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	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Percentage of staff completing customer service training	N/A	N/A	N/A	100%	100%	100%	100%
Percentage of stakeholders rating customer service as somewhat or very satisfied	N/A	N/A	N/A	93%	91%	93%	95%

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	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Number of financing transactions approved	46	57	38	39	38	35	35
Number of financing transactions settled	41	38	34	23	27	25	25
Dollar amount of total project costs (capital investment) anticipated for projects settled (millions)	$348	$509	$308	$368	$748	$400	$400
Private sector dollars leveraged	15:1	18:1	23:1	9.6:1	39.9:1	20:1	20:1
Return On incentive (ROi) over 5 years	9.4:1	19.2:1	24.5:1	16.6:1	18.3:1	15:1	15:1
BIITC Private Investment in QMBCs (millions)	$20	$24	$24	$24	$23	$24	$24
Number of QMBCs receiving investment that have remained viable in Maryland for 5 years or more	20	19	18	17	15	18	18
CIITC Private Investment in QMCCs (millions)	$4	$4	$6	$1	$1	$6	$6
Number of Project Enrollment applications received for the MJM Tax Credit	N/A	N/A	N/A	N/A	45	40	20
Number of jobs created through the MJM Tax Credit	N/A	N/A	N/A	N/A	0	765	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	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Number of grants approved through the PWQ program	N/A	N/A	N/A	N/A	34	40	40
Number of workers trained through the PWQ program	N/A	N/A	N/A	N/A	1,043	1,000	1,000

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	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Direct outreach	1,218	1,051	2,263	3,421	2,901	2,915	2,915
Group outreach	583	549	548	1,160	1,701	1,460	1,460
Issues resolved	1,602	1,617	1,670	2,412	2,266	1,650	1,650
Facility location decisions	89	62	70	84	51	55	55
Total jobs retained	3,573	4,950	3,689	15,261	2,705	3,435	3,435
Total jobs created	7,054	6,811	7,616	6,907	6,868	7,050	7,050
Total jobs	10,627	11,761	11,305	22,168	9,573	10,485	10,485
Number of foreign companies engaged	415	435	654	379	523	530	535
Number of foreign company location decisions	13	9	11	17	9	12	15
Number of foreign prospects visiting Maryland buildings and/or sites	48	50	43	39	34	40	45
Value of private sector export sales resulting from Commerce assistance (millions)	$73	$85	$94	$100	$117	$120	$125

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

Performance Measures	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Number of businesses approved for MSBDFA Program	0	0	0	0	39	40	40
Amount of capital provided to businesses through the MSBDFA Program (millions)	0	0	0	0	11.6	12.0	12.0
[1] Number of people employed by life sciences companies based on North American Industry Classification System (NAICS)	34,753	35,903	36,412	38,903	39,114	40,356	41,000

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	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Travel media exposure (millions)	$9.6	$9.5	$12.1	$15.6	$7.5	$7.7	$7.8
Number of welcome center visitors	295,484	319,824	340,070	371,879	424,951	454,698	495,620
Literature distribution	727,417	939,733	835,070	876,693	584,943	596,642	602,608
Tourism-related sales tax revenues (millions)							
Restaurants, lunchrooms, delis without beer, wine, liquor (BWL)	$112	$120	$130	$133	$137	$142	$147
Hotels and motels selling food with BWL	$42	$42	$40	$38	$38	$39	$40
Restaurants and night clubs with BWL	$83	$87	$89	$91	$93	$97	$100
General merchandise	$8	$11	$13	$14	$16	$17	$19
Automobile, bus and truck rentals	$58	$60	$64	$66	$66	$68	$70
Commercial airlines	$0.2	$0.2	$0.3	$0.2	$0.2	$0.2	$0.2
Hotels, motels, apartments and cottages	$94	$100	$110	$121	$125	$129	$133
Recreation and amusement places	$3	$4	$5	$5	$5	$5	$5
Total tourism-related sales tax revenues	$401	$426	$451	$469	$480	$497	$514

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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	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Arts, entertainment, and recreation	42,408	45,200	45,300	45,800	44,000	44,220	44,441
Accommodation	24,050	23,700	24,300	27,200	27,900	28,402	28,913
Food services and drinking places	190,658	195,300	200,800	204,800	203,800	207,061	210,374
Total jobs generated	257,117	264,200	270,500	277,800	275,700	279,284	282,915

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	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Gross sales by Maryland non-profit arts industry (billions)	$1.0	$1.2	$1.3	$1.4	$1.5	$1.6	$1.7
Total number of jobs (FTE) supported by non-profit arts industry	12,155	10,905	16,624	17,688	18,970	20,340	21,810
Number of attendees at arts events supported by Maryland State Arts Council (MSAC) (millions)	8.3	9.2	8.1	8.7	8.9	9.2	9.4
Individual Artists program – number of participants	400	388	592	346	368	650	400
State and local taxes paid by Maryland non-profit arts industry (millions)	$48.3	$54.0	$56.0	$59.6	$62.3	$65.2	$68.2
Arts organizations payroll (millions)	$103.0	$110.0	$106.7	$109.6	$111.7	$113.7	$115.9
Per capita arts investment	$2.6	$2.7	$2.9	$2.9	$3.3	$3.6	$3.8
Number of schools served	528	473	490	559	955	955	955
Number of children served through performances/residencies (thousands)	194	152	164	121	117	125	150
Number of teaching artists and ensembles on MSAC	124	124	112	112	168	175	180
Value of media coverage (millions)	$1.5	$2.5	$1.4	$3.7	$4.2	$4.5	$5.0
Number of engagements on social networks	2,453	27,504	53,197	74,400	200,234	150,000	150,000
Dollars leveraged for every dollar spent	$1.0	$1.0	$0.3	$0.6	$1.4	$1.4	$0.5
Total private sector dollars raised through fundraising	N/A	N/A	N/A	$883,350	$1,468,333	$1,414,333	$566,000
Social networking audience size	16,582	22,302	28,462	33,212	37,552	39,000	41,000
Number of unique email subscribers	24,699	17,053	19,127	19,447	19,251	20,000	22,000

NOTES

[1] Data for 2018 is estimated.