



**FISCAL YEAR 2017 ANNUAL REPORT
OF THE
MARYLAND PUBLIC-PRIVATE PARTNERSHIP
MARKETING CORPORATION
ALSO KNOWN AS THE
MARYLAND MARKETING PARTNERSHIP**

As required by Economic Development Article Section 10-912

Respectfully submitted to the General Assembly of Maryland by

R. Michael Gill, Chairman

Allison S. Mayer, Executive Director

Maryland Marketing Partnership

401 East Pratt Street

Baltimore, MD 21202

October 2017



Larry Hogan, Governor | Boyd Rutherford, Lt. Governor

OPEN *for* **Business**

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Maryland Marketing Partnership Background

Created by Chapter 141, Acts of 2015, the Maryland Public-Private Partnership Marketing Corporation, operating under the trade name Maryland Marketing Partnership (Partnership), is a cooperative venture of the state, private businesses and industry and economic development partners. The Partnership is a body politic and corporate and instrumentality of the state, with the purposes of:

- Creating a branding strategy for the state;
- Marketing the state's assets to out-of-state businesses;
- Recruiting out-of-state businesses to locate and grow in the state; and
- Fostering partnerships that encourage the location and development of new businesses in the state.

The Partnership's Board of Directors consists of seventeen (17) members, who represent state government and private industry, including the Secretary of Commerce, designees from the Senate and House of Delegates, and members representing businesses, non-profit organizations, marketing and advertising, labor, public relations and communications and economic development.

Membership

The Board's membership is comprised of:

- Henry Fawell, Founder and President, Campfire Communications
- Julie Garner, Director of Government Affairs, AstraZeneca
- Secretary Mike Gill, Maryland Department of Commerce
- Keasha Haythe, Business Development Associate, Anne Arundel County Economic Development Corporation
- Senator Cheryl Kagan (*non-voting*)
- Joshua Martin, Controller, Volvo Group
- Ammanuel Moore, Economic Development Manager, BGE
- Captain Eric Nielsen, President, Association of Maryland Pilots
- Paul Nolan, Vice President of Tax and Government Affairs, McCormick & Co., Inc.
- Leonard Raley, President and CEO, University System of Maryland Foundation
- David Rodich, Executive Director, Service Employees International Union (SEIU) Local 500
- Tom Sadowski, Vice Chancellor for Economic Development, University System of Maryland
- Marcus Stephens, Executive Creative Director, Plank Industries
- Angela Sweeney, Vice President and Chief Marketing Officer, Peterson Companies
- Aaron Tomarchio, Vice President of Corporate Affairs, Tradepoint Atlantic
- Delegate Kris Valderrama (*non-voting*)
- Laura Van Eperen, CEO, Van Eperen

Members serving on the Board's Executive Committee, as unanimously elected during the Partnership's April 27, 2016 meeting and unanimously re-elected on June 15, 2017, are as

follows: Mike Gill, Chairman; Tom Sadowski, Vice Chairman; Keasha Haythe, Secretary; and Leonard Raley, Treasurer.

FY2017 and FY2018 To Date Activities and Meetings

The Board of Directors met six times in FY2017: July 26, 2016 at TEDCO in Columbia; September 20, 2016 via conference call; October 25, 2016 at National Harbor; November 7, 2016 via conference call; January 27, 2017 at the Maryland State House in Annapolis; and June 15, 2017 at the Maryland Department of Commerce in Baltimore. In FY2018, the Board met on September 15, 2017 at Rye Street Tavern in Baltimore, with future meetings planned for December 8, 2017; February 16, 2018; and May 11, 2018. Meeting minutes are attached as appendices.

During FY2017, the Partnership continued progress on its two priority initiatives decided upon in 2016: (1) launching a multi-media marketing campaign and (2) creating a signature event that would showcase Maryland as a leading state for business.

In September 2017, the new “Open for Business” campaign was officially launched with a series of ad placements at Baltimore Washington International (BWI) Airport, the region’s busiest airport. The marketing campaign features a mix of digital, print, and radio advertising, along with a new, customer-facing web portal: open.maryland.gov, which is being redesigned from the current placeholder website. Open for Business ads are being placed both within Maryland and outside the state in key markets and industries targeted for business development such as cybersecurity, life sciences, financial services, and advanced manufacturing. The press release announcing the campaign launch is attached as Appendix H.

The Partnership hosted the first Governor’s Business Summit on Thursday, May 18 at the Hilton Baltimore. The all-day event brought together more than 650 attendees, 47 speakers, and 15 different topics. The Partnership’s promotion of the Summit yielded more than one million sponsored advertising impressions, 656,000 social media impressions, 52,000 email impressions, 11,000 web visits to marylandbusinesssummit.org, 5,600 social media interactions, and \$150,000 in earned media value. The Business Summit agenda is attached as Appendix F.

Financial Report

As of September 15, 2017, the Partnership had received a total of \$2,467,422.34 in funding. An additional \$1,682,000 was committed but not accessed, including \$1 million in state funds appropriated to the Partnership in the Fiscal Year 2018 Budget, a \$655,000 grant from the Maryland Department of Commerce to be used in support of the Partnership’s activities, and \$27,000 in special funds from Marketing Partners not yet received. The financial report is attached as Appendix I.

Fundraising efforts from August 2016 through September 2017 resulted in \$2,340,000 in total commitments from private-sector partners over a five-year period, with \$881,333.34 committed in calendar year 2017. A list of Maryland Marketing Partners is attached as Appendix J.

APPENDIX A

Maryland Marketing Partnership Board of Directors Meeting Minutes July 26, 2016

Board members in attendance:

Henry Fawell
Secretary Mike Gill, Chairman
Josh Martin
Paul Nolan
Leonard Raley
David Rodich
Tom Sadowski
Marcus Stephens
Angela Sweeney
Aaron Tomarchio
The Honorable Kris Valderrama
Laura Van Eperen

Board members absent:

Julie Garner
Keasha Haythe
The Honorable Cheryl Kagan
Ammanuel Moore
Capt. Eric Nielsen

Staff members in attendance:

Allison Mayer
Liz Fitzsimmons
Bill Chen
Sherri Diehl
Lutisha Williams
Carolyn O'Keefe

MEETING COMMENCEMENT

The meeting began at 2:15 p.m. in the Conference Room of TEDCO, 7021 Columbia Gateway Drive – Columbia, MD 21406.

I. Call to Order

Chairman Gill greeted those in attendance. TEDCO President & Chief Operating Officer John Wasilisin welcomed Board members and discussed the mission of TEDCO and its partnership

with the Department of Commerce on economic development efforts geared toward the innovation and entrepreneurship sector.

II. Approval of Minutes – April 27, 2016 Meeting

Ms. Mayer indicated that minutes of the April 27th meeting were distributed to members in advance and provided in their packets. Mr. Nolan moved to approve the minutes and Mr. Sadowski seconded the motion.

III. Revised MOU/Interagency Agreement

The Board had a discussion with legal counsel on the revised Interagency Agreement (previously referred to as a Memorandum of Understanding). Mr. Rodich moved to approve the Interagency Agreement and Mr. Nolan seconded. The motion passed unanimously.

IV. Committee Reports

Request for Proposals (RFP) Committee: Ms. Sweeney provided an update of the RFP process. The committee sought creative agencies around the State to bid on the branding and business campaign work. Out of 27 firms invited to participate, eight firms submitted written proposals and five were invited to present in person to the core team on August 24, 2016.

Agencies who were invited to present were:

- a. Planit
- b. Siquis, LTD
- c. TBC
- d. HZDG
- e. GKV

Event Committee: Mr. Sadowski updated the Board on the work of the Event Committee regarding planning the Governor's Business Summit. The event would target an attendance of 500 business leaders for a day-long session in the greater Baltimore region.

He suggested waiting until the Spring of 2017 for the Summit in order to have additional lead time for planning and to get on the calendars of the high-level speakers the committee would invite to present. Chairman Gill agreed with timeframe for the Summit. Ms. Mayer reinforced that fall dates are conflicting and asked for concurrence among the Board to focus on the Spring.

Mr. Stephens suggested to tie the event to the Preakness. Chairman Gill supports that idea to do it the 2nd week in May. The Board agreed with proceeding with this strategy.

V. Financial Update and Upcoming Promotional Opportunities

Mr. Raley summarized that the Partnership is starting out with a total of \$1.4 million in funding, with \$1 million appropriated for fiscal year 2017 in the Governor's budget, which was approved

by the General Assembly in the recent session, and that Commerce is providing a grant in the amount of \$400,000 to support marketing and promotional efforts.

VI. Sponsorship Discussion

Ms. Mayer directed the Board's attention to the activity calendar where she focused on the 2017 Constellation Senior Players tournament, to be hosted at Caves Valley in Baltimore County. Chairman Gill reinforced the significance of this event in terms of bringing attention to Maryland. Ms. Mayer mentioned that the Maryland Marketing Partnership would have a presence at the event.

Ms. Mayer then introduced Ms. O'Keefe as the Partnership's contractor for fundraising opportunities. Ms. O'Keefe outlined the proposed sponsorship levels and benefits to "Maryland Business Champions" and asked Board members to submit five potential prospect names for this initiative.

Mr. Raley expressed a desire to see longer term commitment from partners by offering multiple-year agreements. There was additional discussion around goals and benefits to donors.

VII. Housekeeping: Financial Disclosures Due

Ms. Mayer reminded Board members that financial disclosures were due on July 28, 2016. Next in-person meeting will be in October (TBD), with the possibility of a conference call meeting to approve the selection of the creative agency prior to that timeframe.

VIII. Good of the Order

None.

IX. Adjournment

The business meeting adjourned at 3:43 p.m.

APPENDIX B

Maryland Marketing Partnership Board of Directors Meeting Minutes September 20, 2016

Board members in attendance:

Henry Fawell
Keasha Haythe
The Honorable Cheryl Kagan
Ammanuel Moore
Paul Nolan
Leonard Raley
Tom Sadowski
Marcus Stephens
Angela Sweeney
Aaron Tomarchio

Board members absent:

Julie Garner
Secretary Mike Gill
Josh Martin
Capt. Eric Nielsen
David Rodich
The Honorable Kris Valderrama
Laura Van Eperen

Staff members in attendance:

Allison Mayer
Bill Chen
Sherri Diehl

MEETING COMMENCEMENT

The meeting began at 3:40 p.m. via Conference Call.

I. Call to Order

In Secretary Gill's absence, Ms. Mayer conducted a roll call of members in attendance to confirm that a quorum of nine voting members were in attendance.

II. Recommendation to Hire Creative Agency

Ms. Mayer recapped the work of the Request for Proposals (RFP) Committee, represented by Ms. Sweeney, Ms. Van Eperen, Mr. Fawell, Mr. Raley and Mr. Stephens. After hearing oral

presentations by the five top-scoring agencies who submitted proposals, the committee selected two finalist agencies for site visits and follow-up meetings: Planit of Baltimore City and HZDG of Rockville. The committee unanimously recommended HZDG as the Maryland Marketing Partnership's creative agency for branding and campaign work.

Ms. Sweeney reinforced the discussion, and Mr. Stephens offered his personal experience having worked with HZDG on previous projects.

Mr. Sadowski moved to authorize Ms. Mayer to proceed with bringing on HZDG, and Ms. Sweeney seconded. The Board unanimously approved the motion.

III. Next Meeting Date

Ms. Mayer expressed that the next in-person Board meeting would occur on Tuesday, October 25 at 1:30 p.m. The Peterson Companies will host the meeting at National Harbor.

IV. Adjournment

The call concluded at 3:55 p.m.

APPENDIX C

Maryland Marketing Partnership Board of Directors Meeting Minutes October 25, 2016

Board members in attendance:

Henry Fawell
Julie Garner
Secretary Mike Gill, Chairman
The Honorable Cheryl Kagan
Ammanuel Moore
Leonard Raley
Tom Sadowski
Marcus Stephens
Angela Sweeney
Aaron Tomarchio
The Honorable Kris Valderrama
Laura Van Eperen

Board members absent:

Keasha Haythe
Capt. Eric Nielsen
David Rodich
Josh Martin
Paul Nolan

Staff members in attendance:

Allison Mayer
Liz Fitzsimmons
Bill Chen
Sherri Diehl
Lutisha Williams
Carolyn O'Keefe

Guests in attendance from HZDG:

Brigitte Connell
Tracy Giesler
Katie Hooper
Maria Kimball
Aaron Mushro
Ron Thompson

MEETING COMMENCEMENT

Following a briefing by Milt and Jon Peterson of The Peterson Companies, the meeting began at 1:34 p.m. in the Conference Room of National Harbor, 165 Waterfront Street – National Harbor, MD 20745

I. Call to Order

Allison Mayer opened the meeting and introduced the Partnership's creative agency, HZDG, based in Rockville, Maryland. HZ was engaged to develop an overall brand for Maryland as a place to live and work as well as a business-specific marketing campaign.

Katie Hooper and Brigitte Connell outlined HZ's immersion process, including early insights achieved through discussions with Commerce staff and various stakeholders. Additional meetings and interviews with business owners and site selectors were being scheduled to learn as much as possible about the state of the current brand and perception of Maryland for business.

HZ engaged the Board in a discussion around their own perceptions, goals of the new branding campaign, and target audiences. This information would help shape their process, which ultimately would lead to a positioning statement for Maryland followed by creative concepts.

IX. Adjournment

Noting that the meeting was scheduled to adjourn at 3:30 p.m., Ms. Mayer asked for general consensus among the Board that business items be deferred to a conference call meeting. Mr. Stephens moved to adjourn the meeting and Ms. Sweeney seconded. The business meeting adjourned at 3:22 p.m.

APPENDIX D

Maryland Marketing Partnership Board of Directors Meeting Minutes November 7, 2016

Board members in attendance:

Henry Fawell
Julie Garner
Keasha Haythe
The Honorable Cheryl Kagan
Ammanuel Moore
Paul Nolan
Leonard Raley
Tom Sadowski
Angela Sweeney
Aaron Tomarchio
The Honorable Kris Valderrama
Laura Van Eperen

Board members absent:

Secretary Mike Gill
Josh Martin
Capt. Eric Nielsen
David Rodich
Marcus Stephens

Staff members in attendance:

Allison Mayer
Bill Chen
Sherri Diehl
Liz Fitzsimmons
Carolyn O'Keefe

MEETING COMMENCEMENT

The meeting began at 4:08 p.m. via Conference Call.

I. Call to Order

In Secretary Gill's absence, Ms. Mayer conducted a roll call of members in attendance to confirm that a quorum of nine voting members were in attendance.

II. Approval of Minutes of July 26 and September 20 Meetings

Ms. Mayer indicated that minutes of the July 26 and September 20 meetings were distributed to members in advance for review. Mr. Nolan moved to approve the minutes and Del. Valderrama seconded the motion.

III. Financial and Fundraising Update

Mr. Raley, Treasurer of the Board, provided a financial update, detailing that \$1 million in state appropriations had been transferred to the Partnership's bank account. With expenses totaling \$52,240.25 for events, \$16,302.16 for consulting services and \$29 in bank fees, the total expenses to date totaled \$68,571.41. A balance of \$931,428.59 remained in the Partnership's fund. Ms. Mayer pointed out that this figure does not reflect a \$400,000 grant from the Department of Commerce that was not yet transferred.

Ms. Mayer mentioned that while she was filing the necessary documents with the state's Department of Assessment and Taxation, it was recommended to her that the organization file a Resident Agent form with the state, for the of service of process. She directed Board members to a draft resolution in their files naming her as Resident Agent for the Maryland Marketing Partnership. Mr. Raley moved to approve the resolution as written, with Mr. Tomarchio seconded the motion. The motion passed unanimously.

Ms. Mayer again introduced Carolyn O'Keefe, the organization's Director of Corporate Partnerships, for an update on her fundraising efforts. Ms. O'Keefe detailed her activities since starting in August. While no funds had yet been transferred into the Partnership, several verbal commitments and anticipated commitments were detailed.

IV. Governor's Business Summit Update

Ms. Mayer informed the Board that the Baltimore Hilton would be the location for the Governor's Business Summit on Thursday, May 18, 2017. The draft agenda was distributed to Board members for review, and it also had been approved by the Governor's Office. It was discussed that, due to the Orioles travel schedule, perhaps the session with Manager Buck Showalter could be substituted with a speech from John Harbaugh, head coach of the Baltimore Ravens.

V. Good of the Order

Ms. Mayer then announced to the Board that she would be taking maternity leave beginning in late February, and that she would be making arrangements for staff coverage in order to continue the Partnership's efforts in her absence.

VI. Adjournment

Mr. Moore moved to adjourn the meeting, and Mr. Nolan seconded. The call concluded at 4:55 p.m.

APPENDIX E

Maryland Marketing Partnership Board of Directors Meeting Meeting Minutes January 27, 2017

Board members in attendance:

Henry Fawell
Julie Garner
Secretary Mike Gill, Chairman
Keasha Haythe
The Honorable Cheryl Kagan
Josh Martin
Ammanuel Moore
Capt. Eric Nielsen
Paul Nolan
Leonard Raley
David Rodich
Tom Sadowski
Marcus Stephens
Angela Sweeney
Aaron Tomarchio
The Honorable Kris Valderrama
Laura Van Eperen

Staff members in attendance:

Allison Mayer
Liz Fitzsimmons
Bill Chen
Sherri Diehl
Lutisha Williams
Carolyn O'Keefe

Guests in attendance from HZDG:

Brigitte Connell
Tracy Giesler
Katie Hooper
Maria Kimball
Aaron Mushro
Ron Thompson

MEETING COMMENCEMENT

The meeting began at 1:03 p.m. in the Governor's Reception Room, State House, 2nd Floor – Annapolis, MD 21401.

I. Call to Order

The meeting was called to order by Allison Mayer. Ms. Mayer then asked that a motion be passed to approve the minutes from October 25, 2017 and November 7, 2017. Mr. Sadowski moved to approve the minutes and Mr. Stephens seconded the motion.

II. Administrative Matters

Mr. Raley, Treasurer of the Board, provided a financial update, detailing \$1M in state appropriations, \$200,000 in partner revenue as well as \$147,205 in special revenue, totaling \$1,347,205 to date. With partnership expenses totaling \$52,240.25 and \$15,000 for events, \$41,756.21 for consulting services, \$12,500 for marketing contract and \$29 in bank fees, the total expenses to date totaled \$262,115.46. A balance of \$1,085,089.54 remained in the Partnership's fund.

Ms. Mayer directed Board members to a draft of Procurement Policies and Procedures for adoption. Mr. Raley moved to adopt and Mr. Nolan seconded the motion.

Ms. Mayer addressed Board members to accept resolution temporarily delegating duties of the Executive Director to Sherri Diehl in her absence. Mr. Nolan moved to adopt the resolution. Del Kris Valderrama seconded the motion. The motion passed unanimously.

IV. Branding Updates

Ms. Mayer directed Board members to view a presentation from the Partnership's creative agency, HZDG, based in Rockville, MD. As a continued effort to create a brand for the State of Maryland, HZ engaged the Board with a discussion surrounding brand architecture, target audiences and potential taglines.

Mr. Stephens expressed his desire to see concepts with more edginess, while Ms. Haythe echoed her desire to see bold concepts. Mr. Gill recommended connecting the tagline with Maryland's regions and neighborhoods as well as the state's great assets, such as the university systems. Ms. Fitzsimmons suggested showing a dynamic image as opposed to focusing on a tagline. It was suggested by the Board that HZ create additional concepts for consideration.

V. Governor's Business Summit Updates

Ms. Mayer mentioned to the Board that the Baltimore Hilton has been secured for the first Governor's Business Summit on Thursday, May 18, 2017 during the week of Preakness. She stated that staff engaged the Baltimore-based Event-Tech for logistics as well as handling staging and audio-visual, etc. while staff would be developing promotional materials and would handle online registration. The estimated cost for this event was expected to range from \$130,000 to \$150,000, with a number of comped attendees, to include speakers as well as Maryland

Marketing Partners whose financial commitment includes sponsor recognition during the Summit.

Ms. Mayer suggested the cost for individual registration range from \$150 to \$175 per person to include breakfast and lunch, thus making the cost attainable for small business owners and entrepreneurs. A lower price point would also entice attendees to register in order to sell out the event. The Board suggested starting at \$199 for early bird and going up to \$250 per person after an early bird registration period. Ms. Mayer asked the Board to offer suggestion for additional speakers, panelist, etc.

VI. Good of the Order

The next in-person meeting is TBD.

VII. Adjournment

Ms. Sweeney moved to adjourn the meeting and Mr. Moore seconded. The business meeting adjourned at 3:01 p.m.

APPENDIX F



May 18, 2017 Agenda

*Maryland is Open for Business:
Capture the Momentum!*

- 8:00-9:00 a.m. Registration and Networking Breakfast
- 9:00 a.m. **Welcome** - Secretary of Commerce Mike Gill
- Opening Address - Governor Larry Hogan - Maryland is Open for Business!**
- General Session 1**
Arne Sorenson, CEO, Marriott
- Secretary Mike Gill - Building Momentum**
- 10:00-10:15 a.m. Networking Break
- 10:15-11:00 a.m. **Breakout Session 1**
Human Capital Track: Transform your Training, Transform your Culture
Learn how Maryland's companies leverage training innovation to break through barriers, achieve peak performance and drive growth.
Panel:
Chris Scalia, SVP, Talent Acquisition Executive, Leidos
Dr. Sandra Kurtinitis, President, Community College of Baltimore County
Bob Claire, General Manager, Mobern Lighting
Moderator: Kelly Schulz, Secretary, Maryland Department of Labor, Licensing and Regulation
- Global Trends Track: Economic Outlook for Maryland***
Panel:
Anirban Basu, Chairman & CEO, Sage Policy Group
Ken Banks, CEO, Banks Contracting Company, Inc.
- Business Strategy Track: Major Developments Redefining Urban Centers***
Redefining what it means to live, work and play in Maryland.
Panel:
Greg Fitchitt, Vice President, Development, Howard Hughes
Richard May, Chairman, Innovation Village Baltimore

Aaron Tomarchio, Vice President, Corporate Affairs, Tradepoint Atlantic
Moderator: Tom Geddes, CEO, Plank Industries

11:00-11:15 a.m. Networking Break

11:15-12:00 p.m.

Breakout Session 2

Human Capital Track: Education 2.0

Explore disruptive approaches to creating next generation learning environments.

Panel:

Andrew Coy, Founder, Digital Harbor Foundation

Marie Zwickert, CSR Business Development Manager, CISCO Systems, Inc.

Gretchen Legrand, Founder & Executive Director, Code in the Schools

Moderator: James Fielder, Secretary, Maryland Higher Education Commission

Global Trends Track: The Future of Manufacturing in Maryland

Look inside Maryland's manufacturing companies and see how they are re-engineering the tools and products of tomorrow.

Panel:

Suzy Ganz, CEO, Lion Brothers

George Tunis, Hardwire

Mark Solberg, Director of Operations, Orbital ATK

Moderator: Brian Sweeney, Executive Director, Maryland Manufacturing Extension Partnership

Business Strategy Track: Monetizing Your Vision: How to get investment in your growing company.

Capital is key to building a great Maryland company. Learn how to raise capital and understand what potential investors are looking for in a growing company.

Panel:

Andy Jones, Managing Director, Maryland Venture Fund, TEDCO

John Cammack, Angel Investor and Managing Partner, Cammack Associates

Sara Nayeem, Partner, NEA

Ron Gula, Partner, Gula Tech Adventures

Moderator: Tami Howie, Executive Director, Maryland Tech Council

12:00-12:30 p.m.

Lunch

12:30-1:15 p.m.

General Session 2

Esti Peshin, General Manager, Cyber Division, Israel Aerospace Industries - Protecting Your Business Against Today's Cyber Threats

1:15-2:00 p.m.

General Session 3

Transforming Higher Education through Partnerships and Innovation

Panel:

Ronald J. Daniels, LL.M, J.D., President, Johns Hopkins University

Dr. Wallace Loh, President, University of Maryland

Dr. David Wilson, President, Morgan State University

The Rev. Brian F. Linnane, S.J., President, Loyola University Maryland

Moderator: Dr. Robert Caret, Chancellor, University System of Maryland

2:00-2:15 p.m.

Networking Break, Transition to Breakout Sessions

2:15-3:00 p.m.

Breakout Session 3

Human Capital Track: Entrepreneurship and Innovation Booming in Maryland

Panel:

Guy Filippelli, CEO, Red Owl

Jen Meyer, CEO, Betamore

Demian Costa, Managing Partner, Sagamore Ventures

Robert Wallace, CEO and Founder, BITHGROUP Technologies

John Wasilisin, President, TEDCO

Moderator: Deborah Tillett, President, Emerging Technology Centers

Global Trends Track: Maryland's Position in the Global Market

Raising the global profile for our companies and communities. Whether creating new businesses and jobs via trade or foreign direct investment, Maryland is poised to excel in this globally-based economy. Learn more about the Port of Baltimore and its customers and our foreign-owned companies.

Panel:

Brooks Royster, President, MTC Logistics

Joshua Martin, Director of Finance, Volvo Group Truck Operations

Vaishali Patel, Global Business Director, Performance Plastics, Tenax Corporation

Moderator: Rick Powers, Marketing Director, Port of Baltimore

Business Strategy Track: Maryland on the Front Lines of Global Threats

Maryland scientists and engineers are collaborating like never before to share ideas, advance research and save lives. Come hear more about how DoD research here in Maryland is transforming the battlefield through innovations in chemical weapon disarmament, network security, drone capability, life-saving medical devices and much more.

Panel:

Mike Abaie, Director of Engineering, Edgewood Chemical Biological Center

Dr. Mark Dertzbaugh, Deputy Principal Assistant for Research and Technology, U.S. Army Medical Research & Materiel Command (USAMRMC) Center

Leslie Taylor, Deputy Assistant Commander of Testing and Evaluation, Naval Air Warfare Center Aircraft Division (NAWCAD)

Dr. Patrick Baker, Director, Survivability, Lethality and Analysis Directorate, Army Research Lab

Moderator: Linda Burger, Director, Technology Transfer Program, National Security Agency

3:05-3:45 p.m.

General Session 4

The Game Plan: How to Lead Winning Teams, from the Locker Room to the Board Room - Coach John Harbaugh, Baltimore Ravens

3:45-4:00 p.m.

Closing Remarks - Secretary Mike Gill

APPENDIX G

Maryland Marketing Partnership Board of Directors Meeting Minutes June 15, 2017

Board members in attendance:

Mike Gill
Ammanuel Moore
Capt. Eric Nielsen
David Rodich
Marcus Stephens
Angela Sweeney
Aaron Tomarchio
Laura Van Eperen

Board members (Call-in):

Henry Fawell
Julie Garner
Keasha Haythe
Josh Martin
Paul Nolan
Leonard Raley
Tom Sadowski
Delegate Kris Valderrama

Board members absent:

Senator Cheryl Kagan

Staff members in attendance:

Allison Mayer
Liz Fitzsimmons
Bill Chen
Sherri Diehl
Lutisha Williams
Carolyn O'Keefe

Guests in attendance:

Justin Fiore (on behalf of Sen. Kagan)
Tracy Giesler
Katie Hooper
Maria Kimball
Aaron Mushro
Ron Thompson

MEETING COMMENCEMENT

The meeting began at 2:04 p.m. in the 17th Floor Conference Room of the World Trade Center, 401 E. Pratt Street – Baltimore, MD 21202

I. Call to Order

The meeting was called to order by Chairman Mike Gill. Chairman Gill acknowledged the tremendous success of the first Governor’s Business Summit that was held on May 18, 2017 at the Hilton Hotel – Baltimore. Video highlights were shown to the Board Members.

II. Approval of Minutes from January 27, 2017 meeting

Ms. Sweeney moved to approve the minutes, with Mr. Rodich providing a second to approve the minutes as submitted.

III. Advertising Campaign Update

Chairman Gill reflected on the progress of the advertising campaign and how many stakeholders had responded favorably to the “Open for Business” message from the Governor’s Business Summit. This input along with discussions with Board members directed the campaign to continue to focus on the theme “Open for Business.”

Ms. Hooper, from advertising agency HZDG, then presented research results a March survey initiated to 300 business location decision makers in Maryland as well as across competitive states. The 300 responses were evenly split among in-state and out-of-state decision-makers. The findings were targeted at the factors involved for the decision makers to conclude that Maryland is the place for business to grow and thrive. Attributes considered most important in a location decision, according to the survey results, included:

- Affordable place to do business
- Showing strong economic growth
- Competitive tax structure
- Having a highly educated skilled workforce
- Pro- business State
- Regulatory changes to help businesses
- Consumer buying power
- Affordable place to live

Crime was mentioned as a deterrent to locating a business.

IV. Nomination and Election of Officers

Ms. Mayer described that in the Partnership’s Bylaws, officers are to serve in one-year terms, and since officers were first elected in April 2016, it was time for a new election. Ms. Mayer opened the floor for nominations. Mr. Nolan described that, since the MMP is still a new organization and its activities were just starting to launch, it made the most sense to keep the officers who are currently in place and not make any changes. Mr. Nolan then moved to renew

the term of the existing officers for another year. Mr. Stephens seconded the motion, and the motion passed unanimously by the Board.

Ms. Mayer expressed the elected officers for another year (through mid-2018) are:

- Mike Gill, Chair
- Tom Sadowski, Vice-Chair
- Leonard Raley, Treasurer
- Keasha Haythe, Secretary

V. Administrative Matters

a. Financial and Fundraising Update

Ms. Mayer expressed that the Board's revenue has increased since the last meeting in January due to the 18 business partners who have signed on as partners. The three to five year commitments from these partners totals \$2.34 million in additional funding for MMP activities, including the advertising campaign.

b. Senior Players Championship

Through the MMP's sponsorship, the State of Maryland will be hosting business prospects, important expanding businesses in the state and partners during the tournament. Chairman Gill and Mr. Stephens also discussed a plan to invite caddies to wear Maryland-branded hats during the tournament in order to get national television attention for the state.

c. Future Meeting Dates

Future meetings are scheduled for September 15 and December 15, 2017.

VI. Adjournment

The business meeting adjourned at 3:30 p.m.

APPENDIX H

Maryland Marketing Partnership Launches “Open for Business” Marketing Campaign *Multi-Media Business Development Campaign Debuts at BWI Airport*

BALTIMORE, MD (September 15, 2017) - The State of Maryland, through the Maryland Marketing Partnership, has launched a new economic development marketing campaign that positions the state as the ideal place to start, locate, and grow a business. The “Open for Business” campaign debuted this week with ad placements throughout BWI Thurgood Marshall Airport, the busiest airport in the region.

“Our administration has made economic development and job creation a top priority, and we have been delivering on our promise to turn Maryland’s economy around from day one,” said Governor Larry Hogan. “We have created over 127,000 jobs, and the unemployment rate is now at its lowest level in a decade. Maryland’s gathering economic momentum is an incredible and compelling story. This exciting campaign gives us the opportunity to share our successes with the broad business community and attract even more companies and jobs to our state. Maryland is Open for Business - and it’s going to stay that way.”

“Since the start of this administration, Governor Hogan has been committed to making Maryland the most business-friendly state in the country,” said Secretary of Commerce Mike Gill, who serves as chairman of the partnership. “The ‘Open for Business’ campaign packages Maryland’s tremendous assets to drive new jobs and economic growth right here.”

In addition to placements like the one at BWI, the marketing campaign will feature a mix of digital, print, and radio advertising. The ads are being placed both within Maryland and outside the state in key markets and industries targeted for business development such as cybersecurity, life sciences, financial services, and advanced manufacturing.

“Over the course of this branding process, it was clear that we needed a strong statement aimed at business decision-makers to tell them that it’s a new day in Maryland. ‘Open for Business’ does just that,” said Tom Sadowski, vice chancellor of economic development for the University System of Maryland, and vice chairman of the partnership.

Rockville-based advertising agency HZDG developed the creative execution, featuring the words “open for business” emerging from images common in certain industries. For example, networking wires spell out “open for business” in an ad for cybersecurity and information technology audiences, and “open for business” appears within a series of genetic code, representing biohealth and life sciences.

The Maryland Marketing Partnership was created through legislation reorganizing the Maryland Department of Commerce that was passed by the legislature during the 2015 session and was signed into law by Governor Hogan. The public-private organization is overseen by a 17-member board of directors with diverse expertise in business, economic development, and

marketing. To date, the organization has recruited 18 private businesses as partners, which have committed funds and resources to support the marketing effort.

The BWI placement will continue through the beginning of December and has the potential to reach many of the 25 million passengers that use the airport each year.

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APPENDIX I



Maryland Marketing Partnership Finance Report
As of 9/15/2017

REVENUE	AMOUNT REC'D
State Appropriations	\$1,400,000.00
Partner Revenue (<i>Rec'd-to-date</i>)	\$854,333.34
Special Revenue (<i>Fleet Week</i>)	\$147,205.00
Governor's Business Summit (<i>i.e., donations/ticket sales</i>)	\$65,884.00
TOTAL REVENUE (TO-DATE)	\$2,467,422.34

*Committed but not yet accessed: \$1,000,000 FY'18
Appropriation, \$655,000 FY'18 Commerce grant*

EXPENSES	AMOUNT PAID
Consulting Services & Reimbursements	\$108,426.81
Governor's Business Summit & VIP Reception	\$283,375.64
HZ Planning, Creative, Media	\$311,824.02
<i>Special Events</i>	
Senior Players PGA	\$110,000.00
Military Bowl	\$25,000.00
IAMC Richmond	\$2,500.00
Special Advertising (<i>Fleet Week</i>)	\$140,590.00
Promotional	\$4,506.64
Miscellaneous	\$64.50
TOTAL EXPENSES (To-Date)	\$986,287.61
BALANCE	\$1,481,134.73

APPENDIX J

Maryland Marketing Partners, as of September 15, 2017

Whiting-Turner
Tradepoint Atlantic
McCormick
Howard Hughes
Transamerica
MEDCO
Peterson Companies
Legg Mason
T. Rowe Price
Kelly & Associates
Merritt Companies
Donohoe
The Bozzuto Group
Clark Construction
Ellin & Tucker
Miles & Stockbridge
M&T Bank
Harkins Builders