

# 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.

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## Highway Distance from Wicomico

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

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The County Seat of Salisbury is the largest city on Maryland's Eastern Shore.





## 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

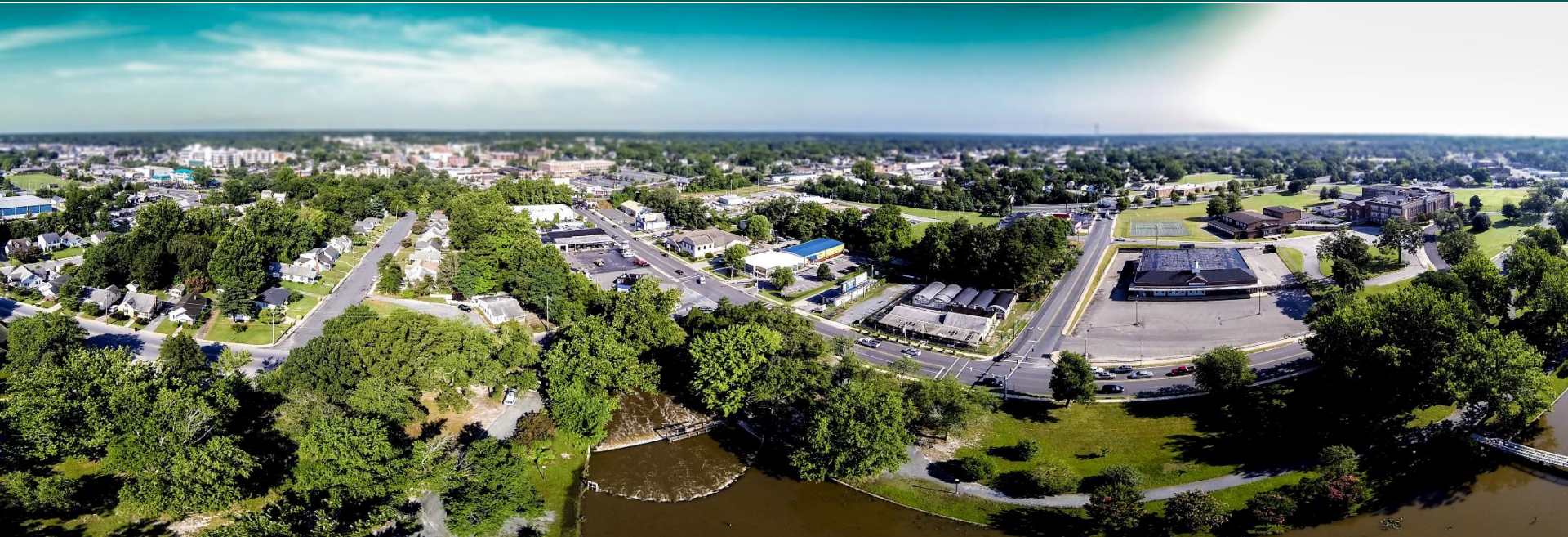
Source: ESRI and Dun & Bradstreet.



**DOWNTOWN**  
S A L I S B U R Y  
*It's Happening*

# Demographics

## Wicomico County



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

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 28<sup>th</sup> 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.)





## 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





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

Women's and Children's Services

# Award winning regional trauma and medical center



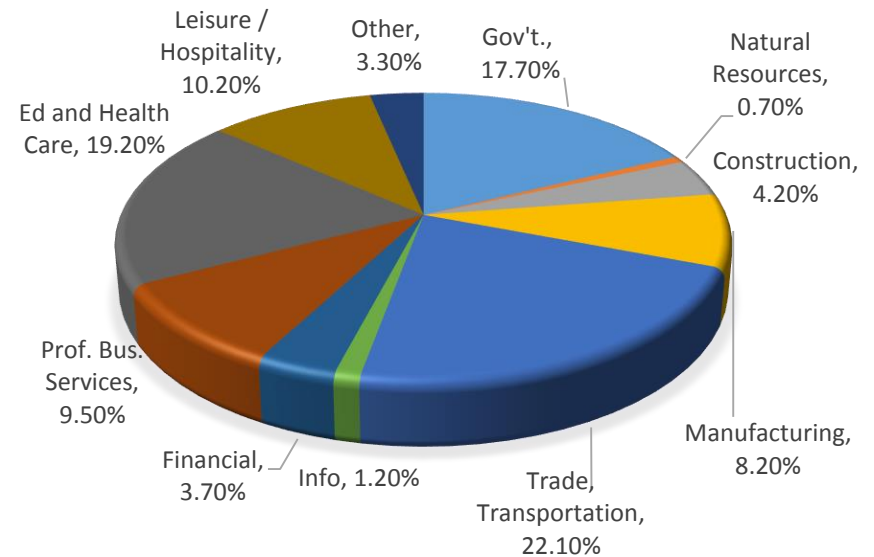


- The leader in Minimally Invasive and Robotic Surgery
- Comprehensive Services, Compassionate Cancer Care
- One of the Nation's Top Heart and Vascular Institutes
- The Only Designated Trauma Center on the Eastern Shore
- Joint Commission Certified in Total Hip and Knee Replacement
- Welcoming over 2,000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



## 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

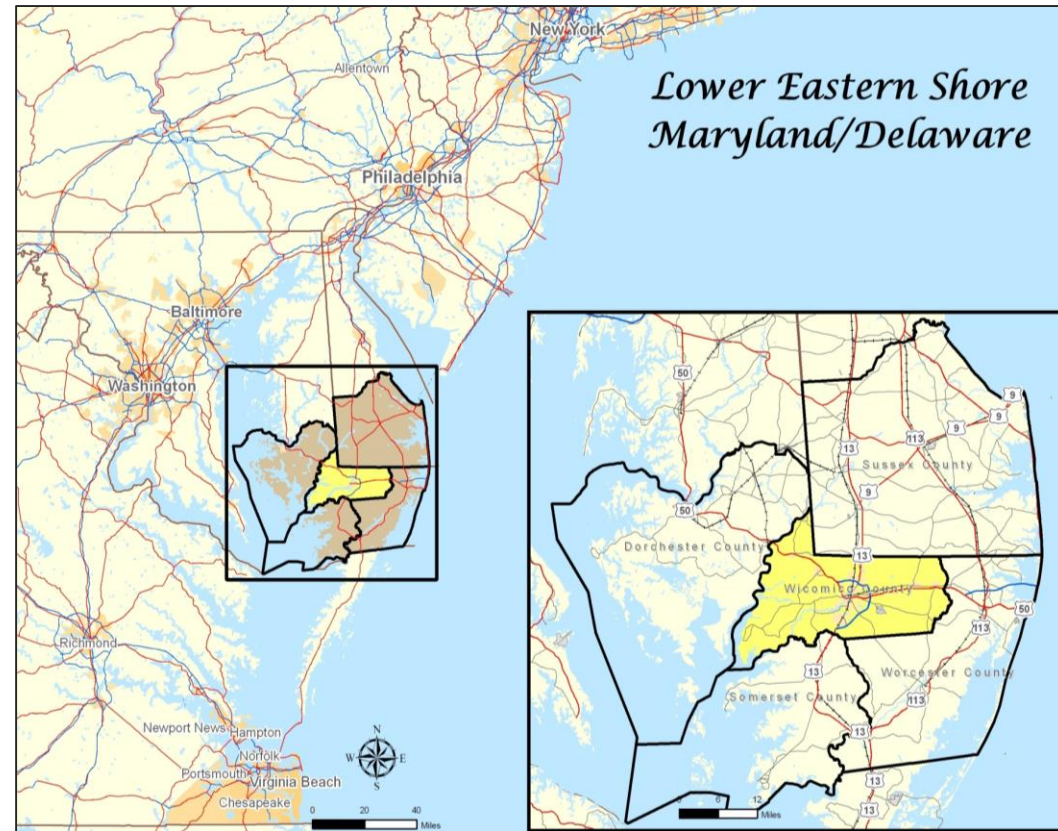
- Maryland's second largest Port.
- Nearly 400 barge trips annually transporting petroleum, grain, beans and building aggregates

### 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







## Average Home Prices

Wicomico County	\$154,495
Montgomery County	\$504,038
Queen Anne's County	\$342,510
Anne Arundel County	\$358,491
Talbot County	\$459,101
Worcester County	\$255,180

Source: Maryland Association of Realtors for the year end 2015

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



## 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 Overview

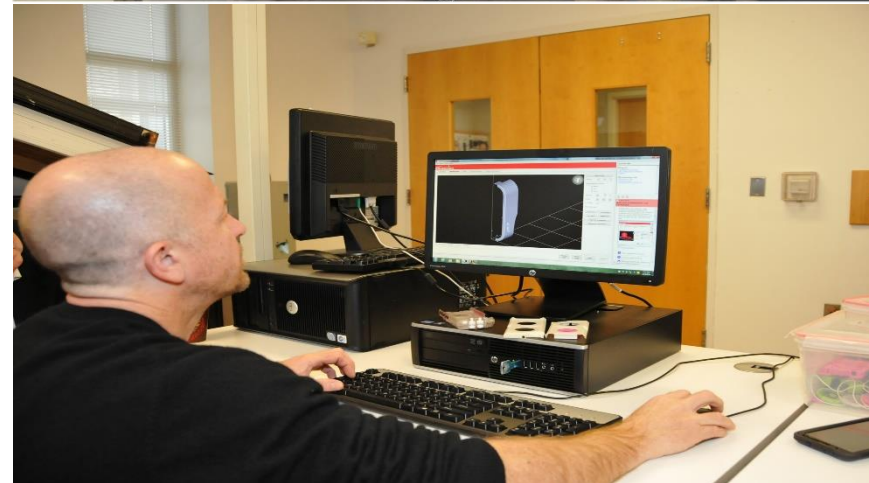
	Wicomico	Region
Workforce	51,898	183,975
Employment	48,082	169,311

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

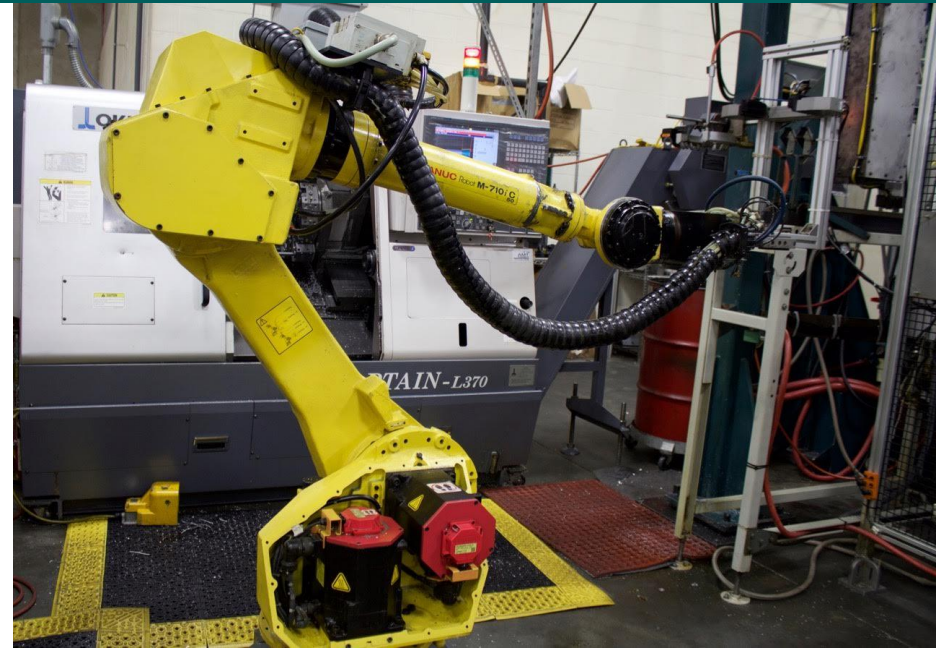




Industrial Parks, Business Centers, Rail Access Sites, Office Parks,  
Taxiway Plots, Downtown Development & Redevelopment,  
Port Properties, Retail Pad Sites and more...



- 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



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.



Contact Information  
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