

Wicomico County, MARYLAND



Welcome to Wicomico!

Centrally located on Maryland's Eastern Shore.



With its strategic location along the East Coast and situated at the crossroads of Maryland's Lower Eastern Shore, Wicomico County serves as a hub for commerce, industry, health care, education and transportation. With expanses of farmland interspersed with scenic rivers and creeks, the region is bound by both land and water. The area is rich in colonial and post revolutionary American history. Agriculture, health care and education provide a solid foundation for our economy while new and diverse businesses have fostered a well-balanced economic base.

Highway Distance from Wicomico

New York	220 miles
Philadelphia	128 miles
Baltimore	106 miles
Washington	119 miles
Richmond	193 miles
Norfolk	132 miles

The County Seat of Salisbury



The County Seat of Salisbury is the largest city on Maryland's Eastern Shore and is aptly referred to as the city at the "Crossroads of the Delmarva Peninsula" due to its location at the intersection of two major highways and the plethora of services offered.

The County Seat of Salisbury

Live. Work. Play.

Summary Demographics

2015 Population						30,692
2015 Households						12,001
2015 Median Disposable Income						\$32,874
2015 Per Capita Income						\$20,522
Industry Summary	Demand (Retail Potential) (000)	Supply (Retail Sales) (000)	Retail Gap	Leakage/ Surplus Factor	Number of Businesses	
Total Retail Trade and Food & Drink	\$253,058	\$941,774	-\$688,715	-57.6	350	
Total Retail Trade	\$227,000	\$868,424	-\$641,424	-58.6	284	
Total Food & Drink	\$26,059	\$73,349	-\$47,291	-47.6	66	
Source: ESRI and Dun & Bradstreet.						



Demographics

Wicomico County



Population Estimate	101,539
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Estimated Households (Census 2010)	37,220
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Estimated Persons Per Household	2.53
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Estimated Median Household Income	\$51,352
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Estimated Average Household Income	\$65,136
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Estimated Average Family Income	\$75,738
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Estimated Median Family Income	\$62,181
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Estimated Per Capita Income	\$25,935
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Median Age	35.7
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Source: U.S. Census, Maryland Data Center

Agriculture / Poultry

A solid foundation!

Agriculture is a major industry in the County. Wicomico's 510 farms covered 83,739 acres in 2012 according to the United States Department of Agriculture. In 2012, total market value of agricultural products sold within the County exceeded \$236,000,000. Livestock, poultry and their products comprised approximately 77% of the total agricultural income for 2012. According to the Delmarva Poultry Industry, Wicomico County ranks 28th among America's counties in broiler chicken production. The value of livestock, poultry and their products grown in the County was \$182,712,000 in 2012. (Source: 2012 Census of Agriculture, USDA.)



Education



SALISBURY UNIVERSITY

- Founded in 1925
- 8,500 students
- 182 Acre Campus
- U.S. News and Report Ranking
- 2.5 hours from Washington DC and Baltimore



WOR-WIC COMMUNITY COLLEGE

- Founded in 1975
- 10,000 students
- State approved two year college
- Accredited by the Middle States Commission
- Customized training



WICOMICO COUNTY PUBLIC SCHOOLS

- 14,000 + students
- 4 High Schools
- 5 Middle Schools
- 17 Elementary Schools
- Career and Technology Center
- Honors / Advanced Placement
- Dual enrollment opportunities

Health Care

Peninsula Regional Medical Center



***Welcoming Over 2,000 Babies
into the World Each Year***

Women's and Children's Services

Award winning regional trauma and medical center

Health Care



- The leader in Minimally Invasive and Robotic Surgery
- Comprehensive Services, Compassionate Cancer Care
- One of the Nation's Top Heart and Vascular Institutes
- The Only Designated Trauma Center on the Eastern Shore
- Joint Commission Certified in Total Hip and Knee Replacement
- Welcoming over 2,000 Babies into the World Each Year

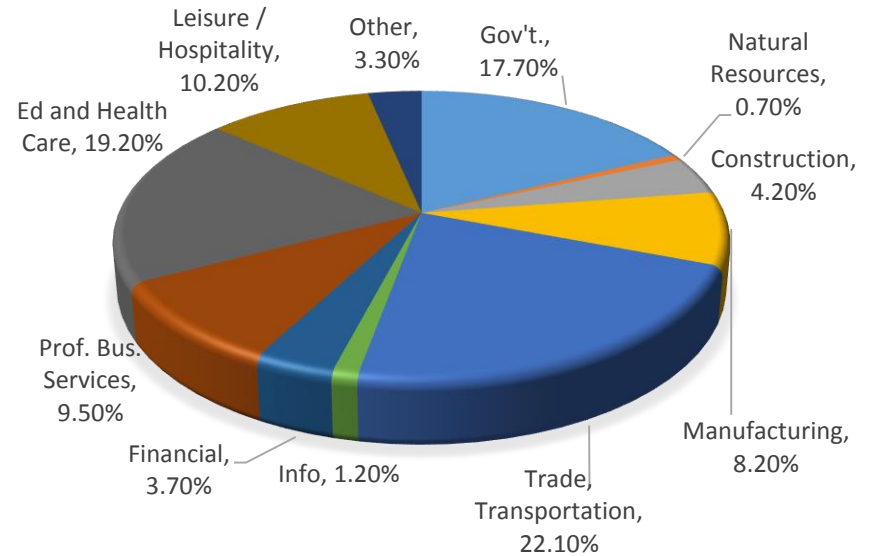


Economic Base

Strength Through Diversity

Selected Area Employers

Employer	Sector	Employees	Years in Wicomico
Peninsula Regional Medical Center	Hospital	2,700	118
Salisbury University	University	1,750	90
Perdue Farms	Food Products Agribusiness	1,600	95
Cadista Pharmaceuticals	Pharmaceuticals	400	10
Genesis Healthcare	Rehabilitation & Nursing Center	340	46
K & L Microwave	Electronics	300	43
Delmarva Power	Utility	300	123
Verizon	Communications	250	23
Pepsi Bottling Ventures	Bottling	250	100



Transportation

Go anywhere in the world from Salisbury, Maryland



Transportation

Distribution Hub of the Eastern Shore

Highways

- Two major highways intersecting in Salisbury. U.S Rt. 13(N,S) and U.S Rt. 50(E,W)
- Regional Distribution Center for:
 - UPS
 - Fed-Ex
 - Pepsi Bottling Ventures

Port

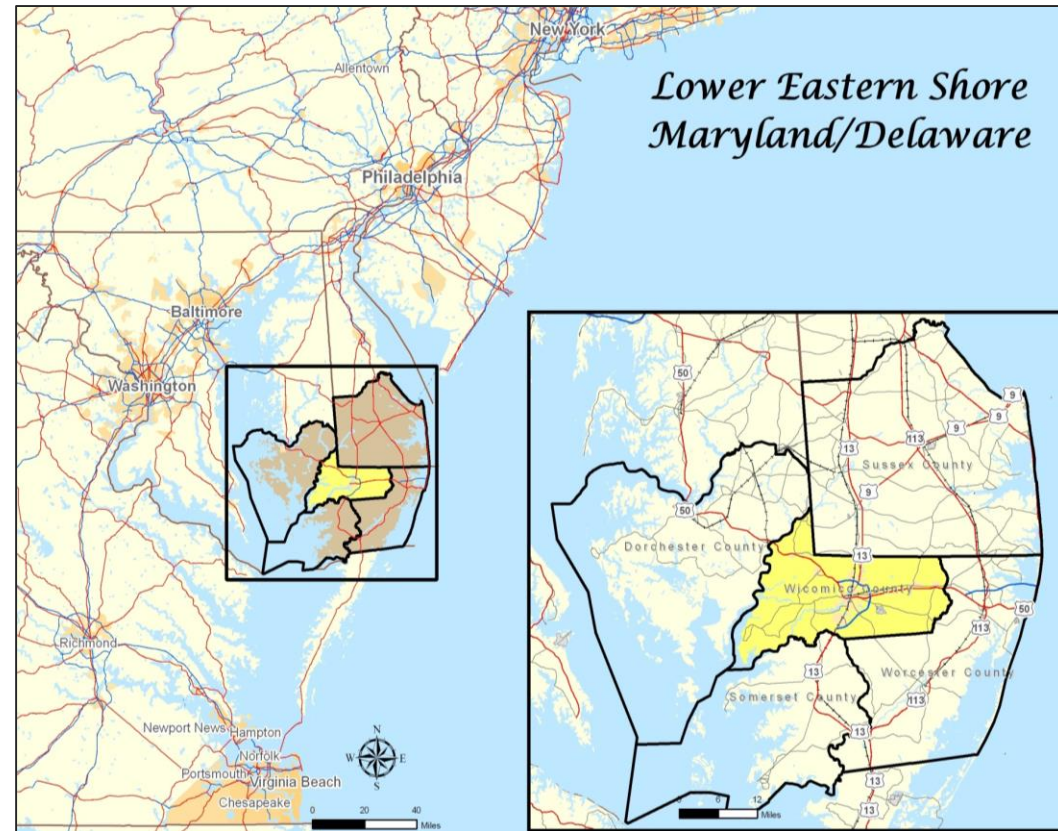
- Maryland's second largest Port.
- Nearly 400 barge trips annually transporting petroleum, grain, beans and building aggregates

Rail

- Freight train service via Norfolk-Southern
- Selected products transported include chemicals, grain, paper and beans

Air

- Maryland's second largest passenger-served airport
- Service provided by American Airlines
- Nearly 125,000 passengers annually
- Service to Philadelphia & Charlotte
- 150 acre Air Business Park
- FBO: Bayland Aviation
- Hertz, Avis and Alamo Rental Car Agencies



Housing

Get more home for your money



Average Home Prices

Wicomico County	\$144,290
Montgomery County	\$511,053
Queen Anne's County	\$343,267
Anne Arundel County	\$365,173
Talbot County	\$610,956
Worcester County	\$270,643

Source: Maryland Association of Realtors November 2015

River front homes, Waterfront Condos, Downtown lofts, Fifty Five Plus Housing, Assisted living centers and much more...

Regional Economic Engines



Wallops Island, VA

- Established in 1945
- Gateway to space for 70 years
- Established supply chain
- NASA's principal facility for management and implementation of suborbital research programs
- Resupply missions to International Space Station
- 1,100 full-time civil service and contractor NASA Wallops employees



Ocean City, MD

- Major east coast resort
- 200+ Restaurants and Places to stay
- 300,000 + people daily in-season
- Water Activities, Fishing, Boardwalk
- Adjacent to Assateague National Seashore



University of Maryland Eastern Shore

- Founded in 1886, Land grant institution
- Undergraduate and graduate degree programs to nearly 5,000 students.
- Housed at UMES is the Rural Development Center, a strong partner in the region's economic development efforts
- Fully accredited by the Middle State Association

Workforce

Workforce Overview

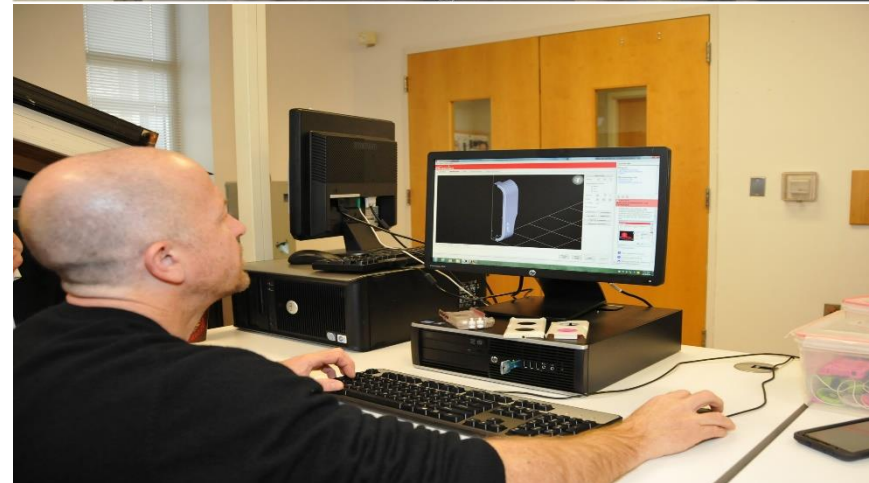
	Wicomico	Region
Workforce	51,898	183,975
Employment	48,082	169,311

Source: MD Dep't of Labor, Licensing & Regulation; 2014 Annual Average

Occupation: Wicomico County

Management, business, science and arts occupations	15,737	33.9%
Service Occupations	9,248	19.9%
Sales and Office Occupations	11,216	24.1%
Natural resources, construction, and maintenance occupations	5,035	10.8%
Production, transportation and moving materials occupations	5,232	11.3%

Source: US Census of Maryland



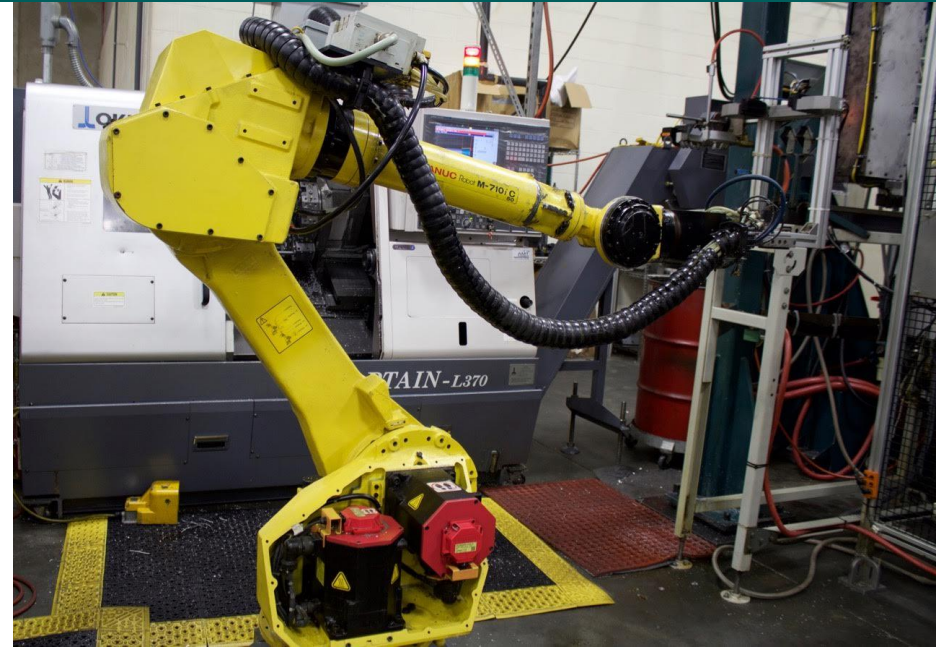
Development Opportunities



Industrial Parks, Business Centers, Rail Access Sites, Office Parks,
Taxiway Plots, Downtown Development & Redevelopment,
Port Properties, Retail Pad Sites and more...

Incentives

- Enterprise Zones (2)
- One Maryland Tax Credits
- Manufacturing Equipment & Machinery Automatic Tax Exemption
- 100% exemption on Manufacturing Inventory
- Job Creation Tax Credits
- Arts & Entertainment District
- Sales Tax Exemptions
- Special Financing Programs
 - Agriculture Loans and Grants
 - Direct Loans, Conditional Loans
 - Equity Investments
 - Bond Financing / IRB's
 - Tax Credits
 - Credit Connections
 - Loan Guarantees
 - Sale / Leasebacks



Creative Financing

- Equipment, Machinery
- Working Capital
- Real Property
- Contracts
- Inventory

Salisbury Wicomico Economic Development

Success Starts Here!



S T A R T



G R O W



L O C A T E

How may we help you?

For more than four and a half decades, Salisbury-Wicomico Economic Development has worked to strengthen our local economy through the preservation and creation of productive employment opportunities.

A priority of our economic development initiatives is the retention, stability and growth of Wicomico's existing industry. Most businesses derive 75-80% of revenue from existing customers. As a correlation, most new jobs in virtually any community are generated by existing customers or in other words, resident businesses. A strong economic foundation not only promotes new jobs, but also attracts prospective employers considering Wicomico County for its business location.

Wicomico County, MARYLAND

