

An Economy That Supports the Local Community



Top three industry sectors for economic growth from the Economic Development and Land Use Study

TITLE DEED

HOSPITALITY AND AGRITOURISM

Businesses and attractions which draw people to Carroll County for vacations, events, and recreation, both in cities and towns and the countryside

SUMMARY
Carroll County's charming cities, towns, and countryside could be better utilized for scenic getaways, excursions into nature, and farm-to-table experiences and dining. While the county's diverse attractions are very well known to residents, better promotion could extend the range of people coming to Carroll County for special events, recreation, and eating and drinking. More tourism would benefit local businesses, create jobs, and give residents access to more amenities.

WHAT COULD THE FUTURE OF HOSPITALITY AND AGRITOURISM LOOK LIKE IN CARROLL COUNTY?

	LOW	MID	HIGH
LAND COVER	●	●	○
CONCENTRATION OF NEW JOBS	●	●	○
ECONOMIC IMPACT	●	●	○


- More unique farm-to-table restaurants, wineries, microbreweries, and distilleries for locals and out-of-towners alike to enjoy
- Working with farmers to create visitor experiences on their land, such as u-picks, farm education programs, and overnight farm stays
- Developing infrastructure and facilities for hosting events

OPPORTUNITIES


- Focuses on the preservation and utilization of the cultural, natural, and economic assets of the county
- Leverages and expands the county's high quality of life
- May increase hotel tax revenue for the county

CONSIDERATIONS

- Likely supplements existing agricultural industry rather than create dedicated new industry sectors
- Growth would be located both in already developed areas and in the agricultural countryside
- Change in traffic patterns with new uses and events
- New job creation likely service industry workers and may not require skilled labor



Wagon Ride



Animal Education for All Ages

TITLE DEED

MANUFACTURING

Companies and shops which create products small and large for businesses and consumers

SUMMARY
Carroll County could benefit economically from inviting manufacturing industries to locate here. Creating and producing finished products from raw materials using a trained labor force, machines, tools, and other equipment could further Carroll County's position as a regional manufacturing leader. Attracting the right manufacturing companies could produce high paying jobs for Carroll County residents.

WHAT COULD THE FUTURE OF MANUFACTURING LOOK LIKE IN CARROLL COUNTY?

	LOW	MID	HIGH
LAND COVER	●	●	●
CONCENTRATION OF NEW JOBS	●	●	○
ECONOMIC IMPACT	●	●	○

- Steady, reliable careers for residents in manufacturing such as auto industry, medical equipment, and electronics
- Expanding existing business and industrial parks and prioritizing the opening of new ones
- Permitting workforce housing allowing more employees to live near their jobs

OPPORTUNITIES

- Carroll Community College incentivizes skills training program enrollment
- Further growth and development of Carroll County Career and Technology Center programs
- Roofs could double as solar arrays

CONSIDERATIONS

- Increasing industrial assessable tax base
- Increase in large truck traffic associated with uses



Welding Products



Manufacturing Equipment and Assembly

TITLE DEED

SMALL BUSINESS INCUBATION

Focusing on development of local enterprises, either sole proprietorships or with small numbers of employees, across industries

SUMMARY
Carroll County could look inward, drawing on its network of educated residents with experience getting the job done to cultivate homegrown companies. The County could work with entrepreneurs living in the county and businesses that would be a good fit for the county to set up shop and grow in its cities and towns.

WHAT COULD THE FUTURE OF SMALL BUSINESS INCUBATION LOOK LIKE IN CARROLL COUNTY?

	LOW	MID	HIGH
LAND COVER	●	○	○
CONCENTRATION OF NEW JOBS	●	●	○
ECONOMIC IMPACT	●	●	○

- More focus placed on the local chambers of commerce, Economic Development departments, and other local institutions
- Proactively reducing barriers to entry for businesses looking to start in Carroll County
- Providing opportunities for residents to start small businesses and expand while staying in Carroll County
- May look like office space rather than industrial buildings

OPPORTUNITIES

- Elected official support of cottage industries and small business
- Support from the Carroll County Business Services Partnership
- Support from Carroll County Small Business Administration lending institutions
- Focus on business growth and development

CONSIDERATIONS

- Operational sustainability may be challenging
- Often contingent on funding for start-ups
- Incubators may rather locate in surrounding counties



Local Small-Business



Local Small-Business