

ATTRACTING HIGH-END GROCERS TO CHARLES COUNTY

Frequently Asked Questions

The Charles County Economic Development Department (CCEDD) actively seeks to promote growth by making the county attractive to all types of businesses, including high-end grocers. This document answers common questions regarding the criteria for choosing locations and the strategies being employed to attract new retail establishments.

Q **How is CCEDD working to bring a high-end grocer to Charles County?**

A The CCEDD regularly communicates with current commercial developers about residents' strong desire for high-end grocers, restaurants, and retail offerings, and has prioritized working directly with developers looking to recruit high-end grocers. Prospective developers receive compelling and comprehensive demographic and asset data highlighting why Charles County is an attractive location for these businesses. Charles County is also an active ICSC (International Council of Shopping Centers) member and regularly attends ICSC conferences to present the county to potential retailer partners.

Q **How do retailers determine where to build new stores?**

A Retailers and site selectors use a variety of metrics to determine the viability of a location, including, but not limited to:

- **Population Density:** How many people live in an area?
- **Income:** What is the average household income of the county?
- **Age:** What is the median age of the county?
- **Quality of Location:** How accessible is the prospective location? Is it on a major road, accessible by a traffic light, etc.?
- **Traffic Counts:** How many people are traversing the county?
- **Sales Volume of Competitors:** How much money do consumers spend at existing competitor locations?



Q Does Charles County work directly with site selectors to bring in prospective grocers?

A Yes. Typically, companies (especially retail) looking to locate in any community will contract with a site selection agency. Site selectors assist in identifying optimal locations and refining choices based on specific requirements and, sometimes, preferred sites. A site selector's main job is to research and support the company in deciding on a final location. The CCEDD has extensive experience working with site selection agencies.

Q What aspects of Charles County appeal to site selectors?

A Charles County's current median household income and age demographic are very favorable to site selectors.

Q Can citizens do anything to help bring a high-end grocer to Charles County?

A Yes! There are two pivotal actions that citizens can take to help bring grocers to Charles County:

- **Shop locally.** Local spending increases the sales volume of competitors in the county, making potential retailers more interested. The more the CCEDD demonstrates profitability in Charles County, the more appealing it becomes to site selectors.
- **Contact desired retailers.** Most retail chains have a contact form on their websites, allowing citizens to suggest adding a store to their community. Citizen advocates offer a personal touch to the reasons retailers should consider Charles County, and add significant support to the quantitative data about Charles County.



Visit the Charles County Economic Development Department's website, www.MeetCharlesCounty.com to stay up-to-date on forthcoming businesses and retail locations.



Scan the QR code to learn more.