

# 2022 ANNUAL REPORT



Helping Existing Businesses **THRIVE** and **GROW**

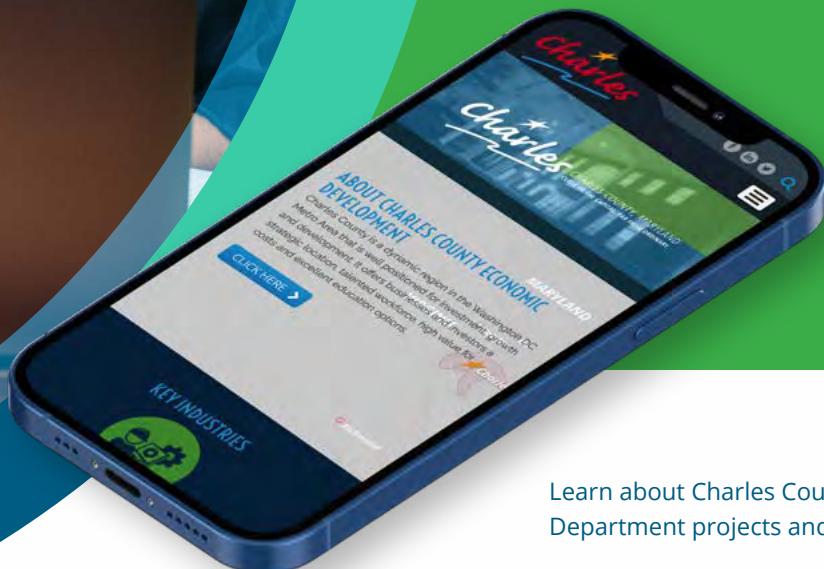


# CONNECT

*with* Charles County Economic Development Department

[www.MeetCharlesCounty.com](http://www.MeetCharlesCounty.com) contains the latest news and information for your growing business. Use the Find a Property page to search current real estate options or create custom data reports, and visit the Business Support section for information and resources.

Receive business news and upcoming event information by joining our e-newsletter list. Email us at [info@MeetCharlesCounty.com](mailto:info@MeetCharlesCounty.com) to be added.



*Click to visit the Charles County EDD Site*



Learn about Charles County Economic Development Department projects and initiatives by attending our



Quarterly Business Roundtables



Annual Fall Meeting



See the [Calendar of Events](#) on our website for upcoming events.

See Charles County Economic Development Department [news as it happens](#) by following us on social media.



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Charles County Economic Development Department  
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*Collaboration among the public and private sectors, nonprofits, and local businesses can create extraordinary economic outcomes. When we listen in together, we address the wants and needs of our business community, and determine the best way forward.*

*Ruthy Davis, Director of Regional Workforce and Business Development, Tri-County Council for Southern Maryland*

# MESSAGE FROM THE DIRECTOR OF ECONOMIC DEVELOPMENT

*As I close out my first year as Director of Economic Development (and my 26th in the industry), I can confidently say that Charles County is a very collaborative place. Our entrepreneurial ecosystem is fueled by clever people who share insights, connections, and resources to make the journey easier for everyone. Whether conducted over morning coffee or in formal settings, these collaborations turn Post-it notes into business plans, providing entrepreneurs with the clarity to move ahead.*

This ecosystem, a Circle of Services if you will, consists of our talent pipeline, workforce and education partners, practical tools, and peer-to-peer guidance designed to advance businesses at every phase. Economic development encourages this synergy, educating businesses, helping them navigate the challenges, and coordinating the best possible resources to move ahead. Whether businesses are new, existing, or growing, they need a dedicated support system and sound strategies to progress. The candid conversations I had with local businesses during my “first 90 days listening tour” were taken to heart. Our Circle of Services, consisting of local, regional, and state partners, keeps their needs—and their voices—front and center.

The notion of getting by “with a little help” from your friends isn’t a new one, but EDD’s Circle of Services keeps this concept fresh. Great things happen when we tap into the programs and people standing by, ready to serve. Here are a few collaborations we’re proud to share:

EDD’s Scale Up Business Training Workshops help existing businesses transition from early to growth-phase companies. From banking to becoming Small Local Business Enterprise (SLBE) certified, Scale Up provides a framework for the next phase of development.

Along the same lines, Business Growth Advantage Program (BGAP) helps existing businesses move their operations toward maturity. This year to date, BGAP assembled four cohorts of entrepreneurs in an eight-week acceleration of their business goals. Targeted advice, peer mentorship, and business training help participants “workshop” their challenges in finance, management, and planning.

Our first annual Business Appreciation Week put local businesses in the spotlight. The jobs created and the products and services provided make our communities remarkable. Visiting these places of businesses helped us understand the challenges confronting entrepreneurs, introducing them to the resources available in real time.

The Commercial Real Property Improvement and Rehabilitation Tax Credit is a coup for Charles County, as it encourages commercial property owners to rehabilitate underutilized buildings. Investing in older buildings has a multiplier effect, spurring meaningful growth and beautification community-wide.

On the connectivity front, our Broadband Task Force delivers on its promise to bring expanded service to new and underserved parts of the county. Connect Maryland’s FY22 Network Infrastructure Grant Program recently awarded over \$10 million in funding to Charles County, which will extend access on a broad scale. This funding will help us extend infrastructure to Dentsville/Charlotte Hall and northern Nanjemoy, bringing new economic opportunities to this area of the county.

Whether you’re new to Charles County or well-versed in what we have to offer, our network of creative ideas, connections, and capabilities is designed with you in mind. I thank the Economic Development Advisory Board and the Business Outreach Committee for their support of the business community, and I commend the EDD team for their hard work and enthusiasm.

Sincerely,



Kelly Robertson-Slagle, Director



## CHARLES COUNTY BOARD OF COMMISSIONERS



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# ECONOMIC DEVELOPMENT DEPARTMENT and ADVISORY BOARD



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Steve Wall, *MD Department of Commerce*

*Representative from Simon Properties Group and Representative from NSWC IHD*

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*Lucretia Freeman-Buster, Chief of Business Services*

*Martin Proulx, Agriculture Business Development Manager*

*Anthony Adesina, Business Retention and Expansion Manager*

*Lucinia Mundy, Small and Minority Business Development Specialist*

*Jennifer Reginald, Marketing Coordinator*

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*Lacey Oliver, Economic Development Administrative Coordinator*

*Dr. Margaret Dureke, Business Consultant, Part-Time*

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*Anne Hooper, Hooper & Associates*

*Cara Fogarty, Nonprofit Institute*

*Deborah Carpenter, Planning and Growth Management*

*Dexter Bordes, DM&T Development*

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*John Flatley, Chick Fil A/La Plata Business Association*

*Keith Grasso, Island Music*

*Lisa Laschalt, Charles County Department of Health*

*Matthew Martin, Energetic Technology Center and Charles Regional Health*

*Steve Scott, Scott Law Group, LLC*

# CHARLES COUNTY'S CIRCLE *of* — SERVICES

*The Circle of Services consists of local, regional, state, and federal partners that educate businesses, help them navigate the challenges, and coordinate the best possible resources to move ahead. Our collaborative, ongoing commitment positions businesses for future growth and successes.*



**EDUCATE • NAVIGATE • COORDINATE**





# STEWARDING GROWTH, CELEBRATING ACHIEVEMENT

*The BGAP program forces business owners to look at their numbers and where the money is going. It definitely puts things into perspective in terms of what my goals are and how I'll reach them.*

Keesha Adams, Natural Blessings Salon and BGAP Graduate



## SCALE UP BUSINESS TRAINING SERIES

Many early stage businesses confront the same challenges, but the difference lies in how they tackle them. Addressing these hurdles honestly and strategically positions businesses for boundless success. Designed to provide new companies with practical tools and growth mindsets, Scale Up introduces new pathways to profitability. The convenient, free webinar series explores topics appropriate to businesses in every industry, including topics on banking services for small businesses, business structures, becoming certified with the Charles County Small Local Business Enterprise (SLBE) program, and exporting.

### TO DATE

**12** SCALE UP WORKSHOPS HAVE BEEN OFFERED

since the program launched in May.



## BUSINESS GROWTH ADVANTAGE PROGRAM (BGAP)

Planning for growth is the next phase of the entrepreneurial journey, but it takes time and resources, and both are often in low supply. Short on time and supercharged with solutions, Business Growth Advantage Program (BGAP) accelerated the pathways of 39 local businesses to date, with another 14 business owners expected to graduate by the end of the calendar year.

Designed for businesses aged two years and above that were impacted by COVID-19 disruptions, BGAP delivered free, personalized support in a collaborative forum. Over eight weeks, participating businesses received expert advice, peer-to-peer support, and training in strategic planning, accounting, human resource management, legal services, insurance, and more. Upon completion, BGAP participants received \$10,000 in grant funding for working capital.

This year to date, three BGAP cohorts have graduated, with a fourth cohort underway. BGAP equips businesses with the aptitude to plan, innovate, and expand their presence in the marketplace.



### COHORT 1 GRANT DISBURSEMENT

 14 Businesses **\$140,000**  
Total Disbursement Amount

### COHORT 2 GRANT DISBURSEMENT

 11 Businesses **\$110,000**  
Total Disbursement Amount

### COHORT 3 GRANT DISBURSEMENT

 14 Businesses **\$70,000**  
Total Disbursement Amount  
**\$70,000**  
Pending 2nd Disbursement Amount (after 11/16/2022)

### LOAN DISBURSEMENT

 1 Target Industry Loan **\$100,000**  
Total Disbursement Amount

 2 Business Development Loans **\$70,000**  
Total Disbursement Amount

# BUSINESS APPRECIATION WEEK

*Charles County celebrated the achievements of local businesses during its inaugural Business Appreciation Week, held May 9-13, 2022. Local businesses provide employment, character, and distinctive products and services to our towns and cities. Pointing businesses to the resources available makes companies, opportunities, and communities even stronger.*

With heightened business visibility and awareness of EDD support services driving the initiative, Business Appreciation Week was a time for celebration—and collaboration. From manufacturing to healthcare, restaurants to business services, EDD visited 26 local businesses representing a range of industries within Charles County. Other activities included a Business Resource Webinar, proclamations, and a grand opening ceremony at the USBTA headquarters in Indian Head. Ambassadors from College of Southern Maryland, the Small Business Development Center, Tri-County Council for Southern Maryland, the Maryland Department of Commerce, EDD board members, and local businesses made each event energetic and memorable.

**26**

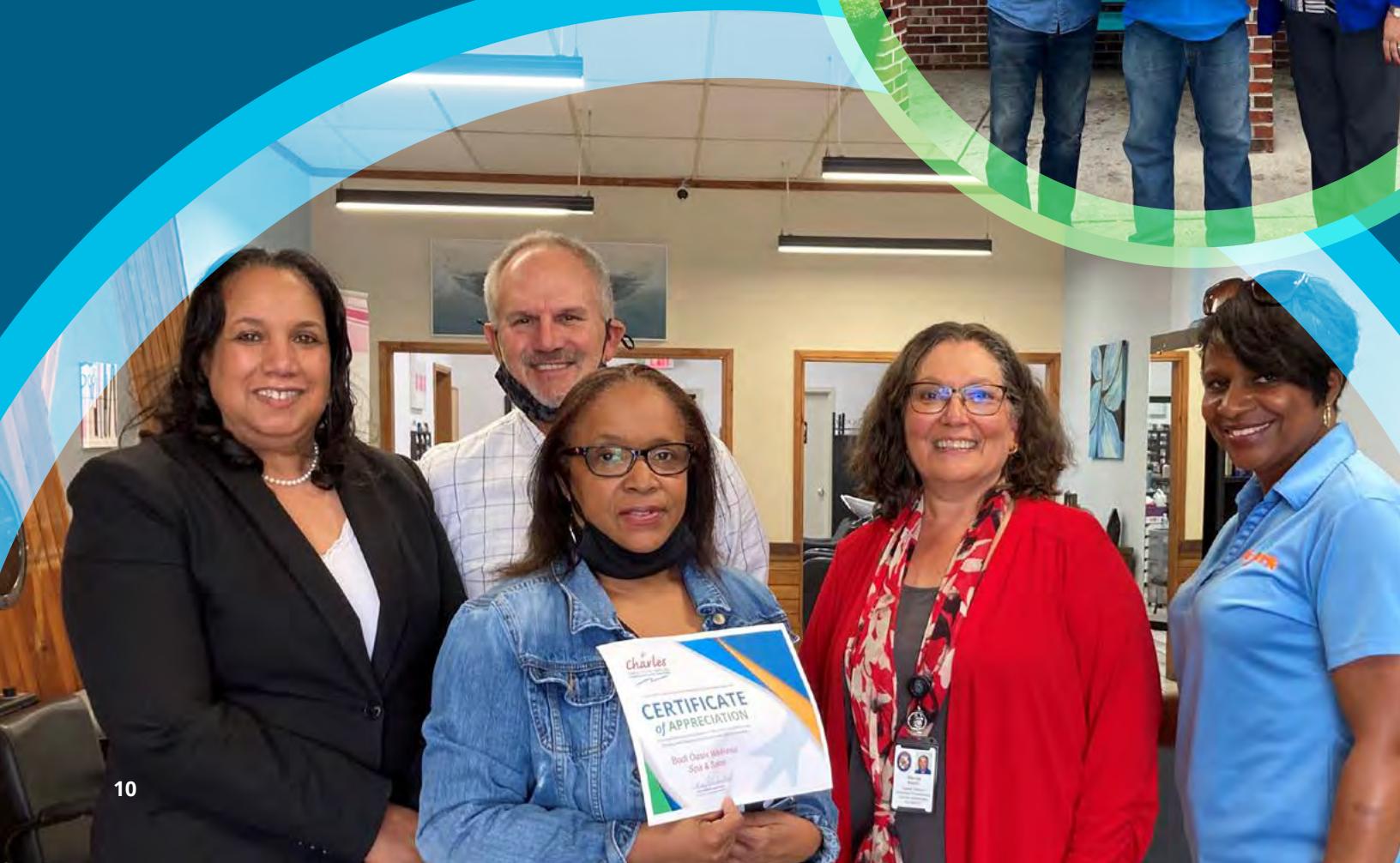
Charles  
County  
Business  
Visits

**5**

Industry  
Sectors

**10**

Business  
Appreciation Week  
Ambassadors

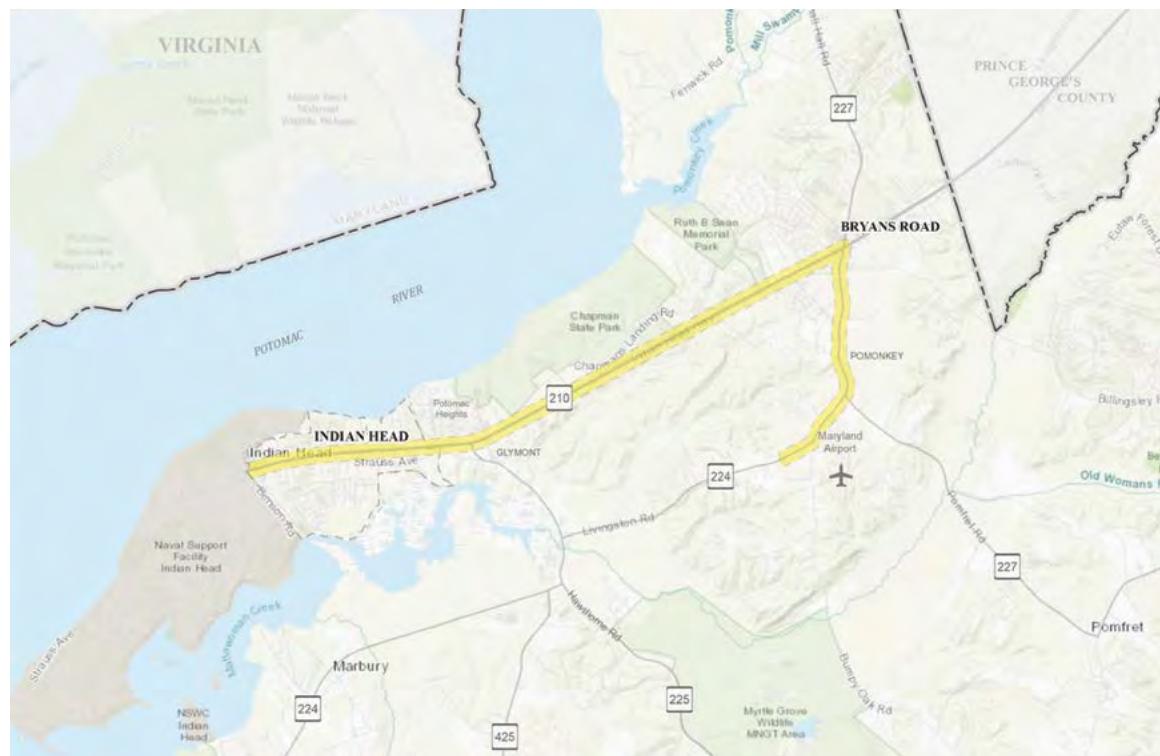


# WESTERN *Charles* COUNTY TECHNOLOGY CORRIDOR

*Technology corridors energize local economies, providing companies with the space to share ideas, fuel innovation, and create new jobs.*

In July 2022, the Charles County Board of Commissioners approved a designated area, named the Western Charles County Technology Corridor, where technology-related businesses can start, relocate, and grow. This new designation will support the marketing and branding of the area.

Planned to include an area that extends from the Town of Indian Head to Bryans Road, the corridor in development will offer specific incentives and complementary support services that attract new technology businesses to Charles County.





## SIGNATURE SUCCESSES



## BROADBAND UPDATE

The receipt of a \$10 million grant from Connect Maryland's FY22 Network Infrastructure Grant Program is set to improve connectivity and commerce in underserved areas of Charles County. Targeting three key areas, the Broadband Strategic Plan, which was finalized in 2020, delineated three categories of urgency, based on the digital infrastructure currently available.

Building on the momentum of the Broadband Task Force's ongoing efforts, the Network Infrastructure Grant Program will close gaps and provide more equity of opportunity across Charles County. Charles County Government negotiated a memorandum of understanding (MOU) with Comcast and ThinkBig Networks as providers for the areas appropriate for their services. The grant will extend access to Dentsville/Charlotte Hall and northern Nanjemoy areas. Progress and service updates are available on the Charles County Government website.



[Click to visit the  
Charles County  
Government site](#)



## COMMERCIAL REAL PROPERTY IMPROVEMENT AND REHABILITATION TAX CREDIT

The rehabilitation and reuse of existing properties lifts communities. Designed to elevate investment in Priority Funding Areas (which include most developed areas of the county), the Commercial Real Property Improvement and Rehabilitation Tax Credit is an incentive developed to encourage property renovations that result in increased property values. [Click here](#) to access an interactive map.

To be eligible for the credit, the increase in a property's assessed value must be greater than \$100,000 and must not exceed \$3,000,000. The credit will be 100% in the first year, 80% in year two, 60% in year three, 40% in year four, and 20% in year five. Once approved, the credit will be applied to new taxes generated by the increase in property value, as determined by property assessments from the State of Maryland.



[Click to view the  
program details](#)

## THE NEW GOVERNOR HARRY W. NICE MEMORIAL/SENATOR THOMAS "MAC" MIDDLETON BRIDGE

The recently debuted New Nice/Middleton Bridge improves economic opportunity, mobility, and safety between Charles County and King George County in Virginia. In March, the U.S. Department of Transportation approved a \$200 million loan to finance a portion of the four-lane bridge. Once demolished, materials from the older span will be used to create an artificial marine reef.



[Click to view a  
video on the  
New Nice Bridge](#)

# CHARLES COUNTY DISPARITY STUDY UPDATE

*In 2020, Charles County funded a disparity study to determine whether the county engaged in exclusionary practices in the solicitation and awarding of contracts to minority, women-owned, and disadvantaged business enterprises.*

The study determined that a gap existed between the number of minority/women-owned business enterprises (MWBE) that were ready, willing, and qualified to participate in Charles County contract opportunities and those businesses typically awarded contracts. The EDD's 2021 Annual Report detailed the study's findings and the steps planned to broaden procurement opportunities. The recommendations follow:

- Enhance our race-neutral local small business set aside program
- Increase MWBE contracts by developing contract subcontractor goals with good faith efforts
- Craft annual aspirational goals
- Strengthen contract compliance
- Eliminate the use of on-call contracts
- Improve outreach
- Forecasting
- Reform data practices

Over the year, Charles County has taken steps to create a more inclusive purchasing environment, increase the number of diverse bidders on contracts, and empower the MWBE community. Personal and digital engagement has been positive, with stakeholder events, informational videos, and a Small Local Business Enterprise (SLBE) seminar moving the needle on inclusion.

## ADDITIONAL HIGHLIGHTS

 **6** Community Outreach Events  **250** Business Owners Present

 **93** Businesses Received Technical Assistance

 **29** Firms Registered with the SLBE/MWBE

 **800** MWBE Postcards Mailed

*Click to learn more*



With early milestones affirming the approach, Charles County continues to connect with MWBE businesses, address gaps, develop training, and modify the on-call contracting program. Together, we are confident that we can educate, build capacity, and address the equity challenges facing our small businesses.



# 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

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Development Department  
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# EXISTING BUSINESSES

Charles County businesses add ingenuity and value to our communities—and to the marketplace on a grand scale. Explore their stories here, then continue reading on the Charles County EDD blog.

## AGRIBUSINESS AND AQUACULTURE

With shoreline, waterways, and farms dotting our communities, aquaculture and agriculture shape our identity and our economy. EDD strengthens these industries by encouraging diversified products, fostering environmental stewardship, and seeking collaborative solutions aligned with our values.



*Click to view a video on Agribusiness and Aquaculture*





## PRESERVING HISPANIC HERITAGE

The number of Hispanic-owned businesses is on the rise nationwide, and continues to trend upward in Charles County. EDD recognizes key Hispanic businesses that foster growth in our local economy, keep money close to home, and support our community. [Read more.](#)



## BLACK-OWNED BUSINESSES ON THE MOVE

Black-owned businesses face roadblocks, wealth gaps, and biases, making the path of entrepreneurship more challenging. Recognizing inequity is the first step toward a solution, and EDD provides the tools to help Black business owners succeed. [Read more.](#)

***If you have reservations about taking your business to the next level...just do it! I didn't know what I was getting myself into, but BGAP allowed me to improve on my weaknesses and fine-tune my business.***

**Cheryl Bridges, Tribest Construction LLC and BGAP Graduate**



## ADVANCING OUR RURAL LEGACY

Keeping a family farming legacy strong takes dedication, capital, and a commitment to diversification. Here's how one local family farm keeps the dream alive. [Read more.](#)



## FOLLOWING THE OPEN ROAD

Appreciating and evaluating the mile markers makes the destination even sweeter. Learn how one local business filled a gap in the market and gained a following in over 40 countries. [Read more.](#)



*Click to visit the  
Charles County blog*



[Click to learn  
more about the  
major projects](#)



# NEW and MAJOR PROJECTS

Charles County strives to create spaces where residents and businesses want to be. By capitalizing on our community assets and our potential, we advance projects that support health, collaboration, and a better quality of life. Many economic development projects are in the pipeline at press time, but this summarizes major milestones in 2022.



## MARYLAND TECHNOLOGY CENTER

The newly opened, 30,000-square-foot Maryland Technology Center (MTC) in Indian Head represents Phase II of the Town of Indian Head's Revitalization Plan and serves as an innovative model for public/private partnerships. The United States Bomb Technician Association (USBTA) Bomb Disposal Technology and Training Center leases 13,000-square-feet of space in the new renovated building. Six companies have co-located with USBTA, and another company has leased additional office space at MTC. With ongoing collaboration as an objective, USBTA is in the process of acquiring the remaining 16,000-square-feet of the MTC building to attract other organizations and businesses.



## 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. That facility opened in September of 2020. The MedStar Shah Medical Group invested over \$25 million on the main 51,000-square-foot building and employs an estimated 80 health care workers in Charles County, including health care providers, technicians, and support services.

The second building is a new 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 all 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.

A third 48,000-square-foot MedStar Shah headquarters building is under construction in White Plains. This project is expected to be delivered in late 2022.

## HEALTH SERVICES AND HEALING

Charles County is a health care hub, delivering quality care throughout our communities. Our workforce strengths, commitment to innovation, and coordination of care improve continuity, prevention, and treatment at every stage of life.



## KAISER PERMANENTE

In December of 2020, Kaiser Permanente announced plans to develop a \$100 million medical center in Waldorf, which has a location central to its customer base. Set on a 23-acre parcel, the 100,000-square-foot facility will employ approximately 300 medical personnel. The fully integrated 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. Kaiser Permanente submitted their initial infrastructure permit in 2022 and are in the site development approvals process. The first phase of the facility will open in 2025.



## ST. JOHN PROPERTIES

St. John Properties began development on the 228 Business Park in Waldorf. The project is slated to comprise 518,400-square-feet of flex/R&D space, 93,000-square-feet of office space, and 22,500-square-feet of supporting retail. The development is projected to support over 2,100 jobs at full build-out and occupancy. The project's revised Preliminary Subdivision Plan was approved in June 2022. Submission of individual site plans for pad sites and light industrial buildings are in process.



*Click to view a video on Health Services and Healing*

# NEW and MAJOR PROJECTS



## WALDORF STATION

*Waldorf Station is a proposed 145-acre project in Waldorf, at the intersection of U.S. Route 301 and Maryland Route 5. Greenberg Gibbons plans to develop the site into an open-air, mixed-use development and will lease and manage the property, bringing quality shops and restaurants to the region. This transformational project will serve as an attractive gateway to Waldorf and Charles County. It will create a sense of place and a "downtown," which currently do not exist in Charles County.*

The project 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. Several blighted and underutilized buildings on the property have already been demolished. A fiscal impact analysis prepared by EDD shows an estimated project value of approximately \$346.7 million at build-out and stabilization, generating 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 in 2019 dollars. The Charles County Planning Commission and the County Board of Commissioners have approved a development agreement with Greenberg Gibbons.

Additional projects have been approved in Charles County's FY23-FY27 Capital Improvement Program in support of Waldorf Station. Planning, permitting, and the EDD meet bi-weekly with Greenberg Gibbons personnel to discuss the progress and status of relevant regulatory and approval issues prior to issuing building and construction permits. Improvements to the intersection at Mattawoman/Beantown Rd., the intersection of Pinefield Rd./MD Route 5 Business, as well as roadway improvements on Substation Rd. will support the Waldorf Station project. The completion of the Western Parkway will also be concurrent with the construction of Waldorf Station. This project will link the St. Charles Towne Center in south Waldorf to U.S. 301 at Waldorf Station. The first two phases of construction are complete, and the final phase of the Western Parkway is underway.

Construction on the mixed-use project is projected to begin in the last quarter of 2022 or in the first quarter of 2023.

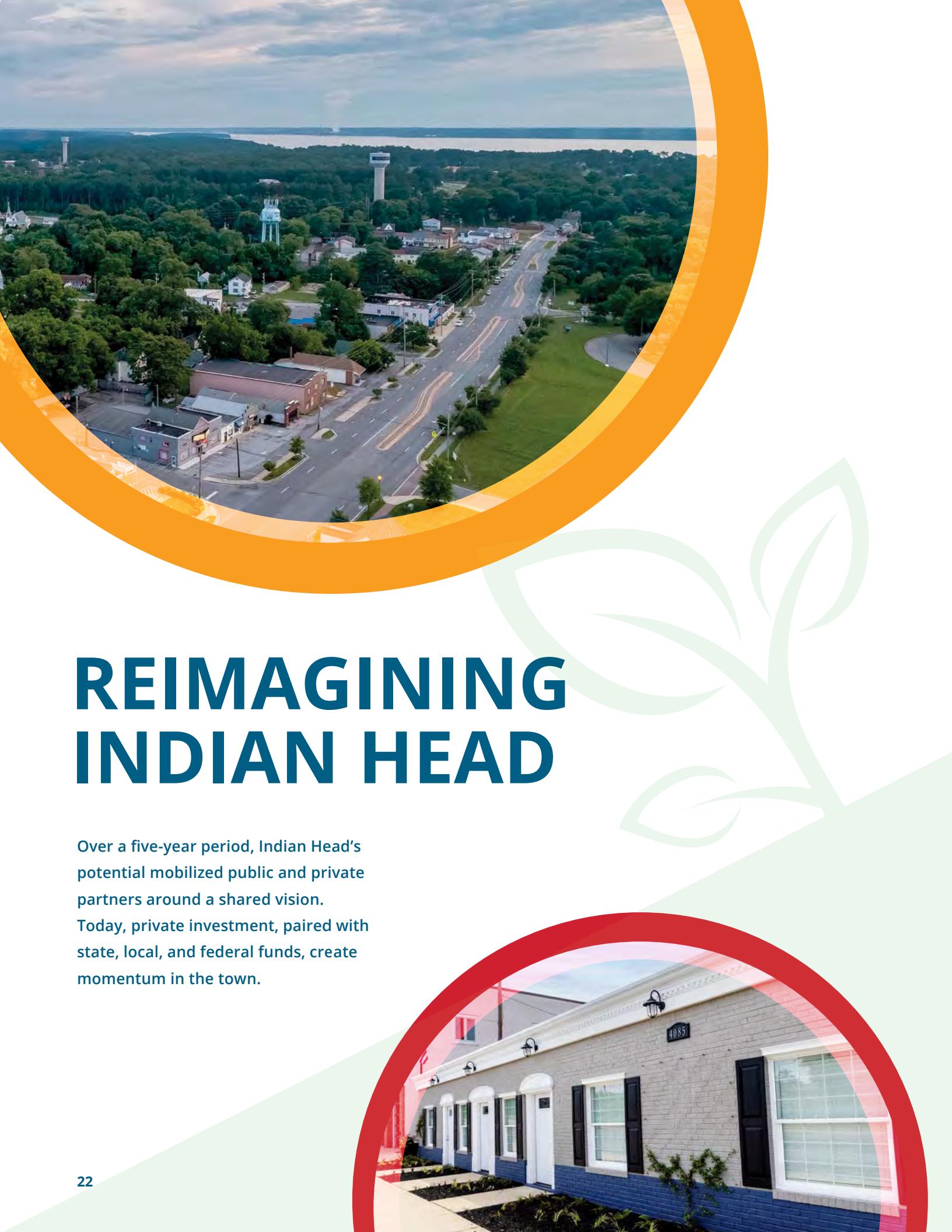
# WALDORF URBAN REDEVELOPMENT CORRIDOR

*The Waldorf Urban Redevelopment Corridor (WURC) aims to transform the Old Washington Road corridor of downtown Waldorf into a transit-oriented, mixed-use, walkable urban center. The WURC spans approximately 300 acres along the Old Washington Road corridor (MD Route 925), from Leonardtown Road (MD Business 5) to Acton Lane, and between U.S. 301 and the CSX railroad tracks.*

Infrastructure planning is currently underway. Charles County has approved funds in the FY23-FY27 Capital Improvement Program for a comprehensive stormwater drainage design, reconstruction of Old Washington Road, and the Old Washington Road waterline. Funds have been allocated for the SMRT (Southern Maryland Rapid Transit), totaling \$10 million with \$5 million from federal funding and \$5 million from a state match. A memorandum of understanding (MOU) on spending rules for the funding is in process with the State of Maryland.

A Phase 1 conceptual plan has been developed for the southern part of the WURC, which is referred to as the Waldorf Central (WC) zone. The northern section, which is the Acton Urban Center (AUC) zone, will be the focus of future phase development; this area allows for urban densities and building heights up to ten stories.





# REIMAGINING INDIAN HEAD

Over a five-year period, Indian Head's potential mobilized public and private partners around a shared vision.

Today, private investment, paired with state, local, and federal funds, create momentum in the town.



## USBTA TECHNOLOGY AND TRAINING CENTER

The United States Bomb Technician Association's (USBTA) Technology and Training Center advances the renaissance happening in Indian Head. The technology park, which opened in May, convenes academics, innovators, and industry partners to create, test, and manufacture life-saving solutions for the marketplace.

## EXECUTIVE SUITES IN INDIAN HEAD

Bolans-Darby Partners recently developed five executive rental suites in Indian Head. Lodging is an identified area of need in Indian Head, and a catalyst that encourages continued investment, so the project aligns with redevelopment goals. The new accommodations will make business visits to USBTA or the CSM Velocity Center convenient and comfortable.



*Click to learn more about the Oasis Fresh Foods Market*

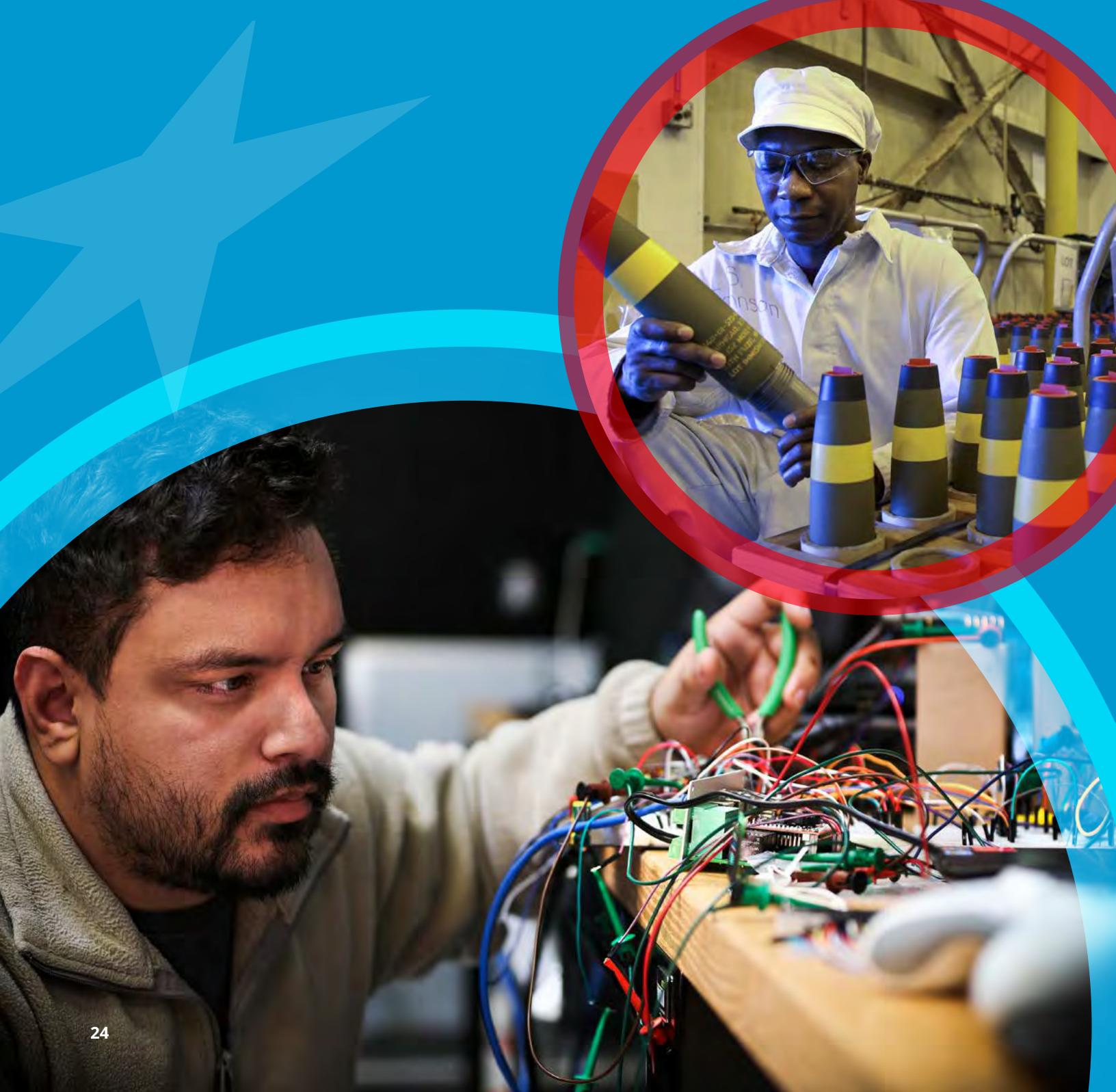


## OASIS FRESH FOODS MARKET

Oasis Fresh Foods Market will be the first dedicated grocery store in the Town of Indian Head in more than two decades. Oasis Fresh Foods Market will offer fresh, affordable produce, meats, and other staples. Parcels surrounding the market will provide parking and a community garden.

The market's proprietors, Bolans-Darby Partners, the owners of Clarity Coffee House, wanted to continue the town's renaissance in a practical way. First, they enlisted local stakeholders to shape their vision. The Town of Indian Head convened an advisory committee to develop a strategy, and an action plan was set in motion. Oasis Fresh Foods Market is set to open in 2023.

# 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 <sup>1</sup>	24.2	2.2	48.3
NSWC Indian Head Division <sup>2</sup>	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 <sup>3</sup>	0.38		
Navy Exchange	0.15		
<b>Financial Totals by Category</b>	<b>\$386.42</b>	<b>\$42.49</b>	<b>\$1,163.3</b>

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 <sup>2</sup>
Naval Support Activity South Potomac <sup>1</sup>	468	26	2
NSWC Indian Head Division <sup>3</sup>	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 <sup>4</sup>	6		1
Navy Exchange	9		
<b>EMPLOYMENT TOTAL BY CATEGORY</b>	<b>2,684</b>	<b>615</b>	<b>591</b>
<b>EMPLOYMENT GRAND TOTAL</b>			<b>3,890</b>

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.



[Click to learn  
more about the  
key industries](#)



# OPTIMAL TARGET INDUSTRIES *for* \_\_\_\_\_ CHARLES COUNTY

EDD's economic development strategy focuses on sectors that leverage our strengths and position us for continued growth. Evaluated together, our community values, available talent, real estate, supply chain capabilities, and infrastructure build a clear roadmap for economic success.





## 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



## 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

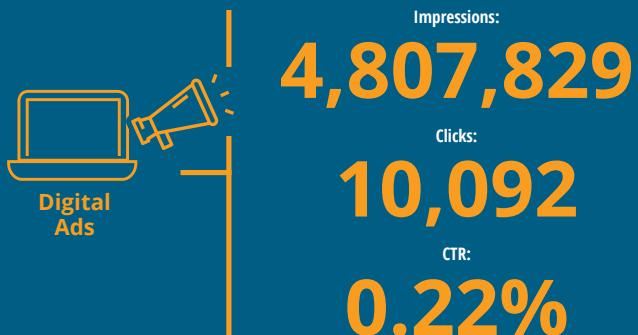


# MARKETING DATA POINTS

*EDD's marketing and outreach activities build connections, educate businesses about our Circle of Services, and engage stakeholders in conversations that matter. Communicating with our stakeholders in person and on digital platforms, we raise awareness of our offerings and deepen investment in our communities.*

## 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.



## VIDEO ADVERTISING

Our multisource video campaign targeted to Charles County small business owners was successful, shown by the statistics below.



## 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 Published:

**44**

## MEDIA MOMENTUM



Noteworthy media mentions placed EDD in front of powerful audiences.

News Articles:

**20**

Media Mentions:

**7**

Articles in National Publications:

**3**

## FALL MEETING 2021



By "Opening Doors" to new perspectives and resources, EDD positioned local businesses for continued success.

Attendees Online:

**41**

Attendees in Person:

**41**

## 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 the fan base growing.



## ENLIGHTENED BY E-NEWS

A digest of important content, e-newsletters supplied resources and inspiration in a one-stop-shop.



E-News  
by the  
Numbers



## BUSINESS ENGAGEMENT



Workshops Offered:

BGAP Graduates:

In-person Visits:

**12      39      127**

Businesses Visited During Business Appreciation Week:

**26**

# ENTREPRENEURSHIP IN CHARLES COUNTY



## 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 2019 NONEMPLOYER STATISTICS

	Establishments	Receipts (\$)	Avg. Receipts per est. (\$)
<b>Total for all sectors</b>	<b>12,632</b>	<b>\$440,647,000</b>	<b>\$34,883</b>
Transportation and warehousing	1,634	\$44,897,000	\$27,477
Other services (except public administration)	1,547	\$44,126,000	\$28,524
Professional, scientific, and technical services	1,463	\$46,792,000	\$31,984
Administrative and support and waste management and remediation services	1,448	\$30,356,000	\$20,964
Real estate and rental and leasing	1,289	\$93,820,000	\$72,785
Construction	1,163	\$74,811,000	\$64,326
Retail trade	1,090	\$32,601,000	\$29,909
Health care and social assistance	945	\$23,310,000	\$24,667
Arts, entertainment, and recreation	690	\$9,790,000	\$14,188
Educational services	346	\$5,050,000	\$14,595
Accommodation and food services	283	\$5,850,000	\$20,671
Finance and insurance	166	\$7,243,000	\$43,633
Information	161	\$6,140,000	\$38,137
Manufacturing	139	\$4,578,000	\$32,935
Agriculture, forestry, fishing, and hunting	127	\$4,604,000	\$36,252
Wholesale trade	116	\$6,142,000	\$52,948
Utilities	19	\$326,000	\$17,158
Mining, quarrying, and oil and gas extraction	6	\$211,000	\$35,167



Click to view Charles County by the numbers

**OVER 12,600 NONEMPLOYER ESTABLISHMENTS**

Source: U.S. Census Bureau, 2019 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 PATTERNS

*Charles County's cost of living is among the lowest within the metropolitan Washington, DC area. This statistic strengthens local purchasing power and creates attractive housing choices at every price point. Lower utility costs, health services, and real estate taxes, coupled with quality schools and lifestyle amenities, attract citizens who energize the local economy.*

How do people spend most of their money annually?

## PER HOUSEHOLD



Shelter \$16,959



Transportation \$14,800



Food & Beverages \$11,812



Healthcare \$6,659



Utilities \$5,687

**\$81,196**

Median Household Expenditure



# 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.**

<b>2020 ANNUAL EMPLOYMENT</b>				
<b>Industry</b>	<b>Average Number of Reporting Units</b>	<b>Annual Average Employment</b>	<b>Total Wages</b>	<b>Average Weekly Wage Per Worker</b>
<b>TOTAL EMPLOYMENT</b>	<b>2,954</b>	<b>38,454</b>	<b>\$1,981,946,330</b>	<b>\$991</b>
<b>GOVERNMENT SECTOR —TOTAL</b>	<b>107</b>	<b>9,931</b>	<b>\$687,026,944</b>	<b>\$1,330</b>
Federal Government	29	2,690	\$266,794,362	\$1,907
State Government	9	513	\$22,474,418	\$843
Local Government	69	6,728	\$397,758,164	\$1,137
<b>PRIVATE SECTOR TOTAL — ALL INDUSTRIES</b>	<b>2,847</b>	<b>28,523</b>	<b>\$1,294,919,386</b>	<b>\$873</b>
<b>GOODS PRODUCING</b>	<b>446</b>	<b>3,859</b>	<b>\$236,199,546</b>	<b>\$1,177</b>
Natural Resources and Mining	7	30	\$1,433,716	\$904
Construction	377	3,263	\$203,369,302	\$1,199
Manufacturing	61	566	\$31,396,528	\$1,067
<b>SERVICE PROVIDING</b>	<b>2,399</b>	<b>24,661</b>	<b>\$1,058,638,676</b>	<b>\$826</b>
Trade, Transportation, and Utilities	626	9,448	\$375,752,611	\$765
Information	20	254	\$20,271,148	\$1,532
Financial Activities	237	993	\$66,915,105	\$1,295
Professional and Business Services	514	2,910	\$199,890,185	\$1,321
Education and Health Services	409	5,040	\$253,042,298	\$966
Leisure and Hospitality	304	4,724	\$90,500,715	\$368
Other Services	287	1,291	\$52,266,614	\$779

Source: Maryland Department of Labor, 2021.



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	2022	Product/Service
Charles County Board of Education	4,143	Public Education
Naval Support Facility (NSF) Indian Head	3,890	Military Installation
Charles County Government	1,841	Local Government
University of MD Charles Regional Medical Center	822	Medical Services
College of Southern Maryland	755	Higher Education
Walmart/Sam's Club	637	Retail
Southern Maryland Electric Coop. (SMECO)	478	Energy Products and Services
Waldorf Chevy/Cadillac, Honda, Ford, Toyota/Scion, Dodge	455	Retail
Safeway	438	Retail
Target	400	Retail
Amazon	325	Distribution
Lowe's	310	Retail
Kaiser Permanente**	300	Medical Services
Genesis Health Care La Plata Center	291	Nursing Care
Sage Point Senior Living Services	250	Nursing Care
Chick-fil-A	241	Restaurants
Reliable Contracting	200	Construction Services
McDonald's	190	Restaurants
Darden Restaurants	190	Restaurants
The Wills Group	172	HQ/Fuel Distribution & Marketing
Spring Dell Center	169	Services -Dev. Disabled Individuals
Recovery Center of America	167	Medical Services
Bloomin' Brands	141	Restaurants
Keller Transportation	130	Bus Transportation
ADJ Sheet Metal	111	Metals / Manufacturing
BJ's Wholesale Club	111	Retail
Community Bank of The Chesapeake	109	Banking
Panera Bread	109	Restaurants
Best Buy	108	Retail
CHUTES International	100	Construction Services
Automated Graphic Systems	85	Print/Marketing Communications
MedStar Shah	80	Medical Services
Modern Door	80	Manufacturing
Home Depot (mostly PT employees)	78	Retail
Cracker Barrel Old Country	65	Restaurants

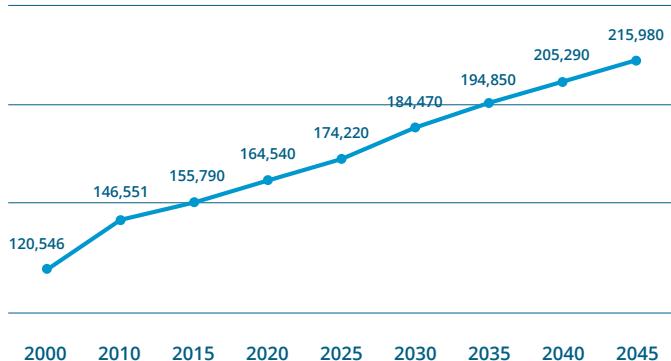
\* number represents Federal, Military, and Contractor employees

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

Source: Charles County Department of Economic Development, 2022

# CHARLES COUNTY DEMOGRAPHICS

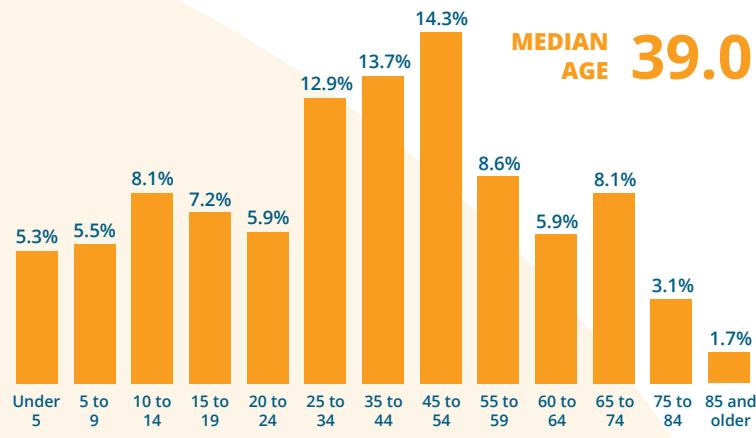
## HISTORICAL & FORECASTED POPULATION<sup>1</sup>



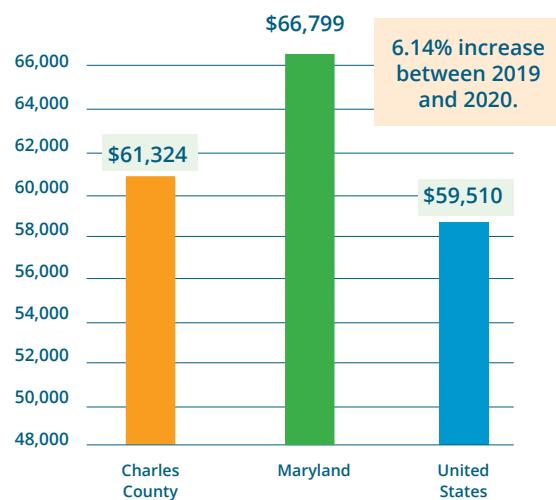
## MEDIAN HOUSEHOLD INCOME<sup>2</sup>



## 2021 POPULATION AGE DISTRIBUTION<sup>3</sup>



## 2020 PER CAPITA INCOME<sup>4</sup>



Recent census data recognized Charles County as the most affluent African-American/Black-majority county in the country, with the number of Black families who earn more than **\$200,000** quadrupling from 2009 to 2020. According to the American Community Survey (ACS), in 2019, the African-American/Black population rose above **50%** making Charles County a Black-majority county. Charles County is honored to have a diverse and educated workforce and is proud of the contributions of all of its Black-owned businesses.

1 Source: Maryland Department of Planning, 2020.

2 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2021.

3 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2021.

4 Source: Bureau of Economic Analysis, 2021.



# RESIDENT WORKFORCE

***The dedicated business support available in Charles County keeps local businesses thriving. Intentional collaboration between resource partners and entrepreneurs helps businesses start, grow, and create meaningful opportunities for the people of Charles County.***

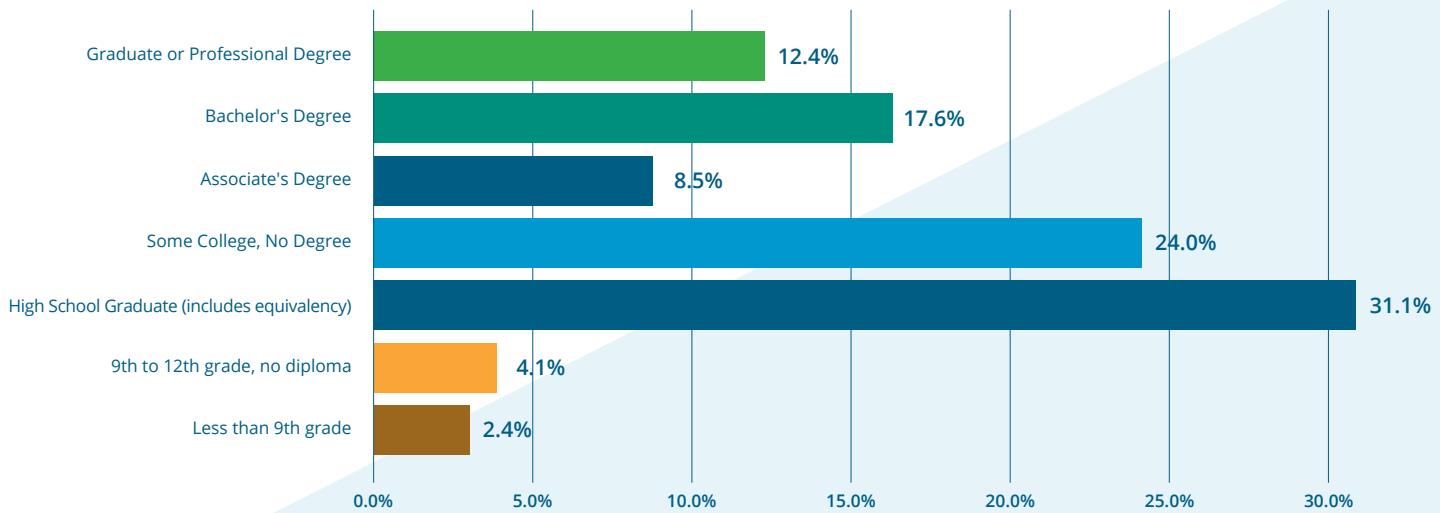
**Ellen Flowers-Fields, Associate Vice President of Continuing Education and Workforce Development, the College of Southern Maryland**



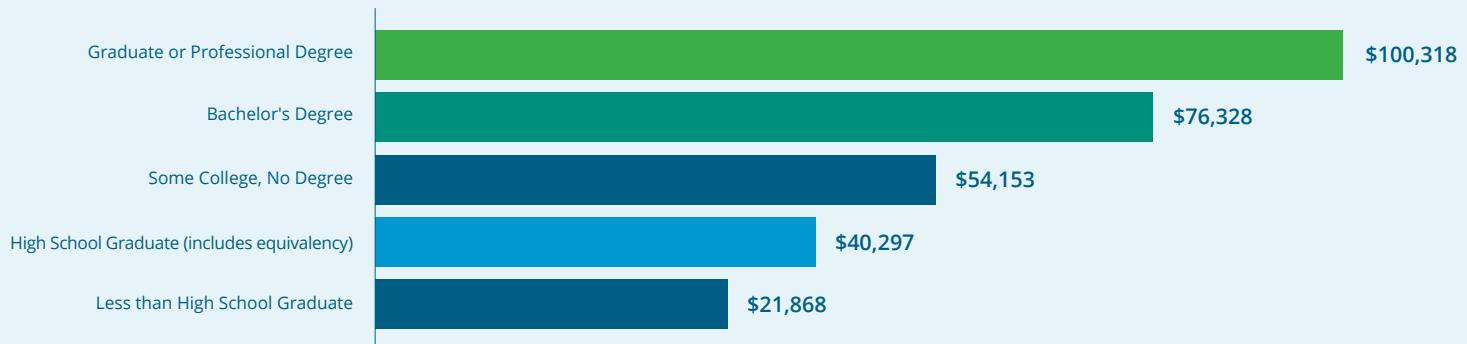


**30%** OF RESIDENTS HAVE  
A BACHELOR'S  
DEGREE OR HIGHER

**2021 EDUCATIONAL ATTAINMENT<sup>1</sup>  
POPULATION 25 YEARS AND OLDER**



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



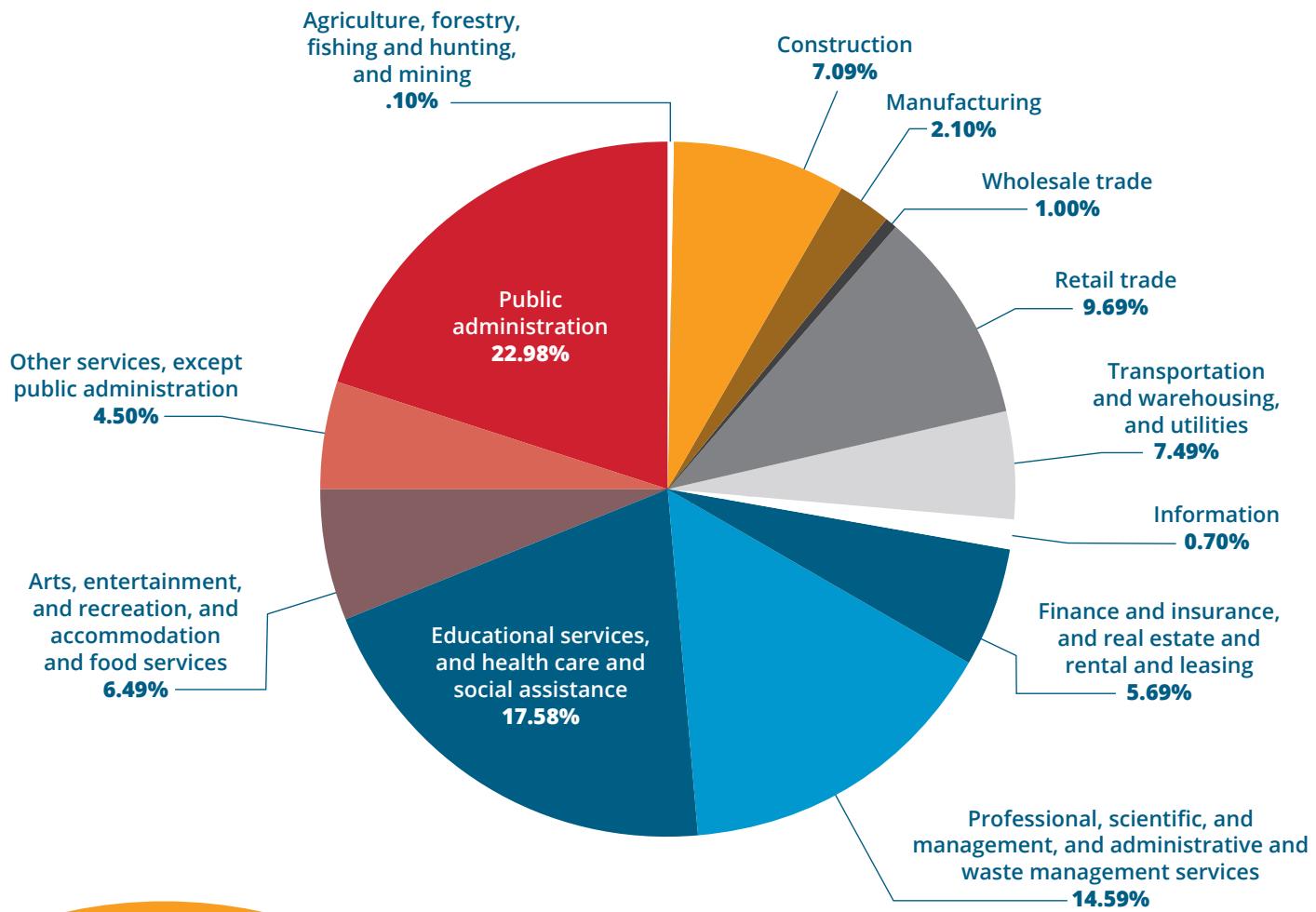
1 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2021.  
2 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2021.



2021 CHARLES  
COUNTY  
LABOR FORCE\*

# 91,102

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

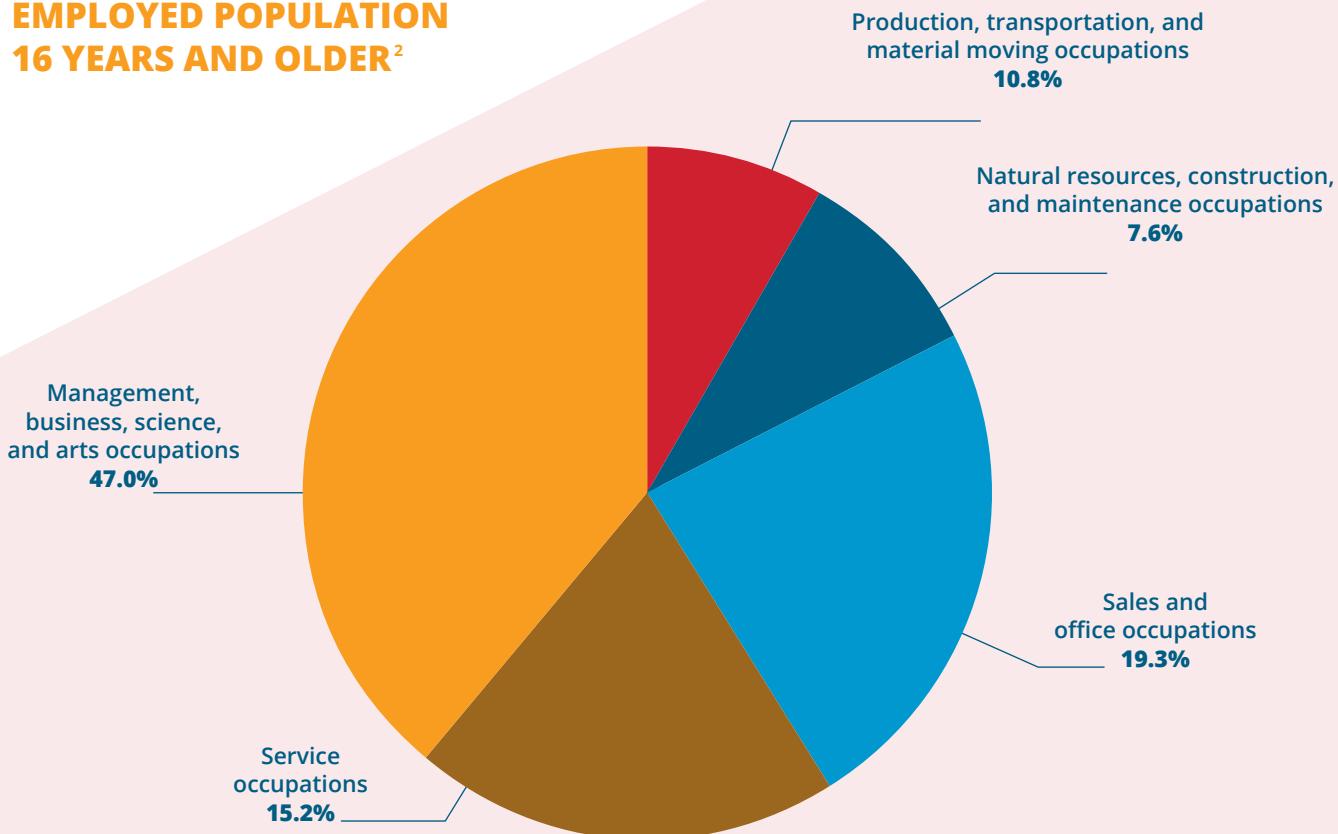


Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2021.

## 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, 2021.

2 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2021.



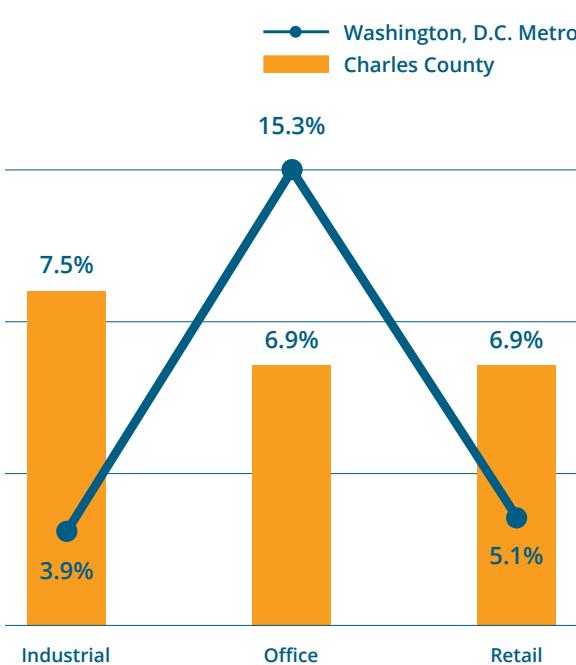
# CHARLES COUNTY REAL ESTATE

*I went into the program thinking I'd learn something, but I had no idea I'd learn as much as I have. It's really a lot of good information.*

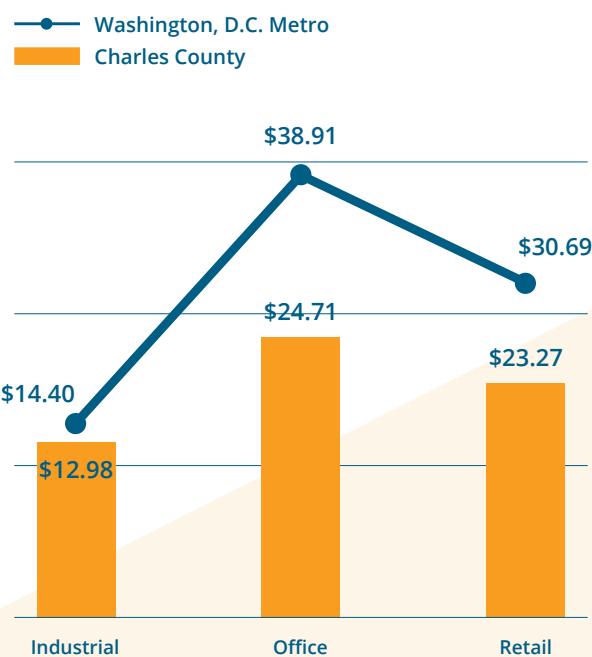
Mike Steele, Motobriiz LLC and BGAP Graduate



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



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



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

	2022	2021	% Change
Avg Sold Price	\$450,084	\$410,731	+9.6%
Median Sold Price	\$415,000	\$400,000	+3.8%
Units Sold	255	381	-33.10%

Click to view properties and data



1 Source: CoStar Realty Information Inc., 2022.

2 Source: CoStar Realty Information Inc., 2022.

3 Source: Reported by MRIS and the Coastal Association of REALTORS, 2022.

Note: Units are the "units" sold.



CHARLES COUNTY  
HOUSING IS

79.1%

OWNER-OCCUPIED



*Click to learn  
more about life in  
Charles County*



# COMMUNITY DETAILS





Waldorf  
**81,956**  
Population (2021)



La Plata  
**9,722**  
Population (2021)



Indian Head  
**3,928**  
Population (2021)



Hughesville  
**2,575**  
Population (2021)

Labor Force

**42,699**

Bachelor's Degree or Higher

**30.0%**

Median Household Income

**\$100,198**

Labor Force

**4,088**

Bachelor's Degree or Higher

**28.5%**

Median Household Income

**\$91,365**

Labor Force

**1,973**

Bachelor's Degree or Higher

**25.3%**

Median Household Income

**\$69,489**

Labor Force

**1,281**

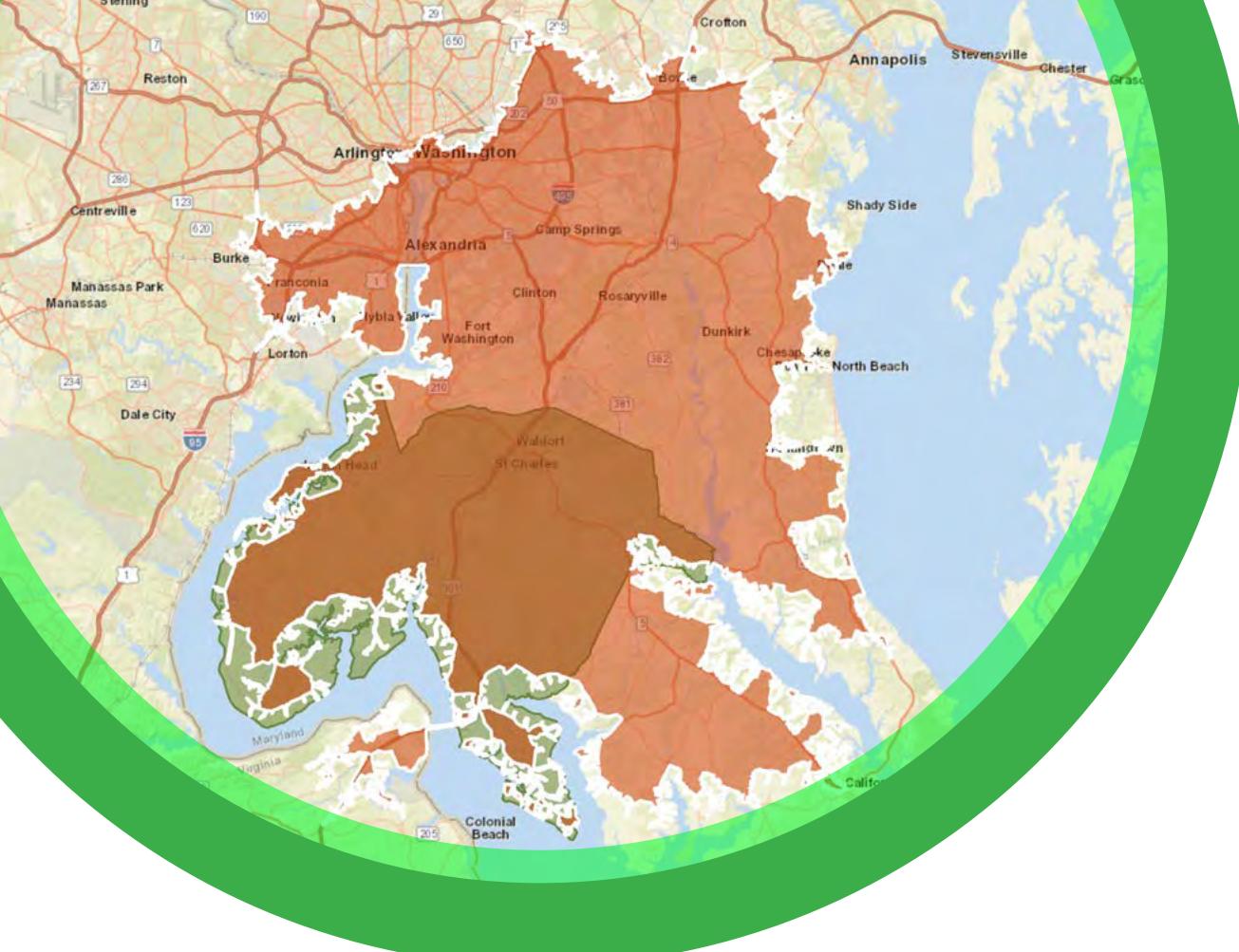
Bachelor's Degree or Higher

**31.5%**

Median Household Income

**\$116,796**





# COMMUTERSHED ZONE DATA

**1,608,743**

Population within a 45-minute  
commute of Waldorf, Maryland

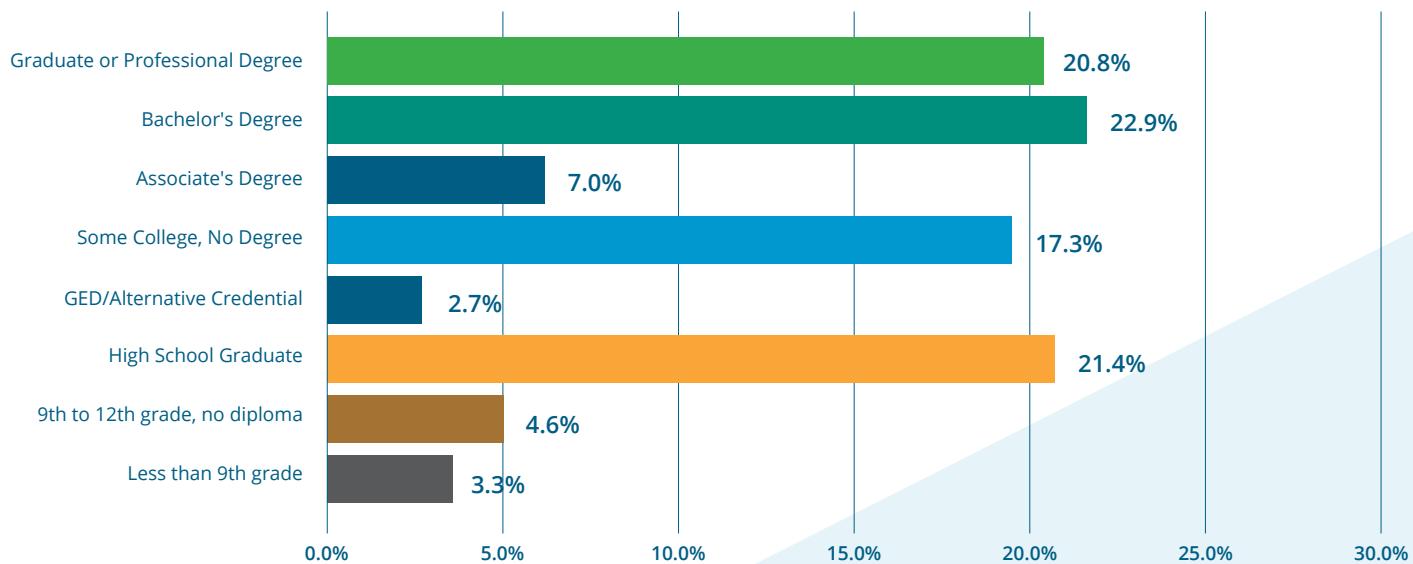


**43.2%**

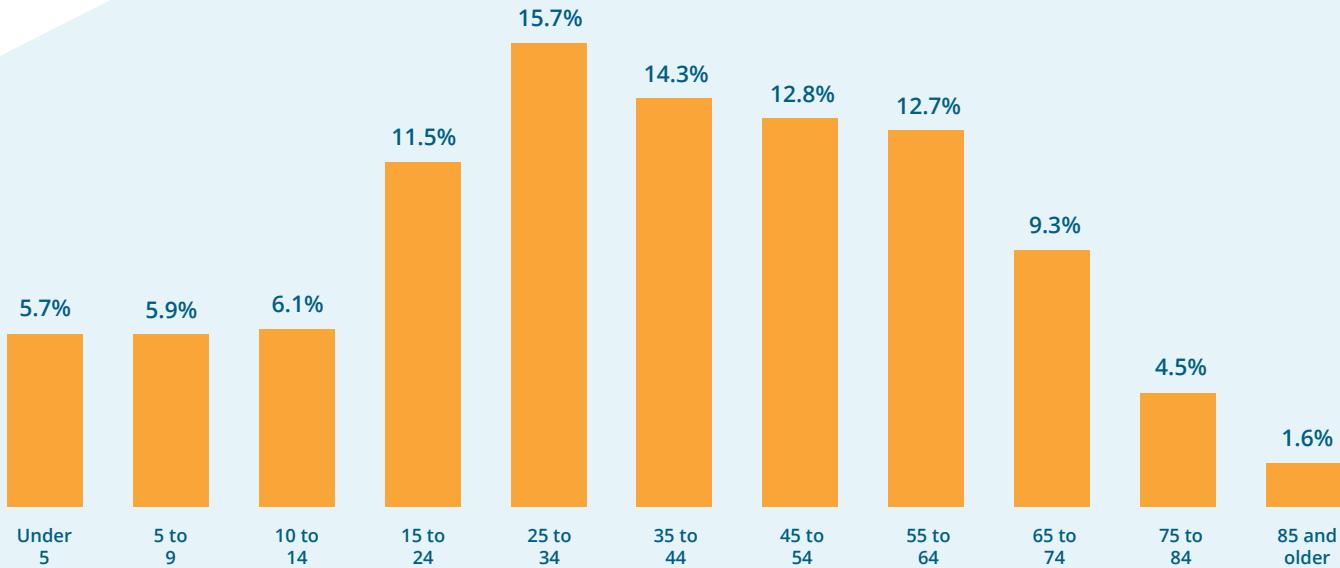
Of people within a 45-minute commute  
have a bachelor's degree or higher



## 2022 EDUCATIONAL ATTAINMENT 25 YEARS AND OLDER (%)



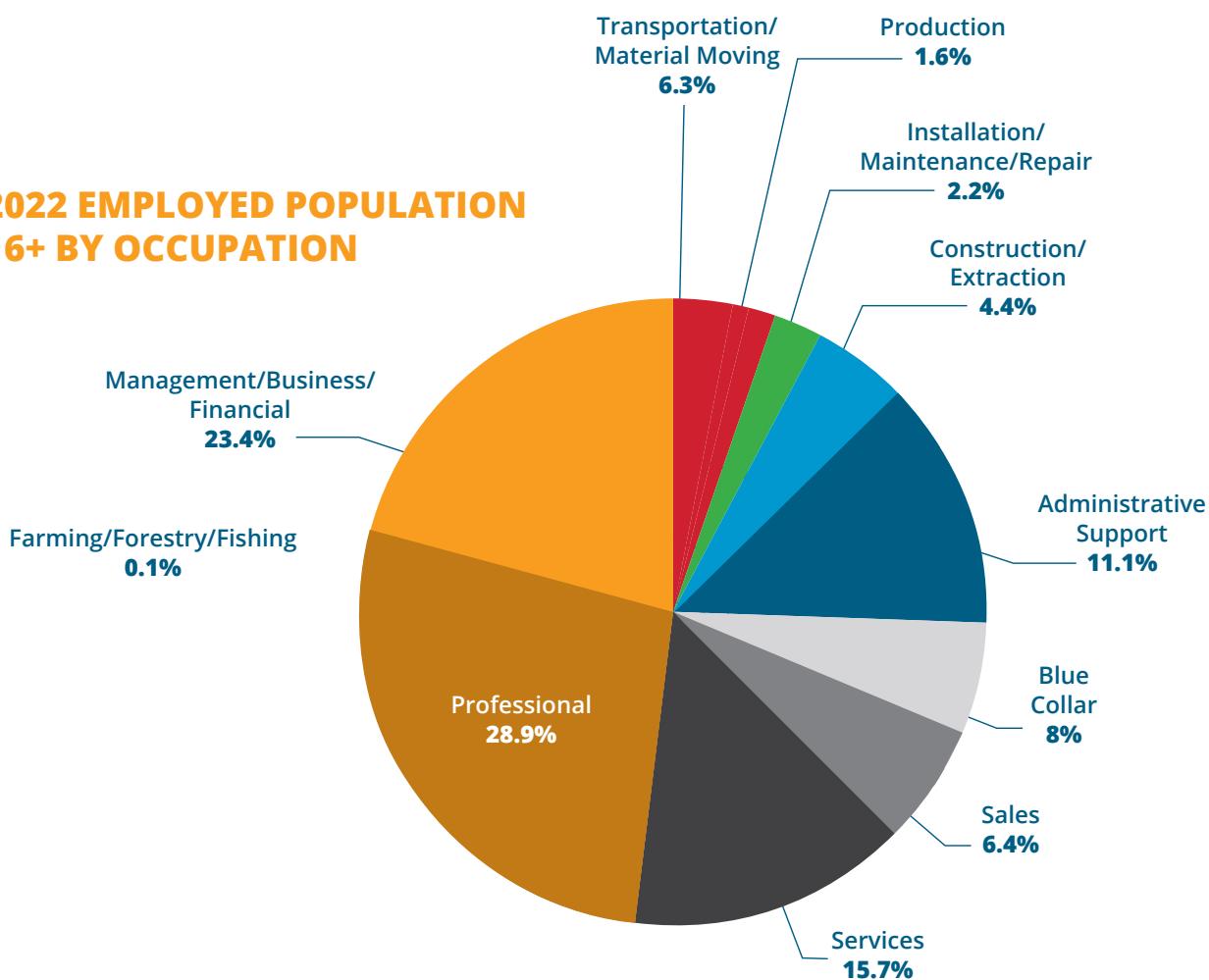
## 2022 POPULATION AGE DISTRIBUTION (%)



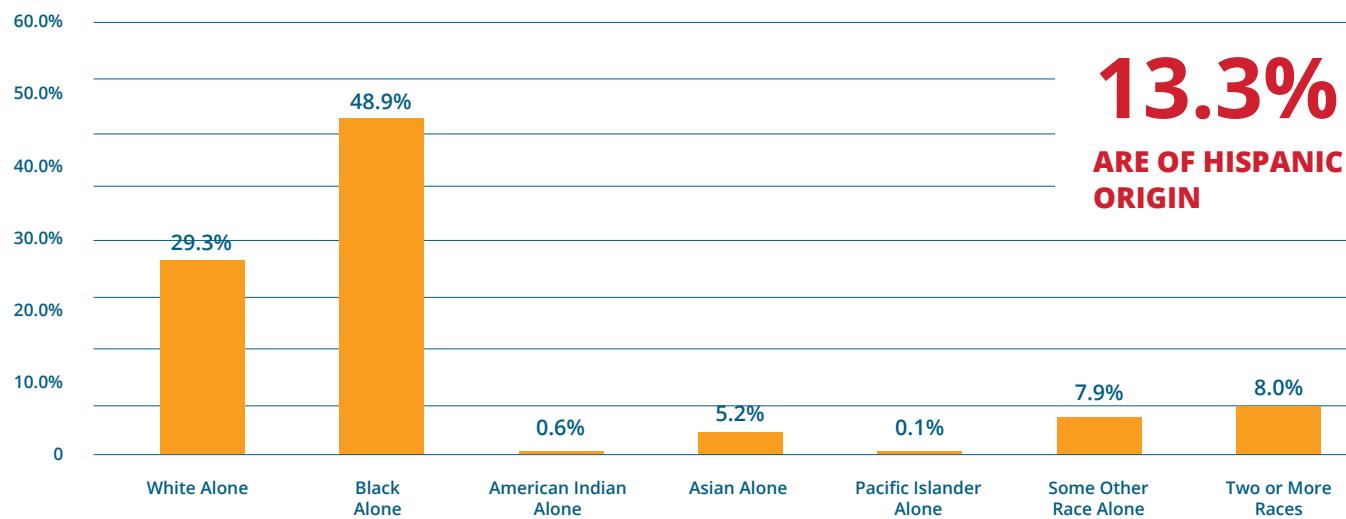
Source: Esri, 2022.

[www.MeetCharlesCounty.com](http://www.MeetCharlesCounty.com)

## 2022 EMPLOYED POPULATION 16+ BY OCCUPATION



## 2022 RACE AND ETHNICITY (%)



**13.3%**  
ARE OF HISPANIC  
ORIGIN

Source: Esri, 2022.



***This BGAP program is a win-win for all small businesses looking to grow, be successful, and thrive. I highly recommend the BGAP program to all Charles County small businesses.***

***Yolonda Higdon, HH Logistics Planning and BGAP Graduate***



## 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)

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### 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.

