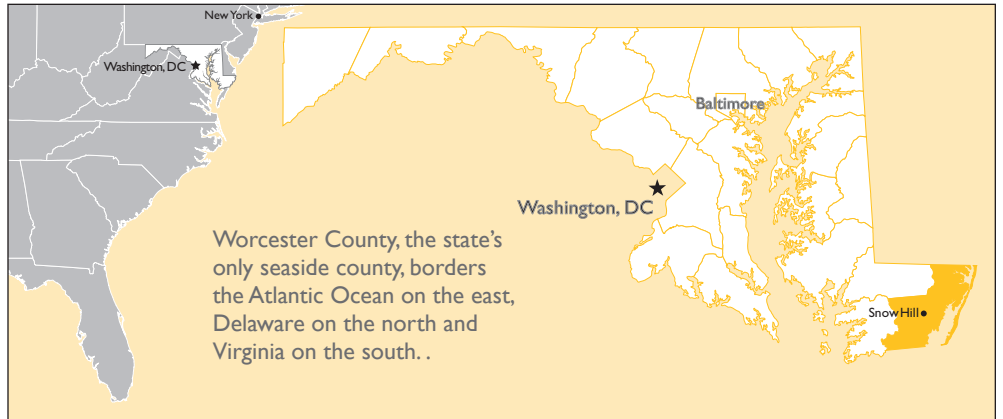


Brief Economic Facts

WORCESTER COUNTY, MARYLAND

Worcester County, Maryland, is thriving with exciting business and development projects. A major commercial venture, including a Giant grocery store, A Wawa, a Royal Farms, retail shops, is set to expand local commerce and enhance shopping options for residents. In Snow Hill, the Enterprise Zone designation continues driving economic revitalization with tax incentives to attract businesses and create jobs in its historic downtown. Residential development is also booming, with 129 new construction homes available, catering to the growing demand for housing.

Additionally, the county is updating its Comprehensive Plan, to be published 2025, to preserve community character and natural heritage while guiding future growth. The Department of Development Review and Permitting plays a pivotal role in managing land use, building projects, and site plans to ensure sustainable development. Worcester



County's extensive shoreline, natural beauty, and rich cultural history complement these advancements, making it an ideal location for new businesses and residents alike.

LOCATION

Driving distance from Snow Hill:	Miles	Kilometers
Atlanta, Georgia	681	1,095
Baltimore, Maryland	120	193
Boston, Massachusetts	436	702
Chicago, Illinois	812	1,307
New York, New York	220	354
Philadelphia, Pennsylvania	149	240
Pittsburg, Pennsylvania	343	551
Richmond, Virginia	200	322
Washington, DC	132	212

CLIMATE AND GEOGRAPHY¹

Yearly Precipitation (inches)	44.2
Yearly Snowfall (inches)	7.7
Summer Temperature (°F)	74.8
Winter Temperature (°F)	39
Days Below Freezing	73.6
Land Area (square miles)	474.9
Water area (square miles)	110
Shoreline (miles)	774
Elevation (ft)	sea level to 65

POPULATION^{2,3}

	Worcester County Households	Worcester County Population	Lower Eastern Shore*	Maryland
2010	22,225	51,454	197,980	5,773,552
2020	21,375	52,403	213,699	6,055,802
2030**	23,450	56,230	223,470	6,254,500

*Somerset, Wicomico and Worcester counties

**Projections

Selected places population (2020): Ocean Pines 12,145; Ocean City 6,844; Berlin 5,026; West Ocean City 4,661; Pocomoke City 4,354; Snow Hill 2,159

POPULATION DISTRIBUTION^{2,3} (2023)

Age	Number	Percent
Under 5yrs	2,152	4.0%
5 - 19 yrs	7,951	14.9%
20 - 44 yrs	13,289	24.9%
45 -64 yrs	14,868	27.9%
65 and over	15,019	28.2%
Total	53,279	100.0%
Median Age		50.7 Years

Brief Economic Facts WORCESTER COUNTY, MARYLAND

LABOR AVAILABILITY^{3,4,5} (BY PLACE OF RESIDENCE)

Civilian Labor Force (2023 avg.)	County	Labor Mkt. Area*
Total civilian labor force	25,589	230,339
Employment	24,739	224,820
Unemployment	850	5,519
Unemployment rate	3.3%	2.4%

Residents commuting outside the county to work (2019-2023)	Number	Percent
	4,130	17.1%

Employment in selected occupations (2019-2023)

Occupation	Number	Percent
Management, business, science and arts	10,487	41.9%
Service	5,634	22.5%
Sales and office	5,186	20.7%
Production, transp. and material moving	1,467	5.9%

*Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, and Worcester Counties

MAJOR EMPLOYERS^{6,7} (2023-2024)

Employer	Product/Service	Employment
Harrison Group*	Hotels & Restaurants	975
Atlantic General Health Systems	Medical Services	970
Blue Water Development / Blue Water Hospitality*	Hospitality Management & Real Estate Development	608
Bay Shore Development*	Amusements & Hotels	600
Fagers Island*	Hotels & Restaurants	600
O.C. Seacrets*	Restaurant, Distillery & Liquor Store	487
Ocean Enterprise 589 / Ocean Downs Casino*	Casino gaming	349
Ashore Resort & Beach Club*	Hotel & Restaurant	300
Dough Roller*	Restaurants	275
91st Street Joint Venture / Princess Royale*	Hotels & Restaurants	250
Real Hospitality*	Hotel Management	215
Ocean Pines Association	Nonprofit civic organization	190
Sunsations*	Beach Wear / Products & Souvenirs	180
Bel-Art Products/SP	Scientific & Lab Products	164
Carousel Resort Hotel & Condominiums*	Hotels & Restaurants	150
Trimper Rides*	Amusements	145
Berlin Nursing & Rehabilitation Center	Nursing & Rehabilitation	127
Harrison House Senior Living	Nursing & Rehabilitation	85
Hardwire	Protective armour products	83

Excludes post offices, state and local governments, national retail and national foodservice

*Reflects summer employment levels

Based in part on employers that are willing to report

EMPLOYMENT⁴ (2023)

Industry	Estab-lishments	Annual Avg. Empl.	Empl. %	Avg. Wkly. Wage
Federal Government	15	211	0.8%	\$1,448
State Government	6	183	0.7%	1,067
Local Government	46	3,196	12.7%	1,143
Private Sector	2,272	21,651	85.8%	800
Natural resources and mining	34	115	0.5%	902
Construction	228	1,221	4.8%	989
Manufacturing	52	769	3.0%	1,036
Trade, Transportation, and utilities	471	4,270	16.9%	699
Information	20	98	0.4%	1,432
Financial activities	267	1,227	4.9%	1,036
Professional and business services	324	1,701	6.7%	1,075
Education and health services	167	2,530	10.0%	1,090
Leisure and hospitality	539	8,884	35.2%	635
Other Services	172	836	3.3%	700
Total	2,340	25,240	100.0%	851

Includes civilian employment only

HOURLY WAGE RATES⁴ (2023)

Selected Occupations	Median	Entry	Skilled
Accountants and Auditors	\$33.73	\$23.82	\$41.64
Assemblers and Fabricators	\$17.52	\$14.18	\$21.35
Bookkeeping Clerks	\$22.15	\$16.57	\$25.37
Network Support Specialists	\$32.29	\$23.61	\$39.54
Computer Systems Analysts	\$43.25	\$31.15	\$51.41
Computer User Support Specialists	\$24.95	\$19.27	\$29.78
Customer Service Representatives	\$17.81	\$14.31	\$21.30
Industrial Truck Operators	\$19.92	\$16.33	\$25.23
Information Security Analysts	\$51.66	\$34.47	\$60.84
Inspectors, Testers, Sorters	\$21.80	\$15.67	\$28.11
Laborers and Freight, Hand	\$16.34	\$14.23	\$20.80
Machinists	\$19.07	\$17.94	\$22.75
Mechanical Engineers	\$34.84	\$25.66	\$50.47
Packaging Operators and Tenders	\$22.30	\$15.27	\$27.00
Packers and Packagers, Hand	\$14.59	\$13.58	\$16.81
Secretaries and Admin Assistants	\$19.64	\$16.10	\$23.22
Shipping, Receiving Clerks	\$17.08	\$14.56	\$21.36
Stockers and Order Fillers	\$17.88	\$14.94	\$18.99
Shipping, Receiving Clerks	\$16.43	\$13.65	\$19.27
Stockers and Order Fillers	\$15.11	\$12.83	\$17.22

Wages are an estimate of what workers might expect to receive on the Lower Eastern Shore (Somerset, Wicomico and Worcester counties) and may vary by industry, employer and locality

Brief Economic Facts WORCESTER COUNTY, MARYLAND

SCHOOLS AND COLLEGES^{3,8}

Educational Attainment - age 25 & over (2019-2023)

High school graduate or higher	93.7%
Bachelor's degree or higher	32.7%

Public Schools

Number: 6 elementary; 3 middle/comb.; 3 high, 1 career/tech
 Enrollment: 6,848
 Cost per pupil: \$22,270
 Students per teacher: 11.4
 High school career / tech enrollment: 1,110
 High school graduates: 542

Nonpublic Schools Number: 6

Higher Education (2023)

Two University System of Maryland institutions are located nearby, including the University of Maryland Eastern Shore in neighboring Somerset County (enrollment 2,519) and Salisbury University in Wicomico County (enrollment 7,123). One two-year Community College, Wor-Wic Community College, is located in Wicomico County (enrollment 2,438).

TAX RATES⁹

	Worcester County	Maryland
Corporate Income Tax (2024)	none	8.25%
Base – federal taxable income		
Personal Income Tax (2024)	2.25%	2.0-5.75%
Base – federal adjusted gross income		
*Graduated rate peaking at 5.75% on taxable income over \$300,000		
Sales & Use Tax (2024)	none	6.0%
Exempt – sales for resale; manufacturer's purchase of raw materials; manufacturing machinery and equipment; purchases of materials and equipment used in R&D and testing of finished products; purchases of computer programs for reproduction or incorporation into another computer program for resale		
Real Property Tax (2024)	\$0.8450	\$0.1120
Effective rate per \$100 of assessed value		
In addition to this rate, there are some miscellaneous taxes and/ or special taxing areas in the county; in an incorporated area, a municipal rate may also apply		
Business Personal Prop. Tax (2024)	\$2.1125	none
Rate per \$100 of depreciated value		
Exempt – manufacturing and R&D machinery, equipment, materials and supplies; manufacturing, R&D and warehousing inventory. In an incorporated area, a municipal rate may also apply; municipal exemptions may be available		

Major Tax Credits Available

Enterprise Zone, Job Creation, More Jobs for Marylanders, R&D, New Jobs, Biotechnology and Cybersecurity Investment, A&E District

INCOME³ (2019-2023)

Distribution	Percent Households		
	Worcester County	Maryland	U.S.
Under \$25,000	12.2	11.3	15.0
\$25,000 - \$49,999	18.8	12.7	17.3
\$50,000 - \$74,999	14.9	13.2	15.7
\$75,000 - \$99,999	13.4	12.0	12.7
\$100,000 - \$149,999	20.6	19.3	17.4
\$150,000 - \$199,999	7.2	12.4	9.3
\$200,000 and over	12.9	19.2	12.6
Median household	\$81,455	\$101,652	\$78,538
Average household	\$115,398	\$133,800	\$110,491
Per Capita	\$51,620	\$51,689	\$43,289
Total income (millions)	\$2,750	\$313,026	\$14,085,709

HOUSING^{3,10}

Occupied Units 2019-2023 56,399 (76.6% owner occupied)

Housing Transactions (2023)

Units Sold	1,924
Median Selling Price	\$410,000

*All multiple listed properties excludes auctions and FSBO

BUSINESS AND INDUSTRIAL PROPERTY⁶

Worcester County offers a diverse range of commercial and industrial spaces across its regions, spanning 2 to 80 acres. The presence of three designated Maryland Enterprise Zones in Berlin, Snow Hill, and Pocomoke provides new and expanding businesses access to crucial property and job tax credits. Additionally, the county takes pride in its two Arts and Entertainment Districts, actively fostering and supporting diverse artistic and cultural initiatives.

Pocomoke City serves as the county's central manufacturing hub, housing the expansive 175-acre Pocomoke Industrial Park, with continued growth. As a designated SBA HUBZone with nine additional commercial properties along Route 13, totaling 1,041 acres, Pocomoke City aims to provide incentives for existing business owners while attracting new light manufacturing, warehousing, and research and development companies to create higher-paying, permanent job opportunities and give small and medium-sized businesses a competitive edge in government contracting.

Additionally, there are three federally designated Opportunity Zones located in Snow Hill, Berlin, and downtown Ocean City, aiming to stimulate economic growth by offering tax incentives to investors. The VLT (video lottery terminal) program utilizes slot machine proceeds from Ocean Downs Casino to assist small, minority, and women owned businesses throughout the county.

For incoming businesses, Worcester County's Department of Economic Development extends enticing financing options, leveraging various state and federal programs tailored for job creation and business growth.

Brief Economic Facts // WORCESTER COUNTY, MARYLAND

TRANSPORTATION

Highways: U.S. 13, U.S. 50, U.S. 113, and MD 12

Rail: Maryland & Delaware Railroad, Norfolk Southern Railway, and Bay Coast Railroad

Truck: More than 70 local and long-distance trucking establishments are located on the Lower Eastern Shore

Water: Served by the Port of Salisbury (14' channel); the Port of Baltimore (50' channel) is located 124 miles from Snow Hill; Pocomoke River is navigable (7' channel)

Air: Scheduled air service is available at the Salisbury-Ocean City Wicomico Regional Airport, 15 miles from Snow Hill (5000' and 6400' runways); the airport has daily flights to/ from Philadelphia and Charlotte via American Airlines; Ocean City Municipal Airport, three miles from the resort town, can accommodate general aviation (3200' and 4070' runways)

RECREATION AND CULTURE

Worcester is home to 9 championship golf courses, 56 beautiful state parks and forests, and Assateague Island National Seashore.

Ocean City: Over eight million visitors flock to the resort city each year to enjoy a variety of beach, boardwalk and other oceanfront activities; special events include:

- White Marlin Open
- Air Show
- Performing Arts Center
- Numerous Annual Festivals & Concerts

Berlin: Historic community known for graceful Victorian Architecture, many electric shops, restaurants, the Calvin B. Taylor House Museum, Mermaid Museum, and Ocean Downs Casino special events include:

- Berlin Fiddlers Convention
- Bathtub Races
- Octoberfest Celebration
- Farmers Market (Producer Only)

Snow Hill: Beautifully historic destination that is home to the Julia A. Purnell Museum and nearby Furnace Town Living Heritage Museum; bustling streets filled with art, antique & retail shops, restaurants; Pocomoke River Canoe Company provides rentals and tours of scenic beauty; special events include:

- County Fair
- Blessing of the Combines
- Blues Jam

Ocean Pines: Located just west of Ocean City and offering many community amenities, including golfing, nature trails, public parks, boating, swimming, fishing, racquet sports, restaurants and shopping; special events are:

- Year-Round Farmers Market
- Annual Flounder Tournament
- Summer Concerts
- Veterans Day Ceremony

Pocomoke City: Quaint riverfront town known as the Friendliest Town. Home to the Delmarva Discovery Center, the Mar-Va Theater and Sturgis One-Room School House, as well as many scenic attractions; special events include:

- Annual Christmas Parade
- Heritage Days
- Boat Docking Challenge
- 4th Friday Street Festivals

Arts & Entertainment Districts: Berlin, Snow Hill

UTILITIES

Electricity: Delmarva Power, Choptank Electric Cooperative, and Berlin Electric; customers of investor-owned utilities and major cooperatives may choose their electric supplier

Gas: Pipeline vapor propane provided by Chesapeake Utilities/Sandpiper Energy and Sharp Energy to Ocean City, Ocean Pines, Pocomoke City and Snow Hill; Chesapeake Utilities/Sandpiper Energy provides natural gas to Berlin, Ocean Pines, northern Worcester County and West Ocean City. Chesapeake Utilities/Sandpiper Energy is extending natural gas to Pocomoke in near future.

Water and Sewer: Municipal water and sewer systems in Berlin, Newark, Ocean City, West Ocean City, Ocean Pines, Greater Ocean Pines area, Pocomoke City and Snow Hill; municipal sewer West Ocean City to Herring Creek and southward to Rt 376 at the Frontier town campground.

Telecommunications: Predominant local carrier is Verizon through Maryland Broadband Cooperative, a rural broadband initiative; fiber broadband availability from Eastern Shore Communications and Comcast through Maryland Broadband Cooperative

GOVERNMENT

County Seat: Snow Hill

Government: Seven commissioners elected for four-year terms; code home rule government allows for broad local legislative authority

Theodore (Ted) Elder, President, Board of County Commissioners 410.632.1194

Weston Young, Administrative Director 410.632.1194

Website: www.co.worcester.md.us

County Bond Rating: AA+ (S&P); Aa2 (Moody's); AA (Fitch)

Worcester County Department of Economic Development

Melanie Pursel, Director

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<https://choosemarylandscoast.org/>

Sources:

1 National Oceanic and Atmospheric Administration (1981-2010 normals); Maryland Geological Survey

2 American Community Survey

3 U.S. Bureau of the Census

4 Maryland Department of Labor, Office of Workforce Information and Performance

5 U.S. Bureau of Labor Statistics

6 Worcester County Department of Economic Development

7 Maryland Department of Commerce

8 Maryland State Department of Education; Maryland Higher Education Commission

9 Maryland State Department of Assessments and Taxation; Comptroller of the Treasury

10 Maryland Association of Realtors

11 Maryland State Archives; Maryland Association of Counties