to locally owned TAC Delivery Service LLC, which delivers to the Waldorf area. Delivery Service Providers (DSPs), like TAC Delivery Service, fulfill the package delivery process. TAC, which stands for Timely, Accurate, and Complete, lives up to its name.

In 2019, Chris and Tonya Magee, a homegrown husband-and-wife duo, learned about the Amazon DSP program. What they lacked in parcel experience they made up for in patriotism.

"My husband is a veteran," said Magee, "and we heard it was a good opportunity for vets. We applied for a contract, and we thought it would be a much longer process than it was. The screening process moved much faster than we anticipated."

TAC initially launched operations in Elizabeth, Pennsylvania. But when the Amazon center in Waldorf opened in 2021, they jumped at the chance to return Charles County.

But coming home had its initial costs. "We had to start our business all over. It was a struggle coming back during the pandemic. We were too far away for our current employees to pick up and follow us to Maryland, so we basically had to start all over again," Magee remembered.

While demand has been steady, staffing is no easy feat. Competence with technology, punctuality, physical fitness, background checks, and driving histories keep the hiring process selective. While the courier business keeps them on their toes, TAC delivers smiles, one parcel at a time.

"This was a good opportunity to come back home," said Magee. "And we're glad we did."

*TAC Delivery Service, LLC is a Black-Owned Small Business and a Veteran-Owned Business.*



## CHARLES COUNTY JEWELER CONTINUES TO SHINE

Whether you're seeking that perfect piece of jewelry or repairing an heirloom, there's a gem of a business in Waldorf that has served locals for almost 40 years. **Golden Renaissance Jewellers** is the number one custom design studio and restoration company in Southern Maryland.

Golden Renaissance opened its doors in 1981. Randall Heim, owner and U.S. veteran, was stationed in Thailand in the 1970s, where he became fascinated with gold and gemstones. After returning home and learning the trade, he opened the store, full of optimism for what the future would hold.

"It was a totally different world back then, especially in Charles County," said Heim's daughter and general manager, Katie Traas. "We had one stop light on the highway, and now it's like a metropolis in comparison." Over the years, they've moved three times, with their current storefront being the largest showroom to date.

Golden Renaissance stays nimble to remain relevant to new generations of customers. "We have been concentrating on making more connections with the millennial generation and those individuals new to Southern Maryland," Traas noted. Facebook interactions and real-time chats meet customers where they are.

Buying a luxury item is not a regular occurrence for most, and the majority of customers don't discover the store until the purchase of an engagement ring or a jewelry repair. But once they discover the store, they return for that homegrown connection.

"We're real people too, with your best interests at heart," she said. "We care about your needs, we care about what you're looking for, and getting you a quality piece. Or, refurbishing and making that heirloom piece wearable again."

Like every business in the region, Golden Renaissance got creative during COVID. Meticulous cleaning practices, door-to-car deliveries, and one-to-one appointments are some secrets of their success.

Forty years in business and a life-altering pandemic haven't slowed their stride. "Whatever makes the customer most comfortable, that's what we'll continue to do," said Traas.

*Golden Renaissance Jewelers is a Veteran-Owned Small Business.*

# CHRONICLING THE LOCAL CATCH

*Surrounded by water, Charles County is an important player in the aquatic ecosystem. We connected with the President of the Watermen's Association of Charles County, Bill Kilinski, to find out how the local seafood industry fared over the year.*

Kilinski is uniquely positioned to speak on the topic; he's a shellfish specialist extraordinaire. He owns the Cobb Island Oyster Company and has harvested local waters since the age of 14. Kilinski has several oyster leases in the waters around Cobb Island where he plants and grows oysters, which allows him to harvest year-round. He took us out on the water and demonstrated a dredging technique. He then lowered the dredge and dragged it along the river floor. When he raised the basket, it was full of oysters. From there, the oysters are washed, packed with ice, sold locally, and plated within hours of harvest.

According to Kilinski, who champions the efforts of all watermen throughout the county, crab season experienced a slow start, due to pandemic-related restaurant closures and restrictions.

"Locally, it's been a bad start to the crab season," noted Kilinski. He noted a drop in supply, possibly caused by predators, poor weather, and males being over-hunted. This imbalance of supply and demand led to a higher price for consumers.

By Kilinski's assessment, striped bass (or rock fish), catfish, gizzard shad, and eel, all harvested from Charles County waters, experienced low dockside demand in 2020.

Watermen fare better financially when they sell directly to consumers. In response, the EDD developed grants for local farmers and watermen interested in e-commerce. This grant provided \$2,500 to recipients who created websites or enhanced their online presence.

Are rough waters up ahead? It's too early to tell, but grant support, patronizing local seafood restaurants, and preparing fresh catches at home buoy the industry.



# BUSINESS IS BOOMING

*The scene is pretty explosive at the Naval Surface Warfare Center Indian Head (NSWC IH). But that's just business as usual.*

As the Navy's premier facility for ordnance, energetics—the science of explosives—and explosive ordnance disposal (EOD), the NSWC IH focuses on energetics research and development, including solutions to detect and safely dispose of explosives. A novel Improvised Explosive Device (IED) neutralizing technology (a technology that stops explosives from blowing up) was developed on the Base in Indian Head and commercialized in a public-private partnership with a local business, Grey Ops.

"Silent Spring" is a Navy patented technology that has been in development since 2012. It gets its name by keeping an explosive silent with a spring-like technology. When the explosive's molecules are bonded with Silent Spring, you can actually pick up the explosive, and it doesn't explode.

The product is intended to desensitize explosive hazards—most commonly homemade explosives—to allow the EOD warfighter the ability to safely move explosive materials, increase opportunities for forensic analysis, and minimize damage to existing infrastructure. It was created and developed out of the NSWC IH.

In October 2019, the NSWC IH entered into a public-private partnership with Grey Ops, a technology-transfer firm, to commercialize the Silent Spring product. Under the five-year partnership agreement, NSWC IH and Grey Ops will jointly manufacture Silent Spring. The partnership will also give the first responder community access to this unique technology.

"These two organizations are leveraging each other's strengths and creating a better outcome than they could have achieved on their own," said Tommy Luginbill, co-founder of Grey Ops.

The partnership was made possible through NSWC IH's CITE designation (received in 2014), which provides the legal authority to enter into public-private partnership. Such agreements leverage existing capabilities and the transfer of developed technology that can improve the scientific research community, the commercial sector, the economy, consumers, and the public.

This process is called technology transfer—or tech transfer for short. Luginbill said, "The process itself is much more complicated and takes a long time, along with efforts by a lot of people. But in a nutshell, tech transfer is private industry partnering with a laboratory, whether it's research labs with the military or academia or nonprofits, and licensing or purchasing the technology and bringing it out and showing it to the world."

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***"Tech transfer has a purpose of commercializing a product," he said. "Along the way, there are jobs created, relationships built, and other great things, but the goal is that end product. There have been a lot of people involved in getting this product to market."***

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Silent Spring was commercialized and transferred by Grey Ops. It was created by people working at NSWC IH. Local people supported Grey Ops as a small business and catalyzed new development.

"Working with Indian Head and Charles County, something always positive comes out of the project we're working on," said Luginbill. "It might not always be as quick as we'd hope, but at the end of the day, there are so many people that care deeply about this community. I can't say enough about the people who've helped us out, because there's been a lot of people."

According to Luginbill, Grey Ops recently bottled their first commercial batch of Silent Spring, and they want to bottle and package the product in the Town of Indian Head. "We're not there quite yet, but that's the impact you can see us having on the community," he said.

**Veteran Owned Businesses****1,487**

Number of Firms with or without Paid Employees

Total Revenue

**\$230,185,000****Minority Owned Businesses****5,024**

Number of Firms with or without Paid Employees

Total Revenue

**\$601,254,000****Female Owned Businesses****4,220**

Number of Firms with or without Paid Employees

Total Revenue

**\$429,373,000****CHARLES COUNTY 2018 NONEMPLOYER STATISTICS**

	Establishments	Receipts (\$)	Avg. Receipts per est. (\$)
<b>Total for all sectors</b>	<b>11,889</b>	<b>\$408,240,000</b>	<b>\$34,338</b>
Other services (except public administration)	1,593	\$47,116,000	\$29,577
Professional, scientific, and technical services	1,421	\$43,226,000	\$30,419
Administrative and support and waste management and remediation services	1,342	\$24,519,000	\$18,270
Transportation and warehousing	1,315	\$36,120,000	\$27,468
Real estate and rental and leasing	1,209	\$86,405,000	\$71,468
Construction	1,085	\$67,974,000	\$62,649
Retail trade	1,049	\$31,476,000	\$30,006
Health care and social assistance	923	\$21,981,000	\$23,815
Arts, entertainment, and recreation	674	\$8,061,000	\$11,960
Educational services	309	\$4,275,000	\$13,835
Accommodation and food services	255	\$8,132,000	\$31,890
Finance and insurance	167	\$7,224,000	\$43,257
Manufacturing	143	\$5,302,000	\$37,077
Information	140	\$5,155,000	\$36,821
Agriculture, forestry, fishing and hunting	129	\$4,474,000	\$34,682
Wholesale trade	110	\$6,275,000	\$57,045
Utilities	18	\$362,000	\$20,111
Mining, quarrying, and oil and gas extraction	7	\$163,000	\$23,286

Click to view Charles County by the numbers



**OVER 11,800 NONEMPLOYER ESTABLISHMENTS**

Source: U.S. Census Bureau, 2018 Nonemployer Statistics. Nonemployer Statistics is an annual series that provides subnational economic data for businesses that have no paid employees and are subject to federal income tax.

# THE FUTURE OF RETAIL

Smart retailers will use a mix of technology innovations to deliver a compelling, hyperpersonalized store experience. For example, display screens will give way to life-size holographic displays. They'll integrate with the physical store to create new virtual environments with personalized interactions that offer customer-valued interrelations.

In Charles County, we have so much to offer you as an economic development partner. We want you involved, and we're dedicated to your success.

*Deborah Hall, Acting Director and Deputy Administrator, Charles County Government*

How do people spend most of their money annually?

## PER HOUSEHOLD



Shelter \$16,924



Transportation \$14,780



Food & Beverages \$11,798



Healthcare \$6,659



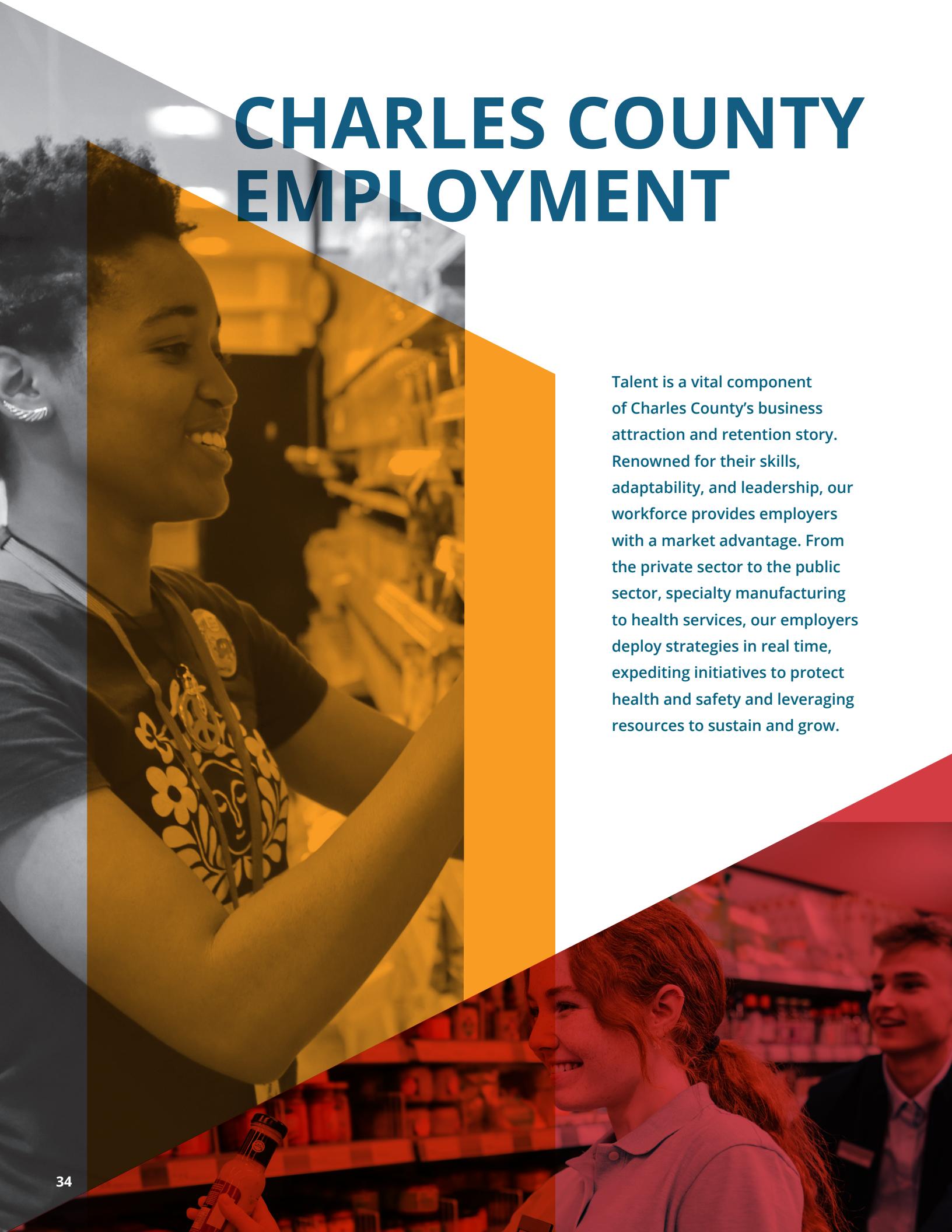
Utilities \$5,692

**\$81,038**

Median Household Expenditure

Source: Applied Geographic Solutions and GIS Planning, 2019.

# CHARLES COUNTY EMPLOYMENT



Talent is a vital component of Charles County's business attraction and retention story. Renowned for their skills, adaptability, and leadership, our workforce provides employers with a market advantage. From the private sector to the public sector, specialty manufacturing to health services, our employers deploy strategies in real time, expediting initiatives to protect health and safety and leveraging resources to sustain and grow.

**In Charles County, strategy sets the stage for ongoing success. Our business support offerings give employers a competitive edge. Entrepreneurship assistance, upskilling, partnerships, and innovation keep our employers robust and our communities strong.**

### 2019 ANNUAL EMPLOYMENT

Industry	Average Number of Reporting Units	Annual Average Employment	Total Wages	Average Weekly Wage Per Worker
<b>TOTAL EMPLOYMENT</b>	<b>2,921</b>	<b>41,321</b>	<b>\$1,948,673,132</b>	<b>\$907</b>
<b>GOVERNMENT SECTOR — TOTAL</b>	<b>108</b>	<b>10,089</b>	<b>\$647,392,700</b>	<b>\$1,234</b>
Federal Government	30	2,501	\$242,624,303	\$1,865
State Government	9	540	\$22,639,809	\$806
Local Government	69	7,047	\$382,128,588	\$1,043
<b>PRIVATE SECTOR TOTAL — ALL INDUSTRIES</b>	<b>2,812</b>	<b>31,232</b>	<b>\$1,301,280,432</b>	<b>\$801</b>
<b>GOODS PRODUCING</b>	<b>441</b>	<b>4,127</b>	<b>\$250,123,025</b>	<b>\$1,166</b>
Natural Resources and Mining	7	31	\$1,469,114	\$906
Construction	374	3,471	\$214,394,199	\$1,188
Manufacturing	60	624	\$34,259,712	\$1,056
<b>SERVICE PROVIDING</b>	<b>2,370</b>	<b>27,105</b>	<b>\$1,051,157,407</b>	<b>\$746</b>
Trade, Transportation, and Utilities	632	9,906	\$358,723,839	\$696
Information	19	271	\$19,564,513	\$1,386
Financial Activities	228	1,063	\$62,646,400	\$1,133
Professional and Business Services	492	2,948	\$183,792,970	\$1,199
Education and Health Services	407	5,645	\$266,414,454	\$908
Leisure and Hospitality	304	5,689	\$101,669,213	\$344
Other Services	286	1,581	\$58,346,018	\$710

Source: Maryland Department of Labor, 2019.



**Professional  
and Business  
Services**

Average # of Reporting Units

**492**

Annual Average Employment

**2,948**

Average Weekly Wage  
Per Worker: **\$1,199**



**Education and  
Health Services**

Average # of Reporting Units

**407**

Annual Average Employment

**5,645**

Average Weekly Wage  
Per Worker: **\$908**



**Financial  
Activities**

Average # of Reporting Units

**228**

Annual Average Employment

**1,063**

Average Weekly Wage  
Per Worker: **\$1,133**



**Information**

Average # of Reporting Units

**19**

Annual Average Employment

**271**

Average Weekly Wage  
Per Worker: **\$1,386**

## CHARLES COUNTY'S MAJOR EMPLOYERS

Employer	2021	Product/Service
Naval Support Facility (NSF) Indian Head	3,834*	Military Installation
Charles County Board of Education	3,701	Public Education
Charles County Government	1,814	Local Government
University of MD Charles Regional Medical Center	775	Medical Services
Walmart/Sam's Club	637	Retail
College of Southern Maryland	602	Higher Education
Waldorf Chevy/Cadillac, Honda, Ford, Toyota/Scion, Dodge	583	Retail
Amazon	500	Distribution
Southern Maryland Electric Coop. (SMEDCO)	471	Energy Products and Services
Safeway	465	Retail
Target	400	Retail
The Wills Group	344	HQ/Fuel Distribution & Marketing
Lowe's	332	Retail
Kaiser Permanente**	300	Medical Services
Chick-fil-A	294	Restaurants
ADJ Sheet Metal	280	Metals / Manufacturing
Genesis Health Care La Plata Center	260	Nursing Care
Sage Point Senior Living Services	250	Nursing Care
Bloomin' Brands	194	Restaurants
McDonald's	181	Restaurants
Keller Transportation	175	Bus Transportation
Recovery Center of America	167	Medical Services
Darden Restaurants	165	Restaurants
Spring Dell Center	160	Services -Dev. Disabled Individuals
Home Depot (mostly PT employees)	130	Retail
Community Bank of The Chesapeake	128	Banking
BJ's Wholesale Club	111	Retail
Panera Bread	111	Restaurants
Cracker Barrel Old Country	106	Restaurants
Best Buy	100	Retail
CHUTES International	95	Construction Services
GenOn	94	Power Generation
Automated Graphic Systems	85	Print/Marketing Communications
MedStar Shah	80	Medical Services
Modern Door	78	Manufacturing
Reliable Contracting	65	Construction Services

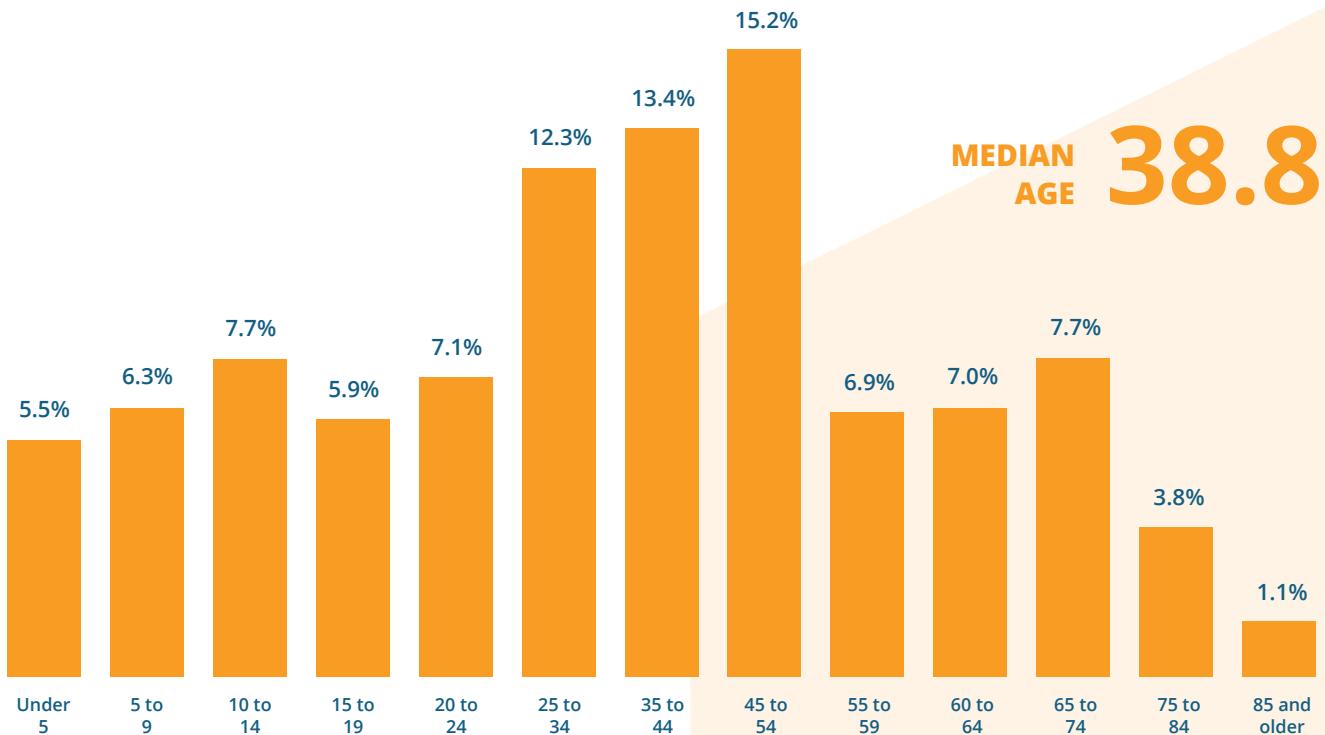
\* number represents Federal, Military, and Contractor employees

\*\* future employment supporting use project and future employment numbers

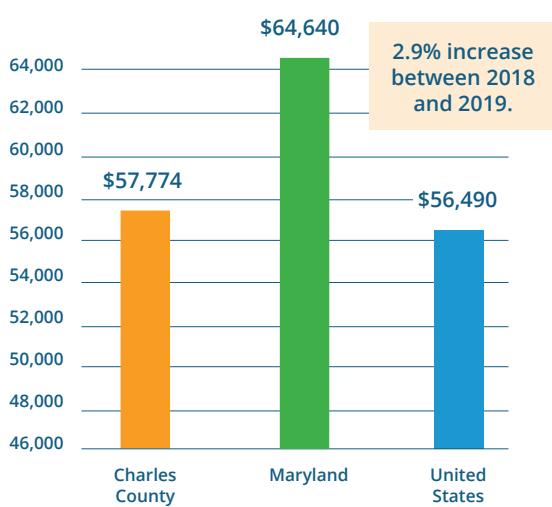
Source: Charles County Department of Economic Development, 2021

# CHARLES COUNTY DEMOGRAPHICS

## 2019 POPULATION AGE DISTRIBUTION<sup>1</sup>



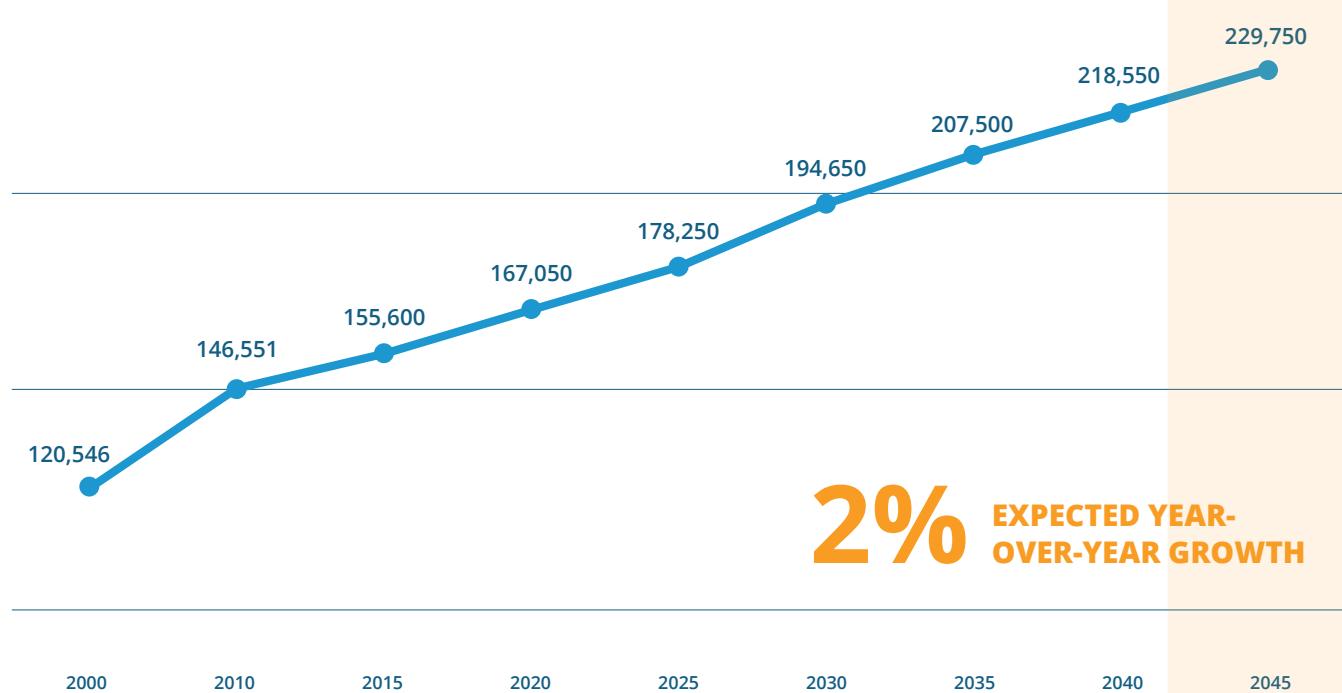
## 2019 PER CAPITA INCOME<sup>2</sup>



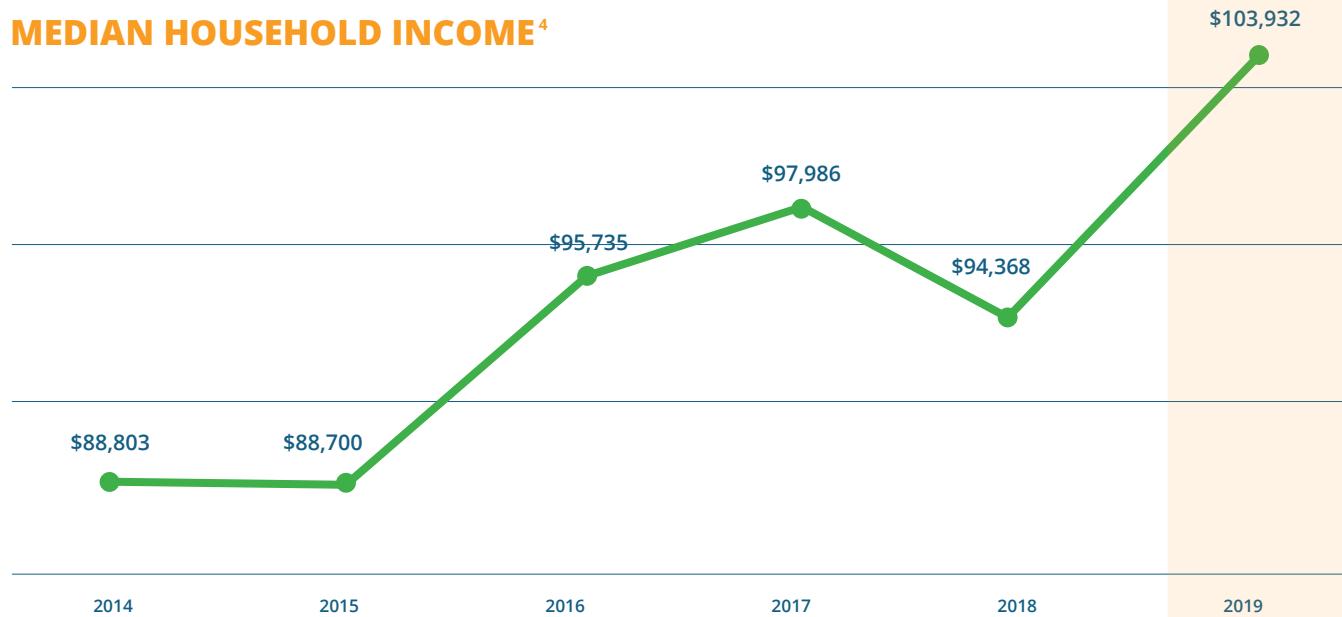
1 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2019.  
2 Source: Bureau of Economic Analysis, 2019.

# CHARLES COUNTY DEMOGRAPHICS

## HISTORICAL & FORECASTED POPULATION<sup>3</sup>

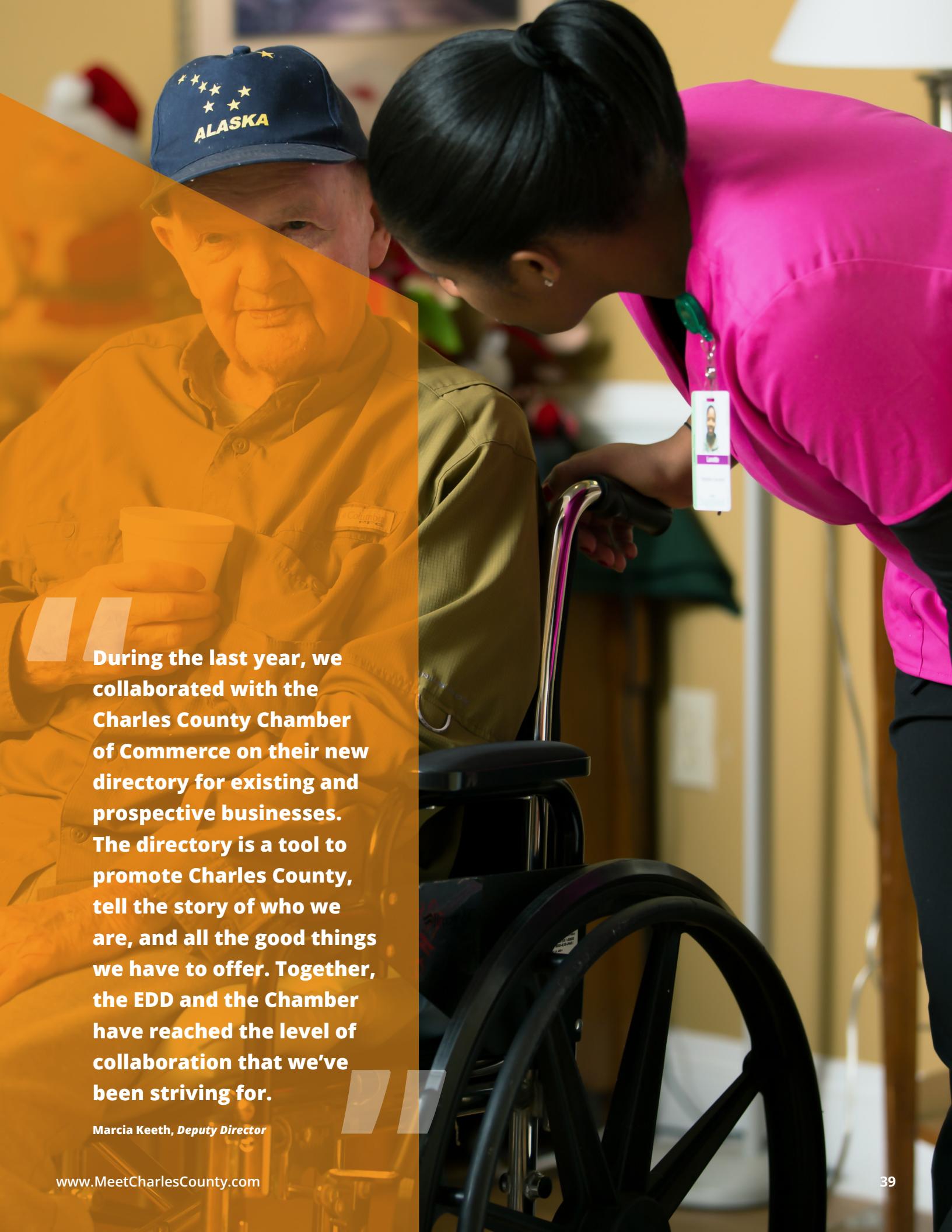


## MEDIAN HOUSEHOLD INCOME<sup>4</sup>



3 Source: Maryland Department of Planning, 2017.

4 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2019.



**During the last year, we collaborated with the Charles County Chamber of Commerce on their new directory for existing and prospective businesses. The directory is a tool to promote Charles County, tell the story of who we are, and all the good things we have to offer. Together, the EDD and the Chamber have reached the level of collaboration that we've been striving for.**

**Marcia Keeth, Deputy Director**

# RESIDENT WORKFORCE



As a new team member, I was impressed by our department's dedication to ensuring that businesses have the tools they need to grow. This past year, I worked on our sales and training grants, and the response received from the business community has been very positive. With the help of our grant program, many businesses can safely look toward the future.

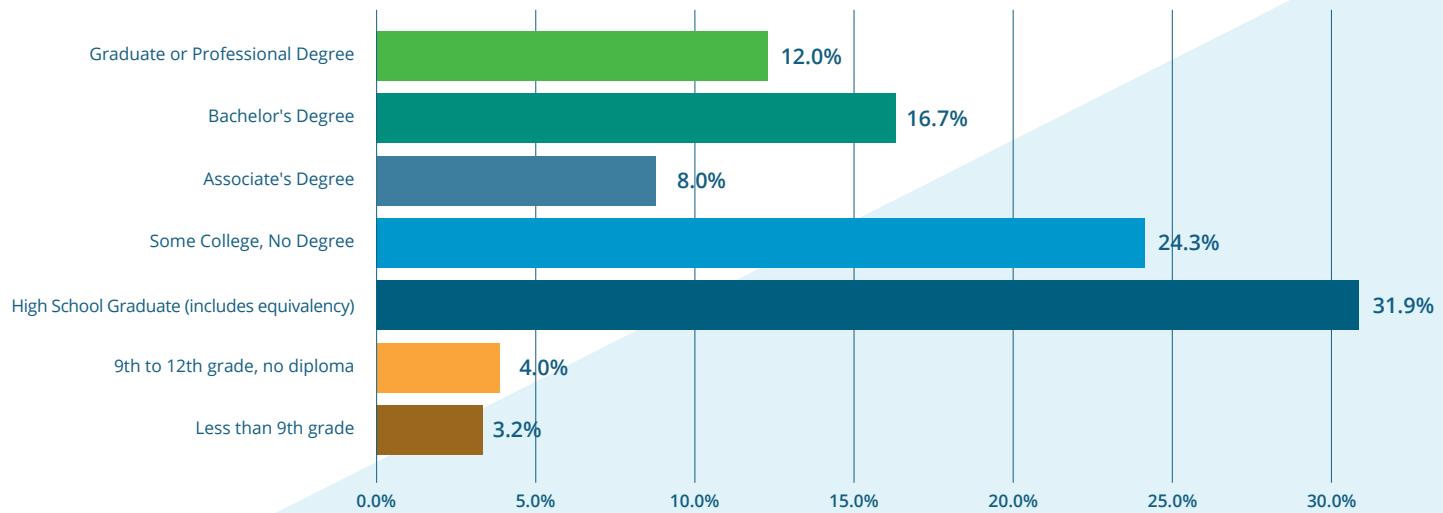
*Chudi Obi, Business Development Coordinator*



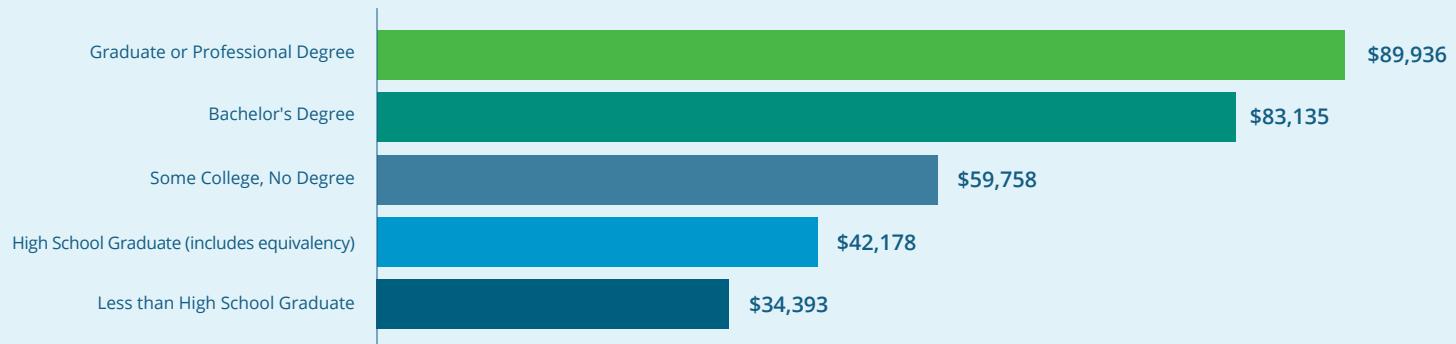
# 28.7%

OF RESIDENTS HAVE  
A BACHELOR'S  
DEGREE OR HIGHER

## 2019 EDUCATIONAL ATTAINMENT<sup>1</sup> POPULATION 25 YEARS AND OLDER



## MEDIAN EARNINGS<sup>2</sup> POPULATION 25 YEARS AND OLDER



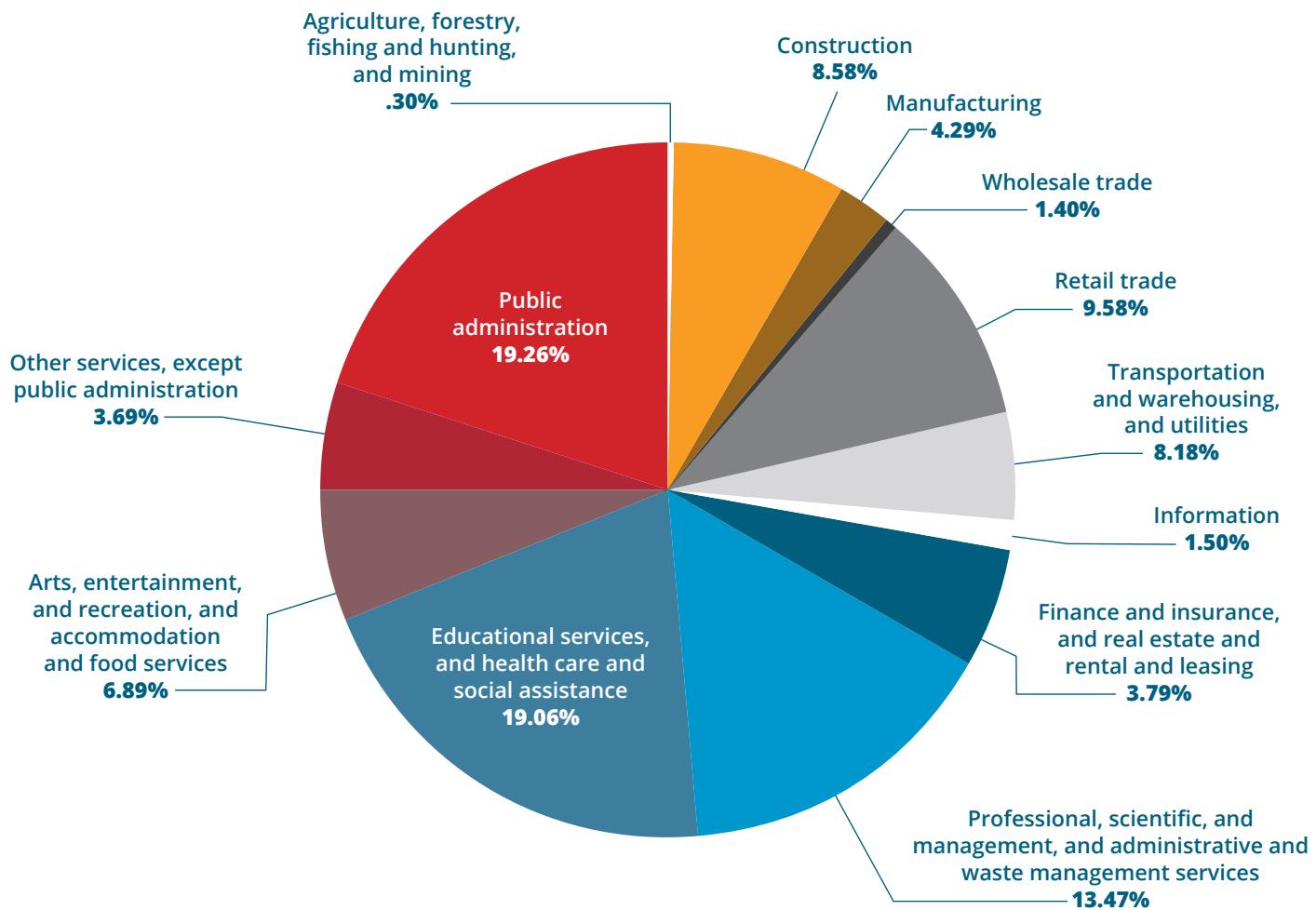
1 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2019.  
2 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2019.



2019 CHARLES  
COUNTY  
LABOR FORCE\*

89,150

Charles County Residents 16 Years  
and Older \*includes civilian and armed forces



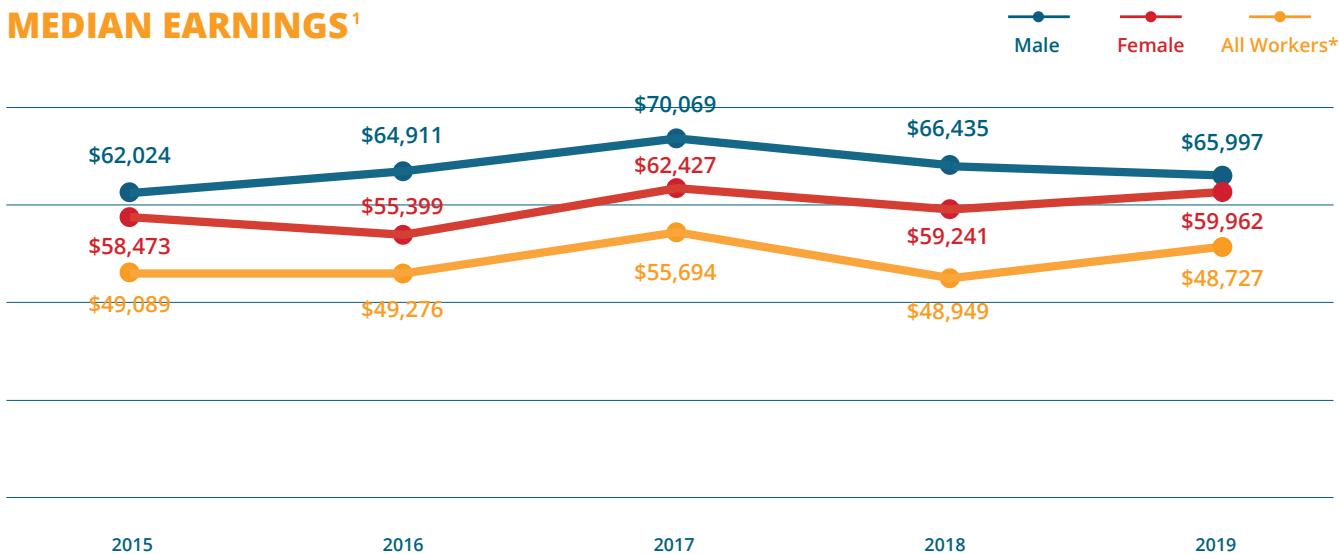
Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2019.



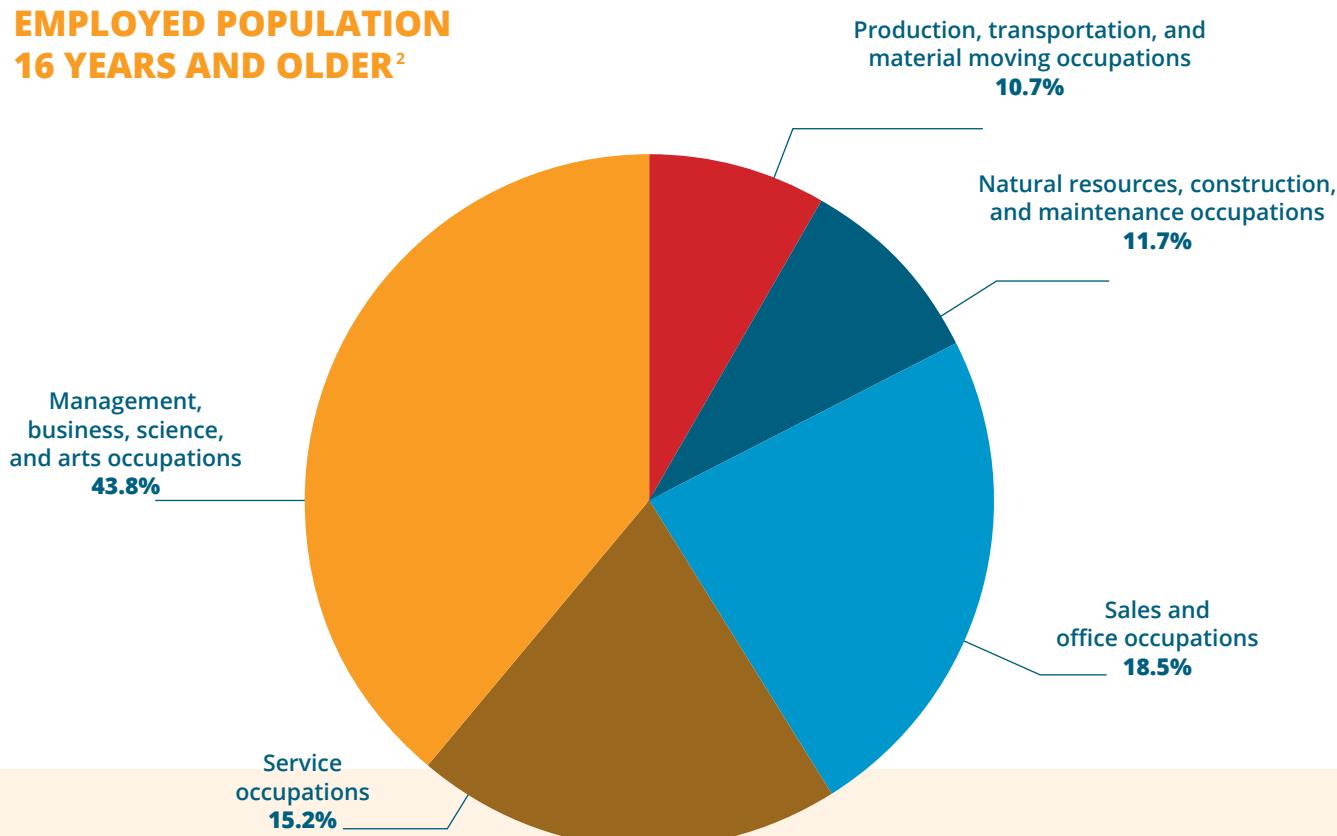
**Between remote working, virtual communications, and all the challenges that arose in this past year, I am so proud that we maintained a functional office for our businesses and residents.**

**Lacey Oliver, Economic Development Specialist**

## MEDIAN EARNINGS<sup>1</sup>



## OCCUPATIONS OF THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OLDER<sup>2</sup>



\*Note: All Workers includes part-time, seasonal and year-round workers.

1 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2019.  
 2 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2019.

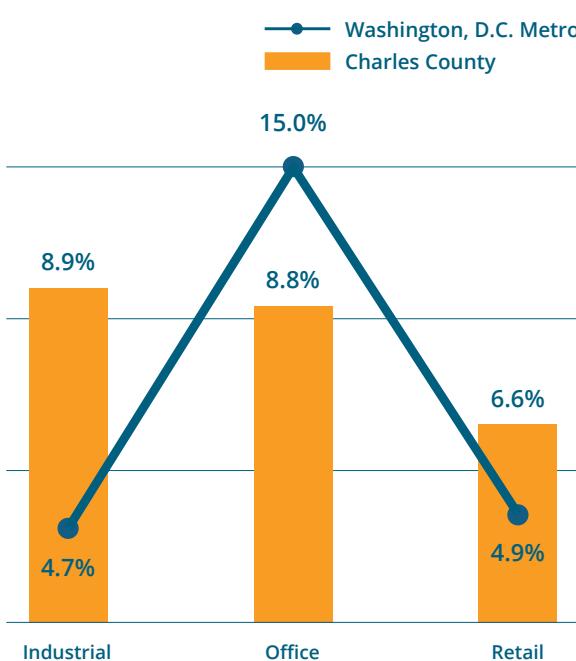


# CHARLES COUNTY REAL ESTATE

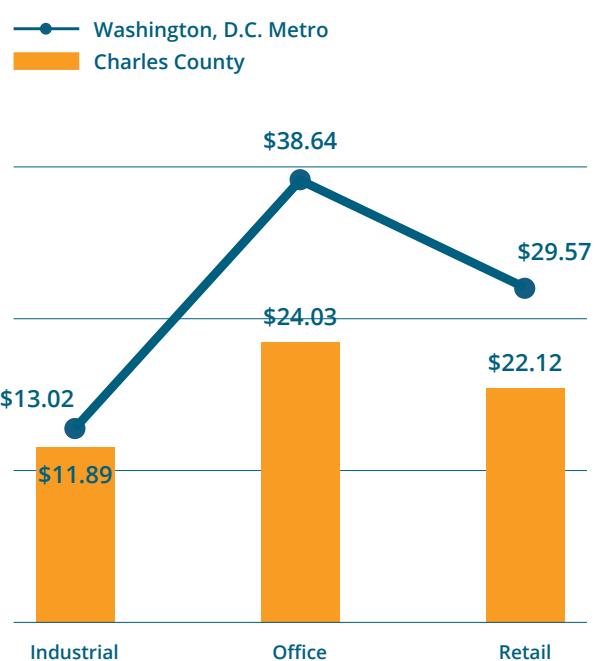
To address the lack of framework and policy in place for modern agricultural trends, Charles County Government established the Rural Planning and Zoning Task Force to identify regulatory challenges and make recommendations to strengthen the County's rural heritage and agricultural-related industries. The first major project of numerous recommendations was the creation and enactment of a Zoning Text Amendment that established the County's first "Agritourism" zoning definition and expanded other agricultural-related uses.

*Martin Proulx, Agriculture Business Development Manager*

## VACANCY RATES<sup>1</sup>



## LEASE RATES<sup>2</sup>



## HOUSING STATISTICS AUGUST 2021<sup>3</sup>

	2021	2020	% Change
Avg Sold Price	\$441,451	\$367,040	+12.1%
Median Sold Price	\$404,250	\$350,000	+15.5%
Units Sold	368	332	+10.8%



1 Source: CoStar Realty Information Inc., 2021.

2 Source: CoStar Realty Information Inc., 2021.

3 Source: Reported by MRIS and the Coastal Association of REALTORS, 2021. Note: Units are the "units" sold.

Click to view  
properties  
and data



CHARLES COUNTY HOUSING IS

**77%** OWNER-OCCUPIED



# COMMUNITY DETAILS

At the front door of the county—the northern end—Greenberg Gibbons is developing Waldorf Station, a project with huge economic impact. At the side door, revitalization is energizing Indian Head. At the southern end of the county, improvements are ahead in Morgantown and the new bridge. We consider the entrances to the county our doors, and we're making them better.

*Deborah Hall, Acting Director and Deputy Administrator, Charles County Government*



Waldorf  
**82,648**  
Population (2020)



La Plata  
**10,112**  
Population (2020)



Indian Head  
**3,832**  
Population (2020)



Hughesville  
**2,238**  
Population (2020)

Labor Force

**43,775**

Bachelor's Degree or Higher

**30.5%**

Median Household Income

**\$97,706**

Labor Force

**4,370**

Bachelor's Degree or Higher

**28.8%**

Median Household Income

**\$90,977**

Labor Force

**1,912**

Bachelor's Degree or Higher

**25.8%**

Median Household Income

**\$69,597**

Labor Force

**1,101**

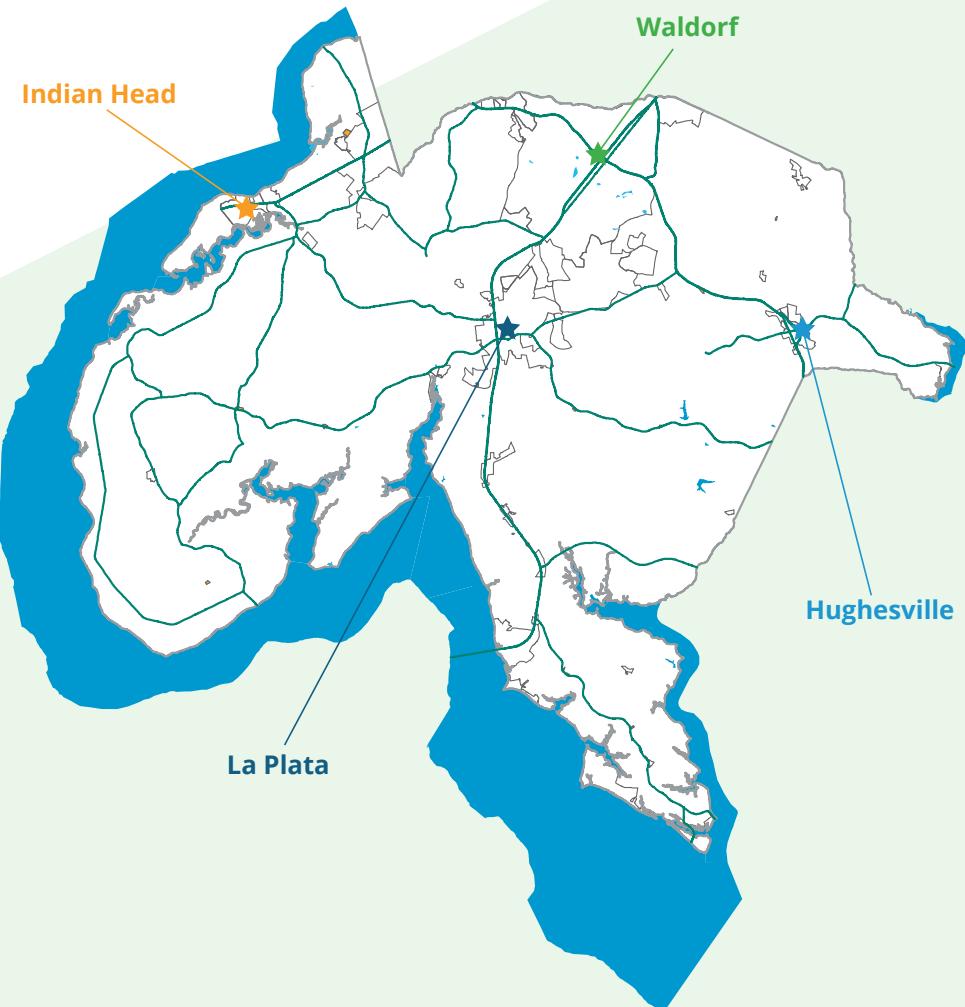
Bachelor's Degree or Higher

**31.4%**

Median Household Income

**\$114,563**

Click to learn  
more about life  
in Charles County



# COMMUTERSHED ZONE DATA

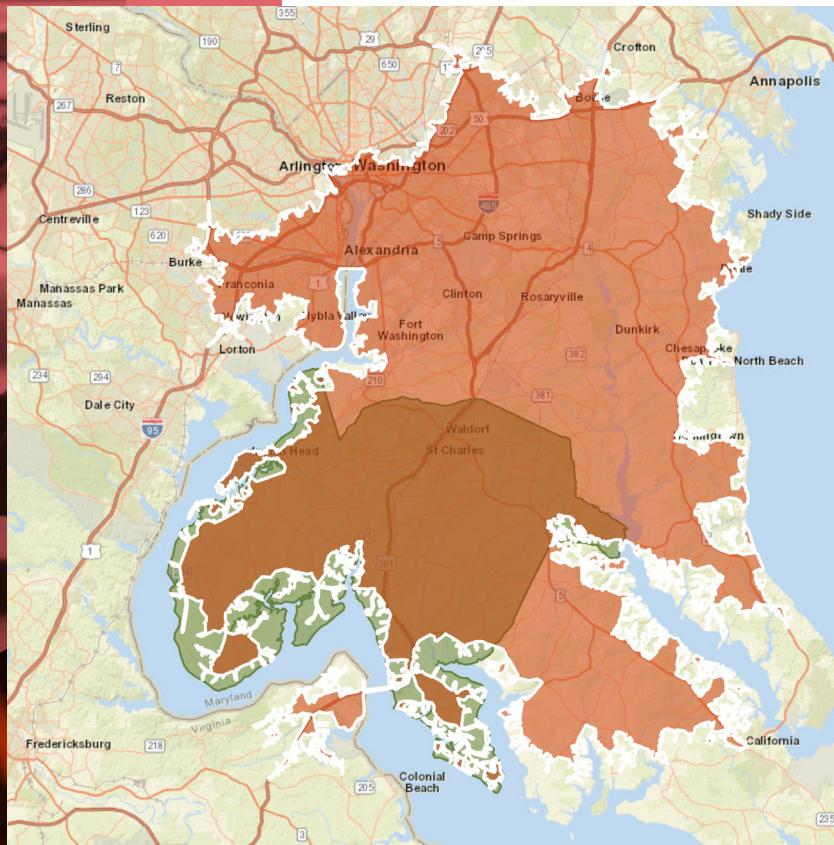
**1,552,608**

Population within a 45-minute commute of Waldorf, Maryland

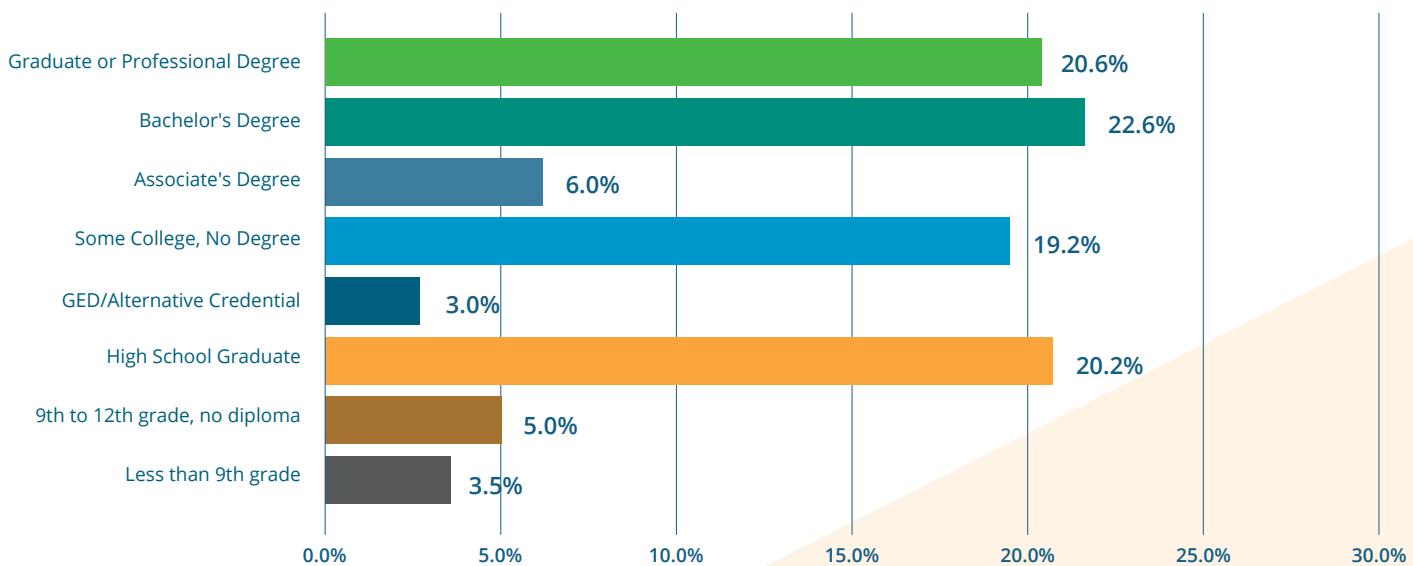


**43.2%**

OF PEOPLE WITHIN A 45-MINUTE COMMUTE HAVE A BACHELOR'S DEGREE OR HIGHER.



## 2020 EDUCATIONAL ATTAINMENT 25 YEARS AND OLDER (%)

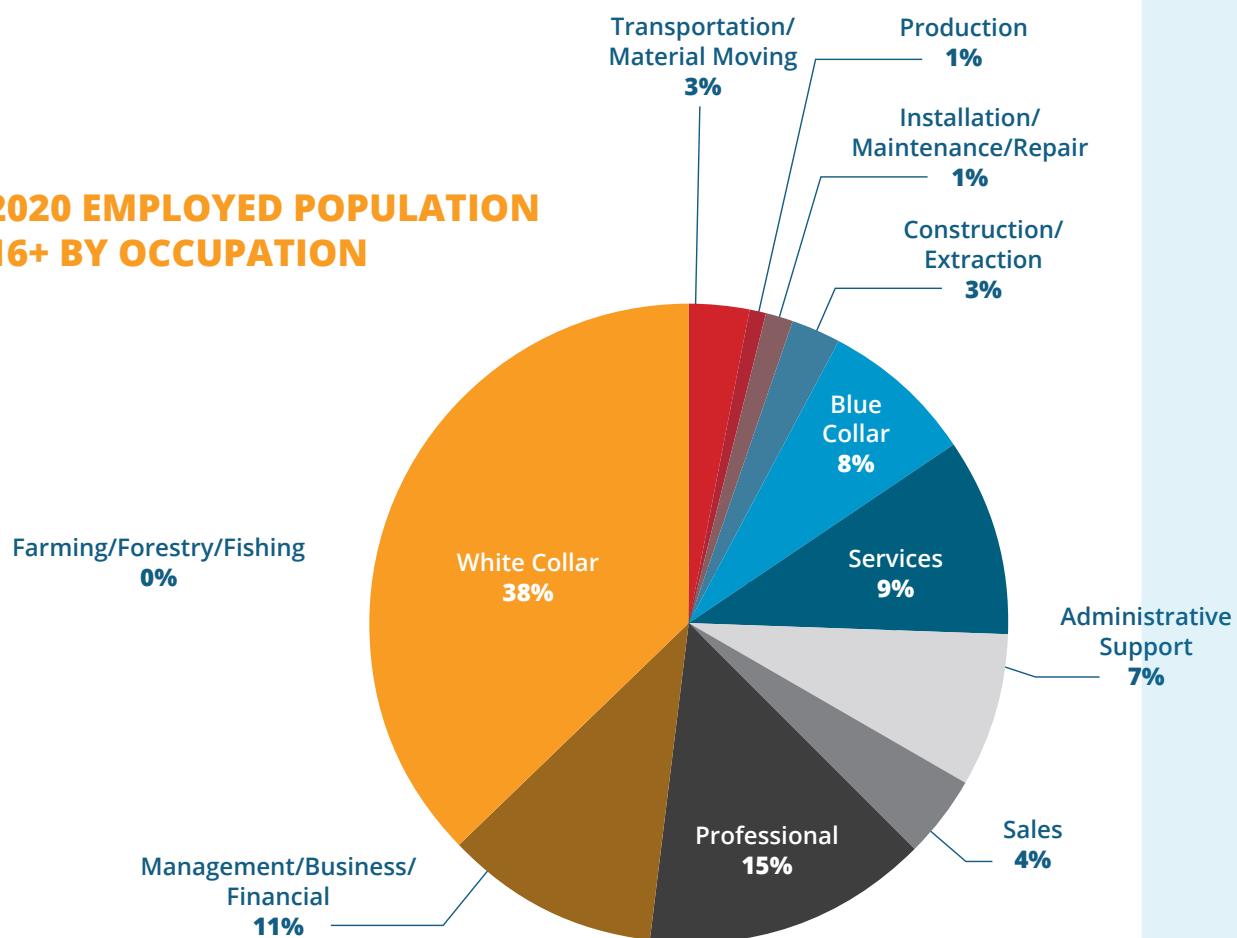


## 2020 POPULATION AGE DISTRIBUTION (%)

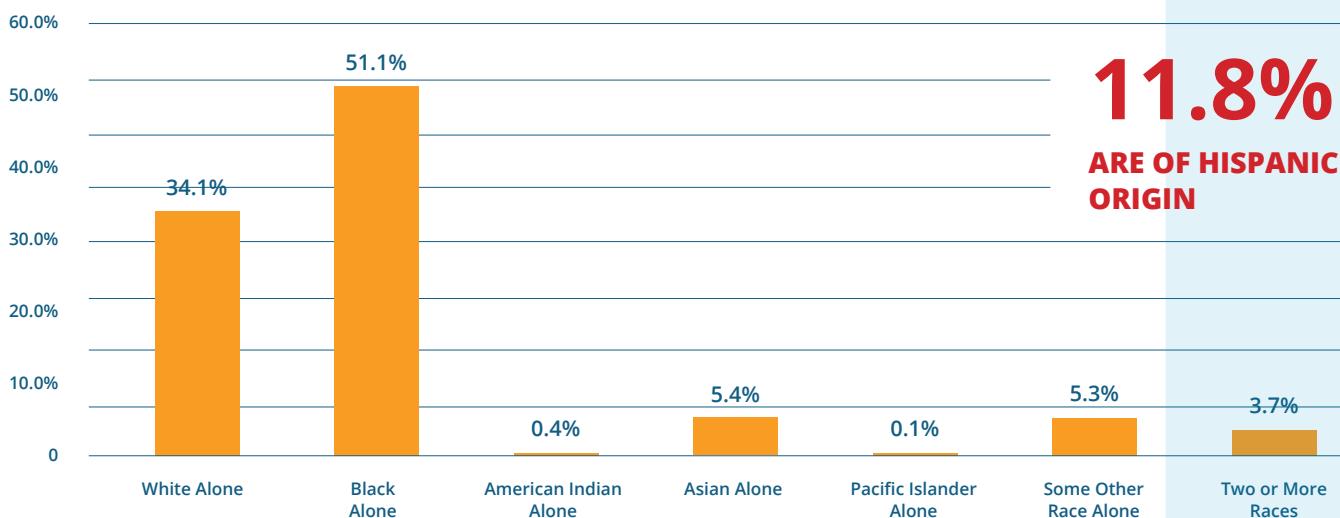


Source: Esri, 2020.

## 2020 EMPLOYED POPULATION 16+ BY OCCUPATION



## 2020 RACE AND ETHNICITY (%)



Source: Esri, 2020.

# FIND A PROPERTY



SCROLL,  
CLICK,  
PICK.

*Click to use  
the tool*



**Charles County Department of Economic Development PROPERTY**

**Property Results**  
38 total Properties [\(Save All\)](#)

Sort By: **Featured** [12](#) [PDF](#) [Excel](#) [Print](#) [Share](#)

[View All](#)

**Fairview Center**  
Address: 4255 Altamont Place  
City: White Plains  
County: Charles County  
Zip Code: 20695  
Min Size: 2,100 sqft  
Max Size: 2,100 sqft

[View Details](#)

**White Plains Corporate Center**  
Address: 5010 Regency Place  
City: White Plains  
County: Charles County  
Zip Code: 20695  
Min Size: 2,000 sqft  
Max Size: 18,000 sqft

[View Details](#)

**SITE SELECTION  
SIMPLIFIED**

From affordability to aesthetic, location to function, picking the perfect site for your project is a snap in Charles County. Visit our "Find a Property" page for real estate solutions in real time.

Keep profitability in site at [meetcharlescounty.com](#)



## Charles County Government Economic Development Department

301-885-1340 • [info@MeetCharlesCounty.com](mailto:info@MeetCharlesCounty.com)  
10665 Stanhaven Place, Suite 206  
White Plains, MD 20695  
[www.MeetCharlesCounty.com](http://www.MeetCharlesCounty.com)  
[www.CharlesCountyMD.gov](http://www.CharlesCountyMD.gov)

### Equal Opportunity Employer

It is the policy of Charles County to provide equal employment opportunity to all persons regardless of race, color, sex, age, national origin, religious or political affiliation or opinion, disability, marital status, sexual orientation, genetic information, gender identity or expression, or any other status protected by law.

