



Howard County, Maryland *economic* **INDICATORS**

A Joint Publication of Howard County Government, Howard County EDA & the Howard County Chamber of Commerce

March 2016

Our Mission...

Review the most currently available economic indicators for Howard County and surrounding areas to assist in providing advance warning of possible shifts in the local economy that may be helpful in the evaluation of current and future government policies and private sector business decisions.

Economic Development

Following a trip to New York full of presentations, HCEDA returned with great news – the County has maintained its AAA bond rating!

Steady activity in the fall continued through the early months of 2016 for HCEDA business development.

In December:

- Gateway activity was high with the continued expansion of Tenable Network Security and the opening of new offices for the Technology Development Corporation (TEDCO) in Columbia Gateway.
- Significant construction is underway at Maple Lawn with the completion of Building 6, construction of Building 8 and approval has been obtained for Building 10. At Little Patuxent Square, Costello Construction 135,000 sq. ft. mixed-use commercial and residential project has completed its 5-story foundation work.

In January:

- HCEDA worked with the Office of Sustainability and the Department of Finance on moving Property Assessed Clean Energy (PACE) legislation through the Howard County Council. PACE will allow Howard County industrial and commercial building owners to finance 100% of green energy saving improvements on their county tax bill. This will add another resource for Howard County businesses.

In February:

- The HCEDA facilitated meetings with senior executives at Corporate Office Properties Trust and Howard Hughes Corporation to discuss the repositioning and redevelopment of Columbia Gateway.
- A meeting was also held with several representatives from BGE and a broker from KLNb to discuss energy requirements for a 100,000 square foot data center. The meeting resulted in highlighting some specific potential sites in Howard County.
- From July 1, 2015 to February 29, 2016 the Small Business Development Center

(SBDC) has supported 6 business starts, 78 new client jobs, clients obtained \$4.1 million in financing, and clients reported \$2.7 million in sales.

There are currently 35 businesses in the HCEDA pipeline, in total having the potential to create or retain 1,857 jobs in addition to the absorption of 504,050 square feet. Business development experts reported an increase in out-of-state prospects.

The Howard Tech Council (HTC) welcomed 31 new members between December and February: 7 in December, 13 in January, and 11 in February. As of December, there are a total of 278 member companies and that number continues to grow.

Last quarter, the HCEDA welcomed Paul German as the new Contoller and Patrick Wynn as Vice President of Cyber Development.

Industry Insights

Residential Development

According to our residential real estate experts, the rental market is strong.

The Baltimore-area median home sales price increased 3.2% from last year, March boasting a median price of \$237,350. According to a recent Baltimore Sun article, Howard County remains the most expensive jurisdiction in the region, with a median sales price of \$373,000, up 2.2% from last year. In addition to leading the state in sales

price, Howard County also has seen an uptick in housing sales.

Our residential real estate experts are reporting that despite the decrease in local home sales prices since last year, the rental market remains strong. Appraisals are more reasonable and coming in on target. Growth in housing sales for the county has become more apparent year-to-date.

The housing market is seeing an interesting shift in communication, as representatives are receiving a greater response through text messaging than phone calls or meeting in person. Experts add that all data may not be captured due to the increase in other forms of contacting, but a sample is still representative of the data pool.

Commercial Development

Commercial permits issued within the County are as high as \$2.6 million, a price associated with the 8135 Maple Lawn Blvd property. Permits in Elkridge are ranging from \$325,000 to \$2 million, for construction at 8110 Maple Lawn Blvd.

Maple Lawn development continues to expand with Building 8, a 200,000 square foot project that is currently 80% leased.

The need for space is frequented by a growing interest in biotechnology lab space in Howard County. There is growing interest from companies in neighboring Montgomery County due to insufficient lab space availability in the area.

Retail

Our retail experts reported tension between retail companies and other types of businesses, as designated retail sections disallow room for growth of alternative industries. Older businesses are being pushed out of Village Centers and independent businesses can't afford the increase in rent, resulting in domination by chain/franchise businesses.

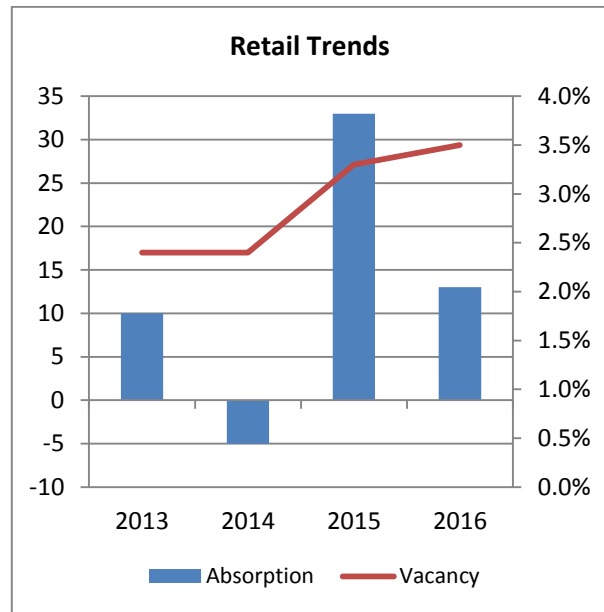
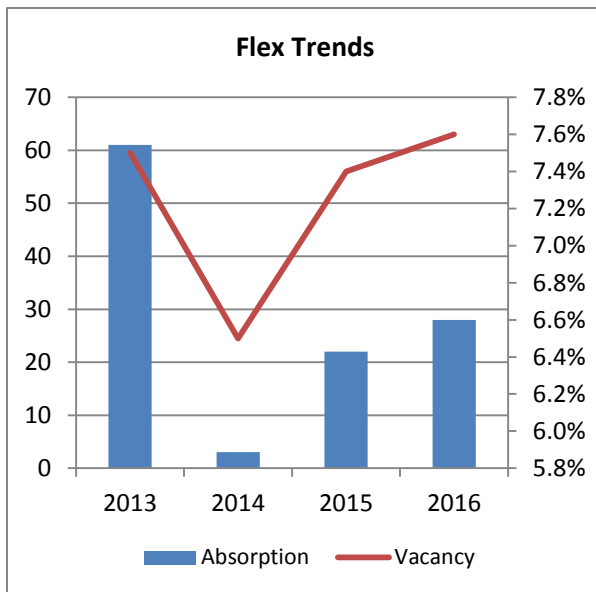
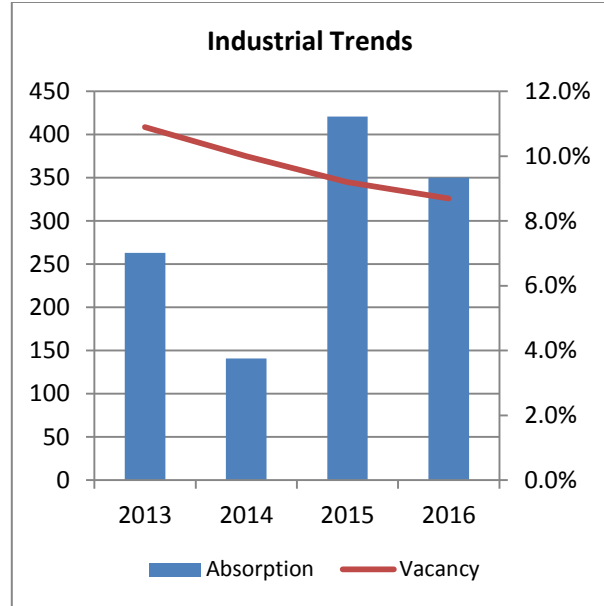
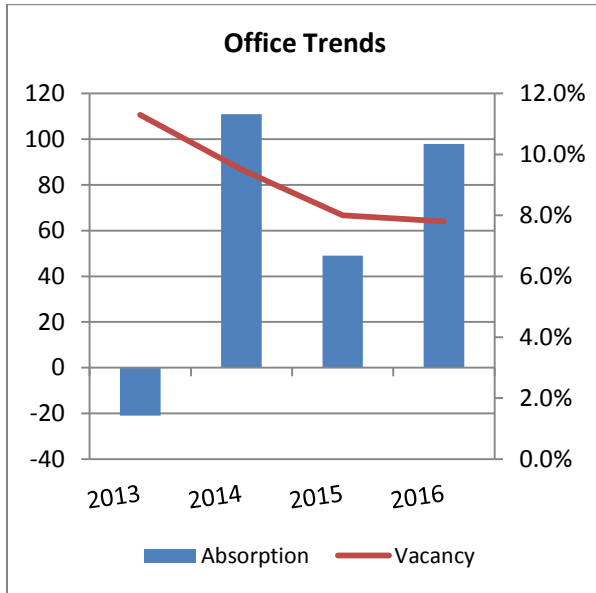
Contracting and Cyber

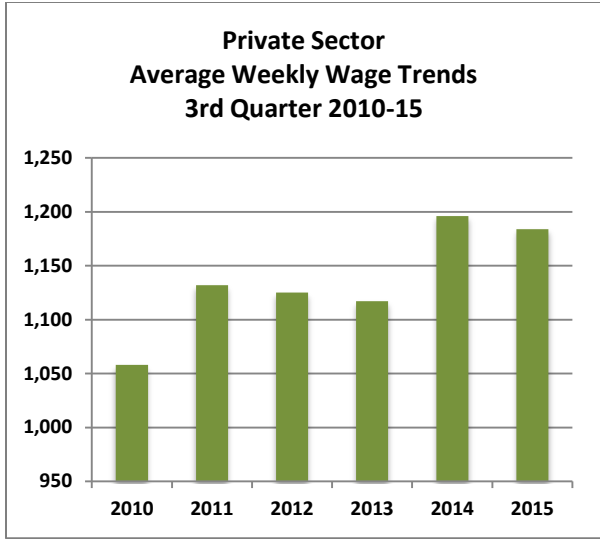
Over the next 10 years Fort Meade's cyber presence is expected to expand by \$4.5 billion due to large construction projects which include: 9 buildings, a parking garage, and an additional 16,000 seats.

Government contracting experts noted that agencies are losing their workforce to the private side of cyber. There has been push back from the contractor workforce as result of the government lowering salaries. In response, agencies are readjusting rates to maintain a stable workforce.

An increase in transportation around Fort Meade is beginning to spark conversation around transit improvements and road construction along Route 32 and Fort Meade.

APPENDIX





Maryland Population Growth

2010-2015 by County

Geography	Population Estimate 2010	Population Estimate 2015	% Change 2010-15	Ranking
Howard County, Maryland	288,634	313,414	8.6%	1
Montgomery County, Maryland	976,179	1,040,116	6.5%	2
Charles County, Maryland	147,137	156,118	6.1%	3
St. Mary's County, Maryland	105,758	111,413	5.3%	4
Prince George's County, Maryland	865,912	909,535	5.0%	5
Frederick County, Maryland	234,196	245,322	4.8%	6
Anne Arundel County, Maryland	539,308	564,195	4.6%	7
Maryland Total	5,788,409	6,006,401	3.8%	
Wicomico County, Maryland	98,938	102,370	3.5%	8
Baltimore County, Maryland	806,171	831,128	3.1%	9
Queen Anne's County, Maryland	47,824	48,904	2.3%	10
Harford County, Maryland	245,239	250,290	2.1%	11
Calvert County, Maryland	88,947	90,595	1.9%	12
Washington County, Maryland	147,738	149,585	1.3%	13
Cecil County, Maryland	101,164	102,382	1.2%	14
Carroll County, Maryland	167,205	167,627	0.3%	15
Worcester County, Maryland	51,476	51,540	0.1%	16
Baltimore city, Maryland	621,180	621,849	0.1%	17
Dorchester County, Maryland	32,656	32,384	-0.8%	18
Talbot County, Maryland	37,886	37,512	-1.0%	19
Caroline County, Maryland	33,072	32,579	-1.5%	20
Kent County, Maryland	20,199	19,787	-2.0%	21
Garrett County, Maryland	30,087	29,460	-2.1%	22
Somerset County, Maryland	26,479	25,768	-2.7%	23
Allegany County, Maryland	75,024	72,528	-3.3%	24

Geography	Population Estimate 2010	Population Estimate 2015	# Change 2010-15	Ranking
Maryland Total	5,788,409	6,006,401	217,992	
Montgomery County, Maryland	976,179	1,040,116	63,937	1
Prince George's County, Maryland	865,912	909,535	43,623	2
Baltimore County, Maryland	806,171	831,128	24,957	3
Anne Arundel County, Maryland	539,308	564,195	24,887	4
Howard County, Maryland	288,634	313,414	24,780	5
Frederick County, Maryland	234,196	245,322	11,126	6
Charles County, Maryland	147,137	156,118	8,981	7
St. Mary's County, Maryland	105,758	111,413	5,655	8
Harford County, Maryland	245,239	250,290	5,051	9
Wicomico County, Maryland	98,938	102,370	3,432	10
Washington County, Maryland	147,738	149,585	1,847	11
Calvert County, Maryland	88,947	90,595	1,648	12
Cecil County, Maryland	101,164	102,382	1,218	13
Queen Anne's County, Maryland	47,824	48,904	1,080	14
Baltimore city, Maryland	621,180	621,849	669	15
Carroll County, Maryland	167,205	167,627	422	16
Worcester County, Maryland	51,476	51,540	64	17
Dorchester County, Maryland	32,656	32,384	(272)	18
Talbot County, Maryland	37,886	37,512	(374)	19
Kent County, Maryland	20,199	19,787	(412)	20
Caroline County, Maryland	33,072	32,579	(493)	21
Garrett County, Maryland	30,087	29,460	(627)	22
Somerset County, Maryland	26,479	25,768	(711)	23
Allegany County, Maryland	75,024	72,528	(2,496)	24

The Committee bids farewell to David Liby, one of our retail representative from COSTCO. We appreciate his ongoing participation and thoughtful contribution to our discussion. Thank you Dave!

Economic Indicators Review Committee

Janice Bauman, J.M. Bauman Associates	Gov Contracting
William N. Chalfant, Jr., TD Bank	Banking
Nancy Cummins, Long & Foster	Residential Real Estate
Chip Doetsch, Apple Ford	Auto Sales
David Liby, Costco	Retail
Tim Morris, Williamsburg Builders	Residential Builder
Chris Myers, Super Book Deals	Internet Sales
Kirit Parmar, Dunkin Donuts	Retail
Elizabeth Rendon-Sherman, LG-TEK	Government Contracting
Cole Schnorf, Manekin Corporation	Commercial Development
A. Nayab Siddiqui, Scientific Systems Software	Technology
Don Eames	Transportation

HCEDA ~ Ho. Co. Government ~ HCCC

Jeffrey Bronow, Ho. Co Dept. of Planning & Zoning
Taylor Kimble, HCEDA
Leonardo McClarty, HCCC
Valdis Lazdins, Ho. Co. Dept. of Planning & Zoning
Stanley Milesky, Ho. Co. Dept. of Finance
Holly Sun, Ho. Co. Budget Office
Raul Cruz, Ho. C. Budget Office
Norman Schnobrich, Ho. Co. Budget Office
Maureen Thomas, GovConnects
Mark Thompson, HCEDA
Vernon Thompson, HCEDA
Lawrence F. Twele, HCEDA

Questions or suggestions? Telephone: 410-313-0843

Thank you for your review of this publication.
