



Calvert County NEWS

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Calvert County, Md., Department of Economic Development Unveils State-of-the-Art, Web-Based Site Selection Program

PRINCE FREDERICK, Md. – June 30, 2009 – With the introduction of www.CalvertProspector.com, site selection professionals now have access to the latest online information needed to consider Calvert County, Md., as a business destination.

CalvertProspector.com is an interactive Internet mapping program that provides enhanced economic development and site selection services to the business community and allows users to search for available commercial buildings and sites as well as generate site-specific demographic and business analysis reports.

The web-based program speeds up and simplifies the process of site selection analysis so that companies can quickly identify the optimal location for their business start-up, expansion or relocation. Instead of spending days researching information from multiple government offices, real estate companies, and data sources all the information is provided through CalvertProspector.com in minutes for free.

Businesses define the community and property characteristics that are important to them then CalvertProspector.com uses its online mapping technology to search and display the locations that exactly match the company's needs. CalvertProspector.com objectively identifies the optimal communities for business location based on consistent, third-party data so searchers are able to compare apples-to-apples for locations across the United States.

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Linda Vassallo, director of the Calvert County Department of Economic Development, said, "As the first agency in Maryland to use this technology, Calvert County is on the cutting edge, giving site selectors a state-of-the-art tool to assist them in selecting potential business location sites for prospects. We have made it easier and faster for site selection professionals to find the necessary information for their clients about Calvert County, enabling them to easily add us to their short list as a business location."

How it Works

To search for vacant building space or developable land, users enter their search criteria and CalvertProspector.com searches a database of properties for matches. Once a property has been selected, the user can then create site-specific reports including demographics, consumer expenditures, business and workforce statistics and employment wages. This information can be used to better understand the demographic characteristics of an area under consideration.

The program can also display business clusters and calculate the number of businesses in an industry category from the surrounding area which can be helpful in identifying businesses that can provide potential synergy or competition.

Properties are linked to interactive maps that display geographic information such as the location of streets, highways, cities, bodies of water, points of interest, major educational facilities and parks. All the maps are interactive and the information displayed is determined by the user.

"Today, more than ever, business owners, real estate developers and site selection professionals need fingertip access to accurate, relevant and comprehensive information to make siting decisions," said Vassallo. "By offering this in an online format, we've made it more powerful, more convenient and easier to use."

For more information on the Calvert County, Md., Department of Economic Development and the services available to assist county businesses, call 410.535.4583, 800.331.9771 or 301.855.1880; send an e-mail to info@ecalvert.com, or visit online at www.ecalvert.com.

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Calvert County is Maryland's smallest county in land area with 213 square miles. It is home to over 90,000 people and has one of the highest standards of living in Maryland. There are more than 5,000 businesses in the county and a labor force of at least 1.8 million resides within a one-hour drive. Major industries include defense contracting, information technology, tourism, utilities, light manufacturing and administrative services.