



2004 CALVERT COUNTY BUSINESS SURVEY

In an effort to provide better service to existing businesses, the Department of Economic Development conducted a business survey in October 2004. Below are the results based on the 129 responses we received.

General Business Information

1. Sector Classification: (check one)

- | | |
|---------------------------|---------------------------|
| 3.9% Manuf./Industrial | 10.1% Home-Based Business |
| 12.4% Business Service | 0.8% Const./Development |
| 14.7% Retail | 3.1% Tourism |
| 1.6% Forestry/Agriculture | 2.3% Hotel/Hospitality |
| 5.4% Restaurant/Food Svc. | 10.9% Medical/Healthcare |
| 37.2% Other (list below) | 22.5% No Answer |
- | | |
|-------------------------------|---|
| Advertising / Marketing | Funeral Services |
| Architectural Services | Home Inspections |
| Auction | Hotel/Hospitality |
| Auto Repair | Human Services |
| Automobile Dealership | Insurance |
| Bed & Breakfast | International Technology |
| Charitable | Legal Services |
| Child Care | Marina |
| Child Care | Municipal Government |
| Childcare/Preschool Education | Newspaper Distributor |
| Civic | NonProfit Art Appreciation & Education |
| Communications Business | NonProfit Cooperative |
| Const./Development | Plumbing Contractor |
| Consulting | Plumbing Repairs |
| Consulting | PR & Video Production |
| Direct Mail Marketing | Professional Services |
| Educational Corporation | Protective Coatings |
| Engineering (subsea) | Real Estate |
| Entertainment | Sales Commercial |
| Farm | Sales & Service/Outdoor Power Equipment |
| Film and Video Productions | Tanning Salon & Bodywear |
| Financial Service | Trash |
| Financial Services | Veterinary Services |

2. Product or service:

- | | |
|--|--|
| Acct., Taxes, Computer | Chiropractic & Physical Therapy |
| Antique Clock Repair & Sales | Communications Equipment |
| Antiques | Community Development |
| Art Programming | Continuing Care Retirement Community |
| Artwork by Members | Coupon Book Advertising |
| Assistance to the Less Fortunate | Custom Woodworking Gifts & Furniture |
| Auto Repair | Dentistry |
| Auto Repair & Painting | Direct Marketing / Advertising Agency |
| Automation Filling Machine | Document Destruction |
| Packaging | Dodge Jeep Chrysler Sales and Service |
| Automotive Equipment, Capital Equipment | Drywall/Home Improvements |
| Banking | Electronics |
| Bed & Breakfast | Equine Breeding/Training/Lessons/ Boarding & Hay |
| Bed/Breakfast Lodging | Equine Veterinary Services |
| Beer, Wine, Liquor and Gas | Eye Care |
| Boat Repair, Storage, Restaurant & Store | Film/Video and Educational Materials |
| Business Journal/Newspaper | Flooring - Retail & Installation |
| Candy/ Confections | Florist, Gifts & Local Art |
| Catering | Food |
| Childcare | Food & Drink |
| Childcare/Preschool | |

- | | |
|---|---|
| Full Service Hotel & Conference Center | Primary Pediatric Care |
| Funerals | Produce Fair Annually & Provide Facilities for Various |
| Grow and Sell Azaleas | Product Positioning, Representation, Consulting |
| Hardware, Lumber, Building Materials | Prop Mgmt, R. E. Signs & Development |
| Heating & Air Conditioning Installation and Service | Provide Legal Services |
| Home Inspections/Environmental Testing | Public Utility Rate Consulting |
| Hospice Care & Bereavement Services | Residential and Commercial Home Improvement |
| Hospital | Residential and Light Commercial Design |
| Independent Insurance Agency | Restaurant/Pub |
| Injection Molded Plastic Parts & Assemblies | Rocks, Fossils and Gems |
| Insurance, Banking & Brokerage | Sailboat Charter/Timeshare |
| Installs and/or Finishes Wood Flooring | Sales & Service/Outdoor Power Equipment |
| Interior Decorating | School - PreK - Grade 5 |
| Interior Design | Security Systems |
| Landscape Products | Senior Caregiving and Advocacy |
| Leadership - Book, Training | Small Engine Repair |
| Coaching, Consulting | Software Product and Installation & Training |
| Legal | Spinning, Weaving, Knitting Products/Services |
| Linex - SprayOn Truck Bedliners | Spray Fireproofing |
| Manufactured Trusses and Crane Services | Storage/Moving Supplies |
| Marina | Sub. Abuse Prevention/Treatment |
| Marine Surveying, Yachts, Smallcrafts | Substance Abuse Treatment |
| Masonry Products | Support to Mental Retardation/ Developmental Disabilities |
| Mech. Engineering for Subsea Industry | Tax & Accounting Service |
| Medical Care | Television/Video Production |
| Mortgage & Construction Co.'s | Timber, Fee-fishing, Beef Cattle & Tours |
| Myself | Towing, Recovery and Long Haul |
| Physical Therapy Office | Trash Removal/Demolition |
| Pottery, Baskets, Candles - All Handmade in Ohio | Vacation Cottage Rental |
| Pre-cast Septic Tanks | Washington Post |
| Pre-School Not Daycare | Waterfront Attractions/Beach, Fishing, Swimming |
| Prescriptions & Health Related Merchandise. | Welding |
| | Wine & Spirits |

3. Reason for choosing Calvert County for your business? (check all that apply)

- | | |
|--------------------------------|--------------------------|
| 31.8% Quality of Life | 8.5% Business Climate |
| 7.8% Cost of Doing Business | 2.3% Business Incentives |
| 21.7% Site Availability | 4.7% Labor Force |
| 69.8% Near Home/Live Here | 3.9% Environmental |
| 14.7% Purch. Existing Business | 21.7% Prox. to Customers |
| 10.1% Other (list below) | 0.0% No Answer |
- | | |
|---------------------------------------|------------------------------|
| Began Almost 50 Years Ago | Moved Here 2001 to Live |
| Calvert Dept. of Economic Development | Need |
| County Gov't Contract | On the Water |
| Availability in our Field | Potential |
| DHCD Loan | Represent Calvert Co |
| Established Here | Agricultural Community |
| Gov't Services | Retail Done in NJ |
| Growing Senior Population | under Highland Rock & Fossil |

4. How would you characterize your industry as a whole? (check one)

- | | |
|----------------------------|---------------------------|
| 31.0% Holding Stable | 47.3% Growing Moderately |
| 10.9% Declining Moderately | 7.0% Growing Dramatically |
| 1.6% Declining Drastically | 2.3% No Answer |

5. Do you own or lease your facility? (check one)

59.7% Own 35.7% Lease 4.7% No Answer

6. Size of your facility (building):

12.4% <1,000 sq/ft 41.1% 1,000 - 2,500 14.7% 2,501 - 5,000
 6.2% 5,001-10,000 8.5% 10,001-20,000 2.3% 20,001-50,000
 3.9% >50,000 10.9% No Answer

7. Are you considering renovating or expanding your building or facility?

42.6% Yes 57.4% No 0.0% No Answer

If yes, will you stay in Calvert County?

94.5% Yes 5.5% No 0.0% No Answer

If yes, do you face constraints to renovation or expansion? (check all that apply)

23.1% No Constraints 28.8% Insufficient Land
 28.8% Need Financial Assistance 11.5% Need Physical Planning Assistance
 28.8% Other (list below) 0.0% No Answer

Cost of Project	Malpractice Ins./Low
County Lacks Ability to Facilitate Business Growth	Reimbursement Rates
County Lacks Ability to Facilitate Business Growth	Move to Patuxent Business Park
Environmental Regulations	Not Much Available for Expansion
Identity on Rt. 4	Parking Ordinance
Landlord Won't Renew our Lease	Slow Grading/Building Permit Process
Legal/Regulatory Burden	Too Early
License Child Care	Zoning

If considering a move or expansion, when will it happen?

20.0% Immediately/ASAP 25.5% 6 months to 1 year
 23.6% 1 to 2 years 16.4% 2 to 5 years
 3.6% More than 5 years 10.9% No Answer

8. What impact will this renovation/expansion have on the number of employees you have? (check one)

27.3% No Impact 0.0% Reduce Employees
 63.6% Add Employees 9.1% No Answer

9. Please identify the obstacles/negative impacts on your current and future business. (check all that apply)

14.0% Affordable Housing	11.6% Area Image
26.4% Availability of Labor	3.9% Changing Technology
22.5% Cost of Labor	25.6% City/County Planning
17.1% Energy Costs	7.8% Interest Rates
29.5% Market Conditions	0.0% No Answer
17.8% Other (list below)	

Competing with County-Run PreK Classes for 0\$	Liability Insurance & Workers Comp. Rates
Competition with Out-of-County Security Companies	Limited Access to Move to Highway Widening
Cost and Limit of Land/Buildings	Not Enough Business in County
Cost of Fuel	Not Enough Small Office Space (500sq.ft.) Available in County
County has Reputation of not Being Business Friendly	Please Help with Water Fees
Difficulty Finding Larger Space for Needs	Political View of the Need for the Business
Failure of the County to Enact Currant Requirements & Laws	Price of Gasoline and Diesel Fuel
Hotel Tax	Real Estate Assessment on Shopping Center
Inadequate Signage on Rte. 4	Same Services Too Close to One Another

Suitable Retail Space	Very Little Business Base in Calvert
Location & Affordability	No Possible Clients
Terrorism	Weather Conditions
Too Many to Help!	

10. Is there anything that Calvert County could do differently to improve the well being of your business?

Add enough staff to Health Dept. to accommodate permit processing for construction.
 Add enough staff to the Health Dept. to accommodate permit processing for construction.
 Add Public Horse Trails to this rural County.
 Advertising, support the Beach business group, offer financial incentives.
 Affordable small office space availability.
 Agricultural programs have made my business possible.
 Allow equal signage on Rte. 4 for the businesses that are back from the road.
 Allow signage.
 Attract & keep marine related businesses (Phoenix Int'l & Nauticos) were here but left - they are clients.
 Business' like "Lazy Moon" encouraged to stay, Bison's coffee shop property needs to be cleaned up, need to encourage unique shops, & small retailers and encourage tours.
 By not letting that happen.
 City Sewer System in our Area.
 Cleanup the traffic flow and affordable housing.
 Continue conservative growth initiatives.
 Continue to encourage commercial development.
 Convince Feds, state, county to stop collecting taxes.
 Cut downs in delays in Planning & Zoning and all related Depts.
 Ease sign ordinance & zoning for historical buildings.
 Eliminate the hotel tax for small hospitality businesses with an income of less than XXX dollars. We receive a "reduction" in our taxes of .05% (not 5%).
 Encourage business to locate in county.
 Encourage media to put a positive spin on addiction treatment. It would save the community a lot of money in crime and healthcare cost.
 Expand Business Community - allow more small businesses.
 Farm & Forest Infrastructure - Groups that want tours of working farm/forest.
 Find qualified CDL Drivers.
 Follow the Maryland State Law requiring documents for all construction.
 Get Planning and Zoning under control.
 Getting high speed Internet access was a huge challenge and took a few years before it was available. Local utility options (telephone services) are limited.
 Have Safer Roads!
 Help advertise more.
 Help us secure the Duke Room at the Library.
 I could not be more pleased, I am from Montgomery County.
 I signed up for the choose MD Program (Made in MD with Pride) - They seem very disorganized.
 Improve Permitting Process - Do Away with Negative Attitude.
 Institute Mechanical Inspections for residential work - HVAC.
 Keep business taxes low.
 Keep Pushing Tourism.
 Lower Taxes.
 Manufacturing liaison, knowledgeable about BtoB, government procurement.
 More Commercial/Industrial Space.
 More training of young people in construction trade. We have a big problem finding skilled labor.
 Need reasonable cost facility. Allow more land for development of business.
 No.
 Not unless you can get the landlord to renew our lease as we have been here for 29 years.
 Offer more insight to home based business people.
 Person to help us with state issues and why some can use the word Preschool and others cannot. Why is my property tax suddenly \$300.00 to file? That's a lot for a small business.
 Promote the Area.
 Proper zoning.
 Provide more police patrol at 1-3am, bar fights, loud noise & motorcycle racing.
 Signage on Rt. 4.
 Simplify permit process, make it less subject to whims of Planning Commission.
 Small Business Help.
 Speed up permit process.

Target Lumber Companies, Furnishings, Construction Materials and Restaurants. Thank you for preventing Wal-Mart from destroying more business in County, they are a giant hog who wants all the business. We need other business (Home Depot Target) to draw Lusby & Dunkirk to stay in the county. Where are the affordable spaces with rent under \$1000.00 per month? Yes! Stop harassing us for things other Auto businesses are doing - selling vehicles, parked cars outside.

11. What other businesses in the County would be beneficial to your operation?

A good, low cost, compassionate cemetery
 Accounting, financial services, technology
 All
 All homes & commercial business that require grease tanks
 All of them
 All small to medium retail, wholesale and service industries
 All willing advertisers
 Arts Center & Arts Entertainment District
 Big Box Retail
 Broadband Access - am in area where I cannot receive
 Broadband access to home
 Business & Commercial Parks
 Coffee Shop, Antiques, children's shops
 EOE Manufacturers
 Expanding & New Businesses, New Homes & Renovations of Existing Fabric Store
 Fiber processing mill
 Graphic artists. Computer/technology support
 Help locating affordable housing
 High quality machine shops, marine related companies, R & D shops
 Home Depot, Target, B.J.'s, Costco, Popeye's
 Horse related activities esp. at King's Landing Park
 Local businesses could help by endorsing or sponsoring trt
 Medical Marketing
 Most All
 Most Businesses! We build medium range priced housing
 Most businesses! We build "medium range" priced housing
 N/A
 Offices/Hotels
 Other antique stores, restaurants, "tourist" events
 Other Manufacturers
 Other tourism related businesses: other hotels, restaurants, parks, grocery stores, fishing and boating...
 Primarily home delivery/ very few stores who sell
 Quality retail stores
 Recycling company that will pay for shredded paper
 Restaurants & Motels
 Restaurants, gift shops, museums, galleries, bike rental, boat rental, water taxi - commissioners' small business friendly
 Retail or other jobs to keep residents in county to work
 Solomons needs more retail shops on the island
 Suppliers of Sawdust, Hay, Feed, Hardware, Lumber, Lime, Fertilizer, Trucks, Farm Equipment, Tires, Stone, Seed, Horse Supplies...Plus Vets & Blacksmiths
 Support for military contractors
 The Office on Aging is currently referring clients to us, which is most helpful
 The Planning and zoning process is awful
 Therapists: Occupational & Language & Physical
 Tourism and hospitality
 Well run cooperative cemetery
 Wholesale Plumbing Supply Distributor

12. What seminars could we offer to assist you?

? Business processes billing, ordering etc. invoices
 ? Cash flow
 Advertising Commerce and marketing
 Advertising best practices; taxes how to minimize County demographic type training
 All Culinary Arts
 Any! Educate the 98% population that don't 'get' farm/forest. Constraints - this is major legislative issue
 Business and Accounting

Gov. paperwork, taxes, license, corporate structure
 Government procurement training for businesses already doing business w/ gov., as opposed to entry level
 How to deal with local, regional and state politicians
 How to deal with the local government
 I would like to learn how to better reach the government and business traveler
 Management skills and marketing
 Management, Hiring, Safety
 Marketing
 Marketing
 Marketing & Financial understanding
 Marketing your business, Developing a Business Plan, Financial Analysis of your business
 Marketing your home based business N/A
 Need a vision for Solomons Public parking area for retail business on river.
 Catholic Church parking lot goes private in Approx. 10 -11 years
 None.
 Not sure
 Please send info
 Preventive Maintenance in the home or work place
 Sales or Marketing
 Starting and managing a small business
 Teach Gov't Officials that housing without jobs or shopping is a bad mix

Marketing

1. Which media do you use to promote your business? (check all that apply)

64.3% Print	41.9% Brochures	8.5% Television
8.5% Radio	14.0% Trade Shows	38.8% Internet
3.1% FAM Tours	20.9% E-mail	6.2% B2B Sales
24.0% Direct Selling	69.0% Word of Mouth/Referrals	
27.9% Association Memberships/Service Clubs		
9.3% Other (see below)		0.0% No Answer

All	Newspaper
Bid Work	Telephone Directory
Business Tours in Calvert	Through Hallmark
Door Knocker Samples	Website
I do a lot of school and sport donations and parties	Yellow pages
Mostly high end Craft Shows	Yellow pages & newspapers

2. Does your company have a web site?

51.9% Yes 48.1% No 0.0% No Answer

If yes, what is your website primarily used for? (check one that best applies)

71.6% Information Only	4.5% E-Commerce
13.4% Sales Promotions	0.0% Don't Know
1.5% Business-to-Business	3.0% Internet
22.4% Other (see below)	1.5% No Answer

E-Bay	Members access point
E-Commerce	Online banking
Full Service	Online reservations
Info transfer	Sales promo
Info/Sales Promo/Business to Business	Sales Promo
Information exchange with customers	Sales promo
Internet	Sales promo & Bus. To Bus.
	Sales promo & Bus. To Bus.

3. Are you interested in obtaining information about how to do business with Federal, State & Local governments?

33.3% Yes 66.7% No 0.0% No Answer

4. Are you interested in marketing assistance?

38.8% Yes 61.2% No 0.0% No Answer

Training

1. Have you ever taken advantage of the local training programs available?

20.9% Yes 79.1% No 0.0% No Answer

If no, why not? (check one)

1.0% Cost 52.9% Unaware of Programs
 7.8% Not Applicable 7.8% Other (see below)
 33.3% No Answer

Intense training for employees needed	Scheduling conflicts
Manager lives and sells in NJ	Time
Need to make time to attend	Timing
Pertinant to Physical Therapy?	Usually know more the presenter

2. If you feel your current employees need training, what type of training is needed? (check all that apply)

23.3% Sales & Customer Service
 17.1% Marketing
 7.0% Finance (accounting, cash flow management, and inventory control)
 9.3% Strategic Planning (business plans, growth strategies, long-range planning)
 16.3% Computer Skills
 7.0% Human Resources/Labor Relations & Regulations
 5.4% Government Contracting – How to get started
 9.3% Other (see below)
 0.0% No Answer

Clinical Skills	Insurance Specific
Construction, carpentry, using standard construction measurements	Intellectual Property
English as second language	No employees
How To Work	No employees, Self-employed
In-House training available	OEM Training
	W/Hallmark
	We Train

Business Growth

1. Have you expanded your employee base in the last 5 years?

51.9% Yes 48.1% No 0.0% No Answer

If yes, by how many employees?

38.8% 1-2 25.4% 3-5 16.4% 6-9
 19.4% 10+ 0.0% No Answer

2. Have you expanded your physical space in the last 5 years?

30.2% Yes 69.8% No 0.0% No Answer

3. Do you need help identifying new space for your business?

15.5% Yes 84.5% No 0.0% No Answer

Business Issues

1. What are the biggest hurdles to running and growing your business?

22.5% Marketing	22.5% Labor Costs
27.1% Healthcare Costs	45.7% Finding Employees
26.4% Other Insurance Costs	12.4% Physical Location
25.6% Competition	15.5% Taxes
7.8% Financing/Loan Options	9.3% Managing Growth
8.5% Debt Management	9.3% Empl. Supervision
12.4% Other (see below)	0.0% No Answer

Cost of gas at the present time
 Demand for product
 Expansion not in Calvert Cty.
 Fuel Costs
 Industry Turmoil
 Lack of gov't support/water fee unfair, poor gov't planning nat. gas, signage, lodging tax ex. For B&B's
 Local Gov't
 NONE Except Promoting
 Our own internal bus. Plan & the type of work we do limit growth
 Possibility of Big Box Stores ruining our business
 Semiretail
 Small Shop rentals
 Sprawl & government constraints
 State of Real. Market
 Stigma toward addictive illness
 Technical

2. Would you like someone from the Dept. of Economic Development to contact you to provide assistance?

24.8% Yes 75.2% No 0.0% No Answer

CONTACT INFORMATION

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