

08 Supporting a Diversified Economy

The purpose of this chapter is to highlight the County’s economic diversity. The chapter provides background on Frederick County’s current economic conditions and its focus for economic development including targeted industries and projected growth industries. The goals, policies and action items provided are in keeping with the County’s Economic Development mission to support, retain, foster the growth of existing businesses and to attract new business that enable Frederick County residents to work where they live.

	Amendment Status
Goals, Policies, Action Items	04/08/2010
Maps and Graphics	04/08/2010
Background Information	04/08/2010

A vision for supporting a diversified economy...

The citizens of tomorrow’s Frederick County will be part of a community with a sustainable breadth of economic activity that has been intentionally cultivated through decades of careful planning, bold innovation, and solicitous opportunism. National food and energy policies have bolstered the efforts of dedicated farmers to maintain a thriving agricultural economy providing both economic and social stability to the community. The growth of information- and bio- technologies – and the County’s ability to position itself as a physical epicenter of its development – has resulted in a more balanced employment environment in which those seeking jobs closer to home are able to secure more positions in their chosen fields. The decreasing necessity to place workers in a central location has eased price pressure on housing making the acquisition of affordable housing a less burdensome challenge for many Frederick County workers. Employers who seek a centralized location for their businesses and institutions increasingly choose Frederick County above all because of its efforts to maintain a high quality of life for residents. The citizens and leaders of tomorrow’s Frederick County will look back to this time as the moment when the community determined its economic future by investing in those policies that created a strong sense of community.

GOALS

- ED-G-01 Support a sustainable, local economy that creates diverse employment and income opportunities while respecting social and environmental assets.
- ED-G-02 Expand employment growth in targeted industries to ensure the County's fiscal health.
- ED-G-03 Provide sufficient land resources to accommodate long-term economic growth.
- ED-G-04 Sustain a balance between growth in employment and housing.
- ED-G-05 Maintain agriculture as a viable industry in Frederick County.
- ED-G-06 Develop the transportation infrastructure and utilities necessary to support the County's targeted industries (agriculture, biotechnology, advanced technology, and manufacturing) and overall growth in the employment sector, including growth industries of tourism, education services, healthcare services and the retail industry.
- ED-G-07 Redevelop and revitalize the County's existing employment areas.

POLICIES

- ED-P-01 Protect industrial development opportunities adjacent to rail and highway access and support extensions to increase the number of properties with access.
- ED-P-02 Locate employment uses in community growth areas where they can take advantage of existing/planned infrastructure and proximity to the workforce & other services.
- ED-P-03 Integrate compatible employment, commercial and residential uses when possible to achieve a mixed-use environment.
- ED-P-04 Encourage the development of sufficient commercial, office, industrial and retail space in various locations and settings to meet the diverse needs of the employment sector.
- ED-P-05 Support mixed-use commercial facilities that offer affordable options to small business owners.
- ED-P-06 Consider economic and employment needs when planning long-term transportation improvements.
- ED-P-07 Advocate for the efficient use of limited land resources zoned for employment that accommodates the County's targeted industries.
- ED-P-08 Promote agricultural businesses and industries to support Frederick County's farming economy, including the implementation of farm-friendly Land Use policies and programs.
- ED-P-09 Protect the County's agricultural, cultural, scenic and natural resources in order to facilitate tourism, recreation and related industries.
- ED-P-10 Promote businesses in all industry sectors that provide a range of jobs and incomes that allow people to live and work in Frederick County.
- ED-P-11 Maintain industrial zoned land adjacent to rail access.

STATE VISION AND PLANS

This chapter addresses the following State Visions:

- *Growth Areas*
- *Infrastructure*
- *Economic Development*

RELATED COUNTY PLANS

The Frederick County Office of Economic Development (OED) prepares an [Annual Report](#) that details progress and accomplishments related to the Business Development Advisory Council's (BDAC) strategic priorities including the county's targeted industries and general economic outlook.

2008 Frederick County Agricultural Strategic Plan

This Plan was prepared through the County's Office of Economic Development (OED) as an update of an Agricultural Market Analysis and Strategic Plan prepared in 2001. The 2008 Strategic Plan conducted an assessment of the agricultural industry and sectors in the County including an analysis of the strengths, weaknesses, opportunities, and threats of the agricultural economy. The Plan includes recommendations under three areas: *market developments, training and education, and regulatory support for agriculture.*

BACKGROUND

From 2000-2007, Frederick County's job growth of 15,573 jobs was the 3rd highest among Maryland counties. The county's 5,760 businesses employ 78,000 workers. The county is home to companies such as State Farm Insurance, BP Solar, CitiMortgage, MedImmune, and Bechtel National. Frederick County's healthy economy results from its proximity to the Baltimore and Washington metropolitan areas, diversity of its industry base, access to transportation infrastructure, natural resources, labor force, and high quality of life, among other factors.

Located less than an hour from Baltimore, MD and Washington, D.C., Frederick County is intersected by four interstate and primary highways and is served by commuter rail (MARC) and freight rail lines (CSX and Maryland Midland Railroad). The Fort Detrick military installation, Frederick County's largest employer, is located in the City of Frederick and is responsible for attracting major federal funding to the area as well as private sector jobs in the biotechnology and research fields.

The County's pastoral landscape and prime soils have supported a long-standing agricultural industry. Frederick County is Maryland's largest dairy producer and provides one-third of the state's milk production. A strong mineral mining industry is present; there are six active limestone, shale and stone aggregate quarries.

Frederick County is rich in human resources. More than 90% of the population has a high school diploma and nearly 40% has a Bachelor's degree or higher. The county boasts the 3rd lowest unemployment rate, as of 2007, of counties in the state (3.1%). For businesses looking to relocate, the County has a total inventory of commercial, office, and industrial space of

approximately 19.5 million square feet. In 2007 the vacancy rate for flex/industrial space was 13.9%. A variety of business parks, industrial parks and research parks offer diverse opportunities for businesses in a variety of industries.

FREDERICK COUNTY'S TARGETED INDUSTRIES

Frederick County will continue to see increased economic opportunity and growth. The County's diverse industry and job base insulates it to a certain extent from economic downturns experienced on a regional or national scale. The County targets four industries that strengthen and diversify our local economy: bioscience, advanced technology, manufacturing and agriculture. A focus on these industries is not intended to detract from or exclude other types of jobs that also contribute to a healthy and diversified economy. The County's goal is to support, retain and foster the growth of existing businesses in Frederick County and to attract new businesses that bring career opportunities that enable Frederick County citizens to work where they live. The County has also projected increases in a number of growth industries, including: tourism, education services, healthcare services and the retail industry.

To support new bioscience and technology companies the County has established an incubator program to encourage technological innovation and accelerate the development of commercially viable technology-based business by providing a nurturing and supportive environment. There is now a single site, the Frederick Innovative Technology Center @ Monocacy located on Metropolitan Court off of MD 85 south of Frederick.

AGRICULTURE

The agricultural industry is a vital part of the economy and quality of life in Frederick County. As the county grows and is able to provide more and better services to its citizens, so can the agriculture industry. The traditional farm is changing to meet the needs of a growing population by producing desired crops and becoming more efficient. The County's agricultural industry is diverse and is a significant component of the State's agricultural resources.

- Soybean crop total production and corn for grain total production doubled from 2002 to 2004.
- Turkey production has increased to 700,000 turkeys produced each year.
- Nursery and greenhouse crops more than tripled in value from 1992 to 2002.
- The large agricultural base covers more than 195,000 acres of farmland. This makes Frederick County the largest agricultural county in Maryland, accounting for 10% of Maryland's total farmland.
- There are 1,200+ farms in Frederick County accounting for the largest number of farms in the state.
- Frederick County ranks #2 in Maryland for both number of equine facilities (2,180) and number of acres used solely for equine purposes (22,000).
- Frederick County ranks #3 in Maryland for number of equine (8,290).
- Dairy farmers sell more than \$50 million of dairy products each year. This makes Frederick County one of the top 75 counties in the country for the production of dairy products.
- Frederick county farmers produced approximately \$133 million of agricultural products in 2006.

BIOSCIENCE INDUSTRY

Frederick County is a prime location for biotechnology companies to establish and continue their dynamic success in a global marketplace. In fact, the State of Maryland has the highest concentration of federal research and development facilities in the United States. In 2007, there were more than 60 bioscience companies located in Frederick County, representing over 16% of the total bioscience and federal research institutions in Maryland.

Frederick County has the 3rd largest cluster of bioscience companies in Maryland, according to MdBio (2007). Many new and expanding biotechnology companies choose Frederick County as their preferred business location for the following reasons:

- An excellent transportation system for local & international travel
- A highly skilled and educated labor force
- Fort Detrick is home to the National Cancer Institute (NCI) and the U.S. Army Medical Research Institute of Infectious Diseases (USAMRIID). A new National Interagency Biodefense Campus is under construction. 50% of the most cited biomedical scientists in the world are located in Maryland; of those, 40% are affiliated with the National Cancer Institute in Frederick

ADVANCED TECHNOLOGY

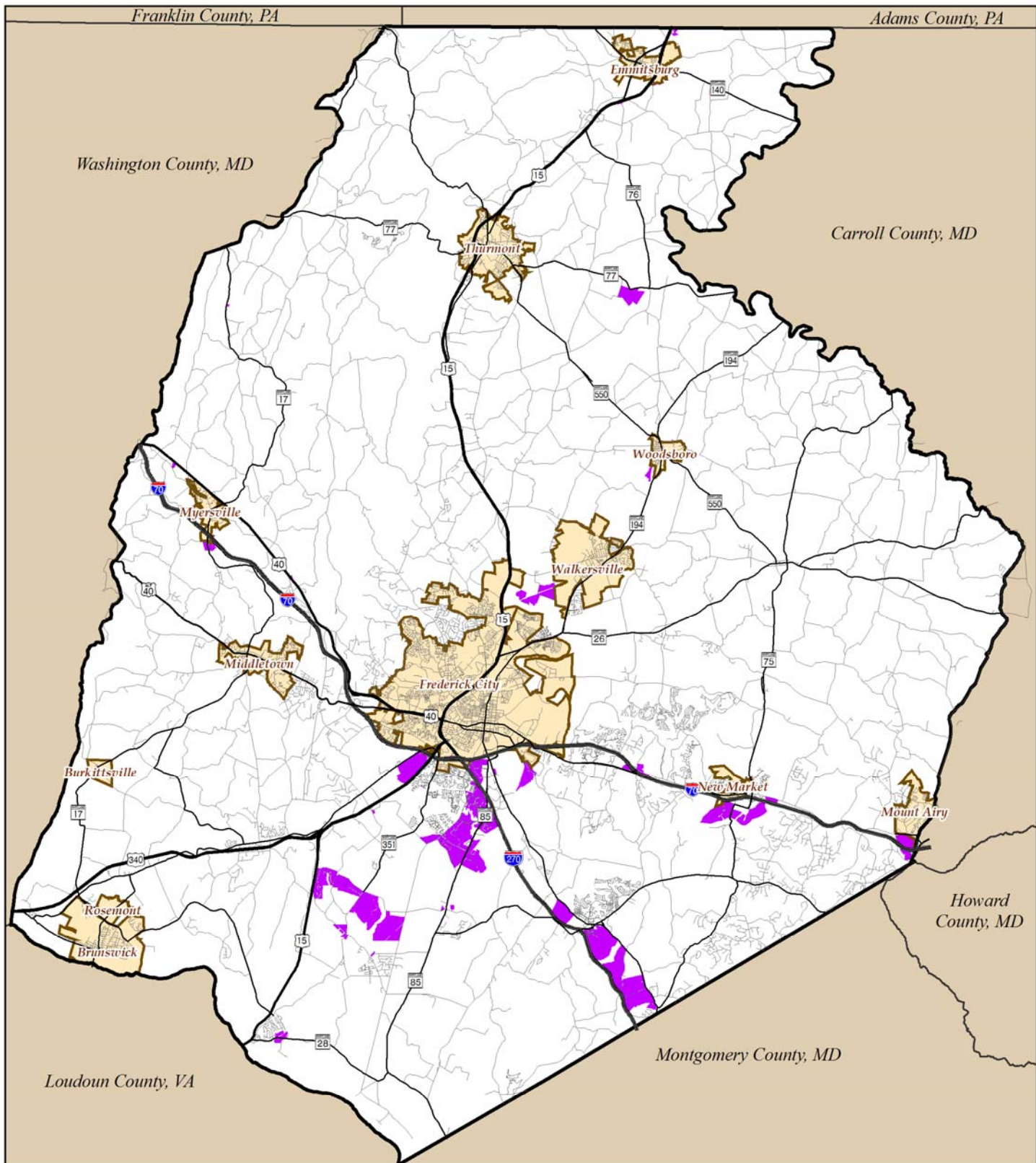
Frederick County is building and promoting technology driven and research-intensive industries. There are currently more than 1,900 established information technology (IT) firms with a presence in Maryland. The IT industry in Frederick County is comprised of various telecommunications, networking, web development and consulting firms. Frederick County ranks 2nd in Maryland for the number of new information technology jobs created per capita from 2002 to 2005. Frederick County is also seeing an increase in the number of businesses that are focused on alternative and renewable energies, which will continue to increase as demand in the marketplace drives the need for more alternative energy options.

MANUFACTURING


Manufacturing is a vital industry for Frederick County. The County is committed to providing the resources needed to assist in the development and growth of our manufacturing companies and to continue Maryland's 150 year-old manufacturing traditions. Some statistics on Frederick County's manufacturing as reported by the State's Department of Labor, Licensing and Regulation (DLLR) for 2007:

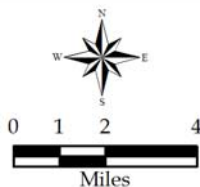
- Manufacturing represents approximately 7% of the private sector employment for Frederick County.
- There are a total of 190 manufacturing establishments employing 5,592 people with \$291 million in annual wages.
- The average annual wage per manufacturing worker is \$52,104 (27% greater than the annual wage per worker in the private sector).

Map 08-1: Employment Areas



Employment Areas

 Existing/Planned Industrial/Employment Areas



Division of Planning
GIS & Data Services Section

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While efforts have been made to ensure the accuracy of this map, Frederick County accepts no liability or responsibility for errors, omissions, or positional inaccuracies in the content of this map. Reliance on this map is at the risk of the user. This map is for illustration purposes only and should not be used for surveying, engineering, or site-specific analysis.

FREDERICK COUNTY'S GROWTH INDUSTRIES

TOURISM

Together, Frederick County's scenic, cultural, historical, and recreational resources attract millions of visitors a year to the area. In 2005, the tourism industry brought more than 1.9 million visitors to Frederick County and generated \$280 million in revenue. Tourism is a sustainable industry that protects our rich history and healthy environment. Tourism accounts for nearly 6,500 industry-related jobs in the Frederick area. The county's tourism resources and attractions are countless. A partial list of these resources includes:

- Outdoor recreation – Catoctin Mountain Park, C&O Canal towpath, Cunningham Falls State Park, Gambrill State Park, Gathland and Washington Monument State Parks, Sugarloaf Mountain, and the Appalachian Trail ;
- Museums and historic sites - C&O Canal National Historical Park, Mt. Olivet Cemetery and the grave of Francis Scott Key, Rose Hill Manor, Barbara Fritchie House, Brunswick Railroad Museum, Schifferstadt Architectural Museum, Mother Seton Shrine, and the National Shrine Grotto of Lourdes;
- Battlefields and Civil War sites - Monocacy National Battlefield, National Museum of Civil War Medicine, Heart of the Civil War Heritage Area;
- Arts and culture – Delaplaine Visual Arts Center, Weinberg Center for the Arts, Cultural Arts Center, , and numerous events supporting independent artists and collectives; and
- Sports and entertainment - Frederick Keys, the Baltimore Orioles' minor league affiliate, the Catoctin Wildlife Preserve and Zoo, and Adventure Park USA.

EDUCATION SERVICES INDUSTRY

The education services industry is comprised of establishments that provide instruction and training on a wide variety of subjects. Education careers fall into five areas: elementary and secondary schools, community colleges, universities and professional schools, business schools, and technical and trade schools. The State estimates that employment in the education industry in Frederick County will increase 24% between 2004 and 2014.

In Frederick County employment for postsecondary teachers is expected to increase by 31%, primary, secondary, and special education teachers by 22%, teacher assistants by 23%, middle school teachers by 18%, secondary school teachers by 20%. Currently, the Frederick County Board of Education is the County's second largest employer, with 5,384 employees.

HEALTHCARE INDUSTRY

The healthcare industry includes careers that focus on helping people achieve physical, mental and emotional well being, with clusters ranging from dentistry to nursing to community health services. The State projects an increase of over 2,100 new jobs by 2010, for the County, in the health care industry. Specific job types that are projected to see significant growth in Frederick County through 2010 include: *Medical Assistants (59%), Physicians Assistants (49%), Home Health Aides, including Nursing (48%), Medical Records and Health Information Technology (47%), Physical Therapy Aides & Assistants (46%), Dental Assistants (33%), RNs (27%), LPNs (26%), and CNAs (25%)*.

RETAIL INDUSTRY

The retail trade industry is made up of establishments engaged in retailing merchandise and rendering services incidental to the sale of merchandise, and is the second largest industry sector in the U.S. both in the number of establishments and in the number of employees. Retail continues to be an industry with enormous growth with e-commerce activity and new technological job opportunities.

According to the State, retail occupations expected to expand based upon projected growth in Frederick County between 2002 - 2012 are: *advertising sales managers, pharmacy technicians, sales managers, waitpersons, retail salespersons, counter rental clerks, and first - line supervisors.*

ACTION ITEMS

- ED-A-01 Evaluate and facilitate a permanent, year-round farmers' market in Frederick County where people can purchase locally produced goods and services in a setting similar to Lexington Market (Baltimore, MD) or Pike Place Market (Seattle, WA).
- ED-A-02 Coordinate with the Office of Economic Development (OED) to identify short and long-term needs for employment-zoned land.
- ED-A-03 Identify strategic locations for future light industrial uses.
- ED-A-04 Revise the LI-Limited Industrial Zoning District into several different zoning districts to distinguish the diversity of uses currently permitted within the LI district.
- ED-A-05 Review County regulations to identify obstacles to revitalization of older commercial and industrial employment areas.
- ED-A-06 Identify an area to create an Alternative Energy Demonstration Project to educate and promote the use of alternative energies and energy conservation.
- ED-A-07 Continue to explore amendments to the Zoning Ordinance to promote agricultural and heritage tourism.
- ED-A-08 Identify obstacles in zoning & land preservation requirements that may preclude the agricultural industry from increasing the sale of products directly to the consumer.
- ED-A-09 Address through the Zoning Ordinance means of encouraging and supporting mixed-use and transit-oriented development.
- ED-A-10 Implement the Heart of the Civil War Heritage Area Management Plan.
- ED-A-11 Coordinate with municipalities to promote their historical, cultural and natural assets.
- ED-A-12 Further expand Frederick County's '*Homegrown Here*' label, '*Buy Local Challenge*' week, and other efforts including review of the County's procurement process to support buying local products, especially for the school system.
- ED-A-13 Consider a redevelopment overlay zone as a tool to encourage redevelopment of underutilized commercial and employment areas.
- ED-A-14 Determine the ideal jobs to housing ratio for Frederick County.