

ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
October 4, 2017

PRESENT

Dr. Mary Bolt (Cecil College), JoAnn Dawson (Fairwinds), Danny DeMarinis (URP), Bruce England (SWN), Woody Jackson (Citizen), Michael Lara (Orbital ATK), Sandy Maruchi-Turner (Tourism), Morgan Miller (CCPL), Christopher Moyer (Director of Economic Development), Susan O'Neill (Economic Development Manager), Michael Ratchford (W.L. Gore & Associates), Joanne Richart-Young (Ag Coordinator), Dr. Carl Roberts (Chamber Government Relations), Dan Schneckenburger (County Council), Dr. Rich Szumel (Union Hospital), Mike Travers (Cecil Dancer), Jason Zang (Economic Development Coordinator)

ABSENT

Walter Buck (Citizen), Linda Burris (Delmarva Power), D'Ette Devine (CCPS), Paula Gilley (Citizen), Scott Holland (i-Lighting), Grove Miller (Citizen), Robert Palsgrove (WSFS), Rupert Rossetti (Citizen)

GUESTS

Joe DiNunzio (Artesian Water), Vince Fiorelli (Chesapeake Utilities), Scott Flanigan (Cecil County DPW), Bonnie Grady (Cecil County Chamber), Alan McCarthy (Cecil County Executive), Bob Meffley (Cecil County Councilman), Jacob Owens (Cecil Whig), Stephanie Palko (Cecil Guardian), Sharon Pelham (APGFCU), Alan Sexton (SWN), David Strouss (McCrone)

Call to Order & Welcome

- The meeting was called to order at 8:00 a.m.
- Introductions were made by all in attendance.
- Minutes from September 6, 2017 meeting were approved.

Chairman's Report – Mike Ratchford

- Next weekend is Fair Hill International
- Chris, Dr. McCarthy, and I have met re: EDC & strategy for OED
 - Real progress in bringing businesses into County, positive feel for where we are going
 - Result of leadership and better economic climate
- Chris to present on OED strategy
- Request to have towns come in and present to EDC – let us know what is going on in their town; open up communication between OED, EDC, and towns
- What can EDC do to move things forward with towns – utilize EDC members as resources

Director's Report – Christopher Moyer

- Had great tour of W.L. Gore – CEO Terri Kelly dynamic leader
- Great 1st Economic Development Meeting with Towns – great sharing of ideas, best practices, common challenges, issues, etc.
- Chamber of Commerce & OED co-hosted Manufacturers Appreciation Luncheon
- Economic Development Week – Oct. 23-27 -- doing business outreach, deep dive into towns (retail & Main Streets) introducing ourselves, trying to see how we can help

- Introduced 2 conditional loans – Lidl and Project Mellow; Project Mellow bringing 450 jobs at Principio Business Park, be there by Dec '18
- October busy month:
 - Fair Hill International 3 Star Event – lots of different events, family friendly, International Committee will be looking at how things go at 3 Star
 - Oct. 18th - Harvest Dinner at Chateau Bu De
 - Oct. 20th - Business Hall of Fame at Wellwood
 - Oct. 20th – APG 100th Anniversary Gala
 - Oct. 23-27 – Economic Development Week

A presentation on Cecil County Economic Development Strategy was presented by Chris Moyer, Director, Office of Economic Development

- Have had tremendous amount of momentum
- Projects announced last year will increase our job base by 7.5%; will increase property tax revenues >\$26M over next 10 years
- Seeing upward demographic trends; projected growth
- Prime location is key to attracting businesses (located in center of Boston-Atlanta corridor)
- Site Consultants look at a variety of items – Cecil checks a lot of boxes
- What does Cecil County want to be?
 - Maintain natural beauty, have thriving economy in growth corridor, tourism and agriculture in more beautiful areas of County – Plenty of room for both
 - Need to diversify job base
 - How do we get there? 5 Main Ways: Business Retention, Expansion, and Attraction; Marketing; Workforce Development; Financial Incentives; Entrepreneurship
 - Business Retention, Expansion, and Attraction
 - Communication & Partnerships – We need our Partners
 - Infrastructure Improvements – Will bring the businesses
 - Business Outreach
 - Marketing – Can't wait; need to promote County; reach areas that don't know about what is happening in Cecil County
 - Workforce Development – meet with employers and put in touch with business partners
 - Financial Incentives
 - Need to educate businesses how to leverage what tax credits are available
 - RLF – now Cecil Catalyst – introducing changes to lower floor to \$5,000 for small businesses
 - Delmarva Power – new ED Incentive
 - Seed Capital Fund – making investments in businesses; not just making loans (if economy warrants it)
 - Entrepreneurships – working with them; hold events to educate and galvanize

A copy of the handout from this presentation is available on our website.

Economic Development Update – Jason Zang, Economic Development Coordinator

- Thank everyone who participated in North Star Branding survey; 487 responses; very pleased; expect initial findings in a week; would like consultant to come and speak to EDC
- Next step consumer awareness and perception study – external survey -- going out to various Counties, New Castle, Delaware and southeastern PA Counties
- Working on Bond rating presentation – 4,200 manufacturing jobs in 2016 approx. 16.9% of workforce
- Bond rating agency coming to Cecil – excellent opportunity to show off Cecil County
- Assisting on promotion of different events involving OED
- Attended meeting with towns
- Part of CCPL strategic plan

Subcommittee Reports:

Education/Workforce – Bruce England

- SWN working on Labor force issues – talked about resource opportunities, collectively go after grants
- Collectively signed grants for transportation, manufacturing, and warehouse distribution
- Employers attracted to areas with skilled labor base and programs that support their industries

Technology – Danny DeMarinis

- In February Intellectual Property Seminar and Networking Event – funded by grants OED has obtained
- Volunteer committee to be a resource to any towns/cities that have a technology component

Land Use – Rupert Rossetti

- Not present

Finance – Susan O’Neill

- Moving forward with new Revolving Loan Fund under new name Cecil Catalyst –next step is present resolution to Council and get it on agenda

Communications – JoAnn Dawson/Jason Zang

- Committee willing to help with outreach needs

Council – Dan Schneckenburger

- Legislation introduced for Lidl and Project Melo
- Public hearing Rails and Trails project for Rising Sun – will support their economic development
- Joe DiNunzio submitted letter on behalf of Artesian Water re: Conowingo Dam sediment issues – has been submitted to Governor

Council – Bob Meffley

- Need to find Mayor for Chesapeake City

Important Upcoming Events

October 11 - 15	Fair Hill International
October 18	11 th annual Harvest Dinner at Chateau Bu-De
October 20	Cecil Chamber Business Hall of Fame
October 23 - 27	Maryland Economic Development Week
October 26	Elkton Alliance Workshop for Small Retailers

The report will be available via OED website.

Adjournment

Meeting adjourned at 9:15 a.m.

Our next EDC meeting will be on November 1, 2017 at 8:00 a.m. at Cecil College, Room TC208.

Respectfully Submitted,

Terri Springel
Administrative Assistant

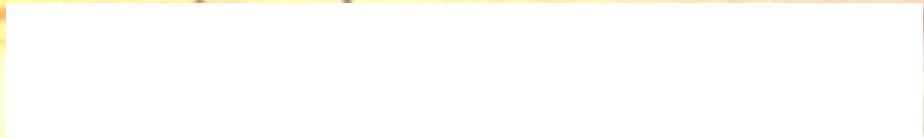
CECIL COUNTY ECONOMIC DEVELOPMENT

**STRATEGIC PLAN
2018-2022**





Cecil County's Economy



Growing Economic Momentum

delawareonline
The News Journal PART OF THE USA TODAY NETWORK

HOME NEWS SPORTS LIFE ENTERTAINMENT BUSINESS OPINION OBITUARIES BEACHES ARCHIVE

Cecil County on verge of a job boom

Scott Goss, The News Journal Published 10:28 a.m. ET Feb. 10, 2017 | Updated 7:25 p.m. ET Feb 10, 2017

1375 CONNECT 15 LINKEDIN 3 COMMENT



(Photo: Courtesy of Amazon)

Job seekers in New Castle County may want to consider commuting to Maryland.

Amazon recently announced plans to open a new, 1.2-million-square-foot distribution center at the Principio Business Park in neighboring Cecil County, Maryland. That deal comes just months after German grocery chain Lidl said it will open an 80,000-square-foot distribution center in the same mammoth business park near Perryville by 2018.

Truair, a manufacturer of HVAC grilles and registers, also is building a new, 150,000-square-foot distribution center in the 1,200-acre park owned by Stewart Properties.

Together, the three projects are expected to create at least 1,000 full-time jobs over the next three years, a 3 percent jump in the total currently available in Cecil County. That's a big deal in a county with an unemployment rate of 4.4 percent – well above each of the surrounding counties in Maryland, Pennsylvania and Delaware.

"These are huge wins for employment here," said Chris Moyer, the county's new economic development director. "I think they demonstrate to other employers that Cecil is open for business so we're expecting great things follow."

STORY: Amazon to hire 4,000 seasonal workers in Delaware

STORY: Lidl supermarket chain offering jobs, trips to Europe

The projects also could be an example of things to come for one of New Castle County's long-standing eyesores: the former General Motors plant near Newport.

BALTIMORE

BUSINESS JOURNAL

Why deals with Amazon and Lidl are just the beginning for Cecil County

SUBSCRIBER CONTENT: Feb 10, 2017, 6:05am EST Updated: Feb 10, 2017, 10:32am EST



KAITLIN NEWMAN

Alan McCarthy and Chris Moyer outside of the construction site of the new Amazon distribution center in Cecil County.

At first, the northern Maryland vista shares the splendor of a country road: a glimpse of sparkling water, a remote church here, small restaurant there.

But eventually, four-lane Route 40 in Cecil County opens up and offers a glimpse of things to come.

Off the main vein just outside of tiny, quaint North East, the future sits on 100-plus acres in Principio Business Park.

There, workers are finishing a 1.15 million-square-foot fulfillment center at Principio Commerce Center I for Amazon. The celebrity tenant will hoist its sign by year's end and 700 new jobs will follow.

Next door, an 800,000-square-foot regional headquarters and warehouse for German grocer Lidl is also under construction. The company is planning to hire 120 there and invest \$100 million to open 50 new markets in the mid-Atlantic over the coming years.



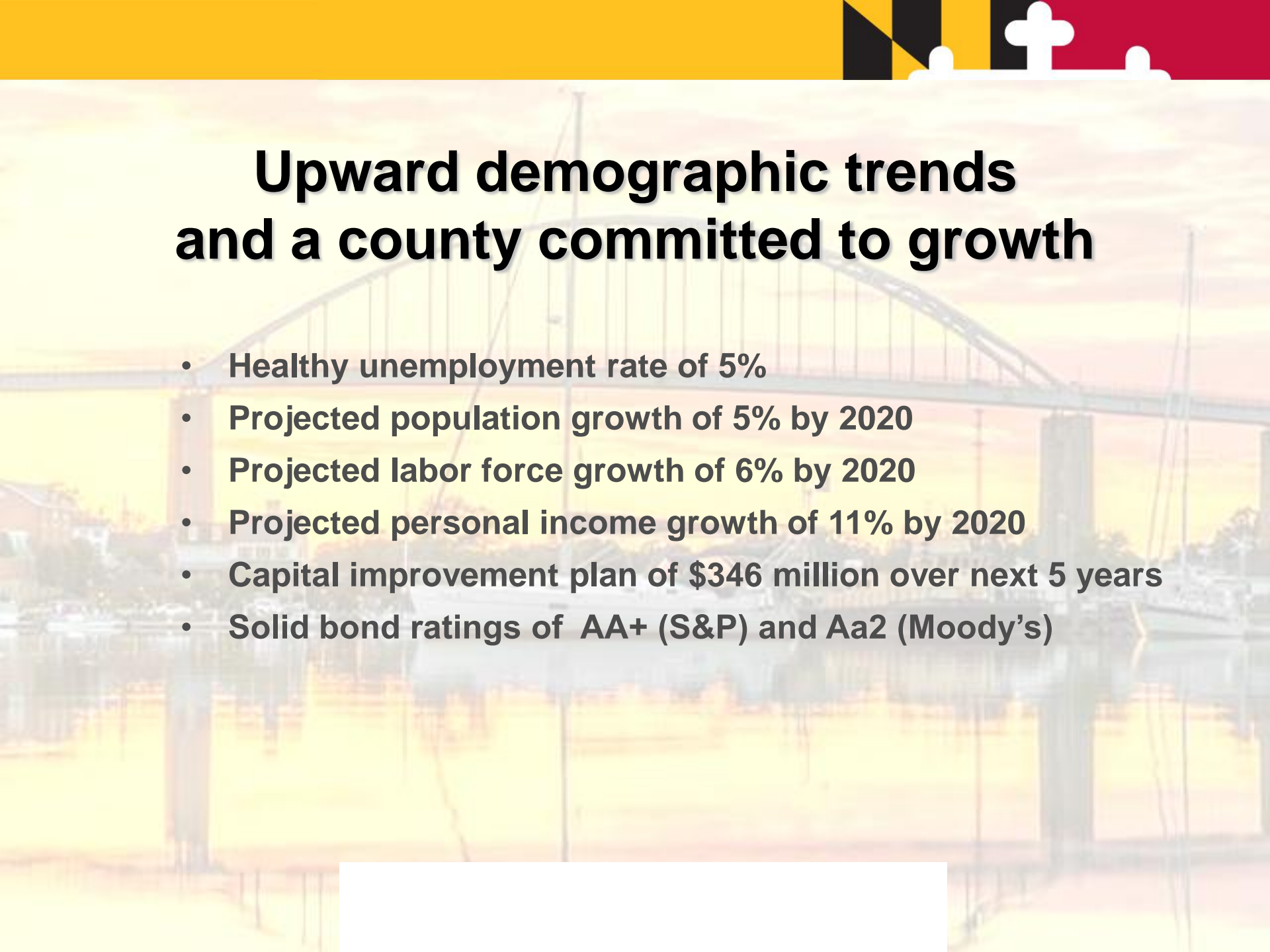

New investment in Cecil County

- Amazon (opens Q3 2017)
 - 1.2m sf, 1,000 jobs, \$90 million investment
- Lidl (opens Q4 2017)
 - 800k sf, 100 jobs, \$150 million investment
- TRUaire (opens Q4 2017)
 - 150k sf, 50 jobs, \$9 million investment
- Fortress Steel (opens Q3 2017)
 - 60k sf, 65 jobs, \$5 million investment
- Project Melo (opens Q4 2018)
 - 1.1m sf, 450 jobs, \$80 million investment

These projects will increase job base by 7.5% and will increase property tax revenues by more than \$26 million over next ten years



Upward demographic trends and a county committed to growth

- **Healthy unemployment rate of 5%**
 - **Projected population growth of 5% by 2020**
 - **Projected labor force growth of 6% by 2020**
 - **Projected personal income growth of 11% by 2020**
 - **Capital improvement plan of \$346 million over next 5 years**
 - **Solid bond ratings of AA+ (S&P) and Aa2 (Moody's)**
- 
- 



Access to major markets

Located in the center of the Boston-Atlanta corridor, Cecil County provides overnight access to markets of over 90 million people and one-third (\$5.7 trillion) of the nation's effective buying income. Cecil County is ideally located halfway between Baltimore and Philadelphia and halfway between Washington DC and New York


What Do Site Consultants Want?

- **Skilled Labor Availability**
- **Highway Access**
- **Incentives**
- **Land**
- **Labor Costs**
- **Proximity to Major Markets**
- **Buildings**



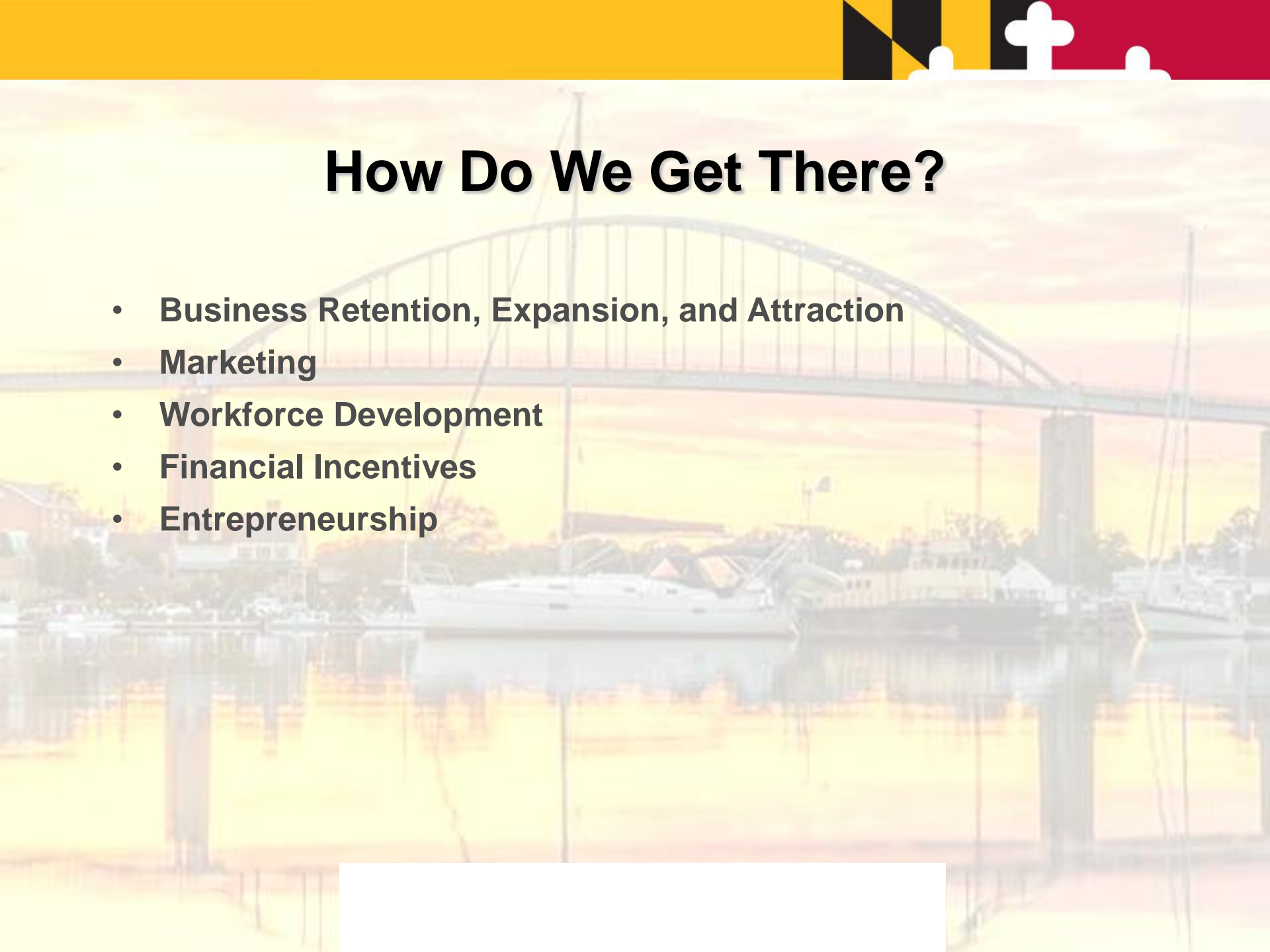



What Do We Want to Be?

- **Maintain the County's natural beauty AND have a thriving economy**
 - **There is room for growth in the **GROW**th corridor**
 - **Diversify job base by attracting manufacturing , professional services, and technical jobs to County**
 - **With new jobs comes new residents, increasing County revenues, supporting services, and attracting retail**
 - **Tourism and agriculture will continue to flourish**
- 
- 



How Do We Get There?

- **Business Retention, Expansion, and Attraction**
 - **Marketing**
 - **Workforce Development**
 - **Financial Incentives**
 - **Entrepreneurship**
- 
- 



Business Retention, Expansion, and Attraction

- **Communication & Partnerships**
 - **OED/Town Roundtables**
 - **Maryland Department of Commerce, Economic Alliance of Greater Baltimore, NMTC, APG**
 - **SWN, Cecil College, Public Schools, Public Library, Chamber, etc**
- **Infrastructure Improvements**
 - **Natural Gas, Wastewater, Broadband, Water, etc**
- **Business Outreach**
 - **Report on business climate and create metrics**



Marketing

- **Branding Study**
 - **North Star Group to finish Q2 2018**
 - **Sets course for years to come**
- **Advertising**
 - **Use social media and key publications to promote Cecil County as business location of choice**
- **Direct Response to Site Consultants and Decision Makers**
 - **Trade shows, direct mail, events, and awareness campaigns**



Workforce Development

- **Workforce Roundtables**
 - Quarterly or semi-annual
- **Distribution Job Training Program**
 - Intensive program for necessary hard and soft skills
- **Continue Working with Workforce-Related Partners**
 - Partners must work together to leverage resources to benefit our clients and the County's economy



Financial Incentives

- **Maryland Tax Credits**
 - **Exciting changes/additions – we need to leverage them**
- **Cecil Catalyst Fund**
 - **Changes coming to include more small businesses**
- **Delmarva Power Economic Development Incentive**
 - **New 20% credit tied to expansion and job creation**
- **Seed Capital Fund**
 - **If needed by market, create a fund that can be better used by businesses in key industries**



Entrepreneurship

- **Virtual Incubator**
 - **Q4 2017 Event, IP Workshop in February 2018**
- **Traditional Incubator**
 - **If supported by market demand**
- **Maker Space**
 - **Budding entrepreneurs and hobbyists**
- **DEFTech**
 - **Tech commercialization program out of Aberdeen Proving Ground**