

# Talbot County Economic Development Strategic Plan:

## Part 1 – Economic Analysis Update

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# Purpose

- The Talbot County Office of Economic Development hired Sage Policy Group to develop an Economic Development Strategic Plan for Talbot County and the Towns of Easton, Oxford, St. Michaels, Trappe and Queen Anne. The Strategic Plan will guide the future management, prioritization and allocation of resources for the development of infrastructure to support a viable tax base for the County and Towns.
- This report will provide background information and analysis and will detail possible short- and long-term goals and identify available economic development strategies for the County and Towns. In addition, the study team will help prioritize initiatives for funding and resource allocation in order to execute these strategies.

# Population Change

2000-2010

	2000 Population	2010 Population	Absolute Chg.	Percent Chg.
U.S.	281,421,906	308,745,538	27,323,632	9.7%
Maryland	5,296,486	5,773,552	477,066	9.0%
Talbot County	33,812	37,782	3,970	11.7%
Easton	11,708	15,945	4,237	<b>36.2%</b>
Oxford	771	651	-120	-15.6%
St. Michaels	1,193	1,029	-164	<b>-13.7%</b>
Trappe	1,146	1,077	-69	-6.0%
Queen Anne	176	222	46	26.1%

Source: Census Bureau, 2000 & 2010 Decennial Census



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# Percentage Change in Population

1990-2000 vs. 2000-2010

	1990-2000	2000-2010
U.S.	13.4%	9.7%
Maryland	10.8%	9.0%
Talbot County	10.7%	11.7%
Easton	24.9%	36.2%
Oxford	10.3%	-15.6%
St. Michaels	-8.3%	-13.7%
Trappe	17.7%	-6.0%
Queen Anne	-29.6%	26.1%

Source: Census Bureau, 2000 & 2010 Decennial Census



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## Total Households, 2000-2010

	2000	2010	Absolute Chg.	Percent Chg.
U.S.	105,480,101	114,235,996	8,755,895	8.3%
Maryland	1,980,859	2,121,047	140,188	7.1%
Talbot County	14,307	15,603	1,296	9.1%
Easton	5,031	6,441	1,410	28.0%
Oxford	396	298	-98	-24.7%
St. Michaels	548	457	-91	-16.6%
Trappe	425	473	48	11.3%
Queen Anne	67	89	22	32.8%

Source: U.S. Census Bureau 2000 & 2010 American Community Survey 5 year estimates



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# Talbot County Population by Gender and Age

2000 vs. 2010

Population	2000	2010	Absolute Change	Percent Change
<i>Total</i>	33,812	37,782	3,970	11.7%
<b>Gender</b>				
Male	16,125	18,019	1,894	11.7%
Female	17,687	19,763	2,076	11.7%
<b>Age</b>				
Under 9	3,838	3,952	114	3.0%
10 to 19	4,091	4,185	94	2.3%
20 to 24	1,281	1,746	465	36.3%
25 to 34	3,477	3,459	-18	-0.5%
35 to 44	5,043	4,209	-834	-16.5%
45 to 54	5,016	5,555	539	10.7%
55 to 59	2,234	2,816	582	26.1%
60 and over	8,832	11,860	3,028	34.3%
<i>Median Age</i>	43.3	47.4	--	--

Source: U.S. Census Bureau



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## Highest Level of Educational Attainment of Talbot County Residents, Age 25 and over

	2000	2010	Absolute Change	Percent Change
<i>Population 25 and over</i>	24,809	27,431	2,622	10.6%
Less than 9 <sup>th</sup> grade	1,067	1,003	-64	-6.0%
9 <sup>th</sup> to 12 <sup>th</sup> grade, no diploma	2,795	2,294	-501	-17.9%
High school graduate	7,625	7,600	-25	-0.3%
Some college, no degree	5,057	5,589	532	10.5%
Associates degree	1,370	1,967	597	43.6%
Bachelor's degree	4,212	4,702	490	11.6%
Graduate or professional degree	2,683	4,276	1,593	59.4%
High School or more	84.4%	88.0%	3,187	15.2%
Bachelor's degree or more	27.8%	32.7%	2,083	30.2%

Source: U.S. Census Bureau American Community Survey



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# Percentage of Population 25 years and over by Educational Attainment, 2010

	Talbot County	Easton	Oxford	St. Michaels	Trappe	Queen Anne	Maryland-Statewide	U.S.
Less than 9 <sup>th</sup> grade	3.7%	4.5%	2.5%	0.7%	2.8%	1.4%	4.4%	6.2%
9 <sup>th</sup> to 12 <sup>th</sup> grade, no diploma	8.4%	8.3%	2.7%	3.4%	10.7%	15.5%	7.8%	8.7%
High school graduate	27.7%	24.8%	22.3%	33.6%	29.3%	30.4%	26.4%	29.0%
Some college, no degree	20.4%	21.7%	25.6%	19.5%	24.3%	25.7%	19.3%	20.6%
Associate's degree	7.2%	8.4%	5.5%	8.2%	4.9%	9.5%	6.3%	7.5%
Bachelor's degree	17.1%	16.5%	29.7%	25.0%	15.4%	12.2%	19.8%	17.6%
Graduate or professional degree	15.6%	15.8%	11.5%	9.8%	12.6%	5.4%	16.0%	10.3%
Percent high school graduate or higher	88.0%	87.2%	94.7%	96.0%	86.6%	83.1%	87.8%	85.0%
Percent bachelor's degree or higher	32.7%	32.3%	41.3%	34.8%	28.0%	17.6%	35.7%	27.9%

Source: U.S. Census Bureau, 2010 American Community 5 year estimates



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# Median Household Income

2000 vs. 2010

	2000	2010	Percent Change
U.S.	\$41,994	\$51,914	23.6%
Maryland	\$52,868	\$70,647	33.6%
Talbot County	\$43,532	\$63,017	44.8%
Easton	\$36,464	\$59,234	62.4%
Oxford	\$52,054	\$58,750	12.9%
St. Michaels	\$32,578	\$43,523	33.6%
Trappe	\$40,625	\$50,469	24.2%
Queen Anne	\$45,000	\$80,313	78.5%

Source: U.S. Census Bureau, 2010 American Community Survey 5 year estimates



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# Household Income Distribution, 2010

Income	Talbot County	Easton	Oxford	St. Michaels	Trappe	Queen Anne	MD
<b>Total Households</b>	15,603	6,441	298	457	473	89	2,121,047
<b>Less than \$10,000</b>	3.9%	4.9%	3.4%	7.0%	5.5%	1.1%	5.0%
<b>\$10,000 - \$14,999</b>	3.4%	2.4%	5.0%	7.4%	0.8%	6.7%	3.3%
<b>\$15,000 - \$24,999</b>	8.6%	7.2%	6.0%	19.3%	15.6%	6.7%	6.9%
<b>\$25,000 - \$34,999</b>	8.8%	10.5%	15.1%	9.4%	8.5%	2.2%	7.7%
<b>\$35,000 - \$49,999</b>	12.7%	13.9%	16.8%	14.0%	19.2%	6.7%	11.8%
<b>\$50,000 - \$74,999</b>	21.3%	23.5%	14.1%	12.5%	22.4%	<b>25.8%</b>	18.2%
<b>\$75,000 - \$99,999</b>	15.7%	18.4%	6.0%	7.7%	18.0%	<b>34.8%</b>	14.1%
<b>\$100,000 - \$149,999</b>	14.3%	12.9%	15.8%	12.5%	7.6%	15.7%	17.7%
<b>\$150,000 - \$199,999</b>	4.3%	2.3%	10.7%	6.3%	2.3%	0.0%	7.9%
<b>\$200,000 or more</b>	7.0%	4.1%	7.0%	3.9%	0.0%	0.0%	7.3%
<b>Median Income</b>	\$63,017	\$59,234	\$58,750	<b>\$43,523</b>	\$50,469	<b>\$80,313</b>	\$70,647

Source: U.S. Census Bureau, American Community Survey 5 year estimates



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# Poverty Rates (Families)

2000 vs. 2010

	2000	2010
U.S.	9.2%	10.1%
Maryland	6.1%	5.7%
Talbot County	5.3%	4.3%
Easton	7.0%	4.8%
Oxford	2.5%	3.9%
St. Michaels	11.1%	15.1%
Trappe	9.6%	6.7%
Queen Anne	2.0%	12.3%

Source: U.S. Census Bureau, 2000 Census & 2010 American Community Survey 5 year estimates



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# Employment Status of Workers

2011

	Maryland	Talbot County	Easton	Oxford	St. Michaels	Trappe	Queen Anne*
<i>Population 16 years and over</i>	4,547,457	31,197	12,555	536	833	994	176
<b>In labor force</b>	69.6%	62.3%	65.3%	52.1%	68.1%	79.2%	73.9%
<b>Civilian labor force</b>	69.0%	62.2%	65.2%	52.1%	68.1%	79.2%	73.9%
<b>Employed</b>	64.0%	58.0%	60.9%	49.6%	58.9%	74.5%	73.9%
<b>Unemployed</b>	5.0%	4.2%	4.3%	2.4%	9.1%	4.6%	0.0%
<b>Armed forces</b>	0.6%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
<b>Not in labor force</b>	30.4%	37.7%	34.7%	47.9%	31.9%	20.8%	26.1%

Source: U.S. Census Bureau, 2011 American Community Survey 5 year estimates; \*2010 ACS 5 year estimates



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# Percentage of Employed 16 years and over by Industry, 2011

	MD	Talbot County	Easton	Oxford	St. Michaels	Trappe	Queen Anne*
<b>Total</b>	100% (2,909,466)	100% (18,108)	100% (7,643)	100% (266)	100% (491)	100% (741)	100% (130)
Agriculture, forestry, fishing and hunting, and mining	0.5%	2.4%	1.5%	1.1%	0.6%	1.2%	0.0%
Construction	7.3%	<b>10.3%</b>	5.8%	9.4%	3.9%	10.1%	13.1%
Manufacturing	5.2%	5.5%	6.7%	7.5%	3.3%	5.3%	5.4%
Wholesale trade	2.2%	2.1%	1.7%	8.6%	2.9%	1.6%	13.8%
Retail trade	9.7%	<b>11.4%</b>	12.8%	4.1%	14.1%	11.2%	4.6%
Transportation and warehousing, and utilities	4.5%	3.5%	3.6%	7.5%	2.6%	3.8%	12.3%
Information	2.6%	1.6%	1.7%	0.0%	0.0%	3.6%	0.0%
Financial Activities	6.6%	6.3%	5.3%	11.7%	4.1%	4.9%	8.5%
Professional services	14.6%	12.1%	10.1%	8.3%	15.5%	6.1%	12.3%
Educational services and health care	22.7%	21.9%	24.6%	10.9%	16.9%	23.3%	23.8%
Leisure & hospitality	7.7%	<b>11.2%</b>	13.0%	15.0%	25.5%	17.8%	4.6%
Other services, except public administration	5.4%	5.4%	6.1%	12.4%	3.5%	5.1%	0.0%
Public administration	11.2%	6.2%	7.2%	3.4%	7.3%	5.9%	1.5%

Source: U.S. Census Bureau, 2011 American Community Survey 5 year estimates; \*2010 ACS 5 year estimates



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# Total Business Establishments & Employment

2005 vs. 2011

	Total Number of Establishments			
	2005	2011	% Chg.	Absolute Chg.
<b>Maryland</b>	160,084	164,665	2.9%	4,581
<b>Talbot County</b>	1,753	1,645	-6.2%	-108

	Total Employment (Average Annual)		
	2005	2011	% Chg.
<b>Maryland</b>	2,497,487	2,478,505	-0.8%
<b>Talbot County</b>	19,148	17,873	-6.7%

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages

*As of 2011, a total of 1,645 businesses supported 17,873 jobs in Talbot County.*



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# Change in Business Establishments by Sector

2005 vs. 2011

	Total Number of Establishments			
	2005	2011	% Chg.	Absolute Chg.
<b>Total</b>	1,753	1,645	-6.2%	-108
<b>Government</b>	44	44	0.0%	0
<b>Natural resources and mining</b>	17	16	-5.9%	-1
<b>Construction</b>	256	212	-17.2%	-44
<b>Manufacturing</b>	48	32	-33.3%	-16
<b>Trade, Transportation and Utilities</b>	360	335	-6.9%	-25
<b>Information</b>	24	15	-37.5%	-9
<b>Financial activities</b>	157	146	-7.0%	-11
<b>Professional and business services</b>	274	269	-1.8%	-5
<b>Education and health services</b>	170	173	1.8%	3
<b>Leisure and hospitality</b>	139	166	19.4%	27
<b>Other services</b>	260	238	-8.5%	-22
<b>Unclassified</b>	5	0	-100.0%	-5

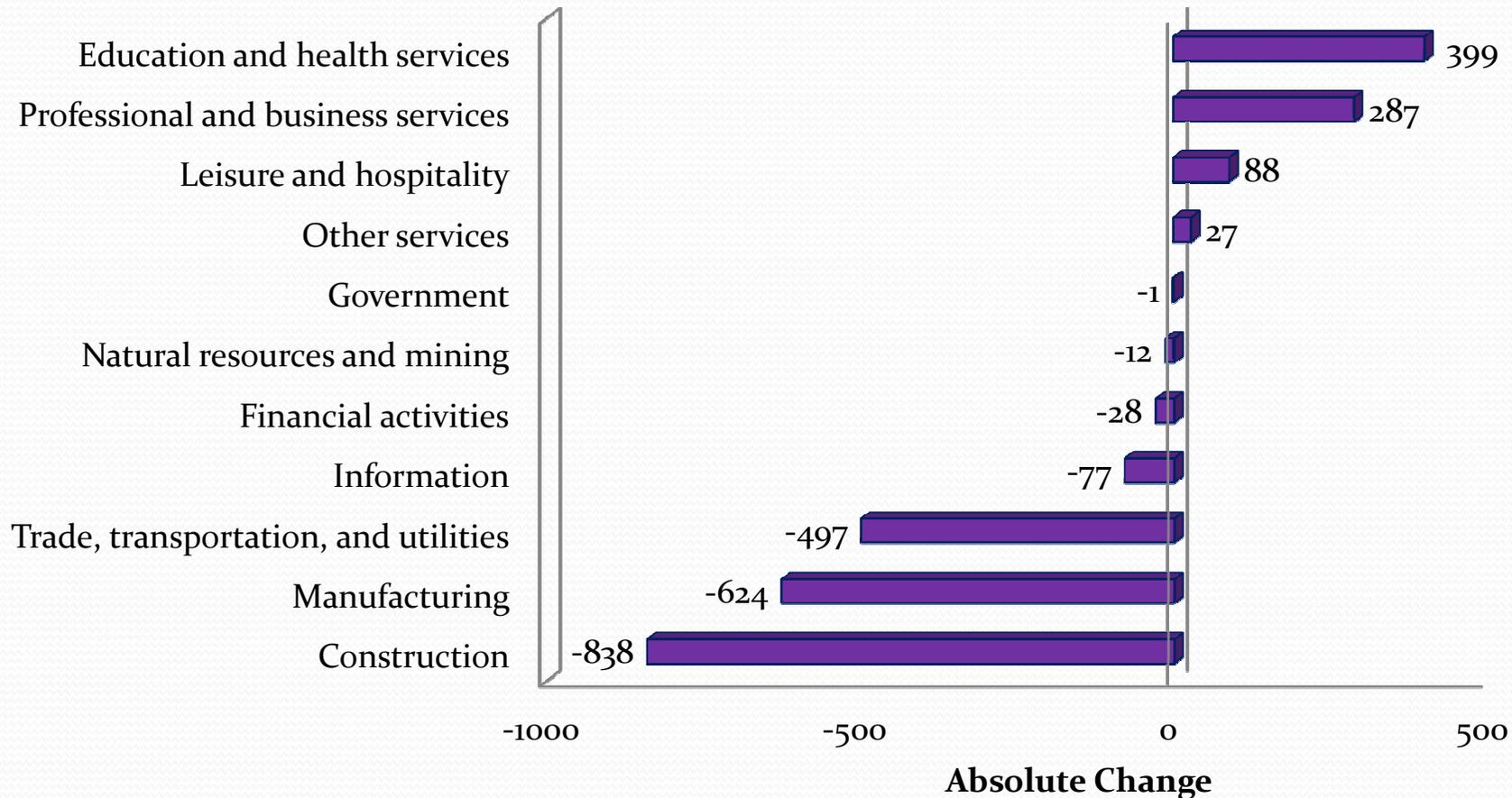
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages



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# Employment Changes by Industry Sector

2011 vs. 2005



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages



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# Talbot County Employment by Sector

2005 vs. 2011

	Total Employment (Average Annual)			
	2005	2011	Absolute Chg.	% Chg.
<b>Total Employment</b>	19,148	17,873	-1,275	-6.7%
<b>Public Sector Total</b>	1,845	1,844	-1	-0.1%
<b>Private Sector Total</b>	17,303	16,029	-1,274	-7.4%
<b>Goods-Producing</b>	3,370	1,897	-1,473	-43.7%
<b>Service-Providing</b>	13,934	14,132	198	1.4%

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages



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# Talbot County Private Sector Establishments by Size

*As of Q4 2011*

Size	Establishments	% of Total Establishments	% of Total Employment
Micro (0-9)	1,204	77.6%	22.1%
Small (10-24)	224	14.4%	21.2%
Medium (25-99)	105	6.8%	30.9%
Large ( $\geq 100$ )	18	1.2%	25.8%
<b>Total</b>	<b>1,551</b>	<b>100.0%</b>	<b>100.0%</b>

*Source: Maryland Department of Labor, Licensing and Regulation*



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# Where Talbot County Residents are Employed

*As of 2010, based on Primary Jobs*

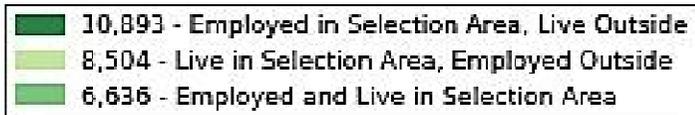
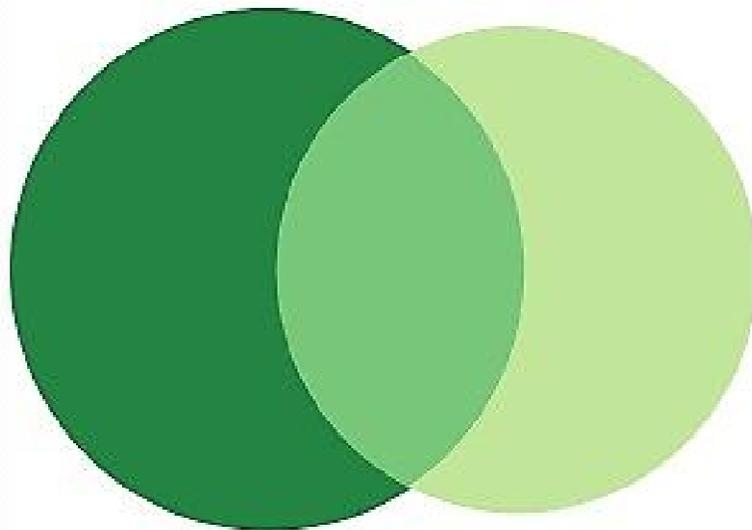
Counties		
	Count	Share
<i>Total Workers</i>	15,140	100%
Talbot County, MD	6,636	43.8%
Anne Arundel County, MD	1,278	8.4%
Baltimore County, MD	725	4.8%
Baltimore City, MD	681	4.5%
Dorchester County, MD	622	4.1%
Prince George's County, MD	612	4.0%
Queen Anne's County, MD	588	3.9%
Montgomery County, MD	569	3.8%
Caroline County, MD	513	3.4%
Wicomico County, MD	388	2.6%
All Other Locations	2,528	16.7%

States		
	Count	Share
<i>Total Workers</i>	15,140	100%
Maryland	14,009	92.5%
Delaware	391	2.6%
District of Columbia	249	1.6%
Virginia	221	1.5%
Pennsylvania	120	0.8%
New Jersey	57	0.4%
New York	42	0.3%
North Carolina	10	0.1%
Florida	7	0.0%
West Virginia	5	0.0%
Other Locations	29	0.2%

Source: U.S. Census Bureau, OnTheMap; \*\* Based on 2010 estimates, PRIMARY JOBS, not total; total workers= resident workers

# Talbot County Inflow/Outflow Job Counts

*As of 2010, based on Primary Jobs*



The relative size of the Venn diagram circles represents the amount of workers living and working in Talbot County. The size of the intersection area represents the count of workers that live and work in Talbot County.

**Forty-three percent** of Talbot County residents also work in Talbot County; **38 percent** of all Talbot County workers live in Talbot County.

Source: U.S. Census Bureau, OnTheMap

*Net Job Inflow in 2010: +2,389*



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