

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	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Percentage of staff completing customer service training	100%	100%	90%	96%	100%	100%	100%
Percentage of stakeholders rating customer service as somewhat or very satisfied	91%	84%	61%	83%	88%	90%	90%

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 technology companies (QMTCs).

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

Performance Measures	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Number of financing transactions approved	38	24	11	24	19	22	22
Number of financing transactions settled	27	16	12	11	16	13	13
Dollar amount of total project costs (capital investment) anticipated for projects settled (millions)	\$748	\$505	\$54	\$321	\$239	\$205	\$205
Private sector dollars leveraged	39.9:1	31.3:1	7.93:1	59.7:1	36.6:1	34.7:1	34.7:1
Return On incentive (ROi) over 10 years	N/A	N/A	N/A	18.3:1	29.22:1	15.0:1	15.0:1
BIITC Private Investment in QMBCs (millions)	\$23	\$23	\$22	\$22	\$16	\$19	\$19
Number of QMBCs receiving investment that have remained viable in Maryland for 5 years or more	15	23	18	13	11	14	14
1 BIITC Private Investment in QMTCs (millions)	\$1	\$1	\$2	\$0	\$2	\$1	\$1
Number of Project Enrollment applications received for the MJM Tax Credit	45	29	24	20	48	31	31
Number of jobs created through the MJM Tax Credit	0	0	168	329	1,105	3,653	2,607

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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	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Number of grants approved through the PWQ program	34	37	14	15	12	15	15
Number of projected trainees based on approval through the PWQ program	1,043	1,675	230	517	538	500	500

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.

Obj. 4.5 Prepare early stage biotechnology companies to be successful, leading to job creation.

Performance Measures	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Direct outreach	2,901	2,349	2,231	2,153	2,365	2,480	2,490
Group outreach	1,071	959	784	765	637	695	695
Issues resolved	2,534	1,554	9,486	1,632	1,398	1,565	1,575
Facility location decisions	52	34	18	28	32	27	30
Total jobs retained	2,705	1,286	1,387	658	708	945	794
Total jobs created	6,868	4,108	3,322	5,119	5,761	4,876	5,410
Total jobs	9,573	5,394	4,709	5,777	6,469	5,821	6,203
Number of foreign companies engaged	523	655	733	600	672	600	550
Number of foreign prospects visiting Maryland buildings and/or sites	34	43	15	11	20	40	40
Value of private sector export sales resulting from Commerce assistance (millions)	\$117	\$233	\$112	\$98	\$110	\$100	\$100
² Number of people employed by life sciences companies based on the North American Industry Classification System (NAICS)	39,306	40,734	44,519	47,185	50,388	53,701	57,289

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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 (MSBDFA).

Performance Measures	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Number of businesses approved for MSBDFA Program	39	33	25	149	21	30	30
Amount of capital provided to businesses through the MSBDFA Program (millions)	11.6	10.2	4.0	15.7	4.6	9.2	9.2

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	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Travel media exposure (millions)	\$7.7	\$18.8	\$18.2	\$14.9	\$66.7	\$16.0	\$16.0
Number of welcome center visitors	425,017	337,578	200,407	76,075	199,247	205,224	211,381
Literature distribution	584,943	457,578	457,920	277,313	384,497	386,000	390,000
Tourism-related sales tax revenues (millions)							
Restaurants, lunchrooms, delis without beer, wine, liquor (BWL)	\$137	\$144	\$133	\$103	\$191	\$181	\$187
Hotels and motels selling food with BWL	\$38	\$35	\$24	\$11	\$28	\$26	\$27
Restaurants and night clubs with BWL	\$93	\$95	\$79	\$57	\$123	\$117	\$121
General merchandise	\$16	\$18	\$20	\$19	\$26	\$25	\$26
Automobile, bus and truck rentals	\$66	\$72	\$64	\$46	\$89	\$84	\$87
Commercial airlines	\$0.2	\$0.2	\$0.1	\$0.1	\$0.2	\$0.2	\$0.2
Hotels, motels, apartments and cottages	\$125	\$129	\$104	\$56	\$153	\$145	\$150
Recreation and amusement places	\$5	\$5	\$4	\$3	\$6	\$6	\$6
Total tourism-related sales tax revenues	\$480	\$499	\$428	\$294	\$616	\$585	\$602

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

Jobs Generated	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Arts, entertainment, and recreation	44,000	45,717	37,842	31,300	40,608	44,669	46,902
Accommodation	27,900	30,233	25,825	20,125	25,842	28,426	29,848
Food services and drinking places	203,800	207,158	184,167	162,875	181,833	200,016	210,017
Total jobs generated	275,700	283,108	247,834	214,300	248,283	273,111	286,767

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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	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
² Gross sales by Maryland non-profit arts industry (billions)	\$1.3	\$1.1	\$0.8	\$0.5	\$1.0	\$1.2	\$1.4
² Total number of jobs (FTE) supported by non-profit arts industry	16,922	11,169	5,784	6,051	11,500	12,000	125,000
Number of attendees at arts events supported by Maryland State Arts Council (MSAC) (millions)	8.9	11.2	12.4	9.8	7.8	11.0	12.0
Individual Artists program – number of participants	368	669	574	277	304	400	450
² State and local taxes paid by Maryland non-profit arts industry (millions)	\$62.3	\$46.0	\$21.0	\$9.0	\$27.5	\$30.0	\$30.5
² Arts organizations payroll (millions)	\$111.7	\$173.0	\$82.2	\$128.0	\$110.0	\$120.0	\$125.0
² Per capita arts investment	\$3.3	\$3.1	\$2.2	\$0.6	\$3.2	\$3.5	\$3.7
Number of schools served	584	389	323	182	107	250	220
Number of children served through performances/residencies (thousands)	117	86	28	16	17	30	25
Number of teaching artists and ensembles on MSAC roster	168	175	93	142	106	150	175
Value of media coverage (millions)	\$4.2	\$1.8	\$1.2	\$1.1	\$1.4	\$1.6	\$1.8
Number of engagements on social networks	200,234	1,241,661	1,714,414	1,274,421	524,279	650,000	750,000
Dollars leveraged for every dollar spent	\$1.4	\$1.4	\$0.6	\$0.9	\$0.4	\$0.5	\$0.5
Total private sector dollars raised through fundraising	\$1,468,333	\$1,445,333	\$557,000	\$850,000	\$446,998	\$450,000	\$500,000
Social networking audience size	37,552	40,706	45,502	49,170	51,708	53,000	54,000
Number of unique email subscribers	19,251	19,441	35,424	29,684	36,123	38,000	40,000

NOTES

¹ Effective in fiscal year 2021, the program was expanded from the Cybersecurity Investment Incentive Tax Credit to the current Innovation Investment Tax Credit.

² 2022 data is estimated.