

Department of Commerce

MISSION

Our mission is to create an economic development culture in Maryland that will maximize our great assets and create quality jobs. We will retain, grow and attract companies through outstanding customer service while creating the highest level of prosperity for all Marylanders.

KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

Goal 1. Achieve operational excellence through the adoption of customer service standards, training, orientations, and performance reviews.

Obj. 1.1 Create a comprehensive program for ongoing training strategies encompassing all needs within the Department.

Obj. 1.2 Achieve "outstanding" results on customer service survey from stakeholders.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Percentage of staff completing customer service training	N/A	N/A	100%	100%	100%	100%	100%
Percentage of stakeholders rating customer service as somewhat or very satisfied	N/A	N/A	93%	91%	84%	88%	93%

Goal 2. Foster a competitive business environment by assessing the impacts of taxes and the effectiveness of financing programs and tax credits.

Obj. 2.1 Leverage private sector capital of at least 10:1 in the fiscal year for financing programs operated by the Department.

Obj. 2.2 Create a return on incentive of at least 10:1 on settled transactions with contractually obligated employment reporting in the fiscal year for the Maryland Economic Development Assistance Authority and Fund (MEDAAF) Capability 1, 2, 3 and Sunny Day.

Obj. 2.3 Leverage private sector investments of 2:1 in qualified Maryland biotechnology companies (QMBCs) and 3:1 in qualified Maryland Cybersecurity companies (QMCCs).

Obj. 2.4 Increase new manufacturing jobs in Maryland utilizing More Jobs for Marylanders (MJM).

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Number of financing transactions approved	57	38	39	38	24	30	30
Number of financing transactions settled	38	34	23	27	16	20	20
Dollar amount of total project costs (capital investment) anticipated for projects settled (millions)	\$509	\$308	\$368	\$748	\$505	\$350	\$350
Private sector dollars leveraged	18:1	23.0:1	9.6:1	39.9:1	31.3:1	10:1	10:1
Return On incentive (ROi) over 5 years	19.2:1	24.5:1	16.6:1	18.3:1	18.6:1	10:1	10:1
BIITC Private Investment in QMBCs (millions)	\$24	\$24	\$24	\$23	\$23	\$24	\$24
Number of QMBCs receiving investment that have remained viable in Maryland for 5 years or more	19	18	17	15	23	21	22
CIITC Private Investment in QMCCs (millions)	\$4	\$6	\$1	\$1	\$1	\$1	\$1
Number of Project Enrollment applications received for the MJM Tax Credit	N/A	N/A	N/A	45	29	30	30
Number of jobs created through the MJM Tax Credit	N/A	N/A	N/A	0	0	750	700

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Goal 3. Advance innovation and entrepreneurship by tapping into education and innovation communities through workforce development initiatives and embracing a culture of commercialization.

Obj. 3.1 Increase the number of skilled workers and improve business climate through the Partnership for Workforce Quality (PWQ) grant program.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Number of grants approved through the PWQ program	N/A	N/A	N/A	34	37	35	35
Number of workers trained through the PWQ program	N/A	N/A	N/A	1,043	1,675	1,200	1,200

Goal 4. Expand targeted growth clusters and industries by means of collaboration, ambassador programs, workforce development initiatives, partnerships, and industry advisory boards.

Obj. 4.1 Increase jobs created and retained for Maryland businesses by 3 percent annually.

Obj. 4.2 Increase outreach efforts to Maryland investors, incubators, universities and federal facilities to connect with entrepreneurs and early stage companies to assist in promoting innovation and securing business locations in Maryland.

Obj. 4.3 Engage no less than 400 foreign corporations per year to consider Maryland as an ideal location for their U.S. operations.

Obj. 4.4 Attract no less than 40 potential Foreign Direct Investment (FDI) business decision makers to explore potential sites in Maryland per year.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Direct outreach	1,051	2,263	3,421	2,901	2,349	2,890	2,890
Group outreach	549	548	1,160	1,071	959	1,063	1,063
Issues resolved	1,734	1,903	2,641	2,534	1,554	2,243	2,243
Facility location decisions	55	63	61	52	34	49	49
Total jobs retained	4,950	3,689	15,261	2,705	1,286	3,076	3,076
Total jobs created	6,811	7,616	6,907	6,868	4,108	5,894	5,894
Total jobs	11,761	11,305	22,168	9,573	5,394	8,970	8,970
Number of foreign companies engaged	435	654	379	523	655	550	550
Number of foreign company location decisions	9	11	17	9	7	12	12
Number of foreign prospects visiting Maryland buildings and/or sites	50	43	39	34	43	40	40
Value of private sector export sales resulting from Commerce assistance (millions)	\$85	\$94	\$100	\$117	\$233	\$120	\$120

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Goal 5. Create one Maryland and enhance community development by increasing touchpoints by Commerce staff in the local jurisdictions and engaging underserved populations and businesses of all sizes.

Obj. 5.1 Assist small, disadvantaged businesses by providing capital through the Maryland Small Business Development Financing Authority (MSBDFDA).

Obj. 5.2 Prepare early stage biotechnology companies to be successful, leading to job creation.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Number of businesses approved for MSBDFDA Program	0	0	0	39	33	35	35
Amount of capital provided to businesses through the MSBDFDA Program (millions)	0	0	0	12	10.2	10.0	10.0
Number of people employed by life sciences companies based on North American Industry Classification System (NAICS)	35,903	37,910	38,080	39,306	40,593	41,923	43,296

Goal 6. Improve brand and attract talent by leveraging the Maryland Public-Private Partnership (P3), Marketing Corporation and the State's major economic drivers and regional organizations.

Obj. 6.1 Increase customer interactions by 3 percent annually through public relations outreach, website and welcome center visitation and distribution of consumer literature.

Obj. 6.2 Increase total tourism-related sales tax revenues by 3.5 percent annually to qualify for additional funding as determined in the Tourism Promotion Act.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Travel media exposure (millions)	\$9.5	\$12.1	\$15.6	\$7.7	\$18.8	\$6.6	\$6.7
Number of welcome center visitors	319,824	340,070	371,879	425,017	337,578	466,729	476,063
Literature distribution	939,733	835,070	876,693	584,943	457,578	462,154	466,775
Tourism-related sales tax revenues (millions)							
Restaurants, lunchrooms, delis without beer, wine, liquor (BWL)	\$120	\$130	\$133	\$137	\$144	\$141	\$144
Hotels and motels selling food with BWL	\$42	\$40	\$38	\$38	\$35	\$34	\$35
Restaurants and night clubs with BWL	\$87	\$89	\$91	\$93	\$95	\$93	\$95
General merchandise	\$11	\$13	\$14	\$16	\$18	\$18	\$19
Automobile, bus and truck rentals	\$60	\$64	\$66	\$66	\$72	\$71	\$72
Commercial airlines	\$0.2	\$0.3	\$0.2	\$0.2	\$0.2	\$0.1	\$0.2
Hotels, motels, apartments and cottages	\$100	\$110	\$121	\$125	\$129	\$125	\$126
Recreation and amusement places	\$4	\$5	\$5	\$5	\$5	\$4	\$5
Total tourism-related sales tax revenues	\$426	\$451	\$469	\$480	\$499	\$487	\$495

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Obj. 6.3 Increase leisure and hospitality jobs (U.S. Bureau of Labor Statistics (BLS) estimate) by 2 percent annually.

Jobs Generated	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Arts, entertainment, and recreation	45,200	45,300	45,800	44,000	45,391	46,298	47,224
Accommodation	23,700	24,300	27,200	27,900	28,150	28,713	29,287
Food services and drinking places	195,300	200,800	204,800	203,800	208,933	213,111	217,373
Total jobs generated	264,200	270,400	277,800	275,700	282,474	288,122	293,884

Obj. 6.4 Increase gross sales by Maryland non-profit arts industry by 1 percent annually.

Obj. 6.5 Increase State and local taxes generated by Maryland's non-profit arts industry by 1 percent annually.

Obj. 6.6 Increase the number of arts-in-education program experiences by 5 percent annually.

Obj. 6.7 Promote Maryland's competitive business advantages through events and advertising, leveraging at least \$1 for every \$1 spent.

Obj. 6.8 Annually increase digital communication audience - email subscribers, social audience and web visitors.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Gross sales by Maryland non-profit arts industry (billions)	\$1.2	\$1.3	\$1.4	\$1.3	\$1.6	\$1.7	\$1.8
Total number of jobs (FTE) supported by non-profit arts industry	10,905	16,624	17,688	16,922	20,250	21,617	23,076
Number of attendees at arts events supported by Maryland State Arts Council (MSAC) (millions)	9.2	8.1	8.7	8.9	9.1	9.3	9.4
Individual Artists program – number of participants	388	592	346	368	669	366	388
State and local taxes paid by Maryland non-profit arts industry (millions)	\$54.0	\$56.0	\$59.6	\$62.3	\$64.0	\$66.0	\$68.0
Arts organizations payroll (millions)	\$110.0	\$106.7	\$109.6	\$111.7	\$113.0	\$116.0	\$119.0
Per capita arts investment	\$2.7	\$2.9	\$2.9	\$3.3	\$3.6	\$3.9	\$4.0
Number of schools served	473	490	559	584	389	600	650
Number of children served through performances/residencies (thousands)	152	164	121	117	86	120	125
Number of teaching artists and ensembles on MSAC	124	112	112	168	175	200	225
Value of media coverage (millions)	\$2.5	\$1.4	\$3.7	\$4.2	\$1.8	\$1.5	\$2.0
Number of engagements on social networks	27,504	53,197	74,400	200,234	1,241,661	1,300,000	1,300,000
Dollars leveraged for every dollar spent	\$1.0	\$0.3	\$0.6	\$1.4	\$1.4	\$1.0	\$1.0
Total private sector dollars raised through fundraising	N/A	N/A	\$883,350	\$1,468,333	\$1,445,333	\$1,000,000	\$1,000,000
Social networking audience size	22,302	28,462	33,212	37,552	40,706	46,000	52,000
Number of unique email subscribers	17,053	19,127	19,447	19,251	19,441	20,000	25,000