

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	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Percentage of staff completing customer service training	96%	100%	100%	100%	100%	100%	100%
Percentage of stakeholders rating customer service as somewhat or very satisfied	83%	88%	99%	88%	86%	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	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Number of financing transactions approved	24	19	21	13	14	14	14
Number of financing transactions settled	11	16	6	10	14	10	10
Dollar amount of total project costs (capital investment) anticipated for projects settled (millions)	\$321	\$239	\$27	\$171	\$288	\$125	\$125
Private sector dollars leveraged	59.7:1	36.6:1	1.35:1	1.71:1	20.89:1	1.71:1	1.71:1
Return On incentive (ROI) over 10 years	18.3:1	29.22:1	15.24:1	28.4:1	12.01:1	20:1	20:1
BIITC Private Investment in QMBCs (millions)	\$22	\$16	\$11	\$18	\$11	\$12	\$13
Number of QMBCs receiving investment that have remained viable in Maryland for 5 years or more	13	11	7	5	8	9	10
¹ IIITC Private Investment in QMTCs (millions)	\$0	\$2	\$0	\$1	\$0	\$0	\$0
³ Number of Project Enrollment applications received for the MJM Tax Credit	20	48	4	35	0	0	0
⁴ Number of jobs created through the MJM Tax Credit	329	1105	1568	899	2,370	1,635	1,635

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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	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Number of grants approved through the PWQ program	15	12	18	17	28	20	20
Number of projected trainees based on approval through the PWQ program	517	538	979	453	801	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	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Direct outreach	2,153	2,365	2,567	3,440	4,209	2,730	2,730
Group outreach	765	637	709	888	954	665	665
Issues resolved	1,632	1,398	1,598	1,839	1,679	1,575	1,575
Facility location decisions	28	32	44	26	57	27	27
Total number of jobs retained through facility attraction and business technical assistance activities	658	708	1,439	388	551	945	945
Total number of jobs created through facility attraction and business technical assistance activities	5,119	5,761	5,858	10,027	4,352	4,876	4,876
Total jobs	5,777	6,469	7,297	10,415	4,903	5,821	5,821
Number of foreign companies engaged	600	672	719	953	1,486	900	900
Number of foreign prospects visiting Maryland buildings and/or sites	11	20	36	70	33	40	40
Value of private sector export sales resulting from Commerce assistance (millions)	\$98	\$110	\$58	\$31	\$100	\$30	\$30
² Number of people employed by life sciences companies based on the North American Industry Classification System (NAICS)	45,187	48,601	47,809	49,885	44,402	45,000	45,000
Direct Outreach to minority and women-owned businesses	277	304	421	650	595	450	450
Group Outreach to minority and women-owned businesses	8	12	26	92	85	50	50

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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).

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	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Number of businesses approved for MSBDFA Program	149	21	31	12	10	20	20
Amount of capital provided to businesses through the MSBDFA Program (millions)	15.7	4.6	11.8	4.2	6.4	10.0	10.0
Number of Approved Loans in the VLT Program	242.0	161.0	178.0	173.0	169.0	175.0	175.0
Number of Approved Loans to minority-owned, women-owned and veteran-owned businesses in the VLT Program	178.0	86.0	132.0	148.0	135.0	150.0	150.0
Amount of capital provided to businesses through the VLT Program	14.8	15.6	23.8	22.2	24.2	25.0	25.0
Number of At Risk/Retained Jobs due to the VLT Program	862.0	1421.0	1191.0	1866.0	1233.0	1500.0	1500.0
Number of New Jobs due to the VLT Program	479.0	338.0	947.0	732.0	786.0	800.0	800.0

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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.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Travel media exposure (millions)	\$14.9	\$66.7	\$108.1	\$55.0	\$30.0	\$18.0	\$20.0
Number of welcome center visitors	76,075	199,247	248,034	220,035	221,614	240,000	243,000
Literature distribution	277,313	384,497	339,504	290,737	243,984	245,000	250,000
Tourism-related sales tax revenues (millions)							
² Hotels and motels selling food with BWL	\$11	\$28	\$28	\$28	\$50	\$52	\$53
² Hotels, motels, apartments and cottages	\$56	\$153	\$159	\$156	\$165	\$170	\$175

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

Jobs Generated	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Arts, entertainment, and recreation	31,342	37,442	40,650	44,600	46,442	47,835	49,270
Accommodation	19,042	22,817	24,950	25,325	26,683	26,950	27,220
Food services and drinking places	162,875	185,250	190,775	192,600	196,767	198,734	200,722
Total jobs generated	213,259	245,509	256,375	262,525	269,892	273,519	277,212
Number of artists and ensembles on the Performing Artist Touring Roster	71	86	118	150	171	210	220

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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	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Total GFO grants - amount awarded (millions)	\$15.0	\$16.0	\$17.0	\$18.0	\$18.1	\$18.5	\$18.8
² Gross sales by Maryland non-profit arts industry (billions)	\$0.5	\$0.8	\$0.9	\$1.2	\$1.3	\$1.4	\$1.5
² Total number of jobs (FTE) supported by non-profit arts industry	6,051	8,058	9,082	11,573	11,750	12,000	12,250
Total CAD grants - amount awarded (millions)	4	5	5	5	5	5	5
⁶ Number of attendees at arts events supported by Maryland State Arts Council (MSAC) (millions)	9.8	7.8	10.3	12.5	13.2	13.8	14.2
Total CAD grants - amount awarded (millions)	4.0	4.5	4.8	5.0	5.0	5.1	5.4
Total general operating grants - # awarded	304.0	362.0	1,047.0	400.0	448.0	455.0	475.0
Total general operating grants - matching funds (millions)	N/A	N/A	N/A	N/A	450.8	451.0	451.5
Total project grants made to independent artists and organizations - amount awarded (millions)	1.2	2.8	6.3	5.7	5.5	5.6	5.7
Total project grants made to independent artists and organizations - # awarded	253.0	515.0	948.0	631.0	511.0	512.0	515.0
Total project grants made to independent artists and organizations - matching funds (millions)	N/A	N/A	N/A	N/A	6.6	6.8	7.0
Total grants to independent artists and arts enterprises - amount awarded (millions)	0.3	0.8	2.4	1.3	1.1	1.2	1.3
⁵ Individual Artists program – number of participants directly engaged	1,168	498	1,044	553	462	475	490
² State and local taxes paid by Maryland non-profit arts industry (millions)	\$9.0	\$20.0	\$24.0	\$28.4	\$30.0	\$32.0	\$34.0
Arts organizations payroll (millions)	\$128.0	\$108.9	\$142.3	\$189.0	\$192.0	\$195.0	\$197.0
Per capita arts investment	\$3.9	\$4.4	\$4.3	\$11.0	\$5.3	\$5.4	\$5.4
Number of schools served	182	107	249	200	207	218	225
⁷ Number of children served through performances/residencies	16	17	38	35	-	-	-
Number of children served through arts experiences (millions)	1	1	2	2	2	3	3
² Number of teaching artists and ensembles on MSAC roster	119	129	135	150	169	175	180

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Performance Measures (Continued)	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Value of media coverage (millions)	\$1.1	\$1.4	\$42.0	\$26.6	\$54.0	\$60.0	\$70.0
Number of engagements on social networks	1,274,421	524,279	195,998	2,763,261	3,964,009	3,500,000	4,000,000
Dollars leveraged for every dollar spent	\$0.9	\$1.2	\$0.5	\$0.6	\$0.5	\$0.5	\$0.5
Total private sector dollars raised through fundraising	\$930,000	\$1,277,939	\$525,001	\$641,669	\$503,332	\$550,000	\$575,000
Social networking audience size	49,170	51,708	54,534	57,314	62,813	65,000	70,000
Number of unique email subscribers	29,684	36,123	41,585	40,271	41,916	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.

³ MJM was sunset to new applicants on June 1, 2024.

⁴ Applicants enrolled in prior to its sunset on June 1, 2024 may receive benefits for up to 10 years.

⁵ Beginning FY 2026, metric includes count of applicants to all programs that serve individuals.

⁶ Updated prior year actuals due to data lag.

⁷ Metric replaced with "Number of children served through arts experiences (millions) below.