

ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
September 5, 2018

PRESENT

Dr. Mary Bolt (Cecil College), Linda Burris (Delmarva Power), JoAnn Dawson (Fairwinds), Danny DeMarinis (URP), Sandra Edwards (Economic Development Manager), Bruce England (SWN), Woody Jackson (Citizen), Michael Lara (Northrop Grumman), Sandy Maruchi-Turner (Tourism Manager), Morgan Miller (CCPL), Chris Moyer (Director, Economic Development), Robert Palsgrove (WSFS), Michael Ratchford (W.L. Gore & Associates), Dr. Carl Roberts (Chamber Government Relations), Dan Schneckenburger (County Council), Mike Travers (Cecil Dancenter)

ABSENT

Walter Buck (Citizen), Paula Gilley (Citizen), Scott Holland (i-Lighting), Grove Miller (Citizen), Rupert Rossetti (Citizen), Dr. Rich Szumel (Union Hospital)

GUESTS

Joe DiNunzio (Artesian Water), Vince Fiorelli (Chesapeake Utilities), Scott Flanigan (Cecil County DPW), Dr. Jeffrey Lawson (CCPS), Jen Lyall (CC Public Information Officer), Alan McCarthy (Cecil County Executive), Ray Mitchell (North East Town Council), Susan O'Neill (USRC), Sharon Pelham (APGFCU), Jack Schammel (Tedco/Venture Access), Alan Sexton (SWN), Scott Sturgill (Cecil Bank), Katie Tabeling (Cecil Whig)

Call to Order & Welcome

- Meeting called to order at 8:05 a.m.
- Introductions made by all in attendance
- June 6, 2018 meeting minutes approved

Chairman's Report – Mike Ratchford

- Schools are back in – welcome everyone back!
- Last week had a great event kicking off Cecil County Manufacturers Group
 - Well attended – impressed by number of manufacturers in the County
- September EDC meeting kick off to our year

Director's Report – Chris Moyer

- Hope everyone had a great summer.
- Excited to do some great things -- Have a lot of exciting projects going on
 - Expect some great announcements over upcoming months.
- Would love to have more dialog this year at EDC meetings.
 - No white boards; no jotting everything down; share ideas and strategies in moving the County forward; need to leverage this group more

Office of Economic Development Update was presented by Chris Moyer, Director

- The Office of Economic Development (OED) is trying to develop a strategy to move Cecil County forward. In doing so we are looking at key items:
 - What Do We Want to Be?
 - Maintain natural beauty AND have thriving economy

- How Do We Get There?
- Business Retention, Expansion, Attraction
 - Marketing, Advertising
 - Workforce Development
 - Financial Incentives
- Marketing
 - Need to Build Relationships with Brokers, Developers, and Site Selection Consultants
- Advertising
 - Trying different things: regional and national magazines.
 - Need to continue to get message out. Bring awareness to Cecil County.
- Workforce Development
 - Need to diversify and grow workforce
 - Leverage and create partnerships
 - Need for talented workforce will NEVER go away
- Financial Incentives
 - Maryland More Jobs for Marylanders Tax Credit
 - Maryland Enterprise Zone Tax Credit
 - Cecil Catalyst Fund
- The Four T's
 - Talent
 - Technology
 - Transportation
 - Taxes

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

Highlights from Group Discussion:

- Smart to tap into Philadelphia market
- In October, Matt Cabrey from Select Greater Philadelphia Council will be presenting to EDC.
- What is advantage to bring us (Cecil) in to Greater Philadelphia area?
 - Philadelphia is 4X larger than Baltimore market
 - Cecil has open space
- Delaware – we have better relationships in Delaware; they know who we are and what we are
- State of Delaware is a member of Select Greater Philadelphia Council
- Branding Study – final presentation 3rd week of September, Elkton and Cecil County back-to-back meetings.
- Need to change perception of bickering
 - Change mindset for growth in corridor
- How do Cecil County incentives compare with other counties in Maryland?
 - They are very comparable.
 - More growth areas in our Enterprise Zones
 - Easier permit process
 - Opportunity Zone (Federal program)
 - Opportunities in Principio coming in next few years; need to leverage and Bainbridge
- Cecil in strong position compared to others because we have the land; everywhere else is built out

- Challenges for Cecil County:
 - Workforce Development -- Needs to be a cumulative effort
 - Residential Needs
 - Perception
 - Disconnect with Small Businesses
 - Need Infrastructure to Market for Economic Development
 - Tell Our Story
- Positives:
 - Overall Vibe More Positive in County to solve issues/problems
- Suggestions:
 - Do Spotlights on Businesses – bring people in, etc.
 - Spotlight Recipients of Services, not people who provide the services:
 - Cecil College students – speak about opportunities
 - SWN people – talk about training they received and where they are working

Subcommittee Reports:

Education/Workforce –

- Committee meeting this month to get together what is needed to support economic development priorities.

Technology – Danny DeMarinis

- Finished source selection – chose a firm to provide set of services for incubator.
 - Have had a hiccup related to funding. Reevaluating funding status – currently on hold.

Land Use –

- Cecil County added 1,087 acres of open space so far this year
- Fair Hill International October 18-21, 2018

Finance – Bob Palsgrove

- Cecil Catalyst kicked off through social media in last month. See how it works out.

Communications – JoAnn Dawson

- Looking forward to branding meeting.
- Received a grant from USRC to film two videos of what there is to do and see in Cecil County
 - While weather has been an issue, believe we are almost there
 - Like to thank those who helped and/or starred in videos
- Hosted travel writers; some nice articles written about the County

Council Report – Dan Schneckenburger

- Last night important vote to increase fees for wastewater enterprise fund
- July 30th – Proposed Interchange at I-95 and Belvidere Road meeting
- Sept. 25th – MDOT comes to County for a consolidation transportation meeting
- At MACO, there was a lot of discussion about what Cecil County is doing
- Susan O’Neill has USRC on good footing; puts Cecil County in good shape
- PACE – good bill
- Sept. 13th - Brokers Event
- Enterprise Fund expansion in North East – project sitting on dock – will be good for town and County

- Chesapeake Overlook – everybody should be encouraged about developing property around casino; been sitting there for years.

Summary

- We'll get back together in October with Matt Cabrey as our speaker.
- CCPS putting together a new Strategic Plan. A meeting is scheduled for September 17th to give perspective on the school system.

The report will be available via OED website.

Adjournment

Meeting adjourned at 9:16 a.m.

Our next EDC meeting will be on October 3, 2018 at 8:00 a.m. at Cecil College, Room TC208.

Respectfully Submitted,

Terri Springel
Administrative Assistant

CECIL COUNTY ECONOMIC DEVELOPMENT

**EDC Presentation
September 5, 2018**





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 and Advertising**
- **Workforce Development**
- **Financial Incentives**
- Entrepreneurship

Marketing

- Need to Build Relationships with Brokers, Developers, and Site Selection Consultants
 - CoreNet Boston
 - CoreNet Philadelphia
 - CoreNet Mid-Atlantic
 - IAMC Philadelphia
 - ECONOMIX Nashville
 - 2018 Cecil County Broker/Developer Event – 9/13
 - NEW – Residential Developer Event – 10/25

CECIL COUNTY COMMERCIAL BROKER EVENT

WHEN

September 13, 2018

8am – 1:30pm

(Breakfast & Lunch Provided)

WHERE

Chesapeake Inn

605 Second St., Chesapeake City, MD 21915

Opening Speaker · Anirban Basu

Anirban will provide an overview of the economic outlook for the region and offer a unique look at Cecil County's economic forecast. He is the Chairman & Chief Executive Officer of Sage Policy Group and one of the Mid-Atlantic region's leading economic consultants.

Keynote Speaker · Michael Lombardi

Hear about business leadership principles learned from the gridiron. Michael is an NFL analyst and former NFL executive with the 49ers, Browns, Eagles, Raiders, and Patriots. He currently hosts GM Street, a podcast on The Ringer Network, and his newest book *Gridiron Genius* came out earlier this year in which he reveals inner strategy and details from his tenure in the NFL.

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PLATINUM: Stewart Properties
GOLD: Cecil Bank, Gore, and Trammel Crow
SILVER: APGFCU, Artesian Water, Cecil College, Chesapeake Utilities, Morris & Ritchie Associates/Geo-Technical Associates, and PNC Bank
BRONZE: Delmarva Power and WSFS



Maximum Capacity is 150
RSVP Now!
Email Terri Springel by September 7th
at tspringel@ccgov.org

Hear From:

- ❖ National developers & top employers about their growth plans in Cecil County
- ❖ Brokers & site selection consultants about "Why Cecil!"
- ❖ Select Greater Philadelphia's Matt Cabrey about regional opportunities

Speakers/Panellists From:
JLL, Mackenzie Commercial, Stewart Properties, and Trammel Crow

Hosted By:



Advertising

CECIL COUNTY, MARYLAND *It Just Works!*

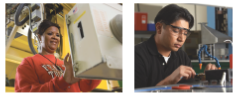


YOU DREAM IT

ACCOMPLISH IT HERE

Innovation is equal parts science and magical thinking. Dreamers revolutionize the way we live, one bold idea at a time. From next-generation space technologies to nanomedicine, Cecil County businesses enhance what we know and how we grow. As a premier location for innovation, Cecil County, Maryland powers this process through business-focused initiatives and fast-track permitting.

- World-class companies include: W.L. Gore, Orbital ATK, Terumo Medical, and Amazon
- Situated along I-95 in the middle of the East Coast, Cecil County businesses can access over 90 million domestic consumers overnight, or use other prime transportation options such as port, rail, and plane
- Affordable commercial space ranging in size from 100 to 1,000 acres
- Home to cutting edge startups like Clene Nanomedicine and Operative Experience
- New projects resulting in over 4.5 million square feet of commercial space
- Robust, talented workforce ranging from entry to executive-level
- Innovative assistance programs supporting strategic growth through corporate training assistance and tax credits geared toward job creation and manufacturing



Cecil County — where dreamers are welcome.
Contact the Cecil County Office of Economic Development at 410.996.6292 or www.cecilbusiness.org.

Cecil County, Maryland has become a prime industrial market on the East Coast. Situated midway between Baltimore and Philadelphia, Cecil County's strategic location delivers overnight access to over 90 million people. Cecil County offers your business direct access to I-95 and main railroad lines for CSX and Norfolk Southern, along with close proximity to two international airports and two of the country's top 25 ports.

Key employers include a host of world-class companies such as Amazon, General Electric, W.L. Gore, IKEA, and Orbital ATK. Cecil County has a diverse industry base due to the county's skilled workforce, supply of dynamic industrial sites ranging from 1 to 100 acres, and excellent transportation infrastructure.

Contact us to find out how we can help your business grow.



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cecilgrown.com





Workforce Development

- **Significant Number of Jobs Added**
 - **Need for Talented Workforce will Never Go Away**
 - **Leverage Partners**
 - **Find Creative Workforce Programs**
- 



Financial Incentives

- **Maryland More Jobs for Marylanders Tax Credit**
 - **Cecil County is now Tier One county**
- **Maryland Enterprise Zone Tax Credit**
 - **Seeking expansion in Perryville and North East**
- **Cecil Catalyst Fund**
 - **Formally launched last week – three applications so far**

The Four T's

- Talent
- Technology
- Transportation
- Taxes

