

Economic Development in Cecil County

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Agenda:

- I. Introductions
- II. Objective
- III. Group Findings
- IV. Recommendations
- V. Conclusion

Project Overview:

- **Question:** What are the best practices to promote economic development in small towns?
- **Goal:** Provide best practices for economic development.
- **Methods:** Literature Review, Interviews with County's Land Use & Development Direction and County's Tourism Manager.



About Cecil County, MD:

- Economic resurgence starting in 2014.
- Strategic location near major landmarks like Baltimore, Philadelphia, and the University of Delaware.
- Increased housing demand, prompting interest in retail-level businesses catering to the growing population.
- Eight distinct diverse downtown districts.



Findings:

- Promoting and partnering with **small businesses** will expand the local economy in downtown areas.
- **Historic preservation** plays a vital role in small-town economic development.
- Crafting tourist opportunities based on a community's unique characteristics enhances **local tourism**.
- **Community engagement** including community surveys, community-engaged research, and active involvement of community members and leaders can lead to small town economic expansion.

Recommendations: Small Businesses



Recommendations: Historic and Natural Preservation



Recommendations: Tourism



Recommendations: Community Engagement



Summary of Recommendations:

Small Businesses:

- Participate in collaborative events organized in partnership with the Chamber of Commerce and local small businesses.
- Support the enhancement of downtown areas by investing in community spaces, including infrastructure and broadband development.

Historic and Natural Preservation:

- Contribute to the preservation of historic buildings in Cecil County by funding projects such as facade restoration and implementation of the Main Street Four-Point Approach.

Tourism:

- Engage in the ongoing tourism strategy and contribute ideas for new attractions, ensuring that residents have a voice in shaping the local tourism landscape.

Community Engagement:

- Distribute and utilize a community survey aimed at identifying both the needs and desires of the community, helping to guide future initiatives and projects.



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