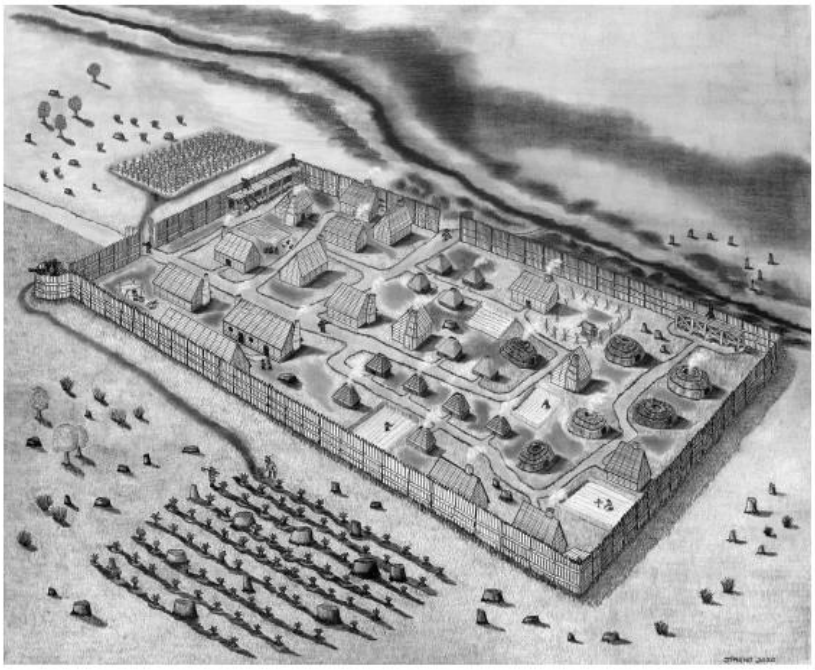
PHASE 1 – MARKET ASSESSMENT

OF FUTURE DEVELOPMENT OPPORTUNITIES IN HISTORIC ST. MARY'S CITY



Conjectural drawing of St. Mary's Fort based on the geophysical survey.
Jeffrey R. Parno

Presented to:

MARYLAND STADIUM AUTHORITY
Est. 1986

Prepared by:

CROSSROADS CONSULTING & eai Entreken Associates, Inc. Real Estate Appraisal & Advisory Services

FINAL REPORT – MAY 2022

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INTRODUCTION

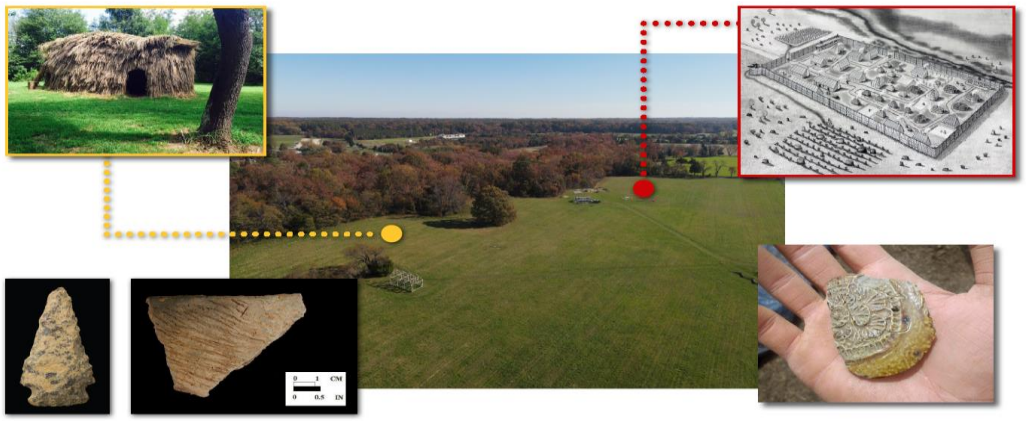
In November 1633, Cecilius Calvert sent his brothers George & Leonard Calvert, along with 140 passengers aboard the Ark and the Dove with a planned destination for Maryland. The two ships eventually settled on a bluff overlooking what is now known as the St. Mary's River where the English settlers were befriended and interacted with the Yaocomico branch of the Piscataway Indian Nation. In exchange for bolts of fabric, axes, and other farm tools the English newcomers purchased thirty miles of land along the river. St. Mary's City was officially founded and named on the site on March 27, 1634. As noted in Historic St. Mary's City's (HSMC) Master Plan/April 2021, "Historic St. Mary's City is Maryland's founding site, its first city and first capital, where Natives, Europeans, and Africans came face to face in the 1600's." Today HSMC is one of the best-preserved colonial landscapes in the country and the only place where active archaeology and living history interpretation occur on the authentic, historic site.

HSMC is an independent agency under the Governor's Office. It is owned by the State of Maryland and governed by the HSMC Commission (HSMCC) that was established in 1966. The mission of HSMCC is "to preserve and protect the archaeological and historical record of Maryland's first colonial capital and to appropriately develop and use this historic and scenic site for the education, enjoyment, and general benefit of the public". HSMC is responsible for the preservation of more than 800 acres of land and three miles of shoreline. HSMC has been recognized as a National Historic Landmark since 1969. A summary of some important archaeological discoveries that HSMC has made include the following.

- St. John's Site
- The Brick Chapel
- The Lead Coffins Project
- Nuthead's Print House
- Town Center
- Duplex Quarter
- St. Mary's Fort

St. Mary's Fort was found in December 2018 after being undiscovered for nearly 400 years. The Fort was home to the first English settlers who inserted themselves into a complex arrangement of peoples who had lived on the land for thousands of years including the Piscataway, Patuxent, Nanjemoy, Yaocomaco and others. The site, which is approximately the size of a football field is located in HSMC in Southern Maryland.

St. Mary's Fort Site



HSMC is positioned to serve as the anchor institution in the State's effort to celebrate the 400th anniversary of Maryland's founding in 2034. In the years leading up to 2034, HSMC plans to coordinate with other State agencies and institutions to foster a marketplace of history across the State. In doing so, and as outlined in HSMC's strategic plan, HSMC aims to become a nationally-recognized center for the study and interpretation of 17th century archaeology and public history. The discovery of the Fort offers a unique opportunity to reveal new information about Maryland's roots, enhance the visitor experience and increase visitation to HSMC and the State.

Given this background, the Maryland Stadium Authority (MSA) retained Crossroads Consulting Services LLC (Crossroads), in association with Entreken Associates, Inc. (EAI), to provide business and economic advisory services related to St. Mary's Fort in HSMC. More specifically, HSMC would like to explore opportunities to capitalize on the recent discovery of the St. Mary's Fort and the future archaeological activities associated with the discovery from an economic perspective. As such, the purpose of this Phase 1 – Market Assessment is to provide a cursory market evaluation that identifies potential future development opportunities in HSMC and the surrounding area that could help drive additional tourism to the local area and the State. In addition, this analysis assesses potential rental opportunities associated with sundry residential properties that HSMC currently owns. The conclusions outlined in this report are based on an assessment of local market conditions, data on comparable markets, and our industry experience. The second phase of work focuses on estimating the economic and fiscal benefits associated with Fort operations assuming the short- and long-term opportunities identified in this phase of work are developed.

SCOPE OF WORK

The Scope of Work included multiple tasks associated with the study and analysis of HSMC market area derived from St. Mary's Fort and the potential long term archaeological excavation. This study takes into consideration the Master Plan of HSMC, St. Mary's College, and the unique location along the waterfront of St. Mary's River and converging waterways of the Potomac River and Chesapeake Bay.

This study consists of targeted market research and analysis that results in a summary of relative pros and cons for potential future land uses near the St. Mary's Fort site and in HSMC. A key component of the market research included peer group case studies for two categories: 1) significant historical sites attracting tourism and 2) smaller public state colleges and associated market areas along the East Coast providing generally similar student populations and tuition to St. Mary's College.

The Scope of Work for this Phase 1 – Market Assessment included the following tasks.

<u>Preliminary Due Diligence and General Site Data Review</u>

- Met with the appropriate MSA and HSMC representatives to discuss key issues related to the project including:
  - Overall goals and objectives of HSMC (e.g., tangible, intangible, economic, etc.).
  - General program parameters to be utilized in this assessment including any development priorities and/or limitations.
  - Agreed upon criteria for evaluating the overall viability/suitability and prioritization of various potential development options

- Obtained relevant information on the site and its surroundings including:
  - Current strategic/master plan for the project including a timeline for related development

- Current sales and marketing strategy
- Estimated project capital budget
- Historical and projected tourism statistics
- Current plans for the site and surrounding area
- Site survey
- Aerial site photographs
- Regulatory information
- Current GIS data layers for the site and surrounding area, if available, including:
  - Building Footprints
  - Parcel Data
  - Zoning
  - Land Use Plans
  - Topography
  - Utility Information

Cursory Market Evaluation

- Analyzed relevant and available market data related to the site and its surroundings including:
  - Demographic and socioeconomic data (e.g., population, households, income, etc.)
  - Residential market
  - Commuting patterns
  - Existing development patterns
  - Building permits
  - Tax incentives for development
- Considered the impact of traffic patterns, local infrastructure, etc. on any future potential development options.
- Commented on various supply and demand factors that may influence the type and amount of future land use as well as outlined relative demand potential and marketability given current market conditions.
- Prepared Peer Case Studies for similar locations on the East Coast (e.g., small college towns and towns with historical attractions) that would include:
  - Overview of site attributes and land uses
  - Impact of the development project to the area
  - Lessons learned/common themes
  - Application to the HSMC site
- Analyzed potential economic benefits associated with the identified residential assets utilizing the relationship to the area from tourism, weekend rentals and synergies gained by association with St. Mary's College and St. Mary's Fort.
  - Rental potential gained by national and international services
  - Short- and long-term rental benefits

This cursory market evaluation does not include any direct interviews with the development community to test any concepts/land uses. The next section provides an executive summary that is followed by the full report. An Appendix is provided under separate cover.

EXECUTIVE SUMMARY

This section provides a summary of key findings related to identifying future development opportunities based on the research and analysis conducted as part of this study effort. This section also provides a summary of key findings related to the potential economic benefits associated with the rental of 12 residential properties identified by HSMC. The information presented in this executive summary is extracted from the more detailed report. As such, it is important for the reader to review this report in its entirety.

HSMC comprises approximately 800 acres and has unique characteristics and attractions including the St. Mary's Fort, historical structures, the waterfront, farmland, walking/hiking trails, kayak launches, and other amenities that are appealing to both residents and visitors. HSMC has been proactive in both enhancing the area for residents and to attract visitors, developing a master plan in 2021 that outlines future opportunities and planned projects.

A primary draw to HSMC is St. Mary's College, which accounts for a large portion of the immediate area's population base. Demographic, income and retail profiles for a one- and five-mile radii and a 30-minute drive time of St. Mary's College indicate that the population within each of these areas is young, educated and affluent.

The County, which is nearly equivalent to the 30-minute drive time, is young, educated and affluent. St. Mary's County is a renowned center for research, development, testing and evaluation of aviation and unmanned and autonomous systems (UAS) and for advanced manufacturing and aircraft modification. The County has over 200 high-tech aerospace and defense companies, and more aerospace engineers per capita than any place in the country. A quarter of St. Mary's County workforce is employed in STEM fields. The Patuxent River Naval Air Station, home to the U.S. Navy's Naval Air Systems Command and the Naval Air Warfare Center Aircraft Division, is the largest employer in the County, employing approximately 25,000 military, civilian, and contract personnel.

When assessing the need for new commercial development, it is important to consider the population base in both the local and regional area. In the local area, faculty, students and visitors at St. Mary's College as well as employees of Patuxent River Naval Air Station are the primary sources of support for any new developments. From a regional perspective, a 120- and 180-minute drive time from St. Mary's College includes populations of approximately 5.7 million and 12.2 million, respectively. These drive times include densely populated areas such as the Baltimore-Washington metropolitan area, which are a major target market for day trippers to HSMC that would further support new development. While HSMC's location on the southern end of a peninsula is a challenge in terms of increasing non-local visitation, accessibility is considered adequate. Further, for colonial history buffs on a longer driving tour, HSMC is an appealing destination on a route that could take in Roanoke Island, North Carolina; Annapolis and Kent Island in Maryland; and Old Point Comfort, Jamestown, and Williamsburg in Virginia.

The supply and type of existing establishments and how they meet demand is also a key factor in determining need. A retail market profile of a five-mile radius from St. Mary's College indicates there are 46 total retail trade businesses and 18 food & drink businesses. The retail gap reported for total retail trade and total food & drink is positive, indicating there is unmet demand in the trade area and the community can support additional retail and/or food & drink.

To further assess the need for potential new commercial development, peer case studies were developed for two sets of peer groups: 1) significant historical sites that attract tourism and 2) smaller public state colleges and associated market areas along the East Coast providing generally similar student populations and tuition to St. Mary's College.

These case studies included a profile of the surrounding demographics related to population, income, and housing statistics of each individual peer location in comparison to HSMC. We also evaluated the surrounding land use programs related to food and drink and hospitality opportunities within the immediate market area of each individual peer location to provide insight into possible development opportunities for HSMC. The focus of future opportunities could include surrounding land areas within HSMC. It is assumed the potential development opportunities will be in unison with HSMC Master Plan and the historic district.

Commonalities among the case studies were the food & drink and overnight stay availability within a five-mile radius; the availability of retail trade associated with the most common goods or tourist industry; and the waterfront asset of a river, harbor, or ocean. Another common theme to the peer study neighborhoods included recreation opportunities for walking and biking trails. There were also one of a kind type of developments that include Busch Gardens Williamsburg, large water parks and casinos.

Based on the research and analysis conducted for this report, the following summarizes key observations and findings including potential development opportunities and challenges based on the research and analysis conducted for this study.

It is noted that this study does not include an in-depth, detailed real estate market analysis and it does not include a future development or implementation strategy. This level of analysis would need to be completed in a later phase of work when more detailed, direct market research can be conducted, particularly because market research is very time specific.

Future Development Opportunities

Village District

Adjacent to the south of the main historic interpretive area and the Chapel is the Visitor Center and applicable open land area designated for parking and land area for potential expansion efforts. The Visitor Center area also lies easterly on a bluff and connects to the waterfront and the dockage of the Dove. The Visitor Center area could provide for a Village District that could accommodate any future food & drink and retail. This area is considered to provide convenient access to the historic areas along the waterfront and direct access to and from the Fort and St. Mary's College. A village district could provide a broad appeal with historical architectural design that complements the colonial landscape of HSMC and fits in terms of size and scale.

Food, Drink & Retail

A key consideration in analyzing future needs is the Master Plan vision and the area designated as the Welcome & Visitor Services. This area is scheduled for design and construction implementation from 2024 through 2028 and could allow for the most immediate development for food & drink and retail services. Despite being in an agricultural area, the existing offerings are mostly restaurants in strip shopping centers. Consideration should be given to developments that offer unique and authentic experiences such as dining with food sourced from an on-site farm/garden and a historic-themed brewery or distillery. The type of food and drink should complement the colonial landscape, depending on esthetic control or market driven fast food designees or restaurants from the local area economy.





Hotel

In the south peninsula area of St. Mary's County there are a reported nine hospitality opportunities including The Inn at Brome Howard which is owned and operated by HSMC. In a drive time of approximately 15 minutes, Lexington Park has 10 limited-service type hotels supplying an estimated +/-1,600 rooms and an added 11 hotels near Solomons Island. One issue associated with the Lexington Park area is that a large majority of the rooms support business travel related to Patuxent River Naval Air Station. Another issue is that most visitors to the HSMC area are likely day trippers with no plans of extended stay for a long weekend or holiday. Also, based on research there could be surge time for rooms in the HSMC area due to sporting or graduation events at St. Mary's College. Again, a visitor would have to leave the area for overnight stay.

Lodgings that appeal to the tourist - that are in and of themselves part of the tourist experience - are in short supply. We note that the local hotels and inns are boutique type with smaller room counts and do appear extremely attractive to a weekend or extended stay guest in the area who might like to hike, bike, or enjoy the waterfront.

In the long term (3-5 years), there could be the need for a hotel in the immediate area assuming infrastructure, zoning and economic feasibility supports it. The type of hotel could vary depending on the site location within HSMC and progression of the area tourist extended stay (more than a day). Any future hotel would be a "new build" whereby design, layout and esthetics would give the developer the opportunity to create a hotel environment compatible to the area. We note that the Full-Service or Boutique Style could be the best fit for HSMC.

Additional considerations should be given to a conference center affiliated with the hotel that can accommodate multiple market segments and has the necessary amenities for businesses and organizations to host their event.



Boutique Style Hotel



Full-Service Hotel

Waterfront

The waterfront location of HSMC overlooking the St. Mary's River is a bountiful asset. The view corridors and the easy water access allow for development opportunities in the short term and long term. Again, one must be cognizant of supporting infrastructure in future planning and the protection of the waterfront land areas.

Short Term:

- Create day docking in the area of The Dove.
- Create convenient access to and from the waterfront to the potential Village District that allows pedestrian flow, taking advantage of the water view corridor and allowing visitors to mingle within the commercial village enjoying potential water views from outside dining.

Long Term:

- Explore the feasibility of a new hotel overlooking the waterfront on land area south of the existing parking lot. This must complement the future Master Plan vision of HSMC and potential village district.

Affordable Housing

Residential housing could be a long-term goal and could work in a public/private partnership venture. Current zoning allows low density residential development in the Rural Preservation District, subject to performance standards that maintain the rural character of the district in recognition of the fact that a full range of public facilities is not provided or planned.

Another consideration is a live/work residential pod that could be another long-term goal and could be situated in the area of Route 5 and Rosecroft Road. This could complement the Master Plan vision and provide a live work atmosphere whereby visitors could visit artisan/craft studios and above apartment living could provide affordable housing.

Barriers to Market Entry

While there are potential development opportunities, there are also challenges and considerations associated with these potential land uses. The commonality of the barriers of entry for most business and/or real estate investments, including developers that may consider HSMC as a potential location, include the following:

1. Economies of scale
2. Product differentiation
3. Capital requirements
4. Changing costs
5. Access to distribution channels
6. Government policy
7. Competition and threat of substitutes

These seven barriers to market entry represent economic and feasibility goals that are outside the scope of the analysis.

Additional considerations include the following which are discussed in more detail on the following page:

- Infrastructure
- Wayfinding
- Zoning Entitlements (Government)

- Common Esthetics
  - Architecture
  - Environmental Responsibility
  - HSMC Master Plan & Strategic Plan

Infrastructure

Important to future expansion within the HSMC footprint is infrastructure development in order to support further economic growth and provide a quality experience to HSMC, The Fort, and the waterfront along St. Mary's City. Future infrastructure needs could require the following:

- Travel Networks: roadways, small transportation vehicle routes (electric), walkways and bike routes
- Water & Sewer supply needs
- Other inground utilities (charging stations)
- Electrical grids
- Telecommunications

Wayfinding

Based on a review of wayfinding within St. Mary's City and HSMC, it was concluded that future planning of infrastructure (Travel Network) could require additional consideration other than the existing roadway network such as a shared off-road network for smaller tour vehicles, walking and bike tours.

Zoning

Much of St. Mary's County land area is zoned as Rural Preservation. The regulations of Rural Preservation Districts are intended to foster agricultural, forestry, mineral resource extraction, and aquacultural uses and protect the land base necessary to support these activities. Low density residential development in this type of district is permitted subject to performance standards that maintain the rural character of the district in recognition of the fact that a full range of public facilities is not provided or planned.

The County and State will have to rezone or create a master plan overlay district for a designated area of HSMC for any future commercial and/or residential development to occur.

Common Esthetics

As noted in HSMC Master Plan/April 2021, "HSMC is Maryland's founding site, its first city and first capital, where Natives, Europeans, and Africans came face to face in the 1600's." Today HSMC is one of the best-preserved colonial landscapes in the country and the only place where active archaeology and living history interpretation occur on the authentic, historic site.

As such, future development standards should adhere to architectural controls and review, environmental responsibilities with regard to the intent of the zoning and character of the neighborhood, and in keeping with the HSMC Master Plan and Strategic Plan.

HSMC Residential Assets

HSMC provided the project team with a list of potential residential assets for consideration which we toured during our initial site visit. The potential residential properties that could be considered as viable for overnight or short-term stay were narrowed to a list of 12 properties. To evaluate the potential economic benefits associated with the residential properties, we studied the data of short-term rentals in the area, including rental rates, occupancy rates, and expenses. In the final analysis, it was apparent that there is

potential demand for short-term rentals in the area. The largest demand drivers within the rentals are concluded to be riverfront, or have a river view, as well as proximity to the HSMC and St. Mary's College. The total investment is estimated at $1,400,000 to rentals. The total net income is estimated at approximately $460,000 for the 12 properties. However, it is noted that three properties within the list of residential assets are reported to be occupied in a life-estate. Therefore, these assets would not be immediately available to be rented.

Conclusions

The purpose of this study is to provide a cursory market evaluation that identifies potential future development opportunities in HSMC and the surrounding area that could help drive additional tourism to the local area and the State. In addition, this analysis assesses potential rental opportunities associated with sundry residential properties that HSMC currently owns. The conclusions outlined in this report are based on an assessment of local market conditions, data on comparable markets, and our industry experience.

Within the scope of this study, we reviewed the history and heritage common to St. Mary's County and HSMC. We presented information regarding the economy of St. Mary's County and the five-mile area surrounding St. Mary's College. We studied the demographics of the people, their median age, their income, and their housing needs based on census data interpretation in order to better understand the community. We studied the retail profile for these two areas in order understand demand and supply forces within the community and what may be lacking and what may be an oversupply.

As part of our market research, we analyzed Peer Case Studies of Historic Districts that included early settlement times through the colonial and civil war periods and of College Campuses that included small state college institutions along the East Coast. The Peer Case Studies focused on development patterns surrounding the immediate market areas within a one-mile and five-mile radii that could provide future development goals for HSMC.

Our retail profile of the subject area indicated leakage of sales from the outside area which could be as a result of the lack of food and drink and retail opportunity in the immediate area based on a demand delta from current visitors to HSMC and college students. Thus, keeping in mind the purpose of this study and the objective of HSMC Commission to promote the Fort discovery and archaeological events within the area, additional economic benefits could be derived from commercial growth. Other considerations are the visitors drawn to the area to learn about the heritage of HSMC, enjoyment of the waterfront corridor and the availability of recreation activity in the area (e.g., hiking, biking, boating).

In the consumption of all the data provided in this study, we concluded that the largest demand drivers surrounding the Peer Case Studies were food & drink establishments, retail opportunities and overnight stays. In all, the foregoing could be realistic opportunities for HSMC. Also, our study concluded that a hotel concept could be a possibility. According to IBISWorld, a leading publisher of business intelligence, 34% of visitors to historical attractions stay in hotels at their destination. We concluded that a Full Service or Boutique Style Hotel could be the best fit for HSMC. Further, the hotel should be architecturally relevant to the historic period and could best be developed near the potential village district. The other consideration for hotel development could be the addition of a conference center. Other potential long-term development consideration are residential opportunities.

These potential developments would foster increased visitation to St. Mary's Fort that otherwise would not likely occur with only the existing offerings in the area. Nearby retail, food/drink and a hotel would enhance the visitor experience and entice visitors to spend more time and money in the area. Continual improvements in visitor facilities and offerings of interactive experiences are critical for securing first-time and repeat visitors. Our conclusion is subject to the previous barriers of entry, both economically and meeting the future infrastructure, wayfinding, zoning and esthetic concerns.

In addition to these developments, there is potential demand for short-term rentals in the area and 12 residential properties that could be rented were identified. The total investment is estimated at $1,400,000 to rentals. The estimated total net income is approximately $460,000 for the 12 properties.

OVERVIEW OF HISTORIC ST. MARY'S CITY

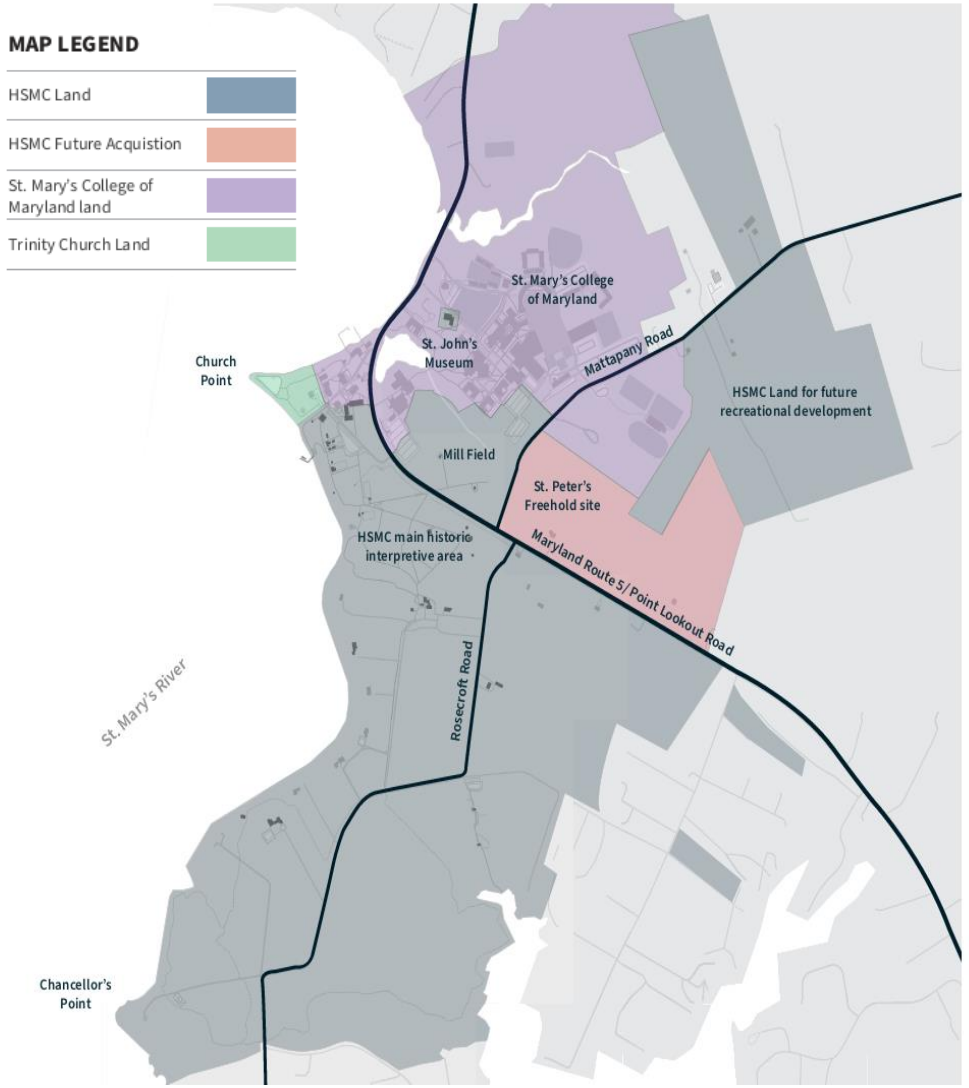
This section provides an overview of HSMC in terms of land holdings, geographic conditions, site zoning, historic attractions, recreation, and circulation. In addition, a demographic, income and retail market profile is provided for a one-mile and five-mile radii and a 30-minute drive time from St. Mary's College.

Land Holdings

Located in St. Mary's County, HSMC's property comprises approximately 800 acres. Most of the property is south of Route 5, extending nearly to the end of the peninsula. HSMC property also includes the Mill Field, a small, open meadow north of Route 5. The Mill Field is where evidence of the original 1634 fort built by European colonists adjacent to the Yaocomaco settlement, and the oldest Native American artifacts have been found.

The Mill Field plot is bordered by a parking lot operated by St. Mary's College on the west, woods, and a creek on the north, Mattapany Road on the east, and Route 5 on the south. HSMC can use the parking lot for overflow parking.

Historic St. Peter's Freehold, home to Philip Calvert, and probably the largest brick structure in the entire colony of Maryland at the time, has been located through archaeology on land that HSMC has plans to acquire on the northern side of Route 5, just east of Mattapany Road. Acquiring this land will allow HSMC to develop the St. Peter's Freehold site and control views from the recreated structures (e.g., 1634 Fort, Yaocomaco Village, Piscataway Center) to be developed on the Mill Field property.



Source: Historic St. Mary's Master Plan/April 2021

Geographic Conditions

The site is a mix of open fields and woodlands. The majority of visitor attractions are in the northern half of the site, along with a stretch of shoreline.

Route 5 (also known as Point Lookout Road) is a two-lane, two-way road that currently defines one edge of the interpreted portion of the site. The Chapel is the primary attraction visible from the road. Views of the site from the road are mostly of open fields with some trees.

Most visitors arrive by Route 5 or by Mattapany Road (a connector road off Three Notch Road/Route 235). Mattapany Road defines one edge of the open plot of land north of Route 5 known as the Mill Field.

The Plantation and current Visitor Center are accessed from Rosecroft Road. The buildings that comprise the Plantation are sited in a linear fashion in a clearing in the woods. Although visitors can access the water from this site, there is no signage directing to the water.

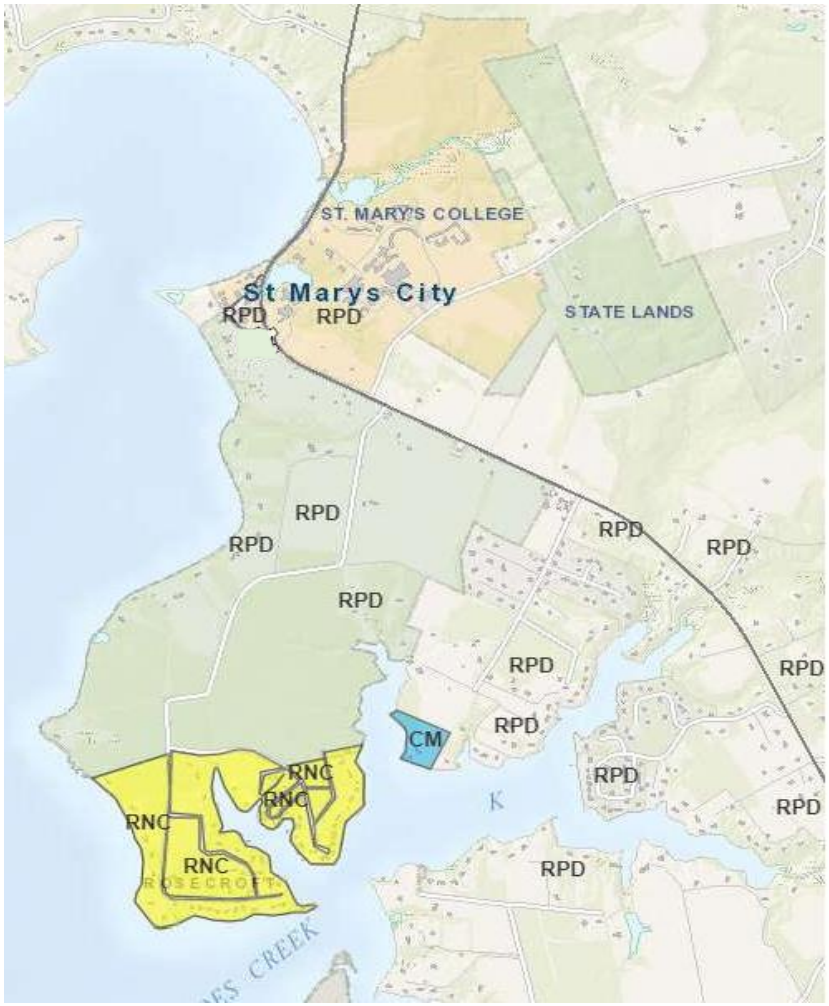


Source: Historic St. Mary's Master Plan/April 2021

HSMC Site Zoning - Rural Preservation District

The regulations of Rural Preservation Districts (RPD) are intended to foster agricultural, forestry, mineral resource extraction, and aquacultural uses and protect the land base necessary to support these activities. Low density residential development in this type of district is permitted subject to performance standards that maintain the rural character of the district in recognition of the fact that a full range of public facilities is not provided or planned. The farmer has the right to farm without being restricted by neighboring residential areas. Restricted hours of operation for farm equipment, restricted odor-producing fertilizers, or mandatory noise reductions may not be imposed on farmers in an RPD zoning district. The general intent of the district is to encourage farming without undue burden on the landowner. In accordance with these intentions, the following provisions for the protection of agricultural uses will apply:

1. Any farm use of land is permitted.
2. Operation, at any time, of machinery used in farm production or the primary processing of agricultural products is permitted.
3. Normal agricultural activities and operations in accordance with good husbandry practices, which do not cause bodily injury or directly endanger human health, are permitted and preferred activities, including activities that may produce normal agriculture related noise and odors.
4. The sale of farm products produced on the farm where the sales are made is permitted



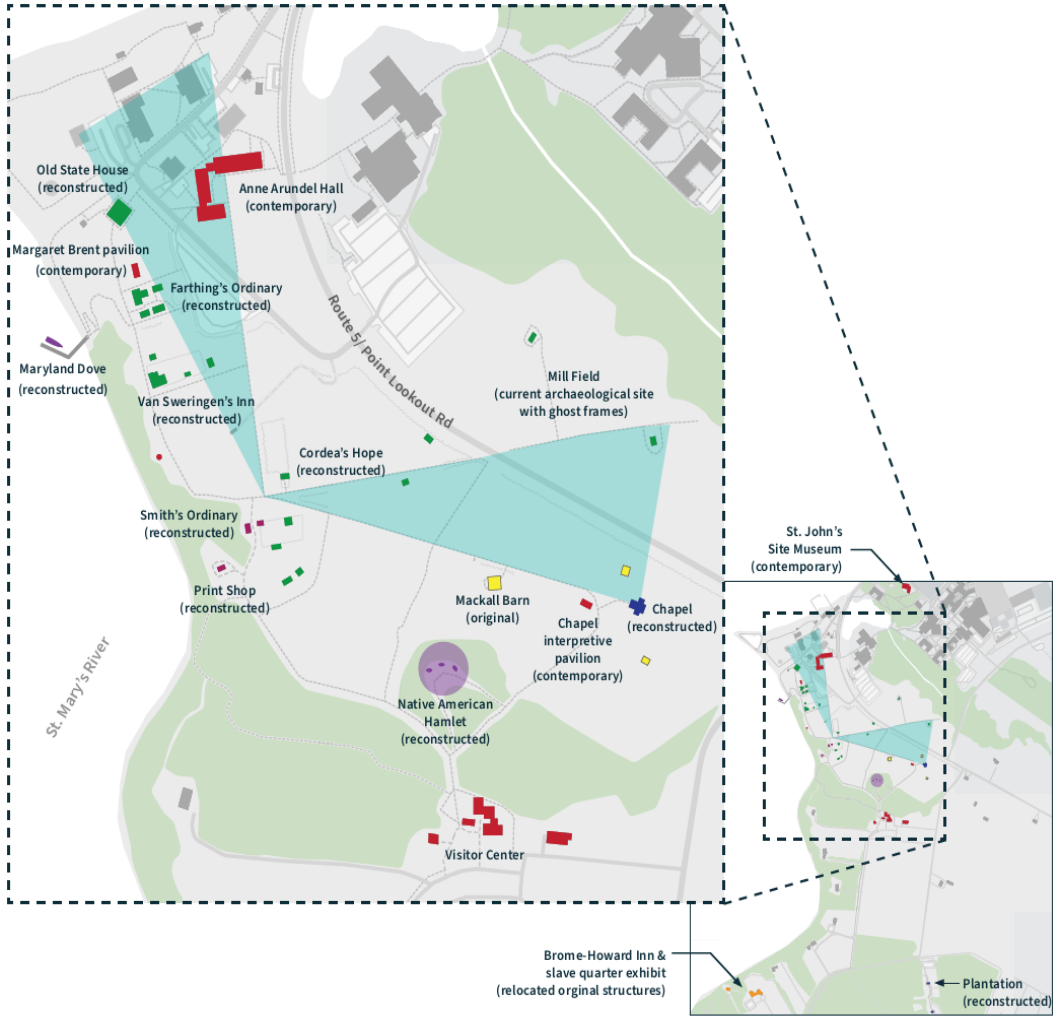
Source: St. Mary's County GIS

Historic Attractions

The built structures at HSMC represent various time periods. While most structures are reconstructions representing the 17th century, there are several buildings of later time such as the Mackall Barn that dates to 1785 and is the oldest standing building on site, the Margaret Brent gazebo built for the 350th anniversary, the Margaret Brent Pavilion completed in 2020 and two covered structures with interpretation—one at Van Sweringen's Inn and the other at the Chapel.

LEGEND

20th Century - Present	
19th Century	
18th Century	
1667-1700	
1644-1667	
1634-1644	
Prior to 1634	
17th Century Urban Plan	



Source: Historic St. Mary's Master Plan/April 2021

Recreation

There are two walking/hiking paths that start from the existing Visitor Center. Around three miles of paved paths take visitors between the Visitor Center, the museum's living history exhibits, and through the campus of St. Mary's College of Maryland to the St. John's Site Museum. Hikers also have the option of traveling a 3.2 - or 3.8-mile loop trail along Milburn Creek and the St. Mary's River. There is no fee to use the trails.

There is a kayak launch at Chancellor's Point, located at the southern end of the site for kayakers, canoeists, and paddleboarders. From the water people can take in sights such as the Maryland Dove and the cross at Church Point.

The Margaret Brent Pavilion is a covered area that hosts yoga, classes, and camps and can be used for picnicking.

KEY TO RECREATION SITES

1 Path to St. John's Site Museum
2 St. Mary's College Waterfront
3 Church Point
4 Margaret Brent Pavilion
5 *Maryland Dove*
6 St. Mary's City Historic Park Trailhead
7 Greene's Pond
8 Chancellor's Point
9 Kayak launch
10 Eagle's Way Trail
11 Rose Croft Point



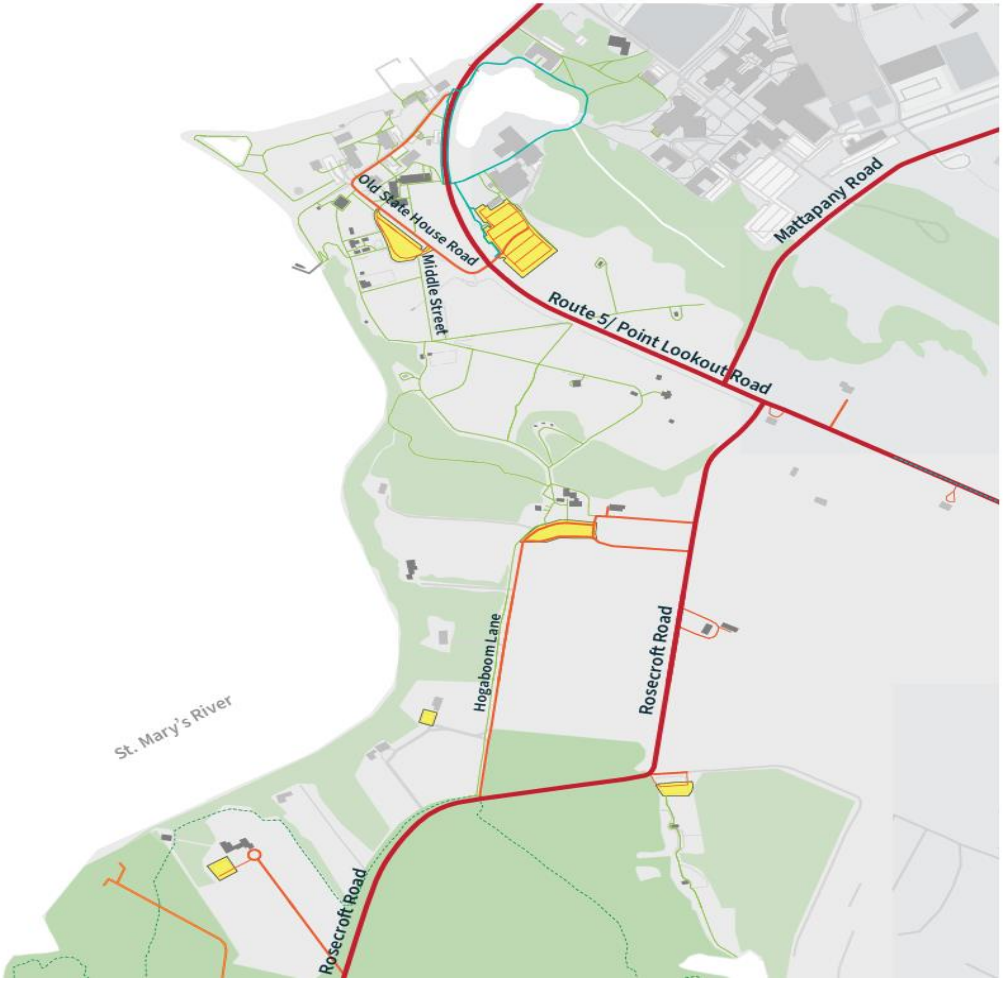
Source: Historic St. Mary's Master Plan/April 2021

Circulation

Route 5 and Mattapany Road are the two primary driving routes in and out of the site. Together, Old State House Road and Trinity Church Road form a short loop providing access to Trinity Church, the State House, a parking lot, and Rosecroft Road, which leads to the Visitor Center (via St. Mary's City Woodland Trail and Hogaboom Lane) and the Godiah Spray Plantation.

CIRCULATION LEGEND

Main vehicular corridor	
Secondary & service roads	
Parking	
Pedestrian pathway (paved)	
Recreational areas	
Trail (dirt/unpaved)	
Bike path (+ pedestrian)	

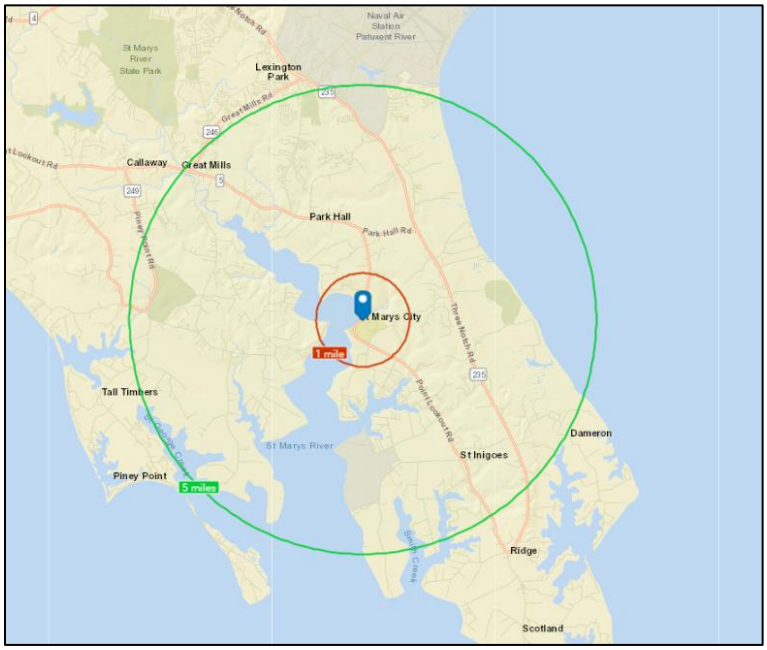


Source: Historic St. Mary's Master Plan/April 2021

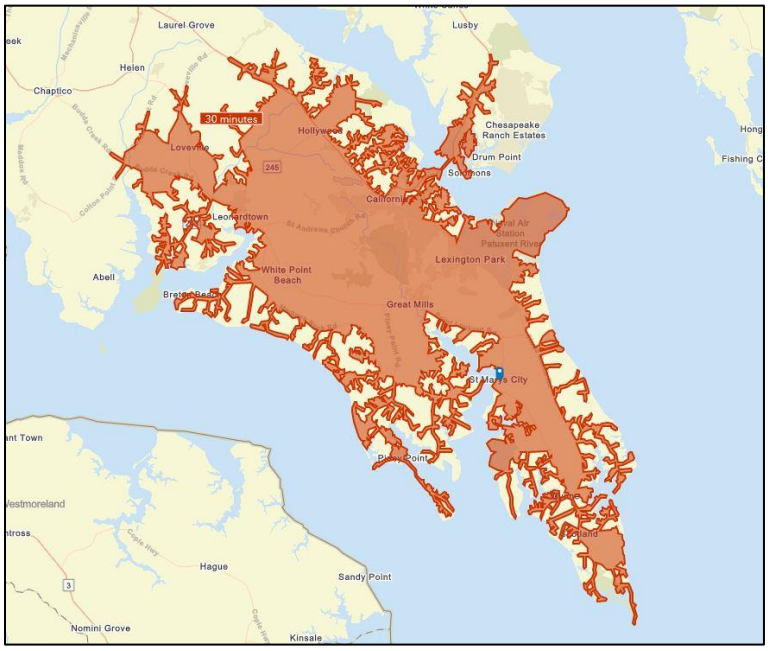
Demographics

This section profiles key demographic attributes within a one-mile and five-mile radii and a 30-minute drive from St. Mary's College. The 30-minute drive time encompasses most of the County. The one-mile and five-mile radii was considered to provide the best indication of residential demographics and retail profile of the market segment which correlates to the HSMC community. A Retail Market Profile analyzing supply, demand, and the retail GAP among the industry segments is provided later in this section. These geographic areas are shown on the maps below.

ONE-MILE & FIVE-MILE RADIUS



30-MINUTE DRIVE TIME



The table below summarizes key demographic data for the one-mile radius, five-mile radius and 30-minute drive time of St. Mary's College including population, households, median age, income, etc.

Demographic & Income Profile - Historic St. Mary's City			
2021	**1 Mile Radius**	**5 Mile Radius**	**30-Minute Drive Time**
Population	1,295	20,703	71,663
Households	23	7,368	26,458
Owner Occupied Units	18	4,296	17,943
Renter Occupied Units	5	3,072	8,515
Median Age	22.4	32.2	36.0
Households By Income			
Median Household Income	$77,299	$84,401	$88,024
National Median Income $72,353			
% Households Below National Median +/-			
(<) $15,000	21.7%	7.4%	7.0%
$15,000-$24,999	4.3%	6.6%	6.8%
$25,000-$34,999	8.7%	5.6%	3.6%
$35,000-$49,999	0.0%	6.7%	9.1%
$50,000-$72,353	3.0%	16.9%	14.7%
Total % Households Below National Median +/-	37.7%	43.2%	41.2%
Households by Income Under National Poverty Level +/-			
Household of 2 <$15,000	21.7%	7.4%	7.0%
Household of 4 $15,000-$24,999	4.3%	6.6%	6.8%
Total Households by Income Under National Poverty Level +/	26.0%	14.0%	13.8%
% Race & Ethnicity			
White Alone	80.8%	66.3%	70.5%
Black Alone	9.1%	20.9%	18.0%
Other Races	10.1%	12.8%	11.5%
Housing Profile			
2021	**1 Mile Radius**	**5 Mile Radius**	
Highest % Owner Occupied Housing by Value	27.8% ($750,000-$999,999)	33.3% ($300,000-$399,999)	27.8% ($300,000-$399,999)
Median Occupied Home Value	$450,000	$317,670	$333,815
Average Occupied Home Value	$525,000	$343,484	$372,940
Median Household Income	$77,299	$84,401	$88,024
Ratio Multiplier/Median Home Value to Median Income	5.82	3.76	3.79
% Owner Occupied Units	51.4%	51.70%	60.30%
% Renter Occupied Units	14.30%	37.00%	28.60%
% Vacant Housing	34.30%	11.30%	11.10%
Market Profile			
%White Collar	82.30%	66.20%	69.00%
%Blue Collar	9.40%	15.80%	17.00%
Top 3 Tapestry Segments	Exurbanites	Enterprising Professionals Bright Young Professionals Exurbanites	Workday Drive Enterprising Professionals Bright Young Professionals

Source: ESRI 2021 Forecast

Tapestry Segmentation – 1 & 5 Mile Radii

Tapestry Segmentation is an interpretation of the predominant resident occupancy of a census data collection. It includes analysis of respective neighborhoods and socioeconomic traits that support the economic base and fabric of the community. ESRI only reports one tapestry segment within a one-mile radius of St. Mary's College: Exurbanites. Within a five-mile radius, the three top rated tapestry segments include Exurbanites, Enterprising Professionals and Bright Young Professionals. As will be discussed later, the Enterprising Professionals and Bright Young Professionals segments overlap with St. Mary's County's reported tapestries. It is our observation that the tapestry segments, Bright Young Professionals and Enterprising Professionals are also important tapestries to the subject's immediate market area. The following provides a description of each of these segments.

Exurbanites

Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

OUR NEIGHBORHOOD	SOCIOECONOMIC TRAITS
• Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets. • A larger market of empty nesters, married couples with no children; average household size is 2.50. • Primarily single-family homes with a high median value of $423,400, most still carrying mortgages. • Higher vacancy rate at 9%.	• Residents are college educated; more than half have a bachelor's degree or higher; nearly 81% have some college education. • This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60% (Index 95). • More of the residents prefer self-employment or working from home. • Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style. • Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances. • Sociable and hardworking, they still find time to stay physically fit.

Source: ESRI 2022

Enterprising Professionals

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condominiums, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density diverse neighborhoods of large metro areas. This young market makes over one and a half times more income than the US median, supplementing their income with investments. At home, they enjoy the internet and TV on high-speed connections with premier channels and services.

OUR NEIGHBORHOOD	SOCIOECONOMIC TRAITS
• Almost half of households are married couples, and 29% are single person households. • Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures. • Close to three quarters of the homes were built after 1980; 25% are newer, built after 2000. • Renters make up nearly half of all households.	• Median household income one and a half times that of the US. • Over half hold a bachelor's degree or higher. • Early adopters of new technology in hopes of impressing peers with new gadgets. • Enjoy talking about and giving advice on technology. • Use smartphones for news, accessing search engines, and maps. • Work long hours in front of a computer. • Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga. • Buy name brands and trendy clothes online.

Source: ESRI 2022

Bright Young Professionals

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders are under the age of thirty-five. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

OUR NEIGHBORHOOD	SOCIOECONOMIC TRAITS
• Approximately 57% of the households rent; 43% own their homes. • Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent and single-person households. • Multiunit buildings or row housing make up 56% of the housing stock (row housing, buildings with 5 –19 units ; 43% built 1980–99. • Average rent mirrors the US. • Lower vacancy rate is at 8.2%.	• Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher. • Labor force participation rate of 72% is higher than the U.S. rate. • These consumers are up on the latest technology. • They get most of their information from the internet. • Concern about the environment impacts their purchasing decisions.

Source: ESRI 2022

Tapestry Segmentation – 30-Minute Drive Time

The top three Tapestry Segments within the 30-minute drive time include Workday Drive, Enterprising Professionals and Bright Young Professionals. The following is a description of the Workday Drive segment as the other two were previously profiled.

Workday Drive

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

OUR NEIGHBORHOOD	SOCIOECONOMIC TRAITS
• Workday Drive residents prefer the suburban periphery of metropolitan areas. • Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s, 31% built since 2000. • Owner-occupied homes have high rate of mortgages at 68%, and low rate vacancy at 4%. • Median home value is $257,400. • Most households are married couples with children; average household size is 2.97. • Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county.	• Education: 40.5% college graduates; more than 72% with some college education. • High labor force participation rate at 71%; 2 out of 3 households include 2+ workers. • Connected, with a host of wireless devices — anything that enables convenience, like banking, paying bills, or even shopping online. • Well insured and invested in a range of funds, from savings accounts or bonds to stocks. • Carry a higher level of debt, including first and second mortgages and auto loans.

Source: ESRI 2022

Retail Market Profile

Household demand estimates are derived by combining data from the Consumer Expenditures Survey by the Bureau of Labor Statistics (BLS) with current household demographic estimates from Claritas. The demand estimates only account for household expenditures. Demand is defined as the estimated dollar amount spent by a household that lives in the area of analysis for a specified retail store type or merchandise line item.

Supply estimates are generated from the Census of Retail Trade, a component of the Economic Census. County-level sales tax data is allocated to low levels of geography using business sales estimates, business locations, and employee counts provided by Claritas' Business Facts® database. Supply includes all products sold at retail outlets in a specified area for a one-year period. Supply is defined as the estimated total retail sales for a retail store type or merchandise line item.

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities, but it is not an analysis that indicates unconditional opportunities. The analysis is also referred to as "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- Indicating how well the retail needs of residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between actual and potential retail sales

The following analyzes the retail market profile of the one-mile, five-mile radius and the 30-minute drive time. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales.

- Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

- A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Retail Market Profile - Historic St. Mary's City

Retail Market Place Profile (Rounded $000)	1 Mile Radius				
	Demand	Supply	Retail Gap	Leakage/Surplus Factor	#of Businesses
2021 Industry Summary					
Total Retail Trade	$1,207	$5,152	($3,945)	(62.00)	1
Total Food & Drink	$133	$349	($216)	(44.90)	1
2021 Industry By Group					
Motor Vehicle & Parts Dealers	$248	$0	$248	100.0	0
Furniture & Home Furnishing Stores	$45	$0	$45	100.0	0
Electronics & Appliance Stores	$49	$0	$49	100.0	0
uilding Material, Garden Equip. & Supply Stores	$89	$0	$89	100.0	0
Food & Beverage Stores	$218	$0	$218	100.0	0
Health & Personal Care Stores	$77	$0	$77	100.0	0
Gasoline Stations	$103	$0	$103	100.0	0
General Merchandise Stores	$195	$0	$195	100.0	0
Miscellaneous Retailers	$46	$57	($10.00)	(10.0)	1
Food Services & Drinking Places	$133	$349	$216	44.9	1

Retail Market Place Profile (Rounded $000)	5 Mile Radius				
	Demand	Supply	Retail Gap	Leakage/Surplus Factor	#of Businesses
2021 Industry Summary					
Total Retail Trade	$294,662	$87,330	$207,331	54.3	46
Total Food & Drink	$32,996	$5,669	$27,297	70.7	18
2021 Industry By Group					
Motor Vehicle & Parts Dealers	$61,385	$31,074	$30,310	32.9	4
Furniture & Home Furnishing Stores	$10,824	$2,766	$8,058	59.3	2
Electronics & Appliance Stores	$11,680	$2,897	$8,783	60.2	3
uilding Material, Garden Equip. & Supply Stores	$19,433	$13,773	$5,659	17.0	4
Food & Beverage Stores	$54,850	$9,854	$44,966	69.5	10
Health & Personal Care Stores	$17,929	$3,281	$14,648	69.1	2
Gasoline Stations	$26,377	$5,130	$21,246	67.4	1
General Merchandise Stores	$48,503	$3,211	$45,291	87.6	2
Miscellaneous Retailers	$11,016	$3,688	$7,327	49.8	10
Food Services & Drinking Places	$32,966	$5,669	$27,297	70.7	18

Source: ESRI 2021 Forecast

Retail Market Profile - Historic St. Mary's City					
	30 Minute Drive Time				
Retail Market Place Profile (Rounded $000)	Demand	Supply	Retail Gap	Leakage/Surplus Factor	#of Businesses
2021 Industry Summary					
Total Retail Trade	$1,098,607	$986,295	$112,311	5.4	331
Total Food & Drink	$121,935	$135,030	($13,095)	(5.1)	166
2021 Industry By Group					
Motor Vehicle & Parts Dealers	$228,430	$257,933	($28,963)	(6.0)	43
Furniture & Home Furnishing Stores	$40,471	$20,838	$19,633	32.0	13
Electronics & Appliance Stores	$43,461	$33,908	$9,552	12.3	17
Building Material, Garden Equip. & Supply Stores	$75,183	$64,194	$10,988	7.9	29
Food & Beverage Stores	$203,179	$102,579	$100,599	32.9	49
Health & Personal Care Stores	$67,422	$54,731	$12,690	10.4	19
Gasoline Stations	$97,601	$61,378	$36,222	22.8	20
Clothing & Accessories	$77,343	$25,455	$51,888	50.5	26
General Merchandise Stores	$180,107	$295,890	($115,782)	(24.3)	23
Miscellaneous Retailers	$41,147	$23,425	$17,721	27.4	58
Food Services & Drinking Places	$121,935	$135,030	($13,095)	(5.1)	166

Source: ESRI 2021 Forecast

The following summarizes key findings based on the retail market profile of each profiled area.

1-Mile Radius: A negative Retail Gap in Total Retail Trade whereby a retail surplus exists in the trade area capturing the local market plus attracting non-local shoppers. There is also a negative Retail Gap in Total Food & Drink.

5-Mile Radius: A positive Retail Gap in Total Retail Trade whereby residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space. There is also a positive Retail Gap in Total Food & Drink.

30-Minute Drive Time: A positive Retail Gap in Total Retail Trade and a negative Retail Gap in Total Food & Drink.

SUMMARY OF KEY FINDINGS

- HSMC property comprises approximately 800 acres. The majority of the land holdings lay south of Route 5 with the Mill Field holding at the intersection of Route 5 & Mattapany Road. Additional land area allocated to future HSMC recreational lands fronts the south side of Mattapany Road adjacent to St. Mary's College's athletic fields.
- The HSMC site is a unique mix of open field lands, woodlands, and a long stretch of shoreline along the St. Mary's River. Primary arrival to the HSMC site is via Route 5 from the north that provides a panoramic view of St. Mary's River and St. Mary's College campus. Route 5 continues east/southeast through HSMC and the main historic interpretive area of HSMC. Primary branch roadways intersecting route 5, include Mattapany Road winding northeasterly bisecting the St. Mary's College campus and Rosecroft Road meandering southward of Route 5 providing primary access to the Visitor Center and Godiah spray tobacco plantation.

- The primary ingress and egress to HSMC is Route 5 and Mattapany Road. Rosecroft Road serves as a secondary road branch intersecting with Route 5 meandering south and serving as access to the Visitor Center.
- The zoning of HSMC as an RPD is intended to foster agricultural, forestry, mineral resource extraction and agricultural uses and protect the land base necessary to support these activities.
- HSMC represents a mix of time periods. Historic structures date circa 1600's through the 19th century. The newest construction was completed in 2020 (Margaret Brent Pavilion).
- The area surrounding HSMC and St. Mary's College provides numerous marked walking/hiking trails. In addition, there are various opportunities to utilize the waterfront along St. Mary's River for kayakers, canoeists and paddleboarders. Recreation sites include Church Point, Chancellor's Point and Rose Croft Point.
- Within a one-mile radius of St. Mary's College the population is reported at 1,295, with only 23 households, of which 18 are owner occupied. The reported population is likely skewed as a result of a portion of the St. Mary's College student population included within the census data.
- Of the 23 reported households within the one-mile radius, current reported median household income ($77,299) is 6.8% higher than the national average ($72,353). It is also reported that 62.3% of the population earns more than the reported national median income.
- Within a five-mile radius, the current reported median household income ($84,401) is 16.7% higher than the national average and 56.8% of the population earns more than the reported national median income.
- The 2021 median home value within the one-mile radius was reported at $450,000. The highest percentage owner occupied value range is $750,000-$999,999.
- The 2021 median home value within the five-mile radius was reported to be $317,670 of which approximately 33% of owner-occupied housing comprise the highest percentage of owner-occupied value range of $300,000-$399,999. Also, within the five-mile radius, it is reported approximately 75% of owner-occupied housing comprise the value range of $250,000-$1,499,000.
- It is our observation the reported tapestry segmentation of households within the one-mile radius is understated attaching only Exurbanites in the neighborhood and socioeconomic traits. Moreover, the one-mile radius generally mirrors the five-mile radius in neighborhood and socioeconomic traits, including Exurbanites.
- Relative to the 30-minute drive time from HSMC, the population increases to 71,633 and the number of households increases to 26,458. The median household income increases by 11% which is reflective of the high stem employment base at Patuxent River Naval Air Station and within Lexington Park and California market areas.
- The retail market profile within the one-mile radius reports one retail trade business and one food & drink business with both categories indicating a negative retail gap for total retail and for food & drink. The retail surplus means that the community is capturing the local market plus attracting

non-local shoppers. Again, the census data is likely skewed due to the limited number of households.

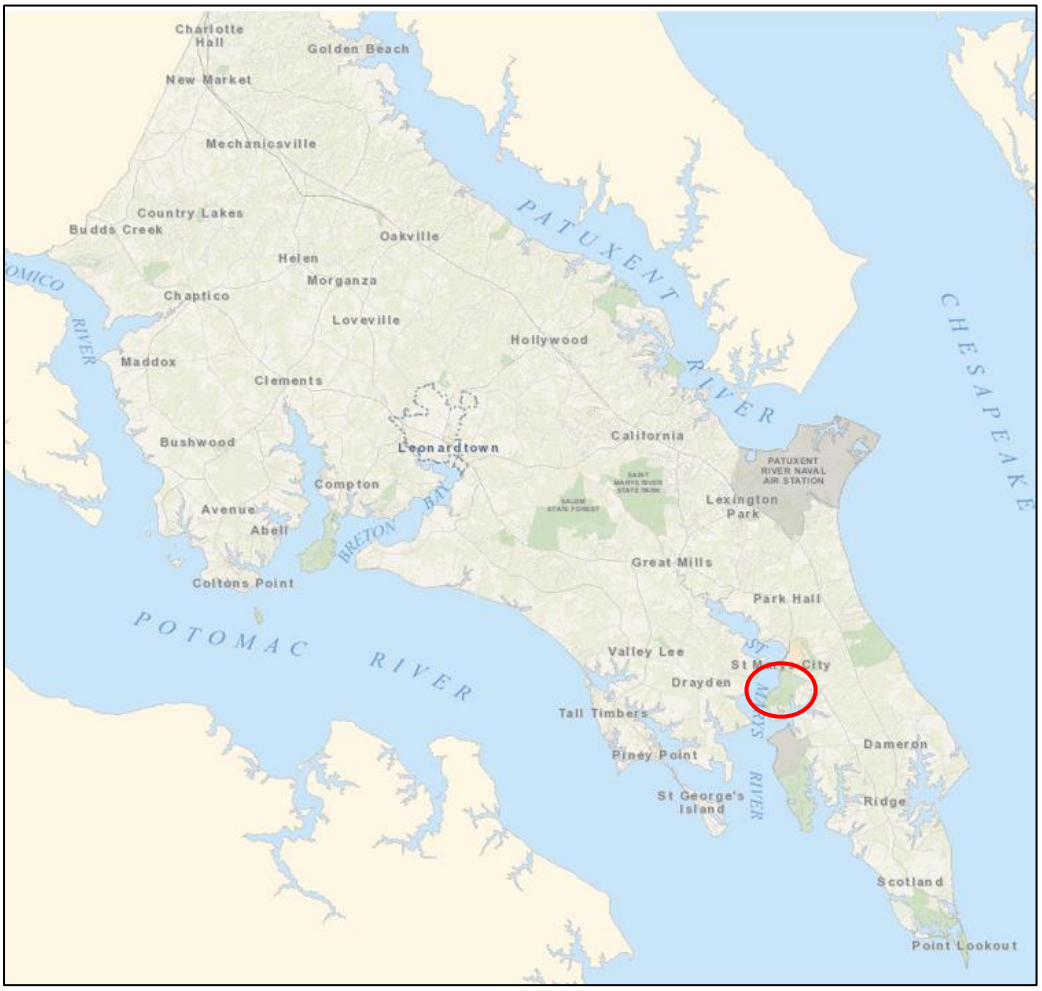
- The retail market profile within the five-mile radius reports 46 total retail trade businesses and 18 food & drink businesses. The retail gap reported for total retail trade and total food & drink is positive whereby there is unmet demand in the trade area and the community can support additional retail and/or food & drink.
- The retail market profile within a 30-minute drive time cites that there are 331 total retail trade businesses and 166 food & drink businesses with a positive retail gap for the total retail trade groups and a negative retail gap reported for total food & drink industry.
- The primary commercial hubs near HSMC within a 30-minute drive time include Lexington Park and California near Patuxent River Naval Air Station. Leonardtown and Mechanicsville are considered secondary.

OVERVIEW OF ST. MARY'S COUNTY

As previously mentioned, St. Mary's City is located in St. Mary's County. The County is the birthplace of Maryland and was a vision of George Calvert, First Lord Baltimore, who wanted a place where all religions were allowed to practice freely. George Calvert petitioned King Charles I in the early 1600s for a land grant to establish a new colony. George Calvert died before he was able to see his idea come to being. His son, Cecilius Calvert, Second Lord Baltimore, inherited his estate. In November 1633, Cecilius Calvert sent his brothers George & Leonard Calvert, along with 140 passengers aboard the Ark and the Dove bound for Maryland. The two ships landed on St. Clements's Island in March of 1634.

On March 25, 1634, Father Andrew White, who sailed with the first colonists, celebrated the first Roman Catholic Mass on St. Clements's Island. The island was small, so the ships traveled further south. Leonard Calvert bought about 30 miles of land below the Wicomico River from the Yaocomaco Indians with bolts of fabric, axes, and other farm tools. The settlers moved in among the Native Americans who aided them while they established their settlement. This area became the State's first capital, St. Mary's City. The capital was later moved to its permanent home in Annapolis in 1695.

The map below depicts St. Mary's County. HSMC is circled on the map.



Source: GIS St. Mary's County

St. Mary's County encompasses the California-Lexington Park, Maryland Metropolitan Statistical Area, which is also included as a segment of the Washington-Baltimore-Arlington Combined Statistical Area. Situated on the St. Mary's Peninsula, St. Mary's County is reported to total 764 square miles approximating 357 square miles upland and 407 square miles of water and watershed. St. Mary's County is bordered by the Patuxent River to the northeast, Chesapeake Bay to the east, the Potomac River to the southwest and the Wicomico River on the western shoreline. The north peninsula boundary of St. Mary's County is situated +/- 50 miles south of Washington D.C. and +/-100 miles south of Baltimore, MD.

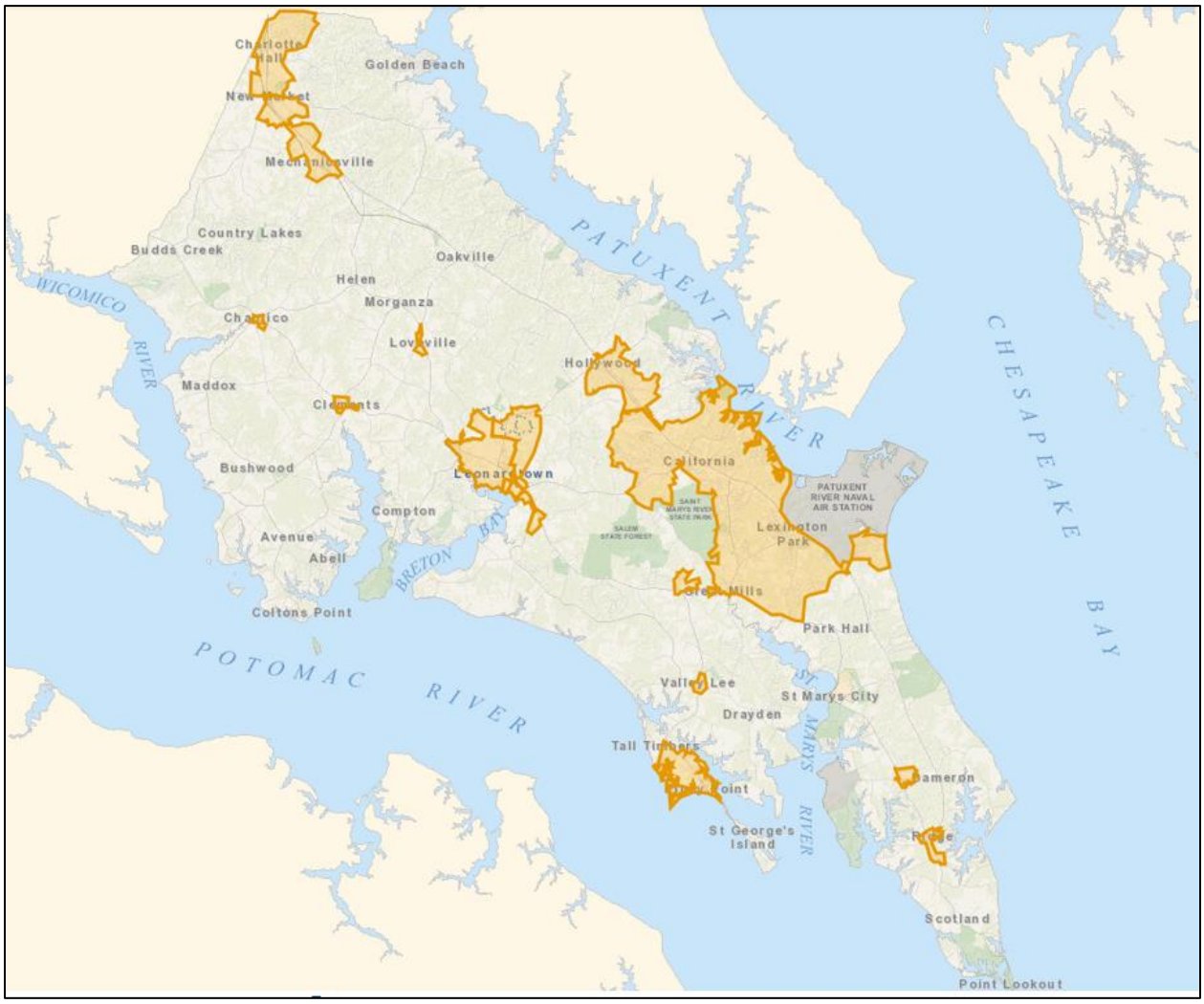
Demographics

The table below summarizes key demographic data of St. Mary's County including population, households, median age, income, etc.

Demographic & Income Profile - St. Mary's County		
	Countywide Profile	
	2021	2026
Population	117,231	122,212
Households	42,285	44,181
Owner Occupied Units	31,282	33,174
Renter Occupied Units	11,003	11,007
Median Age	37	38
Households By Income		
Median Household Income	$88,186	$95,792
National Median Income $72,353		
% Households Below National Median +/-		
(<) $15,000	6.8%	6.2%
$15,000-$24,999	7.0%	6.2%
$25,000-$34,999	3.5%	3.3%
$35,000-$49,999	8.6%	7.6%
$50,000-$72,353	14.9%	13.9%
Total % Households Below National Median +/-	40.8%	37.2%
Households by Income Under National Poverty Level+/-		
Household of 2 <$15,000	6.8%	6.2%
Household of 4 $15,000-$24,999	7.0%	6.2%
Total Households by Income Under National Poverty Level+/-	13.8%	12.4%
% Race & Ethnicity		
White Alone	75.9%	74.4%
Black Alone	14.9%	15.1%
Other Races	9.2%	10.5%
Housing Profile		
	2021	2026
Highest % Owner Occupied Housing by Value	28.0% ($300,000-$399,999)	30.1% ($300,000-$399,999)
Median Occupied Home Value	$335,068	$371,474
Average Occupied Home Value	$379,502	$425,800
Median Household Income	$88,186	$95,792
Ratio Multiplier/Median Home Value to Median Income	3.80	3.88
% Owner Occupied Units	66.1%	66.30%
% Renter Occupied Units	23.20%	22.00%
% Vacant Housing	10.70%	11.60%
Highest Combined Range Owner Occupied Housing by Value	84.6% ($200,000-$749,999)	88.6% ($200,000-$749,999)
Countywide Market Profile		
%White Collar	66.90%	
%Blue Collar	19.30%	
Top 3 Tapestry Segments	Workday Drive Enterprising Professional Savvy Suburbanites	

Source: ESRI 2022 Forecast

As shown on the map below, several communities in the County are experiencing notable growth including the Town of Leonardtown, Lexington Park, California and Charlotte Hall – Mechanicsville.



Source: GIS St. Mary's County/EAI

The following provides a brief description of the Town of Leonardtown, Lexington Park, California and Charlotte Hall – Mechanicsville.

The Town of Leonardtown

Welcome to the first designated Arts and Entertainment District of Southern Maryland! Here you will find waterfront access, unique, shops, galleries, restaurants and a winery, and many beautifully designed housing developments. Leonardtown is the only incorporated municipality in the County.

- Home to Port of Leonardtown Winery
- Arts and Entertainment Designation
- First Friday's
- Leonardtown Summer Music Festival
- Downtown Strategic Plan
- Population: 14,164
- Average Housing Price: $339,500

Lexington Park

A vibrant community filled with pride! Lexington Park is home to numerous restaurants, coffee shops, retail, office, medical, and other neighborhood businesses. This community is the gateway to NAS PAX River. And the future home to the Lexington Manor Passive Park, a 35-acre passive arts park. With nearly a quarter of its workforce employed in STEM fields, **California-Lexington Park** has emerged as the city with the highest share of high-tech jobs in its local economy in the country.

- Patuxent River Naval Air Museum
- The Newtowne Players
- Lancaster Park
- Lexington Manor Passive Park
- Elms Beach Park
- Population: 23,471
- Average Housing Price: $248,700

California

A truly historic and high-tech community. Historic sites along the Patuxent River give way to concentrated growth approaching the Patuxent River Naval Air Station with parks, office buildings, neighborhoods, restaurants, and big box retailers. This historic and high-tech community has room for you and your family.

- University System of Maryland at Southern Maryland
- **AeroPark Innovation District**
- Livability
- Population: 20,011
- Average Housing Price: $251,750

Charlotte Hall – Mechanicsville

The dichotomy of Amish and Mennonite farms, farmers' markets, and motor sports define this community. There is an abundance of history that surrounds the area and is filled with people ready to welcome you and share it. This northern end of the county is less than half an hour from the Washington beltway to the county's northern edge.

- North St. Mary's Farmers Market
- Charlotte Hall Veterans Home
- Three Notch Trail
- Budds Creek MX Track
- Maryland International Raceway
- Wicomico Motor Sports Park
- Wicomico Shores Golf Club
- Visit St. Mary's
- Population: 6,309
- Average Housing Price: $315,800

Source: St. Mary's County Website

Tapestry Segmentation

The top three tapestry segments reported by ESRI for St. Mary's County are Workday Drive, Enterprising Professionals and Savvy Suburbanites. Workday Drive and Enterprising Professionals overlap with the 30-minute drive time of HSMC which were previously described so only attributes of Savvy Suburbanites segment are defined below.

Savvy Suburbanites

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy healthy food and wine, plus the amenities of the city's cultural events.

OUR NEIGHBORHOOD	SOCIOECONOMIC TRAITS
• Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets. •Married couples with no children or older children; average household size is 2.85. • 91% owner occupied; 66% mortgaged. • Primarily single-family homes, with a median value of $362,900. • Low vacancy rate at 3.8%	• Education: 50.6% college graduates; 77.6% with some college education. • Higher labor force participation rate at 67.9% with proportionately more 2-worker households at 62.2%. • Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating. • Informed shoppers that do their research prior to purchasing and focus on quality.

Source: ESRI 2022

Labor and Employment:

The following tables summarize St. Mary's County employment data including labor availability, employment by industry and major employers. As shown, prior to the COVID-19 pandemic, the unemployment rate averaged 3.31% in the County.

LABOR AVAILABILITY (BY PLACE OF RESIDENCE)		
Civilian Labor Force (2019 avg.)	County	Labor Mkt. Area*
Total civilian labor force	57,409	195,995
Employment	55,506	189,302
Unemployment	1,903	6,693
Unemployment rate	3.31%	3.41%
Residents commuting outside the county to work (2015-2019)	Number 14,590	Percent 26.0%
Employment in selected occupations (2015-2019)		
Management, business, science and arts	25,291	45.8
Service	8,228	14.9
Sales and office	9,829	17.8
Production, transp. and material moving	5,356	9.7
*St. Mary's, Calvert and Charles counties.		

Source: Brief Economic Facts/St. Mary's County, Maryland

EMPLOYMENT (2020)

Industry	Estab-lishments	Annual Avg. Empl.	Empl. %	Avg. Wkly. Wage
Federal Government	39	10,425	22.57	$2,231
State Government	11	932	2.02	1,015
Local Government	57	3,719	8.05	1,107
Private Sector	2,089	31,120	67.36	1,229
Natural resources and mining	20	73	0.16	662
Construction	288	1,981	4.29	1,215
Manufacturing	46	598	1.29	1,494
Trade, Transportation, and utilities	433	6,624	14.34	860
Information	15	104	0.23	1,160
Financial activities	150	633	1.37	1,253
Professional and business services	476	12,213	26.44	1,729
Education and health services	246	4,553	9.86	1,168
Leisure and hospitality	238	3,544	7.67	376
Other Services	171	791	1.71	657
Total	2,197	46,197	100.00	1,441

Includes civilian employment only

MAJOR EMPLOYERS (2020-2021)

Employer	Product/Service	Employment
Naval Air Station Patuxent River*	Military installation	10,000
MedStar St. Mary's Hospital	Hospital system	1,260
DynCorp International	Aircraft services, logistics	1,020
KBRwyle	Logistics, eng., oper. Mgmt.	700
BAE Systems	Tech. products and services	645
General Dynamics	Defense engineering, IT	600
St. Mary's College of Maryland	Higher education	555
SAIC	Engr. And mgmt. services	515
Engility	Systems engr. and services	500
PAE Applied Technologies	Training, logistics services	500
J.F. Taylor	Systems engr. and services	475
Lockheed Martin	Advanced tech. systems	470
Boeing	Aerospace, engr. Services	450
Northrop Grumman	Aerospace, engr. Services	415
Booz Allen Hamilton	Consulting, analytics	400
CACI	Systems engr. and services	280
Sikorsky	Engineering, logistics	280
Precise System	Engineering, IT, management	250
Smartronix	Engineering, IT	250
MIL	Cybersecurity	245
Spalding Consulting	Financial and IT mgmt.	245
Sabre Systems	Engineering ,and IT services	235
McKay's	Grocery and pharmacy	225
AMEWAS	Systems engr. and mgmt.	220

Excludes post offices,state and local governments, national retail and national foodservice; includes higher education

*Employee counts for federal and military facilities exclude contractors to the extent possible; embedded contractors may be included

Source: Brief Economic Facts/St. Mary's County, Maryland

St. Mary's County is a renowned center for research, development, testing and evaluation of aviation and unmanned and autonomous systems (UAS) and for advanced manufacturing and aircraft modification.

The County has over 200 high-tech aerospace and defense companies, and more aerospace engineers per capita than any place in the country. With over 200 high-tech aerospace and defense contractors, St, Mary's County has also emerged as a world-class center for maritime aviation research, development, testing, evaluation, and acquisition.

The Patuxent River Naval Air Station, home to the U.S. Navy's Naval Air Systems Command (NAVAIR) and the Naval Air Warfare Center Aircraft Division (NAWCAD), employs approximately 25,000 military, civilian, and contract personnel. The Patuxent River Naval Air Station provides the most employment opportunities in St. Mary's County. The Patuxent River Naval Air Station also generates significant visitors to the area that could support new commercial developments and St. Mary's Fort.

According to a Forbes 2019 report, one quarter of St. Mary's County workforce is employed in STEM fields. California-Lexington Park in Maryland has emerged as the area with the highest share of high-tech jobs in its local economy in the country. It also boasts the highest median STEM wage in the U.S. at $102,000+ annually. St. Mary's County is close to Washington, D.C., with a high concentration of major defense contractors such as BAE Systems, Northrop Grumman and Lockheed Martin who rely on workers proficient in science, engineering, and mathematics. As of 2022, the reported alignment of STEM employment has changed but California-Lexington Park still ranks in the top three in quality STEM employment.

Schools & Colleges

As shown below, St. Mary's County is home to numerous schools. Two colleges are located in the county - College of Southern Maryland and St. Mary's College of Maryland. College of Southern Maryland has had historical enrollment of approximately 6,100 throughout four campuses located in St. Mary's County, Calvert County, and Charles County. St. Mary's College of Maryland has had historical enrollment of approximately 1,500. Athletic events at these colleges drive significant visitation to the area.

SCHOOLS AND COLLEGES		
Educational Attainment - age 25 & over (2015-2019)		
High school graduate or higher		81.32%
Bachelor's degree or higher		14.43%
Public Schools		
Number: 18 elementary; 4 middle/comb.; 3 high; 1 career/ tech; 1 charter		
Enrollment: 17,246		
Cost per pupil: $12,710		
Students per teacher: 16.2		
High school career / tech enrollment: 2,174		
High school graduates: 1,211		
Nonpublic Schools Number: 36		
Higher Education (2019)	**Enrollment**	**Degrees**
2-year institution		
College of Southern Maryland*	6,081	1,814
4-year institutions		
St. Mary's College of Maryland	1,511	421

Johns Hopkins University, University of Maryland College Park, and 7 other institutions offer programs at the University System of Maryland at Southern Maryland. In addition, the Florida Institute of Technology offers coursework at the Frank Knox Center at NAS Patuxent River.

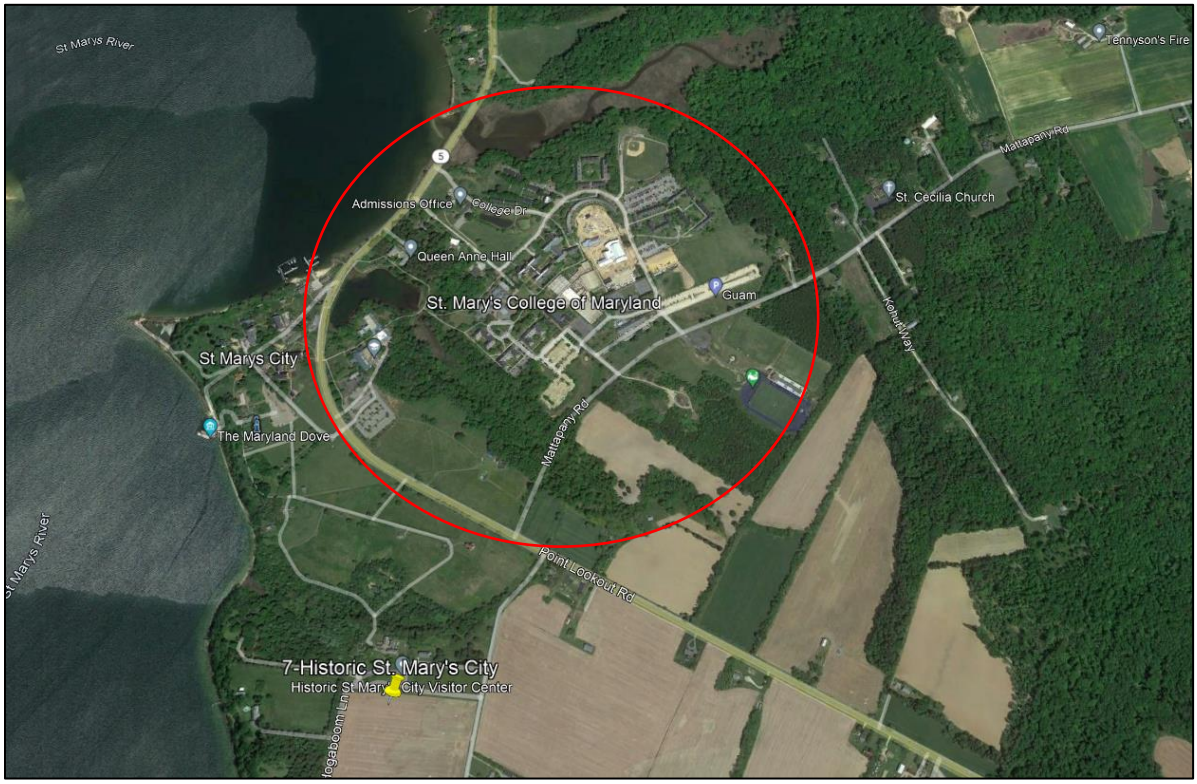
*Includes four campuses in Calvert, Charles and St. Mary's counties

Source: Brief Economic Facts/St. Mary's County, Maryland

Most St. Mary's College students are Maryland residents, although students from 26 states and eight nations are represented in the community. The campus offers eight housing areas (e.g., coed and single sex halls, suites, apartments, and townhouses) and 78% of St. Mary's College students live on campus. The student and faculty base as well as visiting friends and family represent a strong base of support for potential new commercial development.

The college offers 21 varsity athletic teams (NCAA Division III & Inter-collegiate Sailing Association Mid-Atlantic Rowing Conference). In terms of academics, the college offers 60 programs including 24 Majors and 29 Minors, Bachelor of Arts, Bachelor of Science and Master of Arts in Teaching degrees, and other offerings. There are 134 full-time faculty with 98% of faculty holding highest attainable degree in respective fields with 14-Fulbright Awardees.

As shown on the map below, St. Mary's College is situated on a 361-acre waterfront site.



St. Mary's College notes that collaboration with HSMC has led to the articulation of the joint programs and projects, including:

<u>Academic Affairs</u>

- HSMC is a partner in the College's Center for the Study of Democracy and Museum Studies Program
- HSMC staff teach College courses, provide internships, and supervise senior St. Mary's Projects
- HSMC also hires students to work on archaeological sites and within archaeological curation labs
- HSMC also hires students to work as costumed interpreters in the city
- A number of students attend the HSMC's annual summer Field School
- The Heirloom Garden Project, a joint grant held by HSMC and the College's environmental studies on the Kate Chandler Campus and Community Farm
- Collaboration with College's theater, film and media studies department on recent site-specific staging of "Macbeth"
- Hawktoberfest events routinely include fun run/walks through HSMC
- HSMC staff participate in the annual Museum Studies Week activities/panels
- As part of the Museum Studies steering committee, HSMC members help select our Sullivan's Scholars

Joint Land-use planning and capital projects beginning early 2000 led to:

- The St. John's Site - located on HSMC property surrounded by College property. The State required the College to coordinate planning and project management, and the College provides parking and utilities.
- Anne Arundel Hall - found on College property, the College provides HSMC 40% of the building to house its archaeology labs, offices, and curation facilities.
- Maryland Heritage Interpretive Center - found on College property, the HSMC's new visitor and exhibit center will commence construction in 2022. Per an agreement with the State, the College is responsible for project management of the Interpretive Center.

St. Mary's College and HSMC share the same neighborhood and share a mutual relationship as stewards of the land and history of the region.

County Transportation & Wayfinding

Vehicular access to St. Mary's County and St. Mary's Fort can impact visitation. The map below depicts major highways and routes throughout the county and is followed by a summary of key roadway linkages.

Major Highways

Connectivity Washington +/-50 Miles

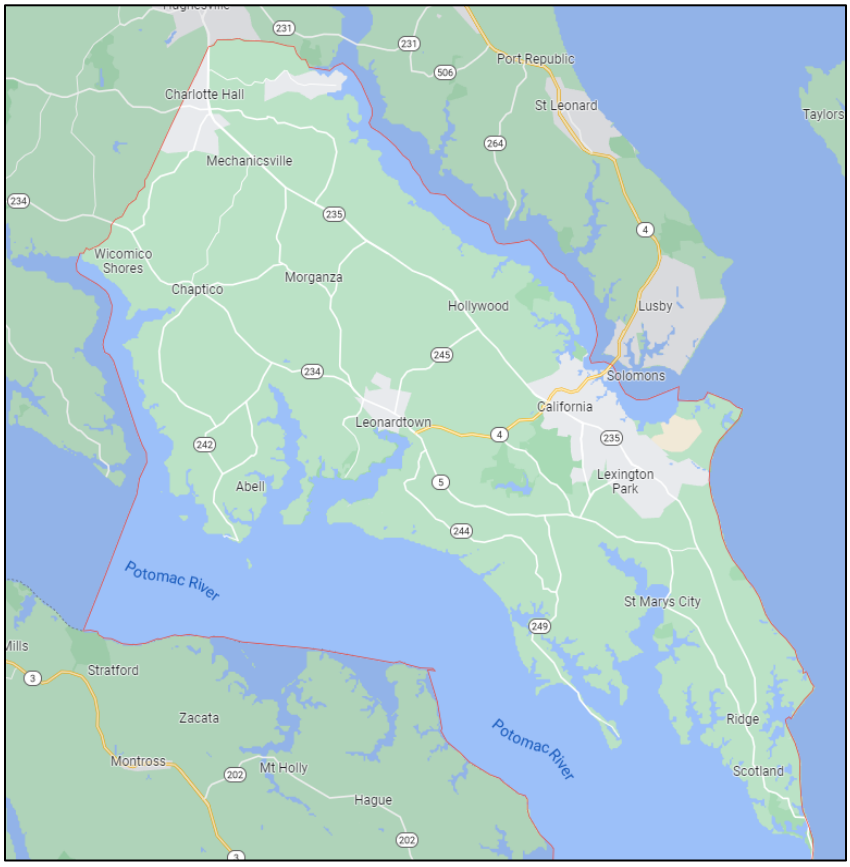
- Route 5

Baltimore +/-100 Miles

- I-495
- Route 5

St. Mary's County Connectivity

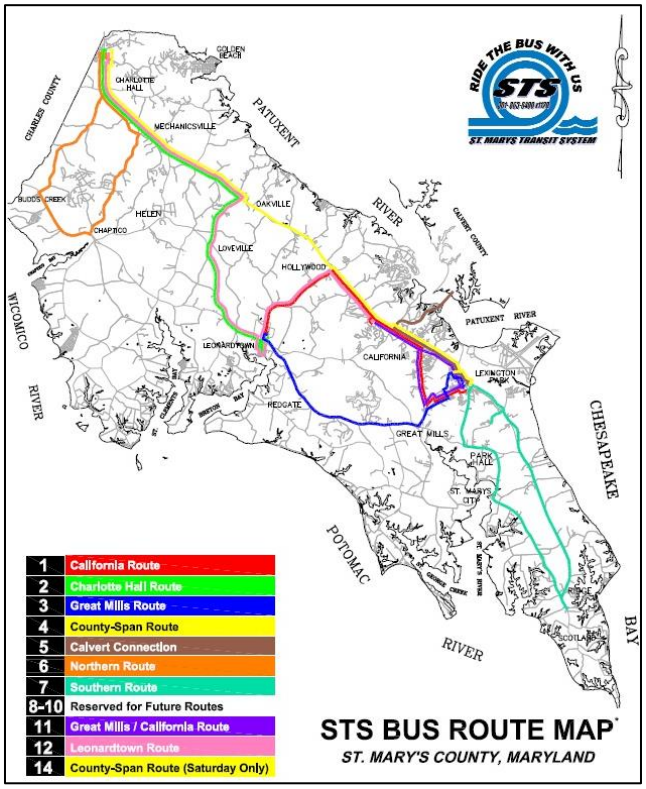
- Route 4
- Route 5
- Route 6
- Route 234
- Route 235
- Route 242
- Route 244
- Route 245
- Route 249



Source: GIS St. Mary's County/EAI

- Roadway linkages to St. Mary's County from the north primarily include Routes 5 & 6 intersecting at the incorporated community of Charlotte Hall on the north boundary of St. Mary's County. Route 5 continues south through HSMC with its terminus at Point Lookout State Park on the most southern point of St. Mary's County and Peninsula.
- US 301 situated west in Charles County extends south eventually bridging the Potomac River and entering the State of Virginia. Intersecting US 301 to the north of the county line are both Routes 5 & 6. Also intersecting with US 301, in neighboring Charles County to the west, is Route 234 which meanders easterly through Wicomico Shores (in St. Mary's College) and transitioning to Route 5 at Leonardtown.
- Connecting to the California and Lexington Park communities in eastern St. Mary's County is Route 4, bridging the Patuxent River from east to west from Solomons Island (Calvert County) with its terminus intersecting with Route 5, south of Leonardtown.
- Extending south from Charlotte Hall is Route 235, intersecting with Route 5, north of the Scotland community district in the southern part of the peninsula. There are also several local roads and routes crisscrossing the county connecting the community districts in St. Mary's County.
- St. Mary's County Transit System has over 30,000 riders per month and plays a key role in the viability of the local economy and the livability of neighborhoods. A map of the St. Mary's County bus route is shown below.

Public Transportation – St. Mary's County Transit System



Source: St. Mary's County Website

In addition to vehicular access, other forms of transportation include:

- Rail system: The nearest rail depot is CSX Transportation which is in adjacent Charles County at Waldorf.
- Truck Transport: It is reported that +/-60 local and long-distance trucking companies are situated in Southern Maryland.
- Port of Entry: Port of Baltimore.
- Air Transport: St. Mary's County is served by Baltimore/Washington International Thurgood Marshall Airport (BWI), Ronald Reagan Washington National Airport and Washington Dulles International Airport. Locally, St. Mary's County Regional Airport for private aircraft. We note that the St. Mary's Regional Airport Master Plan promotes an aggressive development plan that included taxiway relocation and apron construction in July 2020 and the extension of Runway 11-29 that began in December 2021. Additional plans call for future development of general aviation hangar space and larger private hangar space.

Tourism

Tourism is an important economic generator to St. Mary's County. In the most recent published information provided by the St. Mary's County Economic Development Department entitled Economic Snapshot of St. Mary's County (2017), the tourism's economic impact accounted for 2,365 jobs and nearly $85 million in labor income directly and indirectly from St. Mary's County tourism in 2016. Further, St. Mary's County was estimated to generate $163.4 million in tourism industry sales and $23.3 million in State and local taxes in 2016.

Zoning Districts

When evaluating future development opportunities, it is important to consider existing zoning districts. St. Mary's County orchestrates future development via the different zoning districts and regulates the types of commercial, industrial, agricultural, and residential uses that are permitted in the County. The Master Plan is important because it facilitates long-term growth in the desired zoning districts.

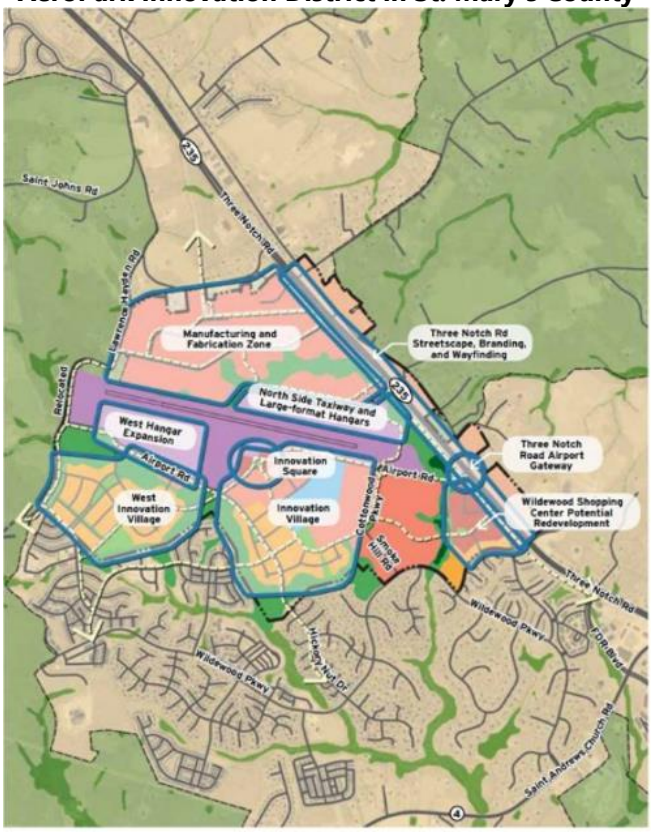
Much of St. Mary's County land area is zoned Rural Preservation, which as previously mentioned, is intended to protect agricultural lands, forest land and sensitive waterfront lands from residential and commercial encroachment.

Planning Districts

Currently St. Mary's County has two highly active planning districts, both in the largest growth area, California -Lexington Park. These include the Aero Park Innovation District and Lexington Park Development District.

The AeroPark Innovation District in St. Mary's County promotes a center for innovation and collaboration with the University System of Maryland (USM) to include public-private partnerships facilitating development and growth. The new Southern Maryland Autonomous Research and Technology (SMART) USM is building an $87 million, 84,000-square foot facility. Private sector industries generate $4.1 billion in economic output. This district is emerging around the St. Mary's County Airport.

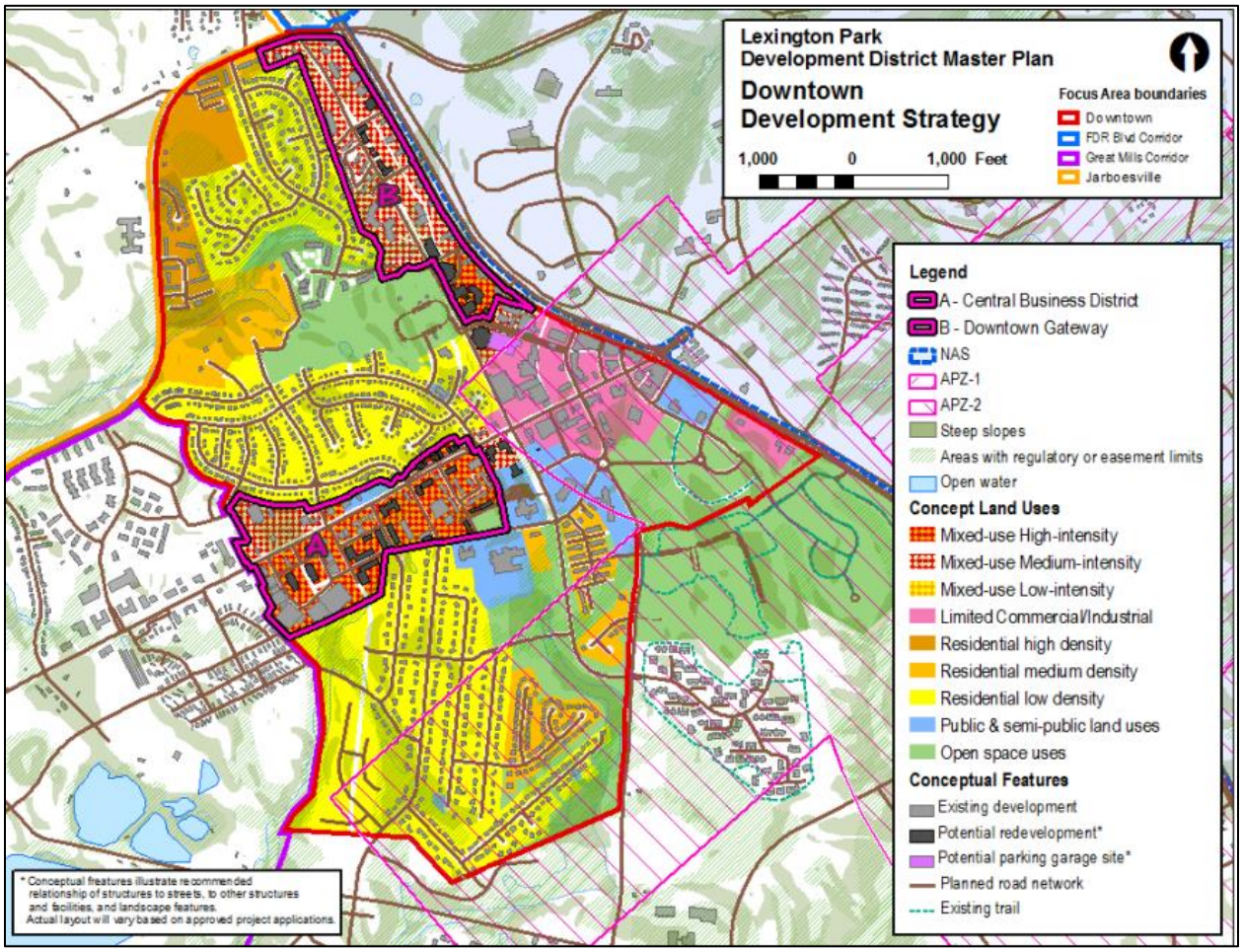
AeroPark Innovation District in St. Mary's County



Source: St. Mary's County Website

The 2010 St. Mary's County Comprehensive Plan envisioned the Lexington Park Development District as a principal growth area for St. Mary's County. The purpose of this Plan was to shape and direct growth over the next 30 years. The Plan emphasized the revitalization of Lexington Park through new and infill development that could create a traditional town pattern of mixed uses, landscaped streets with sidewalks and bikeways, and neighborhood parks. The transit system could provide inexpensive and convenient connections to destinations within and outside Lexington Park.

Lexington Park Development District Master Plan



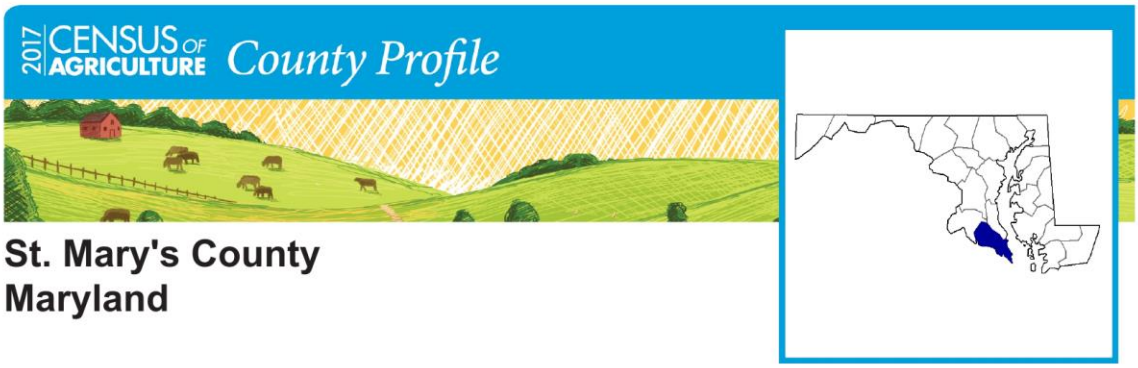
Source: GIS St. Mary's County/EAI

St. Mary's County Agriculture, Forestry & Aquaculture

Agriculture, forestry and aquaculture industries are strengths of St. Mary's County. The following provides a snapshot of relevant information related to these industries.

Agricultural Industry

The most recent agriculture census was completed in 2017, with the next census currently engaged within its five-year cycle as of 2022. A summary of some key facts are summarized below.



Total and Per Farm Overview, 2017 and change since 2012

	2017	% change since 2012
Number of farms	615	-3
Land in farms (acres)	61,803	-8
Average size of farm (acres)	100	-5
Total	($)	
Market value of products sold	25,955,000	+19
Government payments	970,000	+24
Farm-related income	2,555,000	-24
Total farm production expenses	25,826,000	-6
Net cash farm income	3,654,000	+322
Per farm average	($)	
Market value of products sold	42,203	+22
Government payments (average per farm receiving)	8,079	+96
Farm-related income	11,459	-10
Total farm production expenses	41,993	-4
Net cash farm income	5,941	+328

1 Percent of state agriculture sales

Share of Sales by Type (%)

Crops	79
Livestock, poultry, and products	21

Land in Farms by Use (%) [a]

Cropland	60
Pastureland	5
Woodland	29
Other	6

Acres irrigated: 689
1% of land in farms

Land Use Practices (% of farms)

No till	31
Reduced till	11
Intensive till	25
Cover crop	34

Source: United States Department of Agriculture

Most of the approximately 62,000 acres of farmland in St. Mary's County lies within an RPD. As such, the farmland is protected from encroaching development and suburban sprawl. Farming is a significant industry to St. Mary's County accounting for +/-$26 million annually. The Farm Bureau reports sales from the County Farmers Markets could exceed $3 million annually.

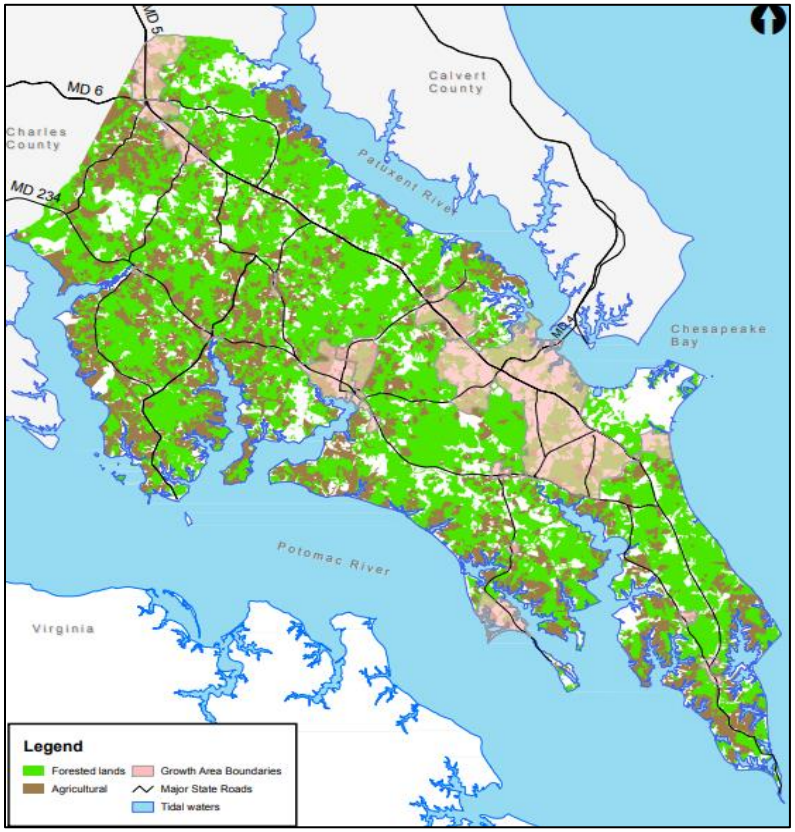
The following outlines two programs impacting development opportunities in the County.

St. Mary's County in July 2007, to broaden rural land preservation, allowed the owner of farmland within the RPD to participate in the Transfer of Development Rights (TDR) program whereby development rights that were permitted on the owner's land could be transferred (sold) to a developer to create additional residential density in RPD districts or increase Floor Area Ratios (FAR) within commercial zones. A formula was devised based on acreage whereby the owner of the land could sell the TDR in the open market. Thus, easing the temptation of selling farmland to encroaching developers the owners kept and preserved the land for farming or green space and were renumerated in the market for the TDR. St. Mary's County keeps a list of individuals who have TDR for sale. It is also noted that the TDR program parallels The Maryland Agricultural Land Preservation Foundation goals.

In another program enabling farms, the Commissioners of St. Mary's County signed a Memorandum of Understanding (MOU) with the Southern Maryland Agriculture Development Commission (SMADC) in December 2021 to authorize funding for the construction of the Regional Agricultural Center (RAC) in St. Mary's County. The Commissioners agreed to provide additional funding for the $4.7 million project. SMADC, which serves the five Southern Maryland counties (Anne Arundel, Calvert, Charles, Prince George's, and St. Mary's) contributed $1.5 million for the RAC. The RAC will add value to Southern Maryland agricultural and livestock products, aggregate and distribute those products, and provide instructional and regulatory-advice services for Southern Maryland farmers.

Forestry Industry

St. Inigoes State Forest is comprised of 938 acres located on a peninsula between St. Mary's River and Smith Creek bordering the Potomac River in St. Mary's County. There are 324 acres of woodland, 524 acres of agricultural land and six residential dwellings on the property. The St. Inigoes State Forest property (locally known as Kitts Point) is the most ancient Jesuit establishment in the United States and considered the oldest in the world that remained in continuous possession.



Source: GIS St. Mary's County/EAI

Aquaculture Industry

St. Mary's County has the most Oyster Farms (12) in the State. Revenue from the oyster farms exceeds a reported $4 million annually.

Piney Point Aquaculture Center is the Fisheries Service shellfish hatchery in St. Mary's County. This facility specializes in oyster production and related services to support oyster habitat restoration projects, the aquaculture industry, the commercial fishing industry, and the Marylanders Grow Oysters (MGO) program.



Hospitality Services

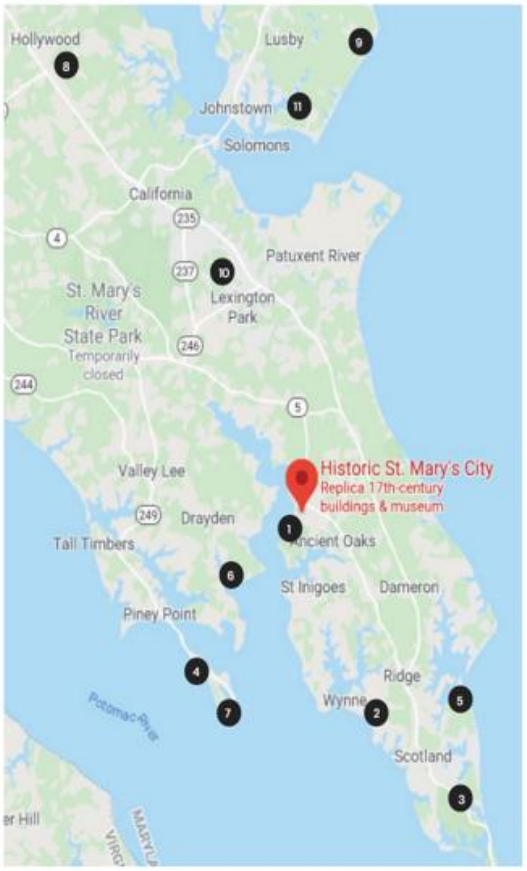
The 2016 St. Mary's County Tourism and Hospitality Master Plan prepared by JLL's Hospitality-Tourism Group notes that most of the lodgings in the County are located near or in Lexington Park and support business travel related to the Patuxent Naval Air Station. Since General Services Administration (GSA) per diem rates are low, the hotels mostly cater to budget travelers. Lodgings that appeal to tourists - that are in and of themselves part of the tourist experience - are in short supply. There are a few colonial accommodations that key on the HSMC experience, including most notably the nearby Inn at Brome Howard (owned and operated by HSMC), Woodlawn Bed and Breakfast, and St. Michael's Manor B&B. Since the offerings at HSMC are spread out and exceed what can be experienced in a single day, providing suitable lodging options to the visitor is imperative.

Having a unique dining experience is also a major component for tourism, and in this regard, St. Mary's County falls short. Despite being in an agricultural area, the offerings are mostly restaurants in strip shopping centers.

KEY TO LODGING OPTIONS

1 The Inn at Brome Howard (owned and operated by Historic St. Mary's City)
2 Woodlawn Bed & Breakfast
3 St. Michael's Manor B&B
4 Island Inn & Suites
5 Swanendele Inn
6 Dennis Point Campground
7 Camp Merryeland Cottages
8 The Victorian Candle
9 Cove Point Lighthouse
10 Hotels near Lexington Park
- Red Roof Inn
- Fairfield Inn
- Comfort Inn
- Towne Place Suites
- Home2Suites
- La Quinta Inn
- Executive Inn & Suites
- Hampton Inn
- Extended Stay America
- Holiday Inn Express
- Radisson Country Inn
- Super 8
- Motel 6

11 Hotels near Solomon's Island
- Solomon's Victorian Inn
- Blue Heron Inn B&B
- Quality Inn Beacon Marina



LODGING OPTIONS



GOOGLE MAPS SEARCH FOR RESTAURANTS

Note: Labeled restaurants are representative of a typical internet search and are not meant to be a comprehensive listing.

Source: Historic St. Mary's Master Plan/April 2021

Retail Market Profile

The table below provides a retail market profile for St. Mary's County. As previously discussed, the Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities, but it is not an analysis that indicates unconditional opportunities. The analysis is also referred to as "a gap analysis" or "a supply and demand analysis". Relative to the Leakage/Surplus Factor, a positive value represents 'leakage' of retail opportunity outside the trade area or demand exceeds supply while a negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area or supply exceeds demand. The Retail Gap represents the difference between Retail Potential and Retail Sales. As shown, the County has a positive Leakage/Surplus Factor for both total retail trade and total food & drink indicating demand exceeds supply.

Retail Market Profile - St. Mary's County

Retail Market Place Profile (Rounded $000)	Countywide Profile				
	Demand	Supply	Retail Gap	Leakage/Surplus Factor	#of Businesses
2021 Industry Summary					
Total Retail Trade	$1,747,082	$1,169,811	$577,271	19.80	457
Total Food & Drink	$192,532	$141,508	$51,023	15.30	197
2021 Industry By Group					
Motor Vehicle & Parts Dealers	$364,265	$349,597	$14,688	2.1	72
Furniture & Home Furnishing Stores	$64,255	$31,162	$33,092	34.7	21
Electronics & Appliance Stores	$68,991	$34,295	$34,696	33.6	20
Building Material, Garden Equip. & Supply Stores	$122,504	$82,385	$40,118	19.6	47
Food & Beverage Stores	$321,184	$98,991	$222,192	52.9	68
Health & Personal Care Stores	$107,502	$64,922	$42,579	24.7	26
Gasoline Stations	$154,814	$99,438	$55,375	21.8	30
Clothing & Accessories Stores	$122,309	$26,535	$95,773	64.3	30
General Merchandise Stores	$285,146	$302,154	(17,008)	(2.9)	28
Miscellaneous Retailers	$65,667	$26,201	$39,466.00	43.0	69
Food Services & Drinking Places	$192,532	$141,508	$51,023	15.3	197

Source: ESRI 2021 Forecast

The primary commercial hubs in St. Mary's County include the community areas of Charlotte Hall, Mechanicsville, Leonardtown, California, and Lexington Park.

St. Mary's County – Tax Incentives & Financing

St. Mary's County Department of Economic Development provides many opportunities for tax incentives and financing through multiple resources from the Federal Government, the State and the County. Tax incentives can be important in encouraging business to invest in a community thereby increasing economic development and creating and retaining jobs.

Options include:

- Opportunity Zones
- Business Tax Credits
- Southern Maryland Agricultural Development Commission
- Maryland Agriculture & Resource
- Maryland Department of Commerce

SUMMARY OF KEY FINDINGS

The following provides a summary of key findings related to characteristics of St. Mary's County including demographics, employment, educational institutions, transportation, retail, etc.

- Current reported median household income ($88,186) is 22% higher than the national average ($72,353). It is also reported that 59.2% of the population earns more than the reported national median income.

- Approximately 76% of the population is white, 15% is black and 9% is of other ethnic origin.

- The 2021 median home value was reported at $335,068, of which 28% of owner-occupied housing comprise the home value range of $300,000-$399,999 in St. Mary's County. Also reported approximately 85% of owner-occupied housing comprise the home value range of $200,000-$749,999.

- The ratio multiplier of affordability, which is defined as the median home value ($335,068) divided by median income ($88,186) indicates a multiplier of 3.80. Current typical mortgage underwriting considers a multiplier range of 3.50 to 4.50 as acceptable limits.

- The Countywide market profile indicates a white-collar workforce of 66.90% and blue-collar workforce of 19.30%.

- The retail market profile indicates a positive retail gap whereby demand exceeds supply in the surveyed industry summary for total retail trade and total food & drink. This is an indication of a stable economic base with stable employment and local households with spendable dollars.

- The tapestry segmentation indicates upward & mobile professionals, educated with high income.

- More than 25% of the employment base represents STEM field employment.

- Relative to the category of major employers (2020-2021), STEM commands the majority of employment opportunities within the county. The Patuxent River Naval Air Station provides the most employment opportunities in St. Mary's County and employs approximately 25,000 military, civilian, and contract personnel. These military, civilian and contract personnel, in addition to visitors, would be a strong support base for new commercial development as well as St. Mary's Fort.

- St. Mary's College is one of the larger employers in the County. In addition, the students, faculty and staff along with associated visitors represent a target market for surrounding commercial development.

- Wayfinding and traffic circulation within St. Mary's County is considered adequate. Inter county neighborhood connectivity and wayfinding is also viewed as adequate with U.S. highway routes and county roads providing satisfactory circulation within the County.

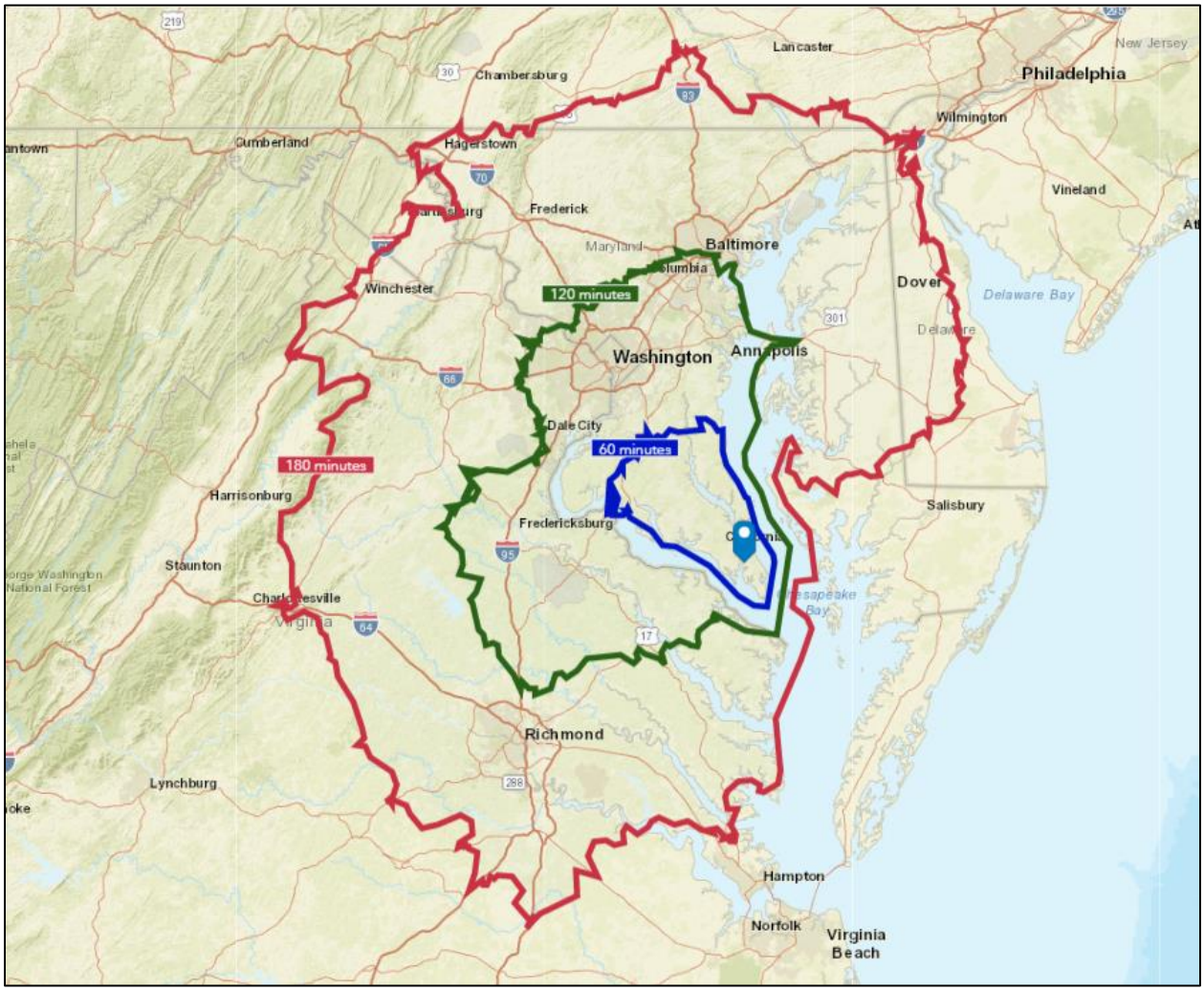
- Bus transportation within the County appears adequate. All reported census growth communities are interconnected by the various reported bus routes. However, we note the southwest part of the County that includes the census data communities of Tall Timbers, Piney Point and St. George's Island are not connected to public bus routes.
- Information provided by the St. Mary's County Economic Development Department reports that nearly 2,400 jobs and over $84 million in labor come from tourism. Based on the last tourism survey (2016) over $163 million was generated in tourism industry sales.
- There is approximately 62,000 acres of farmland (crop & livestock) in St. Mary's County, accounting for +/-$26 million in annual sales. Most of the farmland lies within the RPD.
- Most lodging accommodations and restaurants are clustered in or near Lexington Park and there are currently limited options offering a colonial experience that visitors to St. Mary's Fort might seek.
- Transportation linkage and connectivity to St. Mary's County are considered adequate, particularly to the Washington, D.C. and Baltimore market areas.

REGIONAL ENVIRONS

In addition to residents and visitors drawn to the area by existing colleges and the Patuxent River Naval Air Station, St. Mary's Fort will attract history buffs from the surrounding region that will not only visit the Fort but also any new commercial developments. This section summarizes select demographic data for a 60-, 120- and 180- minute drive time from the St. Mary's Fort site. These drive times represent a one-, two- and three-hour drive from the site. Demographic data is also shown for St. Mary's County for comparative purposes. Although not anticipated to account the majority of visitors, St. Mary's Fort will also attract people from a broader area, including internationally.

A map illustrating each profiled drive time is shown below. The 60-minute drive time extends into portions of Charles and Calvert counties. The 120-minute drive time encompasses Washington D.C. and parts of Virginia. The 180-minute drive time includes highly populated areas such as Baltimore, Richmond, etc.

Map of 60-, 120-, & 180-Minute Drive Times



Source: ESRI.

Demographics

Demographic data for each profiled drive time and St. Mary's County is shown below. The population within the 60-minute drive time in 2021 was 217,125. The 120- and 180-minute drive times had a population of approximately 5.7 million and 12.2 million, respectively. These densely populated areas within each drive time provide an opportunity for St. Mary's Fort to draw non-local visitors to St. Mary's County.

Market Profile				
		Drive Times		
	St. Mary's County	60-Minute	120-Minute	180-Minute
Population Summary				
2021 Total Population	117,231	217,125	5,670,543	12,155,385
2026 Total Population	122,212	226,094	5,913,541	12,677,002
2021-2026 Annual Rate	0.84%	0.81%	0.84%	0.84%
Household Summary				
2021 Households	42,285	77,035	2,151,468	4,580,273
2021 Average Household Size	2.71	2.77	2.58	2.6
Median Household Income				
2021	$88,186	$97,816	$102,388	$90,096
2026	$95,792	$103,678	$109,654	$99,106
Median Age				
2021	37.3	38.4	38.2	38.9
2026	38.2	39.3	38.9	39.6

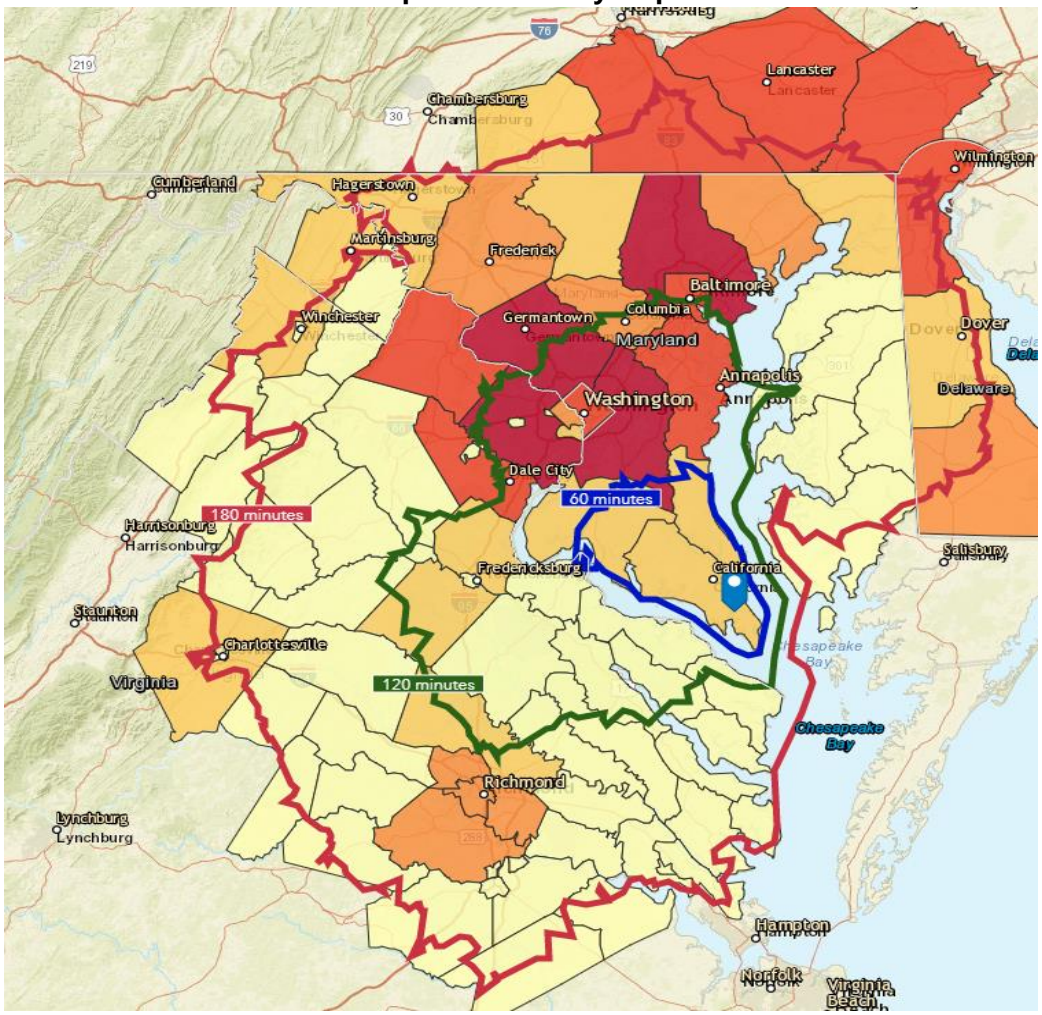
With a population upwards of 9.3 million, the Baltimore-Washington metropolitan area is a major target market for day trippers to HSMC. For residents of the southernmost suburbs of Virginia and Maryland, the drive is just a little over 1.5 hours which is almost comparable to some work commutes. Richmond, with a population of 1.26 million, is also within a reasonable range for a day's drive.

The Hampton Roads region, comprised of the Virginia Beach-Norfolk- Newport News, VA-NC metropolitan area, has a population of over 1.7 million with driving times to HSMC in the range of 3 to 3.75 hours.

For colonial history buffs on a longer driving tour, HSMC is an appealing destination on a route that could take in Roanoke Island, North Carolina; Annapolis and Kent Island in Maryland; and Old Point Comfort, Jamestown, and Williamsburg in Virginia.

The following map depicts the population density within each of the profiled drive times.

Population Density Map



Source: ESRI.

Regional Site Approach

The lack of public transportation options to access the site means visitors must use private transportation, such as personal car or rented vehicles. Charter buses provide a viable option to bringing larger groups to HSMC and could be a way to expand the site to potential visitors that do not have access to personal vehicles, such as students and those living in cities. Partnerships with other institutions like schools, universities, and community centers that have an interest in bringing groups to the historic site benefit from this transportation arrangement. There are four main avenues of approach to HSMC. Each avenue of approach leads to St. Mary's via Route 5:

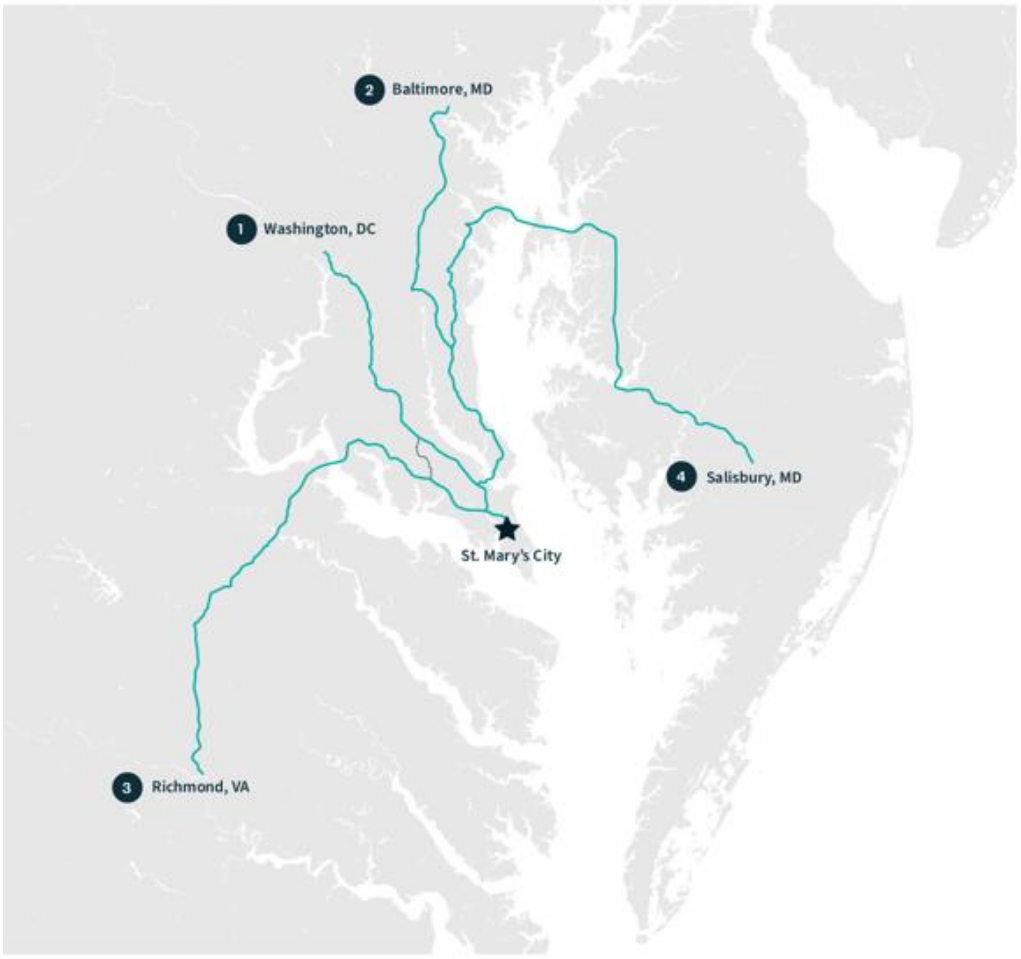
1. Visitors traveling from Washington D.C. and Northern Virginia can access the site via Maryland Route 5/Branch Avenue. While the most direct route to the site for these visitors is along Three Notch Road (Route 235), a more scenic route can be enjoyed via Point Lookout Road (Route 5), which runs parallel, extending the trip by less than 10 minutes.

2. Visitors traveling from Baltimore and farther north use Maryland Route 4 South, crossing the Patuxent River at the Governor Thomas Johnson Bridge.

3. Visitors from Southern Virginia or other locations southwest of St. Mary's City travel across the Harry Nice Bridge at Dahlgren and along Maryland Route 5/ Point Lookout Road. Maryland Transportation Authority is replacing this bridge with a new bridge that increases the number of lanes from two to four, doubling vehicle capacity. Construction is expected to be complete in 2023.

4. Visitors traveling from locations east of St. Mary's City use the Chesapeake Bay Bridge and travel along Solomons Island Road and Maryland Route 4 South, crossing the Patuxent River at Governor Thomas Johnson Bridge.

Regional Site Approach



Source: Historic St. Mary's Master Plan/April 2021

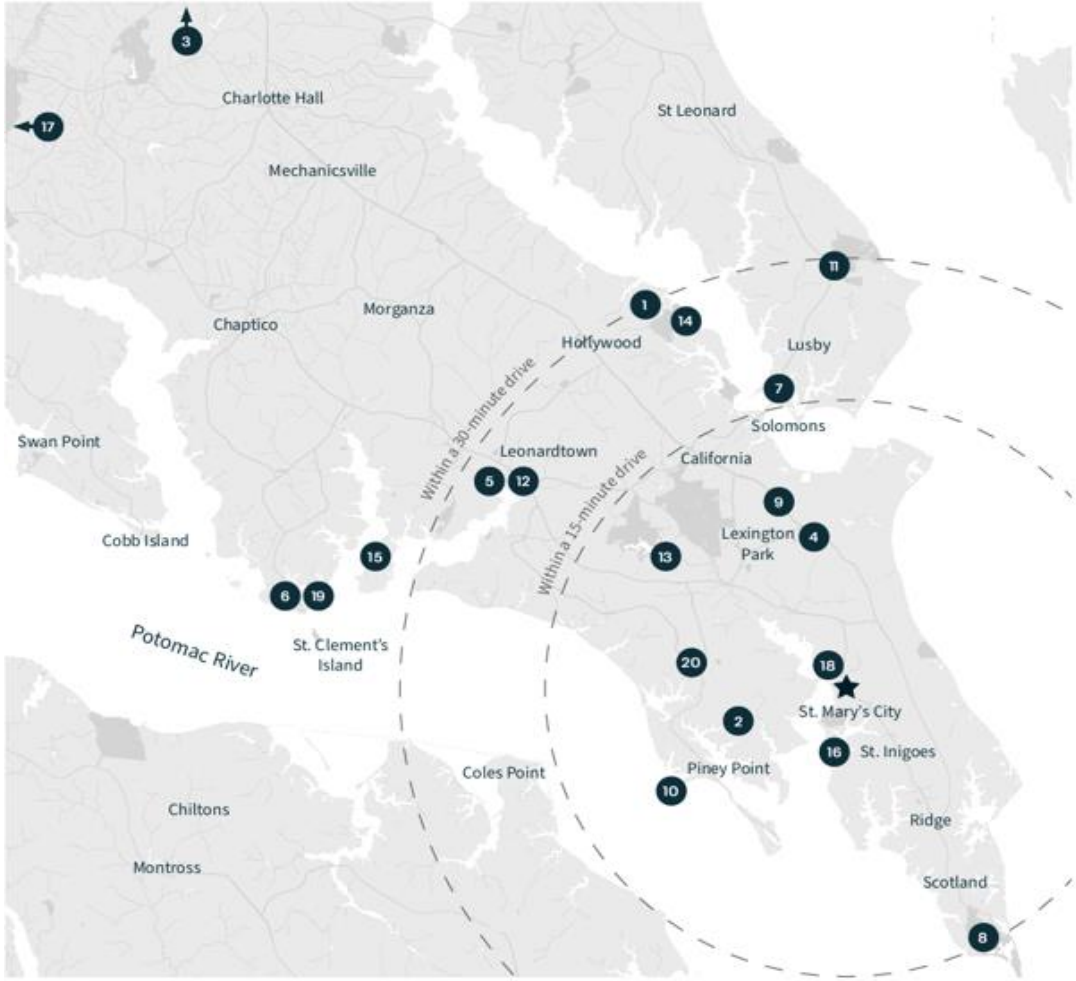
Regional Attractions

Reminders of the 17th-century colony established at HSMC are evident throughout the region, including sites directly tied to the history, such as St. Clement's Island and Newtowne Neck. The State of Maryland has developed marketing materials to promote a Religious Freedom Loop that links early churches formed by the Jesuits and other denominations and other sites that speak to a history of religious toleration. While somewhat farther afield, ties could be strengthened with more distant sites that explore the same time period and are related to HSMC's history, most notably Kent Island (a 2-hour drive), Annapolis (1 hour 43 minutes), Williamsburg (2 hours 50 minutes), Jamestown (3 hours) and Newport News Mariners' Museum (3 hours 19 minutes) to create a several-day driving tour.

KEY TO ATTRACTIONS

1 Historic Sotterley
2 Drayden School
3 Dr. Samuel Mudd House
4 USCT Memorial
5 Old Jail Museum
6 St. Clement's Museum
7 Calvert Marine Museum
8 Point Lookout State Park, Civil War Museum & Lighthouse
9 PAX River Naval Air Museum
10 Piney Point Lighthouse
11 Calvert Cliffs
12 Leonardtown Wharf
13 St. Mary's River State Park
14 Greenwell State Park
15 Newtowne Neck State Park
16 St. Ignatius/St. Inigoes
17 St. Ignatius/Port Tobacco
18 Trinity Episcopal Church
19 St. Clement's Island
20 St. George's Episcopal

Area Attractions



Source: Historic St. Mary's Master Plan/April 2021

SUMMARY OF KEY FINDINGS

- The 120- and 180-minute drive times offer populations of approximately 5.7 million and 12.2 million, respectively that provide an opportunity to draw visitors to HSMC and St. Mary's Fort that support potential new commercial development. Densely populated areas such as the Baltimore-Washington metropolitan area are a major target market for day trippers to HSMC.

- For colonial history buffs on a longer driving tour, HSMC is an appealing destination on a route that could take in Roanoke Island, North Carolina; Annapolis and Kent Island in Maryland; and Old Point Comfort, Jamestown, and Williamsburg in Virginia. Ties could be strengthened with more distant sites that explore the same time period and are related to HSMC's history, most notably Kent Island (a 2-hour drive), Annapolis (1 hour 43 minutes), Williamsburg (2 hours 50 minutes), Jamestown (3 hours) and Newport News Mariners' Museum (3 hours 19 minutes) to create a several-day driving tour.

- There are four main avenues of approach to HSMC. Each avenue of approach leads to St. Mary's via Route 5. The lack of public transportation options to access the site means visitors must use private transportation, such as personal car or rented vehicles. Charter buses provide a viable option to bringing larger groups to HSMC and could be a way to expand the site to potential visitors that do not have access to personal vehicles, such as students and those living in cities. Partnerships with other institutions like schools, universities, and community centers that have an interest in bringing groups to the historic site benefit from this transportation arrangement.

PEER CASE STUDIES - HISTORICAL DISTRICTS

As part of the cursory market evaluation, data from the following peer historical districts was analyzed to provide a frame of reference to assist in drawing conclusions regarding potential future land uses for HSMC.

1. Jamestown in Virginia
2. Williamsburg in Virginia
3. Yorktown in Virginia
4. Antietam National Battlefield in Maryland
5. Harpers Ferry in West Virginia
6. Gettysburg in Pennsylvania
7. Valley Forge in King of Prussia, Pennsylvania
8. Flight 93 Memorial in Stoystown, Pennsylvania
9. Mystic Seaport in Connecticut
10. Plymouth Historic District in Massachusetts
11. Vicksburg National Military Park in Mississippi

The sites provided insight into tourism profiles and development patterns for food and drink and hotel stay. While there is no perfect comparable, useful information can be gleaned from these peer case studies.

This section provides a demographic, income & retail profile and summary of comparative land uses within a five-mile radius for HSMC and the profiled peer historical districts.

Peer Historical Districts - Demographic, Income & Retail Profiles

The pages that follow provide a comparison of the demographic, income and retail profile for HSMC with that of the peer historical districts based on current census interpretation by ESRI.

Demographic, Income & Retail Profile
Peer Historical District Comparison to Historic St. Mary's City

	Historic St. Mary's City	1 Jamestown Settlement 1388 Colonial Pkwy Jamestown, VA 23081	2 Colonial Williamsburg 101 Visitor Center Dr. Williamsburg, VA 23185	3 Revolutionary Yorktown 200 Water Street, Yorktown, VA 23690
	5 Mile Radius	5 Mile Radius	5 Mile Radius	5 Mile Radius
Retail Market Profile (Rounded $000)	**Retail GAP**	**Retail GAP**	**Retail GAP**	**Retail GAP**
Total Retail Trade	$207,331	$350,545	($253,019)	**$229,859**
Total Food & Drink	$27,297	$26,373	($134,034)	**$25,201**
	5 Mile Radius	**5 Mile Radius**	**5 Mile Radius**	**5 Mile Radius**
Population	20,703	32,091	66,697	37,341
Households	7,368	13,136	25,891	14,322
Owner Occupied Units	4,296	10,697	18,367	9,080
Renter Occupied Units	3,072	2,439	7,524	5,242
Median Age	32.2	49.8	42.7	39.4
Households By Income				
Median Household Income	$84,401	$100,794	$85,537	$68,268
National Median Income $72,353				
% Households Below National Median +/-				
(<) $15,000	7.4%	3.7%	6.5%	8.7%
$15,000-$24,999	6.6%	4.7%	6.0%	8.5%
$25,000-$34,999	5.6%	4.3%	5.2%	6.6%
$35,000-$49,999	6.7%	6.1%	8.8%	11.6%
$50,000-$72,353	16.9%	12.3%	15.0%	17.7%
Total % Households Below National Median +/-	43.2%	31.1%	41.5%	53.1%
Households by Income Under National Poverty Level +/-				
Household of 2 <$15,000	7.4%	3.7%	6.5%	8.7%
Household of 4 $15,000-$24,999	6.6%	4.7%	6.0%	8.5%
Total Households by Income Under National Poverty Level +/	14.0%	8.4%	12.5%	17.2%
% Race & Ethnicity				
White Alone	66.3%	85.0%	74.3%	67.9%
Black Alone	20.9%	7.2%	14.7%	21.3%
Other Races	12.8%	7.8%	11.0%	10.8%
Housing Profile				
Highest % Owner Occupied Housing by Value	33.3% ($300,000-$399,999)	67.1% ($300,000-$749,999)	23.3% ($300,000-$399,999)	23.6% ($300,000-$399,999)
Median Occupied Home Value	$317,670	$418,549	$372,347	$288,677
Average Occupied Home Value	$343,484	$488,137	$436,689	$341,128
Median Household Income	$84,401	$100,794	$85,537	$68,268
Ratio Multiplier/Median Home Value to Median Income	3.76	4.15	4.35	4.23
% Owner Occupied Units	51.7%	74.6%	60.0%	57.4%
% Renter Occupied Units	37.0%	17.0%	24.6%	33.1%
% Vacant Housing	11.3%	8.4%	15.4%	9.5%
Market Profile				
%White Collar	66.2%	76.3%	71.6%	64.5%
%Blue Collar	15.8%	10.5%	12.0%	20.2%
Tapestry				
Top Three Segments	Enterprising Professionals Bright Young Professionals Exurbanites	Silver & Gold In Style Comfortable Empty Nester	Silver & Gold Exurbanites Comfortable Empty Nesters	Comfortable Empty Nesters Savvy Suburbanites Home Improvement

Source: ESRI 2022 Forecast

Demographic, Income & Retail Profile

Peer Historical District Comparison to Historic St. Mary's City

	Historic St. Mary's City	4 Antietam National Battlefield 302 E Main St. Sharpsburg, MD 21782	5 Harpers Ferry National Historic Park 171 Shoreline Dr. Harpers Ferry, WV 25525	6 Gettysburg National Military Park 1195 Baltimore Pike Gettysburg, PA 17325
	5 Mile Radius	5 Mile Radius	5 Mile Radius	5 Mile Radius
Retail Market Profile (Rounded $000)	**Retail GAP**	**Retail GAP**	**Retail GAP**	**Retail GAP**
Total Retail Trade	$207,331	$166,995	$89,172	($44,174)
Total Food & Drink	$27,297	$13,251	$10,437	($25,369)
	5 Mile Radius	**5 Mile Radius**	**5 Mile Radius**	**5 Mile Radius**
Population	20,703	14,974	19,758	22,863
Households	7,368	5,442	7,486	8,532
Owner Occupied Units	4,296	4,380	6,077	5,961
Renter Occupied Units	3,072	1,062	1,410	2,570
Median Age	32.2	42.0	42.0	41.7
Households By Income				
Median Household Income	$84,401	$97,619	$91,497	$61,709
National Median Income $72,353				
% Households Below National Median +/-				
(<) $15,000	7.4%	4.7%	5.3%	8.0%
$15,000-$24,999	6.6%	4.8%	5.3%	11.2%
$25,000-$34,999	5.6%	5.5%	5.9%	8.3%
$35,000-$49,999	6.7%	9.0%	9.1%	13.4%
$50,000-$72,353	16.9%	15.9%	14.8%	15.9%
Total % Households Below National Median +/-	43.2%	39.9%	40.4%	56.8%
Households by Income Under National Poverty Level+/-				
Household of 2 <$15,000	7.4%	4.7%	5.3%	8.0%
Household of 4 $15,000-$24,999	6.6%	4.8%	5.3%	11.2%
Total Households by Income Under National Poverty Level+/	14.0%	9.5%	10.6%	19.2%
% Race & Ethnicity				
White Alone	66.3%	91.7%	88.9%	87.7%
Black Alone	20.9%	3.4%	4.3%	4.2%
Other Races	12.8%	4.9%	6.8%	8.1%
Housing Profile				
Highest % Owner Occupied Housing by Value	33.3% ($300,000-$399,999)	28.4% ($300,000-$399,999)	23.0% ($300,000-$399,999)	21.9% ($300,000-$399,999)
Median Occupied Home Value	$317,670	$314,211	$279,377	$266,473
Average Occupied Home Value	$343,484	$350,657	$309,514	$294,021
Median Household Income	$84,401	$97,619	$91,497	$61,709
Ratio Multiplier/Median Home Value to Median Income	3.76	3.22	3.05	4.32
% Owner Occupied Units	51.7%	73.8%	72.9%	64.0%
% Renter Occupied Units	37.0%	17.9%	16.9%	27.6%
% Vacant Housing	11.3%	8.3%	10.1%	8.4%
Market Profile				
%White Collar	66.2%	59.5%	67.30%	60.80%
%Blue Collar	15.8%	24.2%	17.00%	24.80%
Tapestry				
Top Three Segments	Enterprising Professionals Bright Young Professionals Exurbanites	Green Acres In Style Workday Drive	Middleburg Midlife Constants Workday Drive	Comfortable Empty Nesters Midlife Constants Set to Impress

Source: ESRI 2022 Forecast

Demographic, Income & Retail Profile

Peer Historical District Comparison to Historic St. Mary's City

	Historic St. Mary's City	7 Valley Forge National Historical Park 1400 N Outer Line Dr. King of Prussia, PA 19406	8 Flight 93 National Memorial 6424 Lincoln Highway, Stoystoen, PA 15563	9 Mystic Seaport Museum 75 Greenmanville Ave. Mystic, CT 06355
	5 Mile Radius	5 Mile Radius	5 Mile Radius	5 Mile Radius
Retail Market Profile (Rounded $000)	**Retail GAP**	**Retail GAP**	**Retail GAP**	**Retail GAP**
Total Retail Trade	$207,331	($1,004,110)	$57,313	$173,698
Total Food & Drink	$27,297	($30,342)	$4,856	($48,670)
	5 Mile Radius	**5 Mile Radius**	**5 Mile Radius**	**5 Mile Radius**
Population	20,703	158,916	6,229	33,410
Households	7,368	62,157	2,746	14,840
Owner Occupied Units	4,296	40,944	2,402	9,866
Renter Occupied Units	3,072	21,213	343	4,974
Median Age	32.2	40.5	48.7	49.1
Households By Income				
Median Household Income	$84,401	$100,015	$51,705	$84,366
National Median Income $72,353				
% Households Below National Median +/-				
(<) $15,000	7.4%	5.4%	8.6%	4.8%
$15,000-$24,999	6.6%	5.0%	12.1%	5.3%
$25,000-$34,999	5.6%	5.5%	11.7%	6.9%
$35,000-$49,999	6.7%	7.8%	15.7%	10.7%
$50,000-$72,353	16.9%	13.6%	18.9%	14.5%
Total % Households Below National Median +/-	43.2%	37.3%	67.0%	42.2%
Households by Income Under National Poverty Level+/-				
Household of 2 <$15,000	7.4%	5.4%	8.6%	4.8%
Household of 4 $15,000-$24,999	6.6%	5.0%	11.1%	5.3%
Total Households by Income Under National Poverty Level+/	14.0%	10.4%	19.7%	10.1%
% Race & Ethnicity				
White Alone	66.3%	71.2%	98.6%	85.0%
Black Alone	20.9%	9.4%	0.2%	4.0%
Other Races	12.8%	19.4%	1.2%	11.0%
Housing Profile				
Highest % Owner Occupied Housing by Value	33.3% ($300,000-$399,999)	21.2% ($500,000-$749,999)	33.6% ($100,000-$149,999)	19.8% ($300,000-$399,999)
Median Occupied Home Value	$317,670	$385,040	$100,585	$308,415
Average Occupied Home Value	$343,484	$478,782	$156,869	$393,878
Median Household Income	$84,401	$100,015	$51,705	$84,366
Ratio Multiplier/Median Home Value to Median Income	3.76	3.85	1.95	3.66
% Owner Occupied Units	51.7%	61.4%	65.1%	55.9%
% Renter Occupied Units	37.0%	31.8%	9.3%	28.2%
% Vacant Housing	11.3%	6.8%	25.5%	16.0%
Market Profile				
%White Collar	66.2%	79.10%	49.90%	69.50%
%Blue Collar	15.8%	11.10%	33.20%	14.20%
Tapestry				
Top Three Segments	Enterprising Professionals Bright Young Professionals Exurbanites	Top Tier Savvy Suburbanites Urban Chic	Heartland Communities Rooted Rural Rural Resort Dwellers	Exurbanites Golden Years Green Acres

Source: ESRI 2022 Forecast

Demographic, Income & Retail Profile
Peer Historical District Comparison to Historic St. Mary's City

	Historic St. Mary's City	10 Plymouth Village Historic District 75 Court St. Plymouth, MA 02360	11 Vicksburg National Military Park 3201 Clay St. Vicksburg, MS 3183
	5 Mile Radii	5 Mile Radii	5 Mile Radii
Retail Market Profile (Rounded $000)	**Retail GAP**	**Retail GAP**	**Retail GAP**
Total Retail Trade	$207,331	($491,438)	($329,136)
Total Food & Drink	$27,297	($49,909)	($21,387)
	5 Mile Radii	**5 Mile Radii**	**5 Mile Radii**
Population	20,703	43,880	29,702
Households	7,368	16,970	11,802
Owner Occupied Units	4,296	12,319	7,324
Renter Occupied Units	3,072	4,652	4,478
Median Age	32.2	44.3	39.3
Households By Income			
Median Household Income	$84,401	$86,991	$37,484
National Median Income $72,353			
% Households Below National Median +/-			
(<) $15,000	7.4%	7.3%	21.3%
$15,000-$24,999	6.6%	5.2%	15.5%
$25,000-$34,999	5.6%	7.5%	10.4%
$35,000-$49,999	6.7%	7.7%	12.9%
$50,000-$72,353	16.9%	14.6%	14.9%
Total % Households Below National Median +/-	43.2%	42.3%	75.0%
Households by Income Under National Poverty Level+/-			
Household of 2 <$15,000	7.4%	7.3%	21.3%
Household of 4 $15,000-$24,999	6.6%	5.2%	15.5%
Total Households by Income Under National Poverty Level+/	14.0%	12.5%	36.8%
% Race & Ethnicity			
White Alone	66.3%	89.5%	39.6%
Black Alone	20.9%	3.9%	57.5%
Other Races	12.8%	6.7%	2.9%
Housing Profile			
Highest % Owner Occupied Housing by Value	33.3% ($300,000-$399,999)	72.8% ($300,000-749,999)	72.8% ($300,000-749,999)
Median Occupied Home Value	$317,670	$451,690	$451,690
Average Occupied Home Value	$343,484	$547,147	$547,147
Median Household Income	$84,401	$86,991	$86,991
Ratio Multiplier/Median Home Value to Median Income	3.76	5.19	5.19
% Owner Occupied Units	51.7%	66.6%	66.6%
% Renter Occupied Units	37.0%	25.1%	25.1%
% Vacant Housing	11.3%	8.3%	8.3%
Market Profile			
%White Collar	66.2%	65.00%	57.00%
%Blue Collar	15.8%	15.30%	22.90%
Tapestry			
Top Three Segments	Enterprising Professionals Bright Young Professionals Exurbanites	Pleasantville Savvy Suburbanites City Lights	Modest Income Homes Family Foundations Midlife Constants

Source: ESRI 2022 Forecast

Peer Historical Districts – Comparative Land Uses

The following tables provide a comparison of land uses within a five-mile radius of St. Mary's College to the profiled peer historical districts.

Comparative Land Uses - 5 Mile Radius Peer Historical Districts				
	Historic St. Mary's City	1 Jamestown Settlement 1388 Colonial Pkwy Jamestown, VA 23081	2 Colonial Williamsburg 101 Visitor Center Dr. Williamsburg, VA 23185	3 Revolutionary Yorktown 101 Visitor Dr. Williamsburg, VA 23185
Hospitality				
Hotel/Motel		X	X	X
Limited Service Hotel		X	X	X
Full Service Hotel		X	X	
All-inclusive Hotel			X	
Destination Resort			X	
All-suite Hotel Options				
Boutique Hotel				
Specialty Property Hotel				
Conference Center			X	
Convention Center				
Gaming/Casino				
Waterpark				
Food & Drink Service				
Fast Food		X	X	X
Casual Dining		X	X	X
Fine Dining		X	X	X
Specialty Bar/Grille Theme		X	X	X
Farm to Table Theme				
Alternative Themes		X	X	X
Stand Alone Bar/Cocktail Lounge		X	X	X
Wine Bar			X	
Retail Development				
Strip Stores		X	X	X
Boutique Shops	X	X	X	X
Grocery/Convenience		X	X	X
Waterfront Development				
Day Docks				X
Waterfront Restaurant				X
Waterfront Retail				X
RV/Camp Ground				
Vacation Rentals				
Farmers Market				X
Golf Course			X	
Farmerland	X			
Hiking/Bike Trails	X	X	X	X

Comparative Land Uses - 5 Mile Radius
Peer Historical Districts

	Historic St. Mary's City	4 Antietam National Battlefield 302 E Main St. Sharpsburg, MD 21782	5 Harpers Ferry National Historic Park 171 Shoreline Dr. Harpers Ferry, WV 25525	6 Gettysburg National Military Park 1195 Baltimore Pike Gettysburg, PA 17325
Hospitality				
Hotel/Motel		X	X	X
Limited Service Hotel			X	X
Full Service Hotel				
All-inclusive Hotel				
Destination Resort				
All-suite Hotel Options				
Boutique Hotel				X
Specialty Property Hotel				
Conference Center				X
Convention Center				
Gaming/Casino				
Waterpark				
Food & Drink Service				
Fast Food		X	X	X
Casual Dining		X	X	X
Fine Dining			X	X
Specialty Bar/Grille Theme				X
Farm to Table Theme				X
Alternative Themes				X
Stand Alone Bar/Cocktail Lounge			X	X
Wine Bar				
Retail Development				
Strip Stores				X
Boutique Shops	X			X
Grocery/Convenience		X		X
Waterfront Development				
Day Docks				
Waterfront Restaurant				
Waterfront Retail				
RV/Camp Ground			X	
Vacation Rentals		X	X	X
Farmers Market				
Golf Course				X
Farmerland	X	X	X	X
Hiking/Bike Trails	X	X		X

Comparative Land Uses - 5 Mile Radius
Peer Historical Districts

	Historic St. Mary's City	7 Valley Forge National Historical Park 1400 N Outer Line Dr. King of Prussia, PA 19406	8 Flight 93 National Memorial 6424 Lincoln Highway, Stoystoen, PA 15563	9 Mystic Seaport Museum 75 Greenmanville Ave. Mystic, CT 06355
Hospitality				
Hotel/Motel		X	X	X
Limited Service Hotel		X		X
Full Service Hotel		X		
All-inclusive Hotel				
Destination Resort				
All-suite Hotel Options		X		
Boutique Hotel		X		X
Specialty Property Hotel				
Conference Center		X		
Convention Center				
Gaming/Casino				
Waterpark				
Food & Drink Service				
Fast Food		X	X	X
Casual Dining		X	X	X
Fine Dining		X		X
Specialty Bar/Grille Theme		X		X
Farm to Table Theme		X		
Alternative Themes		X		
Stand Alone Bar/Cocktail Lounge		X		X
Wine Bar		X		
Retail Development				
Strip Stores		X		X
Boutique Shops	X	X		X
Grocery/Convenience		X	X	X
Waterfront Development				
Day Docks				X
Waterfront Restaurant				X
Waterfront Retail				X
RV/Camp Ground				
Vacation Rentals		X		X
Farmers Market		X		
Golf Course		X		
Farmerland	X		X	
Hiking/Bike Trails	X	X	X	

Comparative Land Uses - 5 Mile Radius
Peer Historical Districts

	Historic St. Mary's City	10 Plymouth Village Historic District 75 Court St. Plymouth, MA 02360	11 Vicksburg National Military Park 3201 Clay St. Vicksburg, MS 3183
Hospitality			
Hotel/Motel		X	X
Limited Service Hotel		X	X
Full Service Hotel			X
All-inclusive Hotel			
Destination Resort			X
All-suite Hotel Options			
Boutique Hotel		X	
Specialty Property Hotel			
Conference Center			X
Convention Center			
Gaming/Casino			
Waterpark			
Food & Drink Service			
Fast Food		X	X
Casual Dining		X	X
Fine Dining		X	X
Specialty Bar/Grille Theme		X	X
Farm to Table Theme			
Alternative Themes		X	
Stand Alone Bar/Cocktail Lounge		X	X
Wine Bar		X	X
Retail Development			
Strip Stores		X	X
Boutique Shops	X	X	X
Grocery/Convenience		X	X
Waterfront Development			
Day Docks		X	X
Waterfront Restaurant		X	
Waterfront Retail		X	
RV/Camp Ground			
Vacation Rentals		X	
Farmers Market			
Golf Course			
Farmerland	X		
Hiking/Bike Trails	X	X	

Peer Historical Districts – Description and Summary of Observations

A description of each historical district is provided below along with a summary of key observations related to the demographic, income and retail profile and comparable land use data previously presented.

Jamestown Settlement is a museum with indoor exhibits and outdoor living history programs, that explores the English, Powhatan Indian and African cultures of Jamestown. This historic site is situated in Colonial National Historical Park, is the site of America's first permanent English settlement and the location of ongoing archeological projects and discoveries.

Colonial Williamsburg includes 88 original buildings, hundreds of reconstructed sites and 90-acres of gardens and greens, offering visitors a chance to experience the sights, sounds, and atmosphere of Virginia on the eve of the American Revolution. This 301-acre historic area is the largest living history museum in the United States.

Revolutionary Yorktown is on the banks of the York River and was established in 1691 as a port and holds a significant place in history for its contribution to American independence during the 1781 Siege of Yorktown. The Yorktown Victory Center examines the American struggle for independence during the Revolutionary era through themed exhibits and living-history programs. Yorktown Battlefield, found in Colonial National Historical Park, is the site of the last major battle of the American Revolutionary War.

All three of these historic sites are linked by the scenic Colonial Parkway and managed by endowed foundations that have fostered planned development over the past three decades. In addition, all three locations have very convenient access to food and drink and hotel accommodations within five-mile radius.

Colonial Williamsburg provides the best on campus or near campus hospitality and dining experience with five specialty hotel accommodations known as the Williamsburg Resorts.

- Williamsburg Inn
- Williamsburg Lodge
- Williamsburg Woodlands Hotel & Suites
- The Griffin Hotel
- Colonial Houses Historic Lodging

The resort operations provide the best example of overnight and/or extended stay.

Nearby attractions are also important links among the three historic sites that include Busch Gardens Williamsburg, Governor's Palace, various water parks and wineries.

On the waterfront, the Jamestown-Scotland Ferry passes right by the re-created ships of the first settlers, anchored at Jamestown Settlement. Visitors pass close by the actual site of the historic Jamestown settlement, which gives you a unique view of Jamestown from the water, like what those first settlers would have seen hundreds of years ago.

Jamestown and Yorktown both reflect positive Retail Gaps for Total Retail Trade and Total Food & Drink indicating a higher demand than available supply by industry group. Conversely, Colonial Williamsburg indicates a negative Retail Gap for Total Retail Trade and Total Food & Drink which is not considered unusual based on the far larger tourism to this area and available supply exceeds demand.

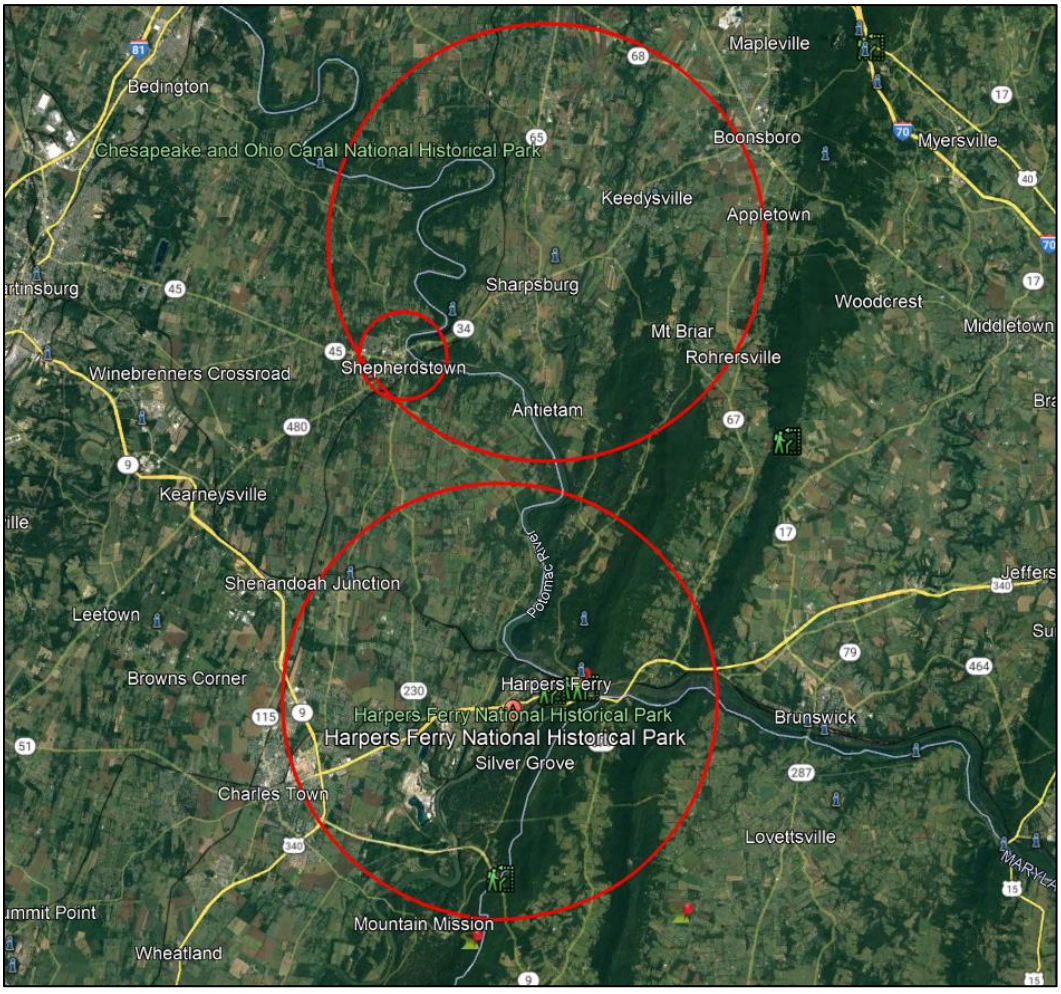
Transportation and wayfinding within the Historic Triangle are considered good. Access to airports is also considered good.

The **Antietam National Battlefield** and **Harpers Ferry National Historic Park** are located within 22 miles of each other. Antietam also overlaps within the five-mile radius study with Shepherd University, in Shepherdstown, which is one of the College Peer Case Studies.

Antietam represents the most rural of the Peer Case Studies and this is represented by little food & drink and hotel development within the one-mile and five-mile radius. Also, the positive retail gap for both Retail Trade and Food & Drink indicating a demand higher than available supply.

Conversely, Harpers Ferry reflects a more suburban neighborhood environ whereby the five-mile radius extends into neighboring Charles Town. Both the Potomac River and the Harpers Ferry Historical Park bisect historic areas runs along the Shenandoah River. Also, the Appalachian Trail parallels the Shenandoah River on the opposite side of historical park. Both historical sites have miles of hiking and bike trails.

Antietam National Battlefield & Harpers Ferry National Historic Park



HSMC is considered similar to both historical sites in its ability to provide attractive hiking and biking trails. The Potomac River is an attractive asset to the historical downtown area of Harpers Ferry and small retail district.

Transportation and wayfinding within both historic areas are considered good. Harpers Ferry has an Amtrack Station downtown. The nearest airports are in Washington D.C. and Baltimore, MD.

The **Flight 93 National Memorial** is the newest of the historic sites having evolved because of the September 11, 2001, thwarted hijack, and attempted terrorist's attack. The site of the memorial is in western rural Pennsylvania near the small communities of Stoystown and Shanksville having a similar neighborhood environ as Antietam. Since the National Memorial opened in September 2015, there appears to have been little retail or commercial development because of the memorial. The visitors of the memorial are primarily day trippers. The nearest retail and food & drink is found approximately 8 to 10 miles west along the major highways of Route 219 and Route 30.

This area indicates a positive retail gap for both Retail Trade and Food & Drink indicating a demand higher than available supply. No real comparisons could be made at this time to HSMC.

Gettysburg National Military Park, Valley Forge National Historical Park and **Vicksburg National Military Park** are all suburban areas with a considerable number of households within five-mile radius. As a result, there are a substantial number of food & drink establishments and hotels within the same radius.

Gettysburg National Military Park hosts a reported one million visitors annually and is a substantial economic engine to the area, like the Historic Triangle. There is over 6,000 acres to the park with several national park features to entertain a visitor for more than a day. The takeaway in comparison to HSMC is the available open space, hiking and bike trails and the historic residences and the enjoyment of nature. Also, Gettysburg College (Private) is surrounded by the park and is the new home to Civil War Institute.

This area indicates a negative retail gap for both Retail Trade and Food & Drink, indicating industry supply of both Total Retail Trade and Total Food & Drink exceeds demand.

Valley Forge National Historical Park is 20 miles west of Philadelphia and also reports over one million visitors annually. The park includes The Encampment Tour route is a 10-mile driving loop comprised of nine major tour stops plus added opportunities to stop and explore Valley Forge. There is also the 78-Mile Challenge. Participants are invited to walk, run, bike, hike, or paddle on the trails, roads, and waterways within the park to complete the challenge. Keep track of the miles you have accumulated within the boundaries of Valley Forge National Historical Park, and when you reach that magic number - 78 - you will earn a special prize that places you in an elite group of outdoor enthusiasts. Again, the takeaway in comparison to HSMC is the available open space, hiking and bike trails and the enjoyment of nature.

This area indicates a negative retail gap for both Retail Trade and Food & Drink indicating industry supply of both Total Retail Trade and Total Food & Drink exceeds demand.

Vicksburg National Military Park is a living museum like the other historical parks. The park includes 1,325 historic monuments and markers, 20 miles of historic trenches and earthworks, a 16-mile tour road, a 12.5-mile walking trail, two antebellum homes, 144 emplaced cannons and the restored gunboat USS Cairo. Again, the takeaway in comparison to HSMC is the available open space, hiking and bike trails and the enjoyment of nature the park provides.

The town of Vicksburg, MS lies adjacent to the west of the Military Park and is on the eastern bank of the Mississippi River. The downtown area of Vicksburg along the waterfront has five casinos with three accompanying hotels that is likely incubator for visitors to the Military Park. There are also sundry private river boat site seeing tours.

This area indicates a negative retail gap for both Retail Trade and Food & Drink indicating industry supply of both Total Retail Trade and Total Food & Drink exceeds demand for the five-mile radius surrounding Vicksburg National Military Park.

Mystic Seaport Museum and Plymouth Village Historic District are in Connecticut and Massachusetts respectively, and both are situated within period style New England waterfront districts.

Mystic Seaport Museum is situated on the waterfront of the Mystic River and is the largest maritime museum in the United States Noted for its collection of sailing ships and boats and for the recreation of the crafts and fabric of an entire 19th-century seafaring village. It includes more than 60 historic buildings, most of them rare commercial structures moved to the 19-acre site and meticulously restored. Mystic seaport is situated in a suburban area flanked by the busy east/west I-95 corridor on the north and the busy east/west Route 1 corridor on its south.

This area indicates a positive retail gap for Retail Trade and a negative Retail Gap for Food & Drink.

Mystic Seaport affords similarity to HSMC because of the relationship to the St. Mary's River and the location of the Dove Exhibit and the Governance & Commerce District that includes the Old State House, Van Sweringen's Inn, and Town Center. Visitors coming to HSMC are drawn to the waterfront.

Plymouth Village Historic District is flanked by Plymouth Harbor to its north and east and most famous for Plymouth Rock. However, the historic district represents a neighborhood borough that was laid out in 1633 and includes some of Plymouth's oldest surviving houses. Included in this district is Pilgrim Hall Museum that contains many of the artifacts from the 1600 period.

Like Mystic Seaport, the Plymouth Village is surrounded by a large suburban population within the five-mile radius. The area indicates a negative Retail Gap for both Retail Trade and Food & Drink indicating industry supply exceeds demand.

Plymouth Village similarities to HSMC are reflected in the 1600 period structures and the waterfront location. Also, Plymouth Village is spread out and is walking and/or bike tour.

Peer Historical Districts – Additional Information

Section 1 of the Appendix includes additional information on each profiled peer historical district including an aerial photograph and area map, locations of food and drink and hotels within a five-mile radius and a detailed demographic and income profile, among other data.

PEER CASE STUDIES - COLLEGE CAMPUSES

Similar to the Historical Peer Case Studies, this section provides a demographic, income and retail profile and summary of comparative land uses within a five-mile radius of St. Mary's College and the following profiled peer college campuses.

1. Bowie State University in Maryland
2. Frostburg State University in Maryland
3. Salisbury University in Maryland
4. University of Maryland Eastern Shore in Princess Anne, Maryland
5. Fayetteville State University in North Carolina
6. Winston-Salem State University in North Carolina
7. College of Charleston in South Carolina
8. Winthrop University in Rock Hill, South Carolina
9. University of SC-Aiken in South Carolina
10. University of Virginia College at Wise in Virginia
11. Concord University in Athens, West Virginia
12. Shepherd University in Shepherdstown, West Virginia

The college campuses were chosen based on historical significance, population, rural and/or suburban geographic location and they were state colleges with generally similar tuitions.

Section 2 of the Appendix includes additional information on each profiled peer campus including an aerial photograph and area map of the surrounding five-mile radius of the property, locations of food and drink and hotels within five-mile radius and a detailed demographic and Income profile.

Peer College Campuses - Demographic, Income & Retail Profiles

The following tables provide a comparison of demographics, income and retail profiles associated with St. Mary's College to those associated with the profiled peer college campuses.

Demographic, Income & Retail Profile
Peer College Town Comparison to Historic St. Mary's City

	Historic St. Mary's City	1 Bowie State 140000 Jericho Road Bowie, MD 20715	2 Frostburg State 101 Bradock Road Frostburg, MD 21532	3 Salisbury University 1101 Camden Avenue Salisbury, MD 21801
St. Mary's College Average Annual In-State Cost	**$31,209**	**$24,020**	**$25,170**	**$26,304**
Retail Market Profile (Rounded $000)	**5 Mile Radius Retail GAP**	**5 Mile Radius Retail GAP**	**5 Mile Radius Retail GAP**	**5 Mile Radius Retail GAP**
Total Retail Trade	$207,331	$1,223,266	$34,205	($851,646)
Total Food & Drink	$27,297	$103,248	($8,545)	($58,492)
	1 Mile Radius	**1 Mile Radius**	**1 Mile Radius**	**1 Mile Radius**
Population	1,295	2,713	7,880	12,021
Households	23	405	2,737	3,687
Owner Occupied Units	18	379	1,219	1,367
Renter Occupied Units	5	26	1,518	2,320
Median Age	22.4	25.3	25.8	24.5
Households By Income				
Median Household Income	$77,299	$135,960	$37,922	$50,843
National Median Income $72,353				
% Households Below National Median +/-				
(<) $15,000	21.7%	1.5%	21.3%	11.8%
$15,000-$24,999	4.3%	0.5%	15.4%	13.4%
$25,000-$34,999	8.7%	4.0%	9.2%	15.5%
$35,000-$49,999	0.0%	2.5%	15.8%	10.5%
$50,000-$72,353	3.0%	5.7%	13.7%	20.0%
Total % Households Below National Median +/-	37.7%	14.2%	75.4%	71.2%
Households by Income Under National Poverty Level+/-				
Household of 2 <$15,000	21.7%	1.5%	21.3%	11.8%
Household of 4 $15,000-$24,999	4.3%	0.5%	15.4%	13.4%
Total Households by Income Under National Poverty Level+/	26.0%	2.0%	36.7%	25.2%
% Race & Ethnicity				
White Alone	80.8%	23.8%	80.0%	67.2%
Black Alone	9.1%	60.2%	13.8%	23.2%
Other Races	10.1%	16.0%	6.2%	9.6%
Housing Profile				
Highest % Owner Occupied Housing by Value	27.8% ($750,000-$999,999)	46.8% ($400,000-$499,999)	26.8% ($100,000-$149,999)	26.2% ($150,000-$199,999)
Median Occupied Home Value	$450,000	$437,288	$142,890	$197,269
Average Occupied Home Value	$525,000	$445,569	$176,148	$234,414
Median Household Income	$77,299	$135,960	$37,922	$50,843
Ratio Multiplier/Median Home Value to Median Income	5.82	3.22	3.77	3.88
% Owner Occupied Units	51.4%	88.3%	38.5%	33.7%
% Renter Occupied Units	14.30%	6.1%	48.0%	57.2%
% Vacant Housing	34.30%	5.6%	13.5%	9.1%
Market Profile				
%White Collar	82.30%	71.80%	60.60%	53.70%
%Blue Collar	9.40%	14.40%	20.60%	17.80%
Tapestry Segments				
Top Three Segments	Exurbanites	Savvy Suburbanites Pleasantville	Old & Newcomers Small Town Simplicity Dorms to Diplomas	College Towns Metro Fusion Old & Newcomers

Source: ESRI 2022 Forecast

Demographic, Income & Retail Profile
Peer College Town Comparison to Historic St. Mary's City

	Historic St. Mary's City	4 University of Maryland Eastern Shore 11868 College Backbone Rd. Princess Anne, MD 21853	5 Fayetteville State University 1200 Muchison Rd. Fayetteville, NC 28301	6 Winston-Salem State University 601 S MLK Jr. Dr. Winston-Salem, NC 27110
St. Mary's College Average Annual In-State Cost	**$31,209**	**$31,153**	**$30,030**	**$22,781**
Retail Market Profile (Rounded $000)	**5 Mile Radius Retail GAP**	**5 Mile Radius Retail GAP**	**5 Mile Radius Retail GAP**	**5 Mile Radius Retail GAP**
Total Retail Trade	$207,331	$35,498	($1,832,393)	($917,101)
Total Food & Drink	$27,297	$1,091	($191,058)	($157,881)
	1 Mile Radius	**1 Mile Radius**	**1 Mile Radius**	**1 Mile Radius**
Population	1,295	4,860	7,522	9,030
Households	23	1,269	2,980	2,394
Owner Occupied Units	18	305	1,074	439
Renter Occupied Units	5	964	1,906	1,955
Median Age	22.4	24.0	35.4	23.9
Households By Income				
Median Household Income	$77,299	$26,948	$33,825	$20,421
National Median Income $72,353				
% Households Below National Median +/-				
(<) $15,000	21.7%	37.3%	23.2%	38.8%
$15,000-$24,999	4.3%	8.6%	15.4%	17.5%
$25,000-$34,999	8.7%	16.2%	12.5%	13.3%
$35,000-$49,999	0.0%	8.0%	14.2%	8.2%
$50,000-$72,353	3.0%	16.0%	15.1%	12.9%
Total % Households Below National Median +/-	37.7%	86.1%	80.4%	90.7%
Households by Income Under National Poverty Level+/-				
Household of 2 <$15,000	21.7%	37.3%	23.2%	38.8%
Household of 4 $15,000-$24,999	4.3%	8.6%	15.4%	17.5%
Total Households by Income Under National Poverty Level+/	26.0%	45.9%	38.6%	56.3%
% Race & Ethnicity				
White Alone	80.8%	23.5%	26.9%	15.4%
Black Alone	9.1%	68.8%	67.3%	72.7%
Other Races	10.1%	7.7%	5.8%	11.9%
Housing Profile				
Highest % Owner Occupied Housing by Value	27.8% ($750,000-$999,999)	30.6% ($150,000-$199,999)	28.5% ($50,000-$99,999)	27.6% ($50,000-$99,999)
Median Owner Occupied Home Value	$450,000	$179,570	$127,474	$96,901
Average Occupied Home Value	$525,000	$210,691	$211,952	$160,592
Median Household Income	$77,299	$26,948	$33,825	$20,421
Ratio Multiplier/Median Home Value to Median Income	5.82	6.66	3.77	4.75
% Owner Occupied Units	51.4%	19.7%	29.2%	16.1%
% Renter Occupied Units	14.30%	62.2%	51.9%	71.6%
% Vacant Housing	34.30%	18.1%	18.9%	12.3%
Market Profile				
%White Collar	82.30%	51.20%	57.80%	60.50%
%Blue Collar	9.40%	18.90%	17.40%	14.80%
Tapestry Segments				
Top Three Segments	Exurbanites	College Towns Set to Impress Salt of the Earth	Modest Income Homes Old & Newcomers Family Foundations	City Commons Social Security Set Modest Income Homes

Source: ESRI 2022 Forecast

Demographic, Income & Retail Profile

Peer College Town Comparison to Historic St. Mary's City

	Historic St. Mary's City	7 College of Charleston 66 George Street Charleston, SC 29424	8 Winthrop University 701 Oakland Ave. Rock Hill, SC 29730	9 University of South Caroline Aiken 471 University Pkwy Aiken, SC 29801
St. Mary's College Average Annual In-State Cost	**$31,209**	**$24,693**	**$17,556**	**$20,825**
	5 Mile Radius	**5 Mile Radius**	**5 Mile Radius**	**5 Mile Radius**
Retail Market Profile (Rounded $000)	**Retail GAP**	**Retail GAP**	**Retail GAP**	**Retail GAP**
Total Retail Trade	$207,331	($747,144)	($349,547)	($139,764)
Total Food & Drink	$27,297	($268,717)	($39,464)	($35,327)
	1 Mile Radius	**1 Mile Radius**	**1 Mile Radius**	**1 Mile Radius**
Population	1,295	22,971	11,455	2,633
Households	23	9,709	4,016	853
Owner Occupied Units	18	3,413	1,656	664
Renter Occupied Units	5	6,297	2,360	189
Median Age	22.4	26.1	25.2	32.6
Households By Income				
Median Household Income	$77,299	$63,120	$38,726	$52,405
National Median Income $72,353				
% Households Below National Median +/-				
(<) $15,000	21.7%	21.4%	21.2%	3.9%
$15,000-$24,999	4.3%	9.2%	11.0%	19.2%
$25,000-$34,999	8.7%	4.9%	13.4%	6.8%
$35,000-$49,999	0.0%	8.0%	13.9%	16.4%
$50,000-$72,353	3.0%	10.3%	15.5%	25.0%
Total % Households Below National Median +/-	37.7%	53.8%	75.0%	71.3%
Households by Income Under National Poverty Level+/-				
Household of 2 <$15,000	21.7%	21.4%	21.2%	3.9%
Household of 4 $15,000-$24,999	4.3%	9.2%	11.0%	19.2%
Total Households by Income Under National Poverty Level+/	26.0%	30.6%	32.2%	23.1%
% Race & Ethnicity				
White Alone	80.8%	79.2%	54.8%	63.8%
Black Alone	9.1%	16.6%	37.2%	30.8%
Other Races	10.1%	4.2%	8.0%	5.4%
Housing Profile				
Highest % Owner Occupied Housing by Value	27.8% ($750,000-$999,999)	20.4% ($500,000-$749,999)	17.9% ($200,000-$249,999)	22.6% ($150,000-$199,999)
Median Occupied Home Value	$450,000	$846,245	$205,490	$187,667
Average Occupied Home Value	$525,000	$1,075,732	$231,813	$262,161
Median Household Income	$77,299	$63,120	$38,726	$52,405
Ratio Multiplier/Median Home Value to Median Income	5.82	13.41	5.31	3.58
% Owner Occupied Units	51.4%	29.2%	35.2%	71.7%
% Renter Occupied Units	14.30%	53.9%	50.1%	20.4%
% Vacant Housing	34.30%	16.9%	14.7%	7.9%
Market Profile				
%White Collar	82.30%	71.80%	72.70%	56.90%
%Blue Collar	9.40%	10.40%	15.10%	18.10%
Tapestry Segments				
Top Three Segments	Exurbanites	Colloge Towns Dorms to Diplomas Laptops & Lattes	City Commons Emerald City Old & Newcomers	Retirement Communities Midlife Constants Golden Years

Source: ESRI 2022 Forecast

Demographic, Income & Retail Profile
Peer College Town Comparison to Historic St. Mary's City

	Historic St. Mary's City	10 UVA College at Wise 1 College Ave Wise, VA 24293	11 Concord University 1000 Vermillion St. Athens, WV 24712	12 Shepherd University 301 N King St. Shepherdstown, WV 25443
St. Mary's College Average Annual In-State Cost	**$31,209**	**$26,181**	**$21,733**	**$22,409**
Retail Market Profile (Rounded $000)	**5 Mile Radius Retail GAP**	**5 Mile Radius Retail GAP**	**5 Mile Radius Retail GAP**	**5 Mile Radius Retail GAP**
Total Retail Trade	$207,331	($82,575)	($4,231)	$165,419
Total Food & Drink	$27,297	($17,091)	($8,989)	$12,629
	1 Mile Radius	**1 Mile Radius**	**1 Mile Radius**	**1 Mile Radius**
Population	1,295	3,200	1,642	3,151
Households	23	1,102	489	993
Owner Occupied Units	18	760	356	621
Renter Occupied Units	5	341	134	372
Median Age	22.4	37.9	33.5	33.3
Households By Income				
Median Household Income	$77,299	$49,937	$53,914	$92,002
National Median Income $72,353				
% Households Below National Median +/-				
(<) $15,000	21.7%	15.2%	14.7%	7.2%
$15,000-$24,999	4.3%	12.5%	11.7%	6.8%
$25,000-$34,999	8.7%	7.8%	7.4%	5.1%
$35,000-$49,999	0.0%	14.5%	10.8%	11.1%
$50,000-$72,353	3.0%	19.4%	23.1%	12.5%
Total % Households Below National Median +/-	37.7%	69.4%	67.7%	42.7%
Households by Income Under National Poverty Level+/-				
Household of 2 <$15,000	21.7%	15.2%	14.7%	7.2%
Household of 4 $15,000-$24,999	4.3%	12.5%	11.7%	6.8%
Total Households by Income Under National Poverty Level+/	26.0%	27.7%	26.4%	14.0%
% Race & Ethnicity				
White Alone	80.8%	93.1%	93.6%	87.7%
Black Alone	9.1%	3.3%	2.9%	5.7%
Other Races	10.1%	3.6%	3.5%	6.6%
Housing Profile				
Highest % Owner Occupied Housing by Value	27.8% ($750,000-$999,999)	22.6% ($100,000-$149,999)	18.6% ($150,000-$199,999)	30.3% ($400,000-$499,999)
Median Occupied Home Value	$450,000	$132,267	$165,530	$322,340
Average Occupied Home Value	$525,000	$155,954	$233,662	$366,008
Median Household Income	$77,299	$49,937	$53,914	$92,002
Ratio Multiplier/Median Home Value to Median Income	5.82	2.65	3.07	3.50
% Owner Occupied Units	51.4%	63.4%	60.6%	56.5%
% Renter Occupied Units	14.30%	28.5%	22.8%	33.8%
% Vacant Housing	34.30%	8.1%	16.6%	9.7%
Market Profile				
%White Collar	82.30%	59.50%	69.30%	69.30%
%Blue Collar	9.40%	26.60%	19.50%	11.70%
Tapestry Segments				
Top Three Segments	Exurbanites	Economic BedRock Southern Satallites	Heartland Communities Midlife Constants	In Style College towns Parks & Rec

Source: ESRI 2022 Forecast

Peer College Campuses – Comparative Land Uses

The following tables provide a comparison of land uses within a five-mile radius of St. Mary's College to the profiled peer college campuses.

Comparative Land Uses -5 Mile Radius Peer College Campuses				
	St. Mary's College	1 Bowie State 140000 Jericho Road Bowie, MD 20715	2 Frostburg State 101 Braddock Road Frostburg, MD 21532	3 Salisbury University 1101 Camden Avenue Salisbury, MD 21801
Hospitality				
Hotel/Motel		X	X	X
Limited Service Hotel		X	X	X
Full Service Hotel				X
All-inclusive Hotel				
Destination Resort				
All-suite Hotel Options				
Boutique Hotel				
Specialty Property Hotel				
Conference Center		X	X	X
Convention Center				
Gaming/Casino				
Waterpark				
Food & Drink Service				
Fast Food		X	X	X
Casual Dining		X	X	X
Fine Dining				X
Specialty Bar/Grille Theme		X	X	X
Farm to Table Theme			X	
Alterative Theme		X	X	X
Stand Alone Bar/Cocktail Lounge		X	X	X
Wine Bar				
Retail Development				
Strip Stores		X	X	X
Boutique Shops	X			X
Grocery/Convenience		X	X	X
Farmland	X			X
Hiking/Bike Trails	X	X	X	X
Residential / Off Campus Housing		X	X	X
Public Transportation		X	X	X

Comparative Land Uses -5 Mile Radius Peer College Campuses				
	St. Mary's College	4 University of Maryland Eastern Shore 11868 College Backbone Rd. Princess Anne, MD 21853	5 Fayetteville State University 1200 Murchison Rd. Fayetteville, NC 28301	6 Winston-Salem State University 601 S MLK Jr. Dr. Winston-Salem, NC 27110
Hospitality				
Hotel/Motel		X	X	X
Limited Service Hotel		X	X	X
Full Service Hotel			X	X
All-inclusive Hotel				
Destination Resort				
All-suite Hotel Options				
Boutique Hotel				
Specialty Property Hotel				
Conference Center			X	X
Convention Center				
Gaming/Casino				
Waterpark				
Food & Drink Service				
Fast Food		X	X	X
Casual Dining		X	X	X
Fine Dining			X	X
Specialty Bar/Grille Theme		X	X	X
Farm to Table Theme				
Alterative Theme			X	X
Stand Alone Bar/Cocktail Lounge			X	X
Wine Bar				X
Retail Development				
Strip Stores		X	X	X
Boutique Shops	X		X	X
Grocery/Convenience		X	X	X
Farmland	X	X	X	
Hiking/Bike Trails	X	X	X	X
Residential / Off Campus Housing			X	X
Public Transportation		X	X	X

Comparative Land Uses -5 Mile Radius Peer College Campuses				
	St. Mary's College	7 College of Charleston 66 George Street Charleston, SC 29424 1-Mile Radius	8 Winthrop University 701 Oakland Ave. Rock Hill, SC 29730	9 University of South Caroline Aiken 471 University Pkwy Aiken, SC 29801
Hospitality				
Hotel/Motel		X	X	X
Limited Service Hotel		X	X	X
Full Service Hotel		X		
All-inclusive Hotel		X		
Destination Resort				
All-suite Hotel Options		X	X	
Boutique Hotel				
Specialty Property Hotel				
Conference Center		X	X	
Convention Center				
Gaming/Casino				
Waterpark				
Food & Drink Service				
Fast Food		X	X	X
Casual Dining		X	X	X
Fine Dining		X		
Specialty Bar/Grille Theme		X	X	X
Farm to Table Theme		X		
Alterative Theme		X	X	
Stand Alone Bar/Cocktail Lounge		X	X	X
Wine Bar		X		
Retail Development				
Strip Stores		X	X	X
Boutique Shops	X	X	X	
Grocery/Convenience		X	X	X
Farmland	X			
Hiking/Bike Trails	X		X	
Residential / Off Campus Housing		X	X	X
Public Transportation		X	X	X

Comparative Land Uses -5 Mile Radius Peer College Campuses				
	St. Mary's College	10 UVA College at Wise 1 College Ave Wise, VA 24293	11 Concord University 1000 Vermillion St. Athens, WV 24712	12 Shepherd University 301 N King St. Shepherdstown, WV 25443
Hospitality				
Hotel/Motel		X	X	X
Limited Service Hotel		X	X	X
Full Service Hotel				
All-inclusive Hotel				
Destination Resort				
All-suite Hotel Options				
Boutique Hotel				
Specialty Property Hotel				
Conference Center				
Convention Center				
Gaming/Casino				
Waterpark				
Food & Drink Service				
Fast Food		X	X	X
Casual Dining		X	X	X
Fine Dining				
Specialty Bar/Grille Theme		X	X	X
Farm to Table Theme				
Alterative Theme				
Stand Alone Bar/Cocktail Lounge		X		
Wine Bar				
Retail Development				
Strip Stores		X	X	X
Boutique Shops	X			
Grocery/Convenience		X	X	X
Farmland	X		X	X
Hiking/Bike Trails	X	X	X	X
Residential / Off Campus Housing		X		
Public Transportation		X	X	X

ALTERNATIVE LAND USE APPLICATIONS – HSMC

The HSMC Master Plan meticulously outlines site planning, programming and implementation strategies that includes the HSMC District. This report includes sundry maps and presentations included in the Master Plan because the future plan is the compass and baseline for which future development implementation may exist. Future amenities in HSMC and the surrounding area, whether lodging, dining, retail, housing, or potential expansion along St. Mary's River must take into account the preserved colonial setting, its active archaeology and surrounding woodlands and farmlands. Also, St. Mary's College is an important stakeholder. The campus offers a beautiful setting along with complementary academics with HSMC.

The following summarizes observations based on the research and analysis conducted as part of this study.

Demographic, Income & Retail Profiles
In the report we have focused on seven profiles that define comparisons of market areas that we relied on in the one-mile and five-mile radii study.

1. Population
2. Number of Households
3. Median Age
4. Median Income
5. Median Occupied Home Value
6. Population Tapestries
7. Retail GAP

Sections 1 and 2 of the Appendix include demographic, income & retail profiles for the respective Peer Case Studies.

Peer Historic Case Studies
When analyzing the Demographic, Income & Retail Profiles comparing HSMC to the 11 Historic Peer Case Studies it appears no peer case study singularly aligns or matches the five-mile profile of HSMC.

We note that Median Age and Median Occupied Home Value present a tangibly tight range considering the vast regional differences. Concerning age, HSMC is an outlier reflecting the lowest median age outside of the array of Peer Historic Case Studies.

Peer College Campus Case Studies
Again, there appears no peer case study that singularly aligns or matches the one-mile profile of HSMC. The Median Age indicates a tight range with HSMC reflecting the low outlier.

Comparative Land Uses
The following table provides a summary of land uses within a five-mile radius of both the peer historical districts and college campuses. Primary themes observed from this analysis include the presence of a hotel/motel, food and drink establishments, retail, and hiking/biking trails. All of the case studies offer a small hotel/motel and the majority also offer a limited service hotel. In terms of food and drink, all of the case studies offer fast food and casual dining options and the majority also offer bars/cocktail lounges. In addition, the majority of historical district case studies have fine dining options. Grocery/convenience stores were the most common retail land use, followed by strip stores and boutique shops. Four of the 11 historical districts and seven of the 12 college campuses have a conference center within a five-mile radius.

Summary of Comparative Land Uses - 5 Mile Radius Profiled Peer Historical Districts & College Campuses				
Land Use Type	Number of Historical Districts with Land Use (of 11)	% of Total	Number of Peer College Campuses with Land Use (of 12)	% of Total
Hospitality				
Hotel/Motel	11	100%	12	100%
Limited Service Hotel	9	82%	12	100%
Full Service Hotel	4	36%	4	33%
All-inclusive Hotel	1	9%	1	8%
Destination Resort	2	18%	0	0%
All-suite Hotel Options	1	9%	2	17%
Boutique Hotel	4	36%	0	0%
Specialty Property Hotel				
Conference Center	4	36%	7	58%
Convention Center	0	0%	0	0%
Gaming/Casino	0	0%	0	0%
Waterpark	0	0%	0	0%
Food & Drink Service				
Fast Food	11	100%	12	100%
Casual Dining	11	100%	12	100%
Fine Dining	9	82%	4	33%
Specialty Bar/Grille Theme	8	73%	12	100%
Farm to Table Theme	2	18%	2	17%
Alternative Themes	6	55%	7	58%
Stand Alone Bar/Cocktail Lounge	9	82%	9	75%
Wine Bar	4	36%	2	17%
Retail Development				
Strip Stores	8	73%	12	100%
Boutique Shops	8	73%	5	42%
Grocery/Convenience	10	91%	12	100%
Waterfront Development				
Day Docks	4	36%		
Waterfront Restaurant	3	27%		
Waterfront Retail	3	27%		
RV/Camp Ground	1	9%		
Vacation Rentals	6	55%		
Farmers Market	2	18%		
Golf Course	3	27%		
Farmerland	4	36%	5	42%
Hiking/Bike Trails	8	73%	10	83%
Residential / Off Campus Housing			9	75%
Public Transportation			12	100%

Retail Market Profiles

In the study of the five-mile radius surrounding St. Mary's College, the indication is a positive Retail GAP for both Total Retail Trade and Total Food & Drink, based on industry groupings. Demand exceeds supply and the population is shopping outside (leakage) the trade area.

When analyzing the Retail GAP among the Historic Peer Case Studies six of the eleven case studies reflected a positive Retail Gap and five reflected a negative Retail Gap. We note that five of the negative Retail GAP case studies are larger market areas where customers or tourists are drawn to the area.

When analyzing the College Campus Peer Case Studies, nine of the 12 colleges reflect a negative Retail GAP. This is not surprising in the fact most college towns have a high customer ingress due to college sports activities, other events on campus and changing campus population depending on the time of year.

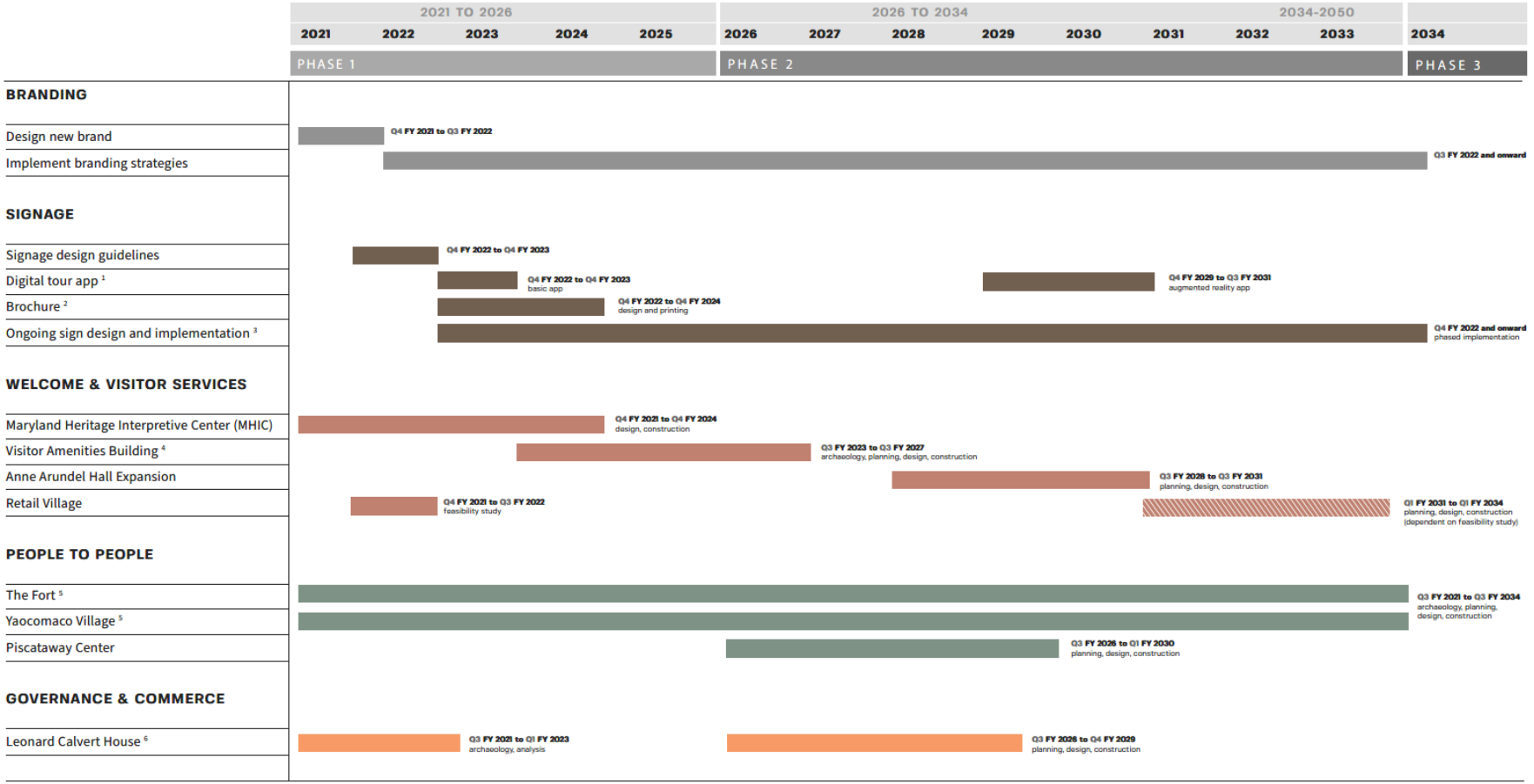
Population Tapestries

In review, Tapestry Segmentation is an interpretation of the predominant resident occupancy of a census data collection. It includes analysis of respective neighborhoods and socioeconomic traits that supports the economic base and fabric of the community. As previously discussed, in the case of St. Mary's City within a one-mile radius only one tapestry segment is reported by ESRI: Exurbanites. Within the five-mile radius there are three top rated tapestry segments that include Exurbanites, Enterprising Professionals and Bright Young Professionals. It is our observation that the tapestry segments, Bright Young Professionals and Enterprising Professionals are also important tapestries to the subject's immediate market area.

Among the Peer Case Studies (Historic & College) there is minor tapestry overlap with St. Mary's City. This is not uncommon, again due to the vast regional coverage of the case studies.

When contemplating future development opportunities for HSMC, the St. Mary's City-Master Plan proposes the following schedule of Project Phasing through 2034.

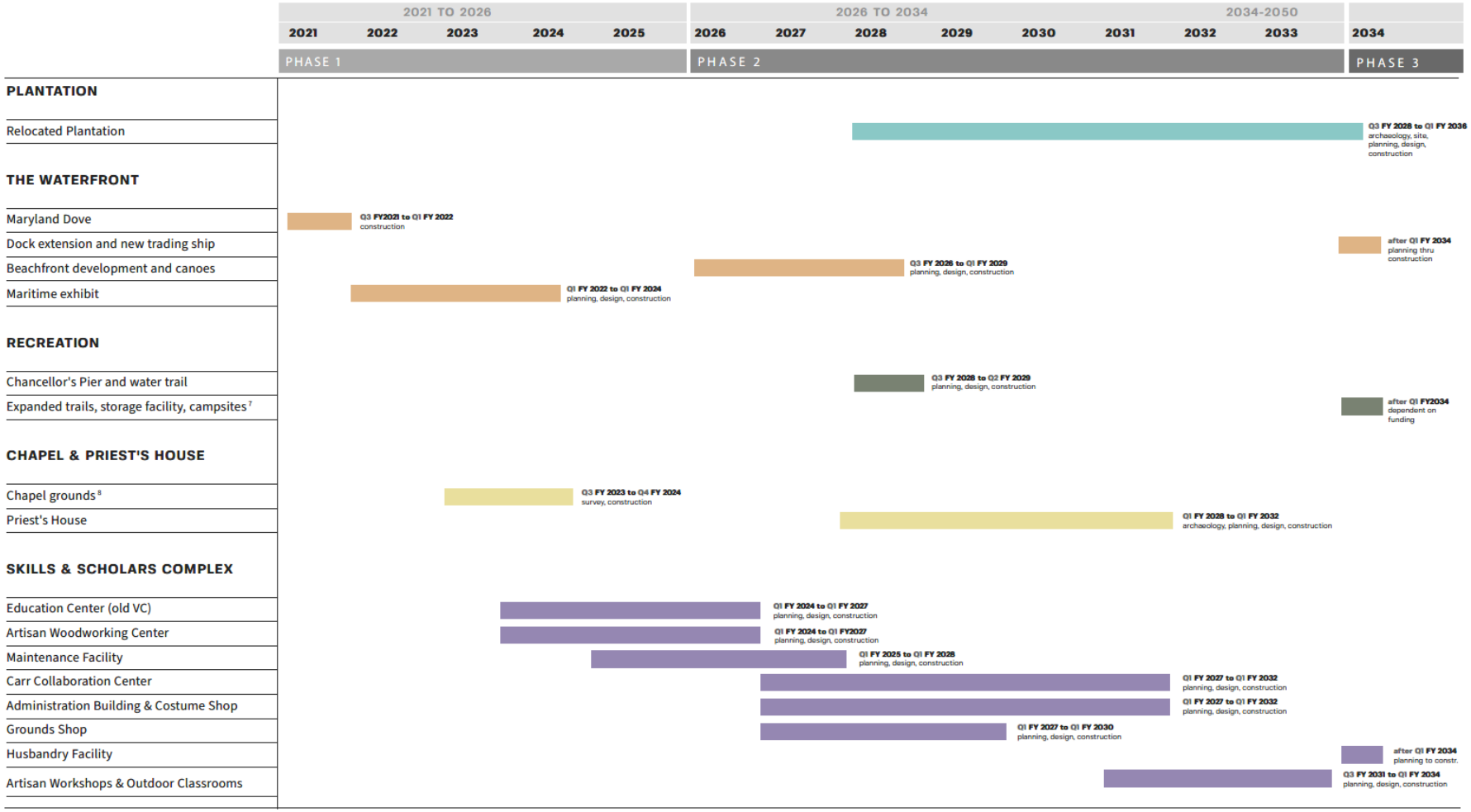
Implementation Schedule



1 Clio digital tour app currently under development. HSMC to conduct research on visitor use of digital apps. Future phase digital app to incorporate immersive content, such as interviews, animations and augmented reality features.
2 Coincides with opening of MHIC.
3 First phase of signage is associated with MHIC project. Second phase is associated with People-to-People. Third phase is associated with Plantation.
4 Construction begins July 2025.
5 Phased projects and partial reconstructions will occur throughout the timeline.
6 Includes 2 year of field archaeology, 2 years of analysis, 1.5 years of design, 1.5 years of construction.

Source: Historic St. Mary's City Master Plan

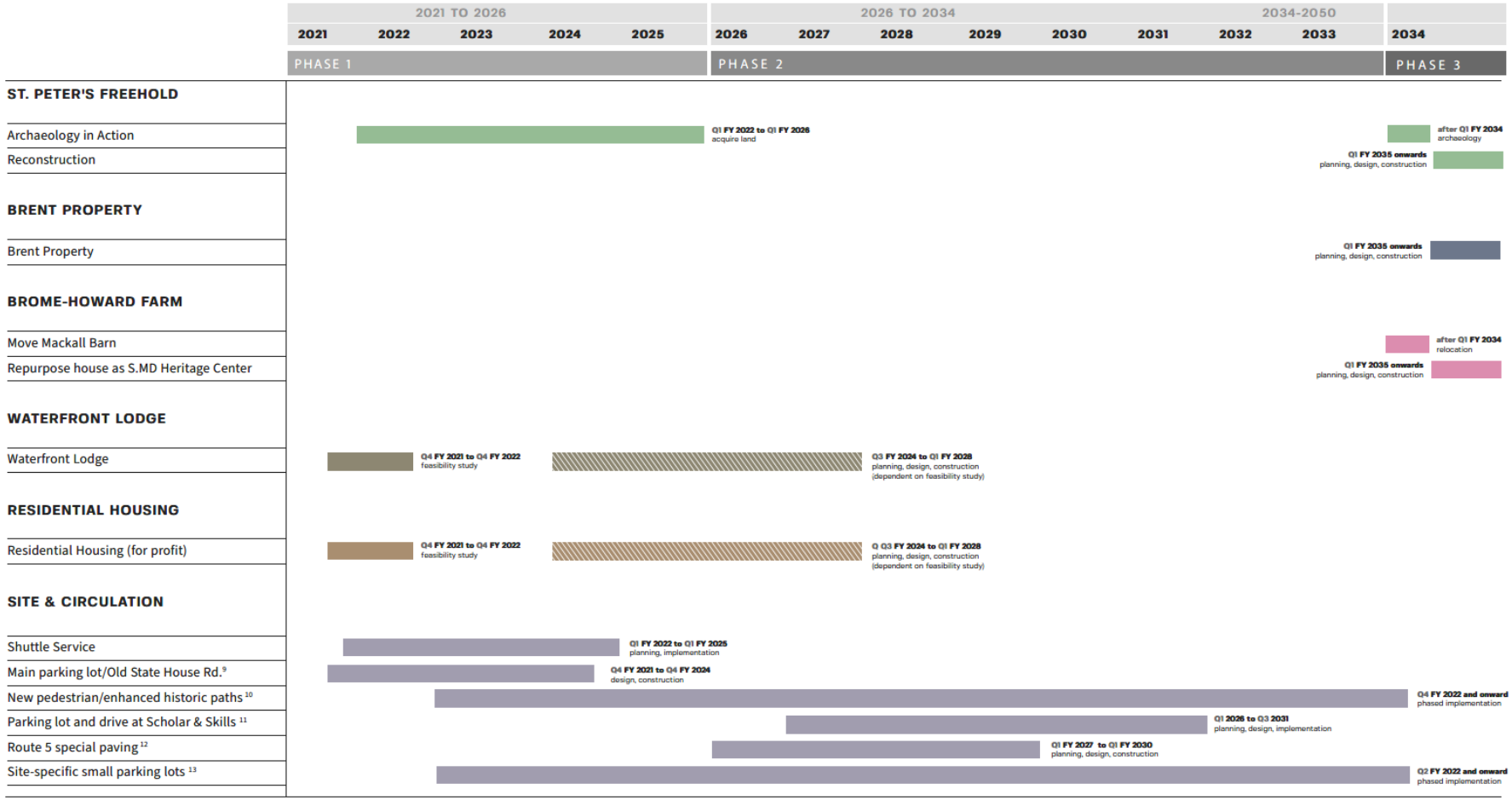
Implementation Schedule



7 Recreation projects include hiking trails, campsites, and storage facility in south and bike and rail trails in north. Scheduling is dependent on grant- and donor-funding.
8 Includes geophysical survey and construction of fence and grave markers.

Source: Historic St. Mary's City Master Plan

Implementation Schedule



9 Coincides with development of MHIC Visitor Center.
10 Addition and enhancement of paths are phased to coincide with building projects and occur throughout the timeline.
11 Coincides with development of Carr Collaboration Center.
12 Coincides with development of Piscataway Center.
13. Addition of site-specific parking lots are phased to coincide with building projects and occur throughout the timeline.

Source: Historic St. Mary's City Master Plan

Future Development Opportunities

As analyzed in the Peer Case Studies included in this report and sections 1 and 2 of the Appendix, there are a number of development opportunities surrounding the historic sites and small colleges. Commonalities among the case studies were the food & drink and overnight stay availability within a five-mile radius; the availability of retail trade associated with the most common goods or tourist industry; and the waterfront asset of a river, harbor, or ocean. Another common theme to the peer study neighborhoods included recreation opportunities for walking and biking trails. There were also one and done type of developments that include Busch Gardens Williamsburg, large water parks and casinos.

In the final analysis of the Peer Case Studies, the conclusions that could apply to HSMC and the surrounding complementing area include the most immediate need for additional food & drink and retail opportunities. Longer range opportunities could include hotel and residential development.

Village District

Adjacent to the south of the main historic interpretive area and the Chapel is the Visitor Center and applicable open land area designated for parking and land area for potential expansion efforts. The Visitor Center area also lies easterly on a bluff and connects to the waterfront and the dockage of the Dove. The Visitor Center area could provide for a Village District that could accommodate any future food & drink and retail. This area is considered to provide convenient access to the historic areas along the waterfront and direct access to and from the Fort and St. Mary's College. A village district could provide a broad appeal with historical architectural design that complements the colonial landscape of HSMC.

Food, Drink & Retail

A key consideration in analyzing future needs is the Master Plan vision and the area designated as the Welcome & Visitor Services. This area is scheduled for design and construction implementation from 2024 through 2028 and could allow for the most immediate development for food & drink and retail services. Also, keeping in mind HSMC future designs could be period esthetic.









The type of food and drink could be theme oriented, again depending on esthetic control or market driven fast food designees or area restaurants from the local area economy.

Hotel

In the south peninsula area of St. Mary's County there are a reported 9 hospitality opportunities including The Inn at Brome Howard which is owned and operated by HSMC. In a drive time of approximately 15 minutes, Lexington Park has 10 limited-service type hotels supplying an estimated +/-1,600 rooms and an added 11 hotels near Solomons Island. One issue associated with the Lexington Park area is that a large majority of the rooms support business travel related to Patuxent River Naval Air Station. Another issue is that most visitors to the HSMC area are likely day trippers with no plans of extended stay for a long weekend or holiday. Also, based on research there could be surge time for rooms in the HSMC area due to sporting or graduation events at St. Mary's College. Again, a visitor would have to leave the area for overnight stay. We note that the local hotels and inns are boutique type with smaller room counts and do appear extremely attractive to a weekend or extended stay guest in the area who might like to hike, bike, or enjoy the waterfront.

In the long term (3-5 years), there could be the need for a hotel in the immediate area assuming infrastructure, zoning and economic feasibility supports it. The type of hotel could vary depending on the site location within the HSMC and progression of the area tourist extended stay (more than a day). Any future hotel would be a "new build" whereby design, layout and esthetics would give the developer the opportunity to create a hotel environment compatible to the area. Hotel opportunities could include:

- *Limited-Service Hotel:* These hotels keep lodging simple, providing a place to stay on a budget. They tend to be situated in economy, midscale, or upper midscale classifications. Their limited services and amenities usually exclude a full-service restaurant from being onsite.

- *Full-Service Hotel:* This type of hotel considers just about anything the traveler might expect comprising a range of onsite amenities that could include restaurants, exercise spaces, spas, and meeting spaces. These hotels are generally luxury, upscale or upper upscale properties.

- *Boutique Hotel:* Boutique properties tend to be independent with a smaller number of rooms. They have unique room configurations and amenities unlike corporate hotels that look almost the same in any city of the world. They offer a piece of the local culture and history, as well as unique experiences and services.

- *Lifestyle Brand:* This is a group of hotels under a single brand. They tend to be franchised, and the defining feature is that the brand stays current by changing to fit trends.

- *Soft Brand Hotel:* This is a hotel that is affiliated with a major chain, yet it separates itself with a unique style. Rather than be like one of the many in the chain, it gets to have its own name as well as layout and design.

Additional considerations could be a conference center affiliated with the hotel where businesses and organizations can host their event which has the amenities needed for a conference.

We note that the Full-Service or Boutique Style could be the best fit for HSMC.



Limited-Service Hotel



Full-Service Hotel



Boutique Style Hotel



Lifestyle Brand Hotel

Waterfront

In the analysis of the Historic Peer Case Studies, we discussed the waterfront asset related to six peer groups (Jamestown, Yorktown, Harpers Ferry, Mystic Seaport, Plymouth Village & Vicksburg). The waterfront location of HSMC overlooking the St. Mary's River is a tremendous asset. The view corridors and the easy water access allow for development opportunities in the short term and long term. Again, one must keep in mind supporting infrastructure in future planning and the protection of the waterfront land areas.

Short Term:

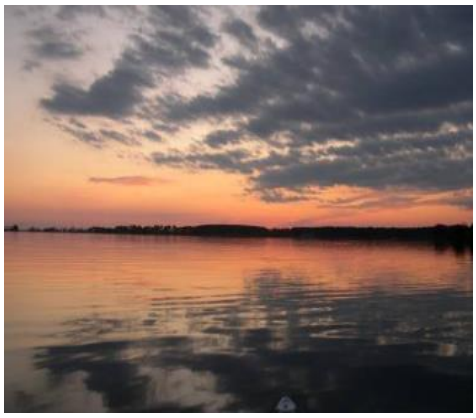
- Create day docking in the area of The Dove.
- Create convenient access to and from the waterfront to the potential Village District that allows pedestrian flow, taking advantage of the water view corridor and allowing visitors to mingle within the commercial village enjoying potential water views from outside dining.

Long Term:

- Explore the feasibility of a new hotel overlooking the waterfront on land area south of the existing parking lot. Must complement the future Master Plan vision of HSMC and potential village district.

HSMC Waterfront





Affordable Housing

Residential housing could be a long-term goal and could work in a public/private partnership venture. Current zoning allows low density residential development in the Rural Preservation District, subject to performance standards that maintain the rural character of the district in recognition of the fact that a full range of public facilities is not provided or planned.

Another consideration is a live/work residential pod that could be another long-term goal and could be situated in the area of Route 5 and Rosecroft Road. This could complement the Master Plan vision and provide a live work atmosphere whereby visitors could visit artisan/craft studios and above apartment living could provide affordable housing.

Barriers to Market Entry

While there are potential development opportunities, there are also challenges and considerations associated with these potential land uses. The commonality of the barriers of entry for most business and/or real estate investments, including developers that may consider HSMC as a potential location, include the following:

1. Economies of scale
2. Product differentiation
3. Capital requirements
4. Changing costs
5. Access to distribution channels
6. Government policy
7. Competition and threat of substitutes

These seven barriers to market entry represent economic and feasibility goals that are outside the scope of the analysis.

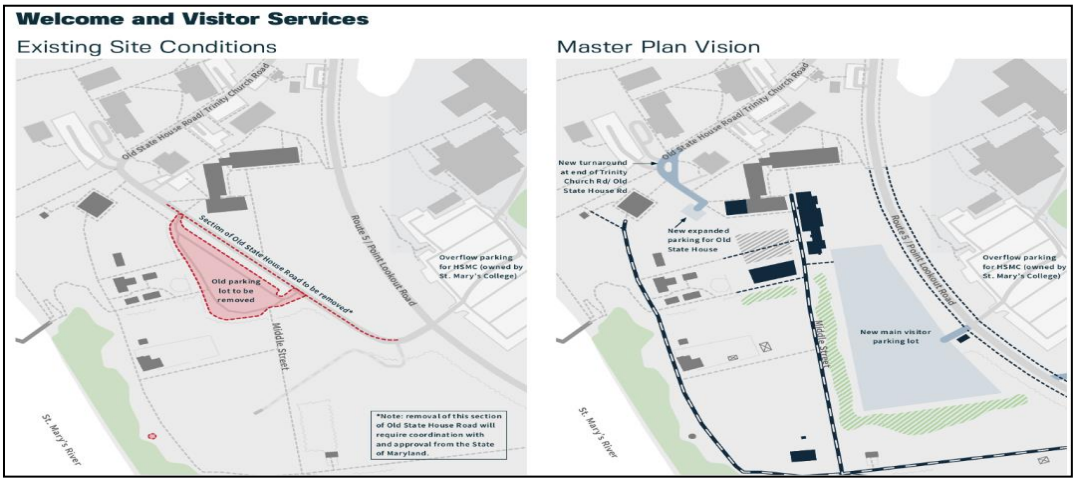
Additional considerations include the following which are discussed in more detail below:

- Infrastructure
- Wayfinding
- Zoning Entitlements (Government)
- Common Esthetics
  - Architecture
  - Environmental Responsibility
  - HSMC Master Plan & Strategic Plan

<u>Infrastructure</u>
Important to future expansion within the HSMC footprint is infrastructure development in order to support further economic growth and provide a quality experience to HSMC, The Fort, and the waterfront along St. Mary's City. Future infrastructure needs to consider could require the following:

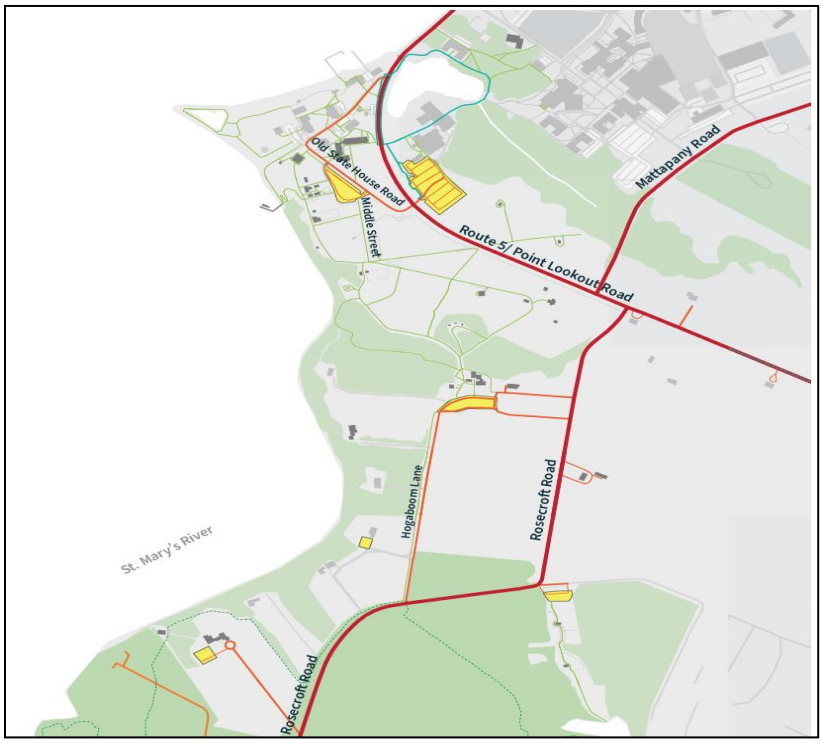
- Travel Networks: roadways, small transportation vehicle routes (electric), walkways and bike routes.
- Water & Sewer supply needs
- Other inground utilities (charging stations)
- Electrical grids
- Telecommunications

As previously mentioned, the Master Plan vision for the area designated as the Welcome & Visitor could allow for the most immediate development.



Wayfinding

Previously we discussed wayfinding within St. Mary's City and HSMC. A map of the main routes follows.



Future planning of infrastructure (Travel Network) could require additional consideration other than the existing roadway network such as a shared off-road network for smaller tour vehicles, walking and bike tours.

Zoning

In review, the regulations of RPDs are intended to foster agricultural, forestry, mineral resource extraction, and aquacultural uses and protect the land base necessary to support these activities. Low density residential development in this type of district is permitted subject to performance standards that maintain the rural character of the district in recognition of the fact that a full range of public facilities is not provided or planned.

The County and State will have to rezone or create a master plan overlay district for a designated area of HSMC for any future commercial and/or residential development to occur.

Common Esthetics

Discussed previously, as noted in HSMC Master Plan/April 2021, "HSMC is Maryland's founding site, its first city and first capital, where Natives, Europeans, and Africans came face to face in the 1600's." Today HSMC is one of the best-preserved colonial landscapes in the country and the only place where active archaeology and living history interpretation occur on the authentic, historic site.

As such, future development standards should adhere to architectural controls and review, environmental responsibilities with regard to the intend of the zoning and character of the neighborhood, and in keeping with the HSMC Master Plan and Strategic Plan.

POTENTIAL ECONOMIC BENEFITS ASSOCIATED WITH HSMC RESIDENTIAL ASSETS

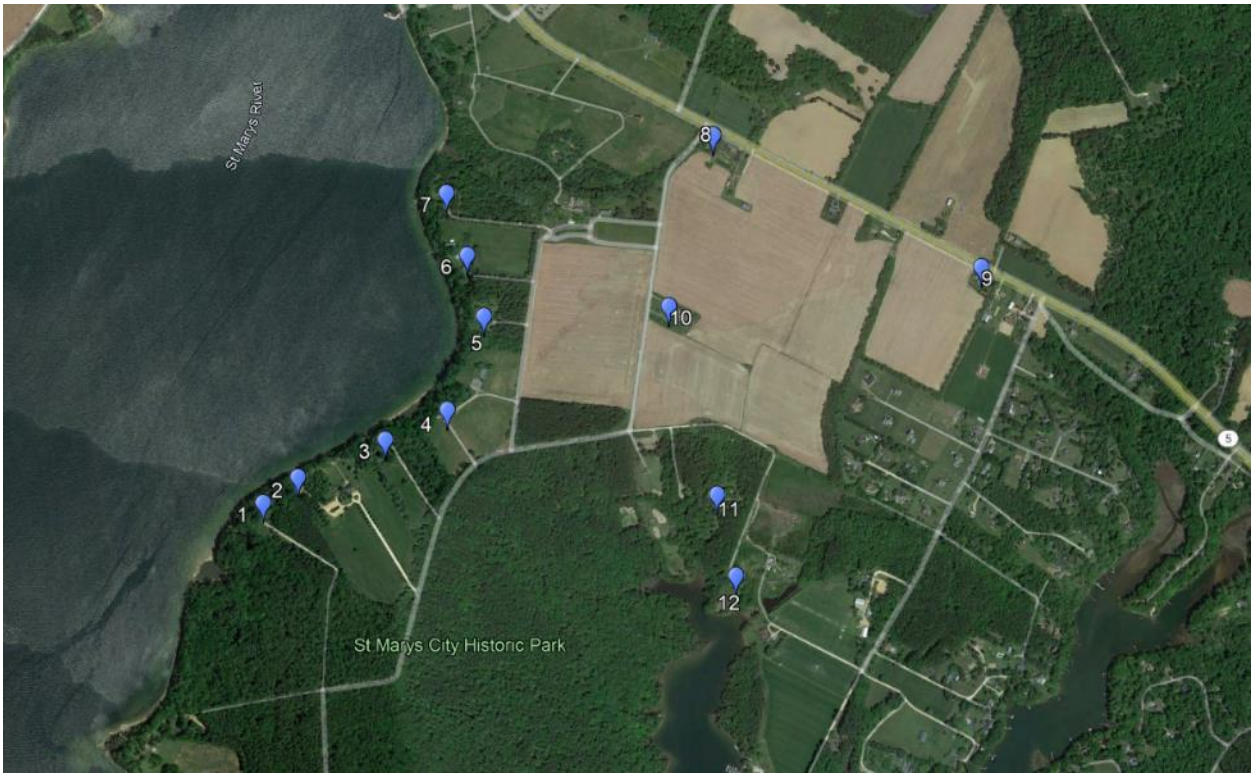
This section analyzes the potential economic benefits that could be achieved from property rental. The rentals potential will gauge short- and long-term benefits that could be achieved as a result of tourism, weekend rentals and/or association with HSMC and St. Mary's College. In the foregoing analysis we provided a study of possible long-term growth potential that could result from the People to People-Strategic Plan, 2020-2034, and the synergies gained from tourism as a result of The Fort and its archaeological findings and ongoing archaeological dig.

HSMC provided the project team with a list of potential residential assets for consideration which we toured during our initial site visit. The potential residential properties that could be considered as viable for overnight or short-term stay were narrowed to a list of 12 properties. The primary considerations were two-fold. First was physical location within the HSMC community area, view corridors and general curb appeal as a potential rental based on AirBnB competition. Secondly, was the estimated economic investment required to bring the property to a competitive level in order to attract quality tenant occupancy. A list of the 12 potential residential properties, an aerial view of location and description of the individual property follows.

Rental Property List			
1	Marlay House	18175 Rosecroft Road	Lexington Park, MD 20653
2	Elwell House	18261 Rosecroft Road	Lexington Park, MD 20653
3	Raley's House	18341 Rosecroft Road	Lexington Park, MD 20653
4	Research	18401 Rosecroft Road	Lexington Park, MD 20653
5	Duerfeldt House	18625 Hogaboom Lane	Lexington Park, MD 20653
6	Branham House	18651 Hogaboom Lane	Lexington Park, MD 20653
7	Hogaboom House	18701 Hogaboom Lane	Lexington Park, MD 20653
8	Brown House	16599 Pt. Lookout Road	Lexington Park, MD 20653
9	Peacock House	16331 Pt. Lookout Road	Lexington Park, MD 20653
10	Bean House	18640 Rosecroft Road	Lexington Park, MD 20653
11	Clockers Tenant/Fancy	47681 Old Cove Road	Lexington Park, MD 20653
12	Tilch House	47621 Old Cove Road	Lexington Park, MD 20653

The residential assets are currently not used as short-term rentals. Each has opportunity for exterior and interior improvements. While a condition report was not available for each property, we estimate an average expense of $30 per square foot to get the properties rent ready. This will include repairs as needed such as drywall repairs, painting, flooring, replacement of fixtures, landscaping, etc. We also estimate Furniture, Fixtures, Equipment (FF&E) costs of $40,000 per asset. This could cover the cost of furniture, linens, kitchen appliances and utensils, televisions, and other items required for a short-term rental.

The following map illustrates the residential assets.



SHORT-TERM RENTAL COMPARABLES

Based on our research, there are a limited supply of short-term rentals in the area. The following tables outline data from a third-party provider that aggregates rental data from AirBnB.

AirBnB Data from ZIP Code 20653 - Monthly Average Nightly Price													
ID	Name	May	June	July	August	September	October	November	December	January	February	March	April
18412841	Private one bedroom Apartment	$65	$65	$65	$65	$65	$65	$65	$65	$65	$65	$65	$65
34442384	Serene setting, great location, handicap features	$60	$60	$60	$60	$61	$60	$60	$60	$65	$65	$65	$65
36456012	Horseshoe Point - Waterfront - St. Marys River	$289	$183	$332	$203	$298	$274	$234	$139	$251	$240	$225	$281
41636734	Luxury One Bed, Prime Location! Patuxent Suite	$55	$56	$55	$58	$56	$56	$55	$55	$55	$56	$55	$55
41707407	Luxury, one bed, near PAX River! Potomac Suite	$55	$56	$56	$55	$55	$55	$55	$55	$55	$56	$55	$55
52370697	Romantic 1 Bedroom Apartment 5 Minutes from PAX	N/A	N/A	N/A	N/A	$100	$100	$100	$100	$100	$100	$100	$100
8240344	Private apartment with kitchenette	$60	$60	$60	$60	$60	$60	$60	$60	$60	$60	$60	$60
AirBnB Data from ZIP Code 20686 - Monthly Average Nightly Price - St. Mary's City													
52545939	Historic Rosecroft	N/A	N/A	N/A	N/A	N/A	$325	$351	$375	$336	$325	$325	$375

Source: Mashvisor

AirBnB Data ZIP Code 20653 - Monthly Data														
														Avg.
ID	Name	May	June	July	August	September	October	November	December	January	February	March	April	Occupany %
18412841	Private one bedroom Apartment	27	30	31	29	30	31	30	31	24	28	27	8	89%
34442384	Serene setting, great location, handicap features	27	30	31	31	30	27	30	31	31	25	23	21	92%
36456012	Horseshoe Point - Waterfront - St. Marys River	31	28	29	31	29	31	26	24	18	24	28	29	92%
41636734	Luxury One Bed, Prime Location! Patuxent Suite	0	30	13	21	0	31	25	7	25	24	23	4	56%
41707407	Luxury, one bed, near PAX River! Potomac Suite	18	30	0	30	26	31	0	0	31	27	29	4	62%
52370697	Romantic 1 Bedroom Apartment 5 Minutes from P	N/A	N/A	N/A	N/A	30	31	30	12	31	28	31	5	82%
8240344	Private apartment with kitchenette	31	30	17	31	30	31	30	31	31	26	31	30	96%
AirBnB Data ZIP Code 20686 - Monthly Data - St. Mary's City														
52545939	Historic Rosecroft	N/A	N/A	N/A	N/A	N/A	9	17	14	16	19	7	10	43%

Source: Mashvisor

AirBnB Data from ZIP Code 20653 - Monthly Average Nightly Price													
ID	Name	May	June	July	August	September	October	November	December	January	February	March	April
18412841	Private one bedroom Apartment	$65	$65	$65	$65	$65	$65	$65	$65	$65	$65	$65	$65
34442384	Serene setting, great location, handicap features	$60	$60	$60	$60	$61	$60	$60	$60	$65	$65	$65	$65
36456012	Horseshoe Point - Waterfront - St. Marys River	$289	$183	$332	$203	$298	$274	$234	$139	$251	$240	$225	$281
41636734	Luxury One Bed, Prime Location! Patuxent Suite	$55	$56	$55	$58	$56	$56	$55	$55	$55	$56	$55	$55
41707407	Luxury, one bed, near PAX River! Potomac Suite	$55	$56	$56	$55	$55	$55	$55	$55	$55	$56	$55	$55
52370697	Romantic 1 Bedroom Apartment 5 Minutes from PAX	N/A	N/A	N/A	N/A	$100	$100	$100	$100	$100	$100	$100	$100
8240344	Private apartment with kitchenette	$60	$60	$60	$60	$60	$60	$60	$60	$60	$60	$60	$60
AirBnB Data from ZIP Code 20686 - Monthly Average Nightly Price - St. Mary's City													
52545939	Historic Rosecroft	N/A	N/A	N/A	N/A	N/A	$325	$351	$375	$336	$325	$325	$375

Source: Mashvisor

The above data suggests pricing for short-term properties in the area ranging from $55/night to $375/night. Occupancy averaged approximately 80% within the comparables. The data suggests that current ownership at many of the properties do not use pricing disparity on holiday weekends or seasons; they use the same pricing year-round. This approach does not typically maximize income.

We also researched individual current listings of properties in the area that are leased on a short-term rental basis. The following pages outline five comparable rental listings in the area. Additional photographs of each comparable are included in the section 4 of the Appendix.

Comparable Rental Listings

The first comparable rental is a 1930s farmhouse that is three bedrooms, one bath with a view corridor of the local farmland. This is a typical listing of house that is not on the water, appears to be in average condition, has a mixture of updated and dated finish-out, and includes typical household items and goods expected of a short-term rental guest.



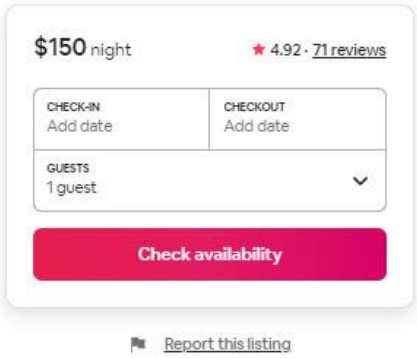
Entire home hosted by Roberta
6 guests · 3 bedrooms · 3 beds · 1 bath

Fast wifi
At 100 Mbps, you can take video calls and stream videos for your whole group.

Self check-in
Check yourself in with the lockbox.

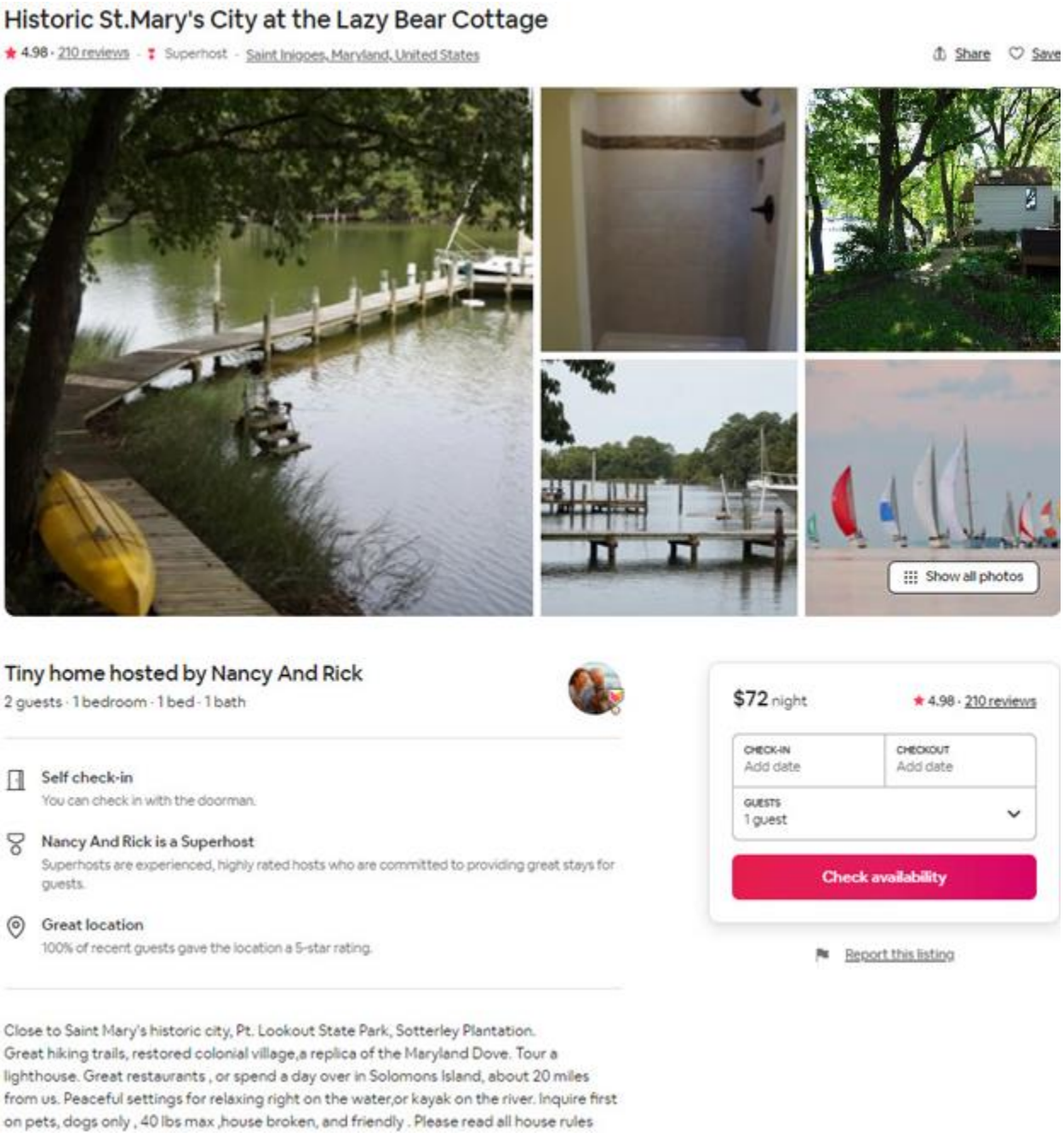
Roberta is a Superhost
Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.

Rolling Stone Farmhouse, a charming 1930's home lovingly restored. Conveniently located within 5 miles of Patuxent River Naval Air Station, and 2 miles to St. Mary's College of Maryland. Located on a farm with sweeping views of the fields and ponds, with an English garden right beside the back porch. Private, quiet, relaxing but within 10 minutes of shopping and restaurants. During your stay, the house and yard are dedicated to just you and your guests....



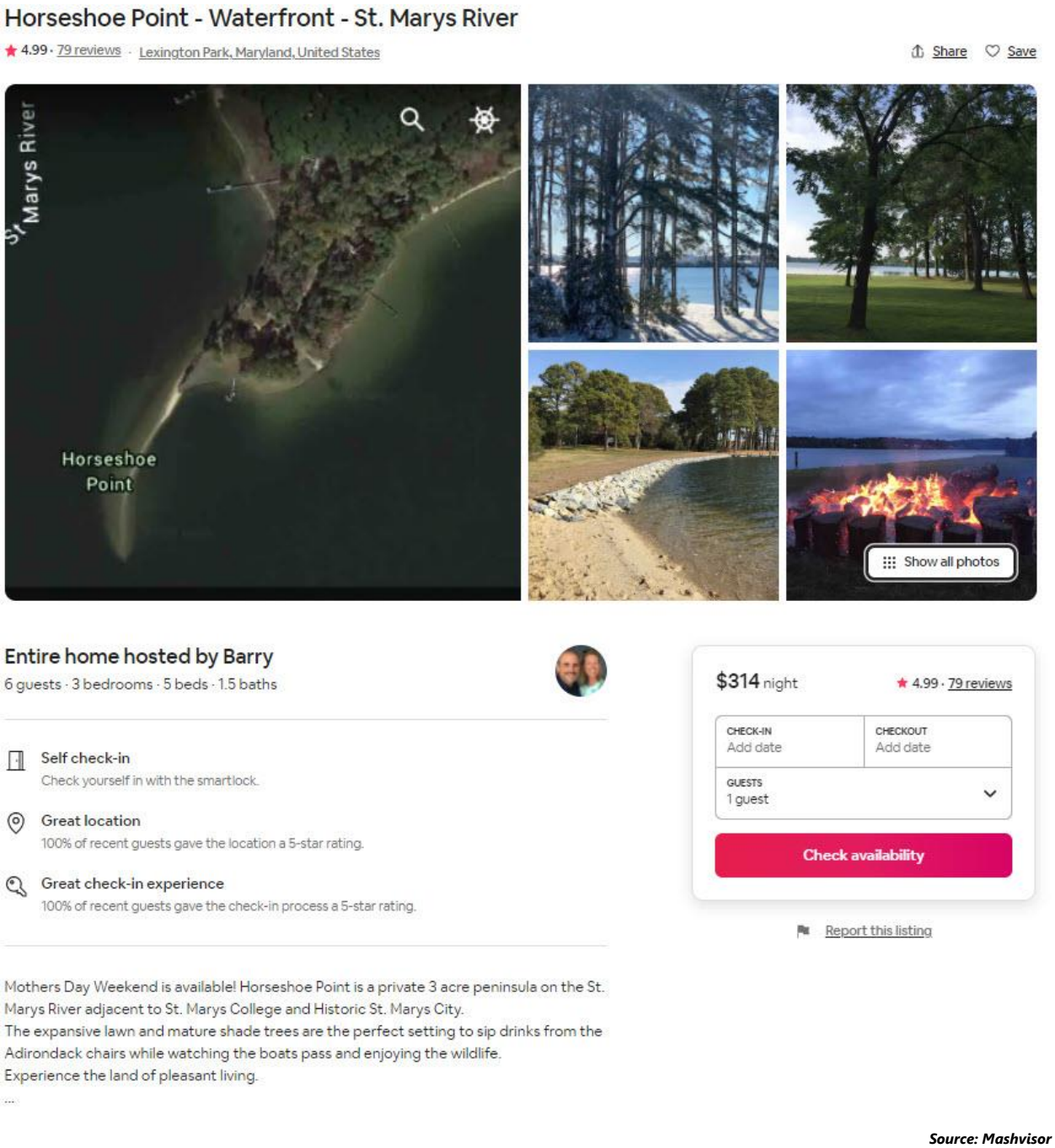
Source: Mashvisor

The second comparable rental is a small home that is one bedroom, one bath with a view corridor of the river. This is a listing of a small house that is on the water, appears to be in average condition, has an average finish-out, and includes typical household items and goods expected of a short-term rental guest.



Source: Mashvisor

The third comparable rental is a home that is three bedrooms, one and a half baths with a view corridor of the river. This is a listing of a house that is on the water, appears to be in average to good condition, has a mixture of updated and dated finish-out, and includes typical household items and goods expected of a short-term rental guest.



Source: Mashvisor

The fourth comparable rental is an attached home that is two bedrooms, one bath with a view corridor of the river. While it is attached to a single-family home which has a separate entrance. It appears to be in average condition, has mostly updated finish-out, and includes typical household items and goods expected of a short-term rental guest.

Historic St. Mary's City, MD

★ 4.97 · 395 reviews · Superhost · Lexington Park, Maryland, United States

Share Save



Entire rental unit hosted by Nell & Pat

5 guests · 2 bedrooms · 2 beds · 1 bath

Nell & Pat is a Superhost
Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.

Great location
100% of recent guests gave the location a 5-star rating.

Great check-in experience
100% of recent guests gave the check-in process a 5-star rating.

$149 night ★ 4.97 · 395 reviews

CHECK-IN Add date | CHECKOUT Add date

GUESTS 1 guest

Check availability

Report this listing

1,000 square foot two-bedroom, one bath waterfront apartment features separate entrance and a screened-in porch overlooking the St. Mary's River. Property has large dock, two small private beaches. Dogs are welcome. We just ask that they be on a leash.

The apartment is attached to part of the house where we reside, although it is sealed off and nothing is shared

Source: Mashvisor

The fifth comparable rental is a historic home that is four bedrooms, two and a half baths with a view corridor of the river. The home sits on 20 acres and has a swimming pool. It appears to be in average condition, has mostly updated finish-out and some historical finish-out, and includes typical household items and goods expected of a short-term rental guest.

Historic Rosecroft

★ 4.93 · 14 reviews · Saint Marys City, Maryland, United States

Share Save



Entire home hosted by Ty

8 guests · 4 bedrooms · 6 beds · 2.5 baths

Great location
100% of recent guests gave the location a 5-star rating.

Great check-in experience
100% of recent guests gave the check-in process a 5-star rating.

Highly rated Host
Ty has received 5-star ratings from 93% of recent guests.

$570 night ★ 4.93 · 14 reviews

CHECK-IN Add date | CHECKOUT Add date

GUESTS 1 guest

Check availability

Report this listing

Magical. That's the most often used descriptor of Rosecroft by decades of visitors since it has been in the family. Dating back to 1639, 20+ acres including horses and chickens, Rosecroft is the site of a former plantation and home to Maryland's first Tax Collector, when St. Mary's City was the capital of Maryland. Steeped in history and natural beauty, you will enjoy sweeping water views and majestic trees, freedom to walk the grounds, and a unique opportunity to stay at a historic place....

Source: Mashvisor

Based on holidays and seasons, the rental rates could vary by over 25%. The rental rates used are an estimated average rental price based on the comparables in the area. Vacancy deductions are based on the average vacancy reported in the area at 20%. Expenses for short-term rentals ranges from 40% to 60%, based largely on the amenities and real estate taxes. Since these properties are tax-exempt and have few amenities, an expense percentage of 40% is deducted. The Net Operating Income is derived by deducting the vacancy and expenses from the potential income.

The following tables illustrate the income potential of each residential asset considered.

Potential Short-Term Stay Rentals
Historic St. Mary's City Commission





		Historic St. Mary's City	1 Marlay House 18175 Rosecroft Road Lexington Park, MD 20653	2 Elwell House 18261 Rosecroft Road Lexington Park, MD 20653	3 Raley's House 18341 Rosecroft Road Lexington Park, MD 20653
View Corridor			St. Mary's River	St. Mary's River	St. Mary's River
House Sq. Ft.			3,204	1,511	2,213
Land Area			11.60 Acres	30.00 Acres	5.20 Acres
Year Built			1972	1950	1957
Baths			4.5	1.0	2.5
Condition			Average	Average	Average
Cost to Upgrade:					
FF&E			$40,000	$40,000	$40,000
Construction Upgrades			$96,120	$45,330	$66,390
Total Costs			$136,120	$85,330	$106,390
Total Cost estimate, Rounded			**$136,000**	**$85,000**	**$106,000**
Average Nightly Price			**$325**	**$200**	**$225**
Potential Short-Term Rental Income			$118,625	$73,000	$82,125
Minus Vacancy & Collection Loss	20.0%		($23,725)	($14,600)	($16,425)
Minus Expenses	40.0%		($37,960)	($23,360)	($26,280)
Net Operating Income			**$56,940**	**$35,040**	**$39,420**

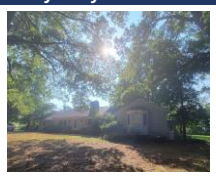
Potential Short-Term Stay Rentals
Historic St. Mary's City Commission

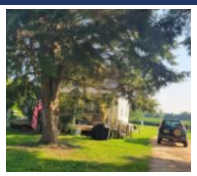




		Historic St. Mary's City	4 Research 18401 Rosecroft Road Lexington Park, MD 20653	5 Duerfeldt House 18225 Hogaboom Lane Lexington Park, MD 20653	6 Branham House 18651 Hogaboom Lane Lexington Park, MD 20653 **Life Estate*
View Corridor			St. Mary's River	St. Mary's River	St. Mary's River
House Sq. Ft.			2,672	1,968	2,981
Land Area			11.10 Acres	7.34 Acres	9.28 Acres
Year Built			1967	1950	1971
Baths			2.5	2.5	2.0
Condition			Average	Average	Average
Cost to Upgrade:					
FF&E			$40,000	$40,000	$40,000
Construction Upgrades			$80,160	$59,040	$89,430
Total Costs			**$120,160**	**$99,040**	**$129,430**
Total Cost estimate, Rounded			**$120,000**	**$99,000**	**$129,000**
Average Nightly Price			**$200**	**$225**	**$225**
Potential Short-Term Rental Income			$73,000	$82,125	$82,125
Minus Vacancy & Collection Loss	20.0%		($14,600)	($16,425)	($16,425)
Minus Expenses	40.0%		($23,360)	($26,280)	($26,280)
Net Operating Income			**$35,040**	**$39,420**	**$39,420**

Potential Short-Term Stay Rentals
Historic St. Mary's City Commission

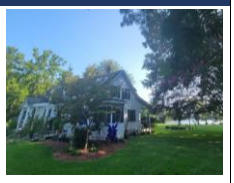




		Historic St. Mary's City	7 Hogaboom House 18701 Rosecroft Road Lexington Park, MD 20653	8 Brown House 16599 Pt. Lookouk Road Lexington Park, MD 20653	9 Peacock House 16331 Pt. Lookout Road Lexington Park, MD 20653
View Corridor			Woodland/St. Mary's River	Route 5/Farmland	Route 5/Farmland
House Sq. Ft.			7,153	1,200	1,336
Land Area			61.25 Acres	1.00 Acre	21.80 Acres
Year Built			1967	1945	1920
Baths			3.5	1.0	1.0
Condition			Average	Average	Average
Cost to Upgrade:					
FF&E			$40,000	$40,000	$40,000
Construction Upgrades			$214,590	$36,000	$40,080
Total Costs			**$254,590**	**$76,000**	**$80,080**
Total Cost estimate, Rounded			**$255,000**	**$76,000**	**$80,000**
Average Nightly Price			**$250**	**$150**	**$125**
Potential Short-Term Rental Income			$91,250	$54,750	$45,625
Minus Vacancy & Collection Loss	20.0%		($18,250)	($10,950)	($9,125)
Minus Expenses	40.0%		($29,200)	($17,520)	($14,600)
Net Operating Income			**$43,800**	**$26,280**	**$21,900**

Potential Short-Term Stay Rentals
Historic St. Mary's City Commission





		Historic St. Mary's City	10 Bean House 18640 Rosecroft Road Lexington Park, MD 20653	11 Clockers Tenant/Fancy 75712 Old Cove Road Lexington Park, MD 20653 **Life Estate*	12 Tilch House 47621 Old Cove Road Lexington Park, MD 20653 **Life Estate*
View Corridor			Rosecroft Rd./Farmland	Woodland	Milburn Creek
House Sq. Ft.			1,692	3,344	1,360
Land Area			4.60 Acres	19.07 Acres	3.74 Acres
Year Built			1966	1917	1921
Baths			1.0	3.5	2.0
Condition			Average	Average	Average
Cost to Upgrade:					
FF&E			$40,000	$40,000	$40,000
Construction Upgrades			$50,760	$100,320	$40,800
Total Costs			**$90,760**	**$140,320**	**$80,800**
Total Cost estimate, Rounded			**$91,000**	**$140,000**	**$81,000**
Average Nightly Price			**$150**	**$250**	**$300**
Potential Short-Term Rental Income			$54,750	$91,250	$109,500
Minus Vacancy & Collection Loss	20.0%		($10,950)	($18,250)	($21,900)
Minus Expenses	40.0%		($17,520)	($29,200)	($35,040)
Net Operating Income			**$26,280**	**$43,800**	**$52,560**

Potential Economic Benefits

Within the scope of this study, we reviewed the income potential for the residential assets. Of the properties presented, 12 were identified as potential properties that could be rented on a short-term basis. We studied the data of short-term rentals in the area, including rental rates, occupancy rates, and expenses.

In the final analysis, it was apparent that there is potential demand for short-term rentals in the area. Average nightly rental pricing for the residential assets was concluded at $125 per night to $325 per night. The largest demand drivers within the rentals are concluded to be riverfront, or have a river view, as well as proximity to the HSMC and St. Mary's College. Each property was estimated to require approximately $30 per square foot in improvements and $40,000 per asset in FF&E to achieve the nightly rental rates concluded. If implemented, the total FF&E budget could be approximately $480,000 for the 12 residential assets. Likewise, the total construction budget is estimated to be $920,000. This could change greatly with full inspections and property condition reports. The total investment is estimated at $1,400,000 to rentals. The total Net Income is estimated at approximately $460,000 for the 12 properties. However, it is noted that three properties within the list of residential assets are reported to be occupied in a life-estate. Therefore, these assets would not be immediately available to be rented.

SUMMARY OF KEY CONCLUSIONS

The purpose of this study is to provide a cursory market evaluation that identifies potential future development opportunities in HSMC and the surrounding area that could help drive additional tourism to the local area and the State. In addition, we evaluated the potential economic benefits associated with the rental of residential properties identified by HSMC. The conclusions outlined in this report are based on an assessment of local market conditions, data on comparable markets, and our industry experience.

Within the scope of this study, we reviewed the history and heritage common to St. Mary's County and HSMC. We presented information regarding the economy of St. Mary's County and the five-mile area surrounding St. Mary's College. We studied the demographics of the people, their median age, their income, and their housing needs based on census data interpretation in order to better understand the community. We studied the retail profile for these two areas in order understand demand and supply forces within the community and what may be lacking and what may be an oversupply.

We also analyzed Peer Case Studies of Historic Districts that included early settlement times through the colonial and civil war periods. Further, we included Peer Case Studies of Colleges that included small state college institutions along the East Coast. The Peer Case Studies focused on development patterns surrounding the case studies within a one- and five-mile radius that could provide future development goals for HSMC.

Our retail profile of the subject area indicated leakage of sales from the outside area which could be as a result of the lack of food and drink and retail opportunity in the immediate area based on a demand delta from current visitors to HSMC and college students. Thus, keeping in mind the purpose of this study and the objective of HSMC Commission to promote the Fort discovery and archaeological events within the area, additional economic benefits could be derived from commercial growth. Other considerations are the visitors drawn to the area to learn about the heritage of HSMC, enjoyment of the waterfront corridor and the availability of recreation activity in the area (e.g., hiking, biking, boating).

In the consumption of all the data provided in this study, we concluded that the largest demand drivers surrounding the Peer Case Studies were food & drink establishments, retail opportunities and overnight stays. In all, the foregoing could be realistic opportunities for HSMC. Also, our study concluded that a hotel concept could be a possibility. According to IBISWorld, a leading publisher of business intelligence, 34% of visitors to historical attractions stay in hotels at their destination. We concluded that a Full Service or Boutique Style Hotel could be the best fit for HSMC. Further, the hotel should be architecturally relevant to the historic period and could best be developed near the potential village district. The other consideration for hotel development could be the addition of a conference center. Other potential long-term development consideration are residential opportunities.

These potential developments would foster increased visitation to St. Mary's Fort that otherwise would not likely occur with only the existing offerings in the area. Nearby retail, food/drink and a hotel would enhance the visitor experience and entice visitors to spend more time and money in the area. Continual improvements in visitor facilities and offerings of interactive experiences are critical for securing first-time and repeat visitors. Our conclusion is subject to the previous barriers of entry, both economically and meeting the future infrastructure, wayfinding, zoning and esthetic concerns.

In addition to these developments, there is potential demand for short-term rentals in the area and 12 residential properties that could be rented were identified. The largest demand drivers within the rentals are concluded to be riverfront, or have a river view, as well as proximity to the HSMC and St. Mary's College. The total investment is estimated at $1,400,000 to rentals. The estimated total Net Income is approximately $460,000 for the 12 properties.