



CALVERT COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT

175 Main Street
Courthouse
Prince Frederick, Maryland 20678
Phone: (410) 535-4583 • (301) 855-1880
<http://www.ecalvert.com>

Director
Linda S. Vassallo

Board of Commissioners
Gerald W. Clark
Linda L. Kelley
Wilson H. Parran
Susan Shaw
Barbara A. Stinnett

News Release

FOR IMMEDIATE RELEASE

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Contact: Danita Boonchaisri, Marketing/Communications Specialist
410.535.4583 E-mail: danitab@co.cal.md.us

Calvert County's Economic Development Web Site Reaches New High

More than 500,000 Hits Tallied in July 2007

PRINCE FREDERICK, Md. – August 10, 2007 – The Calvert County Department of Economic Development's web site is a popular destination for web surfers. The statistics for unique site visits have been trending upward in 2007, but July was a truly banner month when the number of visits exceeded 500,000.

The current average of monthly hits to the site for 2007 is 368,403, up from 238,063 in 2006, or a 54.75 percent increase. The most popular months for Web site traffic are typically June, July and August, also popular months for County tourism and outdoor activities.

Some of the more frequently visited pages include the online classifieds, business database, press releases, tourism and general information on business services offered by the County.

Linda Vassallo, director of the Calvert County Department of Economic Development, was instrumental in developing the department's Web site more than 10 years ago. She is amazed at the amount of traffic the site receives today. "I remember when we barely received 60,000 hits per month," she says. "If the trend continues, it is conceivable that we could begin registering one million hits a month during the summer peak when tourists are looking for things to do in Calvert County."

In January of this year, the department revamped its Web site to provide a better public interface and make it more user friendly. Several new features were added, including an online business assistance page that includes information on starting and growing a business in Calvert County and a

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media room with downloadable County statistics, fact sheets, photographs and staff bios. "These new statistics prove that our efforts to disseminate information efficiently using electronic means are working well. The Internet is an excellent tool for providing timely, relevant and convenient information to the public at a relatively low cost, and more people are using online resources to get their information," said Vassallo. "It's becoming the backbone of our marketing efforts."

For information on the Calvert County, Maryland Department of Economic Development and services available to assist County businesses, call 410.535.4583, 800.331.9771 or 301.855.1880; send an e-mail to info@ecalvert.com, or visit our Web site www.ecalvert.com.

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