

2024

ECONOMIC DEVELOPMENT

ANNUAL REPORT



FORGING *Charles* COUNTY'S
FUTURE TOGETHER

THE STRATEGIC POWER OF PARTNERSHIPS





SHARE THE Love



Give your friends, coworkers, and family a meaningful gesture with a big impact. Digital “With Love From Charles” gift cards support local restaurants, shops, and service providers across Charles County, **keeping dollars within our community** and helping us thrive.

Scan to learn more,
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Are you a business owner?

Join “With Love From Charles” and start feeling the love from your community. Participating in the program is a free, low-risk way to boost traffic, increase revenue, and reach a broader audience.

Your business participation is vital to making this county-wide initiative a success! Contact info@meetcharlescounty.com to register!



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About Joining
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DEAR CHARLES COUNTY STAKEHOLDERS,

Economic development has undergone a significant transformation in 2024, both within our department and across Charles County. Each success, shift, and new partnership has been powered by collaboration, driving progress and advancing the growth of our community. This spirit of teamwork continues to propel the Economic Development Department (EDD) to new heights, setting the stage for a new era of opportunity.

Our EDD Team: First, I want to extend my sincere thanks to the remarkable EDD team for their dedication and hard work during a year of new challenges and accomplishments. Each change we've encountered has only made us stronger—both as a unified team and as a driving force for positive change in our community. In April, we experienced a deep loss with the passing of our dear colleague, Lucinia Mundy, the EDD's Small and Minority Business Development Specialist for 8 years. Throughout her career, Lucinia championed economic development and community building, particularly in Charles County, where her work fostered substantial growth and supported small businesses. Her dedication to philanthropy and advocacy for women- and minority-owned businesses leaves a lasting legacy that continues to inspire our team. She will be deeply missed.

This year, we also celebrated the retirement of our Chief of Commercial Development, Taylor Yewell, after nearly a decade of dedicated service. As we say a fond farewell to Taylor, we've welcomed new team members—Jack Street, Sydney Garner, Anthony Twyman, and Mark Thompson—who bring fresh energy and expertise to our group. Together, the full EDD team is well-positioned to drive future success for Charles County businesses.

New Programs and Initiatives: In 2024, the EDD made significant strides toward our mission to fuel economic growth through job-creating initiatives and innovative programming. Newly enacted Small Local Business Enterprise (SLBE) and Minority- and Women-owned Business Enterprise (MWBE) procurement laws, stemming from our 2020 Disparity Study, are bridging the gap between government contracts and SLBE/MWBE businesses. This year also marked the completion of the Business Growth Advantage Program (BGAP), which provided over \$1,395,000 in operational capital to 151 small businesses. We are excited to continue this legacy with the launch of BGAP 360, ensuring continued support for small business owners in Charles County. Additionally, during our award-winning 2024 Business Appreciation Week, we introduced the "With Love From Charles" digital gift card program in collaboration with Charles County Tourism. This initiative enables shoppers to support local businesses with a single gift card, keeping dollars in the community and reinforcing the success of our local enterprises.

Western Charles County Technology Corridor Developments: Charles County, home to the U.S. Navy's only arsenal, continues to support the Naval Surface Warfare Center at Indian Head through the ambitious Energetics Comprehensive Modernization Plan (ECMP). This \$1.1 billion Navy-funded effort will bring 500 infrastructure projects to the county over the next decade and will bring an estimated 2,700 new, well-paying jobs for residents, directly supporting the Navy's arsenal replenishment needs.

Recognizing the potential impact, the Charles County Commissioners made support for the ECMP a key component of their 2024 Goals and Objectives. The EDD's ongoing backing of this initiative, along with the welcoming of new defense entities into the Western Charles County Technology Corridor, is vital to strengthening partnerships between the county, the federal government, and private sector investments in the region's growing defense and energetics industry clusters.

As we look ahead, Charles County is poised for continued growth and prosperity, driven by strong strategic partnerships, innovative programs, and an unwavering commitment to our community. The collective efforts of our team, stakeholders, and community will ensure that we remain on a path of progress and opportunity. We are forging Charles County's future together, and I am confident the best is yet to come.



Sincerely, *Kelly Robertson-Slagle*
Kelly Robertson-Slagle, Director
Charles County Economic Development Department



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IN MEMORIAM



Lucinia Mundy
Small and Minority Business
Development Specialist

The Charles County Economic Development Department is deeply grateful to Lucinia Mundy for her exceptional service as a Small and Minority Business Development Specialist since 2016. During her time with us, Lucinia was a tireless advocate for economic inclusion, championing the growth of small, minority-owned, and women-owned businesses throughout the county. Her leadership in outreach, deep knowledge of the industry, and passion for empowering underrepresented entrepreneurs have made a lasting impact on the local business community and the county's economic development efforts.



Dexter Bordes

It is with great sadness that the EDD acknowledges the passing of Dexter Bordes, a valued board member and respected business owner in Charles County. We

extend our deepest gratitude to Dexter for his dedication and know his contributions to economic and business development will have a lasting impact on Charles County for years to come.

ADVISORY BOARD

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In Memorium

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Maryland

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Commerce

WESTERN Charles County TECHNOLOGY CORRIDOR

Representing over 130 cutting-edge technology, energetics, and research and development businesses, the Western Charles County Technology Corridor is a 7.67-square-mile campus that plays an important role in driving groundbreaking collaboration and propelling the region's leadership to advance critical defense initiatives.

WESTERN *Charles* COUNTY
TECHNOLOGY
CORRIDOR

Scan to
learn more



MARKETING THE WESTERN CHARLES COUNTY TECHNOLOGY CORRIDOR

To generate awareness of this industry cluster, the EDD developed compelling marketing materials and eye-catching branding to promote the Western Charles County Technology Corridor. A new logo and road signage will highlight the importance of the area to both visitors and residents, while an informational web page and personalized welcome letters to the 130 businesses within the corridor will build awareness and generate excitement about the region.

AVIATION BUSINESS PARK ZONE AND MARYLAND AIRPORT

EDD continues to support the creation of a new Aviation Business Park Zone to directly support the expected growth from NSWC IHD National Energetics and Smart Arsenal initiatives. The Maryland Airport, a privately owned general aviation facility in Western Charles County, was designated as a General Aviation Reliever Airport for Washington, D.C.'s Reagan National Airport in the 1990s by the Federal Aviation Administration (FAA). Following its designation, the FAA committed \$20 million in funding, leading to the development of an Airport Master Plan to establish a strategic vision for the Maryland Airport's growth and improvements. Purchased by PSM Holdings in 2019, the airport is undergoing a runway extension from 3,740 to 4,200 feet and additional infrastructure enhancements. A Comprehensive Plan Amendment was approved in 2021 to widen the scope of the airport enhancements. In July 2024, 250 acres surrounding the airport were rezoned for an Aviation Business Park Zone to provide employment-supporting development, with the Zoning Text Amendment (ZTA) process currently underway. A broader Sub-Area Plan for Bryans Road includes the Maryland Airport property, recognizing the ongoing ZTA process. The draft plan supports the current commercial rezoning efforts and does not propose any alternatives.



CARPENTER'S GARAGE

As part of the broader Town of Indian Head revitalization, efforts are underway to help expand the energetics and defense industry cluster by adding supportive assets within the Western Charles County Technology Corridor. In May 2024, the Energetics Technology Center (ETC) acquired Carpenter's Garage, one of Indian Head's historic buildings, with a plan to create 2,400 square feet of office space and an additional 1,600 square feet reserved for future development. This project will support the NSWC IHD's growth and further bolster the corridor's burgeoning business infrastructure. Carpenter's Garage is nearing the final stages of construction, with completion expected by October 2024.

WORKFORCE DEVELOPMENT

The EDD collaborated with the Charles County Military Alliance Council, the Patuxent Partnership, NSWC IHD, the College of Southern Maryland, and Charles County Public Schools to apply for a \$575,000 Federal Workforce Development grant. This funding aims to extend the Southern Maryland 2030 Workforce Development Program into Charles County, enhancing local workforce opportunities and support.

WESTERN TECH CORRIDOR STATS

130 Businesses	7.67 Square Miles	6,131 residents
0.31% Estimated annual population growth between 2022 and 2027	\$100,043 Estimated median household income by 2027	
48.5% of households with income over	\$100,000 in 2022	
\$274,855 Median home value in 2022	0.48% Projected growth rate for households from 2022-2027	

ENERGETICS COMPREHENSIVE MODERNIZATION PLAN (ECMP)

In 2024, one of the Western Charles County Technology Corridor's anchor institutions, energetics leader Naval Surface Warfare Center Indian Head Division (NSWC IHD), announced a \$1.1 billion modernization and infrastructure improvement plan. As the United States Navy's only public arsenal, the Energetics Comprehensive Modernization Plan (ECMP) will address the nation's growing demand for munitions, double manufacturing efforts, and position Charles County as a primary resource for delivering critical munitions components to the fleet and a key facility for next-generation defense resources. The ECMP is planning 500 estimated infrastructure modernization projects, including the creation of a 5,000-square-foot Combustion Lab for diagnostic research.

OASIS FRESH FOODS MARKET

Opening in October 2024, Oasis Fresh Foods Market represents a significant milestone for the Town of Indian Head as the first grocery outlet the town has seen in decades. Spearheaded by Bolans-Darby Partners, the creators of Clarity Coffee House and Pentagon Suites, this market plays a vital role in the town's ongoing revitalization by providing access to fresh produce, locally sourced goods, meats, fish, and other essential groceries. With the addition of a community garden and the nearby Papaleo's Ice Cream, Oasis Fresh Foods Market is poised to become a vibrant hub for community engagement.



DEFENSE *and* ENERGETICS

In the world of defense, energetics, and federal contracting, Charles County continues to distinguish itself as a vibrant community driving transformative innovation. With approximately 5,000 Department of Defense (DOD) civilian employees residing in the county and another 570,000 professionals available for hire, Charles County boasts the largest U.S. DOD workforce dedicated to energetics and explosive ordnance disposal.



Our substantially skilled workforce continues to attract new businesses interested in tapping into Charles County's ready workforce and desirable location just outside Washington, D.C.

The shared discoveries of notable collaborators within the Charles County and Western Charles County Technology Corridor further solidify our supportive environment for innovation. By utilizing partnerships inside and outside of the gates—such as the CSM's Velocity Center at Indian Head—Charles County provides opportunities for businesses to strengthen their capabilities through partnership. Charles County's favorable cost of business also provides companies with a distinct advantage, enhancing its position as a notable hub for the defense and energetics industry. On average, companies experience a 34% savings on their lease rates compared to other parts of the DC metropolitan area.

5,000

DOD Civilian Employees
Reside in Charles County

3,500

Acreage of Naval Support
Facility Indian Head

34%

Lease Rates on average
are lower than the D.C.
metro region

20 MILES

to Washington, D.C.

40 MINS

From Key Federal
Labs and Military
Installations

BLOSSOM POINT RESEARCH FACILITY

Located in Southern Charles County, the Blossom Point Research Facility is a 1,600-acre U.S. Army installation dedicated to ordnance and electronics research—supporting critical federal agencies, including the U.S. Army Research Laboratory, Navy Research Laboratory (NRL) Satellite Tracking Facility, and the National Aeronautics and Space Administration (NASA).

Within the facility, the NRL leases 42 acres at Blossom Point for its Blossom Point Tracking Facility. The campus features a satellite mission operations center, multiple antennas, and infrastructure for space system command and control. Operating 24/7, the Blossom Point Tracking Facility is critical to the safe operation of numerous on-orbit spacecraft.



CSM VELOCITY CENTER AND VELOCITY PARK

College of Southern Maryland (CSM) Velocity Center, a core initiative first proposed by NSWC IHD in 2015, serves as an innovation center to support off-base collaboration in the Town of Indian Head. Now operational, the Velocity Center catalyzes economic activity and fosters pivotal partnerships within the defense and energetics industry. The center recently opened a 1,984-square-foot makerspace equipped with 3D printers, scanners, laser cutters, soldering irons, and manufacturing equipment, as well as state-of-the-art software and hardware for cyber, CAD modeling, simulations, and more.

Developed by Mid-Atlantic Development and anchored by the CSM Velocity Center, Velocity Park is planned as a future hub for defense contractor office spaces as well as retail, restaurants, and lodging. Plans include a 20,000-square-foot, four-story Class A building, and potential hotel.



MARYLAND TECHNOLOGY CENTER

The Maryland Technology Center (MTC)—a 30,000-square-foot facility located in Indian Head—celebrated its second anniversary in May 2024. Transformed from a former grocery store and a CVS Pharmacy, the facility is a key component of the Town of Indian Head's Revitalization Plan and a model for public/private partnerships in the region.



USBTA
UNITED STATES BOMB TECHNICIAN ASSOCIATION

Inside the MTC, the U.S. Bomb Technician Association (USBTA) is significantly expanding its Bomb Disposal Technology and Training Center from 13,000 to the full 30,000 square feet of the facility. Beginning in late 2023, this expansion includes the addition of a Secure Compartmentalized Information Facility (SCIF) and further development of the Bomb Disposal Technology and Training Center (BDTTC). This "Center of Excellence" serves as a consortium, uniting federal, DOD, industry, and other partners to support the bomb technician community. In 2023 alone, the USBTA hosted over 20 meetings and trainings, facilitating more than 10,000 hours of education and interaction. The MTC now houses eight companies co-located with the USBTA with more waiting to join this growing collective.

***Learn more about the
Defense and Federal
Contracting industry
in Charles County:***



SCIF SPACE IN CHARLES COUNTY

Charles County is committed to advancing critical infrastructure to support its expanding defense sector. With a \$2.5 million capital grant from the Maryland Economic Development Corporation (MEDCO), the county established a new Secure Compartmentalized Information Facility (SCIF) at the MTC along with the USBTA and Applied Research and Associates (ARA). This rare and highly sought-after asset addresses the state's need to accommodate the increasing number of defense contractors and businesses and enhances Charles County's capacity to support local defense contractors, seasoned SCIF sponsors, and federal, military, and nonprofit partners.

The Maryland Economic Development Association (MEDA) recognized the importance of this project in propelling the success of Maryland's economy at large, awarding it the 2024 Economic Development Program, Small Community award. The annual MEDA Awards recognize and celebrate the people, programs, and projects transforming lives across Maryland, underscoring the project's economic impacts and potential job creation capacity.

According to a State of Maryland study, for every dollar invested in SCIFs, another two to three dollars of private, nonprofit, or government investment is generated.



Scan here to watch a video on the MEDA Award-winning project



MEDIA COVERAGE

This past year, Charles County significantly enhanced its visibility in the defense sector by effectively telling its story to the media. Through a strategic approach, concentrated media pitching, and strong community collaborations, the Charles County Economic Development Department secured high-profile media placements with prominent national and industry outlets. This achievement highlights the county's growing prominence and commitment to advancing its defense industry narrative on a national level.

New Legislation, Indian Head Tech Hub Boosts Energetics Industry
National Defense



"Q&A: Kelly Robertson-Slagle, Director of Development, Charles County, Maryland" SeaPower Magazine



"Q&A: Ashley Johnson, Technical Director, Naval Surface Warfare Center, Indian Head Division" SeaPower Magazine



"Inside The Navy's \$2B Plan to Surge Solid-rocket Motor Production and Revitalize a Historic Arsenal" Inside Defense



"Discover Why Charles County Could Be Home to Your Next Cleared Job" Clearance Jobs



"How the Navy Plans To Modernize Its One-and-only Arsenal" The Federal Drive with Tom Temin on Federal News Network



TELLING CHARLES COUNTY'S DEFENSE STORY

With the presence of key facilities like the Naval Support Facility Indian Head and a skilled workforce of 5,000 civilian U.S. Department of Defense employees, Charles County stands out as a thriving hub for innovation and growth. The EDD's blogs showcased the dynamic progress and achievements of the defense and energetics companies based in Charles County, reflecting the county's commitment to fostering a well-rounded understanding of the many partnerships and successes of our robust industry sector.

ALL HANDS-ON DECK

The U.S. Navy is planning to modernize and drastically increase munitions production at the nation's only public arsenal. That arsenal is the NSWC Indian Head, what many Charles County residents simply refer to as "the naval base in Indian Head". Built in 1890, our naval base has long been the Navy's only arsenal. Business was "booming" during World War II, with 10,000 people working there around the clock manufacturing munitions. The work continued through the Vietnam War, and the U.S. had a fairly large stockpile of weaponry. The Navy didn't have to make it around the clock like they had, so they mostly stopped.

With today's growing tensions, we need to quickly build that arsenal back up, but it's not as easy as just turning the machines back on. To bring manufacturing back to what it once was, the Navy needs to fix its only arsenal. Hence, the Energetics Comprehensive Modernization Plan (ECMP) to bring the NSWC IHD up to the 21st century.

Read More about the NSWC Indian Head Modernization Plan



NAVY'S INVESTMENT IN NSWC INDIAN HEAD SPELLS OPPORTUNITY FOR CHARLES COUNTY

The U.S. Navy is set to modernize and expand munitions production at the NSWC Indian Head, the nation's sole public arsenal. The Energetics Comprehensive Modernization Plan (ECMP) will involve \$1.1 billion in upgrades and 500 infrastructure projects over the next decade, aiming to double manufacturing efforts and enhance workforce training, thereby boosting local economic growth and job opportunities in Charles County.



FORMER INTERNS BECOME NEW HIRES AT NSWC INDIAN HEAD

NSWC Indian Head is attracting top student interns, with many receiving full-time offers upon completing their programs. Recent hires Gabe Piatt and Duncan Scandin, both engineering graduates from West Virginia University, have transitioned from interns to full-time roles, finding both the work and Charles County's quality of life appealing.



CHARLES COUNTY MAC SUPPORTS THE BASE AND COMMUNITY

Founded in 2015, the Charles County Military Alliance Council (MAC) has secured \$3 million in grants for projects such as the CSM Velocity Center, USBTA, and the Oasis Fresh Foods Market, all aimed at uplifting the military community and fostering collaboration. In 2024, the MAC expanded its educational resources and increased membership by partnering with local organizations to address workforce shortages, particularly in the trades. Their efforts include a targeted campaign and the annual State of the Station event, which provides stakeholders with updates from state and local leaders, as well as base leadership, all focused on strengthening mutual support and creating a network of partners in Charles County.

Read other blogs from the Charles County Economic Development Department



NAVAL SUPPORT FACILITY

Indian Head



FISCAL YEAR 2021 ECONOMIC IMPACT

Command/Activity	Federal Payroll (\$M)	Military Payroll (\$M)	FY21 Budget Authorization (\$M)
Naval Support Activity South Potomac ¹	24.2	2.2	48.3
NSWC Indian Head Division ²	322	0.37	1,029
Chemical Biological Incident Response Force	0.32	31.8	13
Naval Ordnance Safety & Security Activity	15.8	0.593	30
EXU-1	7.07	5.8	27
Naval Sea Logistics Center, Indian Head	4		4.23
NAVFACWASH, PWD South Potomac, Indian Head Site	12	0.13	9.2
Branch Medical Clinic	0.5	1.6	2.6
NAVSUP Fleet Logistics Center ³	0.38		
Navy Exchange	0.15		
Financial Totals by Category	\$386.42	\$42.49	\$1,163.3

Source: Naval Support Facility Indian Head, 2021
Report Date: 6 September 2022

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. FY21 data unavailable; last available data included to provide a more comprehensive economic assessment.

FISCAL YEAR 2021 EMPLOYMENT DATA

Command/Activity	Federal Civilian Employees	Military Personnel	Contractor Employees ²
Naval Support Activity South Potomac ¹	468	26	2
NSWC Indian Head Division ³	1,893	55	449
Chemical Biological Incident Response Force	3	446	
Naval Ordnance Safety & Security Activity	64	2	25
Naval Sea Logistics Center, Indian Head	30		51
NAVFACWASH, PWD South Potomac Indian Head Site	180	4	3
Branch Medical Clinic	4	29	3
EXU-1	27	53	57
NAVSUP Fleet Logistics Center ⁴	6		1
Navy Exchange	9		
EMPLOYMENT TOTAL BY CATEGORY	2,684	615	591
EMPLOYMENT GRAND TOTAL	3,890		

Source: Naval Support Facility Indian Head, 2021
Report Date: 6 September 2022

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. FY21 data unavailable; last available data included to provide a more comprehensive economic assessment.

LOGISTICS *and* DISTRIBUTION

Centrally positioned between the major urban hubs of Washington, D.C., Northern Virginia, and Baltimore, Charles County offers unparalleled potential for businesses to tap into key markets, with access to 1.7 million consumers nearby and over 10 million within a two-hour drive. Using seamless interstate access and a considerably lower cost of business, Charles County's diverse transportation options over ground, rail, air, and water ensure smooth logistics for global distribution networks.



Charles County's Southern Gateway is a hub for logistics and distribution with U.S. Route 301 and the newly expanded Harry W. Nice Memorial Bridge.

Charles County's average annual wages in transportation and warehousing are 29% lower than the DC MSA region, 21% lower than the industry average in the State of Maryland, and 24% lower than the industry average in Virginia.

MORGANTOWN GENERATING STATION

In June 2022, GenOn Holdings, Inc. ceased operations at their coal-fired Morgantown Generating Station, leaving the 350-acre site available for new development opportunities. A national commercial real estate brokerage is actively marketing the property, with several industrial development firms already showing interest. The property presents significant potential for incoming regional and national investment, bolstering Charles County's industrial presence.



BERRY POINTE

St. John Properties broke ground this year on the Berry Point Business Park in Waldorf. The development will encompass 518,400 square feet of flex and research and development space, 93,000 square feet of offices, and 22,500 square feet of retail space, and is expected to sustain over 2,100 jobs upon completion.



GOVERNOR HARRY W. NICE MEMORIAL SENATOR THOMAS "MAC" MIDDLETON BRIDGE

Spanning 1.7 miles from Charles County, Maryland, to King George County, Virginia, through U.S. Route 301, the Nice/Middleton Bridge is an essential thoroughfare for work, business, and leisure over the Potomac River. Since opening on October 12, 2022, the bridge has become an essential link for national security and daily life, accommodating 6.8 million vehicles annually. Replacing an 82-year-old structure, the Nice/Middleton Bridge doubles capacity with four 12-foot lanes, improved safety with a barrier-separated median, up-to-date safety features, all electronic tolling, and a 135-foot clearance for ships.



AIRPORT

Maryland Airport is a privately owned, general aviation airport in western Charles County, located four miles east of the Town of Indian Head and 20 miles south of Washington, D.C. The airport has a 3,740 ft. runway, a terminal with lounge, and hangars for lease. Full-service aircraft fueling is available offering both 100LL and Jet A fuels.



RAIL

A **CSX** freight rail line enters Charles County from the north. It runs through Waldorf and La Plata, terminating at the decommissioned electrical generating power plant at Morgantown on the Potomac River.

Learn more about the Logistics and Distribution industry in Charles County



HEALTH SERVICES

Anchored by an unwavering commitment to quality care, healthcare providers in Charles County are vital to both the community and the local economy. With a large talent pool and favorable cost of business, Charles County has made its name as a key hub for healthcare in Southern Maryland—driving innovation, creating jobs, and attracting significant investment.

The sector's growth is evident, with the number of education and health services establishments rising from 384 to 485 between 2022 and 2023, underscoring the industry's rapid advancement.

Over the past decade, the healthcare and social assistance sector added 203 jobs, and in 2022 alone, it contributed a substantial \$0.4 billion to the county's GDP, highlighting its critical economic impact.



485

Establishments



203

Jobs Added Over the Past Decade

Source: Charles County Economic Development Department, 2024

UM CHARLES REGIONAL MEDICAL CENTER



In 2024, UM Charles Regional Medical Center, a major employer in Charles County, made significant strides in enhancing its services. Completing a \$10 million renovation to the Emergency Department, which added 12 new rooms, marked a key improvement in patient care and capacity. Additionally, in July 2024, the medical center earned a 4-star rating from the Centers for Medicare & Medicaid Services, a testament to its dedication to delivering high-quality care.

KAISER PERMANENTE

Kaiser Permanente committed in December 2020 to a \$100 million investment in Waldorf, planning a state-of-the-art, multi-phase medical center strategically located in Charles County to best reach an extensive customer base. The first phase, launching in 2026, will introduce a 60,000-square-foot facility, creating approximately 200 jobs for medical professionals. This state-of-the-art center will provide comprehensive primary and specialty care, 24/7 advanced urgent care, and supportive ancillary services including a pharmacy, clinical lab, and diagnostic imaging. At full build-out, the medical campus will span 260,000 square feet across a 23-acre site, setting a new standard for healthcare in the region.



TOP MEDICAL SERVICES EMPLOYERS IN CHARLES COUNTY

- 1 University of Maryland Charles Regional Medical Center
- 2 MedStar Shah
- 3 Recovery Center of America

Explore the Health Services industry in Charles County



www.MeetCharlesCounty.com

ENTREPRENEURSHIP *and* RETAIL

In Charles County, entrepreneurship and small businesses are flourishing thanks to a strong foundation of community support and a thriving spending economy. With over 13,362 small businesses, the community boasts a diverse mix of offerings, including artisanal bakeries, fitness studios, restaurants, boutiques, and more.

WALDORF URBAN REDEVELOPMENT CORRIDOR

Since 2016, the Waldorf Urban Redevelopment Corridor (WURC) has been a key focus in creating a vibrant mixed-use development. The county has committed significant resources in the FY24-FY28 Capital Improvement Program for critical infrastructure upgrades, including stormwater drainage, Old Washington Road reconstruction, and waterline enhancements. With \$10 million in federal and state funding secured, the Southern Maryland Rapid Transit (SMRT) project is a priority for Charles and Prince George's counties, prompting the Charles County Board of Commissioners to seek an additional \$5 million in federal funding.

Phase One of the WURC includes 130,000 square feet of commercial space, 50,000 square feet of office space, 500 multifamily dwellings, a 100-room hotel, and a transit station. To further boost redevelopment, the EDD introduced a Commercial Real Property Improvement, Rehabilitation Tax Credit, and a Streetscape Improvement Project to enhance property values and support business attraction and retention within the corridor.

WALDORF STATION

Waldorf Station, a 145-acre mixed-use project at the intersection of U.S. Route 301 and Maryland Route 5, is poised to redefine the landscape of Waldorf. Developed by Greenberg Gibbons, the \$346 million project will introduce residential, retail, hospitality, and office spaces to create a dynamic new hub for Charles County, blending a "downtown" atmosphere with modern living and retail options. Once completed, the project is projected to generate an annual municipal surplus of \$1.6 million. The ambitious development includes key infrastructure improvements, with the final stages of changes to Western Parkway that will connect St. Charles Towne Center to U.S. 301 at Waldorf Station.

*Learn more about
Retail Development
in Charles County.*



Additional retail centers that have recently opened or are under development include Waldorf's The Shops at Fairway Village anchored by Weis and Rosewick Corner Place in La Plata which is anchored by Aldi. Future retail offerings are planned for Heritage Green in La Plata.



SMALL BUSINESS SPOTLIGHTS

Throughout the year, the EDD spotlighted a variety of businesses from across the county on our blog, showcasing the diverse innovation within our community. These features offer readers an inside look at the successful enterprises that drive Charles County's growth and prosperity.



*Hometown Ice Cream
Shop Serves Up
Homemade Goodness*



*Charles County Sparks New
Opportunities for Service-Disabled,
Woman-, Minority- and Veteran-
Owned Business, T12 Technologies*



*Love for Crepes and
Community Behind New
Farmhouse Eatery*



With household incomes surpassing \$90,000 annually, Charles County stands as the most affluent Black-majority county in the nation, offering significant opportunities for retail and restaurant development, such as the upcoming Waldorf Station. Additionally, Charles County offers business owners 20% lower retail lease rates than the entire Washington, D.C. Metro Area.




14,352
Small Businesses


~\$105,000
Household Income

25%
Lower Lease Rates
Than Washington,
D.C. Metro Area

REPORTS: CHARTING CHARLES

Through meticulous and ongoing data collection and analysis, the EDD produces a series of comprehensive reports that provide vital insights into the health, and progress of Charles County's key industries, economic opportunities, and strategic assets. The impactful data and information within the reports cultivate a greater understanding of the county's economic position for residents, business owners, partners, and government officials—driving meaningful action within our community and ensuring informed decision-making for sustained growth.

ATTRACTING HIGH-END GROCERS FAQ

The EDD is committed to attracting new business investments that enhance residents' quality of life and introduce valuable products and services that benefit and grow the Charles County community. As part of these efforts, the EDD is actively working to attract high-end grocers and food suppliers to the area. To keep the community updated on this process, the EDD developed a set of frequently asked questions outlining the steps being underway to bring this investment to our area.

Additionally, Kelly Robertson-Slagle appeared on the Charles County Government's "Charles County Now" YouTube series to discuss this initiative. Kelly Robertson-Slagle was also a guest on the Charles County Government's "Charles County Now" YouTube series to discuss this topic.

Scan to
Learn More



CHARLES COUNTY EDO DATA AND RESOURCES REPORT

Foreign investment is an effective catalyst to drive Charles County's competitiveness, leading to job creation, higher wages, increased exports, and overall productivity growth. To deepen our understanding of the workforce trends, industry clusters, educational dynamics, and demographics that impact Charles County's attractiveness in this sector, the EDD partnered with SelectUSA and the U.S. Department of Commerce to analyze its position and provide critical insights to maximize foreign direct investment.

348th

Charles County's rank out of 3,110 U.S. counties in the StatsAmerica Innovation Intelligence Index.

Charles County is in the top

31%

of U.S. Counties for Foreign Direct Investment Attractiveness

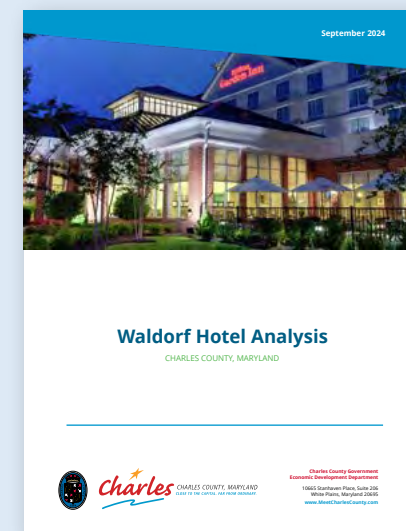


Download
PDF



2024 WALDORF HOTEL ANALYSIS

The 2024 Waldorf Hotel Analysis examined the city's lodging market, which is home to major national brands like Marriott, Hilton, Holiday Inn, Starwood, and Carlson. The study provides essential insights into the state of visitation and hotel usage in Waldorf, reintroducing expansion into the strategy as the sector strongly recovers from the COVID-19 pandemic. Future demand drivers—such as the Army Reserves Training Facility, the modernization of the Naval Support Facility Indian Head, and incoming tourism initiatives—are expected to significantly contribute to the growth and ongoing sustainability of the hotel market. The analysis guides the EDD's strategies for effective public sector redevelopment through 2026.



Download
PDF

Scan to read more
Charles County
Reports



AGRIBUSINESS

Grounded in deep-rooted agricultural traditions and driven by emerging economic and tourism trends, Charles County's agribusiness sector stands on the cusp of remarkable growth, with the potential to deliver even more substantial benefits to both the local economy and community well-being each year.

2024 AGRICULTURAL ECONOMIC DEVELOPMENT ASSESSMENT

Once defined by a single-crop identity, Charles County's farming community is diversifying into a broad range of products and specializations. To understand this transformation, the EDD released the 2024 *Agricultural Economic Development Assessment*, which produced captivating insights on the state of the county's agricultural businesses, market value, business ownership, and other key information necessary to define and assess the state of the industry. Data from the USDA Census (2012 to 2022) highlights a rise in active farmland and smaller-scale farms. As the "buy local" movement continues to gain popularity across the nation, many farming enterprises in Charles County are capitalizing on the trend by incorporating farm stores or on-farm stands and participating in local farmers markets to increase their sales base. The EDD seeks to help farmers strengthen their grasp on the local food supply chain by improving margins for these businesses and opening the door for emerging opportunities, such as value-added products and agritourism. Informed by this study, the EDD is pursuing additional zoning improvements, awareness campaigns, and external communications to help strengthen the county's agribusiness sector.



Scan to read the
full assessment



FARMER FRIDAYS

In celebration of Charles County's vibrant agricultural businesses, the EDD introduced #FarmerFriday, a weekly social media initiative that shines a spotlight on the county's diverse agricultural establishments. This series highlights local farmers, artisans, and craftspeople who not only cultivate the land but also embody the rich agricultural heritage and innovative spirit of Charles County. The #FarmerFriday series has become a vital tool for connecting residents with local producers, fostering a deeper awareness of the breadth within the county's agribusiness community. It also serves as a catalyst for collaboration and growth, helping similar businesses discover one another and explore opportunities to work together for the continued evolution of farming in the county.

This year, the EDD has made strategic strides to better understand and bolster this vital industry, fostering a supportive network that connects farmers, artisans, and land-based enterprises across the county.

Additionally, the EDD has enhanced its online resources and produced new materials to raise awareness and encourage residents to explore and support local farms and their diverse offerings.

371

Farms

47,747

Acres

129 ACRES

Average Farm Size, the Largest
in Southern Maryland

\$20.6 Million

In Revenue

73 %

growth in revenue since 2012

Highlighted Businesses

Red Tree Farmstead
Old Field Farm Flower Patch
Cedar Meadows Farm

Pond View Acres
Rootbound Farms
Quince Blossom Ridge

Discover more about
Agribusiness in
Charles County



AGRICULTURAL NEWS

In April, the EDD launched its Agricultural News, a value-packed monthly email newsletter designed for local producers and those with a vested interest in Charles County's agricultural landscape. Each newsletter includes a wealth of news and information, offering readers everything from seasonal recipes with local goods to vital resources to support the growth and sustainability of agribusinesses. Whether it's discovering the best places to find local blooms for Mother's Day or tapping into funding tools that help local enterprises thrive, the newsletter offers readers a comprehensive view of the diverse offerings and immense value Charles County's agricultural industry brings to the community.

AGRICULTURE AND AQUACULTURE AND BLUE CATFISH STUDY

In conjunction with the Southern Maryland Agricultural Development Commission (SMADC), ACDS (Agricultural and Community Development Services), and Pier Water International, Charles County assisted with a call for farmers and watermen to give their feedback on two agricultural studies in Southern Maryland. The first is a look into the invasive Blue Catfish population and new markets for its use and control, and the second is an assessment of the agriculture and aquaculture infrastructure gaps in Southern Maryland.



SECRETARY OF AGRICULTURE VISIT

In May, Charles County welcomed the Maryland Department of Agriculture Secretary, Kevin Atticks, for a county farm tour and roundtable discussion. The event drew a diverse group of attendees, including staff from the Maryland Department of Agriculture, State Delegates, Charles County Commissioners, and other local government representatives. The day featured a series of farm tours—with visits to Shlagel Farms, StoneMur Vineyard, and Zekiah Ridge Farms, concluding at Bunker Hill Farm for an engaging roundtable discussion. This gathering offered a valuable platform for producers and agricultural stakeholders to share their insights, fostering deeper understanding and collaboration within the agricultural community.



Scan to
Learn More



SOMD COMMUNITY FRIDGES

In June, the newsletter highlighted SMADC's Southern Maryland Community Fridge program, a powerful initiative bridging the gap between farm-fresh produce and food-insecure communities. By encouraging farmers to supply surplus produce at market price, the program offers a win-win solution: farmers gain an avenue to sell leftover crops, while those in need benefit from access to fresh, nutritious ingredients—thus strengthening the local food system.



BUY LOCAL CHALLENGE

The 2024 Buy Local Challenge Celebration took place on Monday, July 29th from 5 p.m. at Serenity Farm, Inc in Benedict, Maryland. The event, with the help of the Southern Maryland Agricultural Development Commission (SMADC), welcomed nearly 800 visitors to highlight agriculture in Southern Maryland. Set up like a 'farmers market' the event featured 28 Maryland vendors (farms and producers and artisans) of farm-raised meats, produce, flowers, seafood, baked goods, jams and pickles, honey, farm made body products, local arts and crafts, and artisanal beverages from Maryland's wineries, distilleries, and breweries. 5 Local area food trucks offered food and beverages for purchase. This event capped off Buy Local Week, a weeklong initiative to highlight buying local.

Discover more about
Agribusiness in
Charles County



2024 BUSINESS APPRECIATION WEEK

From May 6-10, 2024, the Charles County Economic Development Department celebrated its third annual Business Appreciation Week to spotlight the vital contributions of businesses in Charles County. The EDD partnered with various organizations to orchestrate a series of recognition events, networking opportunities, and celebrations to honor local businesses and support their growth.

The EDD was thrilled to see Charles County's Business Appreciation Week receive an IEDC Award. This event has truly made a positive impact on the local business community. Many of the businesses that participated made valuable connections during the week and are now using the provided resources and training to propel their own success in Charles County."

Kelly Robertson-Slagle | Director of Charles County Economic Development Department



Charles County Economic Development is setting the standard of excellence for economic development with its Business Appreciation Week 2024 and 'With Love From Charles' Digital Gift Card Launch. This award highlights their commitment to the community and demonstrates the transformative impact of economic development. It is with great pride that IEDC presents this award to the Charles County EDD, celebrating their leadership and innovation in the field of economic development."

Nathan Ohle | IEDC President and CEO

Over
29
Local Businesses
Recognized

"WITH LOVE FROM CHARLES" GIFT CARD LAUNCH

On May 6, 2024, the "With Love From Charles" digital gift card program officially launched as a highlight of Business Appreciation Week.

This initiative, a collaboration between the Charles County Economic Development Department and the Charles County Department of Recreation, Parks, and Tourism, extends the week's celebration of local business into a year-round effort to boost the business community's visibility and support sustained economic growth.

"With Love From Charles" gift cards, valid exclusively at participating local businesses, are designed to "keep local dollars local." They encourage residents and visitors to gift a local experience, thereby directly benefiting the Charles County community by creating jobs and strengthening the local economy.

Since its launch, the program has enlisted over 20 local businesses across the county—from coffee houses, entertainment venues, and restaurants, to fitness studios, service providers, and more—injecting vital funds back into the Charles County economy.

www.MeetCharlesCounty.com

WITH
LOVE
FROM
Charles
GIFT CARD

Learn more about the "With Love From Charles" digital gift card program



The week kicked off with the Money Maryland Regional Expo at the College of Southern Maryland, co-hosted by Will Holmes Consulting. This event featured training sessions, panel discussions, and vendor showcases designed to help business owners expand and thrive.

On Tuesday, the Charles County Board of Commissioners officially proclaimed Business Appreciation Week in the county. Commissioners joined the EDD for business visits to engage with 29 local business owners and their teams. The week also included a luncheon honoring Business Growth Advantage Program (BGAP) graduates and a vibrant Business Networking Mixer, drawing over 250 participants in total.

The International Economic Development Council (IEDC) recognized the EDD with an Excellence in Economic Development Award for the team's successful 2024 Business Appreciation Week.



BUSINESS GROWTH ADVANTAGE PROGRAM (BGAP)



As Charles County sunsets the Business Growth Advantage Program (BGAP), the lasting impacts of the program continue to resonate throughout our community. Launched in 2021 through American Rescue Plan Act (ARPA) funding, BGAP provided free, personalized support to over 151 local businesses across 11 cohorts.

Designed to strengthen community ties and empower participants with solutions, BGAP provided each cohort of up to 15 participants with an in-depth, eight-week training to guide business owners toward substantial growth. The program included expert consultations, peer interactions, and multi-faceted training in strategic planning, accounting, human resources, legal considerations, and insurance.

This pivotal program provided a \$10,000 grant to each of its eligible graduates to enhance their operational capital, distributing over \$1,395,000 into Charles County businesses and our economy. These graduates are now poised to lead the next generation of enterprises in our community, leaving an enduring impact on Charles County's economic landscape.

COHORT 1 MAY 2022	14 Businesses	\$140,000 Total Disbursement Amount	COHORT 7 JUL 2023	15 Businesses	\$140,000 Total Disbursement Amount
Includes 11 minority-owned businesses.			Includes 13 minority-owned businesses.		
COHORT 2 JUL 2022	11 Businesses	\$110,000 Total Disbursement Amount	COHORT 8 SEP 2023	11 Businesses	\$105,000 Total Disbursement Amount
Includes 9 minority-owned businesses.			All of which were minority businesses.		
COHORT 3 SEP 2022	14 Businesses	\$140,000 Total Disbursement Amount	COHORT 9 JAN 2024	17 Businesses	\$145,000 Total Disbursement Amount
All of which were minority businesses.			Includes 15 minority-owned businesses.		
COHORT 4 NOV 2022	14 Businesses	\$130,000 Total Disbursement Amount	COHORT 10 MAR 2024	16 Businesses	\$160,000 Total Disbursement Amount
Includes 13 minority-owned businesses.			Includes 12 minority-owned businesses.		
COHORT 5 FEB 2023	12 Businesses	\$120,000 Total Disbursement Amount	COHORT 11 MAY 2024	13 Businesses	\$65,000 Total Disbursement Amount
Includes 5 minority-owned businesses.			All of which were minority businesses.		
COHORT 6 MAY 2023	14 Businesses	\$140,000 Total Disbursement Amount			
All of which were minority businesses.					

BGAP Graduate: Shark Bar and Seafood House Serves Up Community, Culture, and Culinary Expertise in Charles County



SMALL, LOCAL, AND MINORITY BUSINESS ENTERPRISE PROGRAMS DIVISION

In 2020, the Charles County Economic Development Department conducted a disparity study to assess whether minority- and women-owned businesses (MWBEs) were receiving an equitable share of county contracts. The study found a gap between the number of qualified MWBEs and those awarded contracts. On June 27, 2024, the department presented updates on the Disparity Study Implementation to the Board of County Commissioners, detailing changes to legislation and procedures aimed at increasing diversity among contract bidders and supporting MWBEs.

SLBE/MWBE Programs and Purchasing Procedure Updates

To expedite small purchases and support local businesses, Charles County raised its purchase order threshold from \$1,000 to \$2,500, benefiting the Small Local Business Enterprise (SLBE) Program. The procurement threshold also increased from \$25,000 to \$50,000.

Local Small Business Enterprise Legislation

New legislation was crafted to prioritize small businesses in local government procurement by requiring a good-faith effort to obtain three quotes from qualifying vendors, with SLBE firms receiving a 10% preference. An "Informal Procurements" fund allows county purchases of up to \$50,000 from small businesses, promoting local companies and expanding the application pool. These changes take effect in April 2025.

Minority Business Enterprise Legislation

The Minority Business Enterprise has been expanded to the Minority- and Women-Owned Business Enterprise (MWBE) Program, emphasizing a broader focus on diversity. New legislation empowers the Small, Local, and Minority Business Enterprise Programs Division to implement processes and guidelines based on the Disparity Study's recommendations, including setting annual procurement goals, creating a compliance program, requiring MWBE certification, and establishing subcontracting goals for contracts over \$500,000.

In June 2024, the Charles County Economic Development Department welcomed a new MWBE/DBE Compliance Manager to oversee and ensure the county's commitment to diversity in its procurement process. By the end of 2024, the team will expand further with the addition of a Small and Minority Business Development Specialist whose focus will be to support and promote small and minority-owned businesses within the community. Together, these new hires will strengthen the county's efforts to foster an inclusive and equitable environment for local businesses.

SLBE/MWBE Firms Registered in the Program:

44 Total SLBE Firms, as of August 2024	14 applications currently in process
404 Total MWBE Firms, as of August 2024	11 applications currently in process

ASSET INVENTORY

Since its launch in 2023, the Charles County Asset Inventory has become a pivotal tool for the EDD. It has revolutionized how the team identifies opportunities, overcomes challenges, and showcases Charles County's potential to external stakeholders. This dynamic resource meticulously documents both tangible and intangible assets, offering a comprehensive view of the county's resources to residents, partners, government offices, and others, thereby significantly impacting Charles County's development and partnerships.

The Asset Inventory has not only achieved remarkable success in enhancing awareness of Charles County's resources but also plays a crucial role in advancing community prosperity and positioning Charles County for continued success. By showcasing investment opportunities, critical infrastructure, and available properties, it serves as a vital strategic tool for planning and driving economic growth, thus contributing to the long-term success of Charles County.

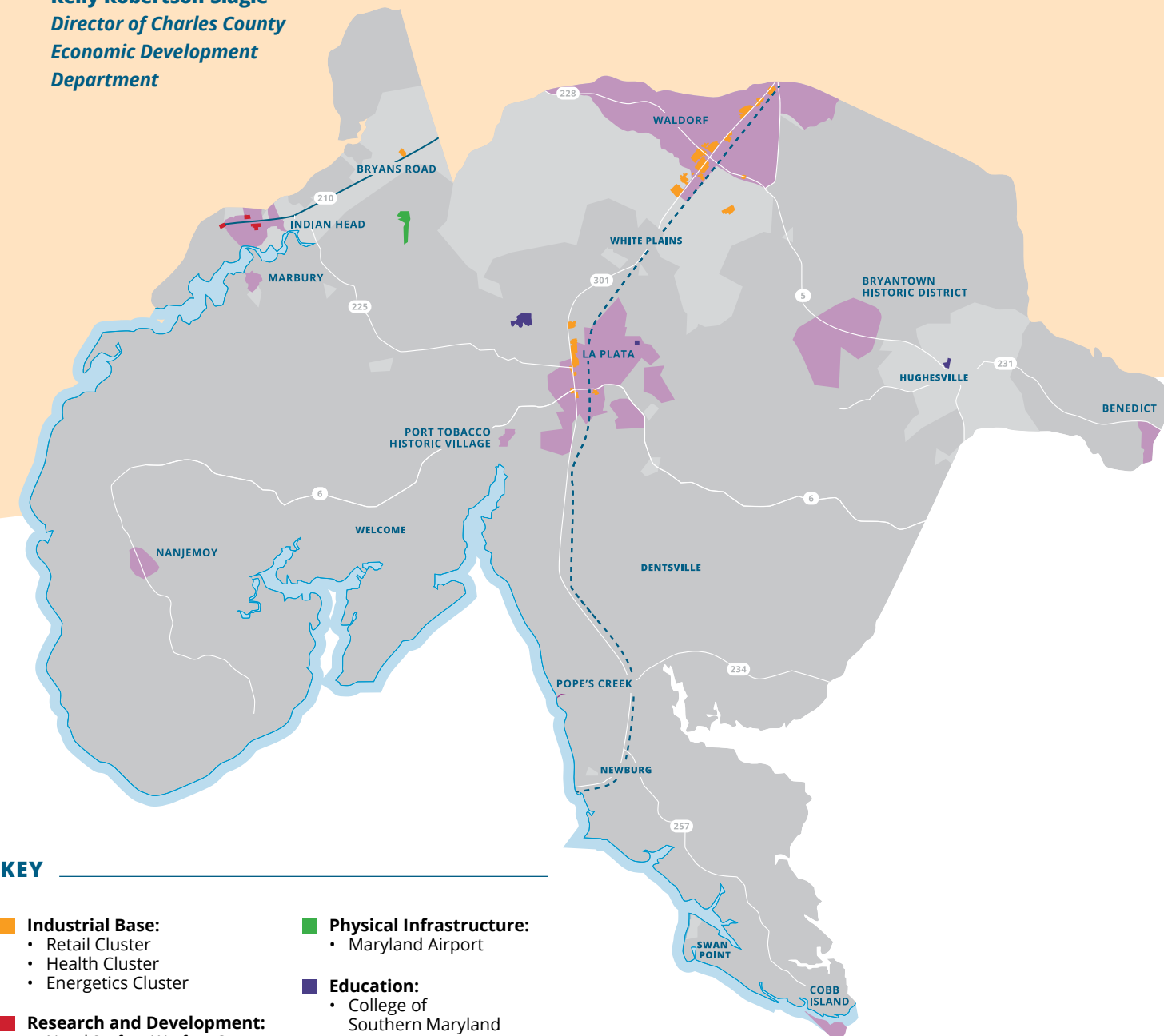
In its inaugural year, the Asset Inventory has facilitated robust partnerships and ignited significant interest and awareness in Charles County's economic and workforce development. The Asset Inventory's story-telling capabilities and compelling data have been instrumental in forging new partnerships with site selectors, real estate entities, residents, educational institutions, and more.

Access the full 2024
Asset Inventory



We tell everyone this living, breathing document is as much theirs to utilize as it is ours. The larger community as a whole is really embracing the Asset Inventory and using it as a tool to make critical decisions, decide how to invest in Charles, and strategize for the future.

Kelly Robertson-Slagle
Director of Charles County
Economic Development
Department



KEY

Industrial Base:

- Retail Cluster
- Health Cluster
- Energetics Cluster

Research and Development:

- Naval Surface Warfare Center Indian Head
- College of Southern Maryland (CSM) Velocity Center
- United States Bomb Technician Association (USBTA)
- Energetics Technology Center

Physical Infrastructure:

- Maryland Airport

Education:

- College of Southern Maryland

Quality of Life:

- Points of Interest

CSX Rail Service

Potomac River


CHARLES COUNTY'S CIRCLE *of* SERVICES

Charles County's Circle of Services links entrepreneurs and small business owners with a strong network of local, regional, state, and federal partners, providing the resources and guidance businesses needed to thrive.

By connecting our business owners with knowledgeable entities ready to help navigate challenges, circumvent obstacles, and blaze a trail forward, Charles County strengthens the resilience and growth of its businesses.


Resources

1




meetcharlescounty.com

2




charlescountymd.gov

3




marylandsbdc.org

4



tccsmd.org

5




csmd.edu

6




commerce.maryland.gov

7




charlescountychamber.org

8




smmcoc.org

9




dllr.state.md.us

10



mdptac.org

11




dhcd.maryland.gov

12



tedcomd.com

13



maccharlescounty.com

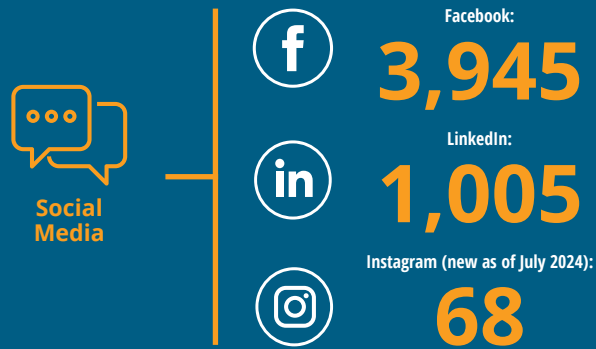


EDUCATE • NAVIGATE • COORDINATE

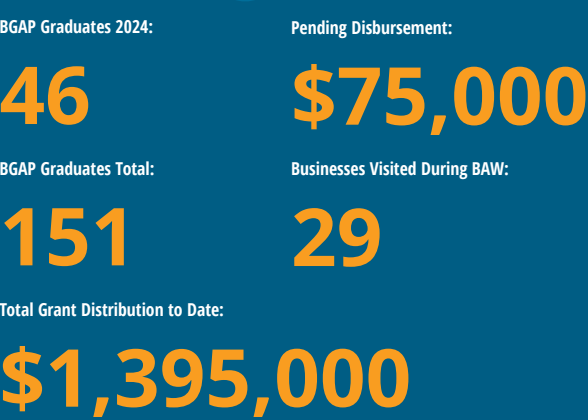
MARKETING DATA POINTS

Through targeted marketing and outreach, the EDD stays closely connected with residents, businesses, and other stakeholders to effectively raise awareness of our valuable offerings. By consistently engaging through direct interactions and digital channels, the EDD promotes our resources and improves communication, sustaining our commitment to building a stronger, more informed community.

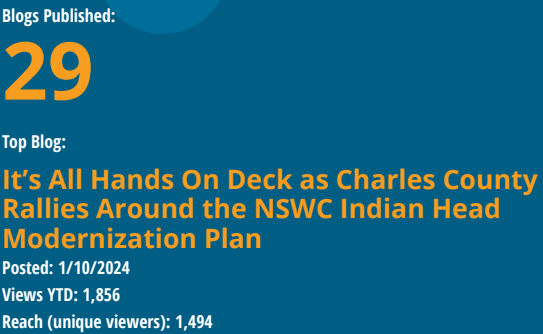
SOCIAL MEDIA FOLLOWERS



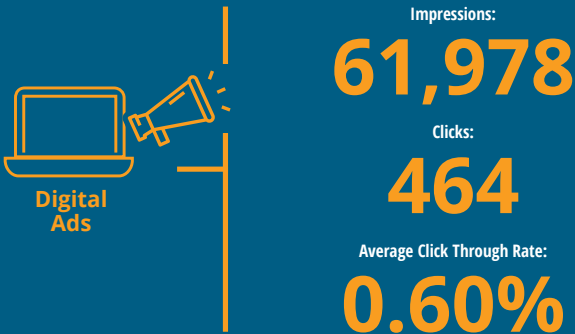
BUSINESS ENGAGEMENT



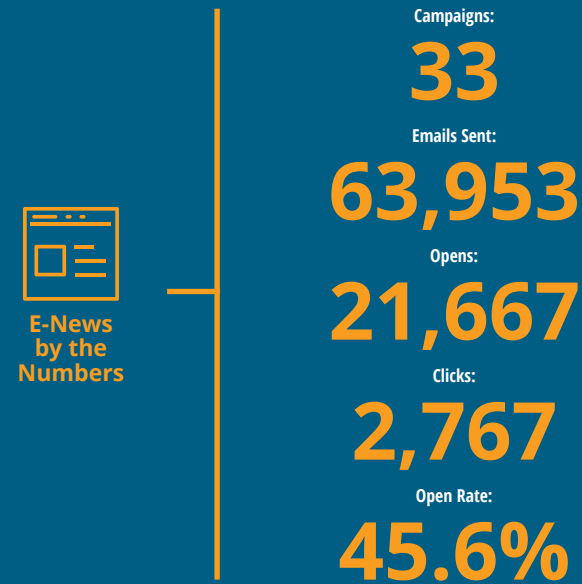
BLOGS



DIGITAL ADVERTISING



E-NEWS STATISTICS



BEST SOCIAL MEDIA POST:

Top Post: Meet our New Agriculture and Rural Development Manager, Sydney Garner!

Posted: 3/12/2024

Impressions: 4,964

19 Reposts

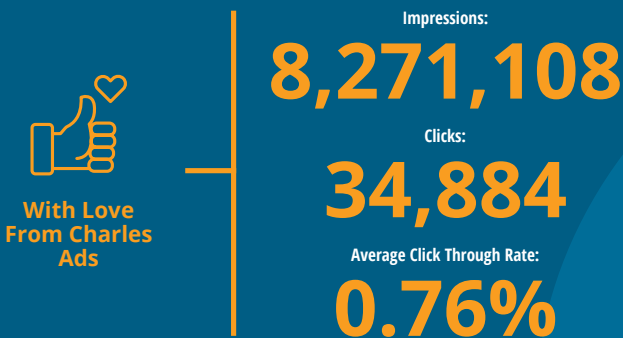
PUBLIC RELATIONS

Metric	Value
News Articles:	6
Media Mentions:	70
Articles in National Publications:	6

FALL MEETING 2023

Attendees: 78

WITH LOVE FROM CHARLES ADVERTISING CAMPAIGN



WITH LOVE FROM Charles

QUARTERLY BUSINESS ROUNDTABLES

In January, April, and July of 2024, the EDD hosted Quarterly Business Roundtables to connect local businesses with tools, technical support, and insights to support their growth in Charles County's evolving economic landscape. Each session provided updates on current projects, upcoming business education, and funding opportunities alongside a spotlight from one of Charles County's Circle of Services partners. This year's participants heard educational presentations by the Maryland Technology Development Corporation (TEDCO), Patuxent Partnership, and the Small Business Development Center (SBDC), highlighting the specialized support available to businesses in Charles.



ENTREPRENEURSHIP IN CHARLES COUNTY



Veteran Owned Businesses
218



Minority Owned Businesses
522



Female Owned Businesses
401

Source: U.S. Census Bureau, QuickFacts Charles County, Maryland, 2022

CHARLES COUNTY 2021 NONEMPLOYER STATISTICS			
	Establishments	Sales, Value of Shipments, or Revenue	Avg. Receipts per est. (\$)
Total for all sectors	14,352	497,371,000	\$34,655
Transportation and warehousing	2,231	60,698,000	\$27,207
Other services (except public administration)	1,665	44,328,000	\$26,623
Professional, scientific, and technical services	1,662	51,764,000	\$31,146
Retail trade	1,578	40,020,000	\$25,361
Administrative and support and waste management and remediation services	1,410	31,577,000	\$22,395
Real estate and rental and leasing	1,328	94,608,000	\$71,241
Construction	1,262	84,827,000	\$67,216
Health care and social assistance	980	26,742,000	\$27,288
Arts, entertainment, and recreation	707	11,510,000	\$16,280
Educational services	359	4,143,000	\$11,540
Accommodation and food services	346	7,374,000	\$21,312
Finance and insurance	204	8,709,000	\$42,691
Information	173	3,597,000	\$20,792
Manufacturing	162	8,400,000	\$51,852
Wholesale trade	139	13,396,000	\$96,374
Agriculture, forestry, fishing and hunting	138	5,467,000	\$39,616
Utilities	6	185000	\$30,833
Mining, quarrying, and oil and gas extraction	4	\$57,000	\$14,250



Learn more about Entrepreneurship in Charles County

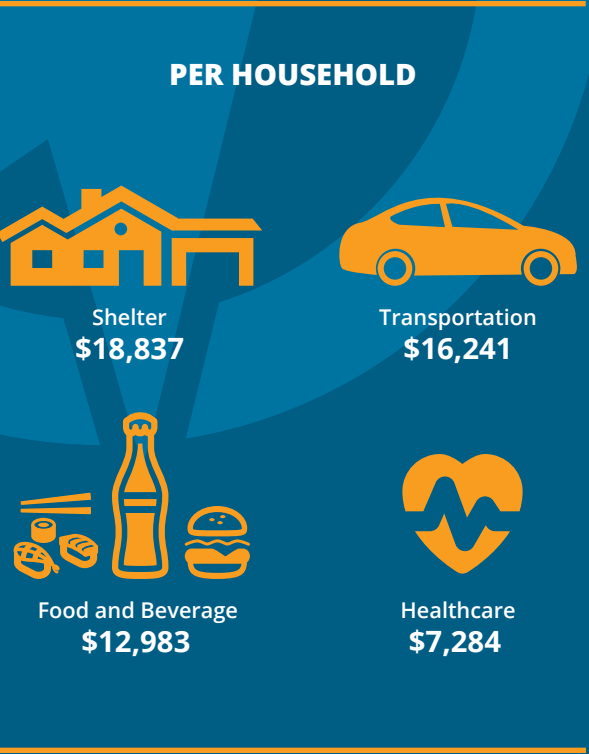
OVER **14,300** ESTABLISHMENTS

Source: U.S. Census Bureau, 2021 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.

RESIDENT SPENDING

Charles County offers one of the lowest costs of living in the Washington, D.C. area. This affordability, combined with accessible utilities, quality schools, lifestyle benefits, excellent health services, and reasonable property taxes, allows residents to maximize their disposable income, thereby strengthening local buying power.

How do people spend most of their money annually?



\$89,980
Median Household Expenditure

Source: Applied Geographic Solutions and GIS Planning, 2024.

CHARLES COUNTY EMPLOYMENT

As a community, Charles County's skilled workforce is a valuable asset to our economic prosperity. Diverse in ability, employers recognize the dynamic potential of our flexible workforce, spanning sectors from private to public, including health services, special manufacturing, business services, and beyond.

With over **32%** of residents holding a bachelor's degree or higher, our community provides employers with strategic and irreplaceable assets for growth and innovation.



2021 ANNUAL EMPLOYMENT				
Industry	Average Number of Reporting Units	Annual Average Employment	Average Annual Wages	Average Weekly Wage Per Worker
TOTAL EMPLOYMENT	3,275	41,394	\$60,628	\$1,170
GOVERNMENT SECTOR —TOTAL	136	11,535	\$84,052	\$1,644
Federal Government	53	3,711	\$111,153	\$2,450
State Government	10	539	N/A	\$1,171
Local Government	73	7,285	N/A	\$1,265
PRIVATE SECTOR TOTAL — ALL INDUSTRIES	3,139	29,859	\$54,770	\$975
GOODS PRODUCING	447	3,480	\$78,610	\$1,315
Natural Resources and Mining	10	23	N/A	\$960
Construction	377	2,914	N/A	\$1,321
Manufacturing	60	543	\$87,097	\$1,299
SERVICE PROVIDING	2,692	26,378	\$47,343	\$931
Trade, Transportation, and Utilities	638	9,306	\$51,019	\$884
Information	40	228	\$86,734	\$1,782
Financial Activities	261	1,128	\$62,152	\$1,655
Professional and Business Services	622	2,968	\$57,669	\$1,439
Education and Health Services	485	5,644	\$58,187	\$1,007
Leisure and Hospitality	342	5,729	\$26,437	\$465
Other Services	304	1,375	\$44,386	\$938

Source: Maryland Department of Labor, 2022.



Professional
and Business
Services

Average # of Reporting Units

622

Annual Average Employment

2,968

Average Weekly Wage
Per Worker: **\$1,439**



Education and
Health Services

Average # of Reporting Units

485

Annual Average Employment

5,649

Average Weekly Wage
Per Worker: **\$1,007**



Financial
Activities

Average # of Reporting Units

261

Annual Average Employment

1,128

Average Weekly Wage
Per Worker: **\$1,655**



Information

Average # of Reporting Units

40

Annual Average Employment

228

Average Weekly Wage
Per Worker: **\$1,782**

CHARLES COUNTY'S MAJOR EMPLOYERS

Employer	2024	Product/Service
Charles County Board of Education	4,612	Public Education
Naval Support Facility (NSF) Indian Head*	4,272	Military Installation
Charles County Government	2,035	Local Government
University of Maryland Charles Regional Medical Center	841	Medical Services
College of Southern Maryland	711	Higher Education
Walmart/Sam's Club	638	Retail
Southern Maryland Electric Cooperative (SMECO)	527	Energy Products and Services
Waldorf Chevy/Cadillac, Honda, Ford, Toyota/Scion, Dodge	527	Retail
Safeway	466	Retail
Target	400	Retail
MedStar Shah	400	Medical Services
Lowe's	310	Retail
Amazon	300	Distribution
Chick-fil-A	253	Restaurants
Kaiser Permanente**	300	Medical Services
Genesis Health Care Waldorf/La Plata Center	211	Nursing Care
Darden Restaurants	201	Restaurants
The Wills Group	180	HQ/Fuel Distribution & Marketing
Home Depot (mostly PT employees)	174	Retail
Green Acres Nursing and Rehab	167	Nursing Care
McDonald's	160	Restaurants
Recovery Center of America	160	Medical Services
Spring Dell Center	144	Services -Dev. Disabled Individuals
Bloomin' Brands	141	Restaurants
Keller Transportation	139	Bus Transportation
CHUTES International	120	Construction Services
Cracker Barrel Old Country	113	Restaurants
Panera Bread	112	Restaurants
BJ's Wholesale Club	111	Retail
Best Buy	108	Retail
Shore United Bank	103	Banking
Modern Door	86	Manufacturing
ADJ Sheet Metal***	85	Metals / Manufacturing
Reliable Contracting	72	Construction Services
Sage Point Senior Living Services	53	Nursing Care

* number represents Federal, Military, and Contractor employees

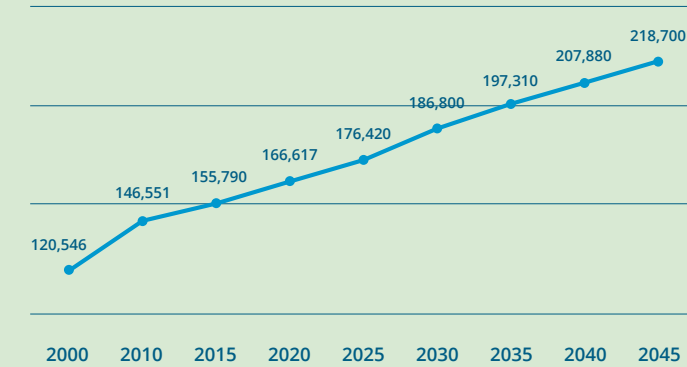
** future employment supporting use project and future employment numbers

*** number represents Charles County employees only

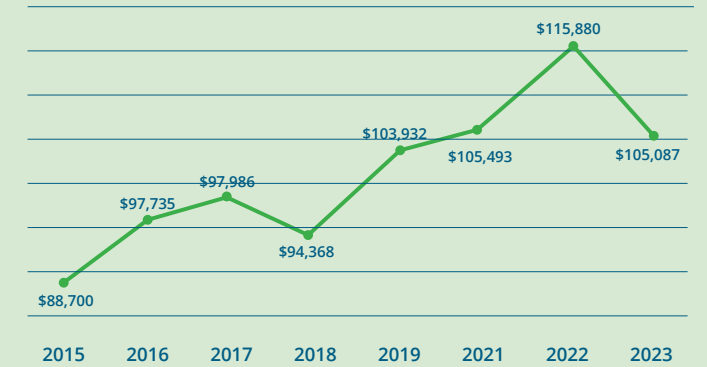
Source: Charles County Economic Development Department, 2024

CHARLES COUNTY DEMOGRAPHICS

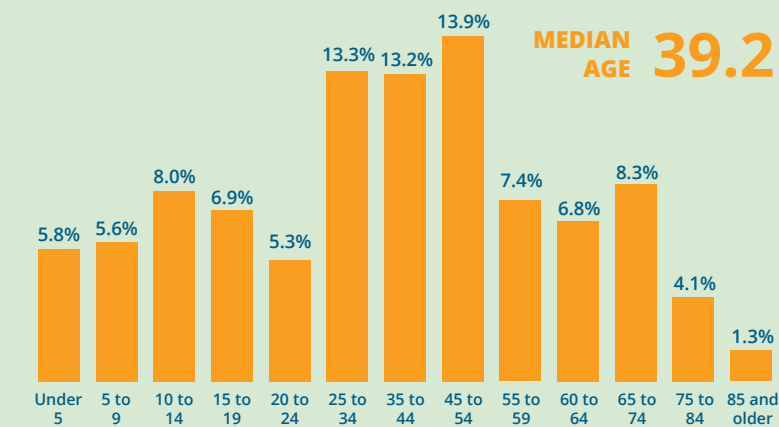
HISTORICAL & FORECASTED POPULATION¹



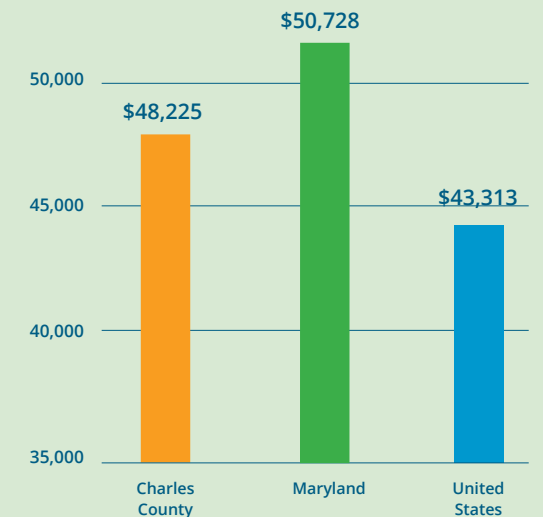
MEDIAN HOUSEHOLD INCOME²



2023 POPULATION AGE DISTRIBUTION³



2023 PER CAPITA INCOME⁴



In 2022, Charles County surpassed Prince George's County to become the wealthiest Black-majority county in the nation.

Census data reveals that Black family earnings in the county more than **quadrupled from 2009 to 2020**.

Charles County remains committed to celebrating its diverse and thriving workforce while actively supporting the growth of Black-owned businesses.

¹ Source: Maryland Department of Planning, 2020.

² Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2022.

³ Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2022.

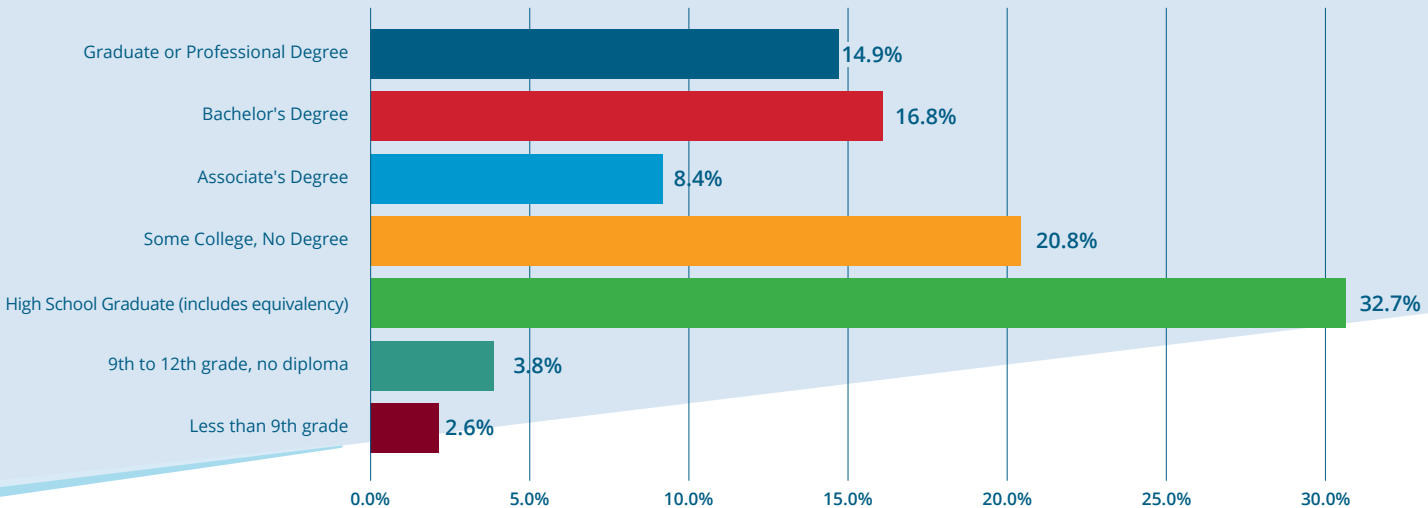
⁴ Source: Bureau of Economic Analysis, 2022.



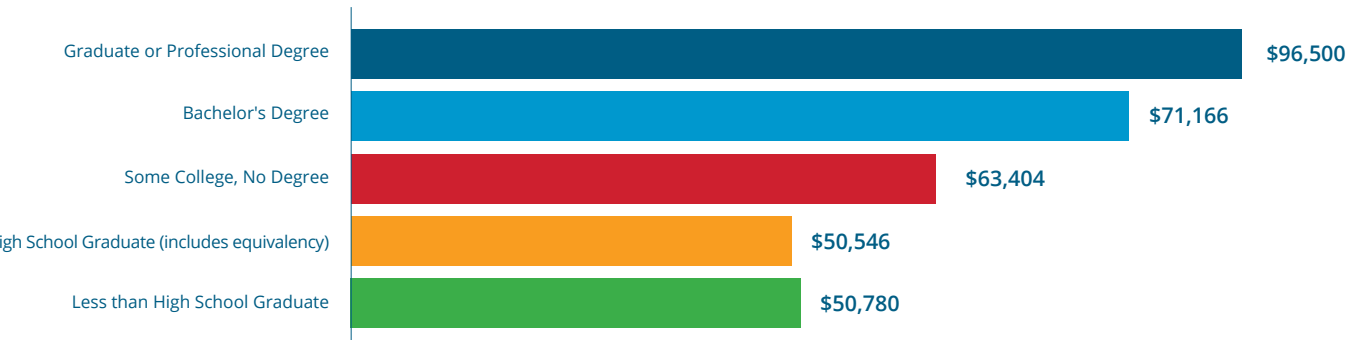
RESIDENT WORKFORCE

  **32%** OF RESIDENTS HAVE
A BACHELOR'S
DEGREE OR HIGHER

EDUCATIONAL ATTAINMENT¹ POPULATION 25 YEARS AND OLDER



MEDIAN EARNINGS² POPULATION 25 YEARS AND OLDER



1 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2023.
2 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2023.

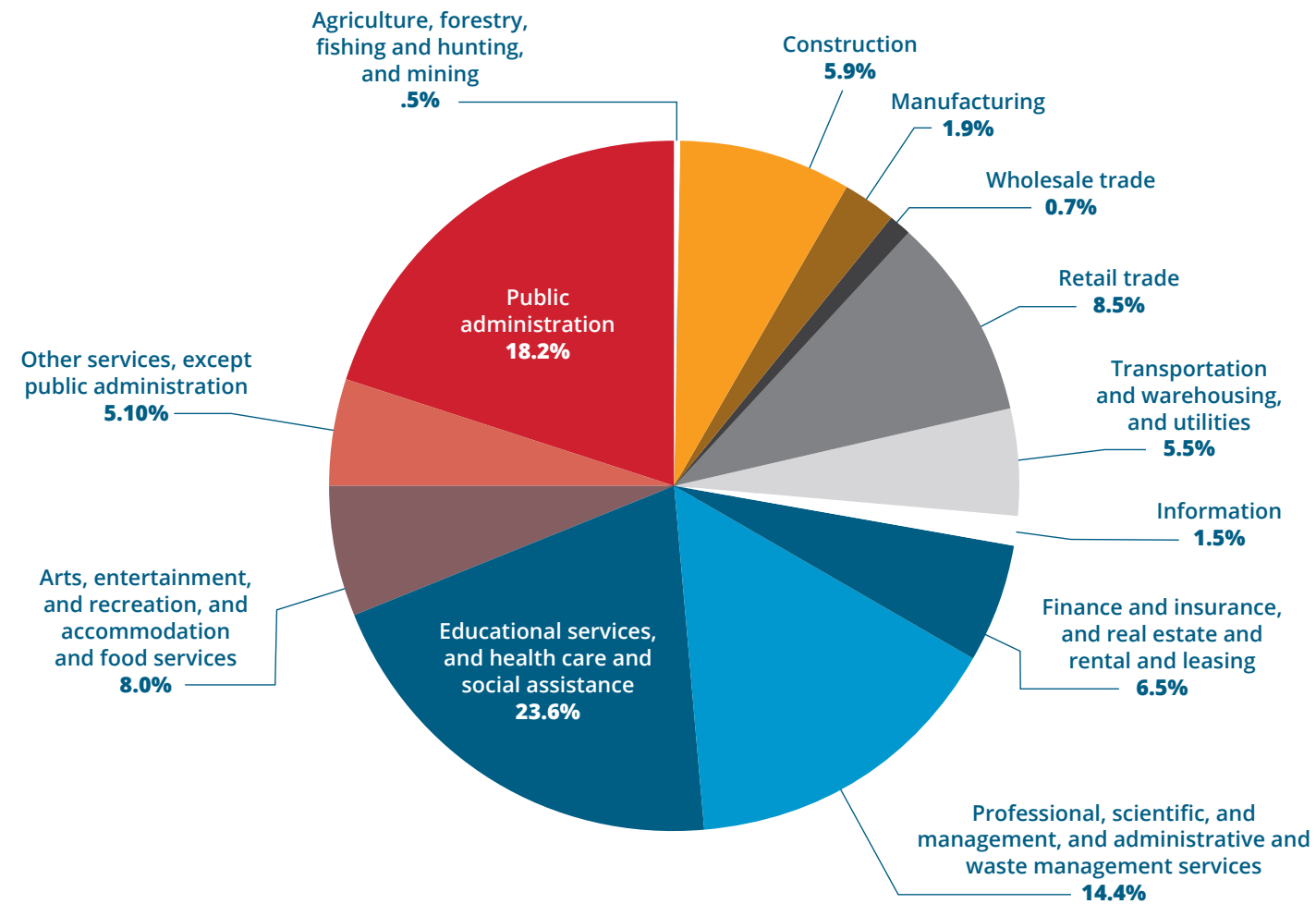


**CIVILIAN
EMPLOYED
POPULATION**

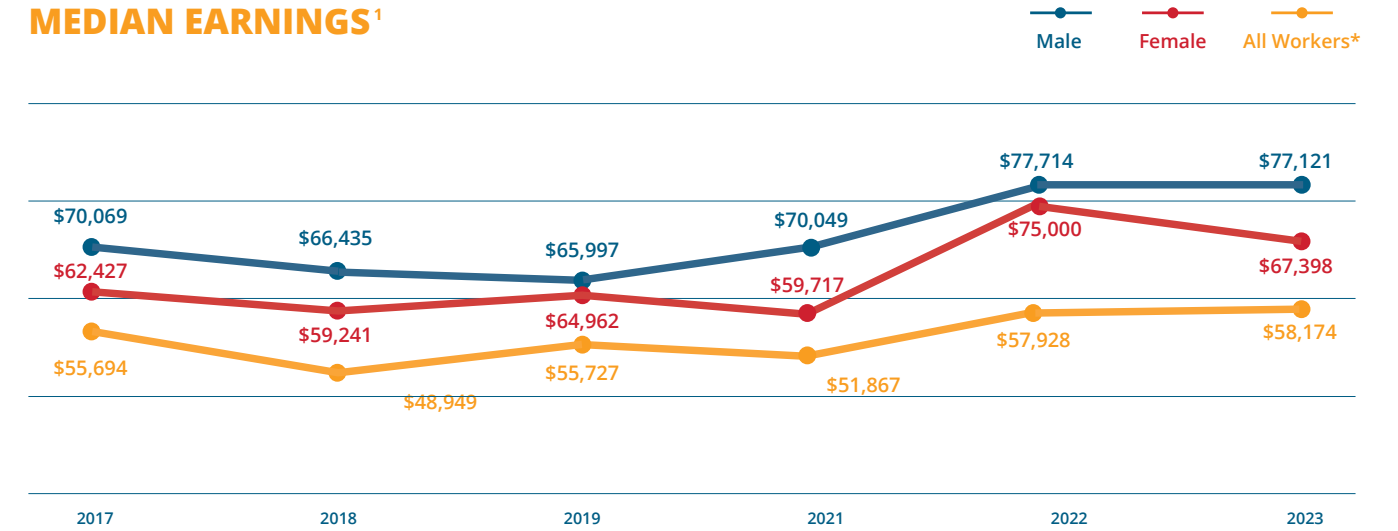
88,610

Charles County
Residents 16
Years and Older

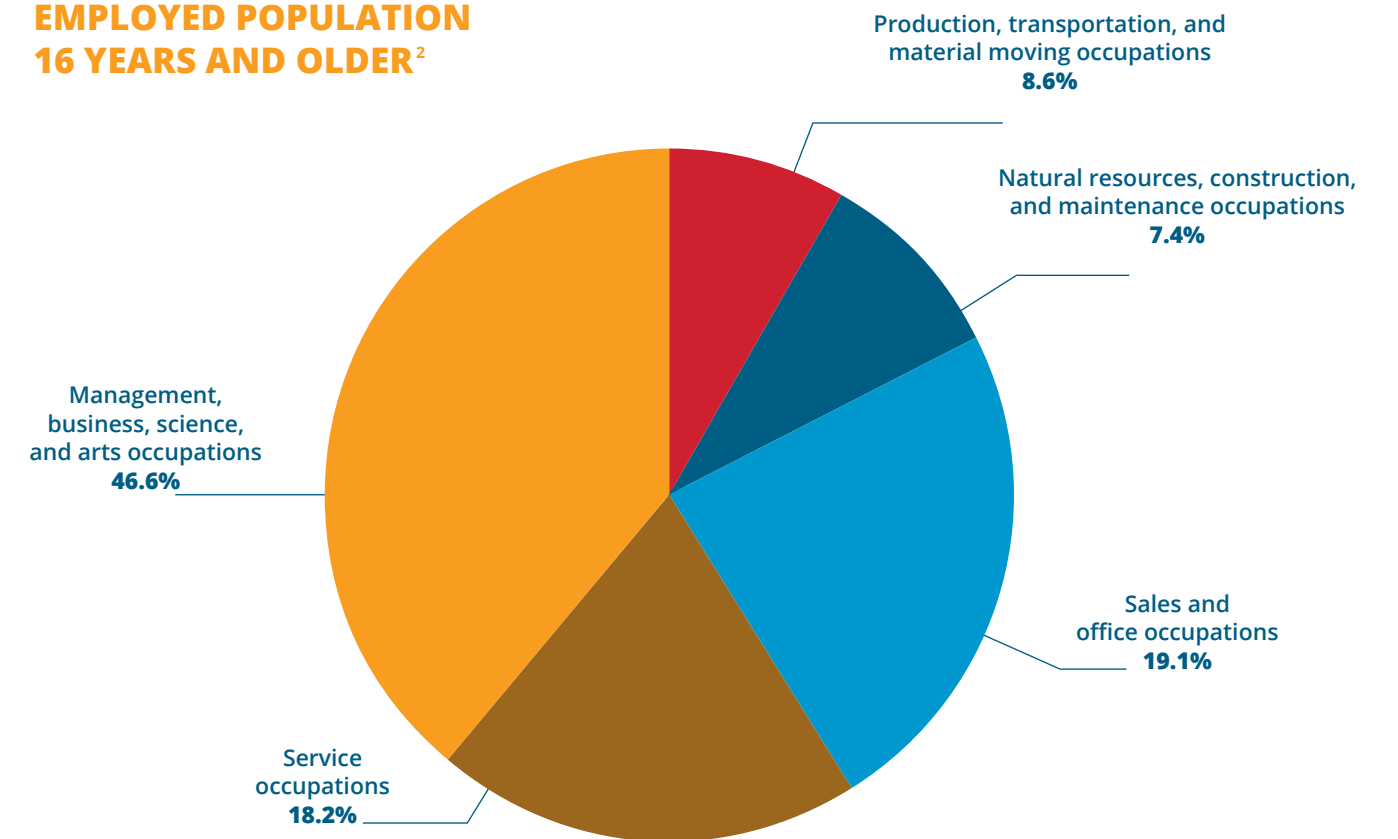
INDUSTRIES OF THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OLDER



MEDIAN EARNINGS¹



OCCUPATIONS OF THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OLDER²



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

¹ Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2023.

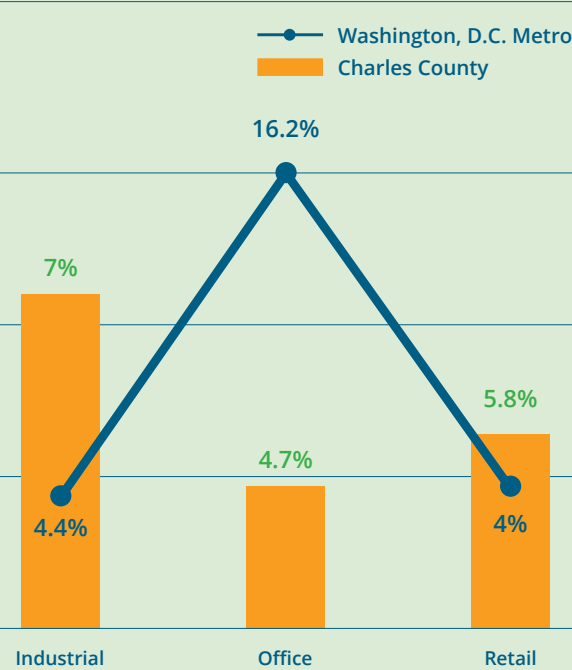
² Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2023.

www.MeetCharlesCounty.com

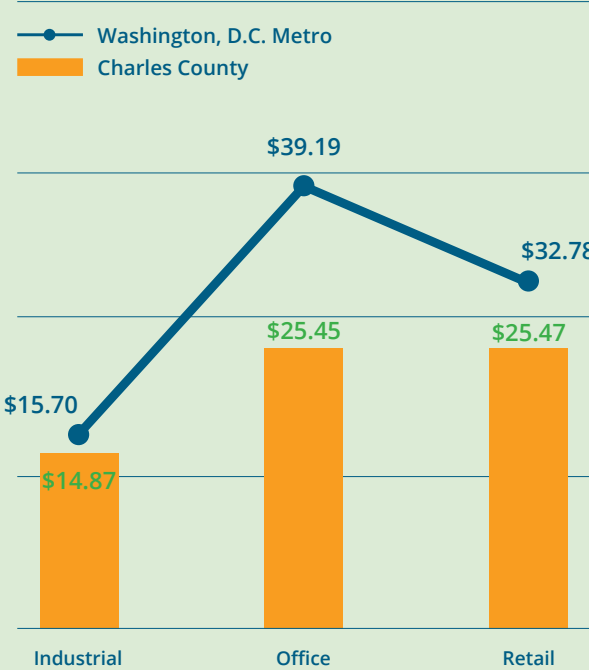
CHARLES COUNTY REAL ESTATE

Within the Town of Indian Head, the EDD has been working with institutional and private sector stakeholders to support the redevelopment of underutilized and vacant properties along the Maryland Route 210 corridor.

2024 VACANCY RATES¹



2024 MARKET RENT²



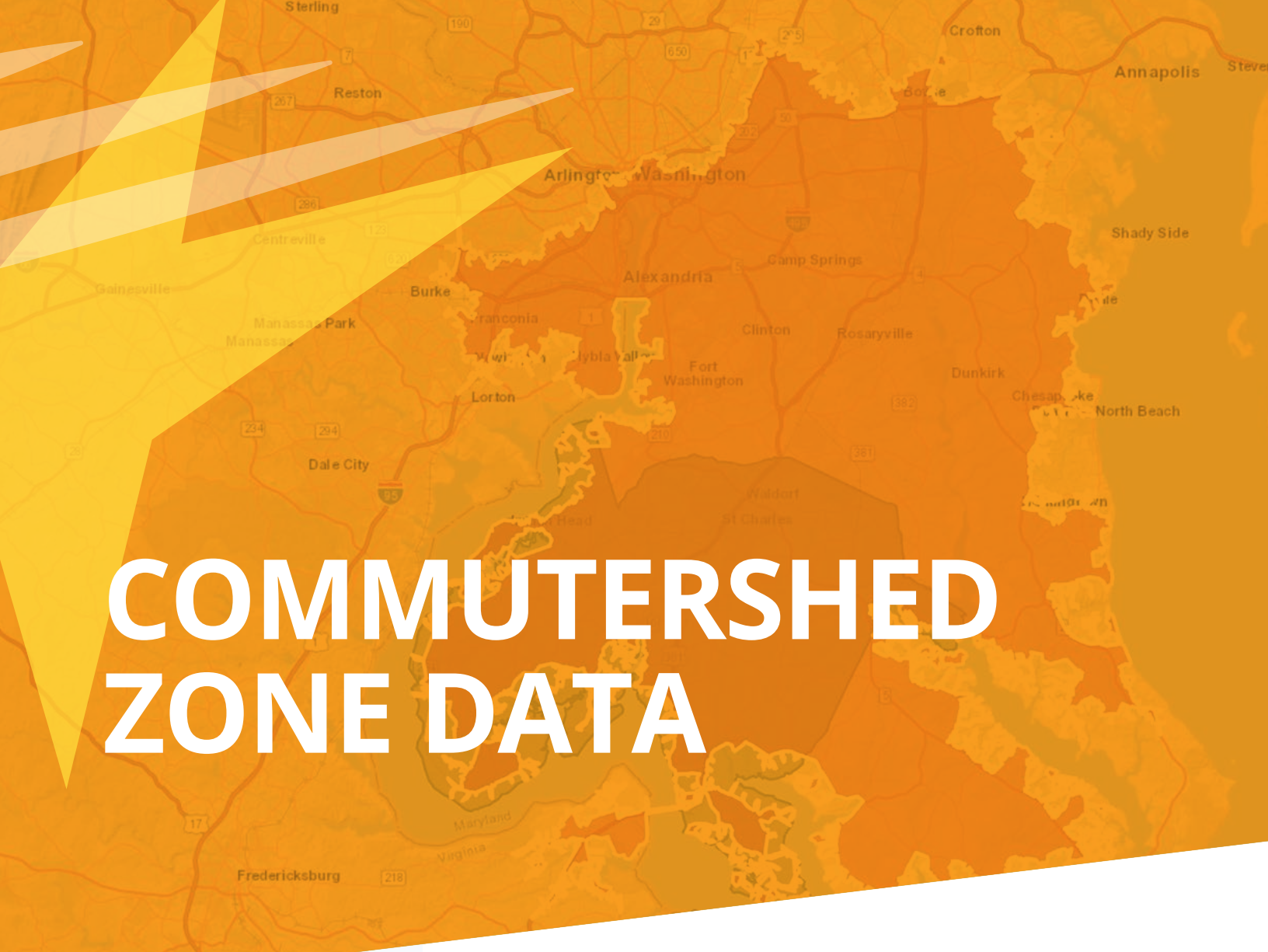
HOUSING STATISTICS JULY 2024³

	2024	2023	% Change
Avg Sold Price	\$488,266	\$447,913	+9.0%
Median Sold Price	\$461,846	\$431,890	+6.9%
Units Sold	203	207	-1.9%

Learn more about properties and data in Charles County



CHARLES COUNTY
HOUSING HAS
INCREASED BY
+9.0%
IN AVERAGE SALE PRICE
FROM 2023 TO 2024



COMMUTERSHED ZONE DATA



1,410,741

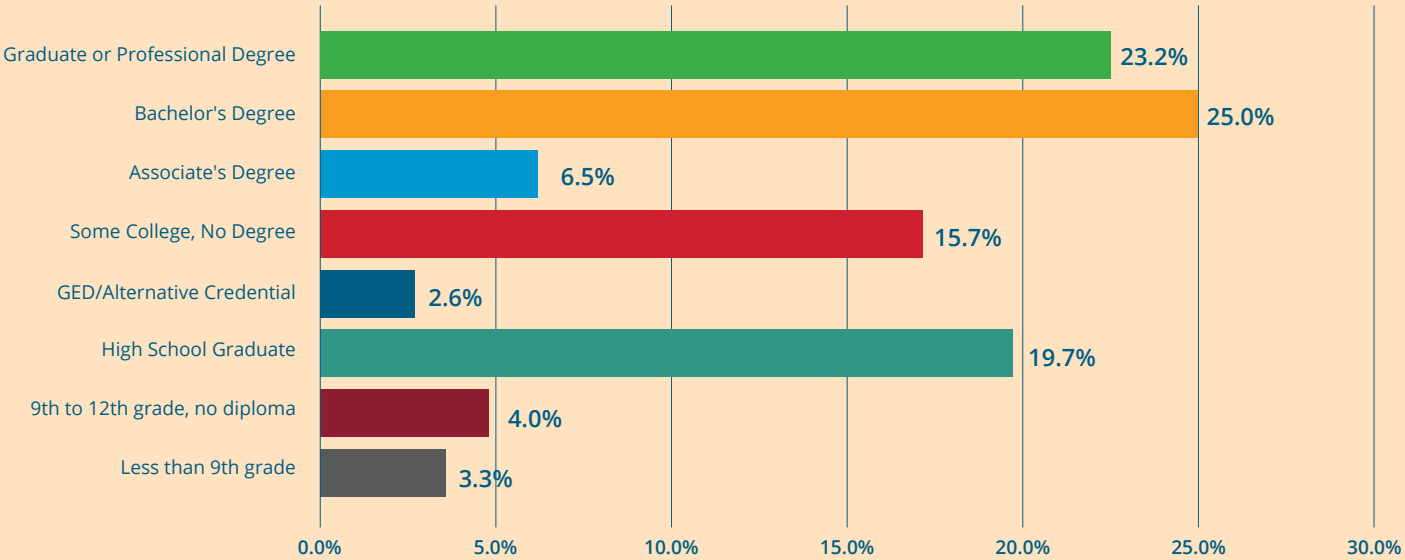
Population within a 45-minute commute of Waldorf, Maryland



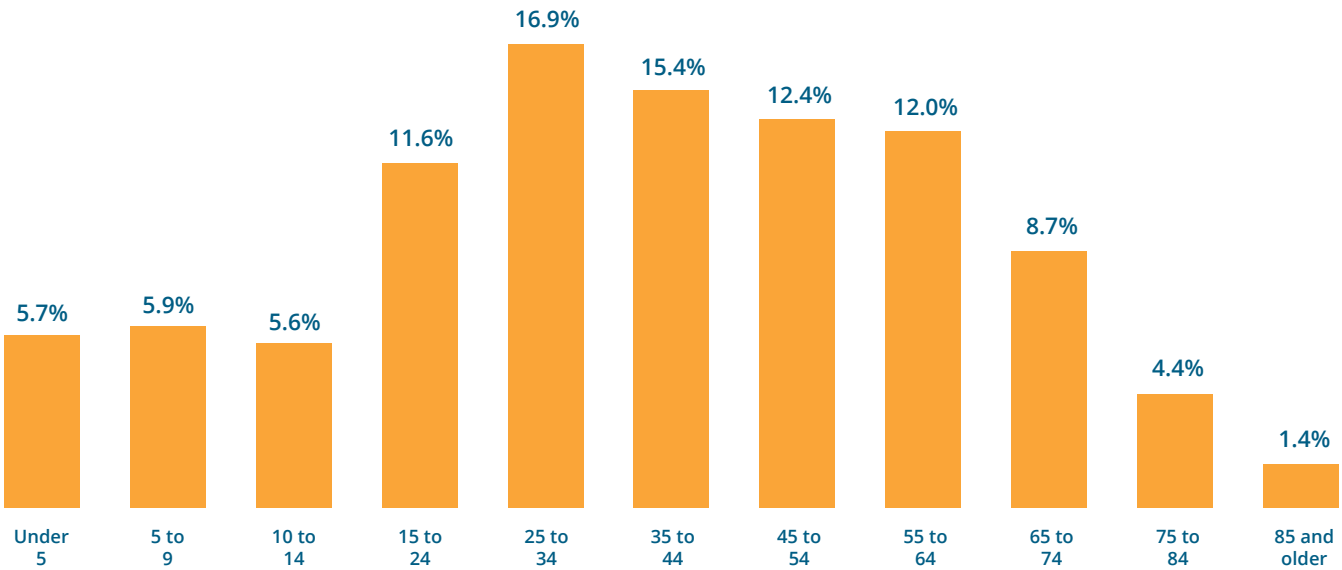
43.7%

Of people within a 45-minute commute have a bachelor's degree or higher

2024 EDUCATIONAL ATTAINMENT 25 YEARS AND OLDER (%)

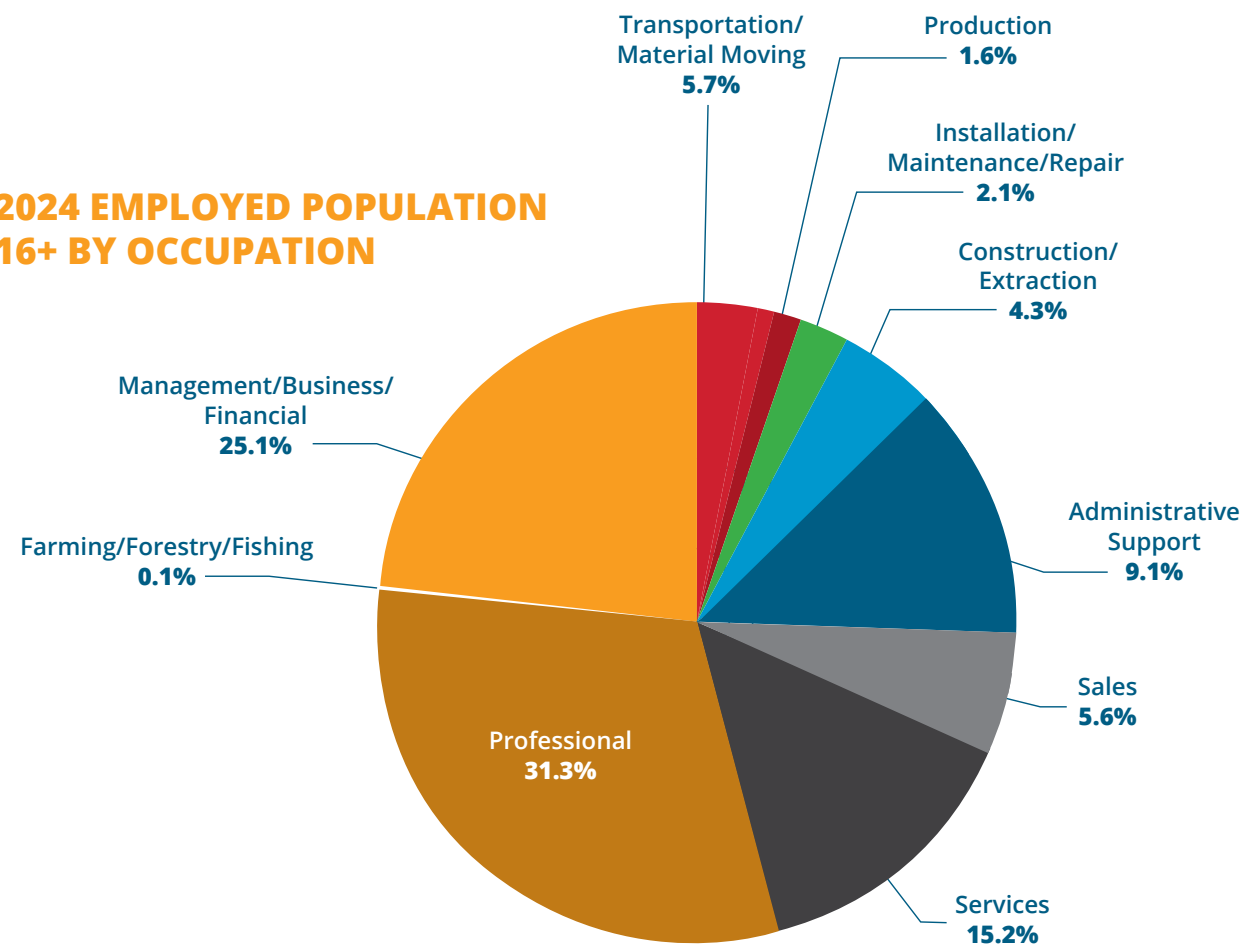


2024 POPULATION AGE DISTRIBUTION (%)

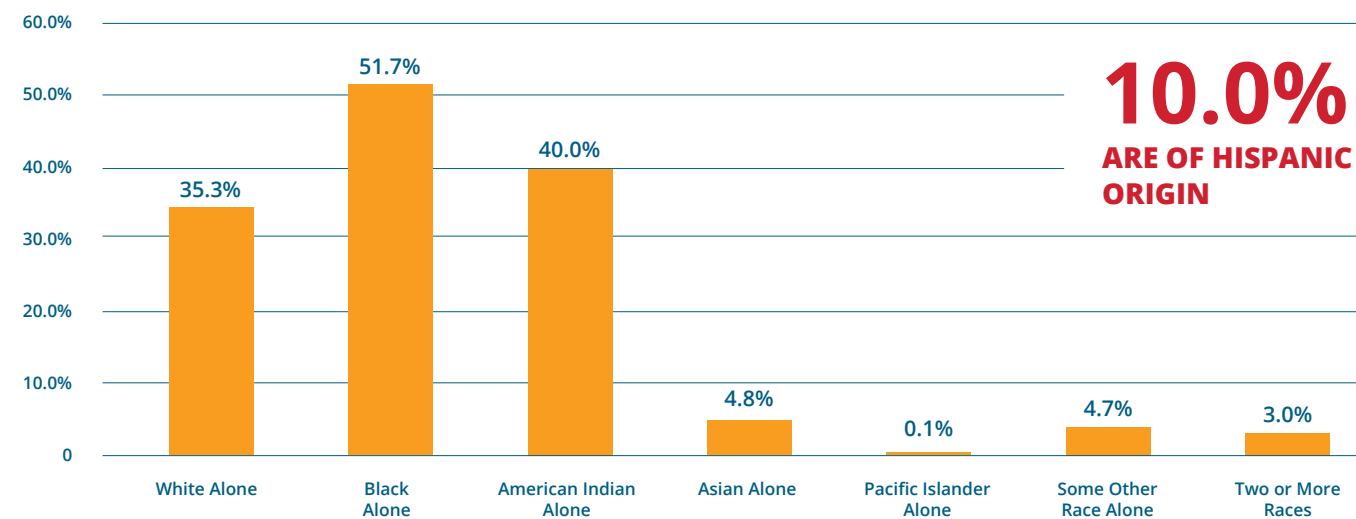


Source: Esri, 2024.

2024 EMPLOYED POPULATION 16+ BY OCCUPATION



2024 RACE AND ETHNICITY (%)



Source: Esri, 2024.

CHARLES COUNTY GOVERNMENT BUYS LOCAL



[SIGN UP HERE](#)

SMALL LOCAL BUSINESS ENTERPRISE PROGRAM (SLBE) PROGRAM

Charles County's SLBE Program allows all local, small businesses – regardless of race and gender – to gain exclusive access to certain county government procurements and preferential consideration for others via the SLBE Vendor List.

AND SUPPORTS MINORITY AND WOMEN-OWNED BUSINESSES



[SIGN UP HERE](#)

MINORITY & WOMEN BUSINESS ENTERPRISE (MWBE) PROGRAM

To ensure that minority and women-owned businesses are properly represented in the government procurement marketplace, Charles County Government relies on the MWBE Program and MWBE Vendor List.



Charles County Economic Development Department

301-885-1340 | info@MeetCharlesCounty.com
10665 Stanhaven Place, Suite 206
White Plains, MD 20695
Maryland Relay: 7-1-1 (TDD: 866-269-9006) | Equal Opportunity Employer

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2024 FALL MEETING

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Charles County Government Economic Development Department

301-885-1340 | info@MeetCharlesCounty.com

10665 Stanhaven Place, Suite 206 | White Plains, MD 20695

www.MeetCharlesCounty.com | 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.