

# Economic Indicators Illuminating Annapolis



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## Five Components

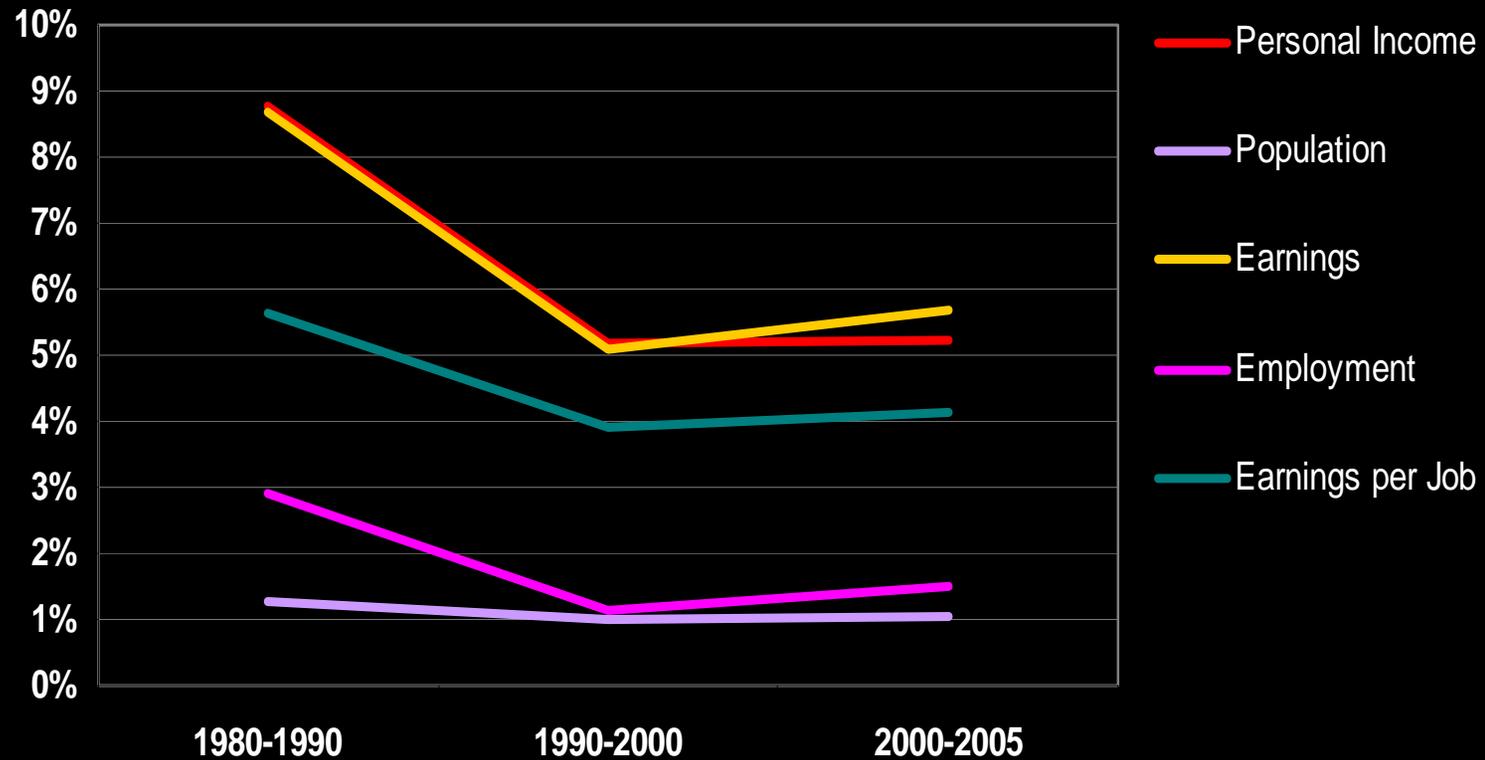
- Regional Economic Overview
- Economic Indicators
- Population and Labor Force
- Employment Profile
- Tourism Indicators



# Regional Indicators

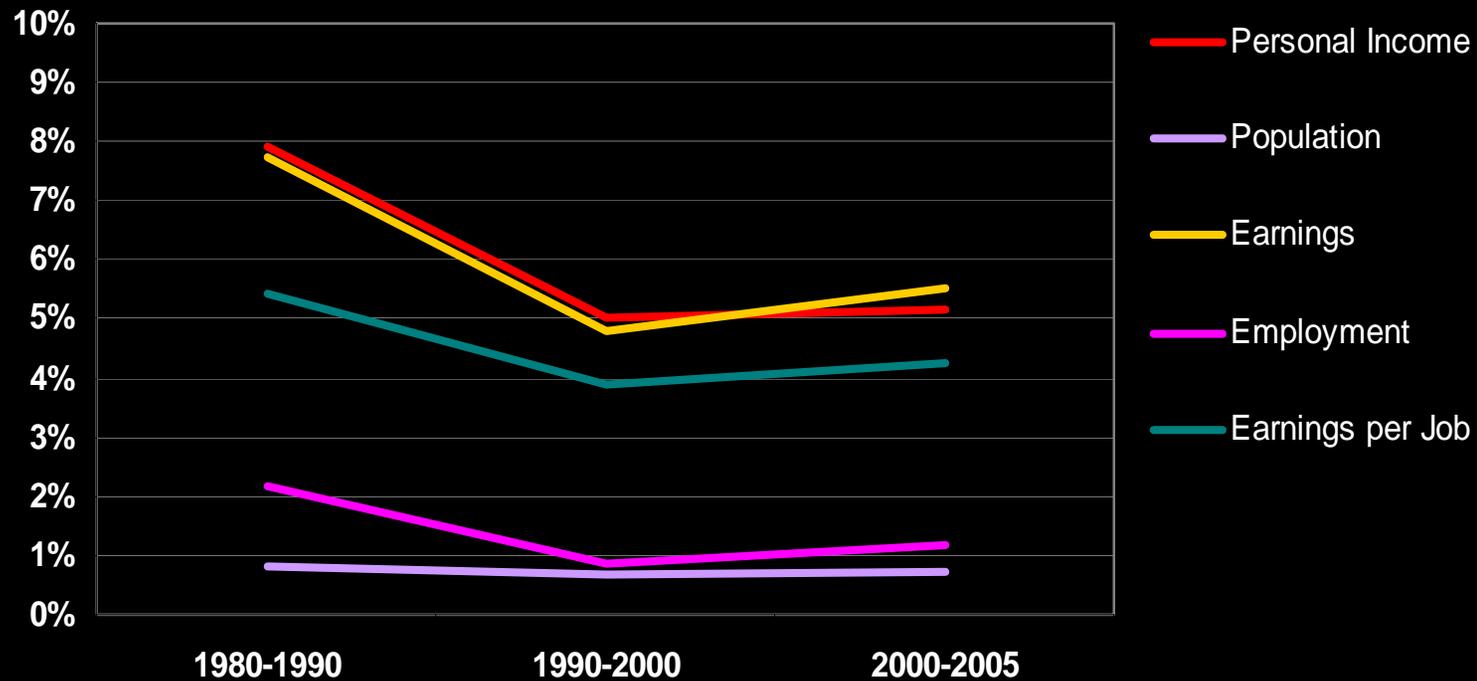
- Earnings + personal income growing well
- Employment growth is modest
- Population growth has remained steady

Annual % Change for Key Indicators, 1980-2005  
State of Maryland



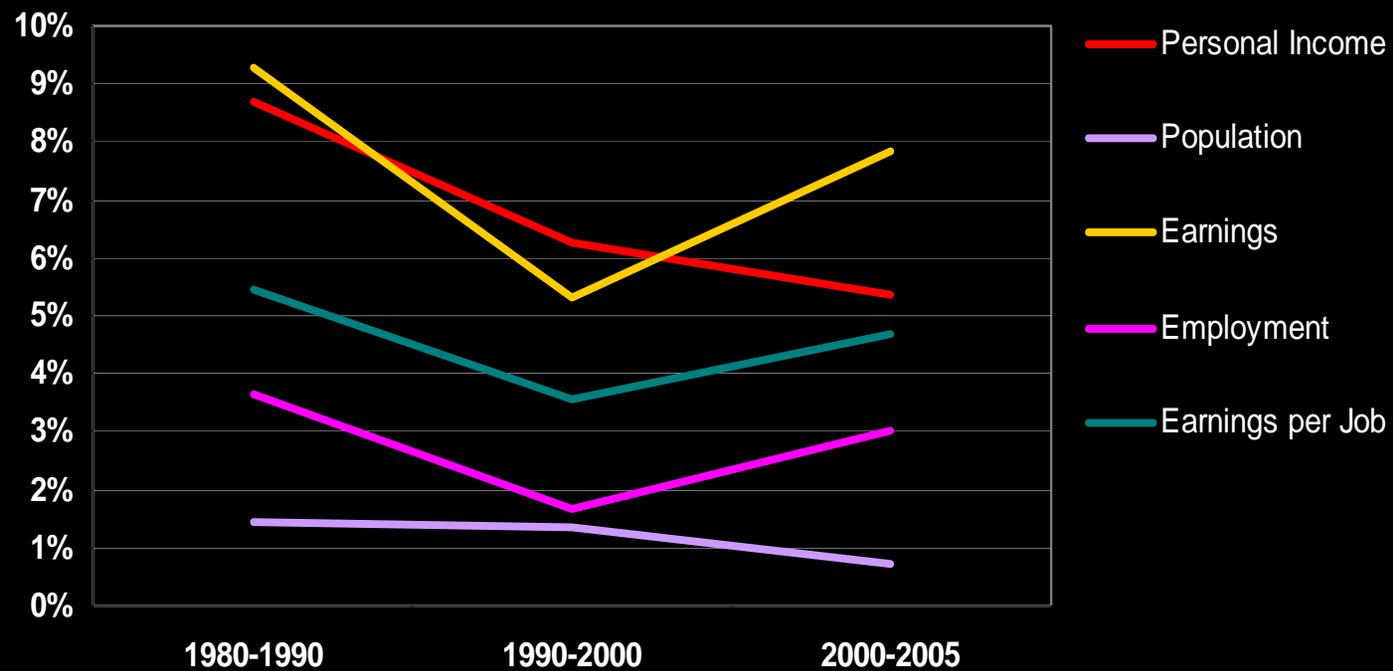
- Baltimore region has kept pace with state's economic growth
- Population growth has been somewhat slower

Annual % Change for Key Indicators, 1980-2005  
Baltimore-Towson MSA



- Very strong growth in earned income, but slower overall personal income
- Much stronger employment growth than region
- Slow population growth

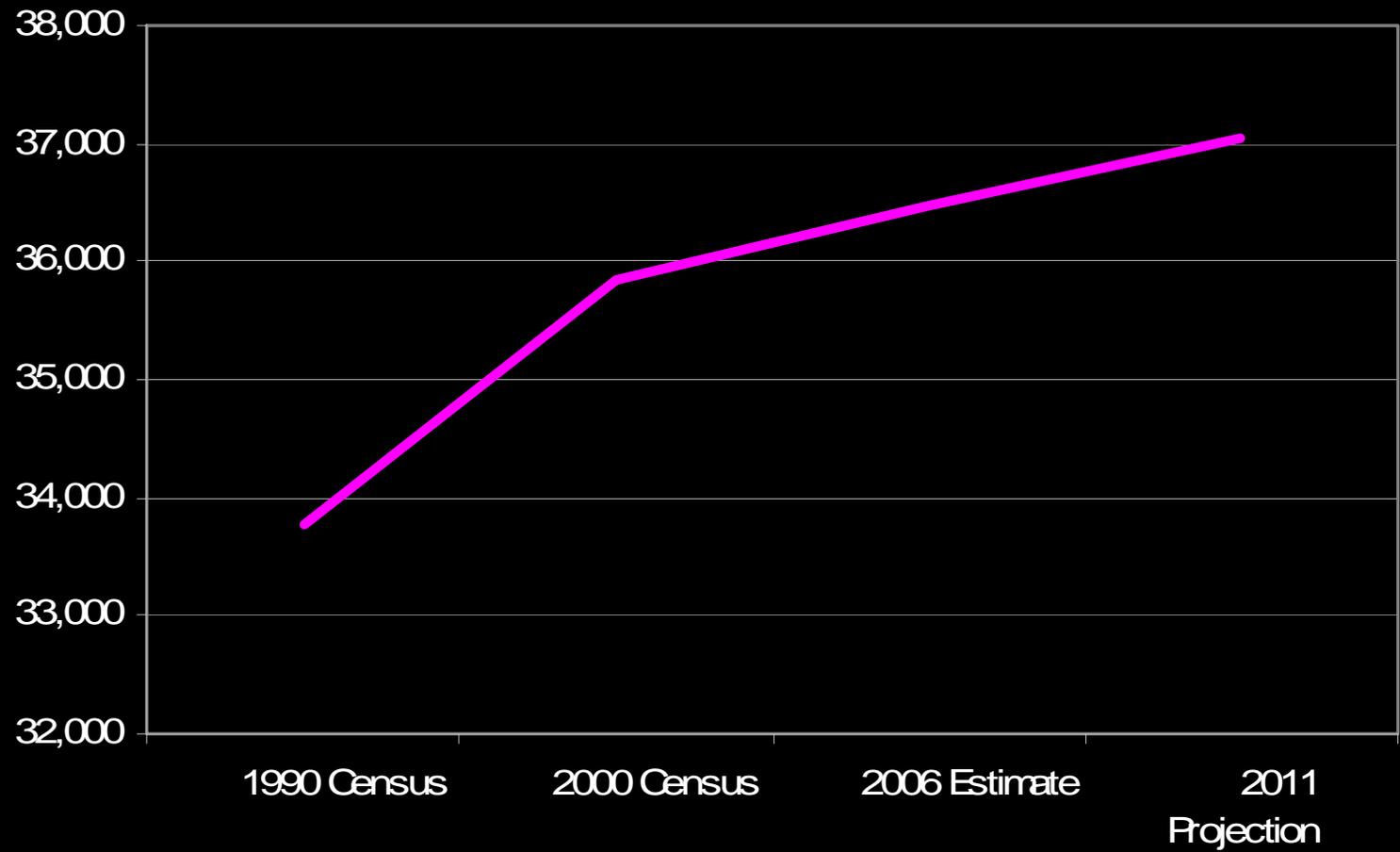
Annual % Change for Key Indicators, 1980-2005  
Anne Arundel County





Population & Labor Force

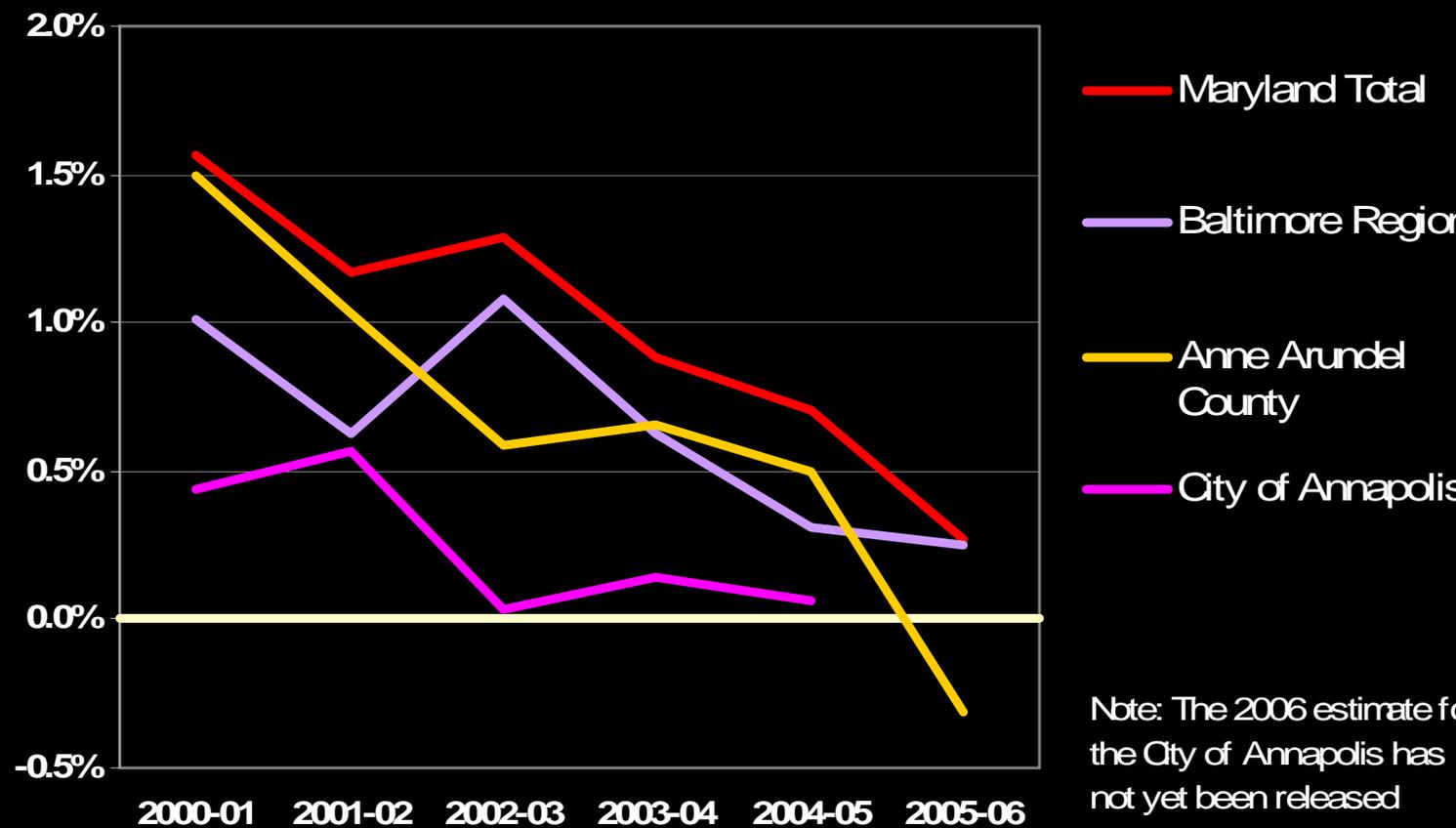
## Population in Annapolis, 1990 to 2011



- Growth is Slowing down

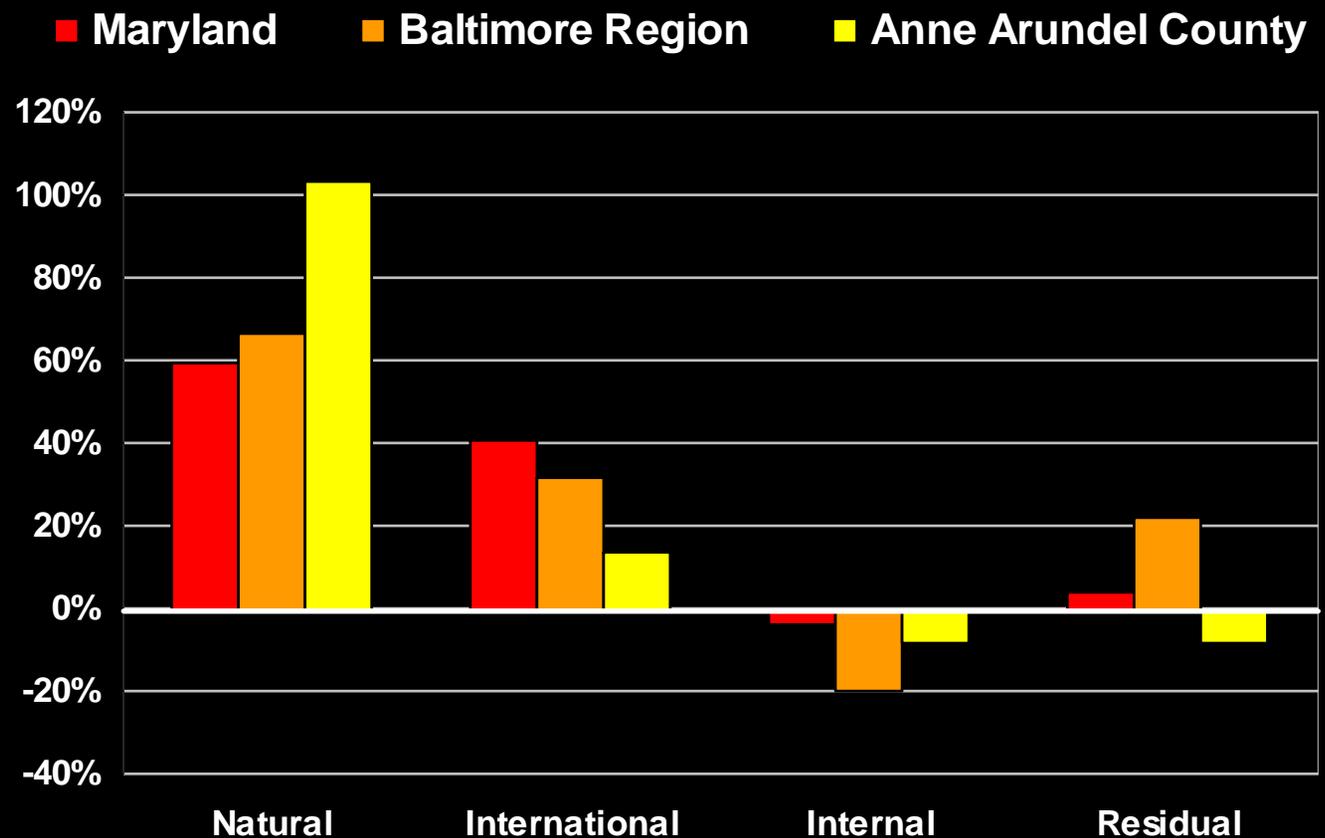
- Growth rate has slowed for both state and region
- Anne Arundel grew slowly from 2000-2005, lost population in 2006
- Annapolis has shown very limited growth

## From Slow Growth to No Growth Annual Population Growth, 2000-2006



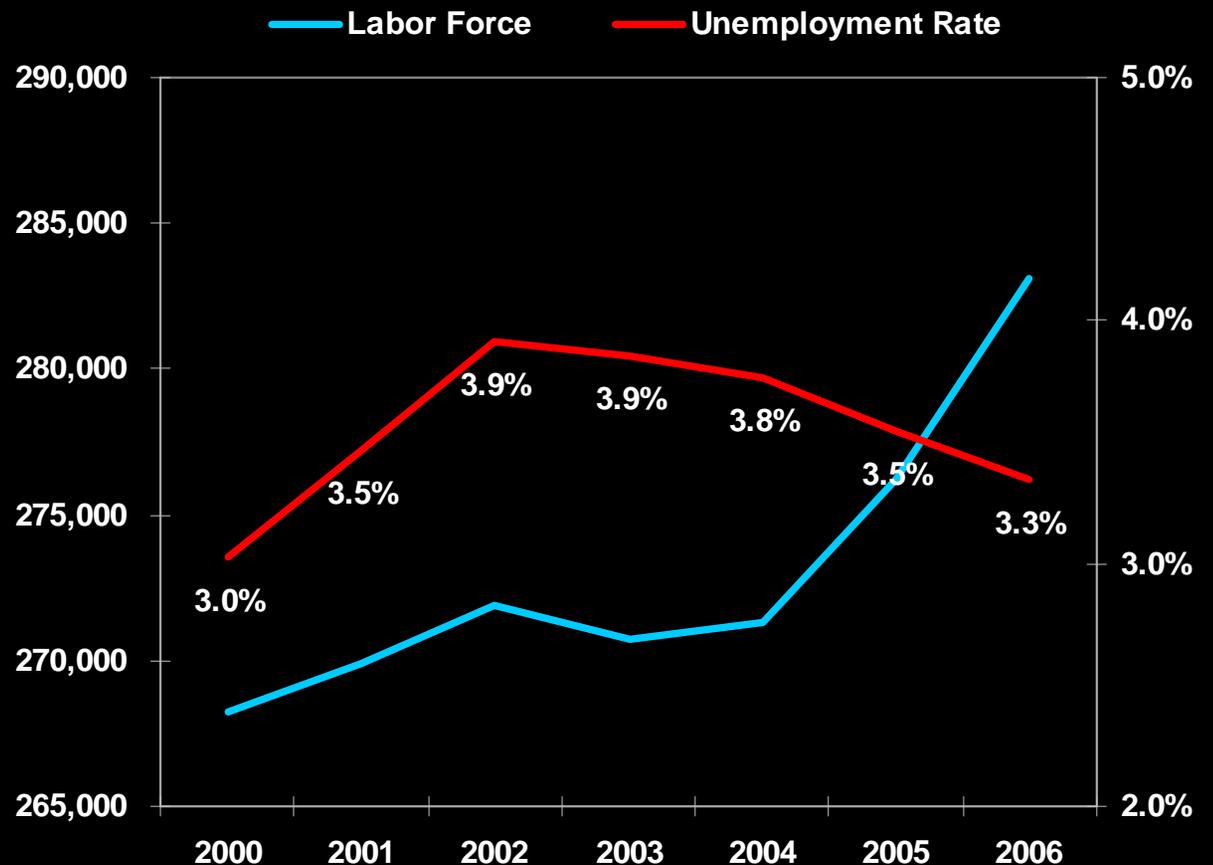
- Most growth in region is due to natural increase (births>deaths)
- Strong international migration to state & region, not to county
- Weak domestic migration

**Components of Population Change, 2000-2006**



- Slow growth in labor force from 2000-2004
- Increased by 12,000 from 2004-2006
- Stable and low unemployment rate

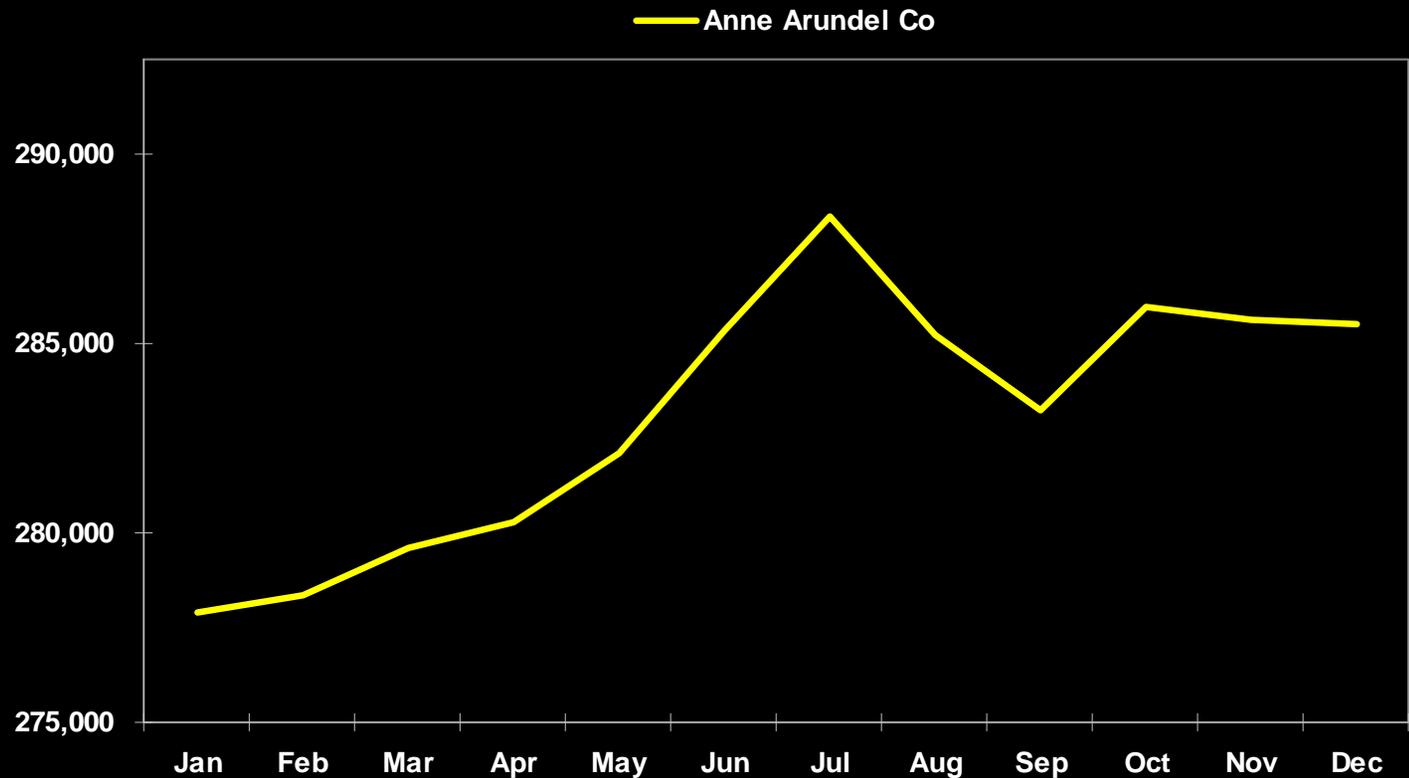
National Recession in 2003 Stunts County Growth, Recovers



Source: U.S. Bureau of Labor Statistics

- Only minor variation in the county's labor force during the year
- 4% variation from winter to summer
- Higher levels in summer and holiday retail season

### Summer and fall spending brings employment to a pinnacle



# Employment Profile

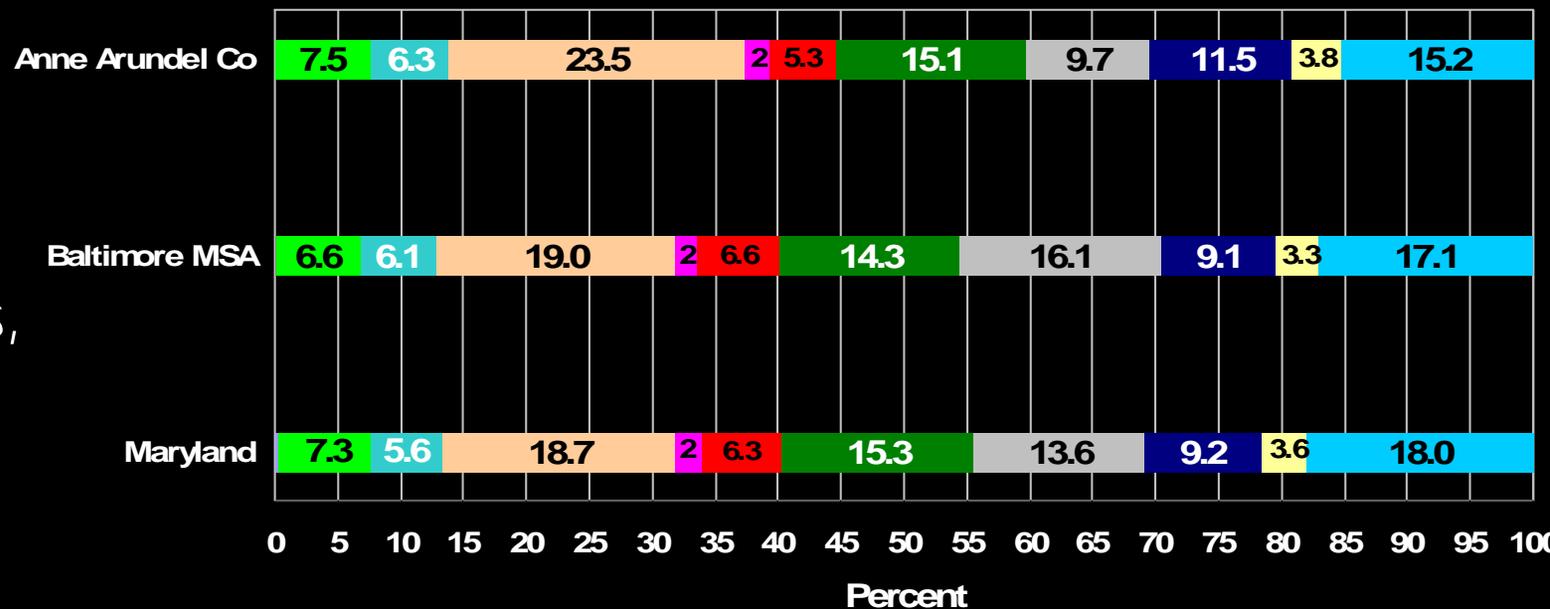


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Between 2001 and 2005, the County gained 38,203 jobs

- Most of the growth (about 24,700 jobs) attributed to local industries performing better relative to their national counterparts
- About 13,300 jobs attributed to National Growth Performance

## Anne Arundel County Employment by Industry, 2001-2005



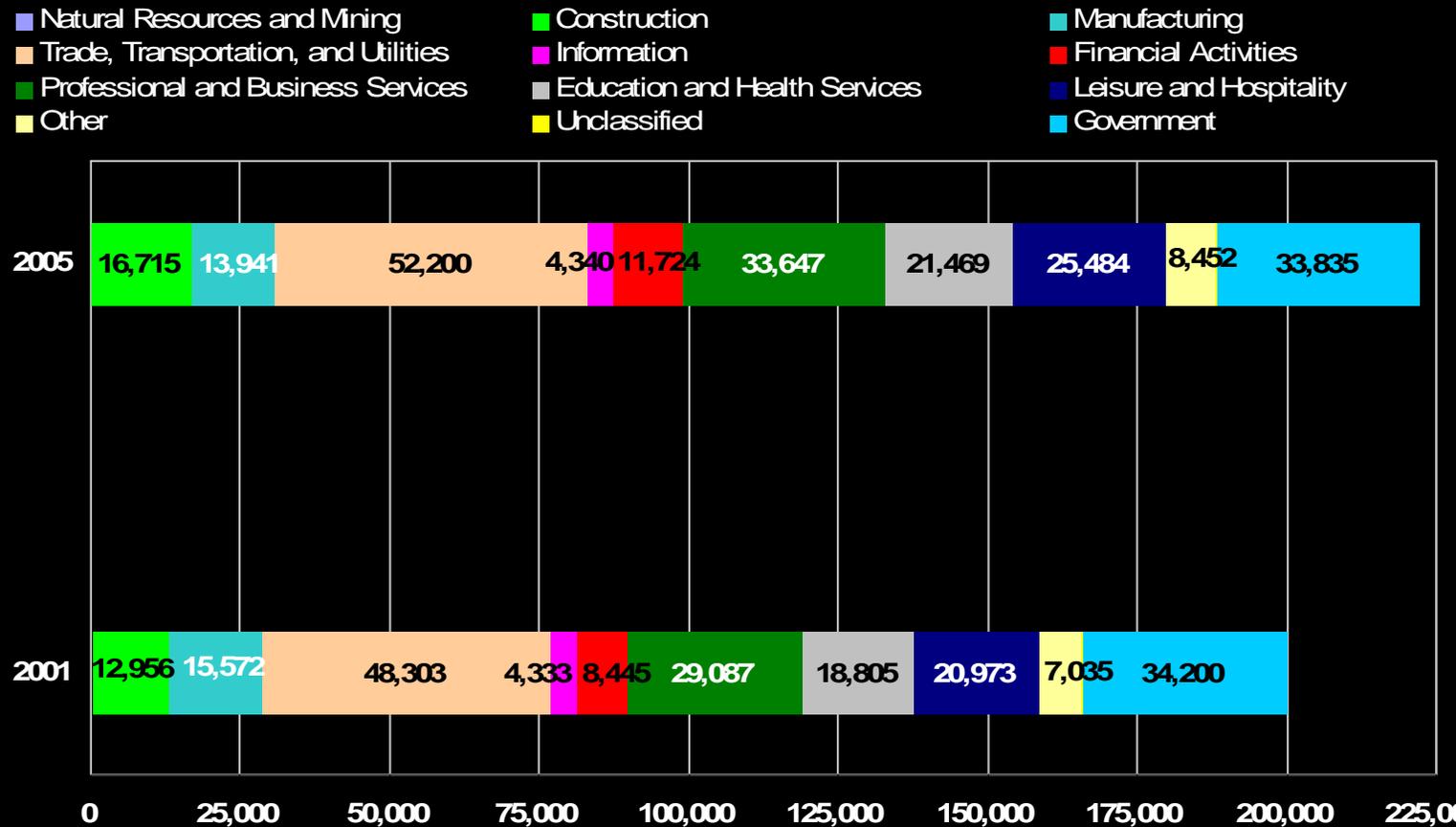
- County has concentrations in Trade (retail, wholesale) and Leisure & Hospitality

- County lags in Education & Health Services, Financial Activities, and Government

- County added 22,000 jobs from 2001-2005 (annual growth rate of 2.6%)

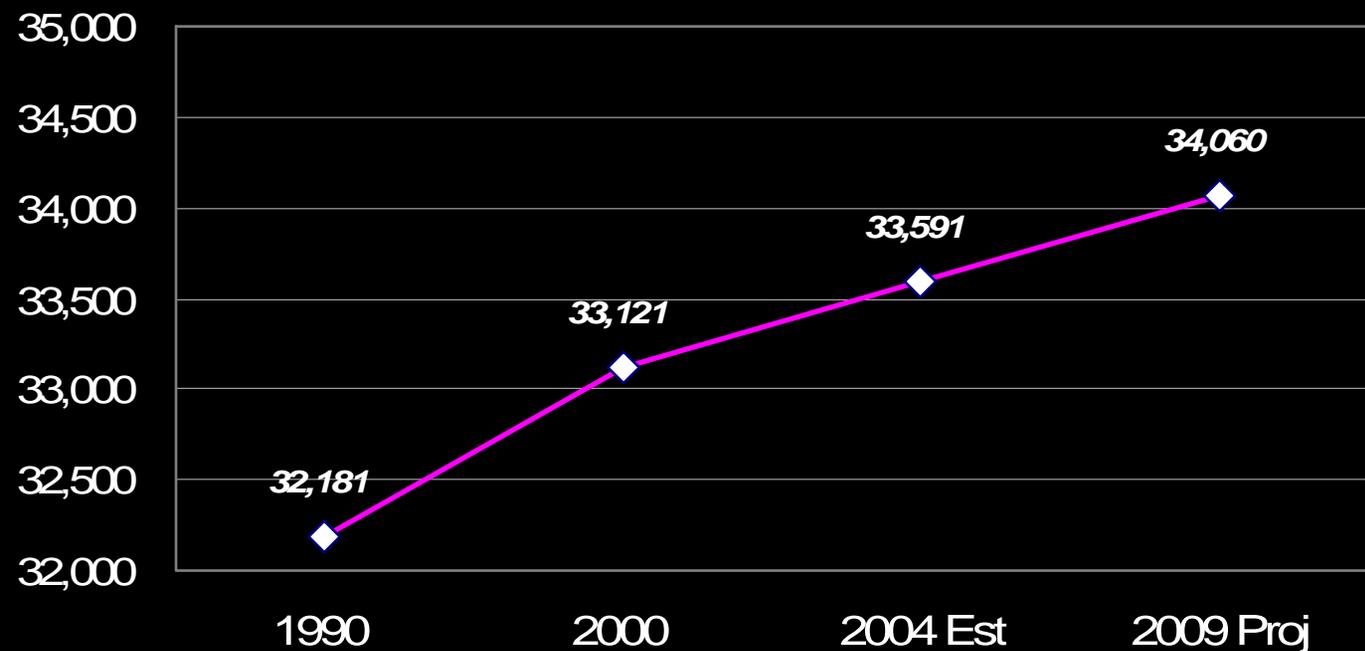
### Anne Arundel Specialized in Trade, Transportation, and Utilities, 2001-2005

- Leisure & Hospitality, Services, Financial all grew
- Continued losses in Manufacturing

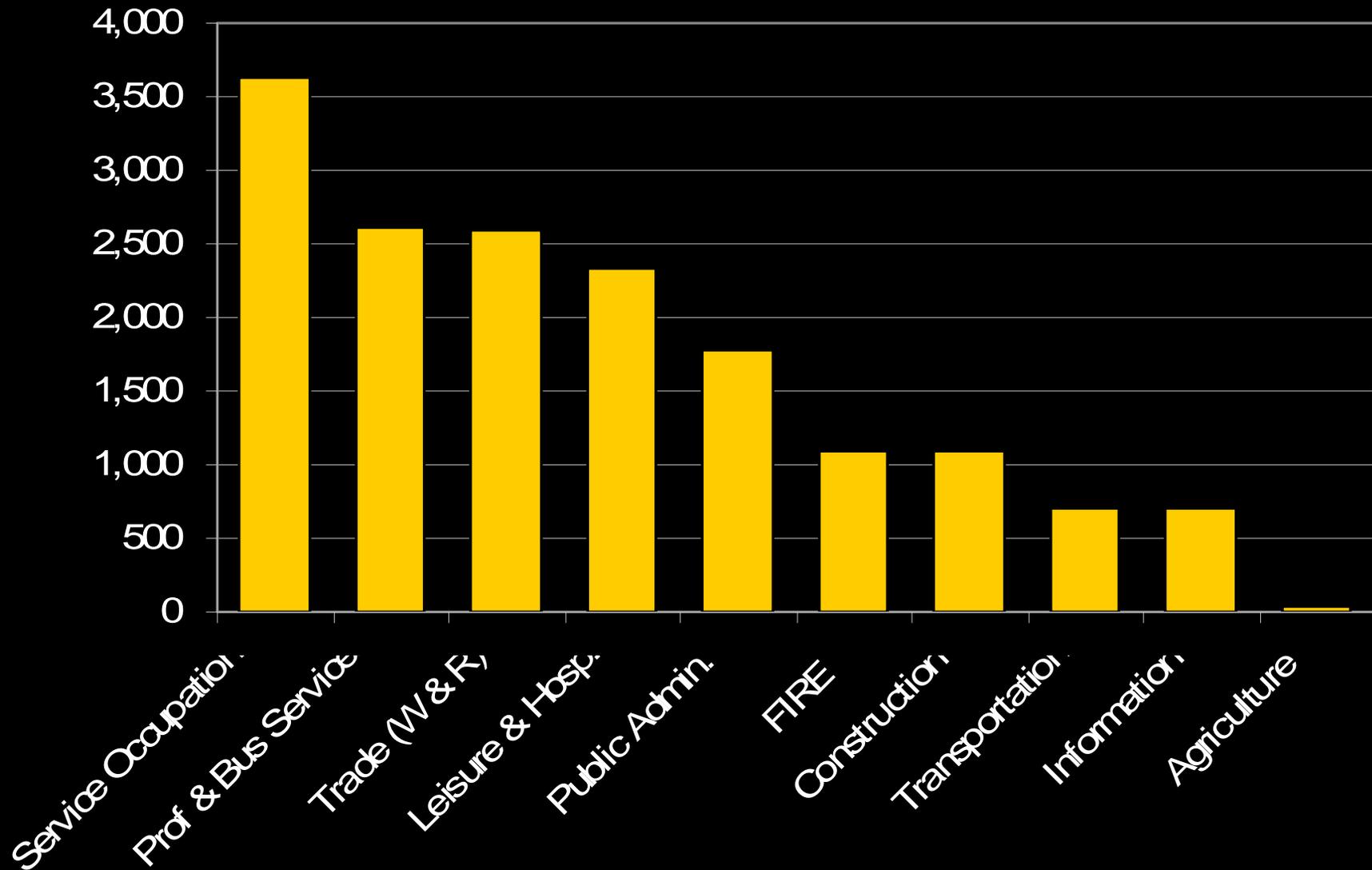


- Very modest job growth in city since 1990; just 1,500 jobs added
- Continued modest growth is projected through 2009

**Job Change in City of Annapolis, 1990-2009**

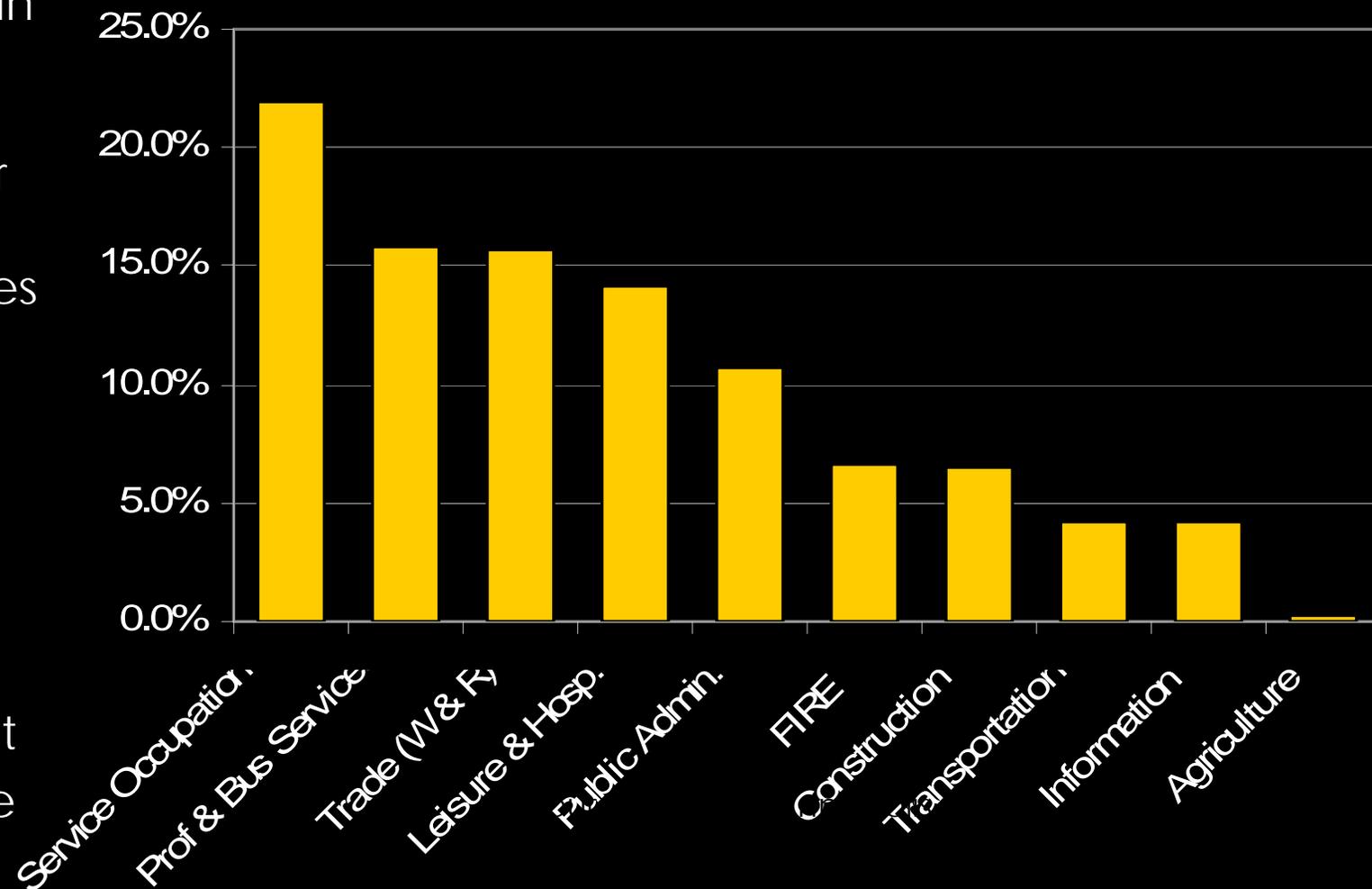


## 2000 Annapolis Census Profile by Industry



- City job base is heavily concentrated in services: 37% service occupations or professional/business services
- Leisure & Hospitality is significant presence
- Government is not a dominant industry relative to the region

**2000 Annapolis Census Profile by Industry**

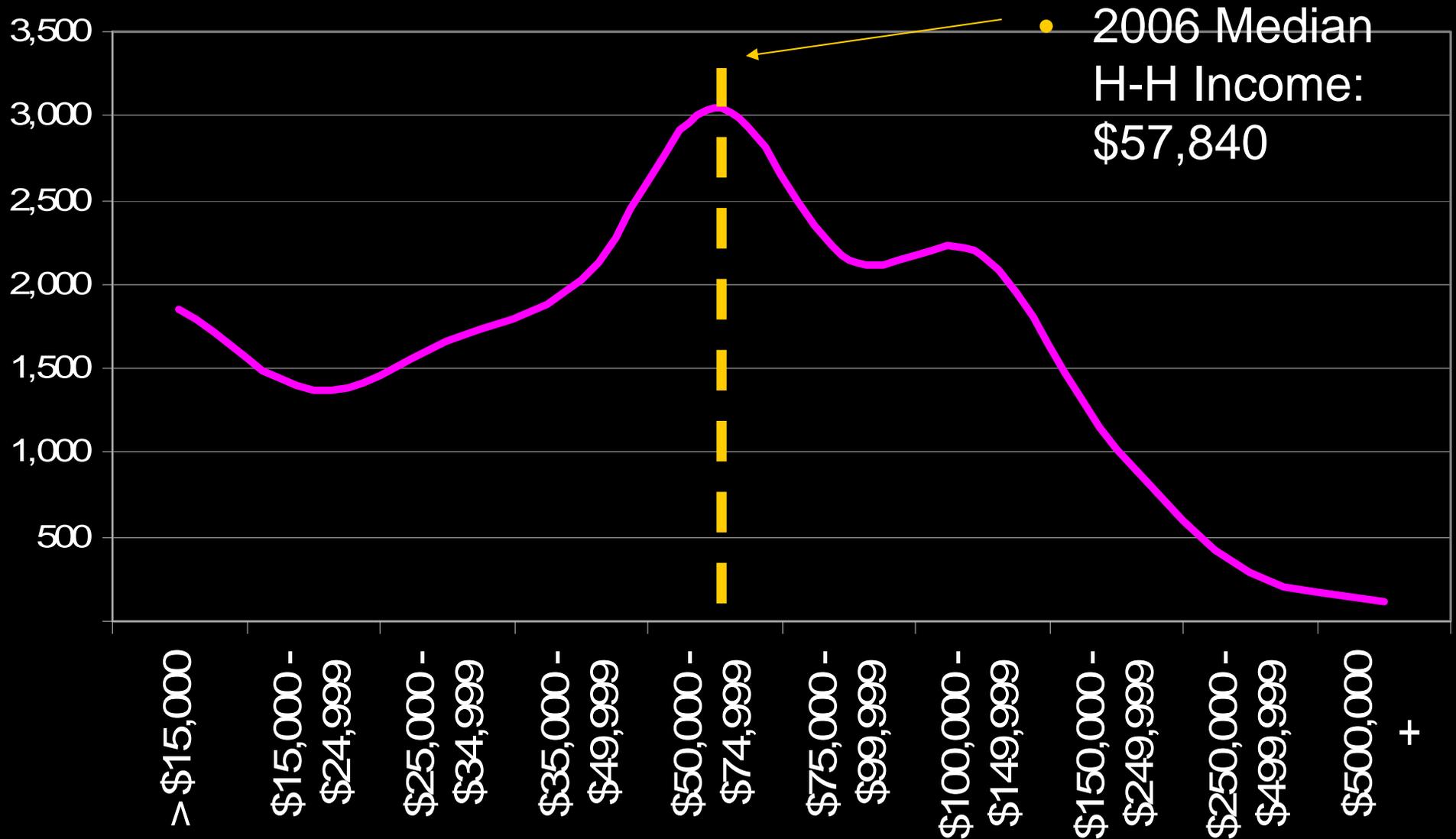


- 3,758 Total Establishments
  - Employs 41,350 people
  - Generating \$4.3 billion in sales
    - 690 Retail Establishments
      - Employs 9,150 people
      - Generates \$1.2 billion in sales
    - 200 Construction Establishments
      - Employs 2,000 people
      - Generates \$410 million in sales
    - 160 Manufacturing Establishments
      - Employs 2,430 people
      - Generates \$177 million in sales



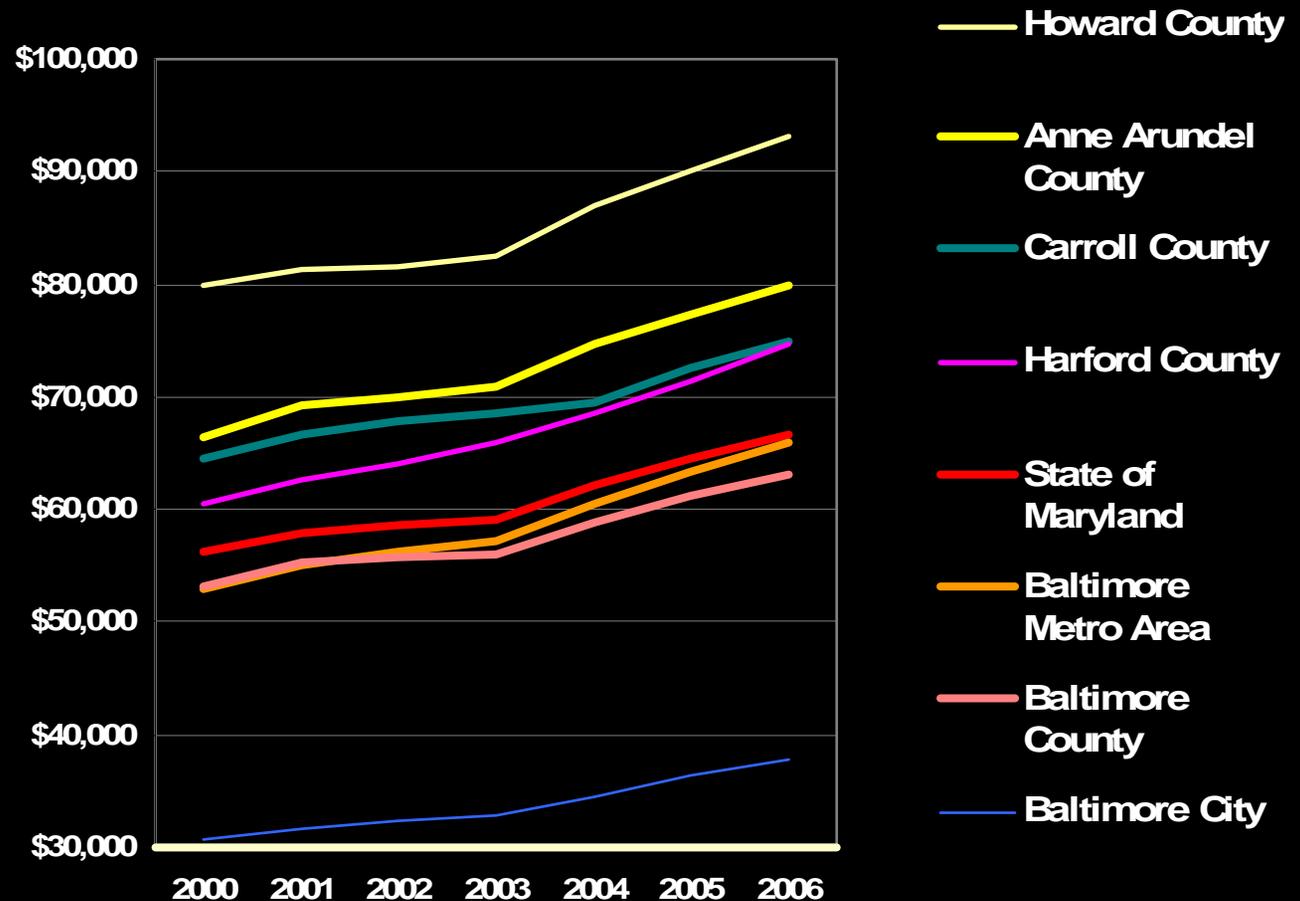
Income

## Household Income Distribution for Annapolis in 2006



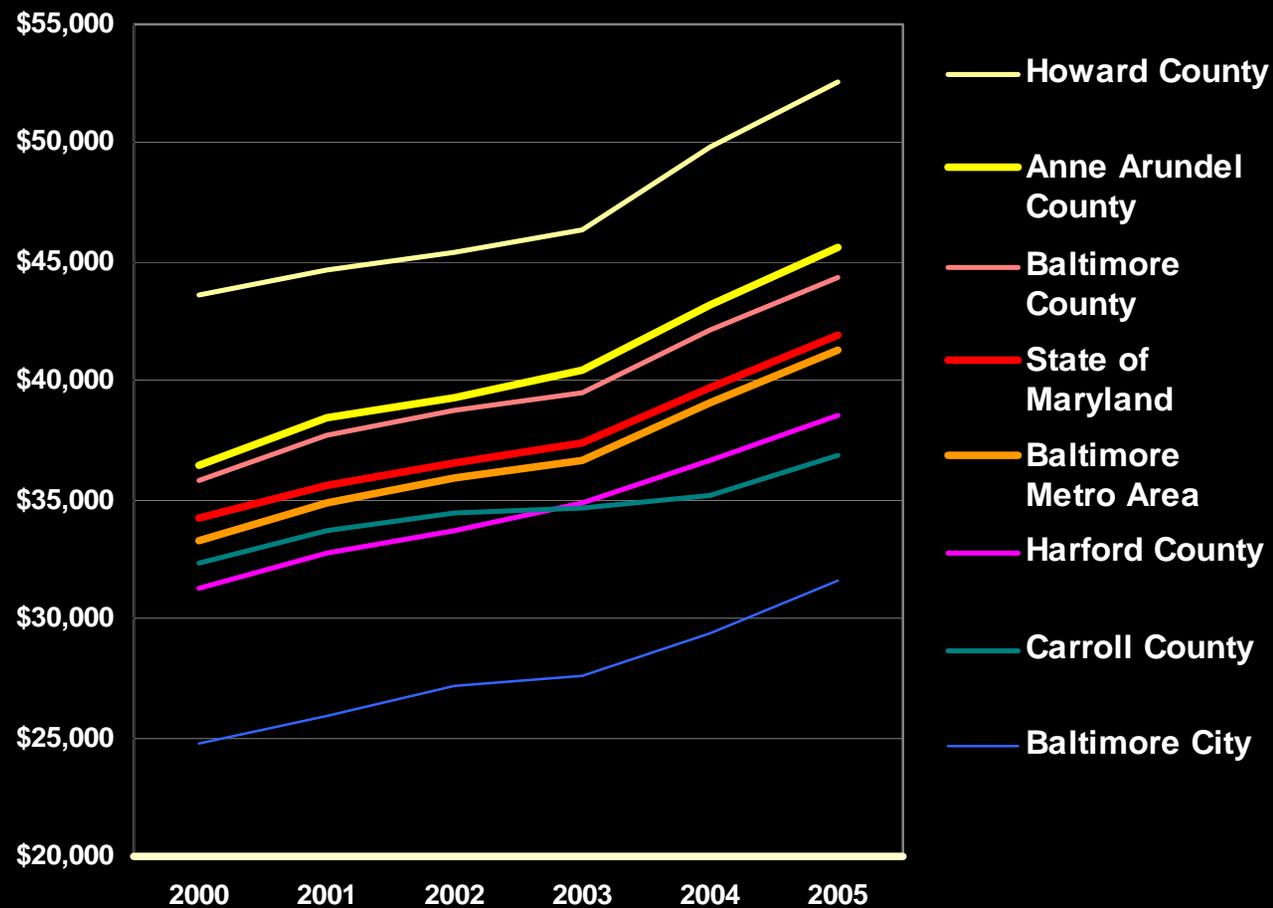
- Anne Arundel's income is second highest in region (\$80,000)
- Region has grown more rapidly than Anne Arundel's since 2000

## Anne Arundel Median Incomes Second Highest in Region, 2000-2006



- Anne Arundel's income is high, but gap is smaller than for households
- Per capita growth rates exceed household (declining household sizes)

Anne Arundel Per Capita H-H Income, 2000-2006

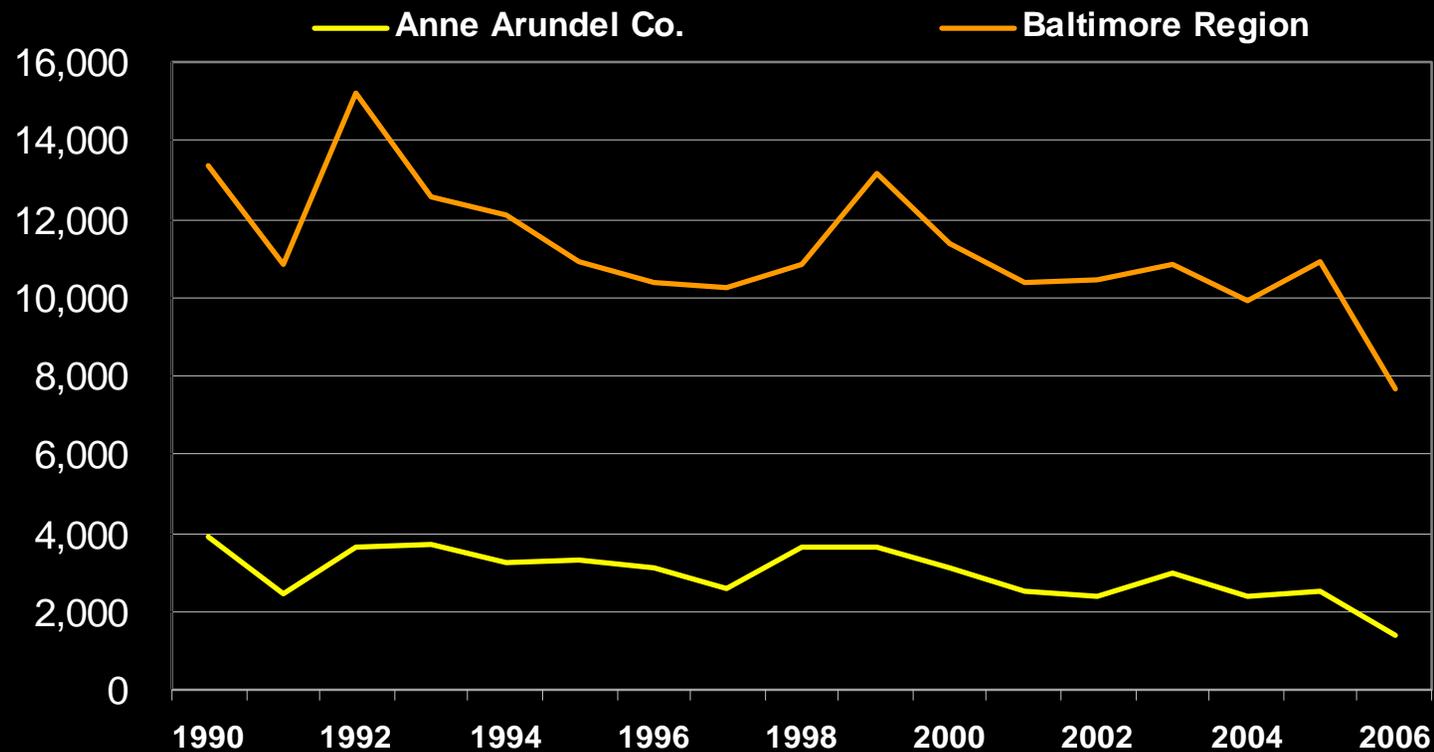




Housing Permits

- Peaked in 1999
- Steady pace of development from 2000 to 2005
- Large dropoff in activity from 2005 to 2006

Housing Permits by Year, 1990-2006



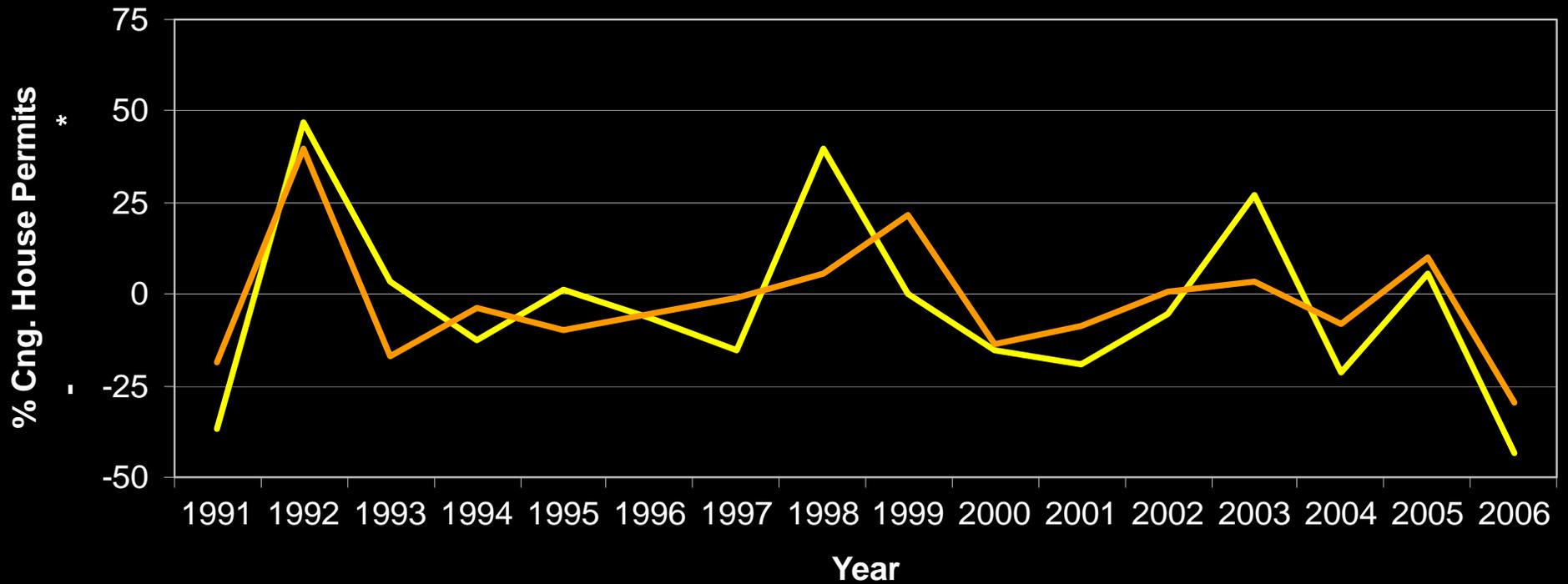
- County share of regional activity is at low point
- Peaked at 34% in 1998, now at 18%
- Higher share of multi-family housing in Annapolis & Anne Arundel than state

**Anne Arundel County Share of Baltimore Region Housing Permits, 1990-2006**



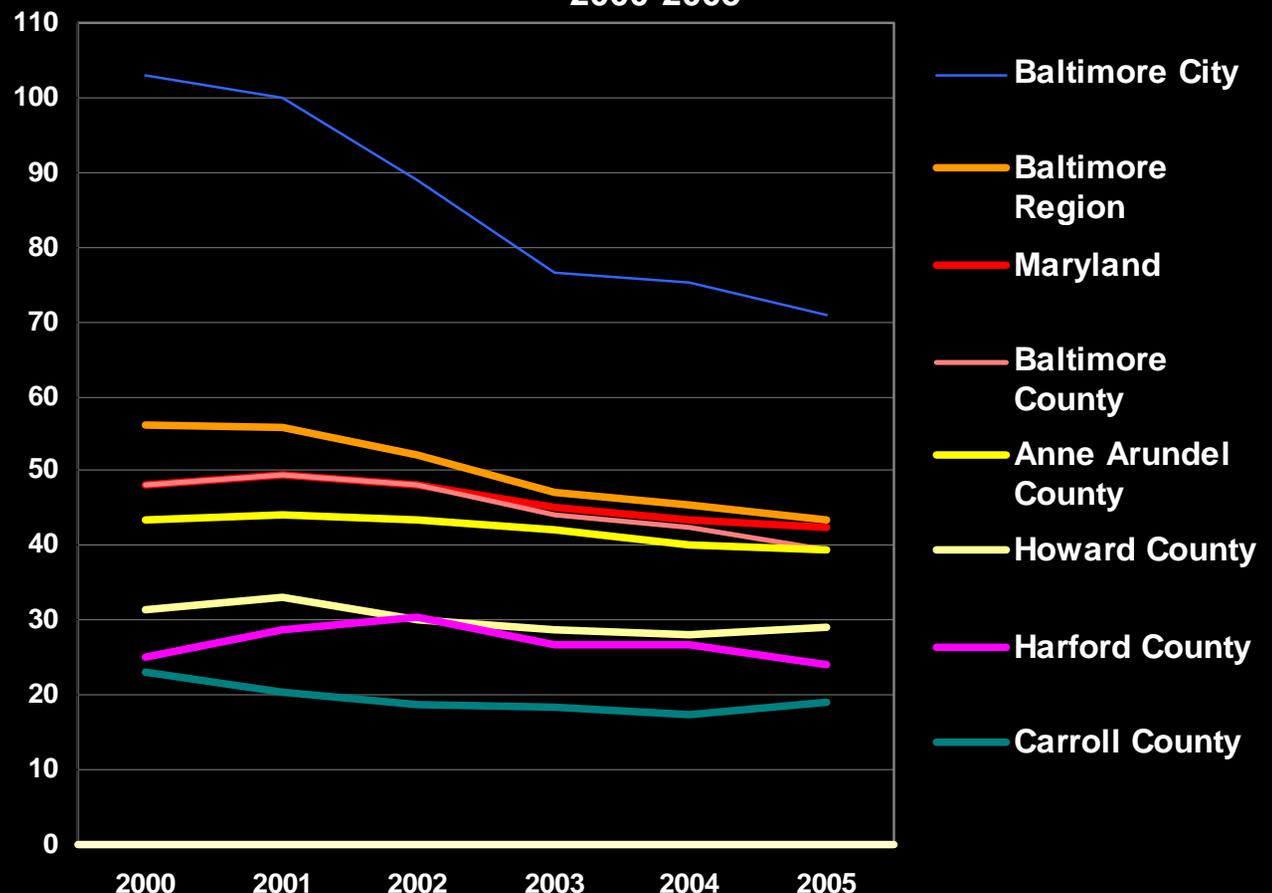
## Annual Percent Change in Number of Housing Permits Shows County More Reactive than Region to Housing Market Shifts

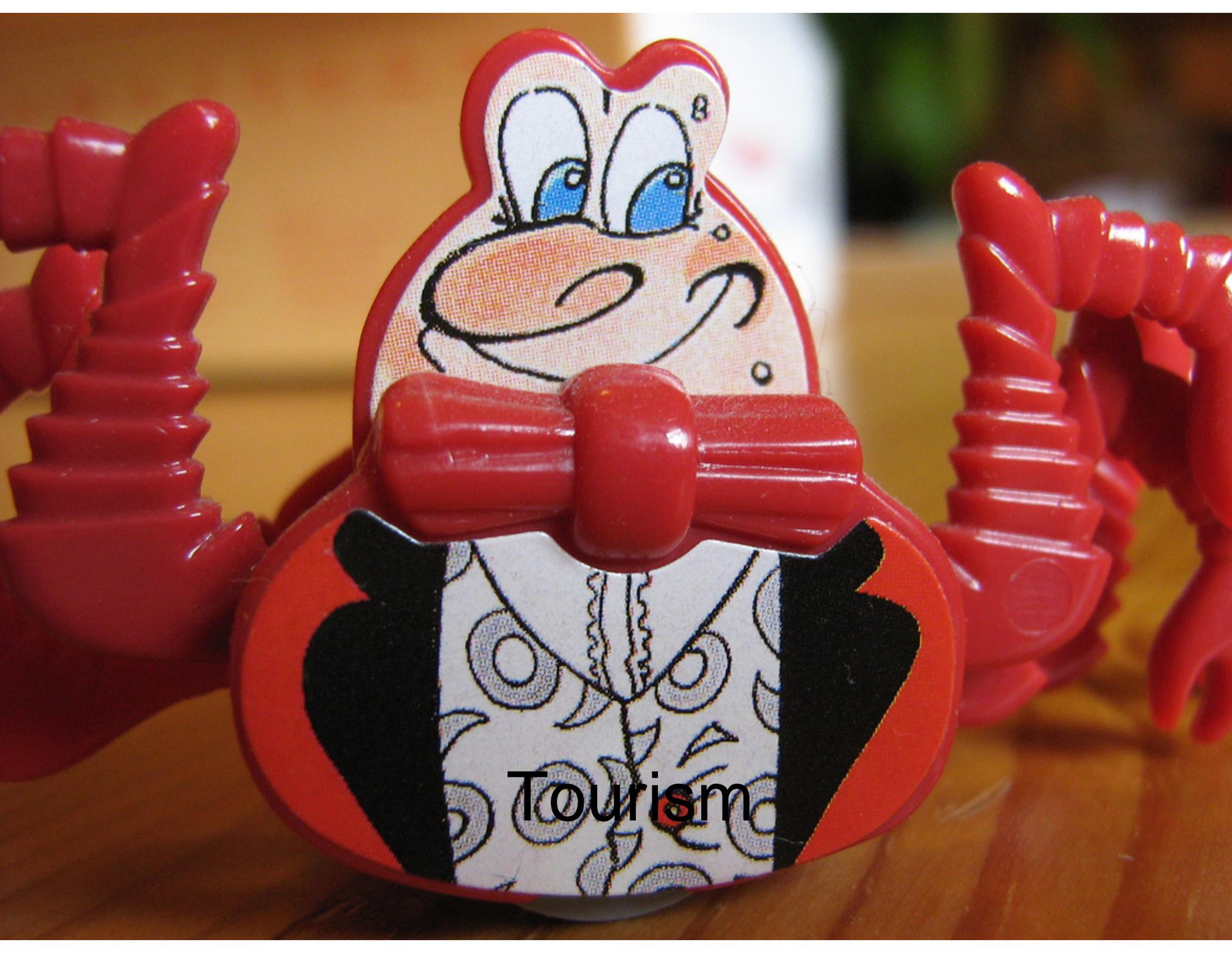
— Anne Arundel Co. — Baltimore Region



- State crime rate dropped 12% from 2000-2005
- Regional crime rate dropped 23%
- Rapid decline in Baltimore City (31%)
- Anne Arundel had slight decline (9%)
- Anne Arundel now even with Baltimore County

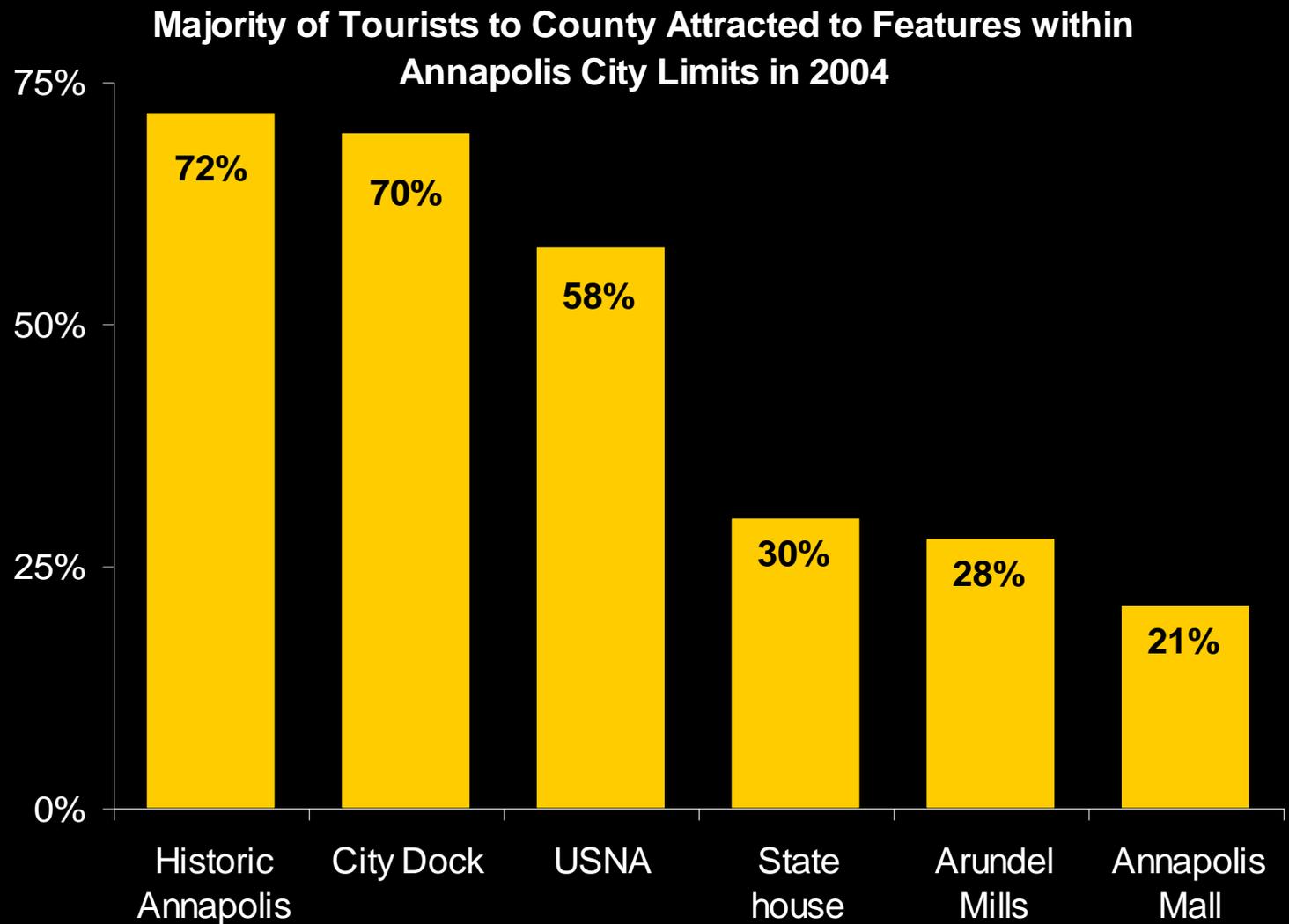
**Anne Arundel Clusters with Maryland, Baltimore County, and Baltimore Region for Crime Rate per 1,000 People, 2000-2005**





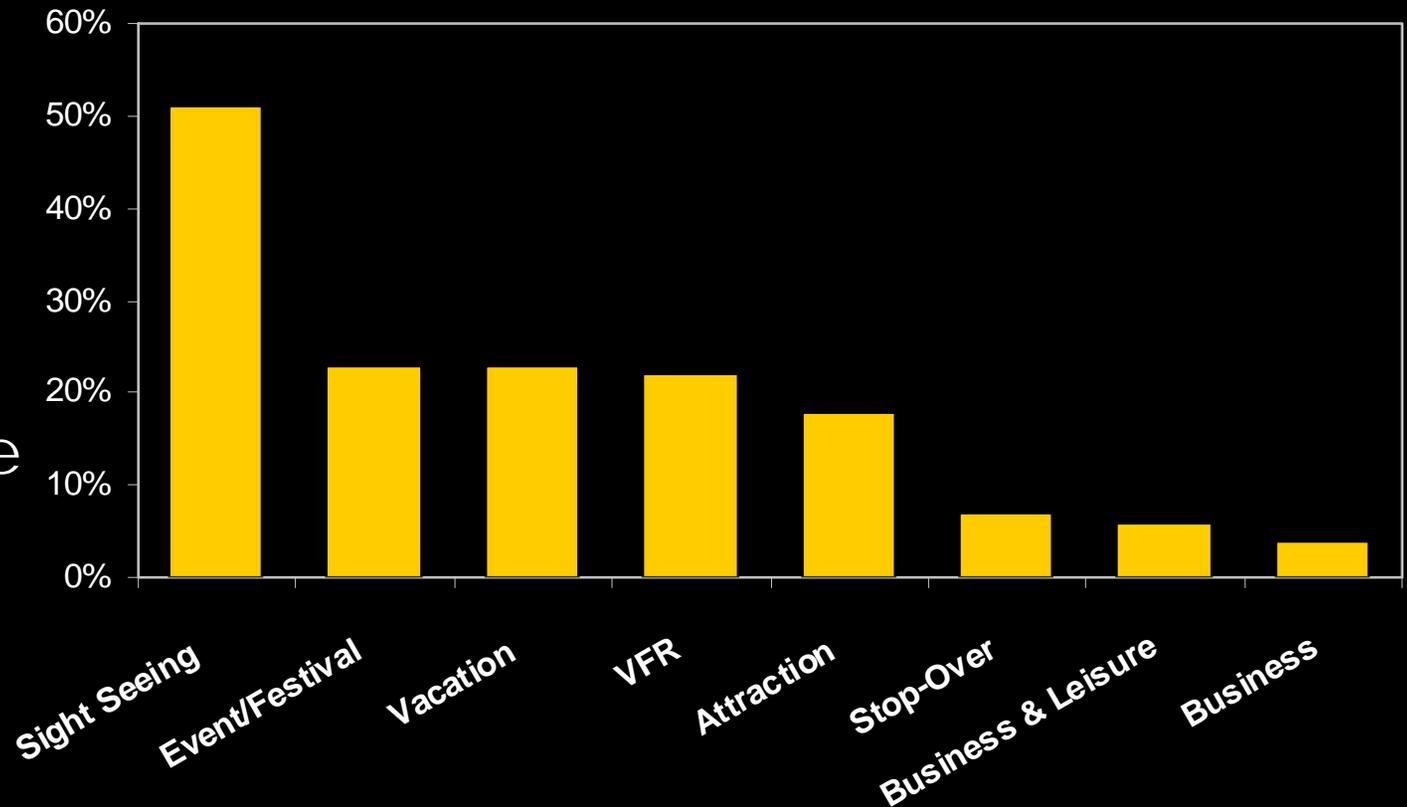
Tourism

- Shopping malls are the only other major draw



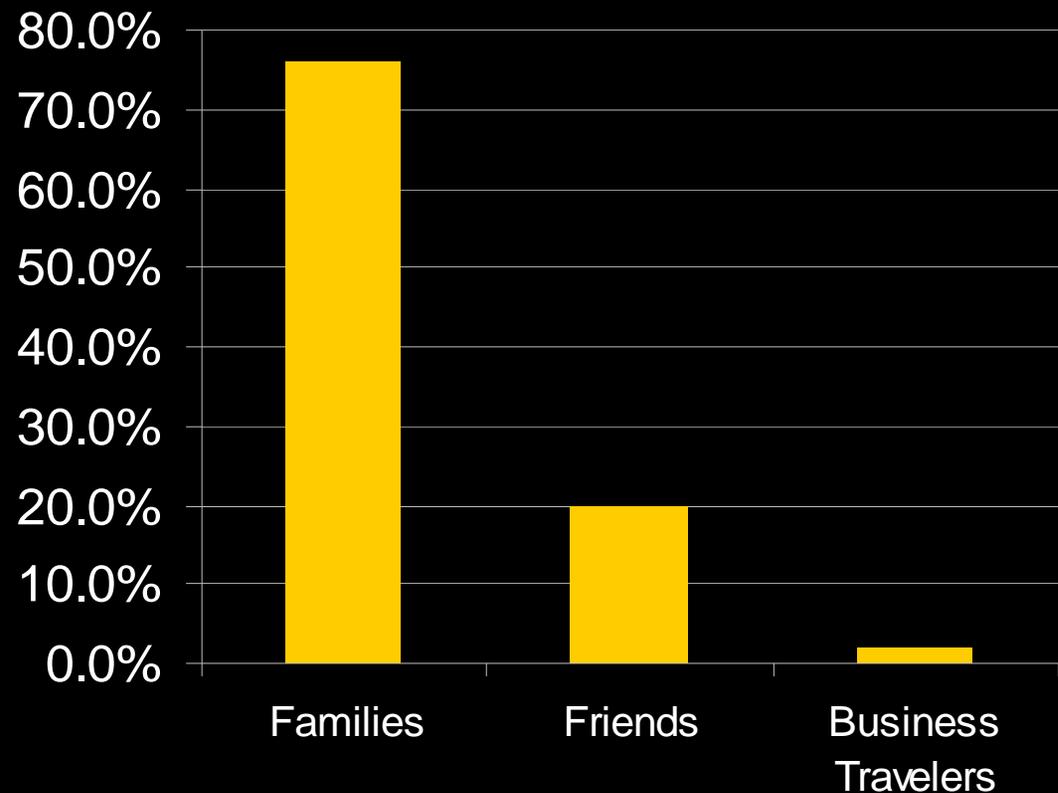
- Sight-seeing is by far most popular activity
- VFR Low
- Very small business travel segment in spite of capital

Visits to Anne Arundel County Dominated by Recreational Purposes



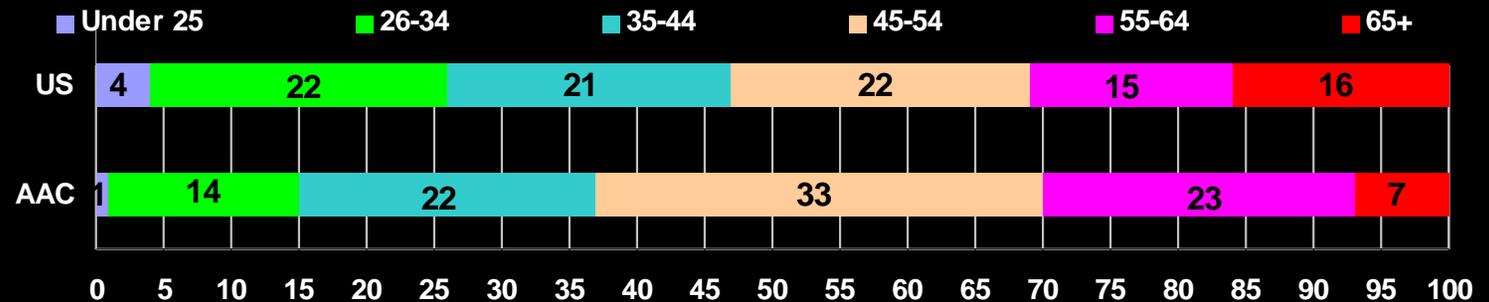
## Party type of Visitor to Anne Arundel in 2004?

- Anne Arundel is a family destination



- Age and income are reflective of appeal to affluent families
- Low visitation from young and old, strongest between 35-64
- Very high income level among visitors to region

Over Half of Visitors to Anne Arundel are Baby-Boomers

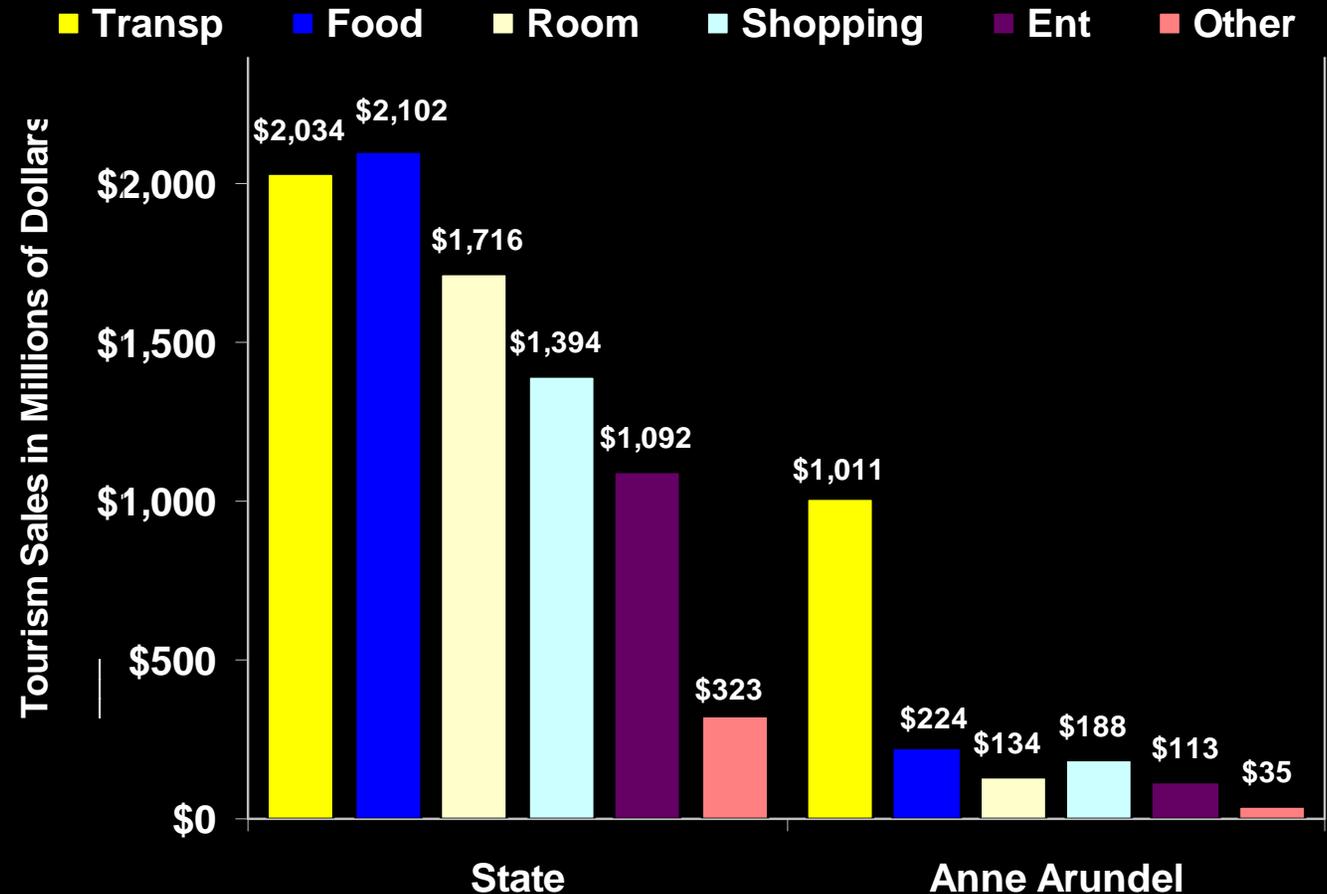


Anne Arundel Attracts Upper Income Brackets



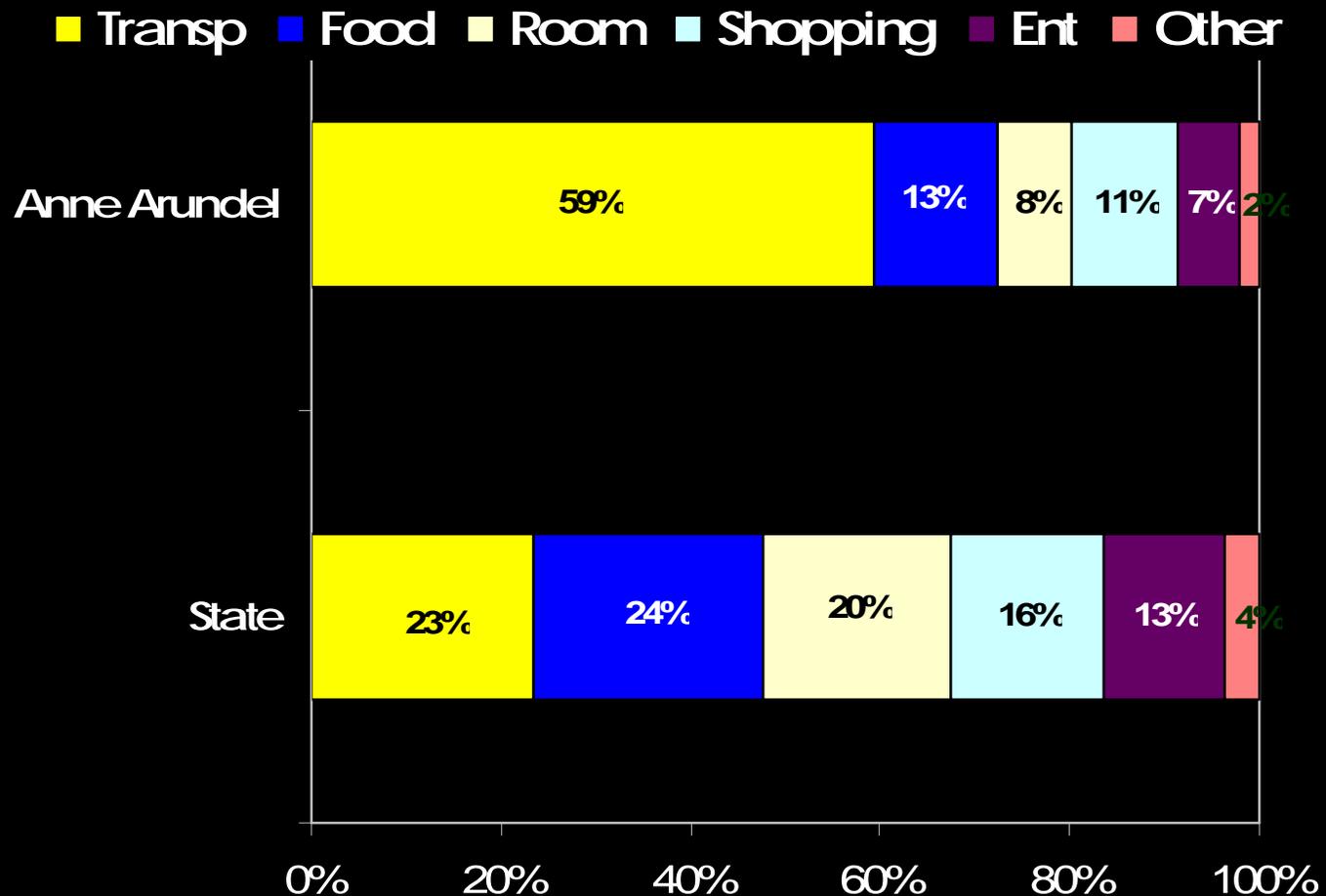
## County Accounts for half of Statewide Transportation Sales, in 2004

- Transport Sales Large
- Other categories account for about 10% State-wide



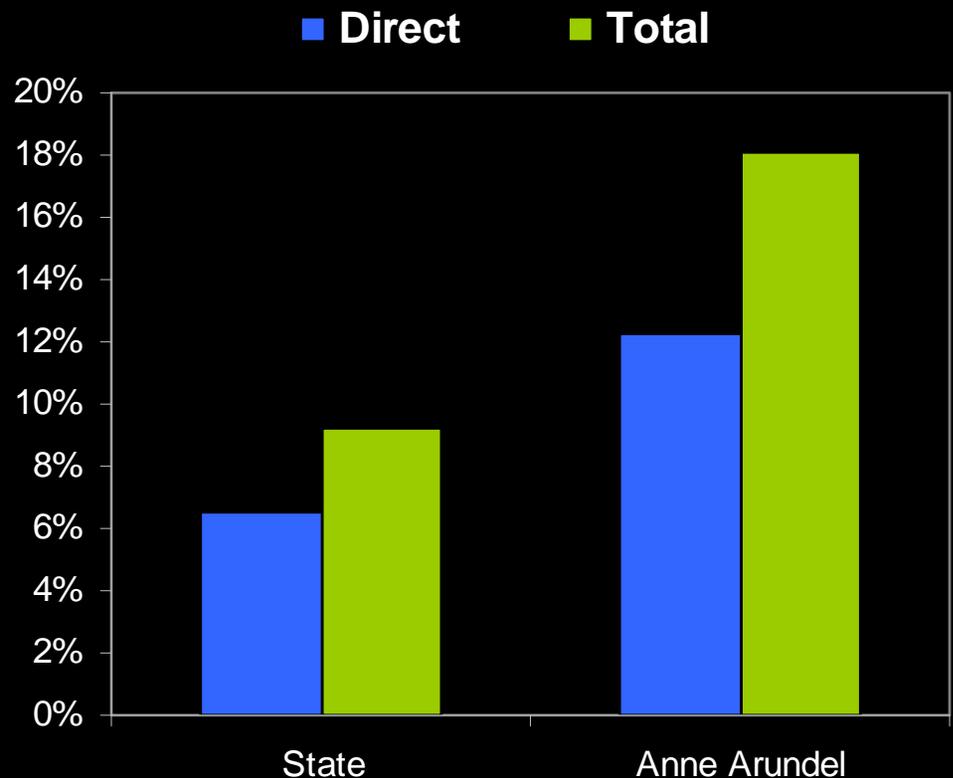
- Transportation dominates tourism spending, due mainly to BWI
- Lodging spending lags far behind the state
- Shopping spending is strong

Percent of Tourism Spending by Category, 2004



- Tourism represents about twice as much of the job base in Anne Arundel County as for the state
- Impact of airport greatly boosts impacts of tourism
- Strong multiplier effects of tourism in the region

**Tourism's Share of Total Jobs, 2004**





Discussion