

MEDA

Maryland Economic
Development Association

Economic Development
Transforms lives.



A Primer for Economic Development in Maryland

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is centered on a white background that is partially framed by these blue shapes.

Ignite Presentation:

**Economic Development from
the County Perspective**

Three Primary Types of County-Based Economic Development Organizations



Public Economic Development Organizations

- ▶ Independent Organization
- ▶ Local Government Department
- ▶ Part of a Local Government Department
- ▶ Part of the Local Government Manager's Office



Public Economic Development Organizations

Characteristics of Innovative Public Sector Organizations

- ▶ **Community-owned/responsive**
- ▶ **Mission-Driven**
- ▶ **Anticipates Needs**
- ▶ **Serves as a Change Agent**
- ▶ **Results and Market-Oriented**
- ▶ **Enterprising & Customer-Driven**



Mission
Driven
Strategy

Public Economic Development Organizations Disadvantages

- ▶ Duplication of work between county departments
- ▶ Staff may make assumptions of other staff/departments responsibilities
- ▶ Ability to build consensus which leads to action (leadership is key here)
- ▶ Duplication of mission and/or efforts between regional and state EDO's



Public-private organizations share long-term goals related to the social, political, and business environment in a community.

Public-private organizations are usually formed as a result of cost savings and collaboration.



Public-Private Economic Development Organizations Advantages

- ▶ Ability to invest in nonprofit and profit ventures as needed
- ▶ Less political influence is likely to occur
- ▶ Greater risk tolerance; directors/board members do not run for election
- ▶ Able to use resources/powers without public limitations (red tape, citizen review, civil service restrictions)
- ▶ Private sector has three things the government needs: resources, technical knowledge, and public support
- ▶ Working together builds upon an understanding of different points of view and draws on a broader range of expertise



Successful Public-Private Economic Development Organization Have:

- ▶ **Clearly defined missions addressing both the private and public sector**
- ▶ **Consensus regarding the mission & how to implement it**
- ▶ **Internal autonomy over the organization**
- ▶ **Adequate funding to achieve goals**
- ▶ **The commitment of both the public and private sector**
- ▶ **Established performance measures to justify continued support and funding**



Public-Private Economic Development Organizations Disadvantages

- ▶ Not under the same degree of public control, limiting its accountability
- ▶ Limited accountability may cause a public-private EDO to forfeit a portion of their influence
- ▶ Public often will still hold public entities responsible
- ▶ A clear legal and regulatory framework is crucial to achieving sustainable solutions



PRIVATE ECONOMIC DEVELOPMENT ORGANIZATIONS

- ▶ **Nonprofit corporations with an express mandate of promoting economic growth with no public control of governance and no formal links to government.**
- ▶ **Emphasize business attraction, retention, and expansion as their primary economic development mission.**
- ▶ **Most funding comes from membership dues or government contracts.**
- ▶ **Think Chambers of Commerce or Community Development Corporations.**

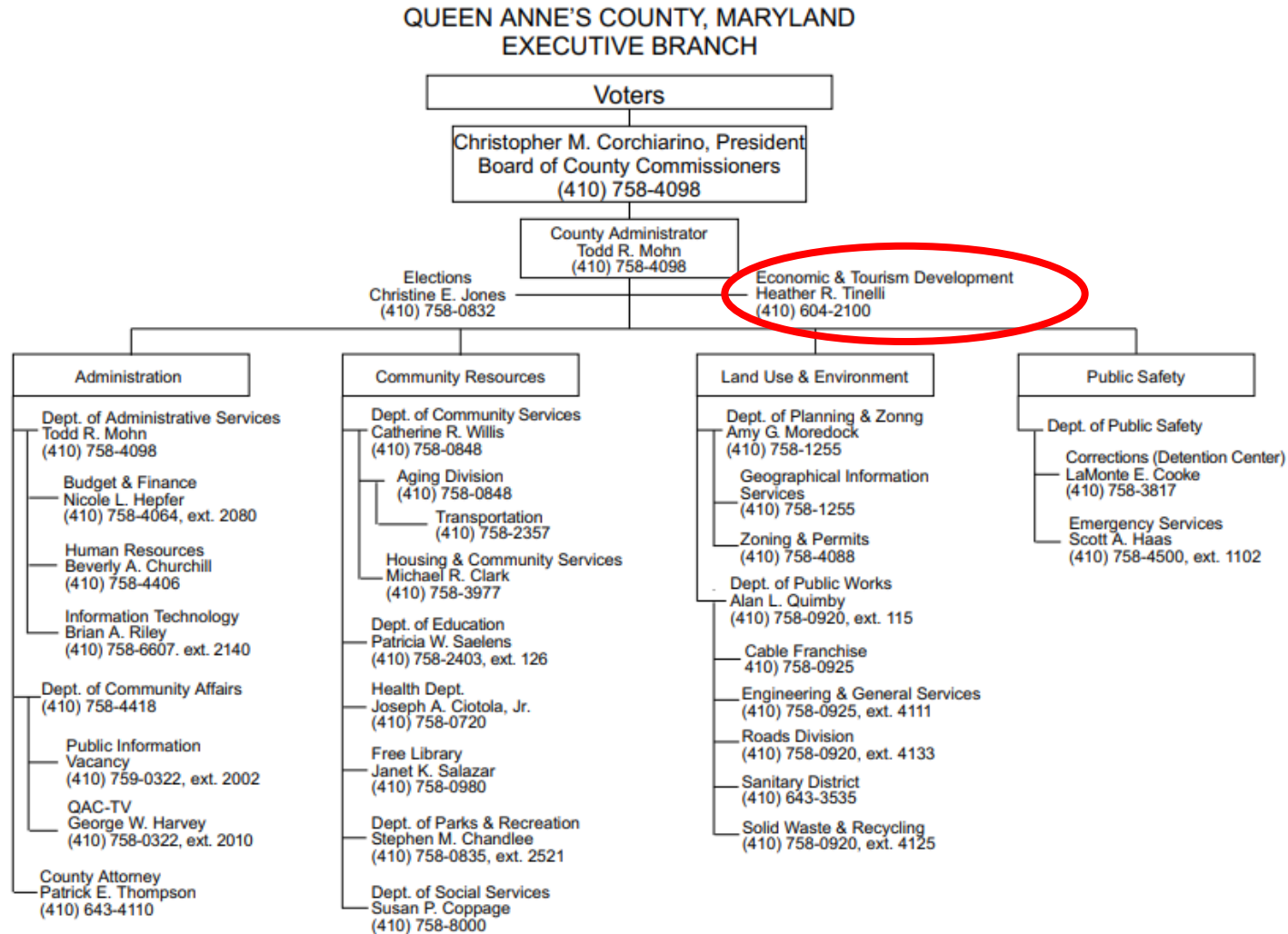
Public Economic Development Example



Queen Anne's County
ECONOMIC & TOURISM DEVELOPMENT
WHERE SHORE LIVING BEGINS

Queen Anne's County Economic & Tourism Development

Queen Anne's County Org Chart

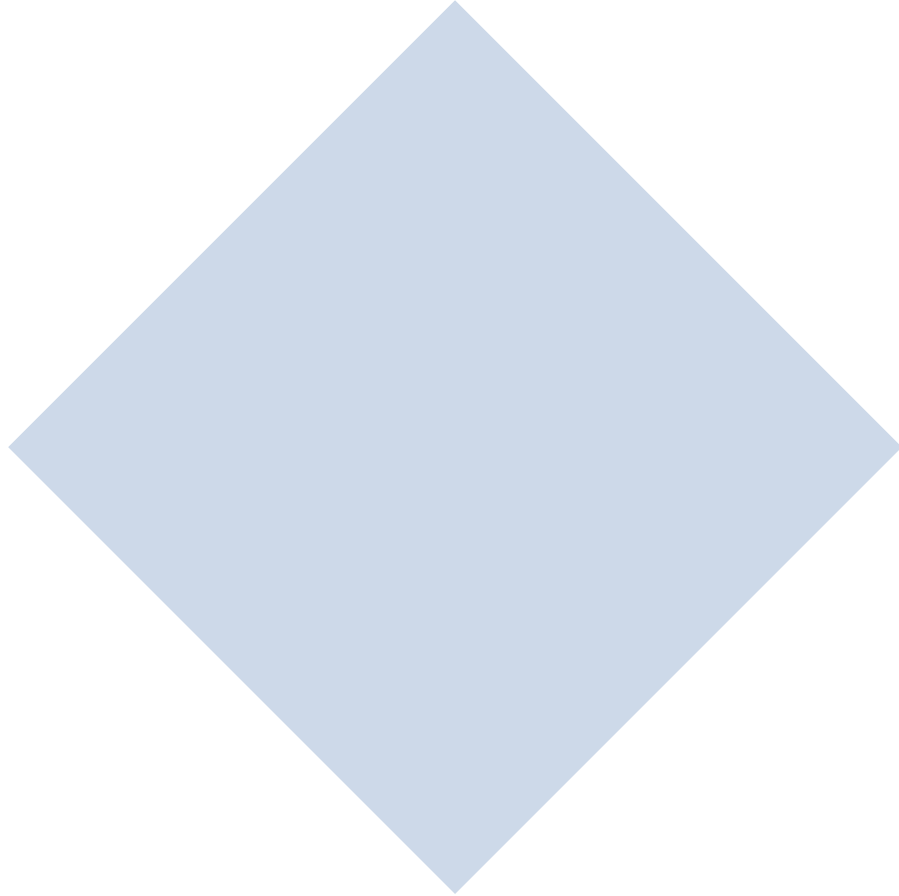


Queen Anne's County Economic & Tourism Development



- ▶ **One of the Departments within County Government**
- ▶ **Reports to County Administrator & Elected Board of Five County Commissioners**
- ▶ **Partners with Community Leaders, appointed by the County Commissioners through the Economic & Tourism Development Commission, Travel & Tourism Advisory Committee, and EDIF Commission.**

Queen Anne's County Economic & Tourism Development



Queen Anne's County Economic & Tourism Development

VISION:

For Our County: An economically vibrant, welcoming and diverse county celebrated for our outstanding quality of life; exceptional recreation; rewarding employment opportunities; talented workforce; thriving communities; abundant natural resources; and incomparable location and access.

For Our Department: A valued partner and respected resource for employers, entrepreneurs, business owners, stakeholders, and visitors.

We inspire Queen Anne's County residents, visitors, businesses and employees to experience the beauty, culture and amenities of our Eastern Shore lifestyle.

Queen Anne's County Economic & Tourism Development

MISSION:

The Department of Economic & Tourism Development elevates Queen Anne's County as an economically vibrant, welcoming and diverse place for business and recreation by: Delivering exceptional customer services and timely, relevant resources; proactively cultivating business attraction, retention and expansion; developing and strengthening destination amenities; promoting visitor opportunities and experiences; forging intern and apprentice partnerships; and skillfully managing County resources to fuel economic growth.

A valued resource, connector and catalyst, the Department strengthens Queen Anne's economic and community vitality, showcases the county's culture and character; and supports sustainable growth opportunities for residents, businesses, and visitors.

Strategic Partners:

- ▶ **Maryland Department of Commerce**
- ▶ **Maryland Economic Development Corporation**
- ▶ **Small Business Development Center/SCORE**
- ▶ **MD Technology Development Corporation**
- ▶ **Queen Anne's County Chamber of Commerce**
- ▶ **Chesapeake Community College**
- ▶ **Towns/Municipalities**
- ▶ **Maryland Economic Development Association**
- ▶ **Upper Shore Workforce Investment Board**
- ▶ **Upper Shore Regional Council**



“ Being located on Kent Island gives us the best of both worlds within Maryland.”

- PAUL REED SMITH
PRS Guitars, Stevensville

PRS Guitars is one of the world's premier guitar and amplifier manufacturers.

Where Shore Ventures Begin

Queen Anne's County
MARYLAND



WHY HERE?

Experience Queen Anne's County, MD

- » Prime location with close proximity to Mid-Atlantic markets
- » Tap into a competitive, highly-skilled & diversified workforce
- » Spend more time living the "Shore" lifestyle



LEARN MORE AT CHOOSEQUEENANNES.COM | 410-604-2100

For a listing of economic development organizations in Maryland, visit:

<https://www.medamd.com/about-meda/economic-development-organizations-in-maryland/>

▶ Thank you

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