



CALVERT COUNTY GOVERNMENT Department Fact Sheet

DEPARTMENT OF ECONOMIC DEVELOPMENT

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MISSION The Department acts as a catalyst to enhance the economy by promoting quality economic development within the parameters set by the Comprehensive Plan to:

- Increase the commercial tax base
- Retain business
- Provide timely public information
- Generate jobs
- Stimulate industrial and commercial growth
- Increase visitors to the county

In generating new opportunities, the Department remains sensitive to the environment and responsive to community interests and needs.

DEPARTMENT OVERVIEW

Business Development *Provides technical assistance to businesses seeking location in the county*

- Manages the Calvert County Industrial Park and Patuxent Business Park land sales
- Acts as business ombudsman
- Administers Calvert Economic Development Loan Fund
- Assists agricultural community, acts as principal contact and coordinates annual farm tour
- Confidential prospect and client management

Business Retention *Provides assistance to county businesses by promoting their retention and/or expansion*

- Primary resource center for county businesses concerning best management practices
- Executes annual Business Appreciation Week
- Coordinates local SBTDC program
- Coordinates resource partners at local, state and federal levels
- Represents the county at a variety of business advocacy groups in Southern Maryland
- Conducts regular site visits to county businesses
- Works with Calvert County Public Schools and the College of Southern Maryland to assure that workforce preparedness efforts reflect the needs of the business community
- Coordinates training opportunities for local businesses through workshops and seminars
- Provides management counseling and business information/training for start-ups and existing businesses

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DEPARTMENT OVERVIEW

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Marketing and Communications

Promotes and facilitates the attraction, location and establishment of businesses, provides internal marketing assistance to county businesses and provides public information to the community

- Manages the county's internal and external markets including outreach, advertising and business marketing
- Secures favorable media placement and articles on economic development issues
- Serves as public information officer for Emergency Management and general county government departments
- Coordinates annual strategic planning efforts
- Coordinates annual State of the Economy and other departmental publications
- Provides monthly economic statistical trends
- Writes and distributes quarterly business and tourism newsletters

Tourism

Facilitates the attraction, location and establishment of visitor industry business; works to increase the number of county visitors

- Manages tourism marketing including outreach, advertising and marketing
- Coordinates tourism services on behalf of the county's sites, attractions and visitor centers
- Leverages private sector and cooperative funding
- Coordinates with state and local resource partners
- Manages collection of data and publication of the annual Visitors Guide and tourism-related brochures
- Participates in travel trade shows
- Organizes familiarization tours for travel writers and tour operators
- Secures favorable media placement and articles on issues related to tourism

SERVICES, PROGRAMS AND SUPPORT

MARKETING ASSISTANCE

FREE WEB-BASED MARKETING

- Employment classifieds
- Commercial real estate listings
- Business marketing database
- Calendar of Events
- Visitors Guide

BUSINESS VISITATION PROGRAM

BUSINESS PUBLICATIONS

- State of the Economy • Strategic Plan
- Outreach materials • Newsletters

TOURISM SERVICES

- Statewide distribution of Visitors Guide
- Staff an informational toll-free phone line
- Coordinate niche markets
- Oversee Visitor Information Centers
- Provide marketing assistance to visitor industry

CLIENT SERVICES

- Confidential, in-house business counseling
- Management of confidential client and prospect information
- Marketing assistance
- Financial referrals and assistance
- Ombudsman program
- Small Business and Technology Development Center (SBTDC) counseling
- Calvert Economic Development Loan Fund
- Training and educational seminars
- Workforce development coordination
- Identification of key issues and problems through business surveys
- Fast Track permit program