

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	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Percentage of staff completing customer service training	100%	100%	100%	90%	96%	100%	100%
Percentage of stakeholders rating customer service as somewhat or very satisfied	93%	91%	84%	61%	83%	85%	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	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Number of financing transactions approved	39	38	24	11	24	20	20
Number of financing transactions settled	23	27	16	12	11	13	13
Dollar amount of total project costs (capital investment) anticipated for projects settled (millions)	\$368	\$748	\$505	\$54	\$321	\$300	\$300
Private sector dollars leveraged	9.6:1	39.9:1	31.3:1	7.93:1	59.7:1	33:1	33:1
Return On incentive (ROi) over 10 years	N/A	N/A	N/A	N/A	18.3:1	10:1	10:1
BIITC Private Investment in QMBCs (millions)	\$24	\$23	\$23	\$22	\$22	\$22	\$22
Number of QMBCs receiving investment that have remained viable in Maryland for 5 years or more	17	15	23	18	13	18	18
¹ BIITC Private Investment in QMTCs (millions)	\$1	\$1	\$1	\$2	\$0	\$2	\$2
² Number of Project Enrollment applications received for the MJM Tax Credit	N/A	45	29	24	20	173	0
Number of jobs created through the MJM Tax Credit	N/A	0	0	168	329	3,114	2,016

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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	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Number of grants approved through the PWQ program	N/A	34	37	14	15	22	22
Number of projected trainees based on approval through the PWQ program	N/A	1,043	1,675	230	517	800	800

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	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Direct outreach	3,421	2,901	2,349	2,231	2,153	2,258	2,258
Group outreach	1,160	1,071	959	784	765	708	708
Issues resolved	2,641	2,534	1,554	9,486	1,632	1,695	1,695
Facility location decisions	61	52	34	18	28	24	24
Total jobs retained	15,261	2,705	1,286	1,387	658	1,845	1,845
Total jobs created	6,907	6,868	4,108	3,322	5,119	3,536	3,536
Total jobs	22,168	9,573	5,394	4,709	5,777	5,381	5,381
Number of foreign companies engaged	379	523	655	733	600	550	550
Number of foreign prospects visiting Maryland buildings and/or sites	39	34	43	15	11	20	40
Value of private sector export sales resulting from Commerce assistance (millions)	\$100	\$117	\$233	\$112	\$98	\$100	\$100
³ Number of people employed by life sciences companies based on the North American Industry Classification System (NAICS)	38,080	39,306	40,734	44,519	46,459	48,484	50,597

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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	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Number of businesses approved for MSBDFA Program	N/A	39	33	25	149	30	30
Amount of capital provided to businesses through the MSBDFA Program (millions)	N/A	11.6	10.2	4.0	15.7	10.0	10.0

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	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Travel media exposure (millions)	\$15.6	\$7.7	\$18.8	\$18.2	\$14.9	\$16.0	\$15.0
Number of welcome center visitors	371,879	425,017	337,578	200,407	137,282	145,000	160,000
Literature distribution	876,693	584,943	457,578	457,920	277,313	300,000	330,000
Tourism-related sales tax revenues (millions)							
Restaurants, lunchrooms, delis without beer, wine, liquor (BWL)	\$133	\$137	\$144	\$133	\$103	\$123	\$148
Hotels and motels selling food with BWL	\$38	\$38	\$35	\$24	\$11	\$13	\$15
Restaurants and night clubs with BWL	\$91	\$93	\$95	\$79	\$57	\$69	\$82
General merchandise	\$14	\$16	\$18	\$20	\$19	\$23	\$27
Automobile, bus and truck rentals	\$66	\$66	\$72	\$64	\$46	\$55	\$66
Commercial airlines	\$0.2	\$0.2	\$0.2	\$0.1	\$0.1	\$0.1	\$0.1
Hotels, motels, apartments and cottages	\$121	\$125	\$129	\$104	\$56	\$67	\$81
Recreation and amusement places	\$5	\$5	\$5	\$4	\$3	\$3	\$4
Total tourism-related sales tax revenues	\$469	\$480	\$499	\$428	\$294	\$353	\$424

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

Jobs Generated	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Arts, entertainment, and recreation	45,800	44,000	45,717	37,842	31,300	32,000	33,000
Accommodation	27,200	27,900	30,233	25,825	20,125	21,000	23,000
Food services and drinking places	204,800	203,800	207,158	184,167	162,875	170,000	190,000
Total jobs generated	277,800	275,700	283,108	247,834	214,300	223,000	246,000

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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	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Gross sales by Maryland non-profit arts industry (billions)	\$1.4	\$1.3	\$1.1	\$0.9	\$0.9	\$1.0	\$1.1
³ Total number of jobs (FTE) supported by non-profit arts industry	17,688	16,922	11,169	10,624	11,686	12,748	13,810
Number of attendees at arts events supported by Maryland State Arts Council (MSAC) (millions)	8.7	8.9	11.2	12.4	15.0	15.0	16.0
Individual Artists program – number of participants	346	368	669	574	277	450	850
State and local taxes paid by Maryland non-profit arts industry (millions)	\$59.6	\$62.3	\$46.0	\$20.0	\$25.0	\$31.0	\$38.0
Arts organizations payroll (millions)	\$109.6	\$111.7	\$173.0	\$82.2	\$100.0	\$110.0	\$130.0
Per capita arts investment	\$2.9	\$3.3	\$3.1	\$2.2	\$3.0	\$3.5	\$4.0
Number of schools served	559	584	389	323	182	350	400
Number of children served through performances/residencies (thousands)	121	117	86	28	16	50	80
Number of teaching artists and ensembles on MSAC roster	112	168	175	93	142	150	170
Value of media coverage (millions)	\$3.7	\$4.2	\$1.8	\$1.2	\$1.1	\$1.3	\$1.3
Number of engagements on social networks	74,400	200,234	1,241,661	1,714,414	1,274,421	1,279,000	1,284,000
Dollars leveraged for every dollar spent	\$0.6	\$1.4	\$1.4	\$0.6	\$0.9	\$0.5	\$0.5
Total private sector dollars raised through fundraising	\$883,350	\$1,468,333	\$1,445,333	\$557,000	\$850,000	\$500,000	\$500,000
Social networking audience size	33,212	37,552	40,706	45,502	49,170	55,000	60,000
Number of unique email subscribers	19,447	19,251	19,441	35,424	29,684	30,000	32,000

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 MJM Tax Credit sunsets on June 30, 2022.

³ 2021 data is estimated.