

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 | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Est. | 2025 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Percentage of staff completing customer service training | 100% | 90% | 96% | 100% | 100% | 100% | 100% |
| Percentage of stakeholders rating customer service as somewhat or very satisfied | 84% | 61% | 83% | 88% | 99% | 99% | 99% |

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 | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Est. | 2025 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Number of financing transactions approved | 24 | 11 | 24 | 19 | 21 | 21 | 21 |
| Number of financing transactions settled | 16 | 12 | 11 | 16 | 6 | 11 | 11 |
| Dollar amount of total project costs (capital investment) anticipated for projects settled (millions) | \$505 | \$54 | \$321 | \$239 | \$27 | \$195 | \$195 |
| Private sector dollars leveraged | 31.3:1 | 7.93:1 | 59.7:1 | 36.6:1 | 1.35:1 | 32.55:1 | 32.55:1 |
| Return On incentive (ROi) over 10 years | N/A | N/A | 18.3:1 | 29.22:1 | 15.24:1 | 20.0:1 | 20.0:1 |
| BIITC Private Investment in QMBCs (millions) | \$23 | \$22 | \$22 | \$16 | \$11 | \$13 | \$13 |
| Number of QMBCs receiving investment that have remained viable in Maryland for 5 years or more | 23 | 18 | 13 | 11 | 7 | 9 | 9 |
| ¹ IIITC Private Investment in QMTCs (millions) | \$1 | \$2 | - | \$2 | - | - | - |
| Number of Project Enrollment applications received for the MJM Tax Credit | 29 | 24 | 20 | 48 | 4 | 26 | 26 |
| Number of jobs created through the MJM Tax Credit | - | 168 | 329 | 1105 | 1,568 | 1,336 | 1,336 |

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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 | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Est. | 2025 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Number of grants approved through the PWQ program | 37 | 14 | 15 | 12 | 18 | 15 | 15 |
| Number of projected trainees based on approval through the PWQ program | 1,675 | 230 | 517 | 538 | 979 | 678 | 678 |

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 | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Est. | 2025 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Direct outreach | 2,349 | 2,231 | 2,153 | 2,365 | 2,567 | 2,480 | 2,480 |
| Group outreach | 959 | 784 | 765 | 637 | 709 | 695 | 695 |
| Issues resolved | 1,554 | 9,486 | 1,632 | 1,398 | 1,598 | 1,565 | 1,565 |
| Facility location decisions | 34 | 18 | 28 | 32 | 44 | 27 | 27 |
| Total jobs retained | 1,286 | 1,387 | 658 | 708 | 1,439 | 945 | 945 |
| Total jobs created | 4,108 | 3,322 | 5,119 | 5,761 | 5,858 | 4,876 | 4,876 |
| Total jobs | 5,394 | 4,709 | 5,777 | 6,469 | 7,297 | 5,821 | 5,821 |
| Number of foreign companies engaged | 655 | 733 | 600 | 672 | 719 | 600 | 600 |
| Number of foreign prospects visiting Maryland buildings and/or sites | 43 | 15 | 11 | 20 | 36 | 40 | 40 |
| Value of private sector export sales resulting from Commerce assistance (millions) | \$233 | \$112 | \$98 | \$110 | \$58 | \$100 | \$100 |
| ² Number of people employed by life sciences companies based on the North American Industry Classification System (NAICS) | 47,368 | 48,225 | 51,020 | 52,312 | 54,101 | 55,951 | 57,865 |

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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 Assist small, minority-owned and women-owned businesses by providing capital through the Small, Minority and Women-Owned Business Account – Video Lottery Terminal Fund (VLT).

Obj. 5.3 Engage minority-owned and women-owned businesses through direct and group outreach.

| Performance Measures | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Est. | 2025 Est. |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Number of businesses approved for MSBDFDA Program | 33 | 25 | 149 | 21 | 31 | 25 | 25 |
| Amount of capital provided to businesses through the MSBDFDA Program (millions) | 10.2 | 4.0 | 15.7 | 4.6 | 11.8 | 10.7 | 10.7 |
| Number of Approved Loans in the VLT Program | 73.0 | 77.0 | 242.0 | 161.0 | 178.0 | 180.0 | 180.0 |
| Number of Approved Loans to minority-owned, women-owned and veteran-owned businesses in the VLT Program | 41.0 | 54.0 | 178.0 | 86.0 | 132.0 | 100.0 | 100.0 |
| Amount of capital provided to businesses through the VLT Program | 11.6 | 10.2 | 14.8 | 15.6 | 23.8 | 19.0 | 19.0 |
| Number of At Risk/Retained Jobs due to the VLT Program | 462.0 | 432.0 | 862.0 | 1421.0 | 1191.0 | 500.0 | 500.0 |
| Number of New Jobs due to the VLT Program | 491.0 | 463.0 | 479.0 | 338.0 | 947.0 | 400.0 | 400.0 |
| Direct Outreach to minority and women-owned businesses | N/A | N/A | 277.0 | 304.0 | 421.0 | 450.0 | 450.0 |
| Group Outreach to minority and women-owned businesses | N/A | N/A | 8.0 | 12.0 | 26.0 | 50.0 | 50.0 |

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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 | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Est. | 2025 Est. |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Travel media exposure (millions) | \$18.8 | \$18.2 | \$14.9 | \$66.7 | \$108.1 | \$50.0 | \$50.0 |
| Number of welcome center visitors | 337,578 | 200,407 | 76,075 | 199,247 | 248,034 | 270,000 | 300,000 |
| Literature distribution | 457,578 | 457,920 | 277,313 | 384,497 | 339,504 | 350,000 | 350,000 |
| Tourism-related sales tax revenues (millions) | | | | | | | |
| Restaurants, lunchrooms, delis without beer, wine, liquor (BWL) | \$144 | \$133 | \$103 | \$191 | \$182 | \$187 | \$193 |
| Hotels and motels selling food with BWL | \$35 | \$24 | \$11 | \$28 | \$28 | \$29 | \$30 |
| Restaurants and night clubs with BWL | \$95 | \$79 | \$57 | \$123 | \$113 | \$116 | \$120 |
| General merchandise | \$18 | \$20 | \$19 | \$26 | \$25 | \$26 | \$27 |
| Automobile, bus and truck rentals | \$72 | \$64 | \$46 | \$89 | \$87 | \$90 | \$93 |
| Commercial airlines | \$0.2 | \$0.1 | \$0.1 | \$0.2 | \$0.2 | \$0.2 | \$0.2 |
| Hotels, motels, apartments and cottages | \$129 | \$104 | \$56 | \$153 | \$159 | \$164 | \$169 |
| Recreation and amusement places | \$5 | \$4 | \$3 | \$6 | \$6 | \$6 | \$7 |
| Total tourism-related sales tax revenues | \$499 | \$428 | \$294 | \$616 | \$601 | \$619 | \$637 |

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

| Jobs Generated | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Est. | 2025 Est. |
|-------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Arts, entertainment, and recreation | 45,717 | 37,842 | 31,300 | 40,608 | 38,883 | 42,771 | 47,048 |
| Accommodation | 30,233 | 25,825 | 20,125 | 25,842 | 22,283 | 24,511 | 26,962 |
| Food services and drinking places | 207,158 | 184,167 | 162,875 | 181,833 | 169,833 | 186,816 | 205,498 |
| Total jobs generated | 283,108 | 247,834 | 214,300 | 248,283 | 230,999 | 254,099 | 279,509 |

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.

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

| Performance Measures | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Est. | 2025 Est. |
|---|-------------|-----------|-----------|-----------|-----------|-----------|-----------|
| ² Gross sales by Maryland non-profit arts industry (billions) | \$1.1 | \$0.8 | \$0.5 | \$0.8 | \$1.0 | \$1.1 | \$1.2 |
| ² Total number of jobs (FTE) supported by non-profit arts | 11,169 | 5,784 | 6,051 | 8,058 | 9,000 | 9,500 | 10,000 |
| Number of attendees at arts events supported by Maryland State Arts Council (MSAC) (millions) | 11.2 | 12.4 | 9.8 | 7.8 | 11.0 | 11.5 | 12.0 |
| Individual Artists program – number of participants | 669 | 574 | 277 | 304 | 270 | 300 | 330 |
| ² State and local taxes paid by Maryland non-profit arts industry (millions) | \$46.0 | \$21.0 | \$9.0 | \$19.6 | \$21.0 | \$22.0 | \$23.0 |
| ² Arts organizations payroll (millions) | \$173.0 | \$82.2 | \$128.0 | \$108.9 | \$115.0 | \$118.0 | \$123.0 |
| ² Per capita arts investment | \$3.1 | \$2.2 | \$3.9 | \$4.4 | \$4.3 | \$4.7 | \$5.4 |
| Number of schools served | 389 | 323 | 182 | 107 | 249 | 220 | 230 |
| Number of children served through performances/residencies (thousands) | 86 | 28 | 16 | 17 | 38 | 25 | 28 |
| ² Number of teaching artists and ensembles on MSAC roster | 175 | 93 | 142 | 106 | 119 | 140 | 160 |
| Value of media coverage (millions) | \$1.8 | \$1.2 | \$1.1 | \$1.4 | \$42.0 | \$45.0 | \$48.0 |
| Number of engagements on social networks | 1,241,661 | 1,714,414 | 1,274,421 | 524,279 | 195,998 | 195,000 | 195,000 |
| Dollars leveraged for every dollar spent | \$1.4 | \$0.6 | \$0.9 | \$0.4 | \$0.3 | \$0.4 | \$0.4 |
| Total private sector dollars raised through fundraising | \$1,445,333 | \$557,000 | \$850,000 | \$446,998 | \$298,334 | \$435,000 | \$400,000 |
| Social networking audience size | 40,706 | 45,502 | 49,170 | 51,708 | 54,534 | 55,000 | 56,000 |
| Number of unique email subscribers | 19,441 | 35,424 | 29,684 | 36,123 | 41,585 | 43,000 | 45,000 |

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 The most recent "actual" year data is an estimate.