

CALVERT COUNTY  
ECONOMIC DEVELOPMENT  
*Maryland*

# BUSINESS NEWS

## A Sense of "Place"

Placemaking is a term coined by urban planners and city designers in the 1960s to describe design elements that highlight a community's assets and potential. Economic developers have also started using placemaking or "place-based economic development" to attract and promote their communities.

The International Economic Development Council (IEDC) noted in a 2017 report, "Place Matters: The Role of Placemaking in Economic Development:"

"Companies of all sizes now factor quality-of-life variables into their location decisions. Increasingly, talented workers expect to live in communities that have recreational and cultural amenities, are safe, accessible, attractive, and vibrant. It becomes a virtuous circle: Firms seek talented workers, who seek quality places, and quality places continue to attract new residents, jobs, and investment."



**"Evidence shows that in communities where residents have developed a strong attachment to place, local GDP growth exceeds the national average."**

Communities that are safe, welcoming, connected, comfortable, sociable and civically engaged are the places where people want to live, work and play. Quality-of-life elements like these encourage people to take notice, visit and ultimately decide to put down business or residential roots.

As a "place," Calvert County has a lot to offer and it's why our community is on the radar for many new and expanding businesses. It is what makes us attractive and will help ensure economic success. The IEDC concludes, "As the knowledge economy continues to grow, the talented workers who fuel it will continue to seek towns and cities that offer transportation and housing choices, recreational and cultural opportunities, vibrancy, and authenticity as places to call home."



## Hot Off the Press

The 2019 Calvert County Visitors Guide is now available and makes a great giveaway. If you'd like a stack for your business or office lobby, please email or stop by our office at 205 Main St. in Prince Frederick, Monday through Friday, 8:30 a.m. to 4:30 p.m. There's always more to explore in Calvert County!

## Business Checklists and Start-up Guides

If you're brand-new to entrepreneurship, the Small Business Development Center has a **Smart Start Assessment** that can help you gather thoughts and ideas, identify areas where you may need help and determine if you have what it takes to be your own boss.

The Calvert County website also has a helpful **Start-Up, Expansion and Relocation Guide** which provides resources and tips for successfully launching a business. Guidance is provided on licensing, constructing a new building, establishing a home-based business and moving into an existing building.



If you get confused or overwhelmed, just call the Department of Economic Development! We are eager to help you start, grow, relocate or upgrade your business.



## Federal Opportunity Zones

By now, you've probably heard a lot about opportunity zones. They are designed to encourage long-term private investment in low-income and/or rural communities. The program provides a federal tax incentive for taxpayers who reinvest unrealized capital gains into opportunity funds.

- Investors can roll existing capital gains into opportunity funds with no up-front tax bill.
- A five-year holding increases the rolled-over capital gains basis by 10 percent; a seven-year holding increases the rolled-over capital gain investment basis by another 5 percent for a total of 15 percent.
- Investors can defer their original tax bill until Dec. 31, 2026, at the latest, or until they sell their opportunity fund investments, if earlier.
- Opportunity fund investments held in the fund for at least 10 years are not taxed for capital gains.

Calvert County has three OZs and a number of opportunity funds. Invest your money locally and be rewarded with tax benefits! [Visit online](#) for information on Maryland opportunity zones. More information on Calvert County's three opportunity zones and the other incentives we offer businesses is [available here](#).

## PATRIOT Breaks Ground on New Dunkirk Headquarters

Last month, on a cold January day, the staff, family and friends of PATRIOT joined with county commissioners, their design professionals and staff from the Department of Economic Development to participate in a long-awaited groundbreaking ceremony for their new headquarters in Dunkirk. PATRIOT is a full-service facilities and infrastructure solutions provider with operations nationwide and abroad. They have 40 employees and have been located in Calvert County for 10 years. For more information, visit online at <https://www.pat-co.com>.



*Pictured from left are County Administrator Terry Shannon, Commissioner Buddy Hance, PATRIOT Owners Matt Timbario and John Gilmore and Commissioner Vice President Kelly McConkey.*

## Do Your Research



Many start-up companies fail due to a lack of understanding of their market. While there is no substitute for talking to potential customers, entrepreneurs first need to assess their potential market. An understanding of competitors, industry trends and market segments through secondary research is an important part of developing a plan to launch a business.

The Market Search Services of TEDCO are available to help entrepreneurs address the challenges of conducting market assessments. The goal is to improve the market assessment and opportunity analysis associated with the development of business plans and applications for TEDCO's funding programs. For more information on this program, [visit online](#).

TEDCO offers resources, expertise and connections to help businesses and start-ups commercialize their concept, find seed funding or secure follow-on investments. For more information, visit [www.tedcomd.com](http://www.tedcomd.com).

## Construction Trades Training

The Employment Advancement Right Now (EARN) program is an industry-led regional effort funded by the [Maryland Department of Labor, Licensing and Regulation](#). The College of Southern Maryland has a strategic industry partnership (SIP), the Construction Workforce Partnership for Southern Maryland, to provide training for two areas in the construction industry.



The first area focuses on safety training for incumbents of SIP members, with training geared toward developing safety skills and industry knowledge. The second area focuses on unemployed or under-employed job seekers to train workers in a pre-apprenticeship program. The courses are held at no charge and books are included.

For more information, contact a business solutions specialist at the [WorkForce Center at the College of Southern Maryland](#).

## STAFF SPOTLIGHT



Ashley Greely is our business retention assistant. She's been with the Department of Economic Development for more than a year and is often one of the friendly people you hear on the phone or meet when you visit. She has a number of responsibilities including database management, [eCalvert.com](#) website updates, research, workshop and special event planning, and serving as a first stop for people needing business assistance.

**What resource do you think is the most helpful for business owners?**  
The Small Business Development Center and the consulting services they provide – at no charge to the business owner – is a deal that can't be beaten. For so many business owners, hiring a business or management consultant is just not an expense they can justify. SBDC consultants provide expertise, advice and assistance on a range of issues that can help entrepreneurs take the next step to economic success. And it's free!

You manage the county's [What's Going Where \(WGW\)](#) map. What is it?  
Our WGW map tracks commercial development in Calvert County and provides both a visual and descriptive overview of new construction projects. Users can see what type of business is being developed, who the owner is and they can get an idea of the scope of work being done.

**What are you working on now?**  
We're gearing up for the 14th anniversary of Business Appreciation Week. Every year, we celebrate local business through a number of activities including workshops, business visits and special events during the first full week of May. This year, May 6-10 will be spent with our Board of County Commissioners, resource partners and staff from other county departments celebrating the success of our local business community. Check our [website](#) in April for more details.