



SRBY



**CITY OF SALISBURY
NEW BUSINESS
WELCOME PACKET**



**Arts, Business & Culture Department
Laura Soper | Director of Business Development
LSoper@salisbury.md
410-677-1916
www.Salisbury.MD**



Hello and Welcome!

Thank you for your interest in Salisbury, Maryland! The City of Salisbury has taken great strides to enhance and improve the business and development process and we look forward to working with you.

Salisbury, Maryland, is strategically located on the Eastern Shore of Maryland in Wicomico County. At the heart of the City is the intersection of two major thoroughfares, Route 50 heading east/west and Route 13 heading north/south. As the “Crossroads of Delmarva,” Salisbury is the county seat of Wicomico County and is the largest city on Maryland’s Eastern Shore.

The City is committed to promoting economic and business development in Salisbury. Several areas within City limits are eligible for many of the state and local incentive programs available to new and existing entrepreneurs. This business guide is designed to educate entrepreneurs on what the general business development process is and help them bring their visions to fruition. The attraction and retention of businesses is important to our community and we want to extend a sincere thank you for your interest in the City of Salisbury.

Laura Soper

Director of Business Development | City of Salisbury

410-677-1915

LSoper@salisbury.md

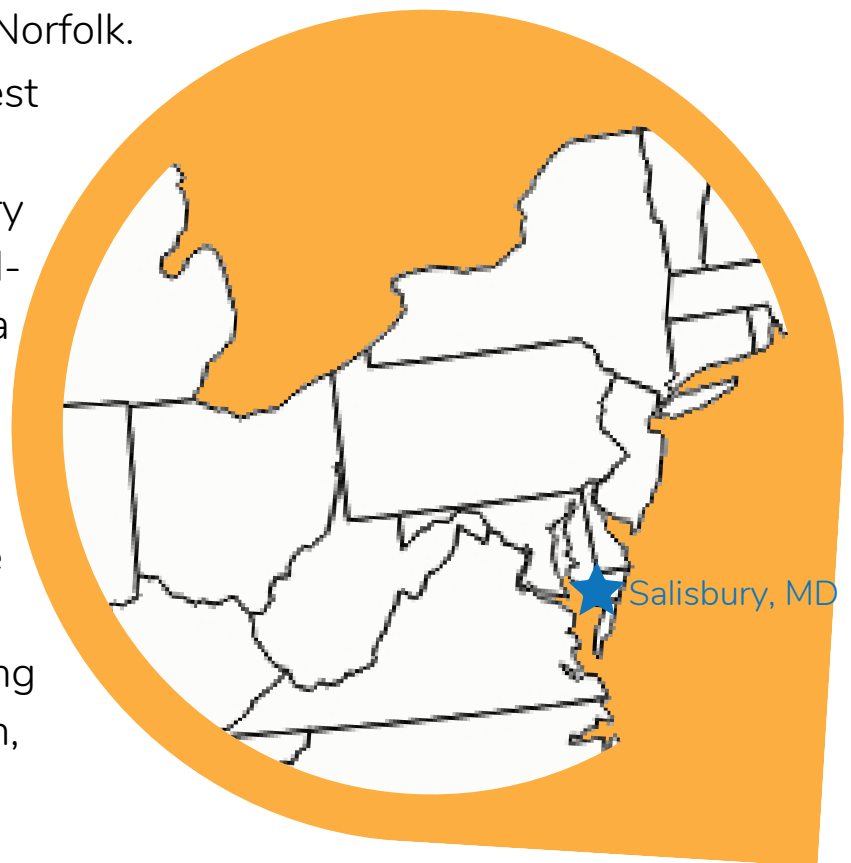
About Salisbury, Maryland

One of the fastest-growing cities in the U.S., Salisbury is Delmarva's economic and cultural capital, perfectly nestled between the beaches and the bay.

Fact	Salisbury, Maryland
Population Estimates, July 1 2021	32,930
Median value of owner-occupied housing units	\$167,800
Median gross rent	\$1,061
Persons per household	2.48
Median household income	\$44,474
Per capita income in past 12 months	\$23,866
Median Age	29.2 years old
Annual High Temperature	66°F
Annual Low Temperature	46°F
Average Annual Precipitation	45.68 inches
Average Annual Snowfall	9 inches

Salisbury is located in the heart of Wicomico County, at the intersection of Routes 50 (E/W) and 13 (N/S). Wicomico County offers a rural location within two hours of Baltimore, Washington D.C, Philadelphia, and Norfolk.

Despite being the largest city on Maryland's Eastern Shore, Salisbury offers a charming small-town feel. Salisbury is a home for commerce, industry, health care, and transportation. With nearby expansive farmland and the Wicomico River coursing through our Downtown, the region is bound by both land and water.



Why Salisbury?

We are Salisbury, Maryland, and our town was born from the headwaters of the Wicomico River. This special place, nestled squarely between the beaches and the bay, has been attracting people to its stunning location for almost 300 years.

We welcome you and your business to Salisbury: The Comfortable Side of Coastal. Salisbury is a growing city with more than 32,000 residents, along with many others who come here daily to work and visit. The Salisbury, MD-DE Metropolitan Area is home to more than 400,000 people.

The City of Salisbury, home to Salisbury University, was recently named Realtor.com's No. 1 best college town for families. Salisbury was also named the 13th fastest-growing city in the U.S. and the 26th best place to retire by U.S. News & World Report.

Salisbury is a great place to get outside. The area is home to numerous parks, including the centrally-located Salisbury City Park. Within this park is the Salisbury Zoo, which is home to more than 100 animals and offers free admission. The Zoo regularly hosts events and offers educational outreach.

Downtown Salisbury is a designated Main Street Maryland community with plenty of exciting events and opportunities to live, work and play. In addition to a variety of businesses and restaurants, Downtown is home to the Wicomico Public Library's main branch, the Paul S. Sarbanes Branch, and a story walk along the river. Follow the path down to the Riverwalk Amphitheater, which plays host to concerts during the summer.

Downtown Salisbury is also home to three walking tours and is right down the street from the historic Poplar Hill Mansion. Look around to see all kinds of public art in the Downtown area. See a full list of events, including festivals, celebrations, parades and runs, on page 5.

Salisbury is also a Bicycle-Friendly Community, Tree City USA, Bee City USA and Bird City Maryland.

The Salisbury Police Department works to keep the City and its residents safe. This agency is nationally accredited through the Commission on Accreditation for Law Enforcement Agencies, Inc.

Learn more about Salisbury at DowntownSBY.com, Salisbury.MD or with a visit to our Downtown Salisbury Visitor Center.



Your City Government

The mayor, as the head of the executive branch, speaks on behalf of the City government and represents the Salisbury community on state- and nation-wide forums. The Mayor's Office serves as a liaison between the Salisbury community and City administration, and it also provides administrative support to the mayor, city administrator, and deputy city administrator.

Randy Taylor
MAYOR

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☎ 410-548-3100

Andy Kitzrow
CITY ADMINISTRATOR

✉ akitrow@salisbury.md

John Tull
**ACTING DEPUTY CITY
ADMINISTRATOR**

✉ jtull@salisbury.md
☎ 410-548-3100

Legislative and oversight functions are the purview of the elected City Council. The five council members are elected to four-year terms from the city's five districts.



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City Council Meetings

- ✓ The Salisbury City Council meets in regular session on the second and fourth Monday of each month and in work session on the first and third Monday in Council Chambers at the Salisbury Headquarters Building, 115 S. Division Street.
- ✓ To contact all City Council members, reach out to allcitycouncilmembers@salisbury.md

Events & Recreation

Salisbury is home to a wide variety of fun, active and family-friendly events. From monthly 3rd Fridays to the annual Maryland Folk Festival, there are plenty of recreation opportunities for you and your family.

Weekly & Monthly Events

- 3rd Friday | Downtown Salisbury
- Friday Night Concert Series (June - September)
- Delmarva Shorebirds Games (April - September)
- Heart of SBY Foodie Tours (Fall & Spring weekly offerings)
- Camden Avenue Farmers Market (year-round) & Shore Fresh Growers Farmers Market (May - November)

Annual Events

- September: Maryland Folk Festival, Pemberton 24 - Festival of 5Ks, Peace in the Park
- October: Sea Gull Century, Good Beer Festival, Jaycees' Treat Street, Halloween Happening at the Zoo
- November: Kindness Palooza, Small Business Saturday
- December: Jaycees Christmas Parade, New Year's Eve Ball Drop, Rockin' Around the Zoo, Cookies with Santa at the Zoo, Yuletide Open House & Tea With Santa and Mrs. Claus at Poplar Hill Mansion, Santa's Village in Downtown Salisbury, Christmas Boat Parade, Governors Challenge Basketball Tournament
- March: Bundle Up And Get Outside (BUAGO), Tim Kennard River Run & 5K
- April: RunSBY Events - Marathon, Half Marathon & 5K, Zoo Stampede 5K Run/Walk & Earth Day, Hops on the River
- May: Haitian Flag Day Festival, Hoops on the Ave, Music & Arts at Pemberton Park, Paws on Pemberton
- June: Eastern Shore Juneteenth Parade & Festival, Pride Parade & Festival
- July: Riverfest, USSSA Softball Tournament
- August: Wicomico County Fair



Business Plan, Structure & Financing

1.

The BUSINESS PLAN is a “must-do” and one of the most important steps of starting a business. It functions as a road map for decision-making and keeps business owners on track with the core mission and goals of the company. A well-written business plan projects growth and anticipates operating revenues and expenditures for up to three to five years. Business plans also play a key role in raising capital and/or securing bank financing for business startup or expansion. There are numerous resources and templates available online to assist entrepreneurs with writing a comprehensive business plan. A successful business plan includes a company description and overview, a strong marketing and financing strategy, a detailed analysis of the target industry, and a written action plan, which describes how the business intends to meet project goals.

2.

When starting a business, an entrepreneur must choose its legal or BUSINESS STRUCTURE carefully. This is important because this decision can affect how much in taxes are paid, the personal liability of the business owner, and a business’ ability to borrow money to finance its capital and operating expenditures as the business grows. Before opening a business, an entrepreneur must choose which business structure is appropriate based on the needs of the owner(s). The most common forms of businesses structures are sole proprietorships, partnerships, and Limited Liability Corporations. Depending on which business structure the owner chooses, there are different legal and tax implications. An entrepreneur should consult with an attorney or accountant to identify which entity best suits the business.

3.

In most cases, starting a business will require FINANCING . When financing a business, there are multiple ways an entrepreneur can obtain funding for a new business startup. It is very important to do thorough research to see what funding options will be feasible for your business and identify them in the business plan. Before pursuing financing, it is important to create a list of expenses your business can and may incur. Lenders will want to make sure you have done your due diligence.

Licensing

In consideration of your business name and concept, it is important to consult with a business lawyer in regards to licensing. Make sure to do adequate research on which licenses and permits you will need to open your business, as each business type may have different requirements. Be sure to check out the Maryland Business Express to take care of many of your State requirements. Some common ones include:

- **Federal Employer Identification Number (EIN):** An Employer Identification Number is a nine-digit number the Internal Revenue Service (IRS) assigns in the following format: XX-XXXXXXX. It is used to identify the tax accounts of employers and businesses who have no employees. The IRS uses this number to identify taxpayers that are required to file various business tax returns. Employers, sole proprietors, corporations, partnerships, nonprofit associations, trusts, government agencies, and other business entities use EINs. The EINs are used on all items submitted to the IRS and the Social Security Administration.

Caution: An EIN is for use only in connection with business activity. The Employer Identification Number is not to replace the use of a Social Security Number (SSN).

For additional information on Employer Identification Numbers, please check the IRS website. Additional information on the record keeping and completion of these forms is available online for businesses to review.

www.irs.gov

- **State of Maryland Business License:** Applications for a Maryland Business License are obtainable from the Clerk of the Circuit Court. This Clerk's Office is located at 101 N. Division St. in Downtown Salisbury. To register for a Maryland Business License, new businesses must register with the Department of Assessment and Taxation first. In some cases, you may need to bring your commercial lease for documentation.

www.wicomicocounty.org | 410-543-6551

» After receiving your Assessment/Taxation account number and the business license application, visit Wicomico County's Finance Office to pre-pay personal property taxes and the City of Salisbury Finance Office to pay personal property taxes (applicable only if your business is within City limits).

» After completing the steps listed above, a representative from the County Clerk's Office will issue a business license to the new business owner.

- **City of Salisbury Business License:** Many businesses are required to have a license to conduct business within the City of Salisbury. Hawkers & peddlers (including food trucks), restaurants, landlords, alarm companies, hotels, towing companies, and fortune tellers are some of the business entities that require a business license from the City. Any new businesses should contact the Office of Business Development to obtain additional information and a complete list of licensure requirements.

www.salisbury.md | 410-677-1915

- **State Department of Assessment and Taxation:** All new businesses in Maryland must register their business name with the State Department of Assessment and Taxation. After registration, a tax assessor evaluates all business assets for taxation before issuing a state and local business license. After the assessed taxes are paid, new businesses will receive a state-issued business license. Legal entities, such as a corporation or LLC, must also register with SDAT. These forms are available online or at the Office of Assessment and Taxation at the District Court Building on Baptist Street in Salisbury, Maryland.

www.dat.maryland.gov

- **Trader's License:** A Trader's License is required for selling goods and merchandise in Maryland and is applicable to both retailers and wholesalers. The fee for the license is based on the value of the commercial inventory that a business reports on their personal property return that is filed with the Maryland Department of Assessments and Taxation.

www.dat.maryland.gov

- **Department of Labor, Licensing, and Regulation:** In some cases, the DLLR requires licenses for certain types of businesses and occupations. The DLLR is a major occupational and professional licensing agency in the State of Maryland and enforces commerce, employment, workplace, and safety laws. Please call or visit their website for information on which occupations require a license.

www.dllr.state.md.us | 1-888-218-5925

- **State Sales & Use Tax ID/Employer Tax Accounts:** Many businesses are required to collect and remit sales tax. You should contact the state comptroller to see if it is required for the business.

www.marylandtaxes.com | 1-800-638-2937

- **Wicomico County Board of License Commissioners:** This board administers licenses to sell alcohol and regulates alcohol sales. 410-548-4835

- **Wicomico County Health Department:** In Wicomico County, the Health Department is responsible for managing the following services: permanent and temporary food services, food services facility licensing, septic and well applications, and burning permits.

www.wicomicohealth.org | 410-546-4446

Location & Permits

Selecting a location for a new or existing business is an important component of an entrepreneur's business plan. Depending on the services offered by the business, a traditional brick and mortar facility may not be essential for service to its customer base. Before committing to a space, please contact the appropriate offices.

- **Choosing a location:** When choosing a location for your business, it is recommended that new and existing business owners contact a commercial leasing or sales representative for information on available listings. There are also several websites with databases of available commercial locations. Before leasing or purchasing commercial space, research the rental rates or purchase price of commercial facilities within the business plan's operating budget. Also take into consideration the cost of any additional work needed you will have to do on the property.
- **Planning & Zoning:** Please review the City of Salisbury's Zoning Map & Code to make sure the business use is approved at the location you are interested in, and review the regulations that are in place for that area.
- **Building Permits:** A building permit is required for the construction, reconstruction, renovation, remodeling, moving, demolition, structural alteration or change in the use of a building or structure that is or will be affixed to the ground. In order to make any changes to a building, whether it be structural, electrical, or mechanical – you should contact the Infrastructure & Development Department to get a permit.



City of Salisbury Infrastructure & Development Department

The Infrastructure & Development Department is responsible for administering all infrastructure and development projects in the City. The Department is the one stop for developers entering the City to have projects reviewed through all phases including planning, engineering, traffic control, building permits, fire marshal and construction inspection.

410-548-3170
infdev@salisbury.md

Business Resources

BUSINESS DEVELOPMENT, COUNSELING & FINANCING

- Maryland Capital Enterprises (MCE) – provides counseling and develops business plans for entrepreneurs and helps them find information, improve their skills, and acquire financing.
www.marylandcapital.org
410-546-1900
- MCE Women’s Business Center – designed to assist businesswomen in starting and expanding small businesses by offering training, consulting, counseling, one-on-one mentoring, and micro- and small business loans.
www.womensbusinesscenteratmarylandcapitalenterprises.org
410-546-1900
- Maryland Small Business Development Center (SBDC) – provides sound advice, consulting, and support to entrepreneurs and small businesses across the state.
www.marylandsbdc.org
410-548-4419
- City of Salisbury Office of Business Development – The City of Salisbury Office of Business Development acts as a liaison to help entrepreneurs connect with business development resources and navigate the permitting process.
410-677-1916
- Salisbury Area Chamber of Commerce – the SACC is one of the primary voices of the Lower Eastern Shore business community and provides many networking and marketing opportunities to business owners.
www.salisburyarea.com
410-749-0144
- Maryland Department of Commerce – the mission is to create, attract, and retain jobs while promoting Maryland’s vibrant cultural economies. Their Office of Small Business and website help facilitate economic growth by advocating, guiding, directing, and connecting small businesses to beneficial contacts and resources.
www.commerce.maryland.gov
410-767-6300
- Salisbury-Wicomico Economic Development works to retain and grow jobs, attract new investment to our community and diversify our economic base.
www.swed.org
410-749-1251
- TEDCO: A technology resource of mentoring, funding, and networking for entrepreneurs and start-ups that need guidance as they bring innovative concepts to market.
www.tedcomd.com
410-740-9442

- Salisbury University Innovation Entrepreneurship and Economic Development Hub - SU provides aspiring student and community entrepreneurs resources for discovery, idea assessment, business plan development, and competition readiness through its Innovation Entrepreneurship and Economic Hub, Dave and Patsy Rommel Center for Entrepreneurship, and its programs with the goal to support, mentor, and launch businesses into the community.
410-546-4325

HIRING & WORKFORCE

- Lower Shore American Job Center in Salisbury is a one-stop shop featuring employment and training services. The purpose of the center is to provide access to an array of resources and information in one place.
www.lowershoreajc.org
410-341-6515
- Local Colleges: Nearby colleges include Salisbury University, University of Maryland Eastern Shore and Wor-Wic Community College.
- Local Staffing Agencies: There are many local staffing agencies that are in the Salisbury area.
 - » Quality Staffing Services, Express Employment Professionals, PeopleReady, BesTemps, Premier Staffing Solutions, and many more.
- Maryland Workforce Exchange – An online portal where employers and job seekers can connect.
www.mwejobs.maryland.gov
- Partnership for Workforce Quality – A grant program that improves the competitive position of small and midsize Maryland manufacturing and technology companies. It provides matching training grants and support services to aid business retention and growth.
410-341-3835



Business Resources

INCENTIVES, TAX CREDITS & LOW-INTEREST FINANCING OPTIONS

- Revolving Loan: Administered by the City of Salisbury as a low-interest funding option to foster the revitalization of the Downtown by encouraging growth of new businesses and expansion of existing businesses.

LSoper@salisbury.md

410-677-1916

- Enterprise Zone: There are two credits available under Salisbury's Enterprise Zone geographic area. Contact the Office of Business Development to see if your property falls within the Enterprise Zone and what the necessary qualifications are.

» Property Tax Credit: If you are planning to make a substantial capital improvement (\$50,000+) to your property, you may qualify for a 10-year property tax credit that is equivalent to 80% of the incremental increase in property taxes over the first five years, decreasing 10% annually during the next five years.

» State Income Tax Credit: Your business may be eligible for a \$1,000 per worker income tax credit if your firm creates at least two new full time jobs and/or hires an economically disadvantaged employee (additional credit available).

LSoper@salisbury.md

410-677-1916

- HORIZON: The Hotel Or Residential Incentive Zone supports large-scale residential and hotel development in the Central Business District and Riverfront Redevelopment Districts via Real Property Credits for 20 years.

- EDU Incentive: The City of Salisbury has created an opportunity to receive a discount for comprehensive connection charges in several areas in the City. It offers a reduction in capacity fees for eligible development and redevelopment in the Downtown Development District, Central Business District, Riverfront Redevelopment Area, and Enterprise Zone.

- Arts & Entertainment District: Qualifying artists and arts & entertainment venues may be eligible for tax benefits.

» Real property tax credit for the renovation of existing buildings or the construction of new buildings that are capable for use by qualifying residing artists.

» An income tax subtraction modification for income derived from artistic work sold by a qualifying resident artist.

» An exemption from the admission and amusement tax levied on gross receipts.

- The Opportunity Zone program is a nationwide initiative administered by the U.S. Treasury created under the 2017 Tax Cuts and Jobs Act. The program provides federal tax incentives for investment in distressed communities over the next 10 years. Areas designated as Opportunity Zones will be able to reap the benefits of capital gains to help redevelop underserved communities.

- The Department of Housing and Community Development offers a great number of financing opportunities, grants, loan guarantee programs, and tax credits.

www.dhcd.maryland.gov

- Department of Commerce offers a great number of financing opportunities, loan guarantee programs, and tax credits.

www.commerce.maryland.gov

- Salisbury-Wicomico Economic Development offers a great number of financing opportunities and welcomes the opportunity to explore resources for the capital that you need.

www.swed.org

- Perdue School of Business Philip E. & Carole R. Ratcliffe Foundation Shore Hatchery Business Competition: The Shore Hatchery is open to any Mid-Atlantic business startups. It is a 10-year, \$2 million initiative that began in 2013. The program assists entrepreneurs in creating new businesses and jobs in the region. Startups apply for a share of \$200,000 annually. The goal of the Shore Hatchery is to reward individuals for their entrepreneurial efforts in the creation and growth of businesses with the potential of positively impacting regional employment within three years.

www.salisbury.edu

- Small Commercial Tax Credit through the Maryland Historical Trust will accept applications for small commercial projects on a first-come, first-served rolling basis until the program cap of \$4 million has been reached. Eligible projects may earn a state income tax credit equal to 20 percent of qualified rehabilitation expenditures.

www.mht.maryland.gov

- Federal Historic Preservation Tax Incentives program encourages private sector investment in the rehabilitation and re-use of historic buildings. A 20 percent tax credit is available for historic, income-producing buildings and a 10 percent tax credit is available for non-historic buildings placed in use before 1936.

www.nps.gov

- Manufacturing Exemption: the City of Salisbury provides an exemption on personal property taxes for machinery and equipment used for manufacturing/research & development for a maximum term of 5 years

www.salisbury.md/departments/finance

New Development Resource Resources

INCENTIVES, TAX CREDITS & LOW-INTEREST FINANCING OPTIONS

- Enterprise Zone: There are two credits available under Salisbury's Enterprise Zone geographic area. Contact the Office of Business Development to see if your property falls within the Enterprise Zone and what the necessary qualifications are.
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LSoper@salisbury.md
410-677-1916

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[City of Salisbury Infrastructure & Development Department](#)
410-548-3170

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[City of Salisbury Infrastructure & Development Department](#)
410-548-3170

- Stormwater Management Utility Fee - Fee Credit: Reduce the mapped impervious surface area measurement for the property. Since the fee is based on a property's impervious area, the credit reduces the square feet of impervious area, which reduces the number of ERUs and the fee amount. The credit is intended to offset the owner's ongoing inspection and maintenance costs.

[City of Salisbury Infrastructure & Development Department](#)
410-548-3170

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- » Real property tax credit for the renovation of existing buildings or the construction of new buildings that are capable for use by qualifying residing artists.
- » An income tax subtraction modification for income derived from artistic work sold by a qualifying resident artist.
- » An exemption from the admission and amusement tax levied on gross receipts.

- Chesapeake Bay Trust Outreach and Restoration Grant Program: This grant program encourages outreach, community engagement activities, and on-the-ground restoration projects that increase knowledge, change behavior, and accelerate stewardship of natural resources that involve residents in restoring local green spaces, waterways, and natural resources.

[City of Salisbury Infrastructure & Development Department](#)
410-548-3170

- Riverwalk Construction Reimbursement Program: The primary goal of the Riverwalk Construction Reimbursement Program (RCRP) is to accelerate the construction or expansion of new commercial buildings along the planned Riverwalk that contribute towards the economic vitality of Downtown Salisbury

[City of Salisbury Infrastructure & Development Department](#)
410-548-3170

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Downtown Promotional Opportunities

•Downtown Salisbury e-giftcard program: Downtown SBY Dollars is an e-gift card program featuring a card that can be redeemed at participating Downtown Salisbury businesses. Businesses in or within 0.5 miles of Downtown Salisbury are eligible to participate and must opt in, but there is no cost to sign up. Participating businesses must have a physical point of sale system and be able to key in "not-present" Mastercards.

For more details or to sign up, contact info@downtownsalisbury.org or visit <https://bit.ly/DowntownSBYGC>.

•Downtown Salisbury website - www.downtownsby.com:

»Business listings: The City lists all shops, eateries, health/beauty businesses, recreation businesses, and attractions under the businesses tab on the Downtown page. To have your business added, you must be in or within 0.5 miles of Downtown Salisbury.

»Business events: If you are hosting any events in your business, we are happy to add them to the Downtown master calendar on the Downtown website.

»Jobs: If your business is hiring, we will post job listings on the "Work Here" section of the website.

»Downtown Living: If you have an apartment, house, or other building available for rent in the Downtown corridor, we will add it to the "Live Here" section of the website.

Please send any aforementioned information, including photos, descriptors and costs, to info@downtownsalisbury.org for inclusion on the website.

•Downtown Salisbury directory & maps: The City prints trifold maps and large directories of the Downtown Business and Attractions corridor on a bi-annual basis, typically in October and April. Included on the map is a listing of all businesses in the "Eats & Drinks," "Shopping," "Health & Beauty," "Arts & Music," "Attractions," and "Services" sectors, as well as general Downtown information. These maps are distributed throughout the Downtown corridor and to key locations for information seekers (the airport, hotels, etc.). Visit the digital version of this directory at: <https://bit.ly/DowntownSalisbury>

•Downtown Salisbury social media: The City strives to support our businesses on all of our social media channels. We regularly scan our social media feeds for posts from your business and will re-share as a story (Facebook/Instagram). We may not see or share every post your business puts out, but if there is something you'd consider newsworthy, please message the Downtown page directly for consideration. A copy of the City's social media policy can be found at <https://bit.ly/SBYSocialMediaPolicy>.

Instagram - [@downtown_sby](https://www.instagram.com/downtown_sby) | Facebook - [@DowntownSalisburyMD](https://www.facebook.com/DowntownSalisburyMD) | Twitter - [@DowntownSBY](https://twitter.com/DowntownSBY)

»Downtown Weekend Ahead: Each Friday, we compile a list of the events going on in the Downtown corridor. We typically search them out, but if there's something specific you'd like to ensure is included, please contact us directly.

»#MoveInMonday: If you'd like your vacant Downtown commercial or residential listing featured on Downtown social media, we run a series on Mondays to feature available opportunities.

»Business opening & anniversary posts: the City is excited to celebrate the success of your business by sharing your opening and milestone anniversaries. If your business is just opening or celebrating their 1st, 5th, 10th, 15th, 20th, 25th, 30th, etc., anniversary - please let us know and we will make a special visit.

•Co-Op Marketing Opportunities:

»The Downtown district offers plenty of opportunities to band together with fellow entrepreneurs in the area. Whether it's coordinated scavenger hunts, collaborative shopping events, or annual celebrations like Small Business Saturday - the City is excited to work with the business community.

»The City is happy to coordinate paid advertising campaigns (TV, radio, billboard, etc.) between Downtown businesses on an as-requested basis and may offer some opportunities of its own. Opportunities are typically emailed out, so be sure to contact info@downtownsalisbury.org to be added to our email list.

•Events: Many events are held annually in the Downtown area, by a myriad of different event organizers. Opportunities to engage with event goers vary from event to event.

•Green Business Certification: The City of Salisbury's Sustainability Advisory Committee (Green Team) oversees the Green Business initiative. Participating businesses will receive a sticker to be placed at the business' point of entry and a picture with the mayor to be shared on social media. Additionally, participants will have their logo added to the City's website under a new section touting green businesses. In order to qualify, a business must meet a number of criteria to which the Green Team has assigned point values. A business' total score determines whether they are bronze (10-14 points), silver (15-19 points), or gold (20+ points) level.

City Departments & Contacts

- Mayor's Office
 - 833-SBY-CITY
 - mayor@salisbury.md
- City Clerk
 - The City Clerk serves as administrative support to the City Council, preparing and maintaining minutes of City Council meetings and work sessions.
 - 410-548-3140
 - knichols@salisbury.md
- Infrastructure & Development
 - Responsible for administering all infrastructure and development projects in the City. The department is the one stop for developers entering the City to have projects reviewed through all phases
 - 410-548-3170
 - infdev@salisbury.md
- Fire Department
 - Strives to ensure the health, safety, and well-being of our community by providing prevention and mitigation of fire and life safety hazards in an effective and efficient manner.
 - Non-emergency: 410-548-3120
 - Emergency: 911
 - fire_ems@salisburyfd.com
- Police Department
 - Committed to providing the highest quality of police services by empowering our members and the community to work in partnership with the goal of improving the quality of life within the City of Salisbury.
 - Non-emergency: 410-548-3165
 - Emergency: 911
 - spatrol@salisburypd.com
- Housing & Community Development Department
 - Code enforcement, community relations, Housing First homeless services
 - 410-341-9550
 - hcdd@salisbury.md
- Human Resources Department
 - Establishes and implements the personnel policies and procedures for the City of Salisbury.
 - 410-548-1065
 - jobs@salisbury.md
- Information Services
 - Provides efficient, centralized, and cost-effective municipal information services to the divisions and departments of the City, in turn helping them to provide services to citizens. This department is divided into Information Technology, Geographic Information Systems (GIS), and Connectivity divisions.
 - 410-548-1966
 - it@salisbury.md
- Field Operations Department
 - Responsible for trash collection and disposal; recycling; street maintenance and repair; park, playground and public facility maintenance; water, wastewater and stormwater infrastructure; traffic control devices; City-owned street lights; parking lots; the parking garage; and parking enforcement.
 - 410-548-3177
 - fieldops@salisbury.md
- Finance Department
 - Establishes and implements the financial policies and procedures of the City, invests city funds, and handles deposits and payments of city monies - including water/sewer/trash, parking tickets, building permits, personal property, city licenses, and real estate bills.
 - 410-548-3110
 - finance@salisbury.md
- Water Works Department
 - Responsible for the City water and wastewater systems, including the water and wastewater treatment facilities, and all underground water and sewer utilities. The Department has three divisions — Water, Wastewater, and Utilities.
 - 410-548-3185
 - waterworks@salisbury.md
- Procurement Department
 - Established to make all city purchases and sales, and make or approve all City contracts.
 - 410-548-3190
 - procurement@salisbury.md
- Arts, Business & Culture Department
 - Responsible for fostering Salisbury's thriving economic climate through supporting business, expanding economic opportunity, promoting artistic expression, hosting unique experiences, and maintaining regional attractions such as the Salisbury Zoo and Poplar Hill Mansion.
 - Salisbury Zoo
 - 410-548-3188
 - zoomarketing@salisbury.md
 - Poplar Hill Mansion
 - 410-749-1776
 - curator@poplarhillmansion.org
 - Maryland Folk Festival
 - cohare@salisbury.md
 - Business Development
 - 410-677-1915
 - LSoper@salisbury.md
 - Downtown Visitor Center
 - 410-677-1916

Downtown Parking & Street Closures

1. STREET PARKING is metered and can be paid at the meter with coins or credit card or via the FlowBird parking app. One hour of parking costs \$2, with the first hour free (you must still register via meter or app for the one hour free). There is a four-hour maximum for on-street parking. In order to avoid a parking ticket, always pay at the meter closest to your vehicle.

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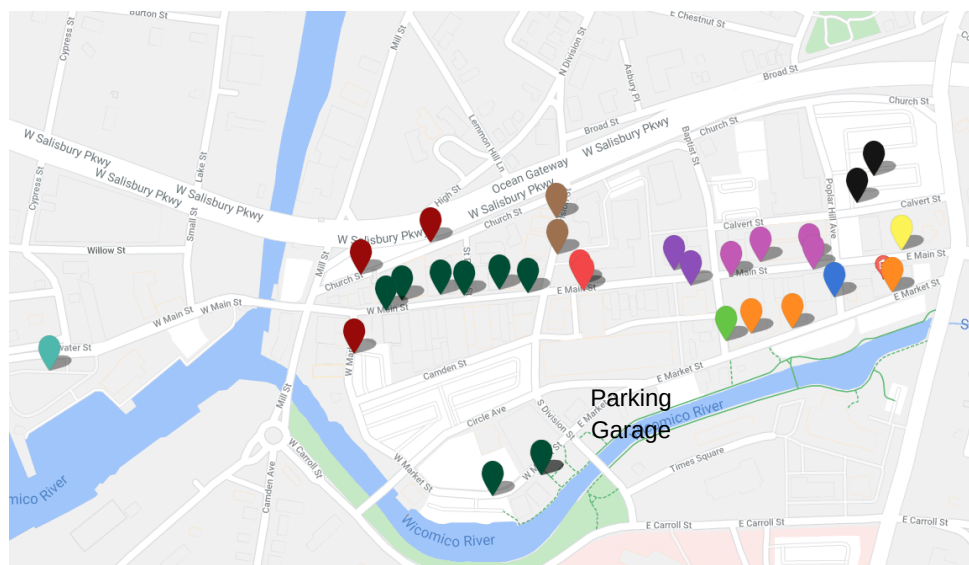
2. THE PARKING GARAGE is located centrally in Downtown Salisbury at 100-110 Circle Avenue. It costs \$1 an hour to park there.

3. LOT PARKING is a combination of metered spots and permitted spots, and is typically denoted by paint in the individual spot or nearby signage. In order to get a permit, contact the City's Parking Department.

4. From time to time, streets and parking lots may be closed for events, repairs, or paving. Notifications are sent out via email a week in advance. To be added to the email list, please email info@downtownsalisbury.org. You can also subscribe to a Google Calendar for an advance look at street closures weeks/months before. Visit <https://bit.ly/DTSBYStreets> to add the calendar to your phone/email.

*City of Salisbury
Parking Department*

*410-548-3195 or
parking@salisbury.md*



Thank you!

Thank you for your investment in Salisbury, Maryland, and congratulations on your new business venture. We believe that when local businesses succeed, so does our community. That's why we're here to lend a hand in helping you. Please don't hesitate to contact our Department for any assistance needed. We look forward to seeing you around town.



Do You Need More Help?

Contact Us

Arts, Business & Culture Department
Laura Soper | Director of Business Development
115 S Division Street | Salisbury, MD
LSoper@salisbury.md | 410-677-1916

