

# BUSINESS NEWS

## Happy Holidays

*From All of Us at the Department of Economic Development*



During this season of goodwill, thanks, reflection and giving, know that we are always here to assist, advise, advocate and promote Calvert County businesses and new opportunities for tourism.

With nearly 100 years of combined experience, we have the skills and knowledge to provide unparalleled support and service to companies of all sizes and industries.

However, we are more than the sum of our parts. We care. We celebrate. We take pride in our successes and in those of our clients. We work tirelessly to maintain good relationships with our

resource partners, stakeholders, clients, colleagues and community leaders.

Our mission is to act as a catalyst to enhance the local economy. We do this by promoting quality economic development to increase the commercial tax base, helping to generate jobs, retaining existing businesses, stimulating commercial growth and increasing visitors to the county. And, we are here for the long haul, just like you.

In 2019, let's build a strong, vibrant, enviable community where people and businesses succeed, jobs are plentiful and "quality of life" is not just a slogan. Let's do all this. Together.

## The Land of Opportunity

Opportunity Zones (OZs) were created as part of the Federal Tax Cuts and Jobs Act in 2017. Designed to bring new investment to economically distressed areas, the first set of OZs was federally designated in April 2018. The program provides tax benefits to investors who experience a capital gain and invest that gain in an OZ. Three tiers of benefits are available based on the duration of the investment. Additional information about Calvert County's Opportunity Zones [can be found here](#).



## These are a Few of Our Favorite (FREE) Things

### Google My Business

Looking for new customers? Want to make your online presence stand out from the crowd? Take charge of what people see when they do a local search for your business. Google My Business gives you the tools to update your business profile and engage with customers from your phone, tablet or computer. Add photos and hours, respond to reviews and create weekly posts or share promotional offers – all for free!

### Google Analytics

To know how well your marketing efforts are succeeding at converting leads, you first need to know how and from where your audience is accessing your website. Google offers amazing analytic tools that help small business owners determine what works so you can be smarter about your web traffic.

### Lynda

Get a free account through the Calvert Library; all you need is a library card. Learn business techniques, new creative talents and tech skills taught by expert instructors. Start streaming thousands of online video tutorials today.

### Grammarly

Need help with grammar or spelling? Grammarly is a free, accurate grammar checker that offers context-specific suggestions to keep your messages, letters and social media posts clear, effective and mistake-free.

### Mailchimp

Create unique campaigns, emails, Facebook and Instagram ads, postcards, landing pages, pop-up forms and more with Mailchimp. Whether you're trying to sell more stuff, grow your audience or build your brand, why not do it with Mailchimp? It's easy – and free!

### AgoraPulse

Do you perform better than your competitors on Twitter and Facebook? Use the AgoraPulse dashboard to engage, measure, collaborate, publish and monitor your social media accounts. Click on Free Tools and check out the Facebook Barometer and Twitter Analytic to see how you stack up to your competition.

### Typeform

To create cool, easy and conversational forms on the web, try Typeform. Make contact forms, quizzes, online shopping tools and employee feedback surveys that are more engaging and personal. This free, web-based platform is optimized for mobile uses and the basic plan includes unlimited forms and responses.

## Youth-Focused Job Fairs

The Calvert County Department of Parks & Recreation is seeking businesses to participate in upcoming job fairs – a great, free opportunity to promote job vacancies and search for new talent for seasonal, part-time and full-time positions.

**Northern District's 14th Annual Job Fair**  
Friday, Jan. 18, 2019, 3-5 p.m.  
Northeast Community Center,  
Chesapeake Beach  
Contact: [Paul Lundberg](#)

**Countywide Job Fair**  
Friday, March 29, 2019, 2-6 p.m.  
Harriet E. Brown Community Center,  
Prince Frederick  
Contact: [Phil D'Agostino](#)