

# An Economic Development Strategy for North Beach, MD

## Table of Contents

<b>Executive Summary</b> .....	2
<b>Introduction</b> .....	6
<b>Recommendations</b> .....	7
<b>A Statistical Perspective of North Beach, Maryland</b> .....	16
North Beach Demographics .....	17
Comparing North Beach .....	22
North Beach Taxes and Fees .....	24
North Beach Tourism .....	25
<b>Conclusion</b> .....	35
<b>Appendix A: A Discussion of Small Town Development Strategies</b> .....	36
<b>Appendix B: Examples of Successful Place-Based and Creativity Cultivation Strategies</b> .....	38

## List of Exhibits

Recommendation Summary .....	4
North Beach, Maryland Waterfront Visitation, 2009-2013 .....	7
Economic Development Approaches available to North Beach, MD .....	14
North Beach, MD Population, 2000 v. 2012 .....	17
North Beach, MD Population Characteristics, 2000 v. 2012 .....	17
North Beach, MD Population by Age Group, 2000 v. 2012 .....	18
North Beach, MD Population Aged 25+ by Educational Attainment, 2000 v. 2012 .....	18
North Beach, MD: Income Distribution by Level of Household Income, 2000 v. 2012 .....	19
Housing Occupancy in North Beach, MD, 2000 v. 2012 .....	19
Select Housing Characteristics in North Beach, MD, 2000 v. 2012 .....	20
North Beach, MD Employment by Industry, 2011 .....	20
North Beach, MD Jobs by Worker Characteristic, 2011 .....	21
Breakdown of Adult Population Aged 25+ by Educational Attainment, 2012: Maryland, Calvert County, North Beach and Comparison Communities .....	22
Median Household Income 2000 and 2012: North Beach, Chesapeake Beach, and Calvert County ..	22
Median Household Income in North Beach and Comparison Communities, 2012 .....	23
Consumer Expenditures (2013): North Beach, Chesapeake Beach, and Calvert County .....	23
County and Municipal Real Property Tax Rates, FY 2014 (1) .....	24
North Beach Water & Sewer Usage Rate Schedule, FY 2013 – FY 2015 .....	24
Top 10 Tourism Activities in Maryland Per Stay, 2012 .....	25
North Beach, MD Waterfront Visitation, 2009-2013 .....	25
North Beach Waterfront Guest Counts 4/28 to 7/7, 2013 v. 2014 .....	26
North Beach Visitation by Visitor Origin, May-June 2014 .....	26
North Beach Waterfront Use Fees, 2014 .....	27
Beach/Recreation Area Fee Comparison .....	28
North Beach Waterfront (Beach) Fee History .....	28
North Beach Special Events (2014) .....	30
General Fund Revenues -Year Ended June 30, 2013 (1) .....	31
Total Real Property Assessed Value (Millions \$) .....	32
North Beach General Fund Expenditures, FY2007 and FY2013 (1) .....	33
Chesapeake Beach General Fund Expenditures, FY2007 and FY2013 (1) .....	34

# An Economic Development Strategy for North Beach, MD

## Executive Summary

### A Lovely Town

On occasion, consultants are susceptible to recommending too much. Hired to find solutions, consultants sometimes overstate the magnitude of the challenges a given community faces, and then recommend more changes than is necessary.

The Sage Policy Group, Inc. study team has, we feel, managed to overcome this tendency. North Beach is already a lovely town and the last thing it needs is for consultants to recommend too much. The town is characterized by its small town feel, the central importance of the Chesapeake Bay, a spirit of comradery, quaint homespun businesses and historic residences.

The town does not require a complete overhaul. Nor are people seeking dramatic change. This was made clear during the numerous interviews and focus groups conducted by the study team. But there is room for incremental improvement along numerous dimensions. The study team offers recommendations to promote those needed incremental improvements.

### A Few Noteworthy Challenges

- Seasonality

Among the most serious challenges is the seasonality of North Beach's economy. It is lively for roughly four months of the year, but settles down considerably once the summer is over. Too frequently, this translates into businesses with inadequate cash flow to recycle into operations and into quality of merchandise.

- Chesapeake Avenue – A Missed Opportunity

While Bay Avenue is replete with charm and is home to many of North Beach's signature businesses, Chesapeake Avenue is a missed opportunity. A considerable volume of traffic passes along Chesapeake Avenue. There is little architectural consistency and the thoroughfare is characterized by some mediocre structures and gravelly parking lots.

- Competition from Chesapeake Beach and other Communities

North Beach is contiguous with the larger town of Chesapeake Beach with its relatively new boardwalk, resort spa hotel, recreational water park and housing. Herrington Harbor, voted the best marina in America, is located just two miles north of North Beach across the County line. It is therefore an easy proposition for people to visit the general area around North Beach without actually engaging North Beach itself.

Moreover, once people arrive in North Beach, there is a limited set of activities in which they can engage, particularly during non-summer months. Focus group participants among others generally agree that the community has yet to achieve critical mass in terms of engaging visitors, particularly repeat visitors.

- Limited Spending Power

Incomes in North Beach are not high. The median household income in the community is \$65,333, about 29 percent less than the Calvert County median and 31 percent below the statewide median. This makes the population of visitors that much more important. These visitors augment local spending power. However, local businesses and other sources of information indicate that the typical visitor is not associated with substantial spending power. We suspect that even if they were, there is not presently an enormous amount of merchandise in North Beach for them to purchase, though high quality art, specialty foods, wine, apparel and antiques are already available.

- Disunity

The study team has been fortunate to engage many communities in and out of Maryland. Never have we encountered a community in which there was as much ill-feeling between business and government. Much of this harsh sentiment is associated with the events the Town manages. These events should be a source of unity, but instead have produced a set of anecdotes that have driven key community stakeholders apart.

This set of circumstances cannot be allowed to stand. A town this small simply cannot produce optimal outcomes if business and government are not on the same proverbial page. Fortunately, as outside consultants, we don't have to choose

sides. But we have an obligation to suggest mechanisms by which government and business can enjoy more productive relations.

### Recommendation Summary

Recommendation	Rationale/Need	Implementation Strategy	Potential Benefits
<p>1. Develop an Indoor Market</p> <p><i>This recommendation calls for a facility that would allow at least some of the activities that take place at the Farmers' Market on an outdoor basis during parts of the year to take place indoors during the offseason.</i></p>	<p>North Beach's principal challenge is to create a year-round economy. While summer is always likely to represent the busiest time of the year, off-peak months should provide local businesses with an opportunity to sustain cash flow.</p>	<p>The Town should issue a Request for Proposal to developers. Selection of a developer should be based upon 1) relevant experience; 2) demonstrated ability to quickly obtain financing; 3) evidence of operational excellence; and 4) quality of proposal submission, including with respect to facility design.</p>	<ul style="list-style-type: none"> <li>▪ Source of new employment.</li> <li>▪ Retain more spending power in North Beach.</li> <li>▪ Supply another reason for visitors to come to North Beach during off-peak months.</li> <li>▪ Create additional opportunities for local entrepreneurs.</li> <li>▪ Generate synergies with other local businesses.</li> <li>▪ Help to support visitation even on poor weather days.</li> <li>▪ Help improve business-government relations by providing capacity to host current Farmers' Market activity in areas not situated immediately in front of existing businesses.</li> </ul>
<p>2. Support the Hotel Proposal</p> <p><i>The Town should support the development of the proposed hotel and inclusion of key amenities in the hotel including meeting space for conferences of up to approximately 75-100 people, fine dining with seating outdoors facing the water, and at least one elegant ballroom.</i></p>	<p>The hotel would compliment existing amenities and have the potential to serve as an important focal point.</p>	<p>If the proposed hotel offers key features/amenities, the community and its government should be prepared to offer a number of incentives. Without question, the developer will ask for financial support pertaining to hotel taxes, tap fees and property taxes. The study team concludes that for at least a time (10 years we think), the Town of North Beach should be willing to provide significant discounts on taxes and fees.</p>	<ul style="list-style-type: none"> <li>▪ Source of new employment.</li> <li>▪ Help to improve community optics from Bay and Chesapeake avenues.</li> <li>▪ Catalyze plans regarding the establishment of North Beach as a destination for weddings.</li> <li>▪ Increase the length of visitor stays and thereby enhance spending power during peak and off-peak periods.</li> <li>▪ Additional commercial tax base (at least eventually).</li> <li>▪ The business visitor would represent a new type of visitor to North Beach and would represent another source of local spending power augmentation.</li> </ul>
<p>3. Jointly Plan Festivals and other Town Events</p> <p><i>This recommendation calls for the formation of a North Beach Planning Committee comprised of three Town representatives and two local business representatives.</i></p>	<p>There has formed over time a chasm between local government and a number of key local businesses. Note that this structure would keep control of event planning in the hands of the Town, but would allow businesses to have a more direct voice in determining key aspects of event implementation, including the location of out-of-town vendors and the timing of street closures.</p>	<p>We leave it to the business community to decide how to select those two representatives, but think it makes sense to have rotating three-year terms and to select people with the capacity to represent local businesses while retaining positive relationships with their Town counterparts.</p>	<ul style="list-style-type: none"> <li>▪ Restoring trust between key local businesses and local government.</li> <li>▪ More active business participation can produce events that will be more broadly satisfying.</li> <li>▪ The Committee could also serve as a body capable of working with Chesapeake Beach to plan even larger events – ones that leverage both the assets of North Beach and Chesapeake Beach.</li> </ul>

<p>4. Neighborhood Beautification and Enlightenment</p> <p><i>This is a multi-pronged recommendation that calls for continued neighborhood beautification efforts, support of proposed plans to locate a library branch in North Beach, and efforts to improve walkability and bikeability in North Beach.</i></p>	<p>The Town has some one-time and permanent opportunities that are worth leveraging. It would be easy to ignore some of the neighborhood issues given the elevated level of focus on the waterfront and downtown businesses, but neighborhood beautification and enlightenment efforts are critical to expanding the Town's real property tax base.</p>	<p>Residents should be actively encouraged to install flower boxes and white picket fences, perhaps in exchange for a 1-year tax break. The Town should be willing to offer tax breaks needed by developers to attract a library branch. The study team has identified a number of programs that could help North Beach pay for neighborhood beautification, enhanced walkability and bikeability. The Town should apply for program grants.</p>	<ul style="list-style-type: none"> <li>▪ Neighborhood beautification would translate into a higher quality of shared living, more valuable property and a more stable tax base that might eventually allow for lower Town real property tax rates.</li> <li>▪ If a library branch were situated along Chesapeake Avenue, it could serve as a way to beautify one of North Beach's main thoroughfares. The library branch would represent yet another reason for families and others to frequent North Beach.</li> <li>▪ Today's most prestigious communities tend to provide favorable environments for both bicyclists and pedestrians.</li> </ul>
<p>5. Stepped Up Marketing (with a focus on social media)</p> <p><i>This recommendation calls for North Beach to pursue a strategy of 'bundling' to market the town to tourists and to hire a consultant to support a social media campaign by North Beach.</i></p>	<p>For a community on the Chesapeake Bay that offers charming shops, plentiful events and occasionally live music, North Beach manages to be incredibly under the radar. So many people with whom we've spoken claim that they discovered North Beach almost by accident. Awareness seems to be lacking. While some stakeholders may prefer a high degree of communal anonymity, this is not good for business or for event-driven revenues.</p>	<p>To cater to the various motivations of tourists and to increase attendance at events, the strategy of 'bundling' can be applied. This strategy is based on the notion that there often must be more than one key motivation present and thus packages of attractions are necessary (think dinner <i>and</i> a movie). Thankfully, North Beach already offers more than one thing. This bundle of amenities must be marketed, with the obvious choice in a revenue-constrained environment being a fully developed social media blitz. This appears to be the best way to reach large audiences without expending significant sums of money.</p>	<ul style="list-style-type: none"> <li>▪ While a consultant may prove pricey, once they have put a marketing model in place, this same model can likely be used with modest adaptations for quite some time.</li> <li>▪ A successful marketing strategy would support visitation, local businesses and attract the types of patrons that North Beach has been seeking to attract.</li> </ul>
<p>6. Pursue Place-Based and Creativity &amp; Talent Cultivation Economic Development Strategies</p> <p><i>This recommendation involves understanding North Beach's role in the regional economy, its competitive advantages and its optimal path to broadly shared prosperity.</i></p>	<p>There are many paths to successful economic development. The key is to pick the right direction. Of a number of different economic development strategies, Place-Based Development and Creativity &amp; Talent Cultivation seem most appropriate for North Beach.</p>	<p>Strategies and tools for Place-Based economic development include: quality of life amenities, downtown development, infrastructure, tourism development, growth management, and arts and culture.</p> <p>Strategies and tools for Creativity &amp; Talent Cultivation economic development include: arts and culture, workforce development, leadership development, and social capital.</p>	<ul style="list-style-type: none"> <li>▪ It appears likely that North Beach can develop a critical mass of amenities and attractions that could render it a year-round destination with better capitalized businesses.</li> <li>▪ The economic vibrancy that comes from developing a vibrant destination in turn attracts talent, including artists.</li> </ul>

## **Introduction**

### The Scope of the Endeavor

Sage Policy Group, Inc. (Sage), an economic and policy consulting firm located in Baltimore, MD, was hired to formulate an economic development strategy on behalf of the Town of North Beach. Among the principal goals is to help position North Beach to attract more visitors associated with significant spending power.

From a tactical perspective, Sage was required to do three things:

1. Study the North Beach business environment;
2. Explore ideas to advance and promote business; and
3. Provide detailed economic, demographic, tax/fee and budgetary data that can be used by prospective investors.

In order to understand the community's business environment, Sage relied upon a combination of data analysis, interviews and focus groups. The interviews and focus groups, which involved both business owners and elected officials among others, were particularly useful in terms of identifying the aspirations of key community stakeholder groups and exploring various ideas.

Below, the reader will find six recommendations that emerged from the analysis. These recommendations are designed individually and collectively to 1) leverage North Beach's many positive attributes; 2) generate a critical mass of activity and attractions; 3) position the community to attract more visitors with significant purchasing power; 4) lengthen average visitor stays; 5) produce more harmony between local business and government; 6) expand the tax base; 7) create more job opportunities; and 8) reduce the local economy's reliance on seasonal summer activities.

The report concludes with a data compendium designed and organized to provide relevant information to developers and other community stakeholders. The reader will find information pertaining to a number of community characteristics, including income, educational attainment and the evolution of the Town's budget over time.

## Recommendations

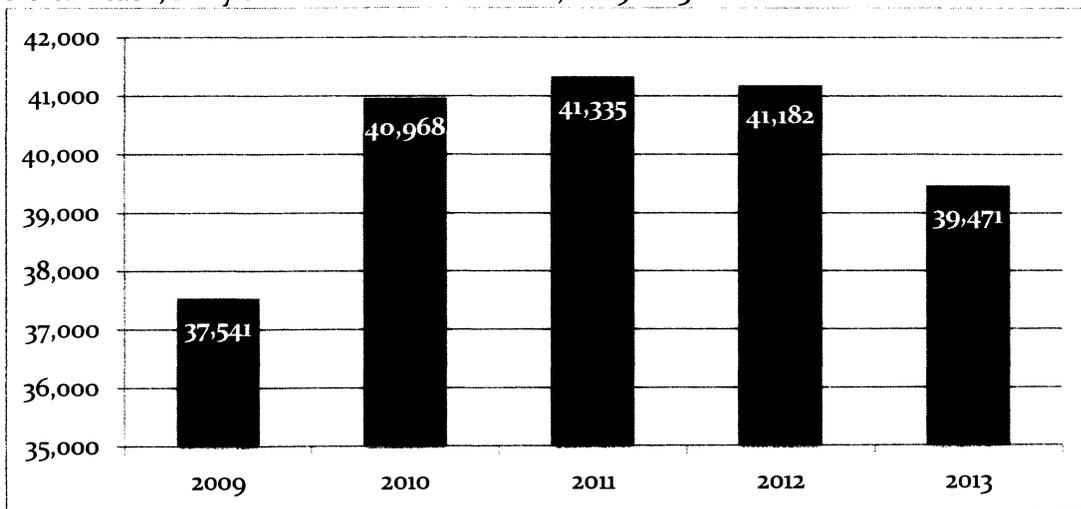
1. Develop an Indoor Market

North Beach's principal challenge is to create a year-round economy. While summer is always likely to represent the busiest time of the year, off-peak months should provide local businesses with an opportunity to sustain cash flow. In other words, many local businesses are presently associated with squirrel economics. They must generate as much cash flow during the summer to survive the economic winter.

A much preferred circumstance would be one in which businesses are able to generate sufficient cash flow to support themselves during off-peak months and generate significant profits during the summer. That would lead to less business failure, more investment in appearance and inventory, and additional job creation. Over time, it would also generate additional property taxes for North Beach since businesses could afford to pay more rent and vacancy would be minimized, translating into higher property assessments.

Of course, there is also a year-round population to consider. Focus groups and community meetings produced information indicating that many North Beach residents shop in other communities for basic items, not just specialty merchandise.

North Beach, Maryland Waterfront Visitation, 2009-2013



Source: Town of North Beach, Maryland. Note: Visitor count covers the five-month period May – September for each year.

Accordingly, the study team's first recommendation focuses upon the development of an indoor food market. This market would 1) represent a source of new employment; 2) retain more spending power in North Beach; 3) supply another reason for visitors to come to North Beach during off-peak months; 4) create additional opportunities for local entrepreneurs, and 5) generate synergies with other local businesses, including establishments such as Bay Wine & Spirits among others.

The exhibit above also indicates that visitation declined in 2013. This was due at least in part to persistently poor weather on a number of key weekends. An indoor market may help to support visitation even on poor weather days.

Indoor food markets have been gaining traction in America generally given the growing emphasis on locally grown food, including organic food. Many of the pre-eminent food markets are admittedly in larger cities, including in Charlotte (7<sup>th</sup> Street Market), Cleveland (West Side Market) and Chicago (Green City Market).

Frankly, we haven't identified many good examples of indoor markets in Maryland or in the Mid-Atlantic. However, we think that the idea still holds promise. Basically, the recommendation calls for a facility that would allow at least some of the activities that take place at the Farmers' Market on an outdoor basis during parts of the year to take place indoors during the offseason. The existence of such a facility could also help improve business-government relations by providing capacity to host current Farmers' Market activity in areas not situated immediately in front of existing businesses.

## 2. Support the Hotel Proposal

During focus groups, community meetings, and interviews, there has been widespread support for the proposed hotel. While there is a fair amount of impatience regarding the project, people generally want to see it move forward.

We think this makes sense. A hotel would serve many purposes, including 1) helping to improve community optics from Bay and Chesapeake avenues; 2) catalyzing plans regarding the establishment of North Beach as a destination for weddings; and 3) increasing the length of visitor stays and thereby enhancing spending power during peak and off-peak periods. The hotel would also be

associated with additional commercial tax base (at least eventually) and would likely emerge as one of the community's larger employers.

However, all hotels are not built alike. For this hotel to generate the kinds of impact stakeholders want to see, it has to have a few key amenities. For instance, it must have meeting space for conferences of up to approximately 75-100 people. There is simply a lack of adequate meeting spaces in Calvert County and in Southern Maryland generally. A member of the study team has spoken several times in Calvert County, but rarely at a hotel (once at a volunteer fire station).

With its proximity to the water and to the existing set of specialty retailers, the study team believes that the hotel's meeting space would meet with a favorable reception. The business visitor would represent a new type of visitor to North Beach and would represent another source of local spending power augmentation.

But that's not where it ends. The proposed hotel should offer fine dining, including at least one restaurant offering an opportunity to dine outdoors facing the water. Remarkably, North Beach today does not provide an opportunity to dine while gazing at the water, which seems like an obvious experience to offer. The new hotel could do that.

Finally, the new hotel room should have at least one elegant ballroom. This fits in with the notion of North Beach as a wedding destination, but there could be many other spinoff benefits from such an amenity.

If the proposed hotel offers these features, the community and its government should be prepared to offer a number of incentives. Without question, the developer will ask for financial support pertaining to hotel taxes, tap fees and property taxes. The study team concludes that for at least a time (10 years we think), the Town of North Beach should be willing to provide significant discounts on taxes and fees.

However, these tax/fee incentives should not be in existence forever. The hotel must be developed to be profitable, must be operated in financially responsible ways, and must market itself aggressively. The tax breaks would be largely offered to attract financing, but ultimately the hotel must be financially viable in its own right. The Town should also benefit directly and indirectly from providing a

context in which the hotel can succeed, and therefore is entitled to expect hotel tax and property tax benefits going forward.

### 3. Jointly Plan Festivals and other Town Events

We know this is controversial. Town officials believe with conviction that they do a good job planning and hosting festivals. Other than the aforementioned complaints of certain local business owners, we have no evidence by which to contradict that contention.

That said, there has formed over time a chasm between local government and a number of key local businesses. At one point, the study team considered recommending the formation of a North Beach Chamber of Commerce, but we think that is unnecessary.

Rather, we think it makes more sense to form a North Beach Planning Committee that would include three Town representatives and two local business representatives (perhaps from the Bay Business Group, which includes business leaders from North Beach and elsewhere). We leave it to the business community to decide how to select those two representatives, but think it makes sense to have rotating three-year terms and to select people with the capacity to represent local businesses while retaining positive relationships with their Town counterparts.

Note that this structure would keep control of event planning in the hands of the Town, but would allow businesses to have a more direct voice in determining key aspects of event implementation, including the location of out-of-town vendors and the timing of street closures. As a practical matter, the events represent a key source of net revenue for the Town, and for both political and budgetary reasons, it doesn't make sense to recommend a transition of event control from the Town. Moreover, we believe that more active business participation will produce events that will be more broadly satisfying.

As a secondary point, this Committee could also serve as a body capable of working with Chesapeake Beach to plan even larger events – ones that leverage both the assets of North Beach and Chesapeake Beach. In fact, one could see many uses for such a Committee, but restoring trust between key local businesses and local government represents the top priority.

#### 4. Neighborhood Beautification and Enlightenment

This is a multi-pronged recommendation. The Town has some one-time and permanent opportunities that are worth leveraging. At one of our numerous focus group meetings, a participant advocated for a “white picket fence and flower box” effort targeting the neighborhoods. We wholeheartedly agree.

It would be easy to ignore some of the neighborhood issues given the elevated level of focus on the waterfront and downtown businesses. Beautification efforts in the neighborhood have been conducted before with great success (e.g., removal of chain link fences). We think these efforts should continue and that residents should be actively encouraged to install flower boxes and white picket fences, perhaps in exchange for a 1-year tax break.

A number of stakeholders also indicated the need for further improvement in terms of signage and efforts to improve walkability and bikeability. Of course, these ideas pertain to virtually every community in America. This might be why so many programs at both State and federal levels exist to support community enhancement.<sup>1</sup> The study team recommends that the Town investigate possible opportunities to participate in the programs detailed in the footnote below.

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<sup>1</sup> Maryland Bikeways Program

“The Maryland Bikeways Program supports Governor O’Malley’s Cycle Maryland initiative to promote biking as a fun, healthy transportation alternative that is great for our environment. The Program supports projects that maximize bicycle access and fill missing links in the state’s bicycle system, focusing on connecting bicycle-friendly trails and roads and enhancing last-mile connections to work, school, shopping and transit. On-road bicycle projects, such as bike lane striping, sharrows, and wayfinding signage are eligible for funding. Off-road shared-use path and trail projects are also eligible for funding. Eligible project types include:

- Feasibility assessment and design of proposed or potential bikeways to assess issues, such as environmental impacts, right-of-way issues, ADA compatibility, local support, and cost estimates.
- Minor Retrofit including bicycle route signing, pavement markings, parking, drainage grate replacement and other minor retrofits to enhance bicycle routes.
- Construction of bikeways, generally leveraging other sources of funding, such as Transportation Enhancements, Maryland Heritage Areas, etc.

Only public agencies are eligible to apply for Bikeways Program funding.”

Transportation Enhancement Program

“As part of the Federal Highway Administration Surface Transportation Program, the Transportation Alternatives Program (TAP) is a reimbursable, federal aid funding program for transportation related, community projects designed to strengthen the intermodal transportation system. It provides funding for projects that enhance the cultural, aesthetic, historic, and environmental aspects of the intermodal transportation system. The program can assist in funding projects that create bicycle and pedestrian facilities, restore historic transportation buildings, convert abandoned railway corridors to pedestrian trails, mitigate highway runoff, and other transportation related enhancements.”

There is also an opportunity to attract the local library branch. We think the Town should do everything to attract that branch. Moreover, if the branch were situated along Chesapeake Avenue, it could serve as a way to beautify one of North Beach's main thoroughfares.

As we understand it, there is already a development proposal in place that includes the library branch. One of the benefits of being in a community with relatively high tax rates is that offering tax breaks represents a meaningful act. Again, this seems to be a situation in which the Town should be willing to offer tax breaks needed to attract a library branch, which would represent yet another reason for families and others to frequent North Beach.

## 5. Stepped Up Marketing

For a community on the Chesapeake Bay that offers charming shops, plentiful events and occasionally live music, North Beach manages to be incredibly under the radar. So many people with whom we've spoken claim that they discovered North Beach almost by accident. Awareness seems to be lacking. While some stakeholders may prefer a high degree of communal anonymity, this is not good for business or for event-driven revenues.

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### National Recreation Trails

"This program funds the development of community-based, motorized and non-motorized recreational trail projects. The program provides funds for all kinds of recreational trail uses, such as pedestrian uses (hiking, running, wheelchair use), bicycling, in-line skating, equestrian use, cross-country skiing, off-road motorcycling, all-terrain vehicle riding and four-wheel driving. Funding is administered by the State Highway Administration (SHA), this program matches federal funds with local funds or in-kind contributions to implement trail projects. Projects can be sponsored by a county or municipal government, a private non-profit agency, a community group or an individual (non-governmental agencies must secure an appropriate government agency as a co-sponsor). Federal funds administered by the State Highway Administration are available for up to 80 percent of project cost, matched by at least 20 percent funding from the project sponsor. Matching funds must be committed and documented in the local jurisdiction's budget.

Activities eligible for funding within this program include:

- maintenance and restoration of existing recreational trail
- development and rehabilitation of trailside facilities and trail linkages
- purchase and lease of trail construction equipment
- construction of new trails
- acquisition of easements or property for recreational trails or recreational trail corridors
- implementation of interpretive/educational programs to promote intrinsic qualities, safety, and environmental protection, as those objectives relate to the use of recreational trails

Preference will be to projects that:

- have broad-based community support
- provide linkages to or complete existing trails
- provide improvements to a trail in order to benefit or mitigate impacts to the natural environment
- will be accomplished with youth conservation or service groups to perform construction and maintenance"

The Sage study team reviewed literature regarding event attendance in great detail. Many of the studies seem to agree on certain points. For instance, Junek and Binney (2005) and Coghlan and Williams (2001) both found that attendance at an event and visitation to a destination is often motivated by a desire to simultaneously fulfill numerous different motives.<sup>2</sup> This is why the notion of critical mass is so relevant. This also helps explain why visitation to North Beach, particularly among well-heeled patrons, remains limited.

To cater to the various motivations of tourists and to increase attendance at events, the strategy of ‘bundling’ can be applied. This strategy is based on the notion that there often must be more than one key motivation present and thus packages of attractions are necessary (think dinner *and* a movie).

Thankfully, North Beach already offers more than one thing. While the Chesapeake Bay may not be enough to bring a family to North Beach, that in conjunction with the opportunity to shop, spend time in a scenic, safe and quiet park, and listen to live music or eat Mexican food may be enough. This bundle of amenities must be marketed, with the obvious choice in a revenue-constrained environment being a fully developed social media blitz.

We recommend the hiring of a consultant to support a social media campaign by North Beach. While the consultant may prove pricey, once they have put a marketing model in place, this same model can likely be used with modest adaptation for quite some time.

#### 6. Aggressively Pursue Place-Based and Creativity & Talent Cultivation Economic Development Strategies

The exhibit below provides a sense of how the study team has come to view North Beach and its future. There are many paths to successful economic development. The key is to pick the right direction. Frankly, we don’t see North Beach as a haven for high-tech startups or for manufacturing and therefore the economic gardening and innovative industrial approaches seem inappropriate. It is for this reason that we are not recommending the creation of a local business incubator.

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<sup>2</sup> Coghlan, Ian, and Andrea Williams. “Bundling for Tourism Events—What Motivates the Market?” ANZMAC 2005 Conference: Tourism Marketing.

What does appear likely is that North Beach can develop a critical mass of amenities and attractions that could render it a year-round destination with better capitalized businesses. That takes us to the second and third columns of exhibit below, place-based development and creativity/talent cultivation. The economic vibrancy that comes from developing a vibrant destination in turn attracts talent, including artists. Ultimately, the development of housing for artists may be a recommendation that should be considered, but there is arguably some work to be done before the Town looks to emerge as the next artist colony.

Economic Development Approaches available to North Beach, MD

	<b>Economic Gardening</b>	<b>Place-Based Development</b>	<b>Creativity &amp; Talent Cultivation</b>	<b>Innovative Industrial Development</b>
<b>Strategies and Tools</b>	Entrepreneurship Information brokering Infrastructure Social capital Business incubators	Quality of life amenities Downtown development Infrastructure Tourism development Growth management Arts and culture	Arts and culture Workforce development Leadership development Social capital	Cluster-based development Regional collaboration Joint industrial parks Eco-industrial parks Green industry development Creative incentives
<b>Example Communities</b>	Douglas, GA Ord, NE Siler City, NC Fairfield, IA Star, NC Big Stone Gap, VA Elkin, NC Spruce Pine, NC	Nelsonville, OH Dora, OR Hillsborough, NC Bakersville, NC Etowah, TN Ayden, NC Colquitt, GA Big Stone Gap, VA Columbia, NC Hollandale, MS Scotland Neck, NC	New York Mills, MN Siler City, NC Morrilton, AR Rugby, ND Allendale, SC Douglas, GA Fairfield, IA Elkin, NC	Sparta, NC Washington, NC Oxford, NC Cape Charles, VA Reynolds, IN Douglas, GA Ord, NE Farmville, NC Etowah, TN

Source: Morgan, Jonathan Q., and William Lambe. "Find a way or make one." *Economic Development Journal* 8, no. 3 (2009): 5-13. Recreated: Table 2. Alternative Economic Development Approaches.

There are of course other ways to attract artists. Many have come to various North Beach functions over time. We recommend that the Town offer deeply discounted vendor fees for those who bring original art to North Beach. The annual Town business license is \$50-\$75 for most kinds of businesses and \$1,000 for waterfront vendors (hot dog carts, etc.). We are tempted to recommend that those selling original art be granted exemptions from all fees. Of course, this could create opportunities for fraud and it would be up to the Town to ensure that those receiving these exemptions merit them.

During a meeting with the Mayor and Town Council, the possibility of North Beach becoming an Arts and Entertainment District arose. We think achieving this status will be difficult, but at least the application process is well defined. This year, there were/are two annual deadlines for A&E District Application: April 1, 2014 and October 1, 2014. Applicants are required to submit the Intent to Apply form 60 days prior to application deadline. What follows are site visits, consultation, community forums, rigorous panel reviews, staff recommendations and finally approval from the Secretary of Business and Economic Development.

Benefits offered to designated districts include:

- 1) property tax credits for new construction or renovation of certain buildings that create live-work space for artists and/or space for arts and entertainment enterprises;
- 2) an income tax subtraction modification for income derived from artistic work sold by “qualifying residing artists”;
- 3) an exemption from the Admissions and Amusement tax levied by an “arts and entertainment enterprise” or “qualifying residing artist” in a district.<sup>3,4</sup>

The study team suggests that the Town of North Beach implement the recommendations offered in this report (recommendations 1-6) before it seeks A&E District status. Implementing those recommendations will make for a stronger application. Moreover, the place-building to take place will allow A&E District designation to be more impactful than it would be if it were in place today. Greater unity between local government and the local business community is probably needed in any case to produce a meaningful chance at A&E District selection.

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<sup>3</sup> Maryland State Arts Council. “A Structure for Creative Placemaking: Arts & Entertainment Districts.” *msac.org*.

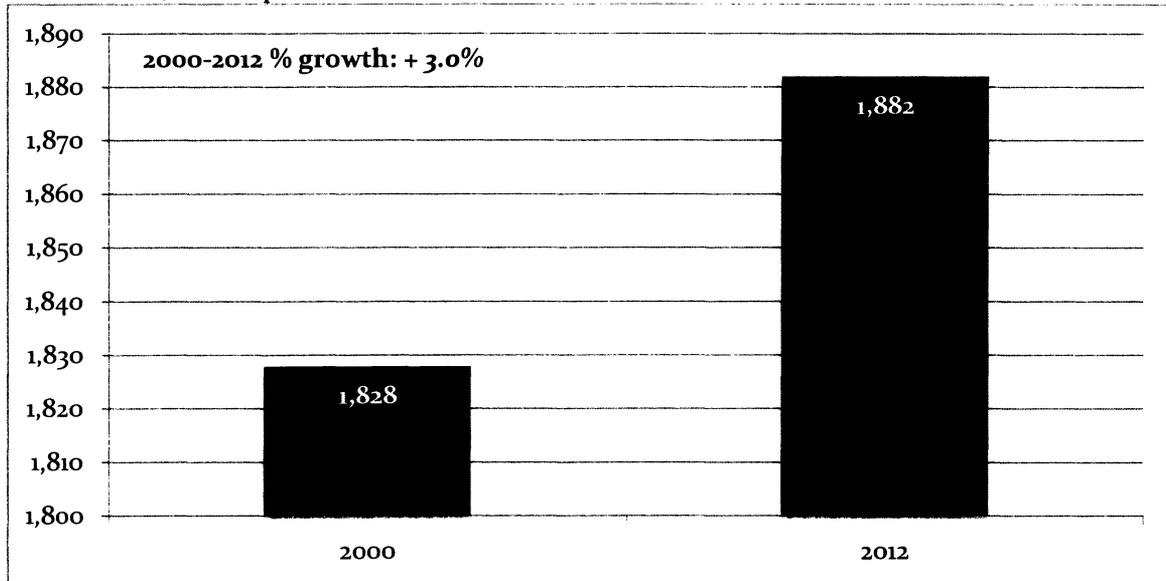
<sup>4</sup> Gillick, Moira. “Maryland’s Arts and Entertainment Districts: how the state program works.” *The Governors’ Institute on Community Design*. September 22, 2011.



## North Beach Demographics

- The U.S. Census Bureau estimates that the population of North Beach expanded between 2000 and 2012 (3%)

North Beach, MD Population, 2000 v. 2012



Source: U.S. Census Bureau, 2000 Census: DP-1; 2008-2012 American Community Survey 5-Year Estimates: DP02, DP05. Notes: 1. "The Town has refuted the 2000 census population data based on other studies and information. The 2000 census population of 1,880 is a decrease from the 1990 census of 2,179. The Town officials believe the population was slightly higher than the 1990 population." (Town of North Beach Comprehensive Plan 2012, BOX IN-3). 2. Population estimate for 2012 is a 5-year average covering 2008-2012. 3. Applied Geographic Solutions (at CalvertProspector.com) indicates that North Beach's population stood at 2,009 in 2013. This may or may not turn out to be consistent with U.S. Census Bureau estimates.

- The number of nonfamily households grew substantially during these years (+21%)
- Average family size declined significantly during this period

North Beach, MD Population Characteristics, 2000 v. 2012

Category	2000	2012	Net Change	% Change
Total population	1,828	1,882	54	3.0%
Male	792	782	-10	-1.3%
Female	1,036	1,100	64	6.2%
Total households	788	898	110	14.0%
Family households (families)	467	509	42	9.0%
Nonfamily households	321	389	68	21.2%
Average household size	2.31	2.09		-9.5%
Average family size	2.94	2.7		-8.2%

Source: U.S. Census Bureau, 2000 Census: DP-1; 2008-2012 American Community Survey 5-Year Estimates: DP02, DP05. Note: 2012 figures represent a 5-year average covering 2008-2012.

- The number of people over the age of 65 expanded by almost precisely 50 percent between 2000 and 2012

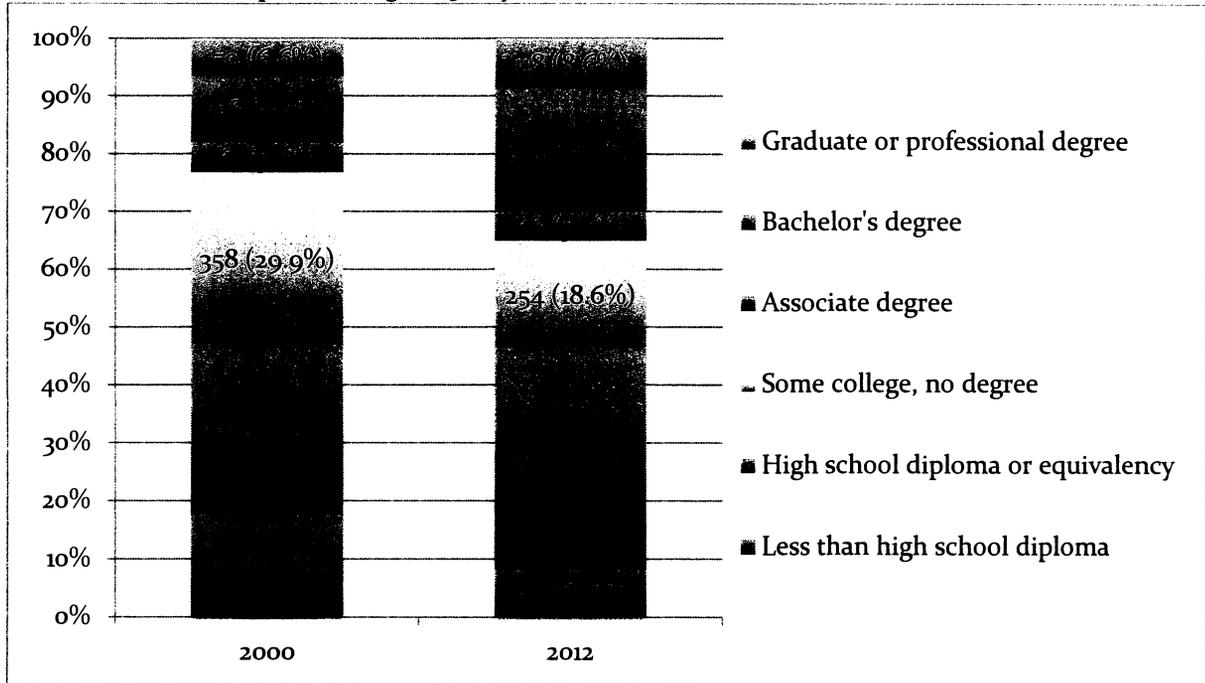
North Beach, MD Population by Age Group, 2000 v. 2012

	2000	% of the Population	2012	% of the Population
<15	413	22.6%	231	12.3%
15-24	217	11.9%	283	15.0%
25-44	659	36.1%	487	25.9%
45-64	397	21.7%	660	35.1%
65+	142	7.8%	221	11.7%
Total Population	1,828	100%	1,882	100%
Median Age	32.9	-	42.8	-

Source: U.S. Census Bureau, 2000 Census: DP-1; 2008-2012 American Community Survey 5-Year Estimates: DP05. Note: 2012 figures represent a 5-year average covering 2008-2012.

- There are many highly educated people who live in North Beach

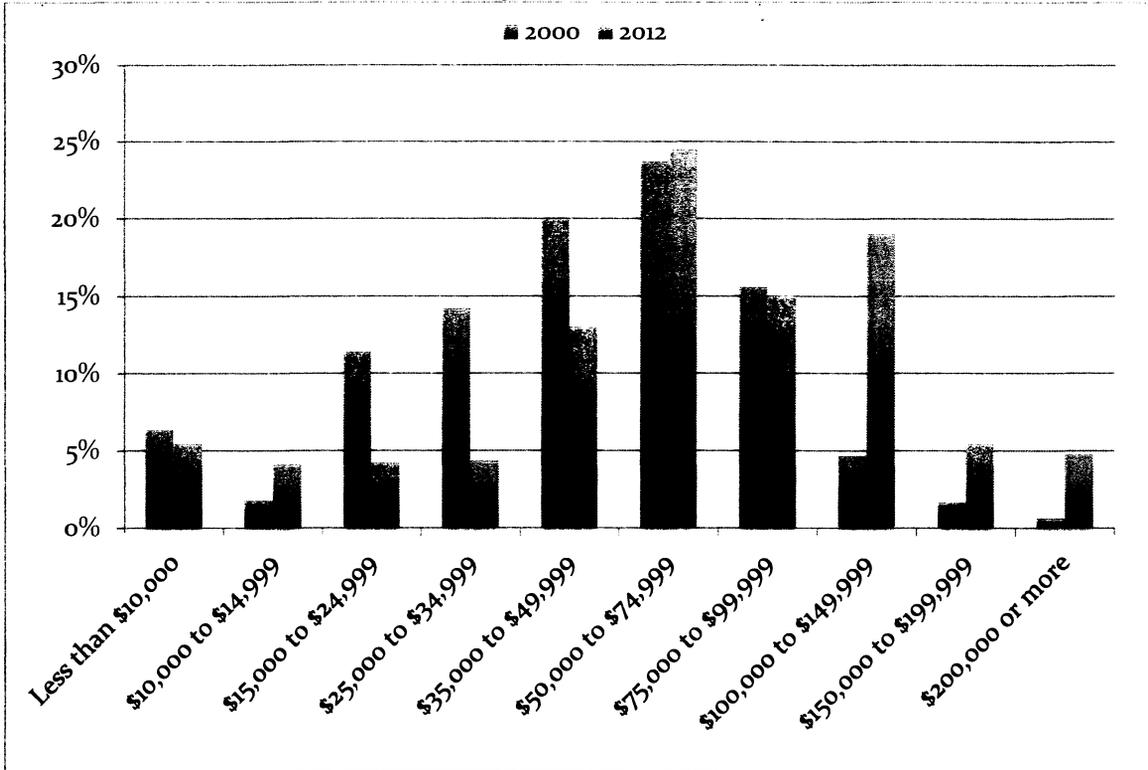
North Beach, MD Population Aged 25+ by Educational Attainment, 2000 v. 2012



Source: U.S. Census Bureau, 2000 Census: DP-2; 2008-2012 American Community Survey 5-Year Estimates: DP02. Note: 2012 figures represent a 5-year average covering 2008-2012.

- Roughly 10 percent of households earn more than \$150,000/annum

North Beach, MD: Income Distribution by Level of Household Income, 2000 v. 2012



Source: U.S. Census Bureau, 2000 Census: DP-3; 2008-2012 American Community Survey 5-Year Estimates: DP03. Note: 2012 figures represent a 5-year average covering 2008-2012.

- North Beach has transitioned toward more of a renter market

Housing Occupancy in North Beach, MD, 2000 v. 2012

Category	2000	2012	Net Change	% Change
Total housing units	895	1,102	207	23.1%
Vacant housing units	93	204	111	119.4%
Occupied housing units	802	898	96	12.0%
Owner-occupied housing units	502	465	-37	-7.4%
Renter-occupied housing units	300	433	133	44.3%

Source: U.S. Census Bureau, 2000 Census: QT-H1; 2008-2012 American Community Survey 3-Year Estimates: DP04. Note: 2012 figures represent a 5-year average covering 2008-2012.

- Owner occupied housing has become much more expensive in North Beach over time, perhaps due to high net worth household retirement/relocation

Select Housing Characteristics in North Beach, MD, 2000 v. 2012

Category	2000	2012
Average household size of owner-occupied unit	2.44	2.29
Average household size of renter-occupied unit	2.17	1.88
Median year structure built	1960	1973
Median value of owner occupied housing unit	\$116,000	\$280,800
Homeowner vacancy rate	3.3%	7.0%
Rental vacancy rate	8.5%	7.7%

Source: U.S. Census Bureau, 2000 Census: DP-1, DP-4, H035; 2008-2012 American Community Survey 5-Year Estimates: DP04, B25035. Note: 2012 figures represent a 5-year average covering 2008-2012.

- North Beach's employment base is dominated by accommodation and food services

North Beach, MD Employment by Industry, 2011

<i>Industry</i>	<u>Work Area</u>		<u>Home Area</u>	
	<i>Count</i>	<i>Share</i>	<i>Count</i>	<i>Share</i>
Public Administration	0	0.0%	165	14.5%
Professional, Scientific, and Technical Services	5	4.0%	134	11.8%
Retail Trade	5	4.0%	124	10.9%
Health Care and Social Assistance	13	11.0%	121	10.6%
Educational Services	0	0.0%	99	8.7%
Construction	0	0.0%	92	8.1%
Accommodation and Food Services	69	58.0%	91	8.0%
Other Services (excluding Public Administration)	2	2.0%	53	4.7%
Administration & Support, Waste Management and Remediation	3	3.0%	40	3.5%
Manufacturing	1	1.0%	38	3.3%
Wholesale Trade	2	2.0%	30	2.6%
Finance and Insurance	0	0.0%	30	2.6%
Transportation and Warehousing	0	0.0%	28	2.5%
Real Estate and Rental and Leasing	16	14.0%	26	2.3%
Information	0	0.0%	23	2.0%
Arts, Entertainment, and Recreation	2	2.0%	21	1.8%
Management of Companies and Enterprises	0	0.0%	11	1.0%
Utilities	0	0.0%	8	0.7%
Agriculture, Forestry, Fishing and Hunting	0	0.0%	3	0.3%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%	0	0.0%
<b>Total</b>	<b>118</b>	<b>100%</b>	<b>1,137</b>	<b>100%</b>

Source: U.S. Census Bureau. 2013. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. <http://onthemap.ces.census.gov/>.

- More than 4 in 10 residents report earnings below \$3,333/month

North Beach, MD Jobs by Worker Characteristic, 2011

	<u>Work Area</u>		<u>Home Area</u>	
	<i>Count</i>	<i>Share</i>	<i>Count</i>	<i>Share</i>
<i>Race</i>				
White	101	85.6%	948	83.4%
Black or African American	11	9.3%	147	12.9%
American Indian or Alaska Native	1	0.8%	9	0.8%
Asian	4	3.4%	26	2.3%
Native Hawaiian or Other Pacific Islander	0	0.0%	2	0.2%
Two or More Race Groups	1	0.8%	5	0.4%
<i>Ethnicity</i>				
Not Hispanic or Latino	115	97.5%	1,102	96.9%
Hispanic or Latino	3	2.5%	35	3.1%
<i>Sex</i>				
Male	49	41.5%	558	49.1%
Female	69	58.5%	579	50.9%
<i>Age</i>				
Age 29 or younger	59	50.0%	298	26.2%
Age 30 to 54	45	38.1%	638	56.1%
Age 55 or older	14	11.9%	201	17.7%
<i>Educational Attainment</i>				
Less than high school	8	6.8%	75	6.6%
High school or equivalent, no college	17	14.4%	179	15.7%
Some college or Associate degree	22	18.6%	250	22.0%
Bachelor's degree or advanced degree	12	10.2%	335	29.5%
N/A (1)	59	50.0%	298	26.2%
<i>Earnings</i>				
\$1,250 per month or less	58	49.2%	227	20.0%
\$1,251 to \$3,333 per month	36	30.5%	265	23.3%
More than \$3,333 per month	24	20.3%	645	56.7%

Source: U.S. Census Bureau. 2013. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. <http://onthemap.ces.census.gov/>. Notes: 1. Educational attainment not available (workers aged 29 or younger).

## Comparing North Beach

- North Beach educational attainment levels are similar to countywide averages

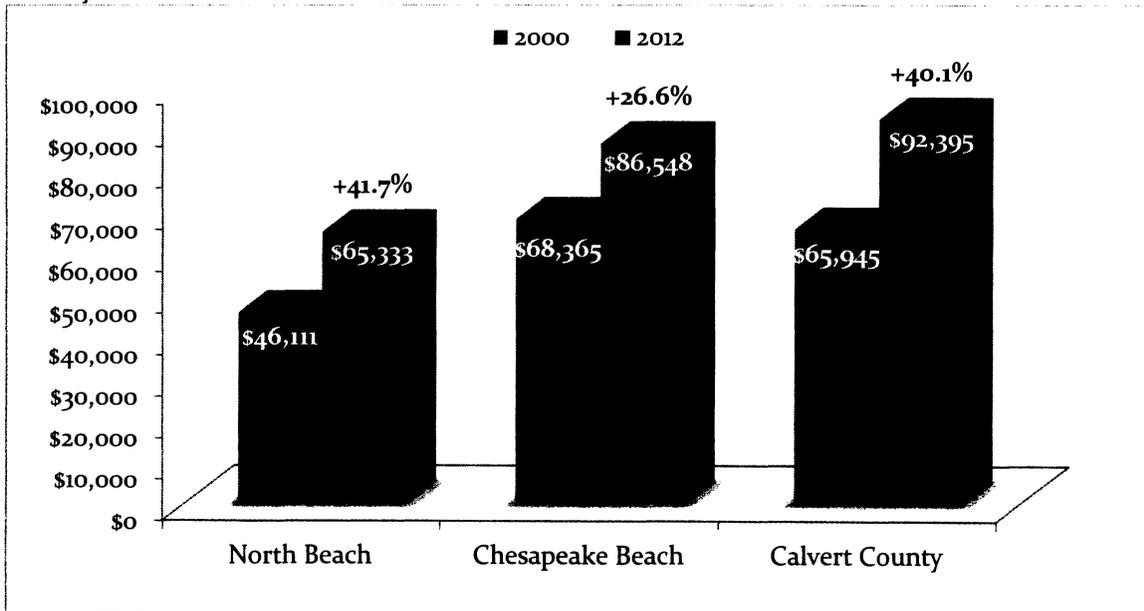
Breakdown of Adult Population Aged 25+ by Educational Attainment, 2012: Maryland, Calvert County, North Beach and Comparison Communities

	Less than High School	High School Degree or Equivalent	Associate Degree or Some College	Bachelor's Degree	Graduate or Professional Degree	% of Adults with Bachelor's Degree or Higher
North Beach, MD	8.3%	38.1%	23.5%	21.5%	8.6%	30.1%
Chesapeake Beach, MD	6.5%	26.6%	35.0%	20.6%	11.3%	31.9%
Chestertown, MD	14.9%	24.7%	21.3%	21.1%	18.0%	39.1%
St. Michaels, MD	6.1%	35.3%	24.1%	18.1%	16.4%	34.5%
Lititz borough, PA	10.4%	40.0%	25.8%	13.5%	10.4%	23.9%
Fredericksburg, VA	10.9%	30.0%	25.8%	19.8%	13.5%	33.3%
Calvert County	7.7%	32.6%	30.2%	17.5%	11.9%	29.5%
Maryland	11.5%	26.0%	26.1%	20.0%	16.4%	36.3%

Source: U.S. Census Bureau, 2008-2012 American Community Survey 5-Year Estimates: DP02. Note: 2012 figures represent a 5-year average covering 2008-2012.

- Household income has expanded rapidly in North Beach in recent years

Median Household Income 2000 and 2012: North Beach, Chesapeake Beach, and Calvert County



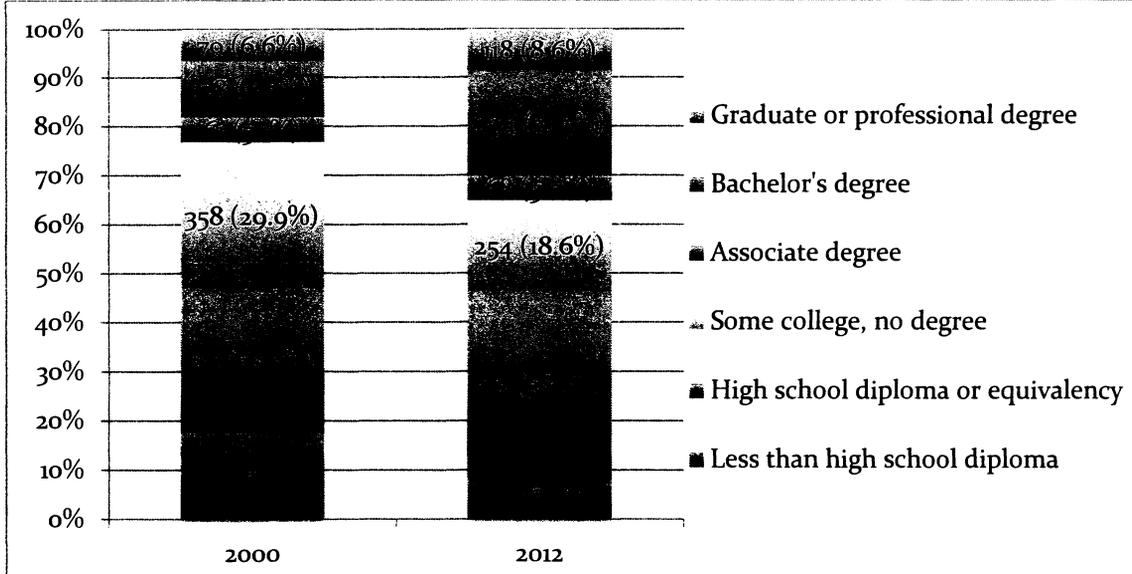
Source: U.S. Census Bureau, 2000 Census: DP-3; 2008-2012 American Community Survey 5-Year Estimates: DP03. Notes: 1. Year 2000: income in 1999, not adjusted for inflation. 2. Year 2012: in 2012 inflation adjusted dollars, 2012 figures represent a 5-year average covering 2008-2012.



## North Beach Demographics

- There are many highly educated people who live in North Beach

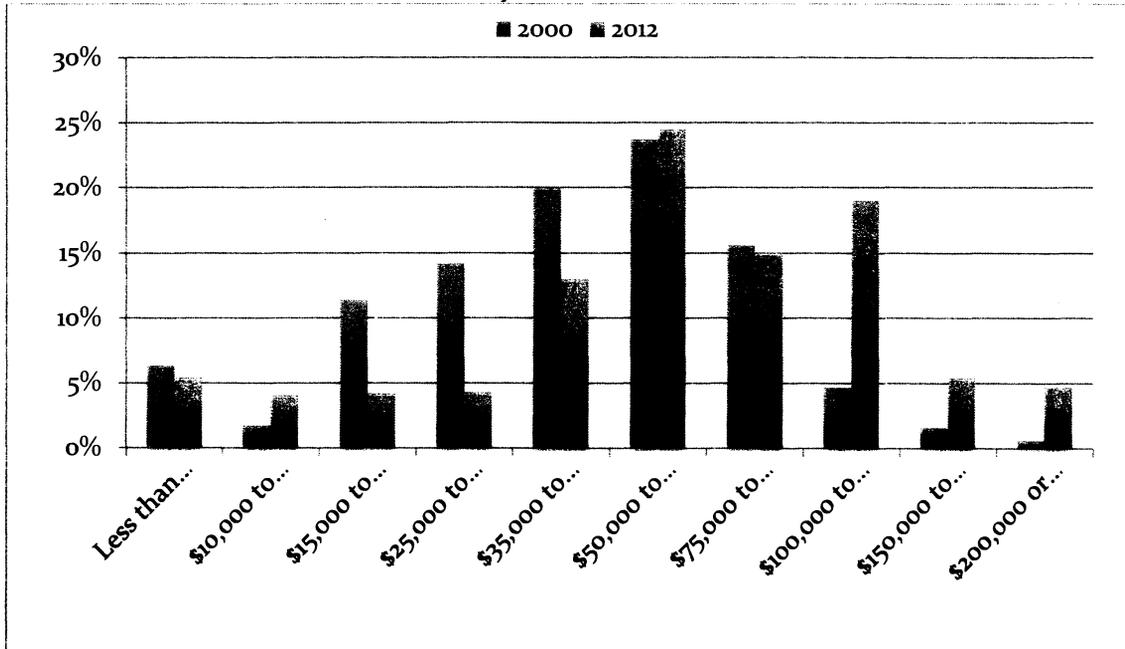
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- Roughly 10 percent of households earn more than \$150,000/annum

North Beach, MD: Income Distribution by Level of Household Income, 2000 v. 2012



Source: U.S. Census Bureau, 2000 Census: DP-3; 2008-2012 American Community Survey 5-Year Estimates: DP03. Note: 2012 figures represent a 5-year average covering 2008-2012.

- The number of people over the age of 65 expanded by almost precisely 50 percent between 2000 and 2012; while the population aged 15-24 expanded by more than 30 percent

North Beach, MD Population by Age Group, 2000 v. 2012

	2000	% of the Population	2012	% of the Population
<15	413	22.6%	231	12.3%
15-24	217	11.9%	283	15.0%
25-44	659	36.1%	487	25.9%
45-64	397	21.7%	660	35.1%
65+	142	7.8%	221	11.7%
Total Population	1,828	100%	1,882	100%
Median Age	32.9	-	42.8	-

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Homeowner vacancy rate	3.3%	7.0%
Rental vacancy rate	8.5%	7.7%

Source: U.S. Census Bureau, 2000 Census: DP-1, DP-4, HO35; 2008-2012 American Community Survey 5-Year Estimates: DP04, B25035. Note: 2012 figures represent a 5-year average covering 2008-2012.

North Beach, MD Employment by Industry, 2011

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<b>Total</b>	<b>118</b>	<b>100%</b>	<b>1,137</b>	<b>100%</b>

Source: U.S. Census Bureau. 2013. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. <http://onthemap.ces.census.gov/>.

North Beach Consumer Expenditures (2013)

<b>Category/</b>	<b>\$ Per Household</b>
Apparel	\$2,649
Education	\$1,346
Entertainment	\$3,083
Food and Beverages	\$8,428
Health Care	\$3,326
Household Furnishings & Equipment	\$2,446
Shelter	\$10,632
Household Operations	\$1,979
Miscellaneous Expenses	\$921
Personal Care	\$800
Reading	\$182
Tobacco	\$349
Transportation	\$11,101
Utilities	\$3,822
Gifts	\$1,471
Personal Insurance	\$562

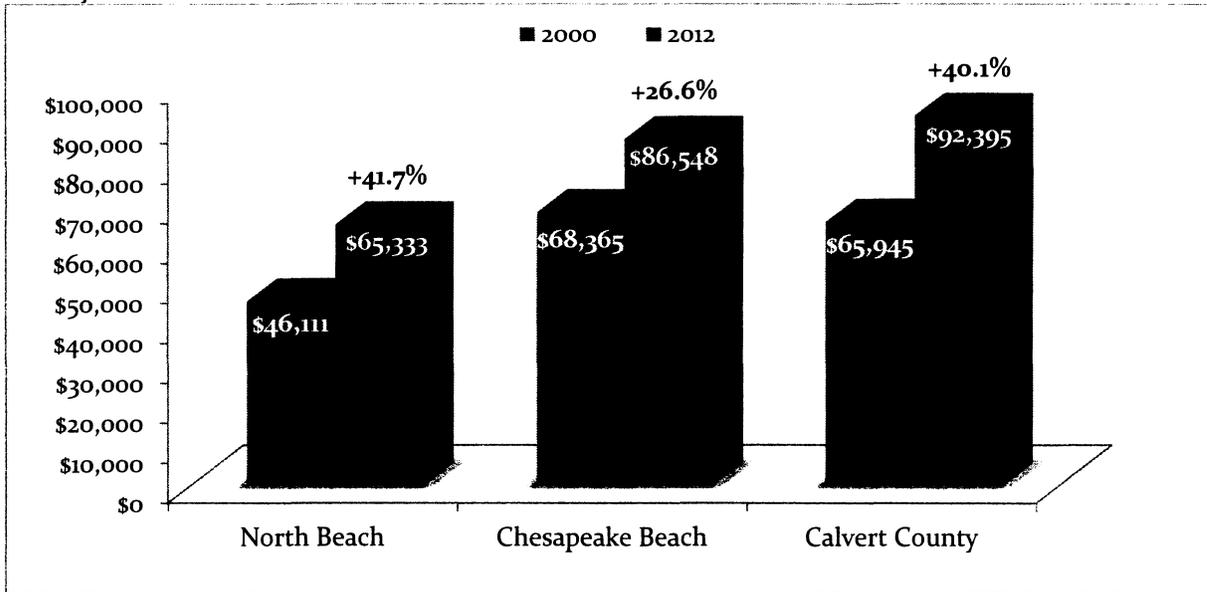
Contributions	\$2,032
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Source: Applied Geographic Solutions (at CalvertProspector.com).

## Comparing North Beach

- Household income has expanded rapidly in North Beach in recent years

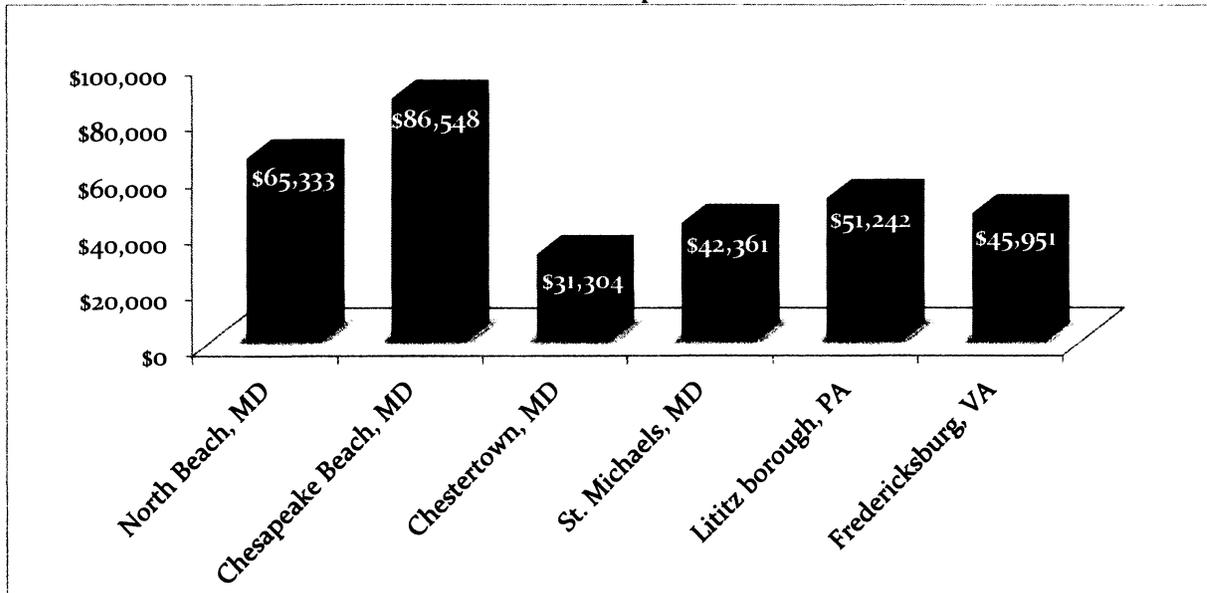
Median Household Income 2000 and 2012: North Beach, Chesapeake Beach, and Calvert County



Source: U.S. Census Bureau, 2000 Census: DP-3; 2008-2012 American Community Survey 5-Year Estimates: DP03. Notes: 1. Year 2000: income in 1999, not adjusted for inflation. 2. Year 2012: in 2012 inflation adjusted dollars, 2012 figures represent a 5-year average covering 2008-2012.

- North Beach enjoys much higher levels of median household income than other small towns/similarly sized towns

Median Household Income in North Beach and Comparison Communities, 2012



Source: U.S. Census Bureau, 2008-2012 American Community Survey 5-Year Estimates: DP03. Note: Figures are in 2012 inflation adjusted dollars and represent a 5-year average covering 2008-2012.

## North Beach Taxes and Fees

- The Town of North Beach has expressed a willingness to offer tax breaks to achieve certain community objectives

County and Municipal Real Property Tax Rates, FY 2014 (1)

Jurisdiction	County Rate	Municipal Rate	County Special Rate	Total Rate
Calvert County	\$0.89	-		\$0.89
Chesapeake Beach	\$0.56	\$0.36	-	\$0.92
North Beach	\$0.56	\$0.63	-	\$1.19

Source: Maryland Department of Legislative Services, 2014. *Overview of Maryland Local Governments Finances and Demographic Information*. Notes: 1. All rates are shown per \$100 of assessment.

### North Beach Water & Sewer Usage Rate Schedule, FY 2013 – FY 2015

#### Quarterly Water & Sewer Usage

MD Flush Tax	\$15.00
--------------	---------

#### Water Use

First 10,000 Gallons	\$42.20
----------------------	---------

Next 15,000 Gallons	\$2.00 Per 1,000 Gallons
---------------------	--------------------------

Next 25,000 Gallons	\$1.50 Per 1,000 Gallons
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Over 50,000	\$1.00 Per 1,000 Gallons
-------------	--------------------------

#### Sewer Use

First 10,000 Gallons	\$91.00
----------------------	---------

Next 15,000 Gallons	\$2.80 Per 1,000 Gallons
---------------------	--------------------------

Next 25,000 Gallons	\$2.07 Per 1,000 Gallons
---------------------	--------------------------

Over 50,000 Gallons	\$1.39 Per 1,000 Gallons
---------------------	--------------------------

#### Annual Water & Sewer Fees (Special Assessment)

Water Benefit Fee	\$110.1
-------------------	---------

Sewer Benefit Fee	\$221.2
-------------------	---------

Source: Town of North Beach, Resolution Number: 13-02; Town of North Beach, FY 2014 Adjustments and FY 2015 Draft Budget.

## North Beach Tourism

- A formula for success

“North Beach offers the best of many worlds: quaint, small town with access to large metropolitan areas like Annapolis, Baltimore and Washington, DC. Its seven-block waterfront contains a public fishing pier and a half-mile-long boardwalk with accompanying bike path. The boardwalk is dotted with benches for residents and visitors to linger and Bay-watch.” (Visitmaryland.org) North Beach’s offerings align neatly with Maryland’s top visitor activities, which include dining, shopping and engagement with the waterfront.

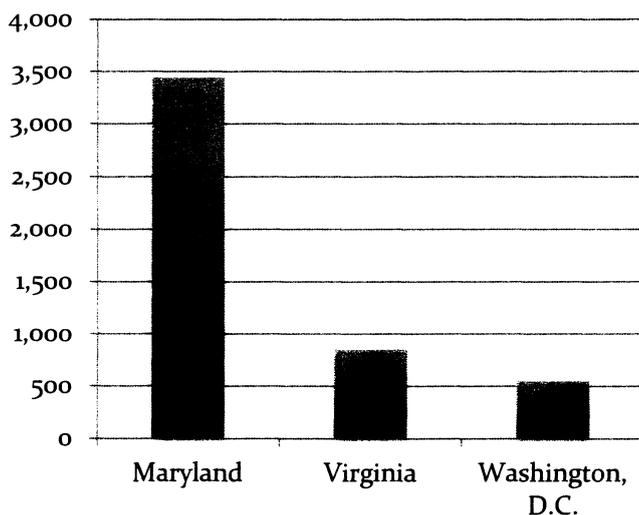
### Top 10 Tourism Activities in Maryland Per Stay, 2012

1. Culinary/Dining	30%
2. Shopping	23%
3. Beach/Waterfront	22%
4. Nightlife	12%
5. Historic Sites	12%
6. Touring/Sightseeing	11%
7. Parks (National/State)	8%
8. Museum, Art Exhibits	8%
9. Movies	7%
10. Holiday Celebration	6%

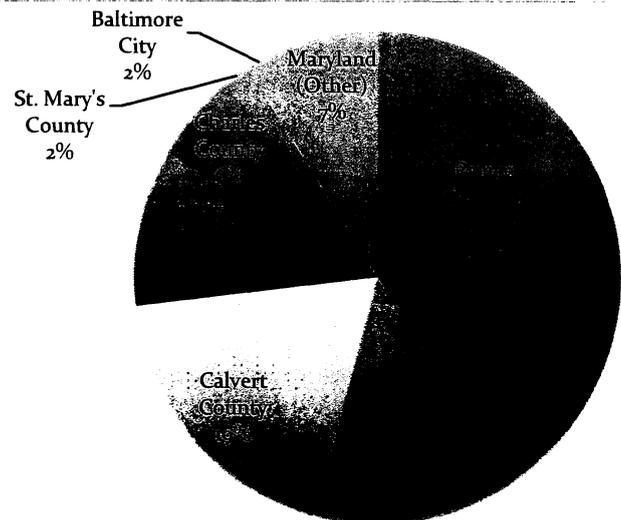
Source: Maryland Tourism Development Board and The Office of Tourism Development, *Tourism Marketing and Development Plan*, FY 2014.

### North Beach Visitation by Visitor Origin, May-June 2014

#### Maryland v. Virginia v. D.C.



#### Maryland County of Origin



Source: Town of North Beach, Maryland. July 2014 Town Council Packet. Note: Number of families not number of individual visitors.

North Beach Waterfront Use Fees, 2014

Beach Fees	
<i>North Beach Residents</i>	FREE
<i>Calvert County Residents</i>	
Adults (ages 12-54)	\$6.00
Children (ages 3-11)	\$4.00
Seniors (ages 55 & up)	\$4.00
Children 2 and under	FREE
Season Pass Adults/Children	\$50.00/\$25.00
Family Pass (5 People)	\$100.00
Active Military	\$4.00
<i>Out of Calvert County Visitors</i>	
Adults (ages 12-54)	\$15.00
Children (ages 3-11)	\$8.00
Seniors (ages 55 & up)	\$8.00
Children 2 and under	FREE
Adult Season Pass (12-54)	\$120.00
Children Season Pass (3-11)	\$100.00
Family Pass (5 People)	\$200.00
Active Military	\$8.00

Source: Town of North Beach Fee Schedules; Town of North Beach Website:  
<http://www.northbeachmd.org/Pages/FV1-0004435C/So356E55C>.

Fishing Pier Fees	Current
<i>North Beach/Calvert County Residents</i>	FREE
<i>Out of Calvert County Visitors</i>	
First Pole	\$5.00
Second Pole	\$3.00
First Trap	\$5.00
Second Trap	\$3.00
Season Pass (non-transferable)	\$65.00

Source: Town of North Beach Fee Schedules; Town of North Beach Website:  
<http://www.northbeachmd.org/Pages/FV1-0004435C/So356E55C>.

Note: Two pole maximum; two trap maximum per person.

Other Rental Fees	Current
Single Kayak	Hourly \$15.00/Daily \$45.00
Double Kayak	Hourly \$20.00/Daily \$60.00
Stand Up Paddleboard	Hourly \$20.00/Daily \$60.00
Bicycles	Hourly \$10.00/Daily \$30.00
Umbrellas	\$10.00
Chairs	\$5.00
Boat Slip	FREE

Source: Town of North Beach Website: <http://www.northbeachmd.org/Pages/FV1-0004435C/So356E55C>.

Beach/Recreation Area Fee Comparison

		Out of County Residents	Calvert County Residents	Resident
Bayfront Park/Brownie's Beach (Chesapeake Beach)	Adult:	\$16.00	\$7.00	FREE
	Child:	\$9.00	\$5.00	FREE
Waterpark (Chesapeake Beach) (1)	Adult:	\$21.00	\$12.00	\$10.00
	Child:	\$19.00	\$10.00	\$9.00
Breezy Point Beach and Campgrounds (Chesapeake Beach) (2)	Adult:	\$10.00	\$10.00	\$10.00
	Child:	\$6.00	\$6.00	\$6.00
North Beach	Adult:	\$15.00	\$6.00	FREE
	Child:	\$8.00	\$4.00	FREE

Source: Brownie's Beach: [http://www.chesapeake-beach.md.us/attractions\\_bayfrontpark.htm](http://www.chesapeake-beach.md.us/attractions_bayfrontpark.htm);

Waterpark: <http://www.chesapeakebeachwaterpark.com/tickets.html>;

Breezy Point: <http://www.co.cal.md.us/Facilities/Facility/Details/15>.

North Beach: Town of North Beach, Maryland. July 2014 Town Council Packet.

Notes: 1. Admissions fees are priced by 48" or Taller (listed here as 'Adult') and Under 48" (listed here as 'Child'). 2. Fees listed are for weekends and holidays, Memorial Day weekend to Labor Day.

North Beach Waterfront (Beach) Fee History

		2005	2006	2007	2008	2009	2010	2011	2012	2013
Out of County	Adult:	\$5.00	\$6.00	\$6.00	\$8.00	\$8.00	\$8.00	\$10.00	\$10.00	\$12.00
	Child:	\$4.00	\$5.00	\$5.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$8.00
Calvert County	Adult:	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$5.00
	Child:	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$4.00

Source: Town of North Beach, Maryland. July 2014 Town Council Packet.

Note: Adult: 12-54 years; Child: 3-11 years

- There are plenty of North Beach assets to market

### Shopping & Dining

*North Beach offers shopping, restaurants, and salons/spas to visitors. The town is home to an array of shops, including antique shops, novelty and gift shops. Food options include casual and fine dining restaurants, as well as bakery goods, wine, ice cream, and kettle corn.*

### Bayside History Museum

*The Bayside History Museum showcases exhibits detailing the history of Northern Calvert/Southern Anne Arundel Chesapeake Bay communities. Recent additions to the museum include Explorations of Captain John Smith featuring the 1632 book written by Capt. Smith, and a War of 1812 exhibit featuring Francis Scott Key and the Star-Spangled Banner.*

4025 4th St.,  
North Beach, MD 20714

(410) 610-5970  
[www.baysidehistorymuseum.org](http://www.baysidehistorymuseum.org)

Hours: Wednesday-Sunday, 1-4 PM.  
Arrangements for special events or group tours also available.

### Wetlands Overlook Park

*Open all year from dawn to dusk, the Wetlands Overlook Park is a destination for anyone interested in observing or photographing wetland wildlife inhabitants. With a pier, two gazebos, public restrooms, and vending machines, this small nature park provides a relaxing setting for individuals and families.*

4020 11<sup>th</sup> St.,  
North Beach, MD 20714

[www.northbeachmd.org](http://www.northbeachmd.org)

Hours: Daily, dawn to dusk.

### Artworks@7th

*Established in 2004 by a small group of local artists Artworks@7th is a cooperative art gallery comprised of between 20-30 artists. Close to the boardwalk, Artworks@7th offers monthly shows featuring individual artists shows, guest artist shows, and small works shows, in addition to theme shows throughout the year.*

9100 Bay Avenue,  
North Beach, MD 20714

(410) 286-5278  
<http://www.artworksat7th.com/>

Hours: Monday - Thursday 12-7 PM,  
Fridays: 12-9 PM (May-October)

- North Beach hosts an extraordinary number of special events, even after Labor Day

North Beach Special Events (2014)

Date	Event	Time
4/26/14	Comcast Cares Day/Plant the Town	8am-1pm
4/27/14	Welcome Center & Beach Open for Season	
5/2/2014-10/3/2014	Farmer's Market, Classic Car Cruise-In & Art Fair Every Friday Night	6-9pm
5/16/14	Campfire on the Beach	7pm
5/24/14	Bicycle, Kayak, Stand Up Paddle Board Rentals Begin	
6/1/14	House & Garden Tour & Art Show	1-5pm
6/13/14	Campfire on the Beach	7pm
6/14/14	4th Annual Eat, Drink, Go Local	12-6pm
6/21/14	2nd Annual End Hunger Dragon Boat Festival	9am-5pm
6/28/14	Movie on the Beach	Dusk
7/3/14	Fireworks	Dusk
7/11/14	Campfire on the Beach	7pm
7/12/14	Concert on the Pavilion	6pm
7/19/14	Movie on the Beach	Dusk
8/5/14	National Night Out	6-8pm
8/9/14	Concert on the Pavilion	6pm
9/12/14	Campfire on the Beach	7pm
9/13/14	Drive-In Movie On the Visitor's Parking Lot	Dusk
10/4/14	4th Annual Bay Harvestfest	12-6pm
10/25/14	Hound of the Town	12-2pm
10/25/14	Boo Bash	3-5pm
12/5/14	Light Up the Town	7pm
12/6/14	Holiday Parade/Santa & Christmas on the Beach	12pm
1/1/15	Polar Bear Plunge	1pm

\*Movies & Concerts are Free.