

BEACON

Business Economic and Community Outreach Network
At Salisbury University





About BEACON

- ▶ BEACON, offers business, economic, workforce, and community development research and consulting services. BEACON clients include private, public, and non-profit sector organizations.

- ▶ BEACON has a dual mission of:
 - Providing Perdue School students with a wide variety of experiential learning opportunities;
 - Providing decision makers with the research, know-how, and consulting services they need.

Meet our Team

Get acquainted with our exceptional team. Our staff is also enriched by a diverse group of faculty members.



John Hickman

Director



Jessica Iacona

Associate Director



Robert Hoffman

Project Coordinator



Trey Lodge

Senior Graduate
Assistant



Vincent Laisney

Senior Graduate
Assistant



Darby Trout

Undergraduate
Research Associate

Our Services

We provide our project partners in the private, public, and non-profit sectors with a variety of applied business and economic research.

- **Feasibility Studies**
- **Economic, Employment and Fiscal Impact Studies**
- **Public Policy Analysis**
- **Strategic Planning and Scenario Analysis**
- **Project and Program Evaluations**
- **Market Research and Marketing Plans**
- **Workforce Development Studies**
- **Business Expansion and Retention Studies**

750+

PROJECTS COMPLETED

200+

STRATEGIC PLANS FACILITATED

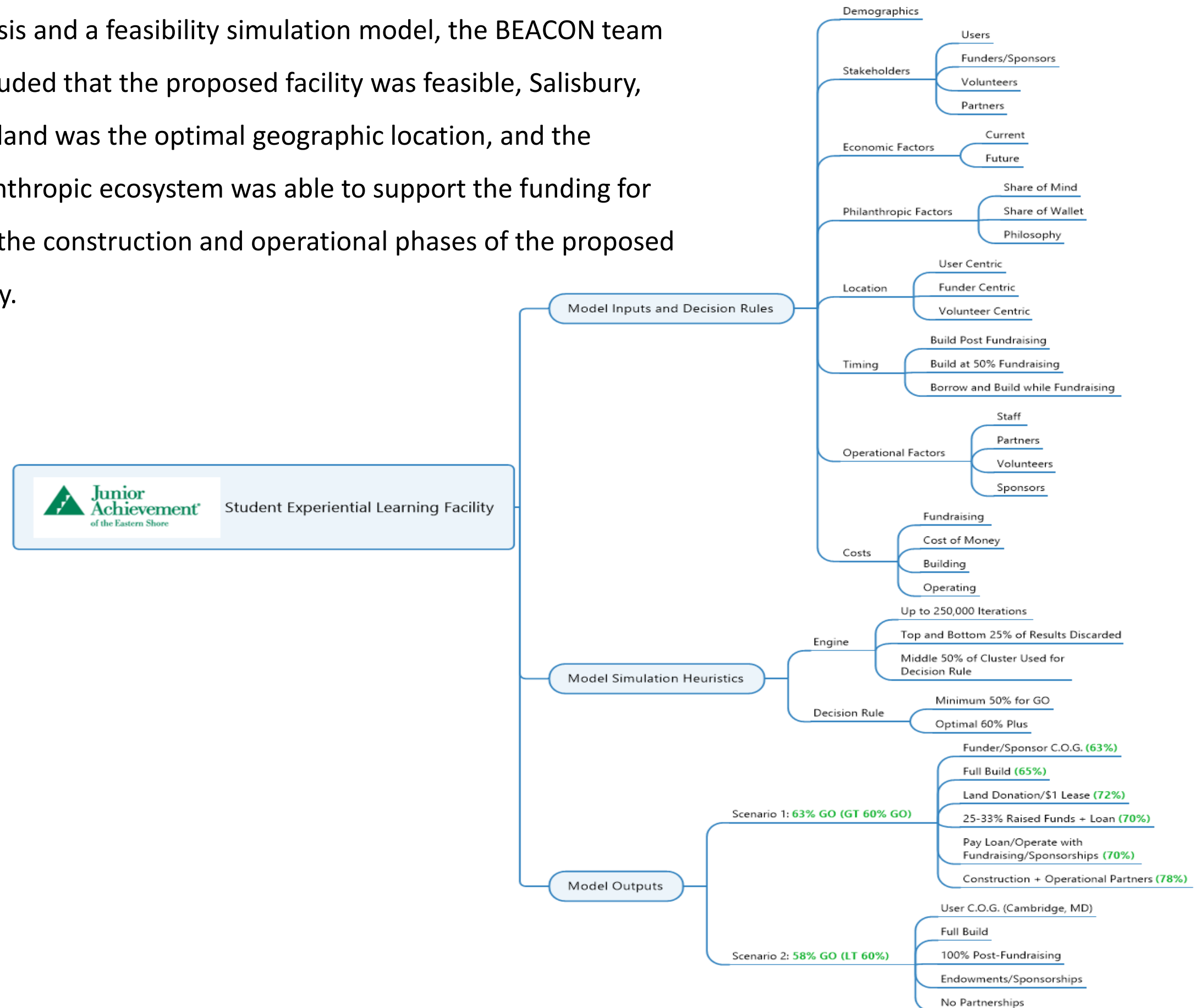
40+

ECONOMIC IMPACT STUDIES
CONDUCTED

Impact & Feasibility Studies

Using a series of analyses, including a comprehensive SWOT analysis and a feasibility simulation model, the BEACON team concluded that the proposed facility was feasible, Salisbury, Maryland was the optimal geographic location, and the philanthropic ecosystem was able to support the funding for both the construction and operational phases of the proposed facility.

Example: Feasibility Study for a Junior Achievement Center on the Eastern Shore of Maryland



Eastern Shore Business Sentiment Survey

Since June 2021, a biannual research initiative within the Delmarva Index has provided business and public policy leaders with essential trend data and insights to support informed decision-making.



Eastern Shore Business Sentiment Survey

Business Sentiment: July 2024



64%

believe America's economy is growing

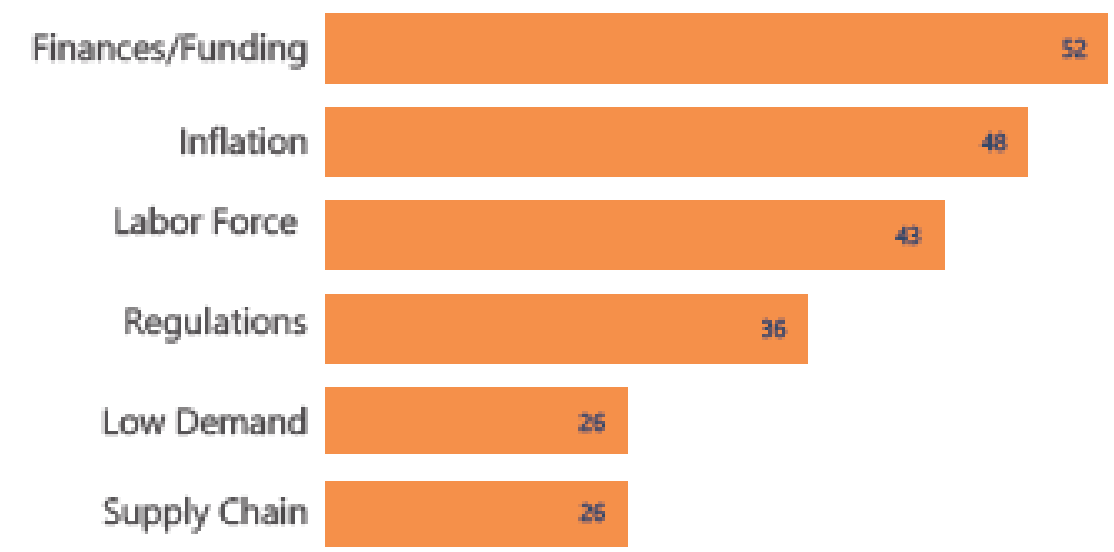
55%

believe the standard of living will rise over the next five years

Respondents believe in the next 12 months:

- ↑40% **68%** business conditions in their county will improve
- ↑24% **50%** conditions in their primary business sector will improve
- ↑23% **43%** unemployment in their county will improve
- ↑39% **46%** payroll and benefits costs in their county will improve

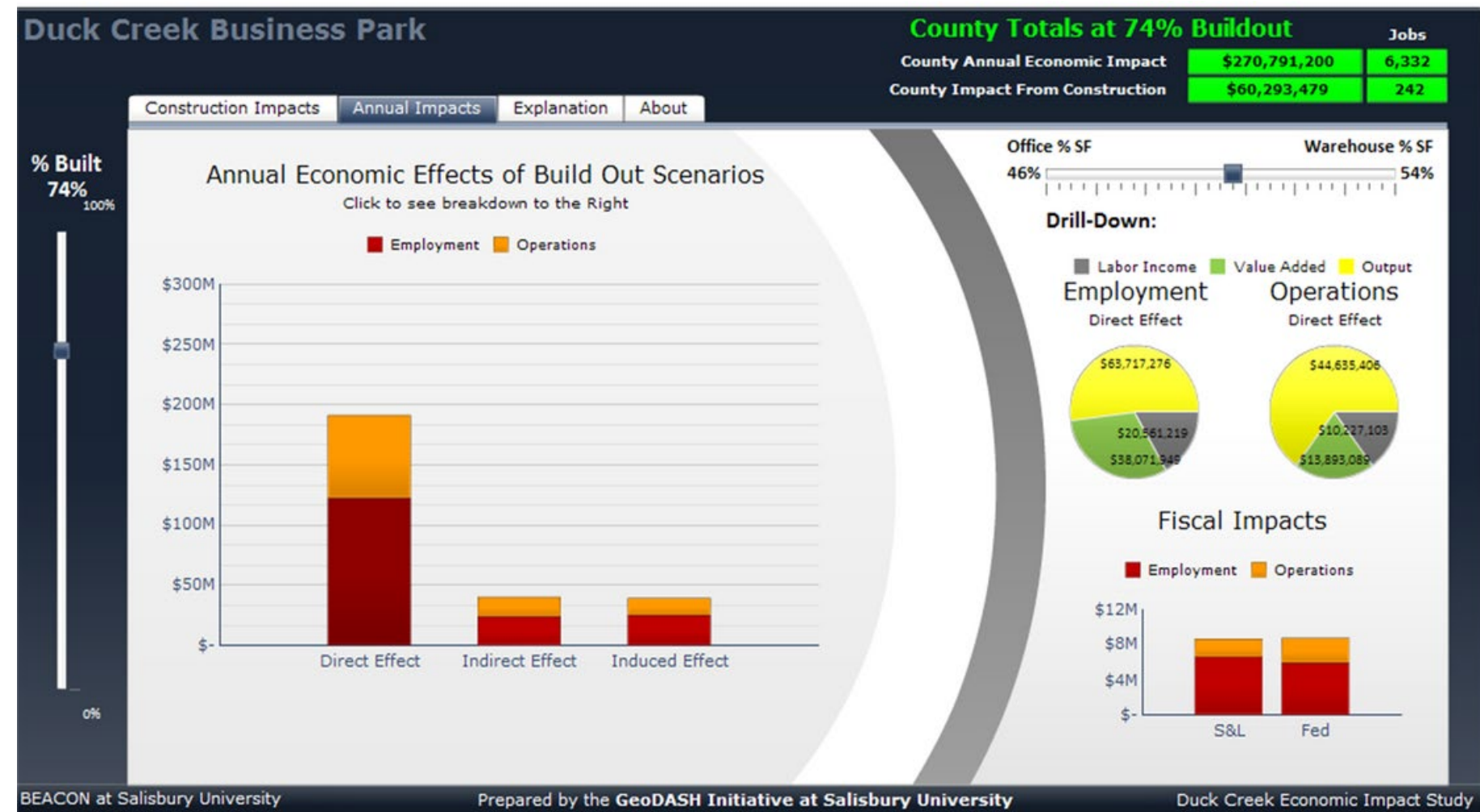
Barriers to Starting a Business



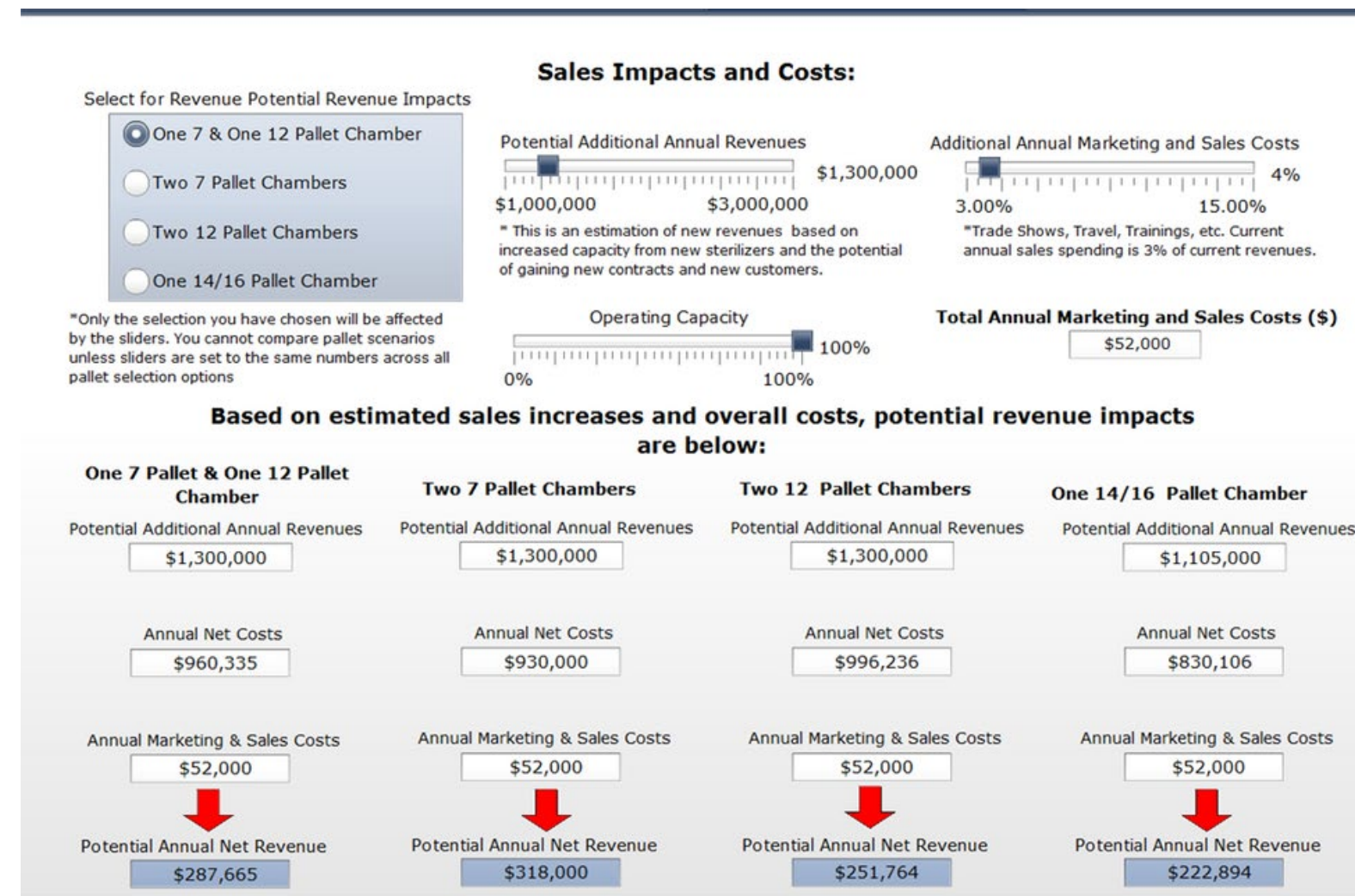
Conditions in primary business sector



Scenario Analysis



Annual Economic Effects of Build Out Scenarios



Economic Impact Studies

NEARLY
\$13 Million
in Total Long-Term
Economic Impact



73,000
Attendees in 2022
(estimated by the
City of Salisbury)

Over
\$2.5 Million
in future visitor
impacts



Over
24,000
of attendees were
from out-of-town

14,877
visitors stayed at least
one night in the
region.
(Hotels, rentals,
camping, friends &
family)

All values based on total attendance as estimated by City of Salisbury

Close to
\$1.3 Million
in Promotional Value
(primarily Social Media Posts)

Average
Expenditure
Per Visitor
\$157

Economic Impact Studies



Ocean City Development Corporation Baltimore Avenue Streetscape Impact Study

Potential Tax Impacts of a project on the lower portion of Baltimore Avenue (2023 to 2050)

Town of Ocean City Property Taxes (Values increasing in 2031)

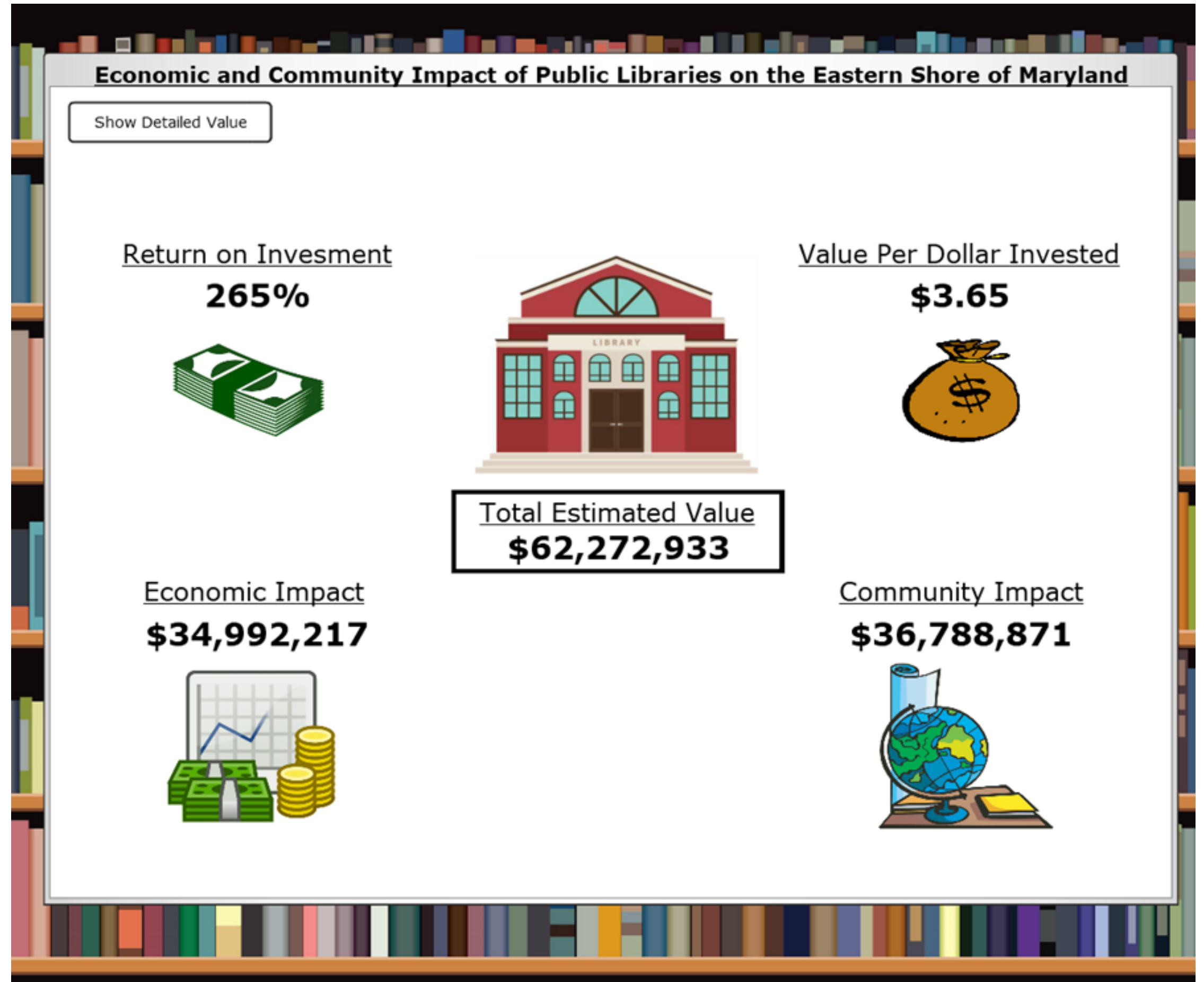
- At historic rate of 7.78%: **\$246,074,982**
- At north section's experienced rate of 8.67%: **\$270,452,970**
- By doing the project, the city could collect an **additional \$24,377,988** in revenue from 2031-2050.

Worcester County Property Taxes

- At historical rate of 7.78%: **\$460,029,558**
- At north section's experienced rate of 8.67%: **\$505,603,451**
- By doing the project, the county could collect an **additional \$45,573,893** from 2031 to 2050.

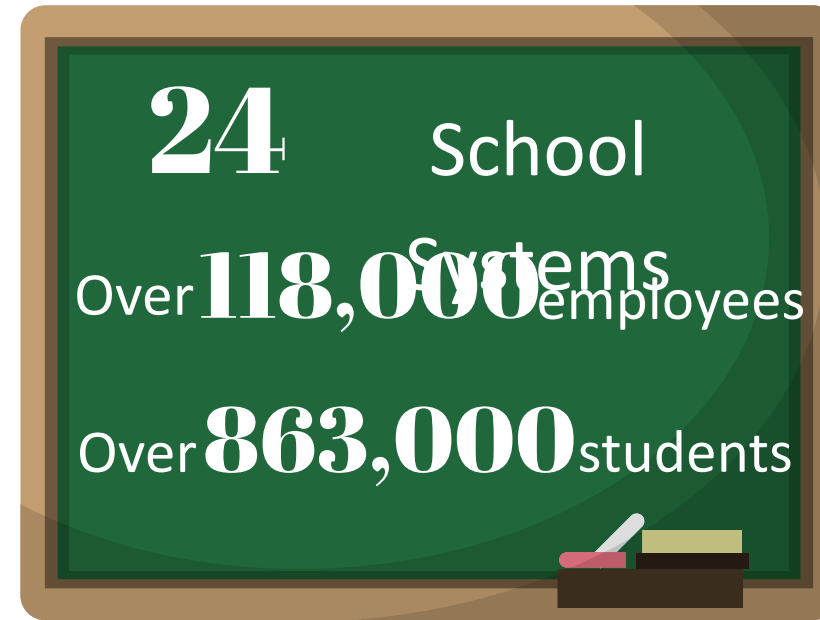


Economic Value Studies



Economic Impact and Community Value Studies

THE ECONOMIC AND COMMUNITY VALUE OF MARYLAND PUBLIC SCHOOLS



Every **\$1** in operational monies spent and retained in the state results in total spending locally of **\$2.15**

For every \$1M in the regional capital spending **12.2 additional jobs** are supported in the state

Every **\$1** in capital spending that is retained in the state results in total spending locally of **\$2.14**

Every job supports another **1.14 jobs** in the state economy

In added real property values per graduating class **\$1.18 Billion**
In additional real property tax revenues per graduating class **\$11.82 Million**

Community Needs Assessments & Surveys



Somerset County Community Needs Action Plan

Key Findings:

1. Youth need additional programs and recreational activities.
2. Somerset County needs more resources to address mental and behavioral health concerns.
3. Residents have a stigma surrounding mental health.
4. There are safety concerns within communities.
5. There is a gap between law enforcement and community members.

	No Impact	Small Impact	Somewhat of an Impact	Impactful	Large Impact
Faculty Support and Understanding	10%	6.67%	20%	36.67%	26.67%
Family Support	0%	0%	12.12%	18.18%	69.70%
Financial Support	6.67%	0%	30%	40%	23.33%
Job Availability	10.34%	0%	27.59%	34.48%	27.59%
Lack of Post-Secondary Schools	22.58%	19.35%	29.03%	16.13%	12.90%
Boredom and/or Frustration	3.03%	6.06%	18.18%	33.33%	39.39%
Academic Success	0%	9.38%	15.63%	34.38%	40.63%
Lack of Involvement or Opportunities in Extracurricular Activities	0%	9.09%	15.15%	27.27%	48.48%



Community Needs Assessments & Surveys



Top 5 Most Desired Activities...

- Youth programs
- Fitness classes
- Social events
- Health and wellness
- Sports and recreation



311
RESPONSES

Top 5 Requested Facilities

- Community meeting / gathering space
- Outdoor space (e.g., garden, outdoor classroom, shaded spaces with WiFi)
- Swimming pool
- Multi-sport indoor recreation space
- Exercise equipment and space

Suggested Peak Hours of Use

Weekday

EARLY MORNING
EARLY EVENING



Weekend

NORMAL BUSINESS HOURS
LATE EVENING

66% of individuals and households would use the community center **several times a week.**

(averaged between individual and household responses)



Please note: This infographic is based on the results of the 10-question Town of Berlin Community Center Sentiment Survey and does not represent the final services and amenities that will be offered by the Community Center upon its completion.

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Community Impact Studies

Community Value of Active Transportation

Beyond the economic impact of the construction and maintenance of the planned active transportation projects, there are many long-term community impacts for both individuals and the greater society. The environmental, health, and personal economic benefits are estimated using the methodology detailed in *Climate -Smart Cities: Methodology for Assessing the Benefits of Active Transportation Projects* (The Trust for Public Land, 2015).



Strategic Planning & KPI



Town of Berlin
Strategic Plan for FY 2025 – FY 2028
Adopted by Council 5/14/24

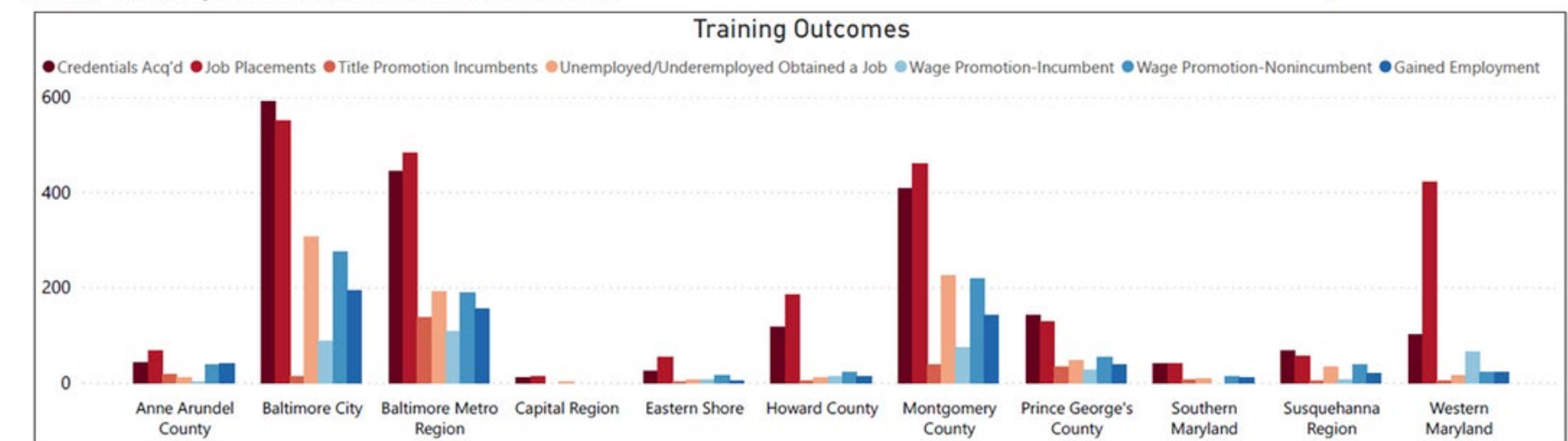
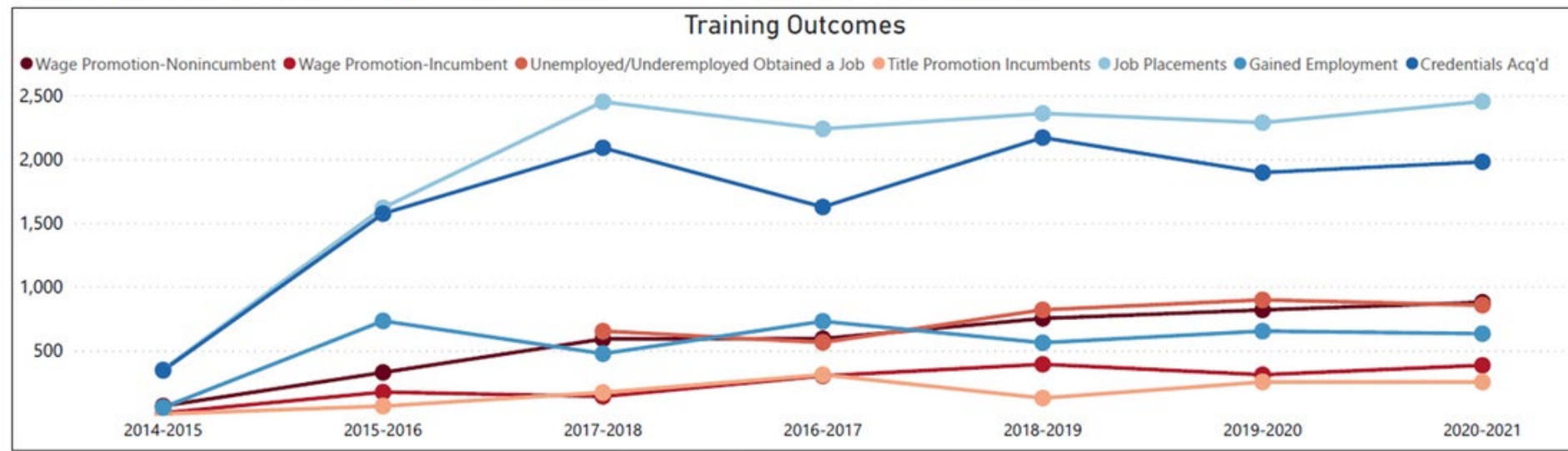
OVERVIEW OF PROJECT AND STRATEGIC PLANNING PROCESS

The project is structured in three distinct phases from September 2023 through May 2024, culminating in a collaborative review and adjustment session between BEACON and the Town of Berlin. The iterative approach ensured flexibility and alignment with evolving needs.

- **Phase 1 - Preliminary Assessment**
- **Phase 2 - Constituent Engagement and Planning Retreat**
- **Phase 3 - Strategic Action Planning and Follow-up**
- **Community Feedback Sessions for the Final Strategic Plan**
- **Report of Final Plan to Council**

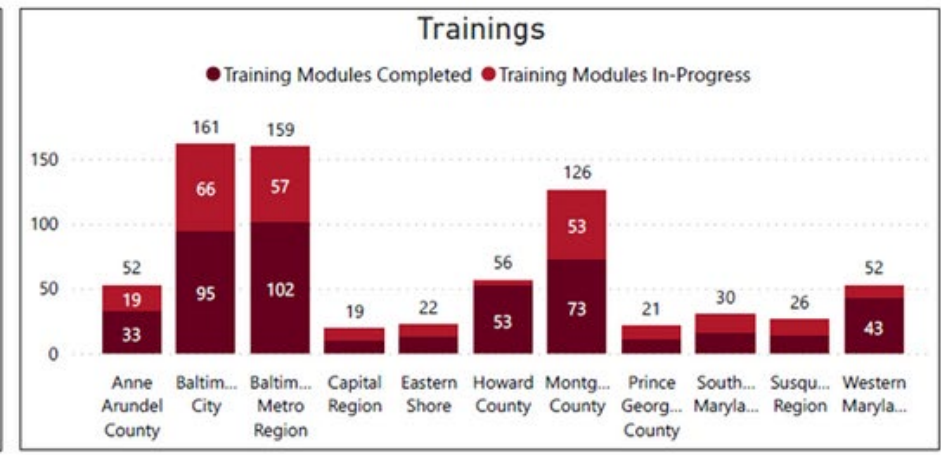
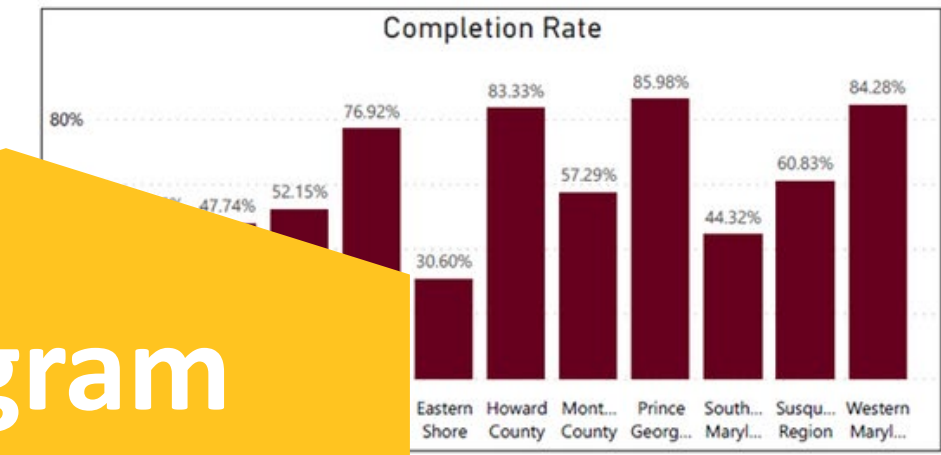
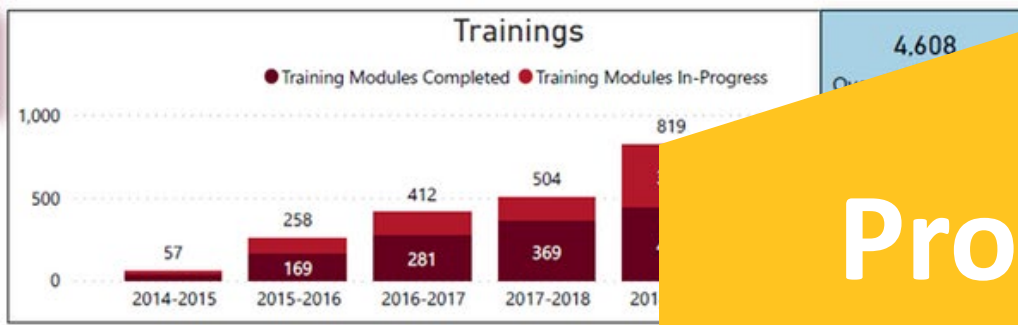
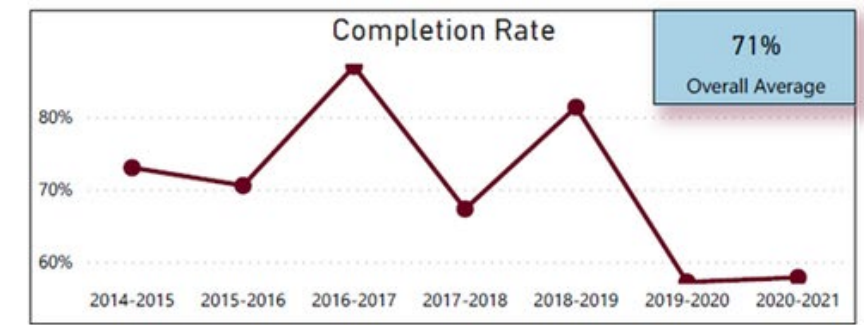
COMMUNITY VALUES





Running Totals Since Inception

Credentials Acq'd	Gained Employment	Job Placements	Title Promotion Incumbents	Unemployed/Underemployed Obtained a Job	Wage Promotion-Incumbent	Wage Promotion-Nonincumbent	Training Modules Completed
11,674	3,834	13,753	1,181	3,786	1,712	4,023	2,304



Program Evaluations

Core Metrics Tracked

- Participants
- Completers
- Completion Rates
- Training Modules (In-Progress and Completed)
- Credential's Acquired
- Job Placements
- Wage Promotion (Non-Incumbent and Incumbent)
- Title Promotion (Non-Incumbent and Incumbent)
- Underemployed who Obtained a Job
- Gained Employment



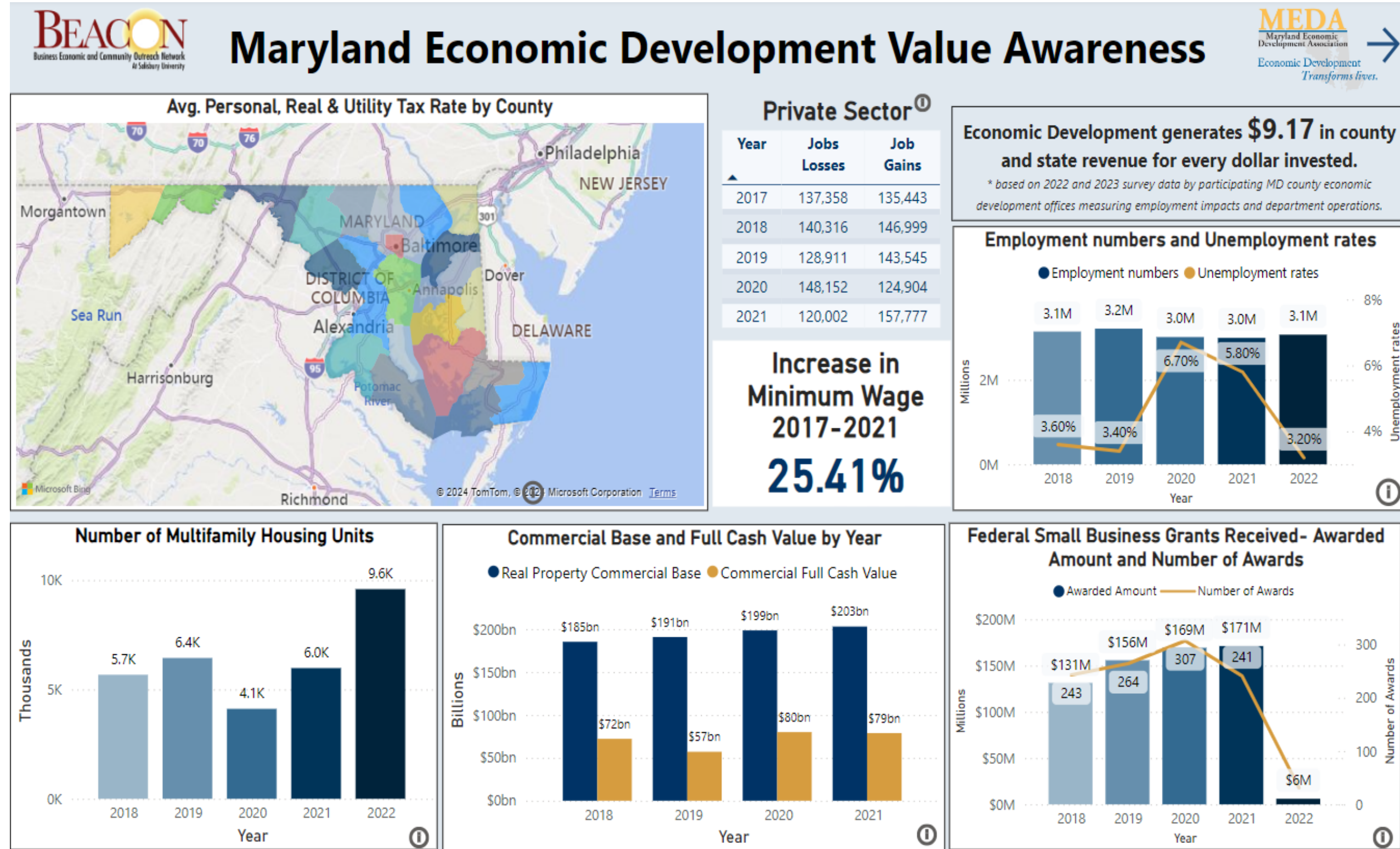
Programmatic Overview



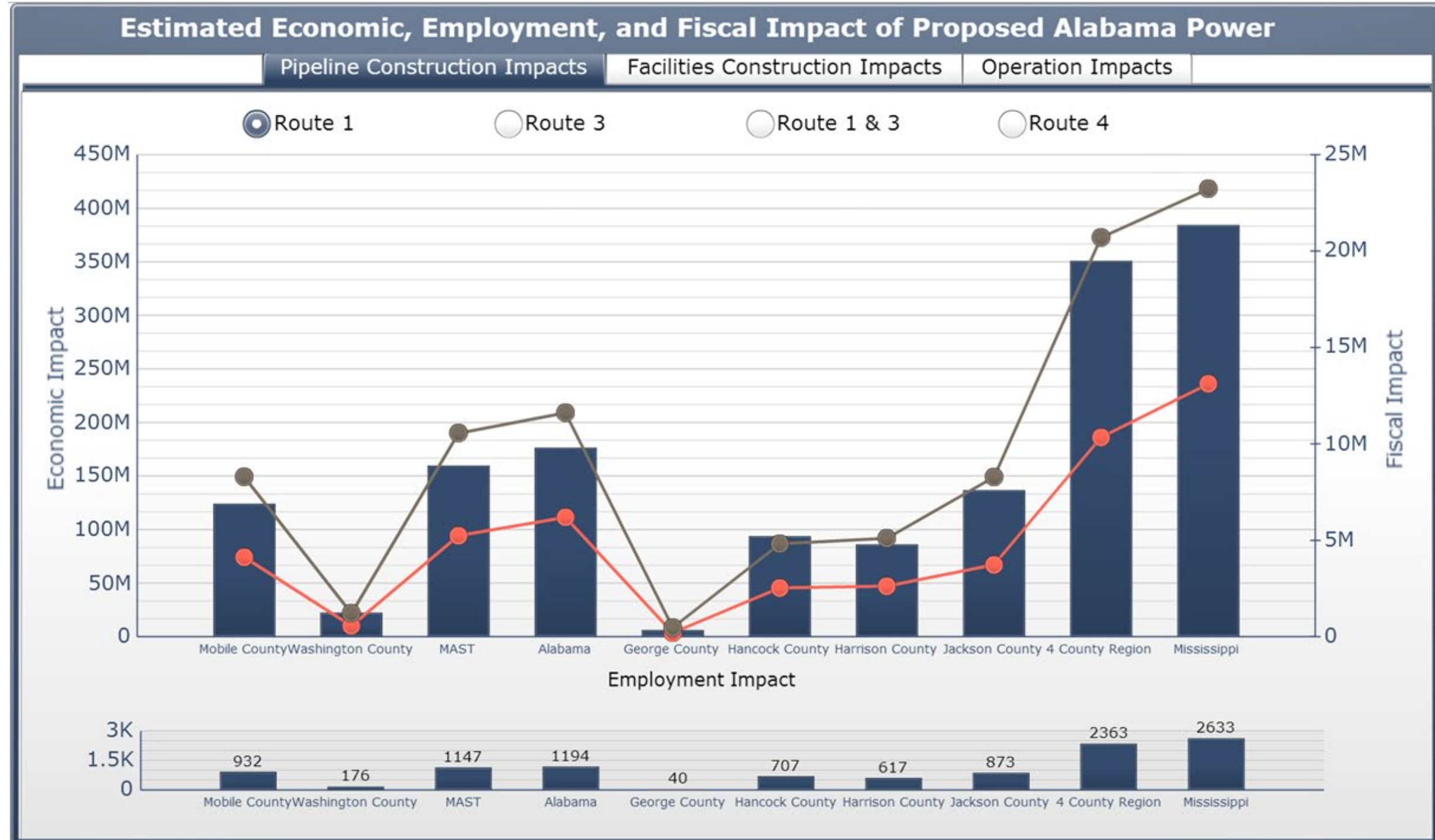
Participants	4,761	Completers	2,732
Job Placements	2,452	Credentials Acq'd	1,979
Wage Promotions	1,262	Incumbent Workers	1,913
Unemployed/Underemployed Obtained a Job	855		

Policy Impact Dashboards

MEDA Statewide Dashboard for the Public Policy Committee



Capital Project Impacts



Thank you!

BEACON

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