Strategically Located

Ideal Location, High Quality of Life, Excellent Schools, Highly Educated, High Income Resident Base
THRIVING

BUSINESS

DISTRICTS

LOCATION IS EVERYTHING

Howard County’s seven business districts reflect the diversity of industries that help to make a well-rounded, thriving business community.
Community Profile

Population: 323,196
Land Mass: 250 sq. mi.
# of Businesses: ~ 10,000 businesses
# of Jobs: ~180,000
Business Properties: ~78 Million Sq. Ft.
Median Household Income: $116,984

*(Bureau of Labor Statistics, Q3-2018)*
Population

Population Growth (2010-2018)

Howard County
Metropolitan Average
National

Components of Population Growth (2010-2018)

- Migratory Growth
- Natural Growth

Howard County Measures. Source: ESRI, US Census Bureau, BLS
Education

Educational Attainment

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>Howard County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor's Degree</td>
<td>32.6%</td>
<td>62.3%</td>
</tr>
<tr>
<td>Advanced Degree</td>
<td>12.6%</td>
<td>30.5%</td>
</tr>
</tbody>
</table>

Source: ESRI, US Census Bureau, BLS
Employment

10-Year Employment Change (June ‘09 – June ‘19)

- Howard County: 20.8%
- Maryland: 9.3%
- US: 12.1%

Unemployment Rate: 2.5%

Howard County Measures. Source: ESRI, US Census Bureau, BLS
Employment Growth

Employment Change (June ‘09 – June ‘19)

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Howard County</td>
<td>0.0%</td>
<td>2.4%</td>
<td>4.9%</td>
<td>10.6%</td>
<td>10.9%</td>
<td>10.9%</td>
<td>14.7%</td>
<td>16.3%</td>
<td>18.0%</td>
<td>19.7%</td>
<td>20.8%</td>
</tr>
<tr>
<td>Maryland</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.4%</td>
<td>1.8%</td>
<td>2.8%</td>
<td>3.7%</td>
<td>5.2%</td>
<td>6.2%</td>
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<td>8.5%</td>
<td>9.3%</td>
</tr>
<tr>
<td>US</td>
<td>0.0%</td>
<td>-0.7%</td>
<td>-0.5%</td>
<td>1.7%</td>
<td>2.9%</td>
<td>4.5%</td>
<td>6.3%</td>
<td>7.9%</td>
<td>9.4%</td>
<td>11.1%</td>
<td>12.1%</td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics
Resident Employment Growth

Resident Employment Change (Oct. ’09 – Oct. ‘19)

<table>
<thead>
<tr>
<th>Year</th>
<th>Howard County</th>
<th>Maryland</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>2010</td>
<td>-1.5%</td>
<td>1.5%</td>
<td>-0.7%</td>
</tr>
<tr>
<td>2011</td>
<td>1.2%</td>
<td>2.6%</td>
<td>-0.5%</td>
</tr>
<tr>
<td>2012</td>
<td>3.8%</td>
<td>3.6%</td>
<td>1.7%</td>
</tr>
<tr>
<td>2013</td>
<td>5.4%</td>
<td>4.1%</td>
<td>2.9%</td>
</tr>
<tr>
<td>2014</td>
<td>7.7%</td>
<td>5.2%</td>
<td>4.5%</td>
</tr>
<tr>
<td>2015</td>
<td>10.4%</td>
<td>6.4%</td>
<td>6.3%</td>
</tr>
<tr>
<td>2016</td>
<td>12.6%</td>
<td>7.9%</td>
<td>7.9%</td>
</tr>
<tr>
<td>2017</td>
<td>14.8%</td>
<td>8.8%</td>
<td>9.4%</td>
</tr>
<tr>
<td>2018</td>
<td>15.8%</td>
<td>9.4%</td>
<td>11.1%</td>
</tr>
<tr>
<td>2019</td>
<td>20.1%</td>
<td>13.2%</td>
<td>12.1%</td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics
Unemployment

Unemployment Rate (Oct. ‘09 – Oct. ‘19)

<table>
<thead>
<tr>
<th>Year</th>
<th>Howard County</th>
<th>Maryland</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>5.5%</td>
<td>7.2%</td>
<td>9.5%</td>
</tr>
<tr>
<td>2010</td>
<td>5.4%</td>
<td>7.3%</td>
<td>9.0%</td>
</tr>
<tr>
<td>2011</td>
<td>5.1%</td>
<td>7.0%</td>
<td>8.5%</td>
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<tr>
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<td>4.8%</td>
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<td>3.7%</td>
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<tr>
<td>2016</td>
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<td>4.7%</td>
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<tr>
<td>2017</td>
<td>3.2%</td>
<td>4.1%</td>
<td>3.9%</td>
</tr>
<tr>
<td>2018</td>
<td>2.8%</td>
<td>3.6%</td>
<td>3.5%</td>
</tr>
<tr>
<td>2019</td>
<td>2.5%</td>
<td>3.2%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics
Strong Job Growth Continues to Keep Unemployment Low

- Howard County had the highest percentage job growth rate of Maryland counties at 8.9%.

Source: U.S. Bureau of Labor Statistics
Median Household Income Continues to Grow

- Howard County has both the highest median income in the State and the 3rd highest of any county in the nation.

- The County’s median household income has grown from $106,142 in 2013 to $117,730 in 2018, or 10.9% over the five year period.

# In-County Pay

## Average Annual Pay

<table>
<thead>
<tr>
<th>Year</th>
<th>Howard County</th>
<th>Maryland</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>2009</td>
<td>3.8%</td>
<td>2.1%</td>
</tr>
<tr>
<td>2010</td>
<td>6.7%</td>
<td>4.4%</td>
</tr>
<tr>
<td>2011</td>
<td>10.6%</td>
<td>6.9%</td>
</tr>
<tr>
<td>2012</td>
<td>13.7%</td>
<td>8.8%</td>
</tr>
<tr>
<td>2013</td>
<td>13.3%</td>
<td>8.8%</td>
</tr>
<tr>
<td>2014</td>
<td>16.9%</td>
<td>11.3%</td>
</tr>
<tr>
<td>2015</td>
<td>20.0%</td>
<td>14.5%</td>
</tr>
<tr>
<td>2016</td>
<td>21.2%</td>
<td>16.1%</td>
</tr>
<tr>
<td>2017</td>
<td>23.4%</td>
<td>18.7%</td>
</tr>
<tr>
<td>2018</td>
<td>26.5%</td>
<td>21.4%</td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics
Employment Strongly Trends Towards Professional Jobs in Howard County

Top Employment Sectors

Howard County Employment by Percent of Total

<table>
<thead>
<tr>
<th>Sector</th>
<th>Howard, MD</th>
<th>Maryland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, Scientific, and Tech</td>
<td>18.6%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>9.9%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Administrative and Support</td>
<td>8.2%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>8.0%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Construction</td>
<td>6.4%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>6.3%</td>
<td>3.6%</td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics
Industry Specializations

Howard County Industry Specializations by Location Quotient

Howard County ranks 23rd of 3110 Counties on the Innovation Index.
Industry Growth

10-Year Growth and Current Employment Levels

- Professional and business services
- Trade, transportation, and utilities
- Education and health services
- Leisure and hospitality
- Construction
- Financial activities
- Manufacturing
- Information

Source: Bureau of Labor Statistics
Industry Outlook

National Industry Growth Projections through 2028

- Professional and business services
- Trade, transportation, and utilities
- Education and health services
- Leisure and hospitality
- Construction
- Financial activities
- Manufacturing
- Information

Projected Annual Growth Rate 2016-2026

Source: Bureau of Labor Statistics
Major Employers

- APL
- Johns Hopkins Applied Physics Laboratory
- Howard Community College
- Lorien Columbia
- Maxim Healthcare Services
- Leidos
- Verizon
- Tenable
- Freshly
- Howard County General Hospital
- Sysco
- Oracle
- Coastal Sunbelt Produce
- Talos
- Cisco
- Nestle
- Northrop Grumman
- Wells Fargo
Commuting Flows

Howard County Worker Flow: Top Counties

- Inflow (Workers coming to Howard)
- Outflow (Workers leaving Howard)
- Net flow

- Baltimore City, MD
- Montgomery County, MD
- Baltimore County, MD
- Anne Arundel County, MD
- Prince George's County, MD
- District of Columbia, DC
- Carroll County, MD

26% of Howard County jobs are held by Howard County residents.

Source: US Census
Commuting

Average Travel Time to Work (Minutes)

<table>
<thead>
<tr>
<th></th>
<th>Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howard County</td>
<td>30.9</td>
</tr>
<tr>
<td>Maryland</td>
<td>32.7</td>
</tr>
<tr>
<td>United States</td>
<td>26.4</td>
</tr>
</tbody>
</table>

Source: US Census
Achievements

LIVE

• Safest City in America, Columbia - WalletHub.
• #10 Healthiest County in the nation - U.S. News & World Reports.
• #1 Best County to Raise a Family - Niche.com.
• #9 Most Livable City, Columbia – USA Today.

WORK

• Top 1% of the Innovation Index 2.0 - Stats America.
• #9 highest median income in the nation ($116,984) - US Census
• 9x the national average in portion of R&D jobs - BLS LEHD
• 4x the national average in portion of Computer Science jobs – BLS LEHD
Achievements

LEARN

• **#4 county in the nation**, residents with bachelor’s degree or higher (62.3%) - *US Census*

• **#1 Best Public Schools** - 2018, *Niche.com*.


• **Only National “Five Star” Library System in Maryland**, for six of the last eight years, 2018 - *The Library Journal*.

PLAY


• 2019 Couples’ Choice Award for venues from *WeddingWire*.
Center of Innovation

Maryland is #1 in Academic R&D Density; $17 billion in Federal Research Spending
Howard County: Top 1% in Innovation Index 2.0

• 17 NSA/DHS National Centers of Academic Excellence in Cyber Defense
• 72 technical laboratories
• County contains more than 150 cyber-related businesses.
Access to Talent

90,000+ CYBER WORKERS IN THE BALTIMORE-WASHINGTON REGION = San Francisco + Los Angeles + New York combined

- 2nd Highest Concentration of Cybersecurity jobs, Information security analysts, Computer systems analysts
- 56 Colleges and Universities
- 20 military facilities
- 60 federal agencies