

**ECONOMIC DEVELOPMENT COMMISSION**  
**MEETING MINUTES**  
**June 6, 2018**

**PRESENT**

Dr. Mary Bolt (Cecil College), Chris Cochran (Agribusiness Coordinator), JoAnn Dawson (Fairwinds), Danny DeMarinis (URP), D'Ette Devine (CCPS), Sandra Edwards (Economic Development Manager), Bruce England (SWN), Woody Jackson (Citizen), Sandy Maruchi-Turner (Tourism), Morgan Miller (CCPL), Chris Moyer (Director of Economic Development), Robert Palsgrove (WSFS), Michael Ratchford (W.L. Gore & Associates), Dr. Carl Roberts (Chamber Government Relations), Rupert Rossetti (Citizen), Dan Schneckenburger (County Council), Dr. Rich Szumel (Union Hospital), Mike Travers (Cecil Dancercenter)

**ABSENT**

Walter Buck (Citizen), Linda Burris (Delmarva Power), Paula Gilley (Citizen), Scott Holland (i-Lighting), Michael Lara (Orbital ATK), Grove Miller (Citizen)

**GUESTS**

Vince Fiorelli (Chesapeake Utilities), Scott Flanigan (Cecil County DPW), Kathleen Kunda (IXIMD), Dr. Jeffrey Lawson (CCPS), Alan McCarthy (Cecil County Executive), Bob Meffley (Cecil County Council), Sharon Pelham (APGFCU), Jack Schammel (Venture Access), Alan Sexton (SWN), Chris Stone (Venture Access), Katie Tabeling (Cecil Whig)

**Call to Order & Welcome**

- Meeting called to order at 8:02 a.m.
- Introductions made by all in attendance.
- May 2, 2018 meeting minutes approved.

**Chairman's Report – Mike Ratchford**

- Introduced Chris Cochran
  - Chris gave some background on himself
  - Chris is excited to be in this position; excited to help businesses grow and work with cooperators in County
  - In spare time, runs Cochran's Bees & Berries
- Still need Economic Development Coordinator – posting position in next few weeks
- Primary election day June 26<sup>th</sup>, Early voting June 14<sup>th</sup> – encourage everyone to turn out and vote
- One of our long-standing members and great contributors to the EDC and County will be stepping down from her official role at the end of the month. Dr. D'Ette Devine will be retiring.
  - We are glad to have Dr. Jeff Lawson here today
  - EDC presented Dr. Devine with a certificate of award

**Director's Report – Chris Moyer**

- Attended ICSC – World's largest real estate conference in Vegas with Mayor Alt
- Dr. McCarthy, Mayor Alt, and I met with David Cordish to discuss developing properties in Cecil County
  - David very bullish on Cecil County – wants to fill up Big Elk Mall – hopefully will be more to share in coming months
- Interchange at Belvidere Road at Principio – seeking Federal build grant up to \$25M

- Great team effort with administration; working with developer and MDTA
- Developer has engaged engineers and others to see if this can't be done
- Would offer Principio a road on to I-95
- Would strengthen marketing opportunities for Principio
- Gave tour to Economic Alliance of Greater Baltimore's board – blown away at what they saw here
  - Toured Principio, where potential interchange at Belvidere would go, Clene nanomedicine, ATK (will be Northrup Grumman in two weeks) [sees future base for hypersonic and next generation programs], W.L. Gore
  - Great opportunities here for developers, builders, bankers, brokers
- Great meeting with head of Select Greater Philadelphia Council – plan to work with them this fall on a manufacturing forum; we will be part of the host committee
  - Going to include Cecil County in forum and literature

***Tourism Update was given by Sandy Maruchi-Turner, Tourism Manager***

- Marketing via. radio, social media, eblast, digital, and print
- Wedding Brochure has become a hit
- Nature Brochure – supply is low, has been most popular brochure even produced
- A handout was provided showing Industry Sales, Tourism Impact, and number of Visitors to Cecil County – to summarize,
  - 2016 (most recent year measured) Expenditures by Visitors in Cecil County \$168M
  - Over 2400 people in Tourism – labor force income of \$98M
  - \$24M generated in State & Local Taxes
  - Over 1M visitors (this number based on people coming a distance of 50< miles)
- Tourists love to come to Cecil County to eat – working with professional photographer to have good photography/representation of food options in County
- Received a grant from Upper Shore Regional Council – will be used for social media videos
- Santa House opened as of last week
- Traveled to Charleston, SC to observe customer service techniques
  - 2 things learned: 1) Design standards – colors, architectural consistency; 2) everyone from airport to car rental attendant have exceptional customer service skills
  - How can we improve customer service skills in Cecil County?

***A handout from this update is available on the OED website.***

***A presentation on Business Incubator was given by Jack Schammel, Venture Access***

- 48:1 -- If I give you \$1, how many would give me 48 back?
- Economic impact multipliers – what's return on dollars invested in incubation?
- If you put an incubator in Cecil County, where would you put it?
- Venture Access working on new iteration of old program in Harford County.
- TEDCO Challenge – wanted to see something different in incubator community
  - Rural area – it's about outreach and providing the right services
  - Creating a community for a program that serves entrepreneurs regardless of where they are
- Came up with new plan – went from 0 to 6 to 12
- Biggest job is building startup ecosystem
  - Look at 3 Stages – Idea, Launch, Growth
  - Supporters – Evangelists, Government, Talent

- Venture Access offers access to educational opportunities, offers acceleration program, workshops, symposiums, connection (networking), guidance, space (help to connect lab space), ecosystem
- Key Initiatives: Technology, First Partner, Capital
- Need to do marketing, outreach to find these people.

***A copy of this presentation is available on the OED website.***

***Subcommittee Reports:***

***Education/Workforce – Dr. Mary Bolt***

- Graduated 294 from School of Technology -- 50% increase in 2 years
- SWN Annual Meeting Friday 7:45 – 9:45
- May 22<sup>nd</sup> Continuing Education Center held Open House
  - Looking at non-college technology skills; seeing what businesses are seeking and what is needed for workforce
- Like to thank all businesses in area for Cecil Leadership Institute participants – graduation in month of May
- Summertime – many businesses have programs that support youth – takes everyone to support these and prep our future

***Technology – Danny DeMarinis***

- Subcommittee and board are working closely on solicitation – hope to make available to Cecil County entrepreneurs
  - RFP to develop service providers

***Land Use – Rupert Rossetti***

- Had meeting on Food Hub (farmers, producers, processors)
  - Searching for a commercial kitchen that can grow into; have list to look at
  - Thank OED for hosting dinner and Mid Atlantic Farm Credit

***Finance – Bob Palsgrove***

- Have to catch up with Sandra

***Communications – JoAnn Dawson***

- Working with Tourism on videos
- Contacted by a group in Beaumont, Texas to talk about business and Cecil County

***Council Report – Dan Schneckenburger***

- County Council passed budget last night.
- CIP Budget passed – infrastructure investment along Rt. 40
- June 11<sup>th</sup> – Army Alliance Annual Dinner

***County Executive – Dr. Alan McCarthy***

- Customer service – address issue primary goal
  - Best result just person to person
  - Costs nothing
  - Be kind

**Summary**

- We will meet again in September
- In the past, have done something at the Fair but may change venue this year.
  - More information will be forthcoming on that

The report will be available via OED website.

**Adjournment**

Meeting adjourned at 9:17 a.m.

***Our next EDC meeting will be on September 5, 2018 at 8:00 a.m. at Cecil College, Room TC208.***

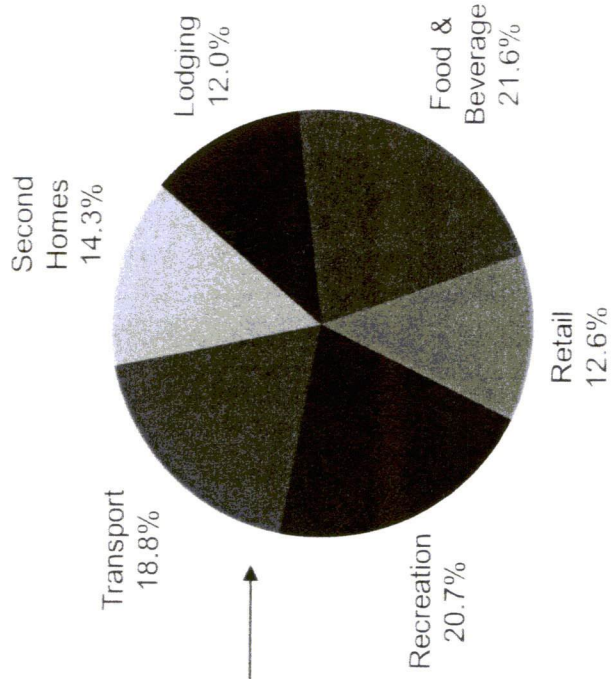
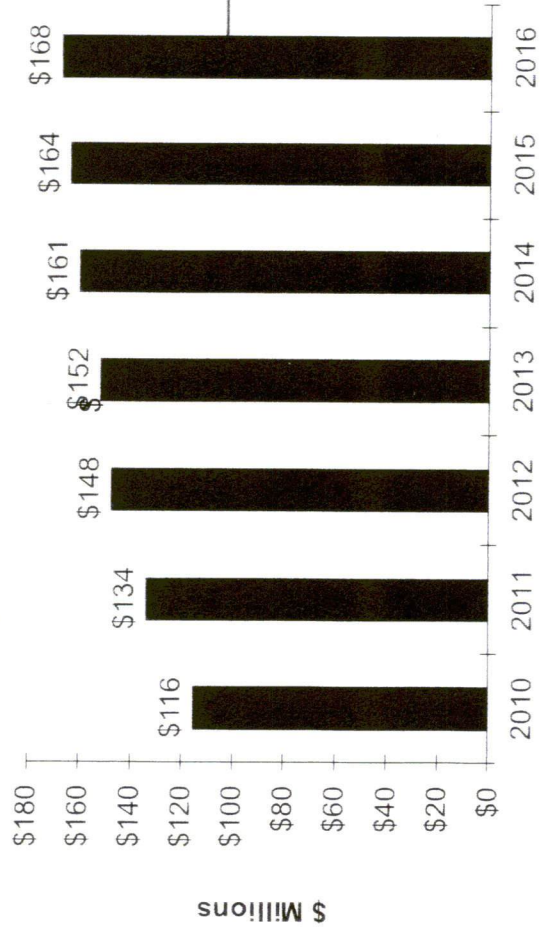
Respectfully Submitted,

Terri Springel  
Administrative Assistant

# Cecil County, Industry Sales

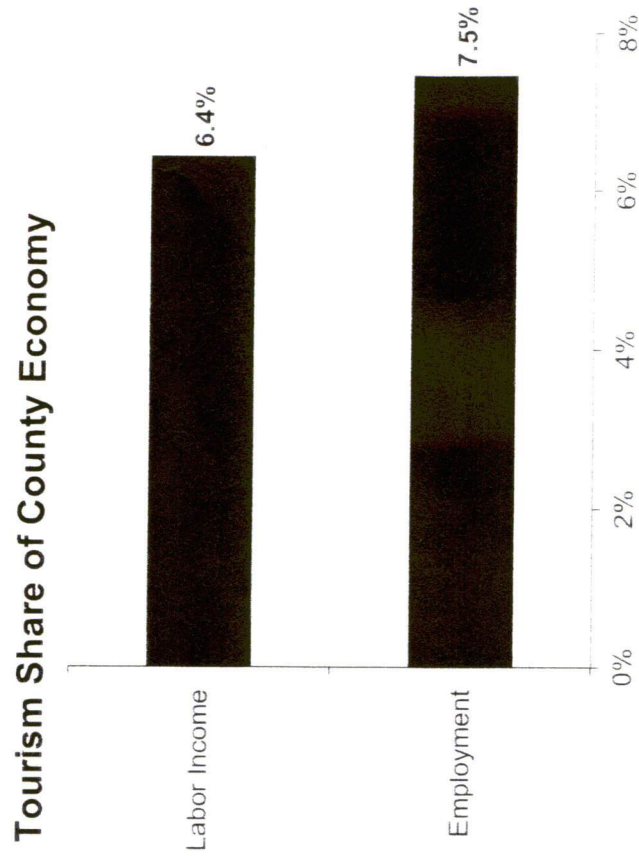
Cecil County								
Tourism Industry Sales, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$20.1	\$36.3	\$21.2	\$34.9	\$31.6	\$24.1	\$168.2	2.4%
2015	\$18.8	\$34.4	\$21.8	\$33.0	\$33.1	\$23.2	\$164.3	2.3%
2014	\$18.1	\$32.6	\$22.1	\$33.4	\$32.4	\$22.0	\$160.6	5.5%
2013	\$16.6	\$29.4	\$21.5	\$32.3	\$30.7	\$21.7	\$152.3	3.0%
2012	\$16.8	\$28.2	\$18.7	\$30.7	\$29.8	\$23.8	\$147.9	10.2%

Tourism Industry Sales



# Cecil County, Tourism Impact

Cecil County				
Tourism Employment				
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)	
2016	1,479	2,419	1.09%	
2015	1,438	2,364	1.08%	
2014	1,452	2,377	1.11%	
2013	1,493	2,422	1.15%	
2012	1,439	2,337	1.13%	
Tourism Labor Income, (millions)				
Year	Direct	Total (Dir, Ind, Induced)	Share of State (Total)	
2016	\$47.4	\$98.5	1.01%	
2015	\$45.0	\$93.4	1.01%	
2014	\$44.4	\$91.0	1.04%	
2013	\$44.9	\$90.2	1.09%	
2012	\$44.2	\$87.8	1.10%	
Total Tourism Tax Receipts (millions)				
Year	Federal	State and Local	Hotel	Total
2016	\$21.6	\$24.3	\$0.43	\$45.9
2015	\$20.7	\$23.7	\$0.42	\$44.4
2014	\$20.1	\$23.1	\$0.42	\$43.2
2013	\$19.6	\$22.1	\$0.41	\$41.7
2012	\$19.1	\$21.5	\$0.39	\$40.6



Tourism Sales (millions)	
Tourism Industry	Tourism Economy
\$168.2	\$176.5
\$164.3	\$178.2
\$160.6	\$174.0
\$152.3	\$162.2
\$147.9	\$159.2

# Cecil County, Visitors

Cecil County				
Visitors (thousands)				
Year	Overnight	Day	Total	Growth Rate
2016	372.1	635.4	1,007.5	2.8%
2015	354.7	625.5	980.2	5.2%
2014	339.4	592.6	932.0	2.9%
2013	318.1	587.8	905.9	5.8%
2012	306.3	549.9	856.2	3.6%

Visits by Type  
2016

