

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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Percentage of staff completing customer service training	N/A	100%	100%	100%	90%	100%	100%
Percentage of stakeholders rating customer service as somewhat or very satisfied	N/A	93%	91%	84%	61%	90%	93%

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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Number of financing transactions approved	38	39	38	24	11	15	15
Number of financing transactions settled	34	23	27	16	12	15	15
Dollar amount of total project costs (capital investment) anticipated for projects settled (millions)	\$308	\$368	\$748	\$505	\$54	\$100	\$100
Private sector dollars leveraged	23.0:1	9.6:1	39.9:1	31.3:1	7.93	10:1	10:1
Return On incentive (ROi) over 5 years	24.5:1	16.6:1	18.3:1	18.6:1	36.06	10:1	10:1
BIITC Private Investment in QMBCs (millions)	\$24	\$24	\$23	\$23	\$22	\$26	\$24
Number of QMBCs receiving investment that have remained viable in Maryland for 5 years or more	18	17	15	23	18	20	22
CIITC Private Investment in QMCCs (millions)	\$6	\$1	\$1	\$1	\$2	\$2	\$3
Number of Project Enrollment applications received for the MJM Tax Credit	N/A	N/A	45	29	24	19	10
¹ Number of jobs created through the MJM Tax Credit	N/A	N/A	0	0	168	1,687	1,969

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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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Number of grants approved through the PWQ program	N/A	N/A	34	37	14	20	20
Number of workers trained through the PWQ program	N/A	N/A	1,043	1,675	230	300	300

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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Direct outreach	2,263	3,421	2,901	2,349	2,231	2,258	2,258
Group outreach	548	1,160	1,071	959	784	708	708
Issues resolved	1,903	2,641	2,534	1,554	9,486	1,695	1,695
Facility location decisions	63	61	52	34	18	24	24
Total jobs retained	3,689	15,261	2,705	1,286	1,387	1,845	1,845
Total jobs created	7,616	6,907	6,868	4,108	3,322	3,536	3,536
Total jobs	11,305	22,168	9,573	5,394	4,709	5,381	5,381
Number of foreign companies engaged	654	379	523	655	733	550	550
Number of foreign company location decisions	11	17	9	7	5	6	12
Number of foreign prospects visiting Maryland buildings and/or sites	43	39	34	43	15	20	40
Value of private sector export sales resulting from Commerce assistance (millions)	\$94	\$100	\$117	\$233	\$112	\$100	\$100

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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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Number of businesses approved for MSBDFA Program	0	0	39	33	25	30	30
Amount of capital provided to businesses through the MSBDFA Program (millions)	0.0	0.0	11.6	10.2	4.0	8.0	8.0
² Number of people employed by life sciences companies based on North American Industry Classification System (NAICS)	37,910	38,080	39,306	40,734	42,104	43,520	44,984

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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Travel media exposure (millions)	\$12.1	\$15.6	\$7.7	\$18.8	\$18.2	\$10.0	\$10.0
Number of welcome center visitors	340,070	371,879	425,017	337,578	200,407	75,000	75,000
Literature distribution	835,070	876,693	584,943	457,578	457,920	300,000	300,000
Tourism-related sales tax revenues (millions)							
Restaurants, lunchrooms, delis without beer, wine, liquor (BWL)	\$130	\$133	\$137	\$144	\$133	\$72	\$72
Hotels and motels selling food with BWL	\$40	\$38	\$38	\$35	\$24	\$18	\$18
Restaurants and night clubs with BWL	\$89	\$91	\$93	\$95	\$79	\$48	\$48
General merchandise	\$13	\$14	\$16	\$18	\$20	\$9	\$9
Automobile, bus and truck rentals	\$64	\$66	\$66	\$72	\$64	\$36	\$36
Commercial airlines	\$0.3	\$0.2	\$0.2	\$0.2	\$0.1	\$0.1	\$0.1
Hotels, motels, apartments and cottages	\$110	\$121	\$125	\$129	\$104	\$64	\$64
Recreation and amusement places	\$5	\$5	\$5	\$5	\$4	\$2	\$2
Total tourism-related sales tax revenues	\$451	\$469	\$480	\$499	\$428	\$250	\$250

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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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Arts, entertainment, and recreation	45,300	45,800	44,000	45,391	30,600	22,500	22,500
Accommodation	24,300	27,200	27,900	28,150	24,500	21,560	21,560
Food services and drinking places	200,800	204,800	203,800	208,933	152,100	114,075	114,075
Total jobs generated	270,400	277,800	275,700	282,474	207,200	158,135	158,135

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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
² Gross sales by Maryland non-profit arts industry (billions)	\$1.3	\$1.4	\$1.3	\$1.1	\$1.0	\$1.1	\$1.2
² Total number of jobs (FTE) supported by non-profit arts industry	16,624	17,688	16,922	11,169	10,000	12,000	13,000
Number of attendees at arts events supported by Maryland State Arts Council (MSAC) (millions)	8.1	8.7	8.9	11.2	9.0	10.0	11.0
² Individual Artists program – number of participants	592	346	368	669	438	700	500
² State and local taxes paid by Maryland non-profit arts industry (millions)	\$56.0	\$59.6	\$62.3	\$46.0	\$40.0	\$45.0	\$50.0
² Arts organizations payroll (millions)	\$106.7	\$109.6	\$111.7	\$173.0	\$120.0	\$125.0	\$150.0
Per capita arts investment	\$2.9	\$2.9	\$3.3	\$3.6	\$3.9	\$4.1	\$4.1
² Number of schools served	490	559	584	389	300	250	300
² Number of children served through performances/residencies (thousands)	164	121	117	86	80	45	86
Number of teaching artists and ensembles on MSAC roster	112	112	168	175	93	115	135
Value of media coverage (millions)	\$1.4	\$3.7	\$4.2	\$1.8	\$1.2	\$1.4	\$1.4
Number of engagements on social networks	53,197	74,400	200,234	1,241,661	1,714,414	1,500,000	1,600,000
Dollars leveraged for every dollar spent	\$0.3	\$0.6	\$1.4	\$1.4	\$0.6	\$0.8	\$0.8
Total private sector dollars raised through fundraising	N/A	\$883,350	\$1,468,333	\$1,445,333	\$557,000	\$750,000	\$750,000
Social networking audience size	28,462	33,212	37,552	40,706	45,502	47,000	49,000
Number of unique email subscribers	19,127	19,447	19,251	19,441	35,424	37,000	39,000

NOTES

¹ Actual data reflects jobs certified during the fiscal years. Estimates are based on initial, final, and enrollment applications received to date.

² 2020 data is estimated