



Charles COUNTY  
ADVANCING WORKFORCE  
TOGETHER

ECONOMIC DEVELOPMENT  
**ANNUAL  
REPORT**

*Charles*  
CHARLES COUNTY, MARYLAND  
ECONOMIC DEVELOPMENT DEPARTMENT

# PUT YOUR MONEY WHERE YOUR *Heart* IS

*Buy Local in Charles County*

WITH  
LOVE  
FROM  
*Charles*

When you support local, you boost the businesses that bring one-of-a-kind offerings to our community. Shopping in Charles County creates new jobs, keeps dollars local, and connects us as a community. Every purchase made at a local business supports your neighbors and friends.

*You love where you live, so buy With Love From Charles.*



Charles County Economic Development Department  
MeetCharlesCounty.com | info@MeetCharlesCounty.com

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- [!\[\]\(c6a8736a601a632e2c96605cf66055ed\_img.jpg\) @MeetCharlesCounty](#)
- [!\[\]\(64ef2b19d70b31fbbfce0e0e2aa3d7b4\_img.jpg\) Charles County Economic Development Department](#)
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# DEAR CHARLES COUNTY STAKEHOLDERS,

*As we come to the end of another eventful year, it's imperative that we take a moment to reflect on the progress, collaborations, and initiatives that have paved our county's path forward. In Charles County, we understand that our economic success is intrinsically linked to the strengths and skills of our workforce. In this annual report, we are pleased to share the details of our growth, strategic initiatives, and promising partnerships.*

**Circle of Services Partnerships:** Our mission emphasizes the collaborative nature of our work, especially as it relates to developing a skilled and educated workforce. Recognizing the dynamic nature of today's economic environment, we value our partnerships with organizations such as the Charles County Public School's Career and Technical Education, Southern Maryland Job Source, and College of Southern Maryland (CSM). These collaborations play a pivotal role in enhancing workforce development, offering resources in training, and aligning local talent with business needs. Our partnership with these entities serves more than just a strategic purpose; it's a synergy that promotes economic growth, job creation, and paves the way for long-term prosperity.

**Asset Inventory Project:** This year, the CCEDD developed an asset inventory as part of our ongoing planning activities. This essential exercise allows us to identify and map out key resources that the county can employ to champion integrated workforce and economic development initiatives. The results from our asset mapping offer a comprehensive understanding of the networks and cultural ethos that define Charles County's economy. Furthermore, it highlights areas that need further investment and offers a tangible baseline for measuring our progress.

**Reevaluation of Target Industries:** As part of our ongoing commitment to stay ahead of industry trends and cater to evolving needs, the CCEDD has reevaluated our target industries. Recognizing the significance of energetics, especially in the realm of national defense, we have now pinpointed it as a key target. The Naval Surface Warfare Center Indian Head's pivotal role in researching and producing energetics makes this sector indispensable. Additionally, we continue to recognize the vitality of the Healthcare and Retail sectors. We are also monitoring emerging sectors like Logistics and Data Management, ensuring that we remain poised to harness these industries' potential benefits for Charles County.

Charles County's advancements reflect our joint efforts, adaptive strategies, and consistent focus on meaningful partnerships. I am immensely grateful to our partners, stakeholders, and the resilient community for their support. As we move forward, I believe that with our collective efforts, the most promising opportunities for Charles County are yet to come.



Sincerely,

Kelly Robertson-Slagle, Director  
Charles County Economic Development Department



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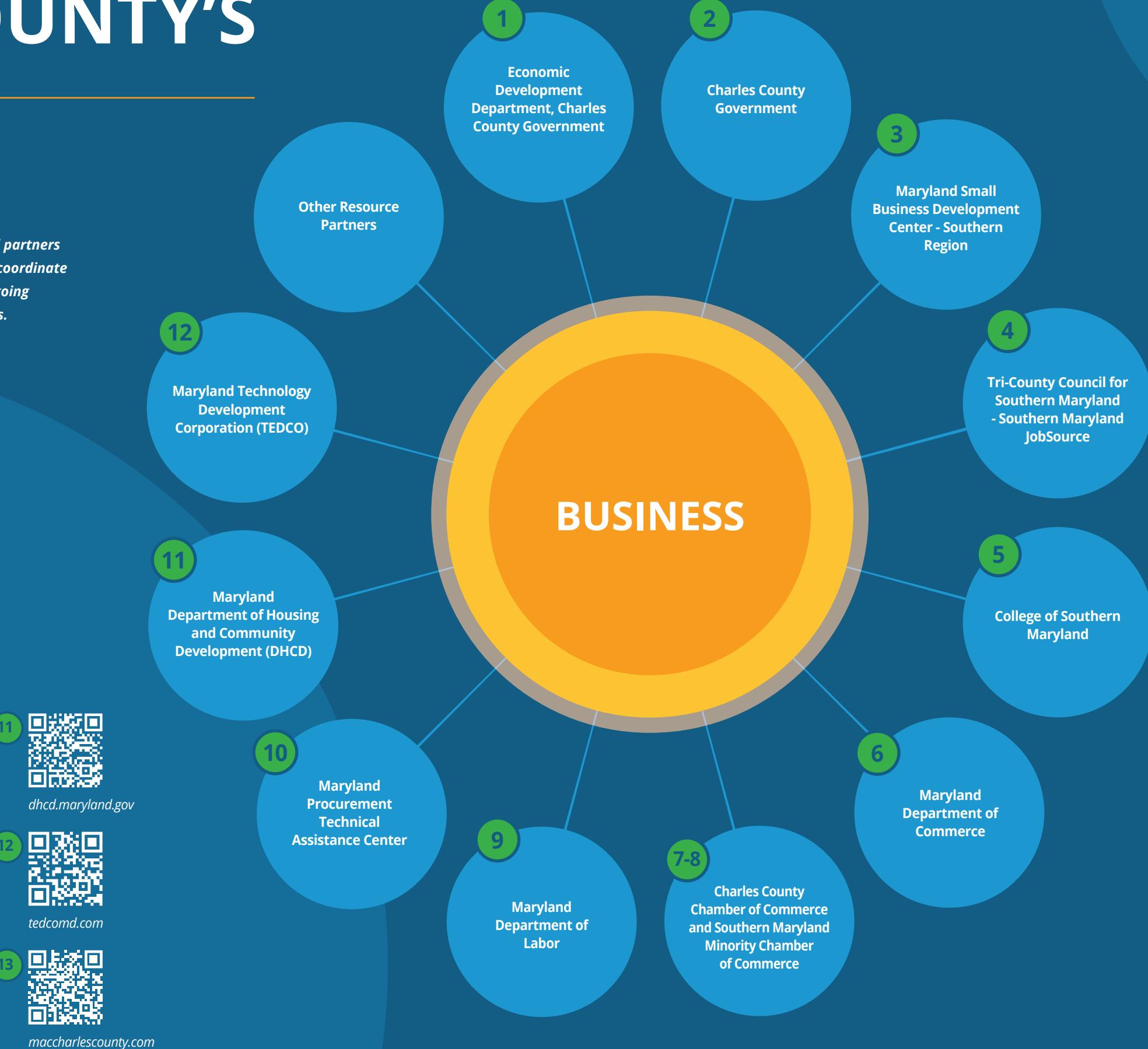
Sylvia Royster, Charles County Public Schools

# 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.

## Resources

- 1  [meetcharlescounty.com](http://meetcharlescounty.com)
- 2  [charlescountymd.gov](http://charlescountymd.gov)
- 3  [marylandsbdc.org](http://marylandsbdc.org)
- 4  [tccsmd.org](http://tccsmd.org)
- 5  [csmd.edu](http://csmd.edu)
- 6  [commerce.maryland.gov](http://commerce.maryland.gov)
- 7  [charlescountychamber.org](http://charlescountychamber.org)
- 8  [smmcoc.org](http://smmcoc.org)
- 9  [dllr.state.md.us](http://dllr.state.md.us)
- 10  [mdptac.org](http://mdptac.org)



EDUCATE • NAVIGATE • COORDINATE

# 2023 BUSINESS APPRECIATION WEEK

The Charles County Economic Development Department celebrated Business Appreciation Week from May 8-12, 2023. The theme of this week was "Put Your Money Where Your Heart Is," as the CCEDD wanted to encourage community members to buy from local businesses throughout the week. The goal of Business Appreciation Week was to recognize the contributions of local businesses and to showcase the vital role that small businesses play in driving economic growth and creating jobs within the county.



## Over 24 Local Businesses Recognized

On May 2, the Board of Charles County Commissioners kicked off Business Appreciation Week when they officially recognized both National Small Business Week and Charles County Business Appreciation Week. In addition, CCEDD held two ribbon-cutting ceremonies to welcome new businesses to the Charles County community. Throughout the week, the CCEDD team, community leaders, elected officials, and other stakeholders engaged with over **24 local businesses** to build deeper connections with local businesses. Lastly, the CCEDD held a "Circle of Service Webinar," where business owners could learn about business resources in Southern Maryland.



## GERMANY DELEGATION VISITS CHARLES COUNTY

*On May 31, a delegation from Walldorf, Germany, toured Charles County, reaffirming a sister city relationship with Waldorf, Maryland, established in 1997. Hosted by CCEDD, the delegation's tour included:*

- Charles County Government Building: Welcomed by the Board of County Commissioners with a day's overview.
- North Point High School: The delegation revisited the school, which received a Heidelberg printing press from them in 2007. They learned about the school's educational initiatives, enjoyed a performance by the orchestra, and lunch by the Culinary Arts students. Discussions on potential student exchanges and partnerships took place.
- Waldorf Volunteer Fire Department: The German delegates toured the facilities and engaged in meaningful dialogue.
- Historic Old Waldorf School: The day concluded with a networking dinner attended by the business community, officials, and community stakeholders.

Sister city relationships, like the one between Walldorf and Waldorf, offer numerous benefits, including fostering business relations, cultural exchanges, and community development. These partnerships pave the way for enhanced collaboration and mutual growth, highlighting the significance of global connections in today's world.



*Read more about  
the visit here:*



# BUSINESS GROWTH ADVANTAGE PROGRAM (BGAP)

Growth planning is a pivotal step in a business's lifecycle, requiring both time and resources. In response to these challenges, the Business Growth Advantage Program (BGAP) was initiated. It offers dedicated support to businesses that have been active for at least two years, delivering an in-depth eight-week training regimen. This framework is conducive to collaborative learning, blending expert consultations, peer interactions, and multifaceted training in areas like strategic planning, accounting, human resources, legal considerations, and insurance. Upon concluding the program, eligible participants receive a \$10,000 grant to enhance their operational capital. To date, BGAP has supported 105 local businesses through eight successful cohorts, with grants totaling \$820,000 distributed to grow their endeavors.

*Learn more about the BGAP program here:*



## COHORT 1 - MAY 2022



Includes 11 minority-owned businesses.

## COHORT 3 - SEPTEMBER 2022



All 14 businesses were minority-owned.

## COHORT 5 - FEBRUARY 2023



Includes 5 minority-owned businesses.

A second disbursement of \$10,000 is pending.

## COHORT 7 - JULY 2023



Includes 13 minority-owned businesses.

Pending disbursements include \$5,000 for the first and \$75,000 for the second.

## COHORT 2 - JULY 2022



Includes 9 minority-owned businesses.

## COHORT 4 - NOVEMBER 2022



Includes 13 minority-owned businesses.

A second disbursement of \$10,000 is pending.

## COHORT 6 - MAY 2023



All 14 businesses were minority-owned.

A second disbursement of \$10,000 is pending.

## COHORT 8 - SEPTEMBER 2023

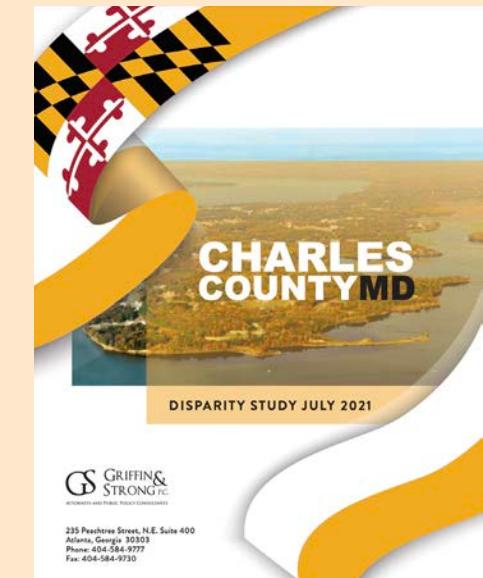


All 11 businesses were minority-owned.



## DISPARITY STUDY

In 2020, the Charles County Economic Department launched a disparity study to identify any disparities in the awarding of Charles County Government contracts and to increase vendor opportunities for minority and women-owned businesses. The Charles County Board of Commissioners approved funding for this study, and Griffin and Strong, a law and public policy consulting firm, initiated the disparity study and completed it in 2021. The study determined that a gap existed between the number of minority/women-owned businesses that were ready and qualified to participate in Charles County contract opportunities and those typically awarded contracts. The EDD continues to implement the study's recommendations and has taken steps to create a more inclusive purchasing environment, increase the number of diverse bidders on contracts, and empower the MWBE community. In September 2023, the Board of Commissioners approved updating legislation related to the MWBE and SLBE programs and procurement. The EDD has determined a budget and staffing needs for new MWBE program elements and continues to work with Griffin & Strong to develop a training protocol and train staff.

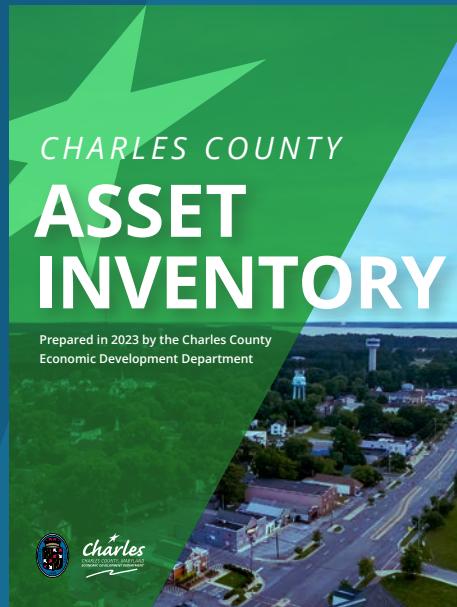


*Learn more about the Disparity Study here:*



# ASSET INVENTORY

In 2023, CCEDD created an asset inventory as a crucial step in its strategic planning process. This inventory identifies and categorizes the diverse array of tangible and intangible assets within the region that can be harnessed to support workforce and economic development initiatives. By systematically cataloging these resources, county leaders gain valuable insights into the intricacies of their economic landscape, pinpointing both strengths and areas requiring additional investment. This comprehensive understanding not only informs strategic planning but also facilitates resource allocation and the forging of partnerships, ultimately serving as a foundational tool to guide the county's developmental trajectory in an increasingly competitive global landscape.



Access the full 2023 Asset Inventory here:



## WESTERN CHARLES COUNTY TECHNOLOGY CORRIDOR

The Western Charles County Technology Corridor, encompassing 7.67 square miles, serves as a dynamic center for innovation with over 130 businesses engaged in technology, research, development, and energetics sectors. Stretching from Maryland Airport to Indian Head Highway in Maryland, this corridor boasts a strategic location within a 40-minute drive of major federal labs and military installations in Baltimore, Richmond, and Washington D.C. It is anchored by the Naval Surface Warfare Center Indian Head, a leader in energetics. Fostering collaboration and offering numerous advantages, the corridor provides businesses with easy access to a skilled workforce, lower business costs, and a prime location. With a workforce comprising 95.5% of its 6,131 residents and 33% of the population holding an associate's degree or higher, the Western Charles County Technology Corridor boasts a wealth of skilled professionals. With its Opportunity Zone status and a highly educated population, it presents an enticing environment for businesses seeking to thrive in the technology and innovation landscape.

WESTERN Charles COUNTY  
TECHNOLOGY CORRIDOR

**130**  
Businesses

**7.67**  
Square Miles

**6,131**  
Residents

**0.31%**  
estimated annual population growth between 2022 and 2027

**\$84,872**  
median household income in 2022

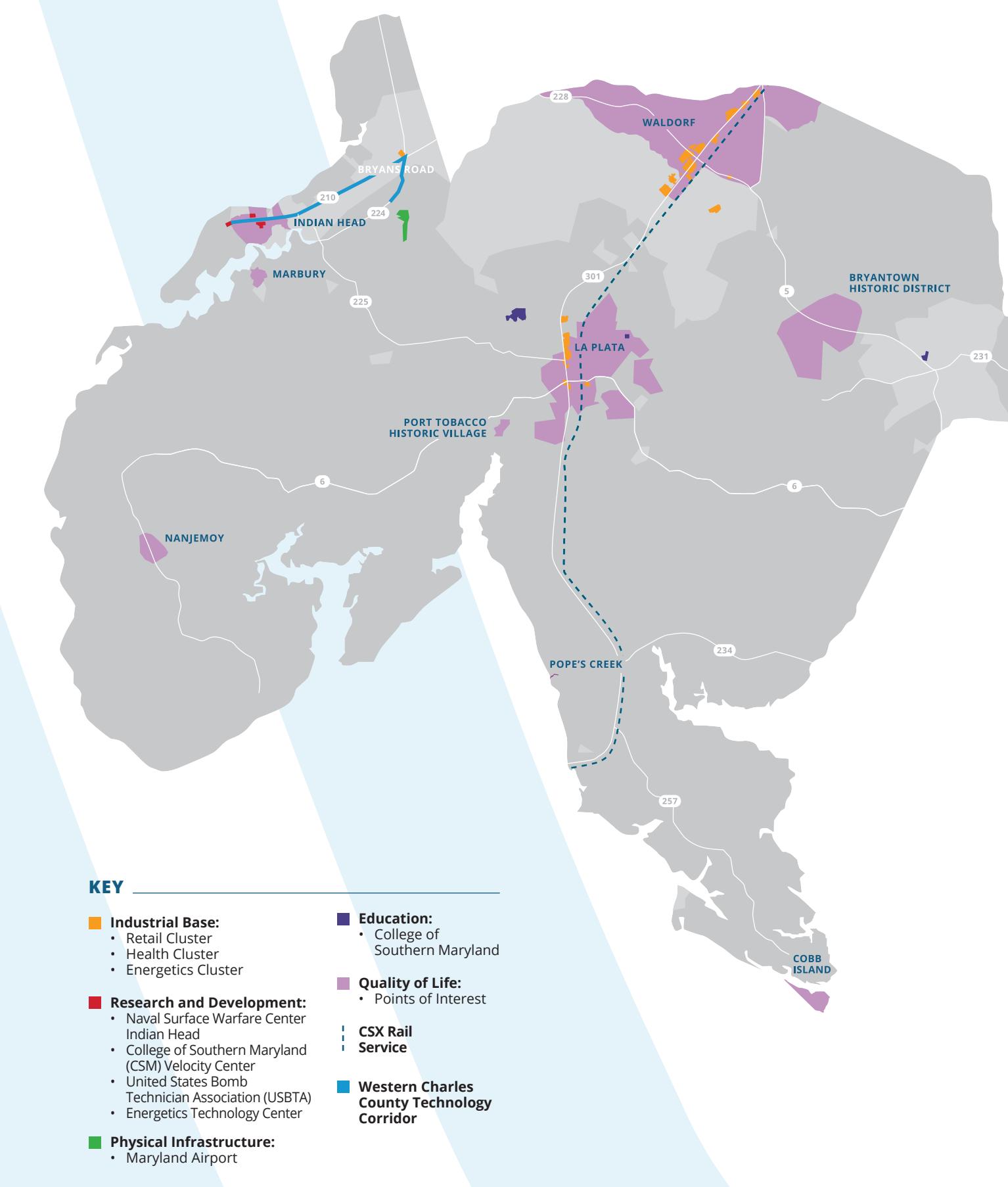
**48.5%**  
of households with income over \$100,000 in 2022

**\$274,855**  
median home value in 2022

**0.48%**  
projected growth rate for households from 2022-2027



Scan to learn more



# HEALTH SERVICES

*Charles County stands as a pivotal healthcare hub in Southern Maryland, renowned for its commitment to innovation, workforce excellence, and integrated care, ensuring residents receive quality healthcare services throughout their lives. The county boasts 384 establishments dedicated to Health Care and Social Assistance. Over the past decade leading up to 2022, the sector experienced a growth of 203 jobs in the county. Moreover, in 2022, the Health Care and Social Assistance sector impressively contributed \$0.4 billion to Charles County's GDP.*



## KAISER PERMANENTE

In December 2020, Kaiser Permanente unveiled plans to construct a \$100 million medical center in Waldorf, strategically located to best serve its customer base. This 100,000-square-foot facility, spanning 23 acres, is projected to employ around 300 medical professionals. The state-of-the-art center will offer primary and specialty care services, complemented by 24/7 advanced urgent care. To further support these clinical services, the facility will house ancillary departments, such as a pharmacy, clinical lab, and diagnostic imaging. In 2022, Kaiser Permanente took the initiative forward by submitting its initial infrastructure permit and is currently navigating the site development approval stages. The medical center's inaugural phase is anticipated to launch in 2025.



## MEDSTAR SHAH

The MedStar Shah Medical Group has expanded its presence in Charles County with the opening of two ambulatory medical office buildings. In September 2020, they unveiled a 51,000-square-foot facility at 10 Saint Patrick's Drive in Waldorf, replacing an older structure. This \$25 million project employs approximately 80 healthcare professionals and features services like primary care, cardiology, outpatient surgery, sleep disorders, and an in-house pharmacy. Later in 2020, a second 20,000-square-foot facility was introduced in the Waldorf Technology Center, consolidating primary care, medical specialties, and diagnostics under one roof. Another facility, a 48,000-square-foot MedStar Shah headquarters in White Plains, was recently completed in 2023. A proposal is currently in place for a new fourth ambulatory care office building along the U.S. 301 corridor.

## CENTER FOR HEALTH SCIENCES AT COLLEGE OF SOUTHERN MARYLAND

The Center for Health Sciences at the College of Southern Maryland, a 50,000 square foot facility built to LEED standards, was completed in 2023. Serving as a regional hub for workforce education, it offers specialized labs for programs ranging from nursing to occupational therapy and pharmacy technician training. Beyond catering to the burgeoning healthcare sector, the center is equipped with traditional classrooms, computer labs, conference rooms, faculty offices, and spacious multi-purpose meeting areas.

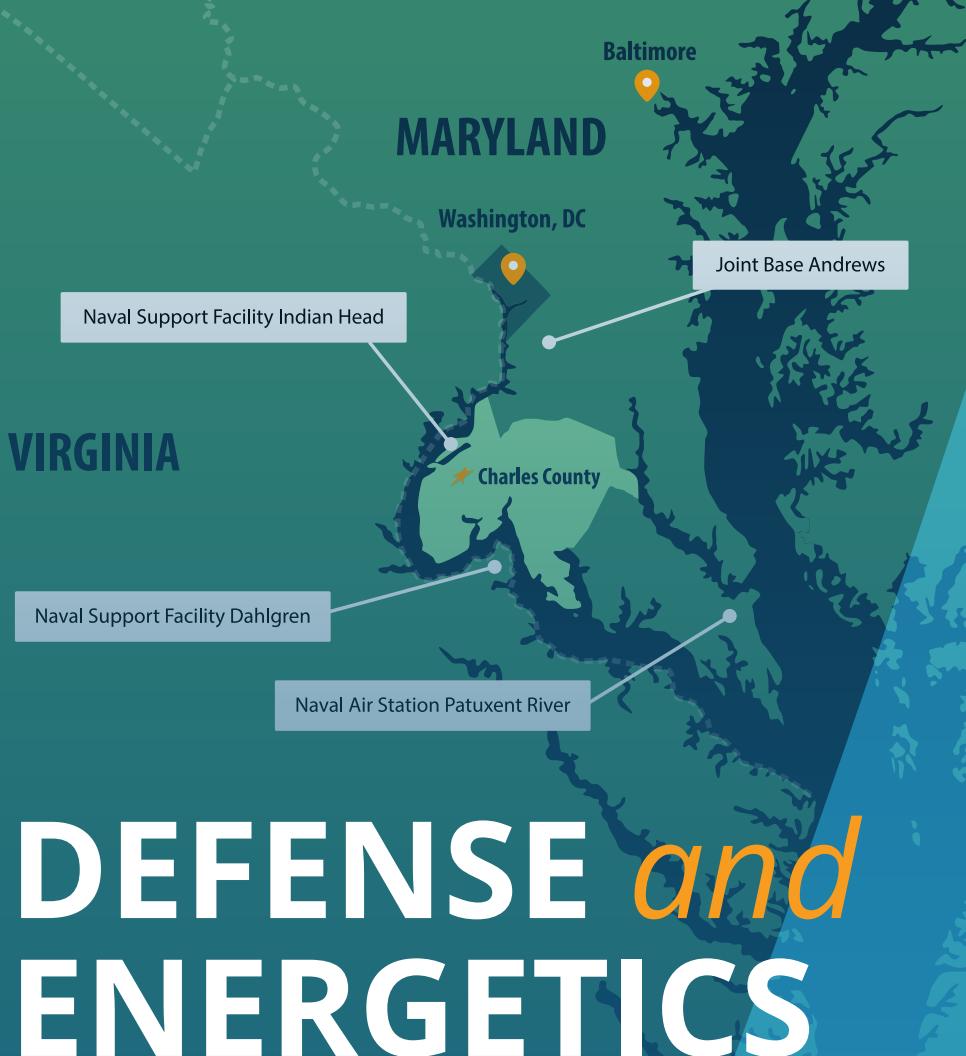


Explore the  
Health Services  
industry in  
Charles County



# DEFENSE *and* ENERGETICS

Charles County has positioned itself as a hub for the defense and energetics industry sectors. The county's favorable location, coupled with its affordability, sets the foundation for businesses seeking a competitive edge in these fields. The presence of the **3,500-acre Naval Support Facility Indian Head** underscores the county's significant defense footprint, further bolstered by **5,000 civilian U.S. Department of Defense employees**, including a substantial number of scientists, engineers, and advanced degree holders. The local workforce is highly educated, with over **93% having at least a high school diploma**, making it a fertile ground for businesses to thrive. In 2022, Scientific Research and Development Services produced **\$8.4 million** in GDP for Charles County, Maryland. From 2012 to 2022, Charles County, Maryland saw a **growth of 208 jobs** in the Management, Scientific, and Technical Consulting Services sector. When factoring in national growth and industry mix, the county had a competitive gain of **44 jobs**. By 2022, there were **89 establishments** in this sector in Charles County, up from 62 in 2012. Maryland's impressive rank in federal government and Department of Defense contracts enhances the county's allure for defense-related businesses.



## NOTABLE DEFENSE ASSETS IN CLOSE PROXIMITY TO CHARLES COUNTY

- Naval Research Laboratory's Blossom Point Tracking Facility
- College of Southern Maryland
- CSM Velocity Center
- Joint Base Andrews
- Maryland Airport (General Aviation)
- Maryland Technology Center
- Naval Air Station Patuxent River
- Naval Support Facility Dahlgren
- Naval Support Facility Indian Head

## ENERGETICS IN CHARLES COUNTY

Charles County's Energetics sector, anchored by the Naval Surface Warfare Center Indian Head (NSWC IHD), plays a vital national defense role. As the Navy's sole arsenal and leading force in energetics, NSWC IHD plays a pivotal role in national defense. Energetics refers to a combination of chemicals used in a plethora of defense applications, such as missiles, mines, and aircraft ejection seats. These chemicals are mainly categorized into explosives, propellants, and pyrotechnics. This facility not only bolsters national defense but also significantly benefits Charles County's economy, employing around **2,700 professionals**. Moreover, local schools benefit from collaborations with the center, enabling students to gain invaluable insights into the science and technology of energetics. The Town of Indian Head is witnessing an "Energetics Renaissance," with businesses in this domain relocating to be proximate to the NSWC IHD, further rejuvenating the area and fortifying its catalytic position for energetics in the U.S.

Read more about Energetics in Charles County:



## CHARLES COUNTY MILITARY ALLIANCE COUNCIL (MAC)

The Charles County Military Alliance Council (MAC) is dedicated to supporting local defense activities, the military and our local economy. Their focus is on educating and informing our national, regional and local defense stakeholders and the public of the high military value, unique mission/capabilities and unmatched intellectual capital within the county's military facilities. The MAC supports the development and execution of strategies that enhance, preserve and support Navy missions, activities and infrastructure. We promote these capabilities in the national debate regarding reduction of military bases and facilities.

## MARYLAND TECHNOLOGY CENTER

The Maryland Technology Center (MTC) is a **30,000-square-foot facility** situated in Indian Head, transformed from a former grocery store and CVS Pharmacy, and is a significant part of the Town of Indian Head's Revitalization Plan. The MTC currently serves as the headquarters for the US Bomb Technician Association (USBTA), an association of bomb disposal specialists, scholars, and other related professionals. The building stands across from the CSM Velocity Center, which has spurred redevelopment in the area.



## USBTA

Inside the MTC, the USBTA's Bomb Disposal Technology and Training Center takes up **13,000 square feet**. USBTA has secured funds to purchase and initiate the development of the remaining **16,000 square feet** of the MTC building, aiming to draw in more collaborative entities and businesses. The facility also hosts eight companies that primarily produce and supply equipment and services for bomb technicians and public safety. The extra space will feature a community-sensitive compartmented information facility (SCIF), operated in collaboration with USBTA's industry partner, Applied Research and Associates (ARA). ARA will manage and operate the facility. Both ARA and USBTA have agreements to establish this partnership, aiming to introduce a SCIF to Indian Head.

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



# 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.

# LOGISTICS *and* DISTRIBUTION



Strategically positioned, Charles County presents an unparalleled opportunity for businesses to access the D.C. metropolitan area. The county promises seamless interstate connectivity, facilitating efficient commutes to major cities like Baltimore, Richmond, and D.C. while also supporting diverse transport modes like rail, sky, and water to ensure a broad global distribution network. Charles County offers impressive proximity to 1.9 million consumers nearby and an expansive 10 million consumers within just a two-hour drive. In 2022, Process, Physical Distribution, and Logistics Consulting Services produced \$1.8 million in GDP for Charles County, Maryland.

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

The Nice/Middleton Bridge, spanning 1.7 miles, connects Charles County, Maryland, and King George County, Virginia via U.S. Route 301 over the Potomac River. It's essential for national security and daily life for countless individuals using it for work, business, and leisure. The new bridge, opened on October 12, 2022, accommodates 6.8 million vehicles annually, replacing an 82-year-old structure. Enhancements include double the 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 tall ships.



## BERRY POINTE

St. John Properties has initiated development on the Berry Pointe Business Park in Waldorf. This endeavor encompasses 518,400 square feet of flex/R&D space, 93,000 square feet of office, and 22,500 square feet of retail, expected to sustain over 2,100 jobs upon completion. The revised Preliminary Subdivision Plan received approval in June 2022, with individual site plans for pad sites and light industrial buildings currently underway. The project has secured its grading approval permit, with additional approvals and permits anticipated soon.



Learn more about  
the Logistics and  
Distribution industry  
in Charles County:



# ENTREPRENEURSHIP *and* RETAIL

Charles County has experienced robust growth in its retail sector, reflecting the region's evolving consumer demands and preferences. With a diverse mix of local boutiques, established chains, and bustling shopping centers, the county offers residents and visitors a wide range of shopping options. This dynamic retail environment not only boosts the local economy but also enhances the quality of life for Charles County residents.

## OASIS FRESH FOODS MARKET



Slated for a 2024 opening, Oasis Fresh Foods Market is set to become the Town of Indian Head's first dedicated grocery store in over twenty years. The market promises a range of fresh and affordable essentials like produce and meats. Adjacent parcels will accommodate parking and feature a community garden. The market is a venture by Bolans-Darby Partners, the minds behind Clarity Coffee House and Pentagon Suites, aiming to contribute to the town's revival in a tangible manner.

## WALDORF STATION



Waldorf Station, a 145-acre mixed-use project located at the intersection of U.S. Route 301 and Maryland Route 5 in Waldorf, Maryland, is set to feature both residential elements like townhouses, apartments, and assisted living, and non-residential spaces for retail, hospitality, entertainment, and offices. Greenberg Gibbons aims to develop it into an open-air complex, introducing premium shops and eateries to the region. This transformative initiative, valued at roughly \$346.7 million, is expected to generate a net municipal surplus of \$1.6 million annually. It aims to become a central hub for Waldorf and Charles County, addressing the current absence of a "downtown" feel. Infrastructure projects are underway to support this development, including improvements to various intersections and the ongoing construction of the Western Parkway linking to Waldorf Station. Construction on Phase 1, which features residential and senior housing, has already begun, with consistent discussions between Charles County and Greenberg Gibbons to ensure streamlined progress.

Learn more about  
Retail Development  
in Charles County:



## SMALL BUSINESS SPOTLIGHTS

**Joy of Beauty**, a diabetic-friendly body care line based in Waldorf and operated by Joy A. Johnson, has been honored as the Small Business Administration (SBA)'s Maryland Woman-Owned Small Business of the Year. With support from the Maryland Small Business Development Center and her counselor, Bill Hitte, Johnson has expanded her business, which began in 2007, from a beauty spa into a product line catering to sensitive groups, and now she's exploring global expansion and e-commerce opportunities.



[Read more](#)

**Motobriiz LLC of La Plata** was honored as a 2022 Champion of Maryland Manufacturing in the Innovation category by the Regional Manufacturing Institute (RMI) of Maryland for their innovative wind-powered motorcycle chain oiler and other unique products. Founded by Mike Steele in his garage, the company has since expanded, patenting its products in eight countries and selling in every US state and over 80 countries worldwide.



[Read more](#)

**CHUTES International**, under the leadership of President Hadi Boustani, has revolutionized the trash chute industry over the past three decades, expanding its innovative product line both in the U.S. and internationally. Recently recognized with one of the World Trade Center Institute's 2023 Maryland Business Leadership Awards, the company has developed pioneering solutions like hands-free "wave doors" and smart systems for monitoring chute statuses while also venturing into international markets, including Mexico and Columbia.



[Read more](#)

**Yolonda Higdon**, owner of Charles County's HH Logistics Planning, LLC, was honored at the 2022 Enterprising Women of the Year Awards Celebration & Conference in Clearwater Beach, Florida. HH Logistics Planning, a certified relocation management company serving federal, state, and local agencies, is celebrated for its sustainable solutions, and Ms. Higdon expressed gratitude to her team and supporters, highlighting the significance of the accolade.



[Read more](#)

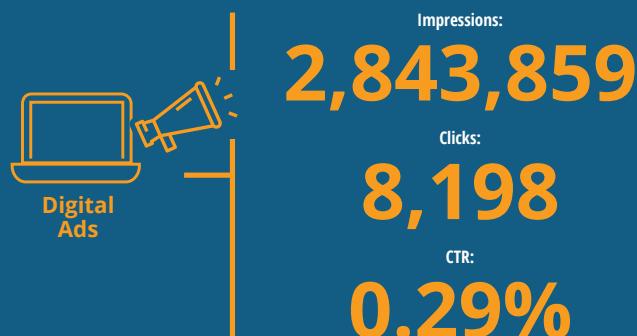
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spotlights and success  
stories, read the  
CCEED's blog:



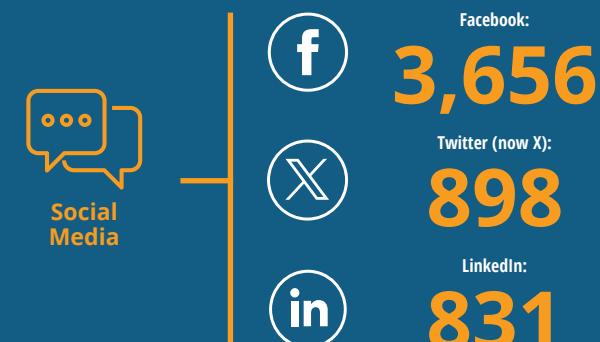
# DATA POINTS

CCEDD's marketing and outreach initiatives aim to establish connections, inform businesses about our Circle of Services, and facilitate discussions of significance with stakeholders. Through direct interactions and digital channels, we strive to enhance awareness of our offerings and strengthen our commitment to community investment.

## DIGITAL ADVERTISING



## SOCIAL MEDIA FOLLOWERS



## SHOP LOCAL VIDEO CAMPAIGN PERFORMANCE



WITH  
LOVE  
FROM  
*Charles*

## QUARTERLY BUSINESS ROUNDTABLES

In January, April, and July of 2023, CCEDD hosted Quarterly Business Roundtables. These sessions were designed to link participants with key business tools, offer technical support, and give insights into the prevailing economic climate of Charles County. For a deeper dive into CCEDD's Quarterly Business Roundtables, including insights from past speakers and recordings of the discussions, please visit:



## BUSINESS ENGAGEMENT



## BLOGS



## PUBLIC RELATIONS



## FALL MEETING 2022



## LOAN DISBURSEMENT

For businesses looking to launch, grow, or invest in sustainable improvements, CCEDD bridges the gap by linking businesses to vital funding, guaranteeing a match with financing solutions that best fit their goals and sector. For small, disadvantaged businesses – those owned by minorities, women, or veterans – the Business Development Loan Fund offers micro-loans of up to \$35,000, ensuring these entities have the support they need to grow and flourish. Companies in target industries looking to expand or relocate within Charles County can access the Target Industry Loan Fund, which offers up to \$100,000 as gap financing with favorable repayment terms. Commercial property owners aiming for energy-efficient upgrades can benefit from Maryland Commercial PACE Loans, which cover 100% upfront capital costs, repayable via a surcharge on the property tax bill. Additionally, businesses can explore financial avenues like Private Activity Bonds for specific qualified purposes and Tax Increment Financing for infrastructural support in designated TIF districts.

During the last fiscal year, two Business Development loans were issued, totaling a disbursement amount of **\$70,000**.

To learn more about financing opportunities, visit:



**\$70,000**  
Total Disbursement Amount

# 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 2020 NONEMPLOYER STATISTICS			
	Establishments	Sales, Value of Shipments, or Revenue	Avg. Receipts per est. (\$)
<b>Total for all sectors</b>	<b>13,362</b>	<b>\$451,499,000</b>	<b>\$33,790</b>
Transportation and warehousing	1,634	\$44,876,000	\$27,464
Other services (except public administration)	1,557	\$39,084,000	\$25,102
Professional, scientific, and technical services	1,523	\$43,728,000	\$28,712
Administrative and support and waste management and remediation services	1,419	\$31,451,000	\$22,164
Real estate and rental and leasing	1,329	\$99,357,000	\$74,761
Construction	1,260	\$90,790,000	\$72,056
Retail trade	1,310	\$31,877,000	\$24,334
Health care and social assistance	972	\$22,115,000	\$22,752
Arts, entertainment, and recreation	586	\$8,024,000	\$13,693
Educational services	331	\$3,768,000	\$11,384
Accommodation and food services	309	\$6,628,000	\$21,450
Finance and insurance	202	\$7,710,000	\$38,168
Information	146	\$3,828,000	\$26,219
Manufacturing	141	\$6,031,000	\$42,773
Agriculture, forestry, fishing and hunting	135	\$4,348,000	\$32,207
Wholesale trade	121	\$7,481,000	\$61,826
Utilities	18	\$346,000	\$19,222
Mining, quarrying, and oil and gas extraction	4	\$57,000	\$14,250



Learn more about  
Entrepreneurship  
in Charles County

OVER **13,300** NONEMPLOYER ESTABLISHMENTS

Source: U.S. Census Bureau, 2020 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

*The cost of living in Charles County is one of the lowest in the Washington, D.C. metro area, enhancing local buying power and offering a range of housing options. With reduced utility, health service, and property tax expenses, plus high-quality schools and lifestyle benefits, the county draws residents who boost the local economy.*

How do people spend most of their money annually?



**\$91,630**  
Median Household Expenditure

Source: Applied Geographic Solutions and GIS Planning, 2023.

# CHARLES COUNTY EMPLOYMENT

Skilled workforce is a key element in Charles County's business attraction and retention strategy. Valued for their abilities, flexibility, and leadership qualities, our workforce provides employers with a significant advantage in the market.

Across various sectors, from private to public, including specialty manufacturing and health services, employers employ real-time strategies to prioritize health and safety and optimize resources for sustainable growth.



2021 ANNUAL EMPLOYMENT				
Industry	Average Number of Reporting Units	Annual Average Employment	Total Wages	Average Weekly Wage Per Worker
<b>TOTAL EMPLOYMENT</b>	<b>2,929</b>	<b>39,087</b>	<b>\$2,095,373,698</b>	<b>\$1031</b>
<b>GOVERNMENT SECTOR — TOTAL</b>	<b>107</b>	<b>9,901</b>	<b>\$690,622,287</b>	<b>\$1,341</b>
Federal Government	29	2,675	\$274,098,422	\$1,970
State Government	9	521	\$24,598,857	\$907
Local Government	69	6,703	\$391,925,008	\$1,124
<b>PRIVATE SECTOR TOTAL — ALL INDUSTRIES</b>	<b>2,822</b>	<b>29,186</b>	<b>\$1,404,751,411</b>	<b>\$926</b>
<b>GOODS PRODUCING</b>	<b>439</b>	<b>3,595</b>	<b>\$227,169,220</b>	<b>\$1,215</b>
Natural Resources and Mining	6	28	\$1,440,322	\$989
Construction	371	3,000	\$190,595,064	\$1,222
Manufacturing	62	566	\$35,133,834	\$1,192
<b>SERVICE PROVIDING</b>	<b>2,382</b>	<b>25,590</b>	<b>\$1,177,578,261</b>	<b>\$885</b>
Trade, Transportation, and Utilities	603	9,543	\$410,246,687	\$827
Information	23	232	\$18,554,405	\$1,538
Financial Activities	238	1027	\$77,644,115	\$1,454
Professional and Business Services	521	3,051	\$227,639,321	\$1,435
Education and Health Services	404	5,100	\$272,570,489	\$1,028
Leisure and Hospitality	308	5,306	\$111,937,816	\$406
Other Services	283	1,331	\$58,985,428	\$852

Source: Maryland Department of Labor, 2022.



Average # of Reporting Units  
**521**  
Annual Average Employment  
**3,051**  
Average Weekly Wage  
Per Worker: **\$1,435**



Average # of Reporting Units  
**404**  
Annual Average Employment  
**5,100**  
Average Weekly Wage  
Per Worker: **\$1,028**



Average # of Reporting Units  
**238**  
Annual Average Employment  
**1,027**  
Average Weekly Wage  
Per Worker: **\$1,454**



Average # of Reporting Units  
**23**  
Annual Average Employment  
**232**  
Average Weekly Wage  
Per Worker: **\$1,538**

CHARLES COUNTY'S MAJOR EMPLOYERS		
Employer	2023	Product/Service
Naval Support Facility (NSF) Indian Head	4,197	Military Installation
Charles County Board of Education	3,918	Public Education
Charles County Government	1,923	Local Government
College of Southern Maryland	832	Higher Education
University of Maryland Charles Regional Medical Center	767	Medical Services
Walmart/Sam's Club	637	Retail
Southern Maryland Electric Cooperative (SMEDCO)	507	Energy Products and Services
Safeway	465	Retail
Waldorf Chevy/Cadillac, Honda, Ford, Toyota/Scion, Dodge	455	Retail
Target	400	Retail
MedStar Shah	400	Medical Services
Chick-fil-A	336	Restaurants
ADJ Sheet Metal	316	Metals / Manufacturing
Lowe's	310	Retail
Amazon	300	Distribution
Kaiser Permanente**	300	Medical Services
Genesis Health Care Waldorf/La Plata Center	259	Nursing Care
Darden Restaurants	201	Restaurants
Sage Point Senior Living Services	198	Nursing Care
McDonald's	197	Restaurants
The Wills Group	180	HQ/Fuel Distribution & Marketing
Home Depot (mostly PT employees)	174	Retail
Recovery Center of America	167	Medical Services
Keller Transportation	156	Bus Transportation
Spring Dell Center	144	Services -Dev. Disabled Individuals
Bloomin' Brands	141	Restaurants
Community Bank of The Chesapeake	128	Banking
Panera Bread	117	Restaurants
Cracker Barrel Old Country	114	Restaurants
BJ's Wholesale Club	111	Retail
CHUTES International	110	Construction Services
Best Buy	108	Retail
Modern Door	80	Manufacturing
Reliable Contracting	60	Construction Services
Automated Graphic Systems	56	Print/Marketing Communications

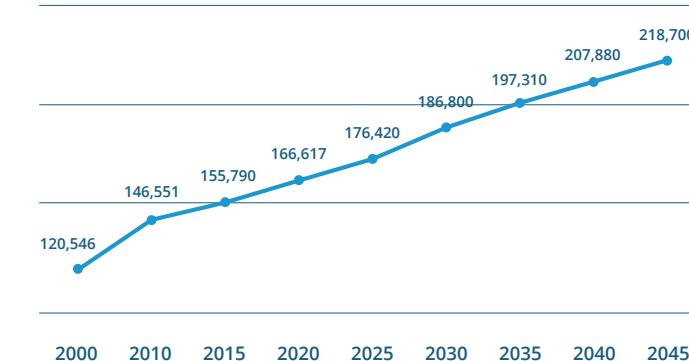
\* number represents Federal, Military, and Contractor employees

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

Source: Charles County Department of Economic Development, 2022

## CHARLES COUNTY DEMOGRAPHICS

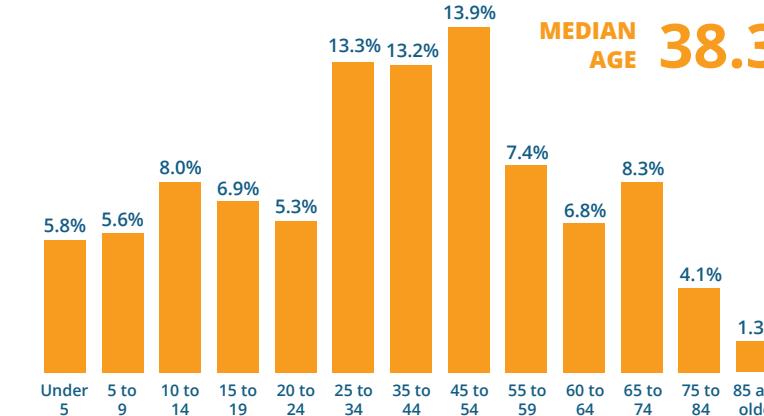
### HISTORICAL & FORECASTED POPULATION<sup>1</sup>



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



### 2022 POPULATION AGE DISTRIBUTION<sup>3</sup>



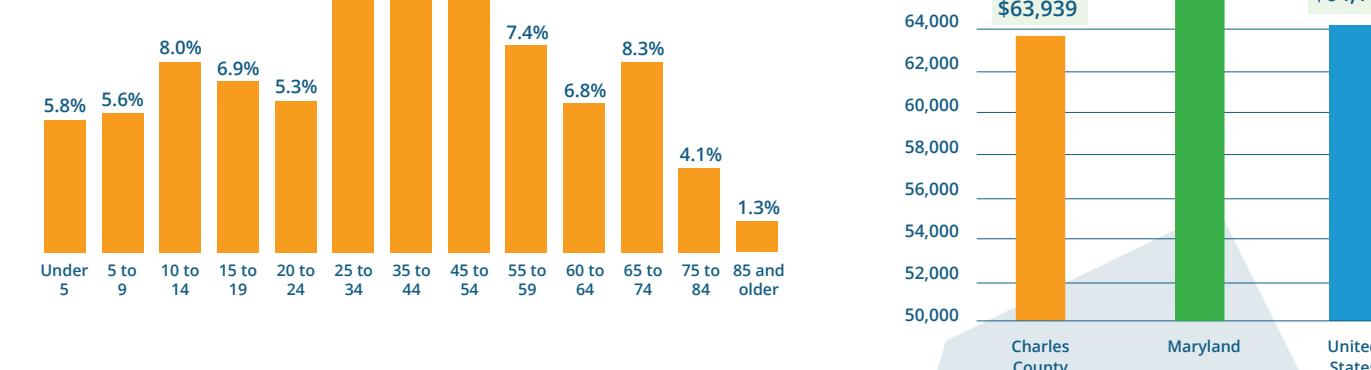
Census data identifies Charles County as the nation's wealthiest Black-majority county, with Black family earnings more than

**quadrupling from 2009 to 2020.**

The county values its diverse, educated workforce and applauds its Black-owned businesses.

**\$69,817**  
4.26% increase  
between 2020  
and 2021.

**\$64,143**



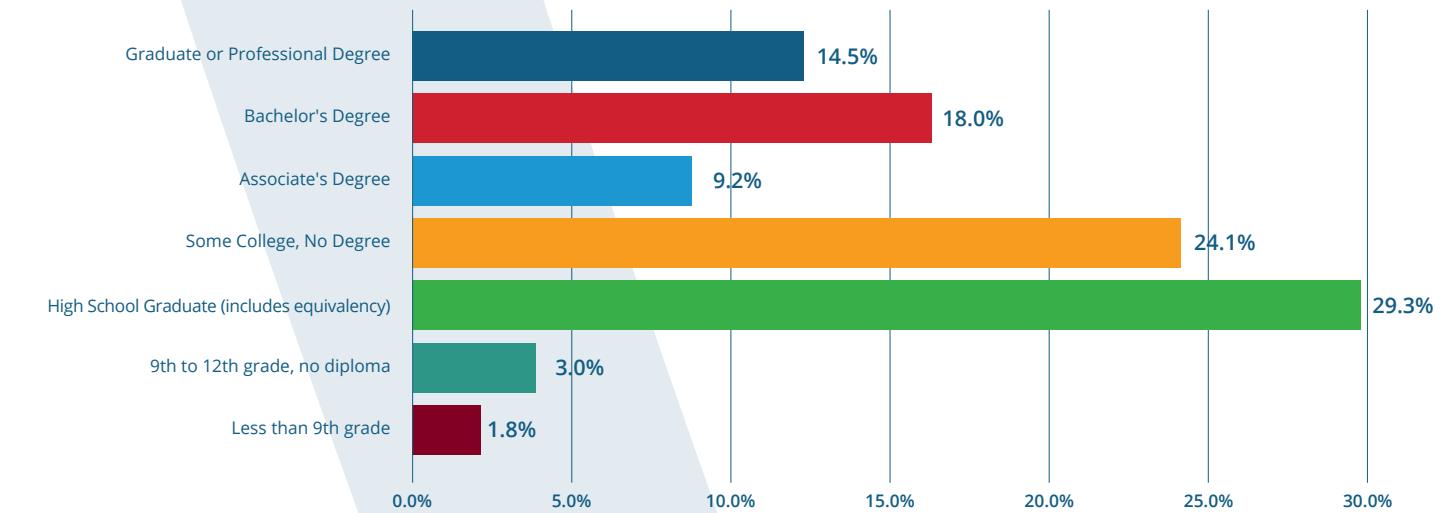


# RESIDENT WORKFORCE

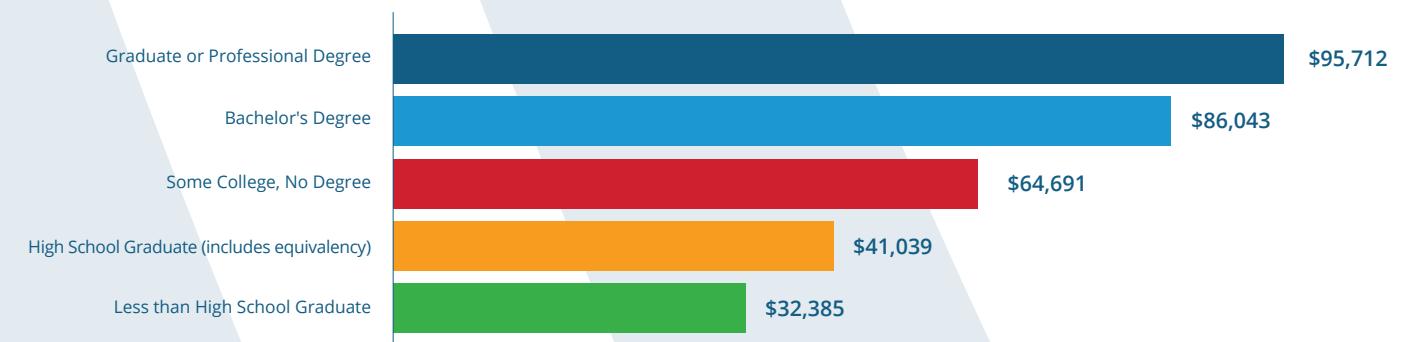


  **32.5%** OF RESIDENTS HAVE A BACHELOR'S DEGREE OR HIGHER

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



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



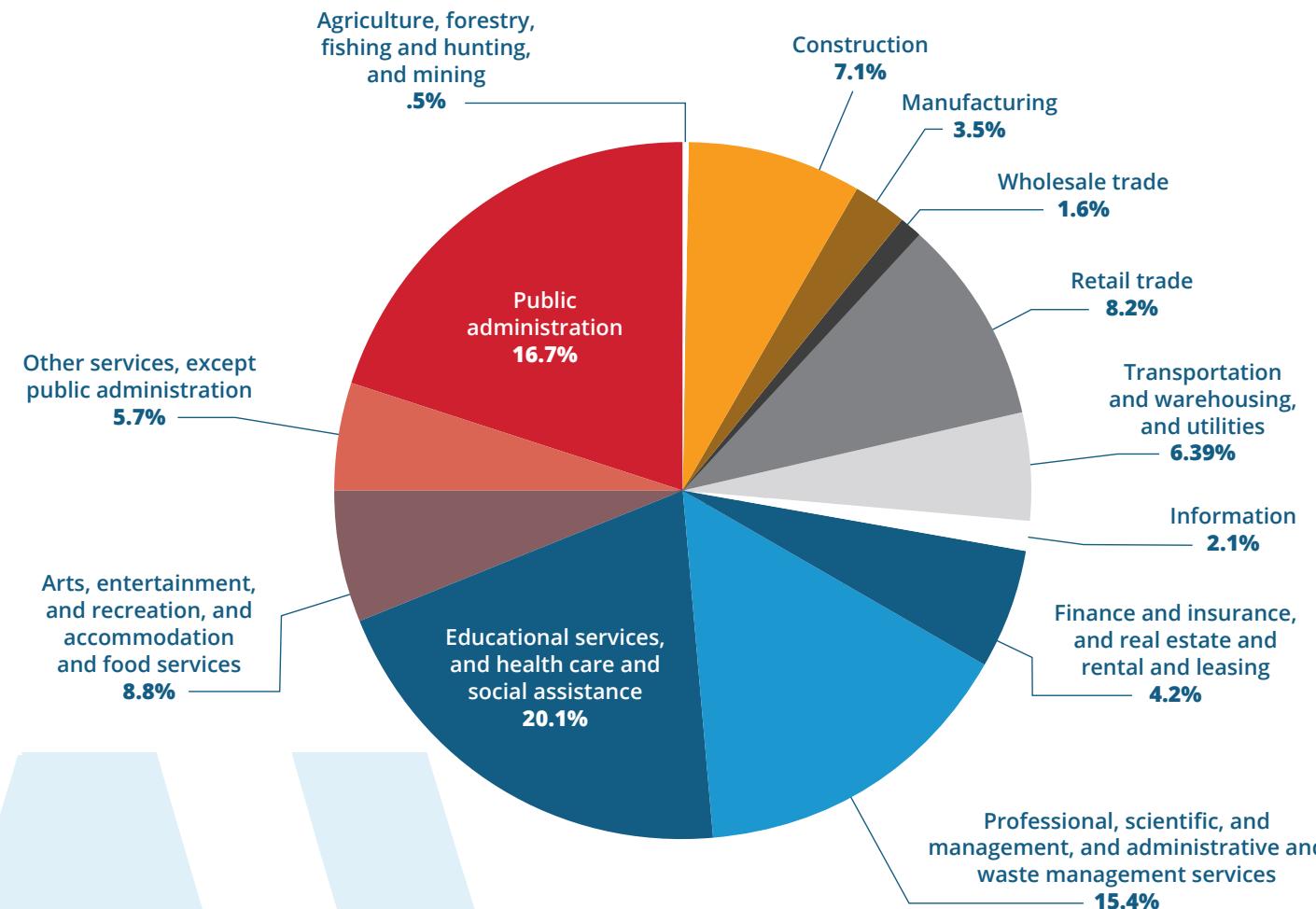
1 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2022.  
2 Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2022.



# 91,910

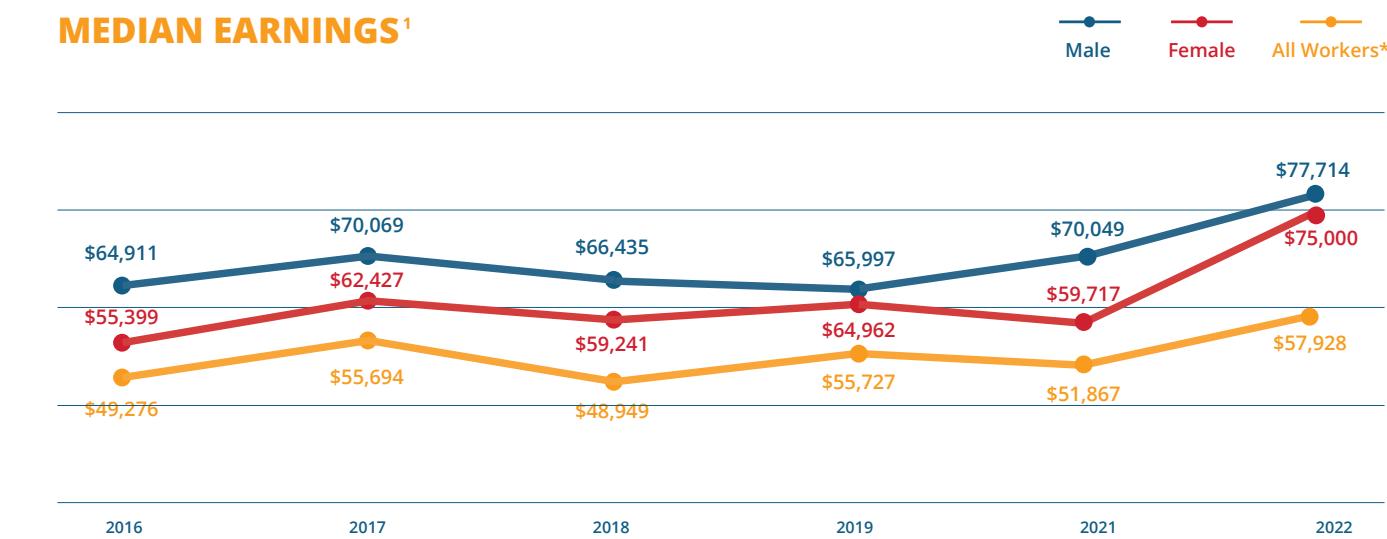
Charles County  
Residents 16  
Years and Older

## INDUSTRIES OF THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OLDER

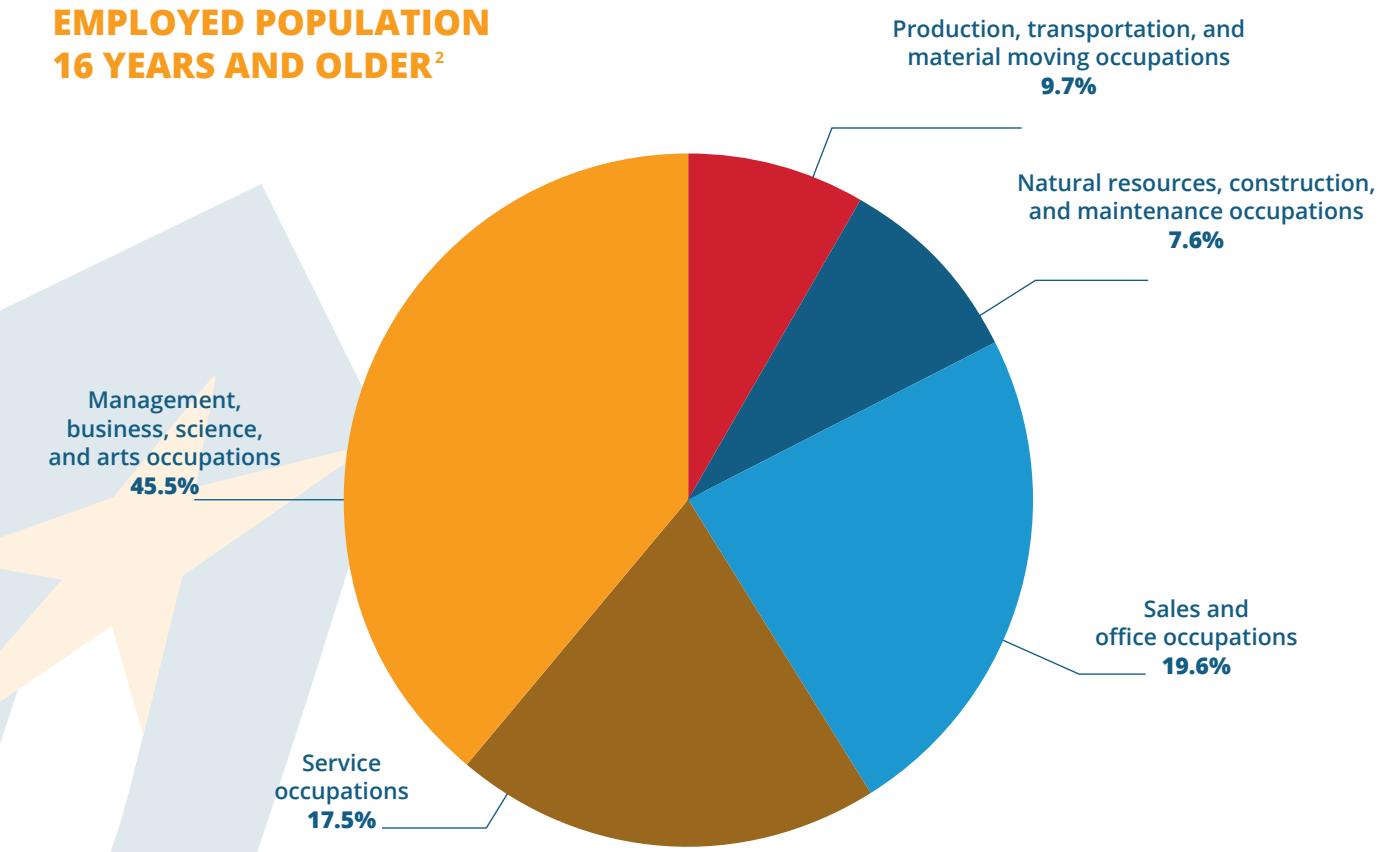


Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2022

## 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, 2022.

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

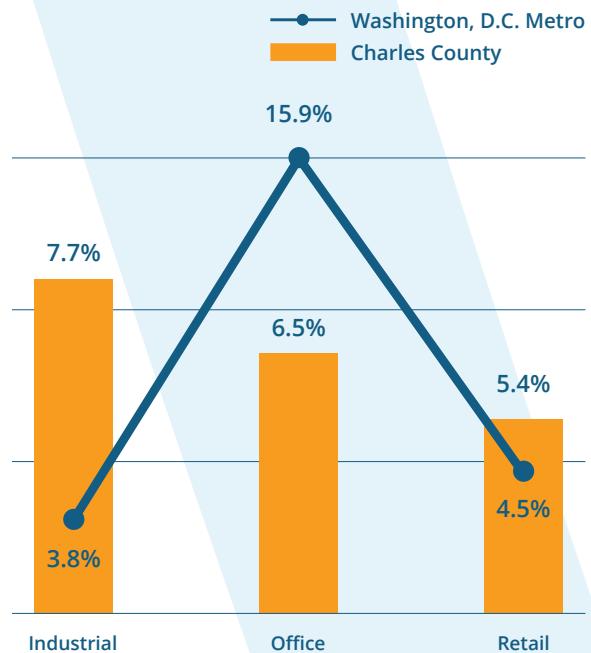
# CHARLES COUNTY REAL ESTATE



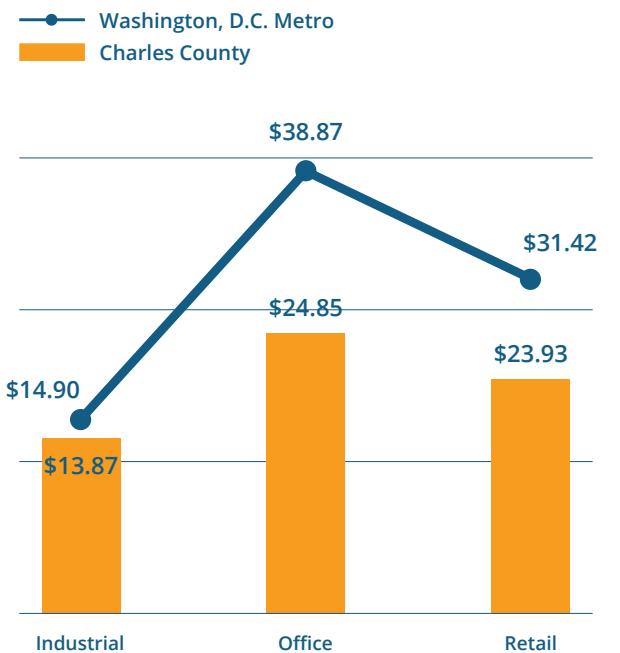
**CHARLES COUNTY  
HOUSING HAS  
INCREASED BY  
+5.4%**  
IN AVERAGE SALE PRICE  
FROM 2022 TO 2023

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

## 2023 VACANCY RATES<sup>1</sup>



## 2023 MARKET RENT<sup>2</sup>



Learn more about  
properties and  
data in Charles  
County:



## HOUSING STATISTICS AUGUST 2023<sup>3</sup>

	2023	2022	% Change
Avg Sold Price	\$473,827	\$449,344	+5.4%
Median Sold Price	\$439,058	\$415,000	+5.8%
Units Sold	244	266	-8.30%



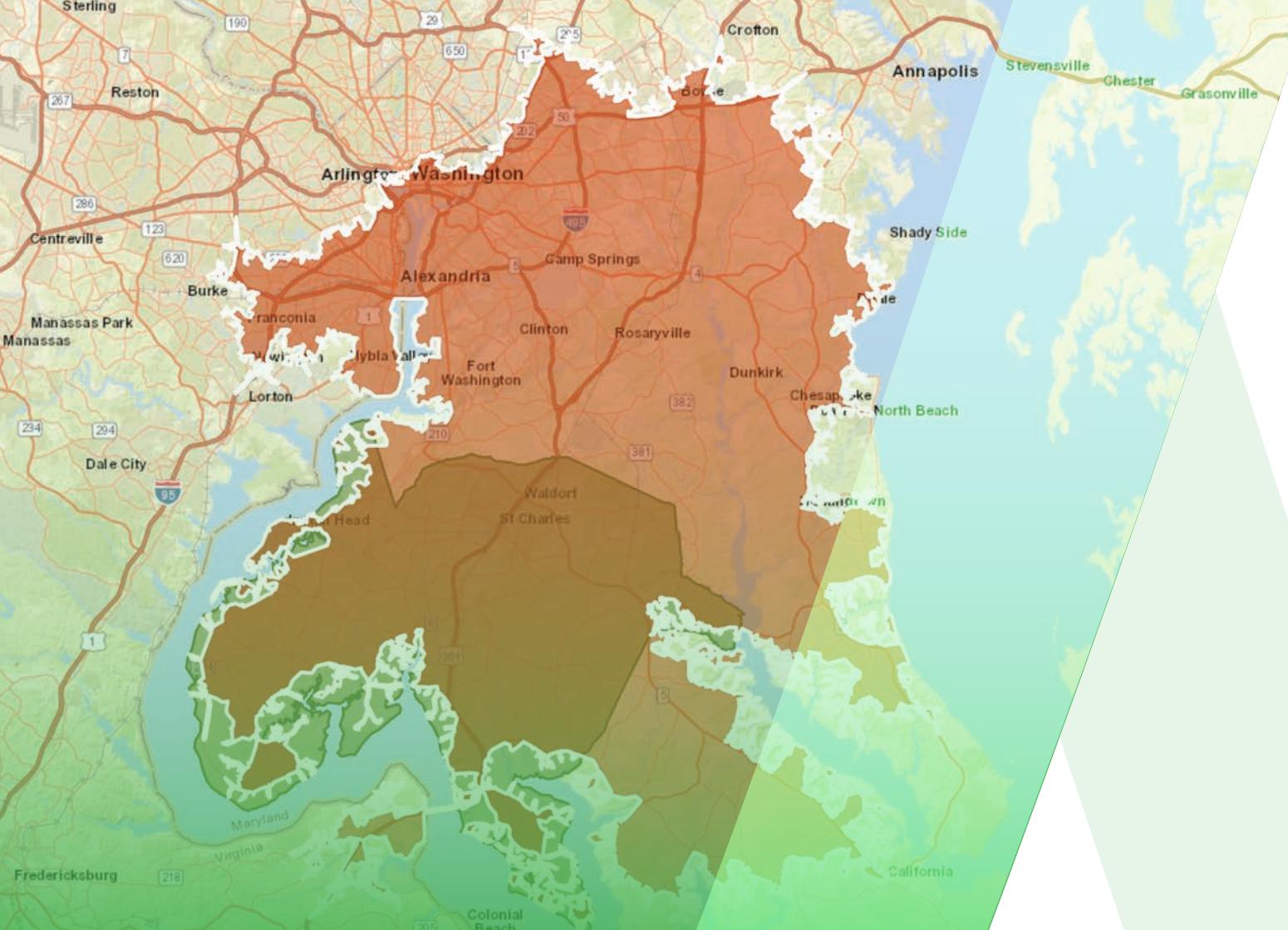
# COMMUTERSHED ZONE DATA

**1,711,789**

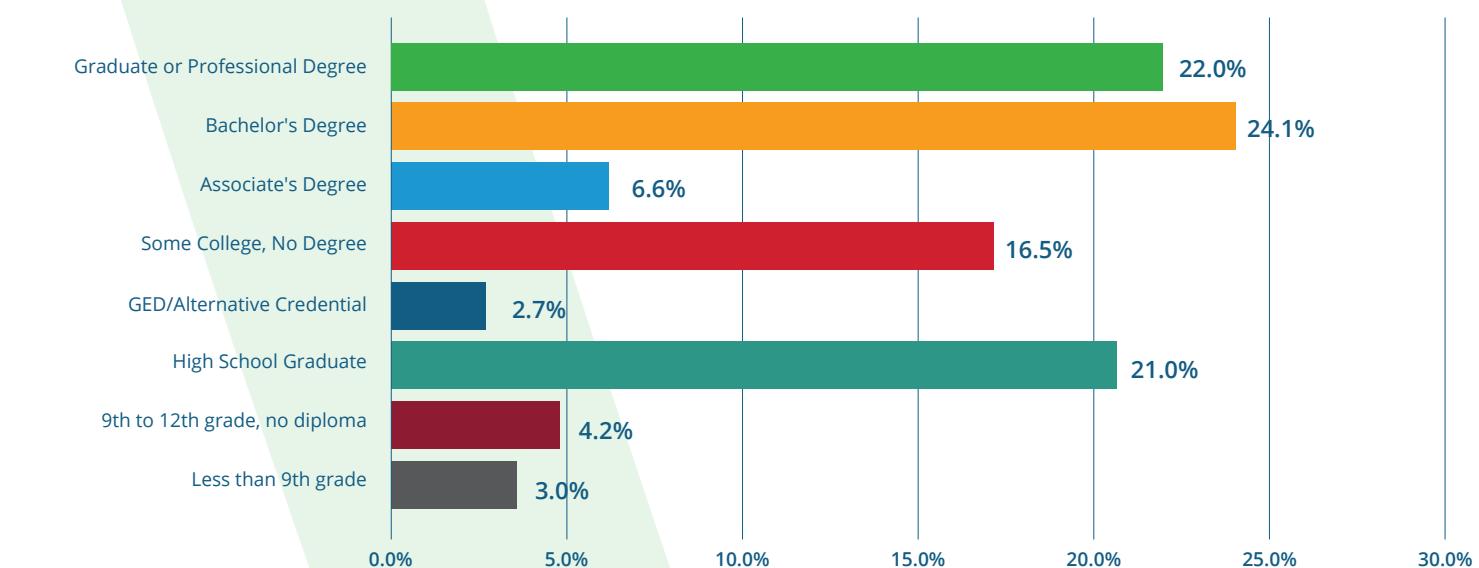
Population within a 45-minute  
commute of Waldorf, Maryland

 **46.1%**

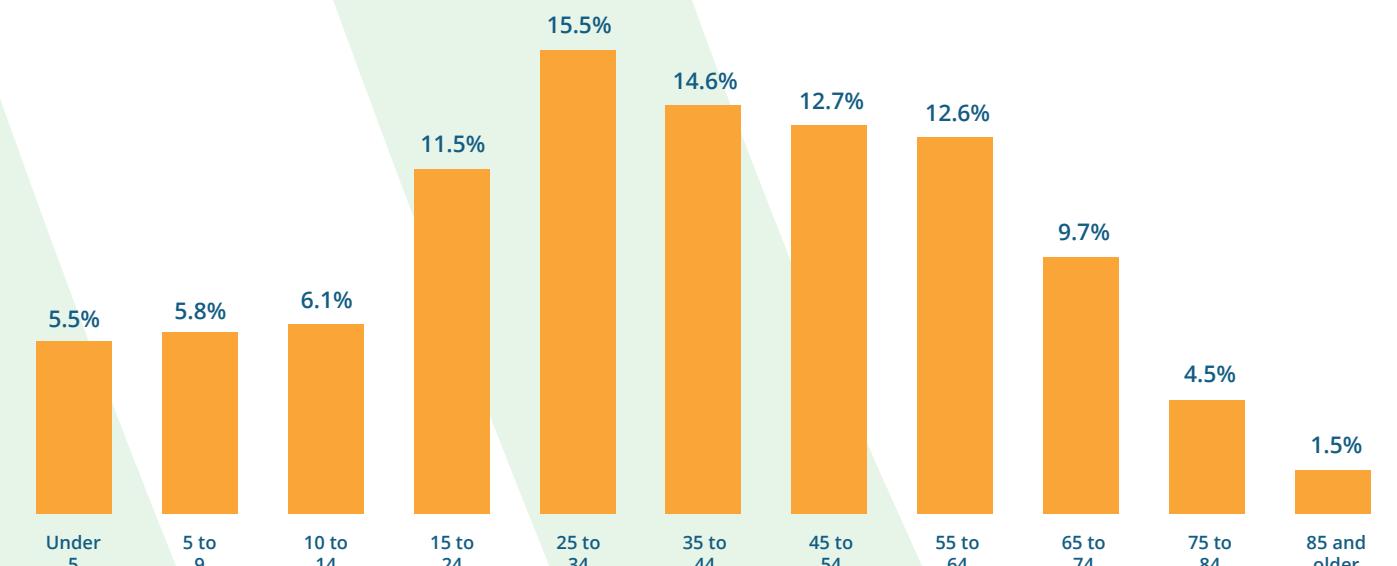
Of people within a 45-minute commute  
have a bachelor's degree or higher



**2023 EDUCATIONAL ATTAINMENT  
25 YEARS AND OLDER (%)**



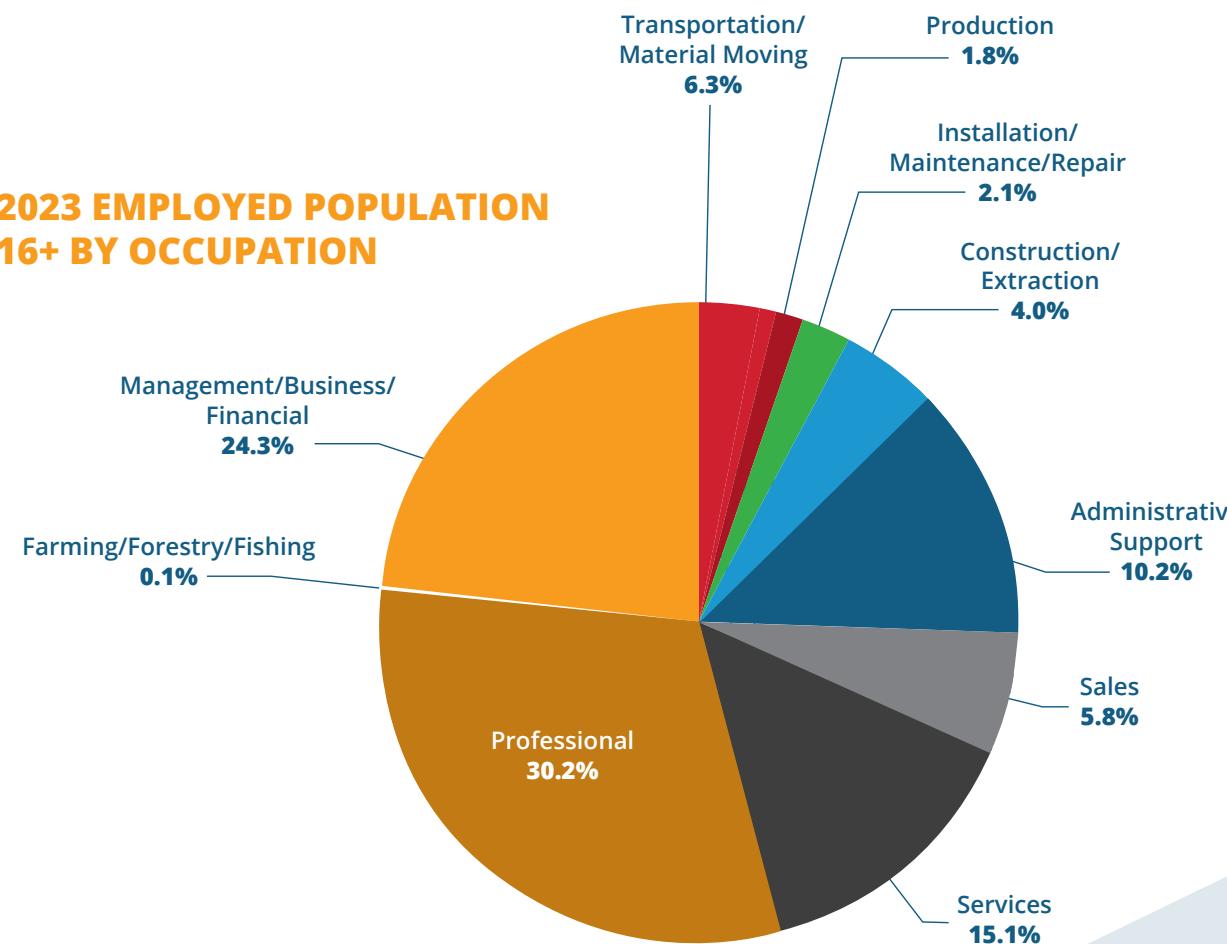
**2023 POPULATION AGE  
DISTRIBUTION (%)**



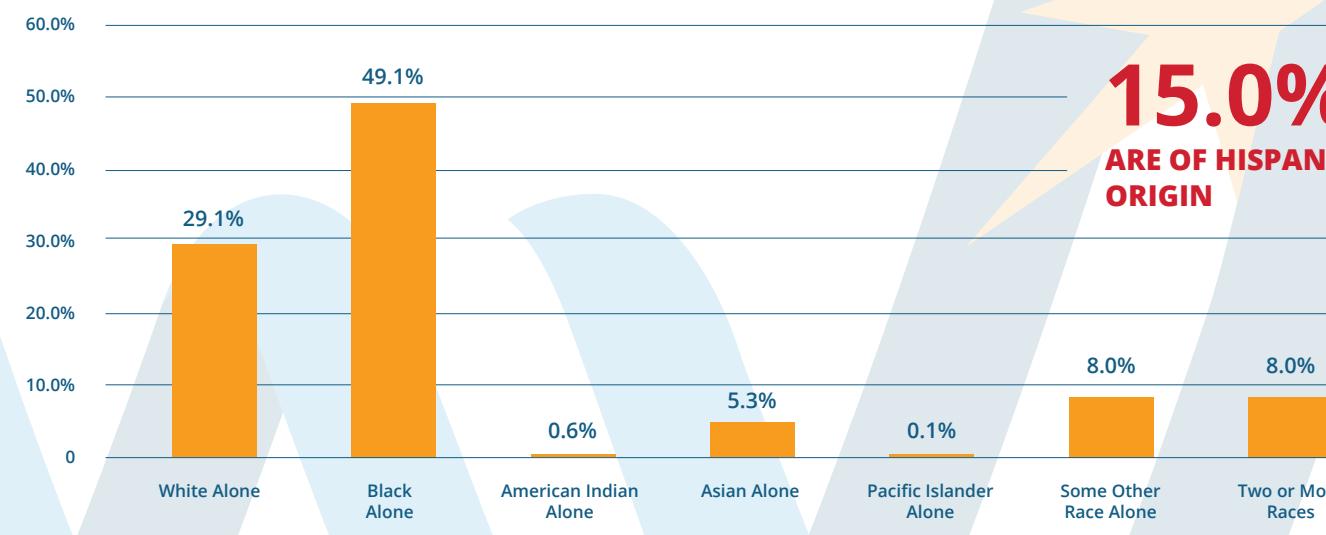
Source: Esri, 2023.

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

## 2023 EMPLOYED POPULATION 16+ BY OCCUPATION



## 2023 RACE AND ETHNICITY (%)



**15.0%**  
ARE OF HISPANIC  
ORIGIN



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

- [@MeetCharlesCounty](#)
- Charles County Economic Development Department
- [@MeetCharlesCo](#)

# SPONSORS

## BREAKFAST SPONSOR



## GOLD LEVEL SPONSORS



**CEDAR POINT**  
FEDERAL CREDIT UNION®



## SILVER LEVEL SPONSORS



## 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)

**Charles**  
CHARLES COUNTY, MARYLAND

ECONOMIC DEVELOPMENT DEPARTMENT



### 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.