

Kent County
MARYLAND

Economic Development Commission
Our County Economy

Kent County 2012 Economic Census

- **Purpose of the report is to provide a reasonably comprehensive picture of Kent County's economy to:**
 - **Educate the citizens of the county on the composition of the economy**
 - **Use as a basis for discussion in economic planning**
 - **Develop a base for measuring performance in the economy**

Kent County

2012 Economic Census

- **Sources of data**
- **Overview of the county's economy by NAICS code**
- **Number of businesses by sector in the county**
- **Sales volume by sector in the county**
- **Number of employees & payroll by sector in the county**
- **Overview of the agricultural sector**
- **Agricultural sales by product category**
- **Overview of Tourism sales**
- **Summary of key points**

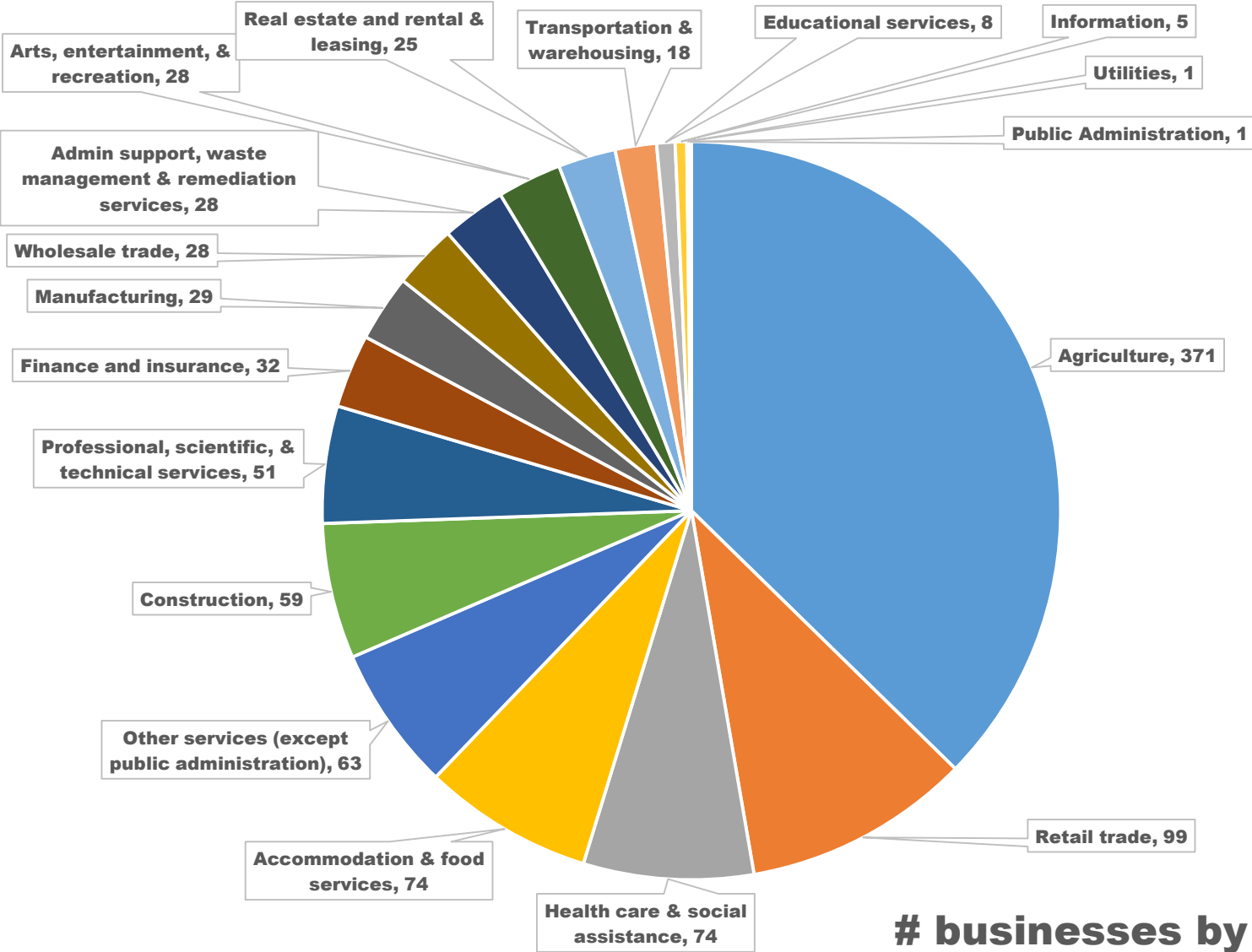
Kent County 2012 Economic Census

- **Primary source of data, except where noted, is:**
 - **U.S. Census Bureau 2012 Economic Census of the U.S.**
 - **U.S. Dept of Agriculture 2012 Census of Agriculture**
 - **Educational institutions directly, 2015-16 academic year**
 - **Kent County directly FY 2015-16**
- **The agencies qualify that some data has been withheld, is not collected or is not available for disclosure reasons**
- **Some data is collected only at the state level and not available at the county level**

Kent County 2012 Economic Census by NAICS code

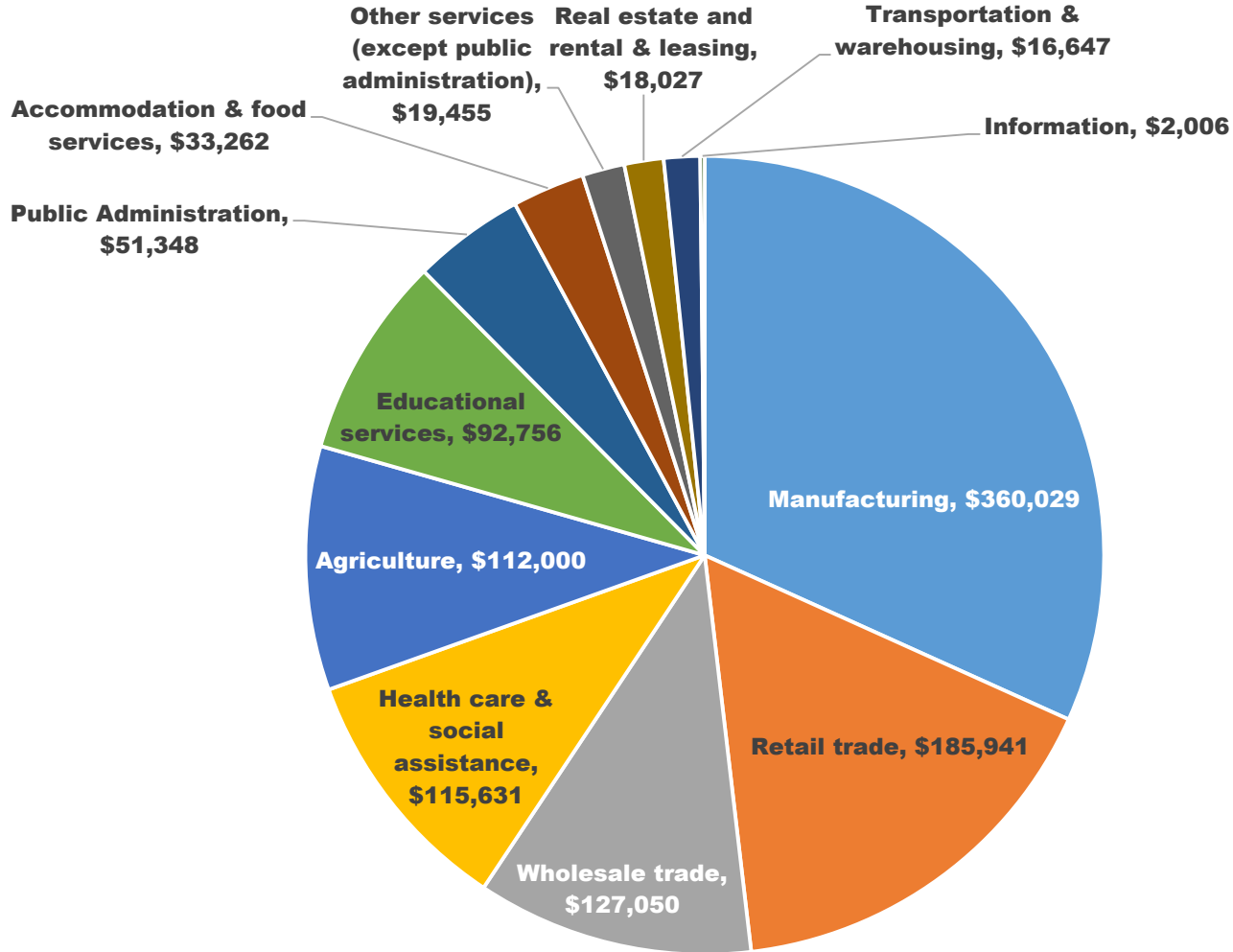
Industry	NAICS code	# businesses	Sales Volume in \$000s	Annual Payroll in \$000s	# of employees
Agriculture	11	371	\$112,000	\$0	181
Utilities	22	1	\$0	\$0	10
Construction	23	59	\$0	\$15,499	341
Manufacturing	31-33	29	\$360,029	\$49,156	979
Wholesale trade	42	28	\$127,050	\$7,875	160
Retail trade	44-45	99	\$185,941	\$18,796	822
Transportation & warehousing	48-49	18	\$16,647	\$2,098	46
Information	51	5	\$2,006	\$1,910	43
Finance & insurance	52	32	\$0	\$8,151	214
Real estate, rental & leasing	53	25	\$18,027	\$2,002	58
Professional, scientific, & technical services	54	51	\$0	\$9,398	253
Admin support, waste management & remediation services	56	28	\$0	\$6,842	229
Educational services	61	8	\$92,756	\$43,447	895
Health care & social assistance	62	74	\$115,631	\$46,402	1,371
Arts, entertainment, & recreation	71	28	\$0	\$5,883	222
Accommodation & food services	72	74	\$33,262	\$13,335	719
Other services (except public administration)	81	63	\$19,455	\$5,771	237
Public Administration	91	1	\$51,348	\$14,949	219
TOTAL		994	\$1,134,152	\$251,514	6,999

Kent County 2012 Economic Census



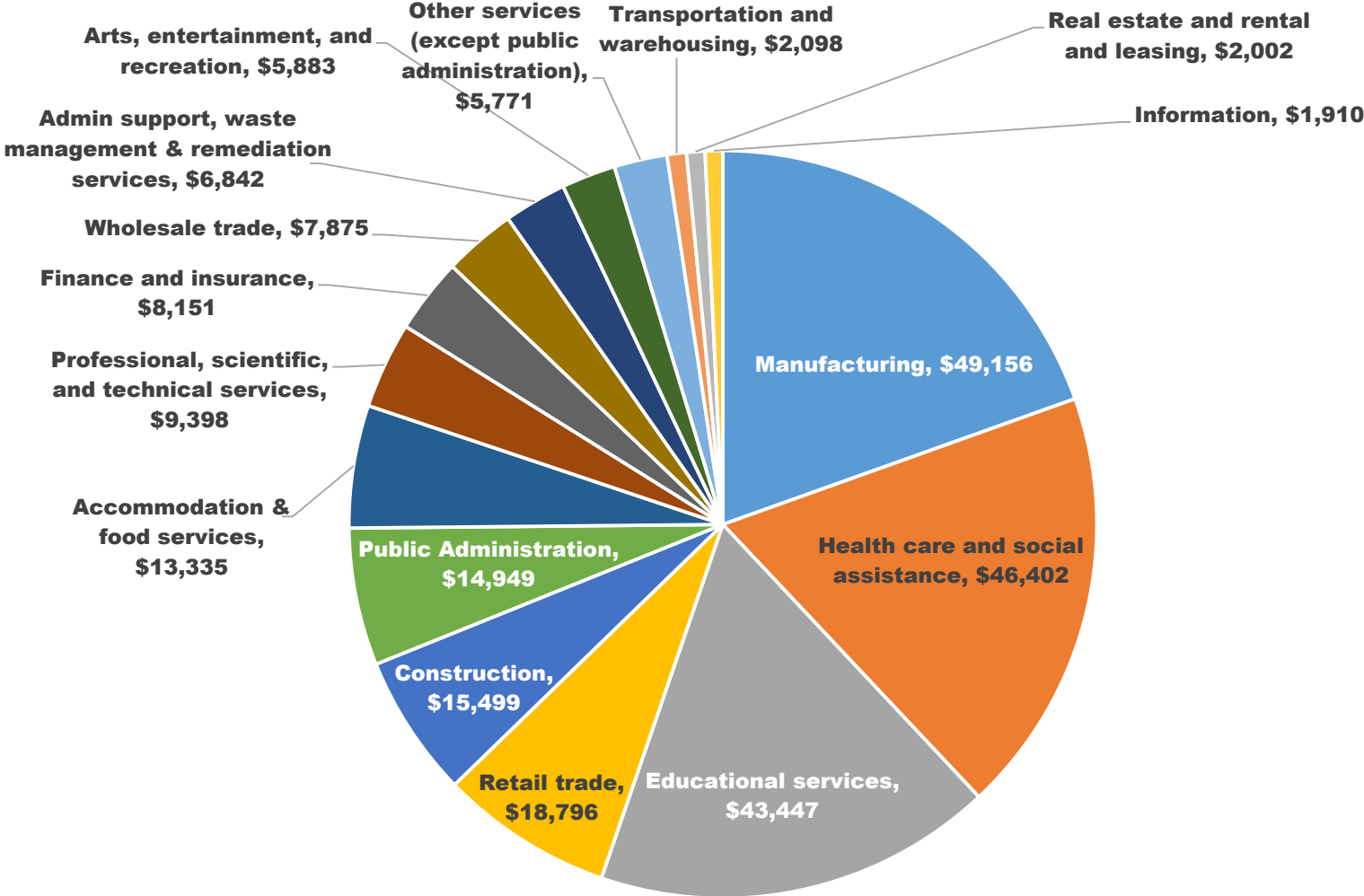
businesses by Sector

Kent County 2012 Economic Census



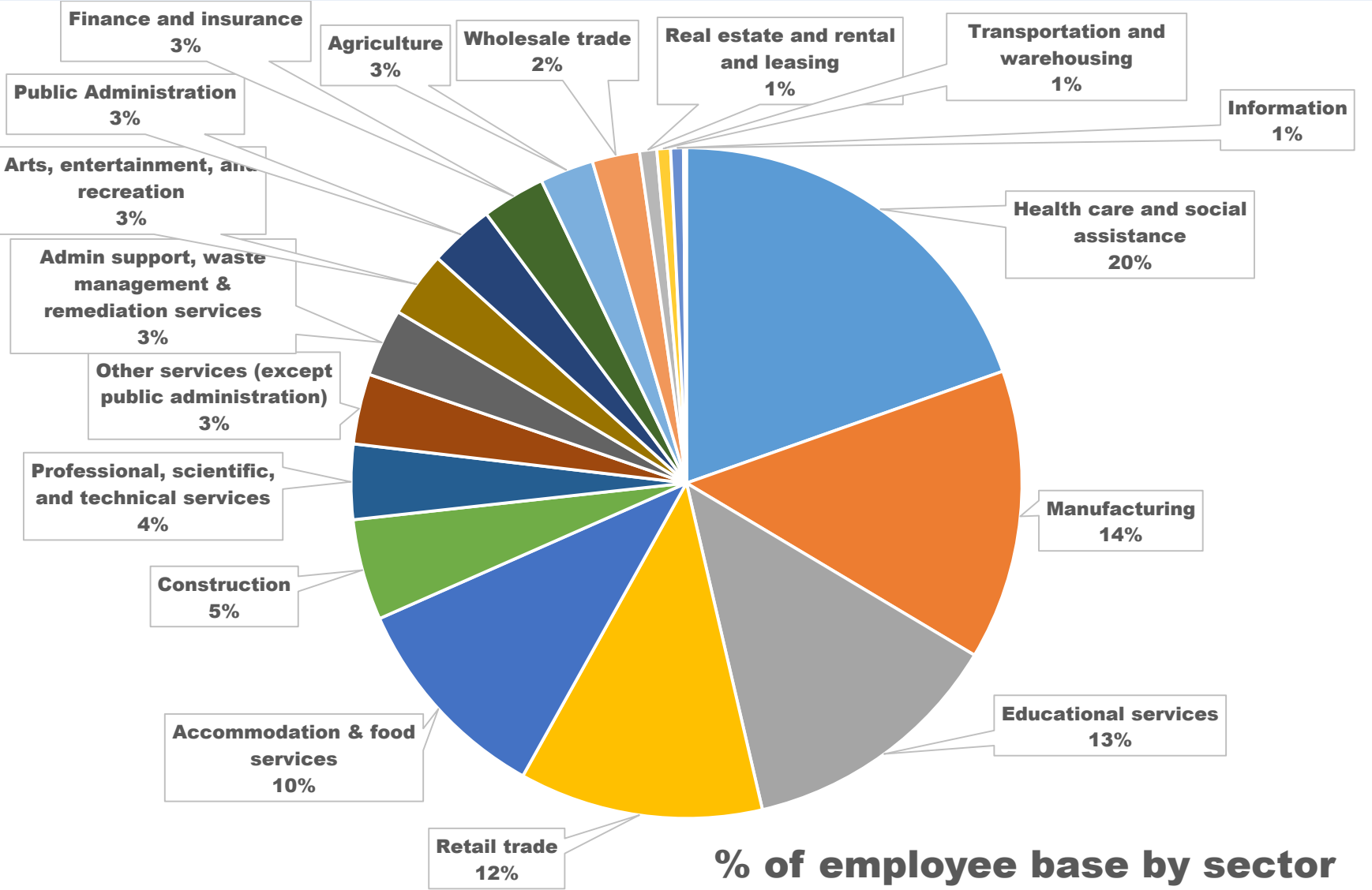
Sales Volume by Sector

Kent County 2012 Economic Census



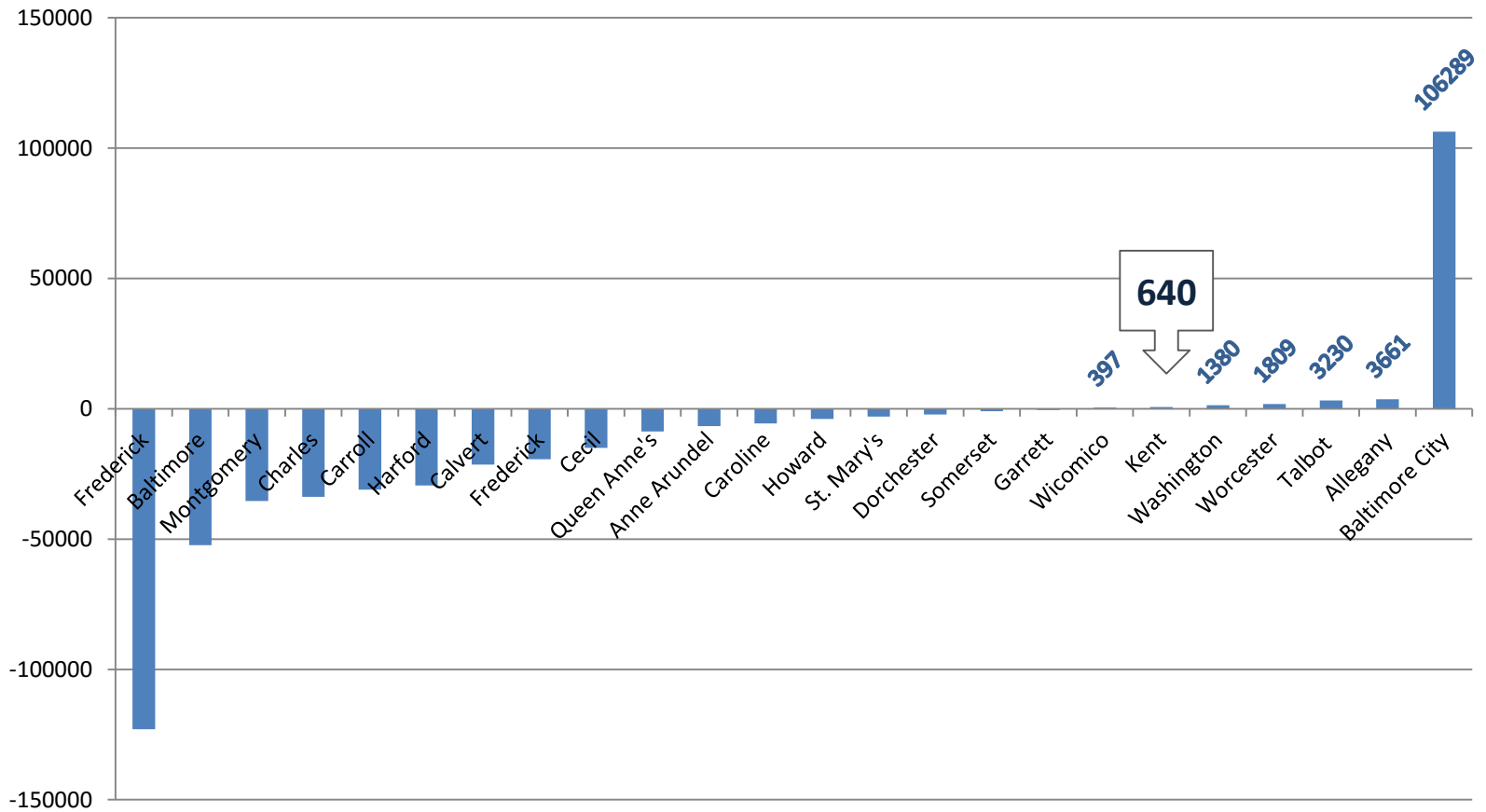
Annual Payroll by Sector

Kent County 2012 Economic Census



Kent County 2012 Economic Census

Net Workers Commuting Into/Out of the County



Source: Maryland Departments of Planning and Commerce, Date of Data: 2010-2014

Kent County 2012 Agricultural Economic Census

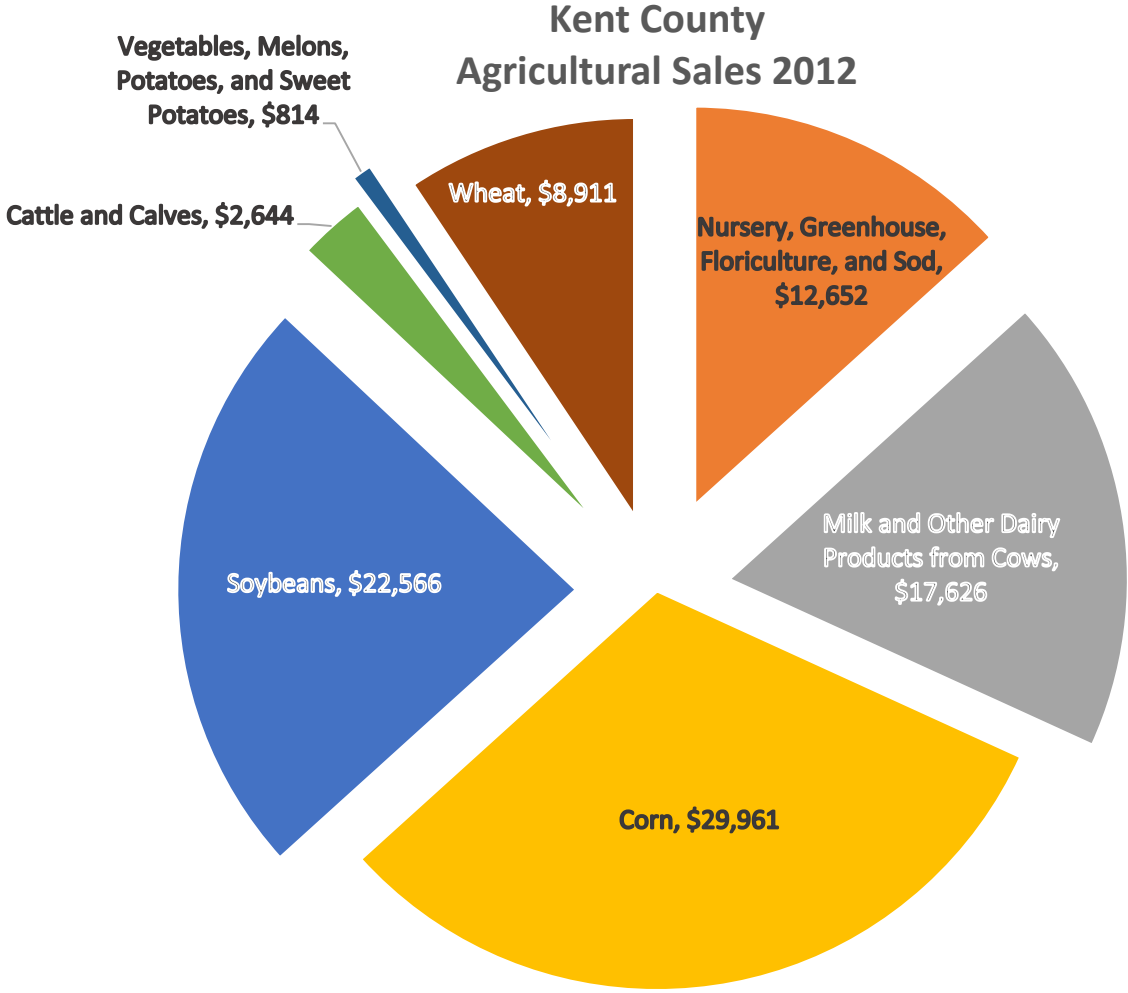
Total Sales in \$000	Poultry & Eggs	Nursery, Greenhouse, Floriculture, and Sod	Milk and Other Dairy Products from Cows	Corn	Soybeans	Cattle and Calves	Vegetables, Melons, Potatoes, and Sweet Potatoes	Wheat	Horses, Ponies, Mules, Burros, and Donkeys
\$112,250	(D)	\$12,652	\$17,626	\$29,961	\$22,566	\$2,644	\$814	\$8,911	(D)

D = Sensitive to a disclosure of information.

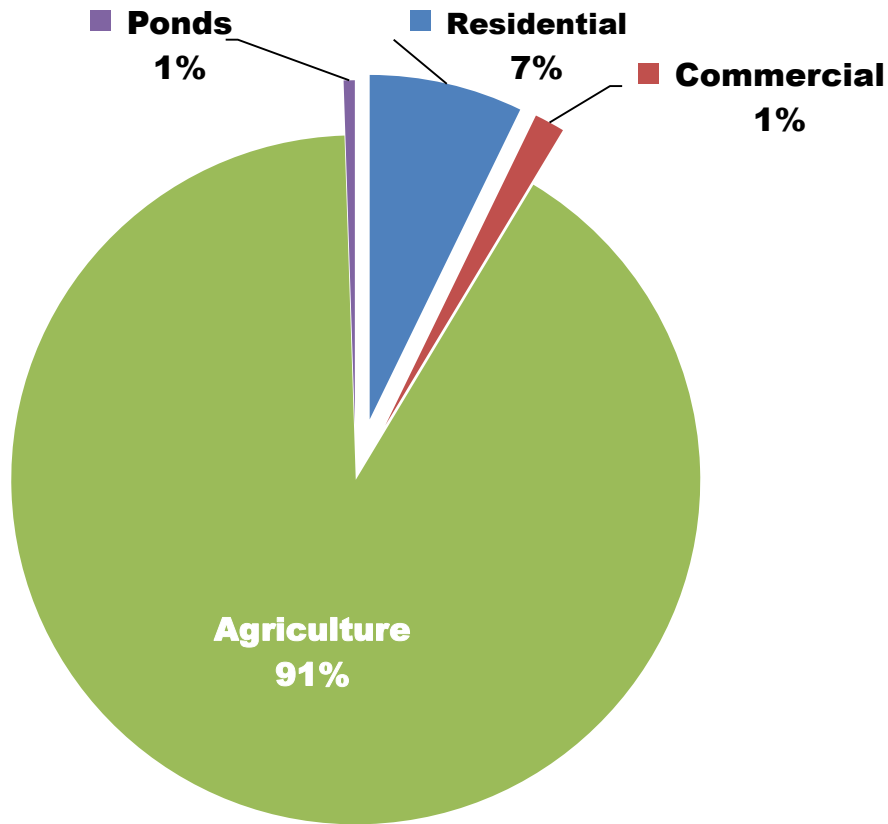
	1997	2002	2007	2012
Annual Total Sales in \$000	\$98,736	\$95,422	\$106,175	\$112,250
# of farms	325	318	377	367
Average annual sales/farm in \$000	\$304	\$300	\$282	\$306

- **For 51% of the primary operators of farms it is not the primary source of income**
- **Average Income per farm for 2012 was \$57,700**

Kent County 2012 Economic Census



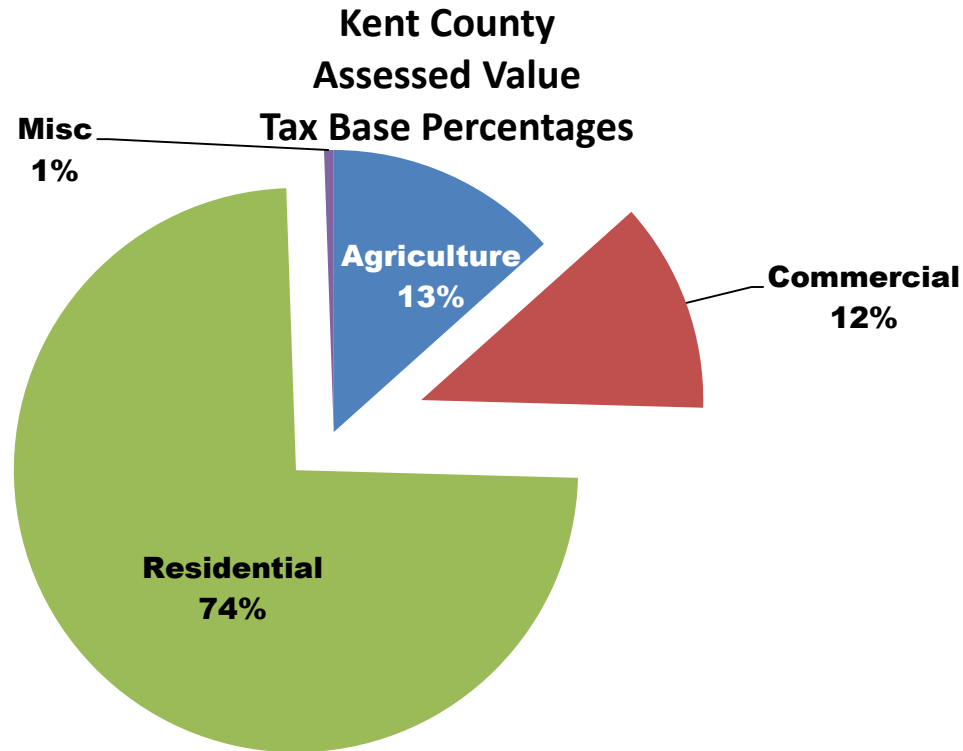
Kent County 2012 Economic Census



Kent County, Land Use

Source: Kent County Dept. PH&Z, using MDP's 2010 Land Use/Land

Kent County 2012 Economic Census



Source: Real Property Taxable Assessable Base, County Level, by Class, State Department of Assessments and Taxation, July 17, 2015

NOTE: Per Kent County, Assessments Office,, Agriculture is assessed at a preferential rate and Commercial & Residential are assessed at market rate.



Kent County 2012 Economic Census

Tourism is recognized as a critical component of the county's economy but is not easily measured because it does not have a unique NAICS code but spans nearly a dozen sectors including lodging, food & beverage, retail, recreation, transport, real estate, travel agents, and others

According to a state sponsored report on tourism, dated December 2015, tourism sales in the county have increased by 33% from 2010 through 2014.

Tourism Sales in Millions

2010	2011	2012	2013	2014
\$42	\$47	\$51	\$50	\$56



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Key Points

- **The county has a +\$1.1B economy**
- **Manufacturing is a larger portion of our economy than expected**
- **Ag is 91% of our land use; 13% of our real estate tax base & 9.9% of our GDP**
- **Healthcare is the largest employment segment**
- **All businesses in Kent County are small businesses, according to the Small Business Association. Focusing on growing and supporting them has been and should continue to be a priority.**