



**FISCAL YEAR 2018 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 2018



Larry Hogan, Governor | Boyd Rutherford, Lt. Governor

**OPEN *for* Business**



October 31, 2018

The Honorable Thomas V. Mike Miller, Jr.  
President, Maryland Senate  
State House, H-107  
Annapolis, Maryland 21401-1991

The Honorable Michael E. Busch  
Speaker, Maryland House of Delegates  
State House, H-101  
Annapolis, Maryland 21401-1991

**RE: Maryland Public-Private Partnership Marketing Corporation Annual Report**

Dear President Miller and Speaker Busch:

In accordance with Economic Development Article, Section 10-912, Annotated Code of Maryland, the Maryland Public-Private Partnership Marketing Corporation is pleased to submit its Fiscal Year 2018 Report to the General Assembly.

We look forward to your review of the report and will be pleased to provide any additional information regarding the Corporation. If we can be of further assistance, or if you have any questions regarding this report, please contact Allison S. Mayer, Executive Director, at 410-767-6272.

Sincerely,



R. Michael Gill  
Chairman

Enclosure

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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, Manager, External Affairs, 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, President, Sagamore Creative
- 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 September 14, 2018 meeting, are as follows: Mike Gill, Chairman; Laura Van Eperen, Vice Chairman; Aaron Tomarchio, Secretary; and Leonard Raley, Treasurer.

### **FY2018 and FY2019 To Date Activities and Meetings**

The Board of Directors met four times in FY2018: September 15, 2017 at Rye Street Tavern in Baltimore; December 8, 2017 at Tradepoint Atlantic in Edgemere; January 25, 2018 via conference call; and February 16, 2018 at the Maryland State House in Annapolis. Approved meeting minutes are attached as appendices.

In FY2019, the Board met on September 14, 2018 at The Bygone in Baltimore, with future meetings planned for December 14, 2018; February 15, 2019; and May 17, 2019.

During FY2018, the Partnership officially launched the new "Open for Business" campaign through an integrated paid media strategy featuring a mix of digital, print, out of home/outdoor and radio advertising, along with a new, customer-facing web portal: [open.maryland.gov](http://open.maryland.gov). With a budget of \$2,000,000 in paid media placements for September 2017 to December 2018, 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. During the Fall 2017 launch period (September to December 2017), the campaign yielded 28,000,000 total impressions. , while during the Spring 2018 advertising flight (March to June 2018), more than 70,000,000 impressions were achieved. The Fall 2018 advertising period is currently under way.

Due to a budget amendment passed during the 2018 General Assembly session prohibiting the expenditure of state funds for a program or event that uses the image or likeness a candidate for office, the Maryland Marketing Partnership postponed the 2018 Governor's Business Summit for a date to be scheduled in 2019.

### **Financial Report**

As of the Board's September 14, 2018 meeting, the Partnership had received a total of \$5,543,755.67 in funding cumulatively since its inception. This figure includes \$3,055,000 in state funding as well as \$2,275,666.67 collected to date in private sector funding, plus \$213,089 in special revenue, including ticket sales from the 2017 Governor's Business Summit. An additional \$1,000,000 appropriation from the state had not yet been accessed. Expenses to date were \$2,476,961.14. The financial report is attached as Appendix E.

Fundraising efforts from August 2016 through September 2018 resulted in \$4,770,000 in total commitments from private-sector partners over a five-year period, with \$1,468,333.33 committed in calendar year 2018. A list of Maryland Marketing Partners is attached as Appendix F.

## **APPENDIX A**

### **Maryland Marketing Partnership Board of Directors Meeting Minutes September 15, 2017**

#### **Board Members in attendance:**

Secretary Mike Gill  
Henry Fawell  
Julie Garner  
Keasha Haythe  
Sen. Cheryl Kagan  
Josh Martin  
Ammanuel Moore  
Leonard Raley  
David Rodich  
Tom Sadowski  
Marcus Stephens  
Laura Van Eperen (by phone)

#### **Board Members absent:**

Capt. Eric Nielsen  
Paul Nolan  
Angela Sweeney  
Aaron Tomarchio  
Del. Kris Valderrama

#### **Staff members in attendance:**

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

#### **Guests in attendance:**

Tracy Aschenbach  
Katie Hooper  
Ron Thompson

#### **MEETING COMMENCEMENT**

The meeting began at 2:07 p.m. on the 2<sup>nd</sup> Floor of Rye Street Tavern – 225 E. Cromwell Street  
Baltimore, MD 21230.

#### **I. Call to Order**

The meeting was called to order by Chairman Mike Gill, who shared a few remarks to the assembled group:

- Amazon Second Headquarters announcement/opportunity (*projected to be 50,000 jobs at \$100,000/job, and projected to cost over \$6 billion for infrastructure*)
- Goldman Sachs investment in Port Covington

Ms. Mayer expressed that this week is the official launch week of the new Open for Business advertising campaign, with boards now on display at BWI. Additionally, she and two members of the HZ team presented the new campaign at the Mid-Atlantic Marketing Summit earlier that day.

## **II. Approval of the Minutes for June 15, 2017**

Mr. Raley moved to approve the minutes, with Mr. Sadowski providing a second to approve the minutes as submitted.

## **III. Advertising Campaign Update**

HZ's team presented an update on the new advertising campaign. Ron Thompson reiterated that the campaign's "personality" was captured by the terms informative, confident and concise. Specific campaign creative shown highlighted targeted industry sectors, including IT/cybersecurity, life sciences and aerospace.

While advertising runs, the team will next be launching the new open.maryland.gov website in January 2018. Mr. Stephens asked whether this could be further expedited. Ms. Mayer responded that the content is the biggest thing, but that a placeholder landing page is live.

In regard to media placement, Ms. Aschenbach indicated the strategy for fall 2017 starting in-state with the message that the state of Maryland supports business in order to encourage expansion of business within the state rather than businesses relocating elsewhere. In 2018, the campaign will go national, targeting decision makers at out-of-state businesses in the targeted geographies and industry sectors. This fall Open for Business will be appearing in multiple publications, including BBJ, WBJ and digital placements; on six billboards positioned around the state, showing variety of messages every three minutes; and radio spots WTOP, WBAL, etc. Additionally, a partnership through the Ravens includes in-stadium advertising on digital boards.

Sen. Kagan asked about the placements for pre-Baltimore centric and was wondering how much of the Washington media market for Redskins games will be advertised. Ms. Aschenbach's response a lot of the ads are in-state digital advertising. However, the billboards are also in the DC area.

## **IV. Administrative Matters**

### **a. Financial and Fundraising Update**

Mr. Raley shared financial highlights, recapping first revenue to include the FY17 \$1 million appropriation from the State of Maryland and a \$400,000 grant from the

Department of Commerce. Not reflected is the FY18 \$1 million state appropriation and a \$655,000 grant from Commerce, which have not yet been accessed. With respect to the partner revenue, their outstanding commitment totals \$27,000. All told, with special revenue collected and the business summit, revenue to date is \$2,467,422.34.

On the expense side, in addition to advertising and creative work expenditures, there are new lines reflecting sponsorships for the Military Bowl of \$25,000 that will give us some national media coverage and IAMC Richmond, a Site Selection Conference of \$2,500 that will allow us to host a State dinner. Expenses to-date total \$986,287.61, leaving a balance of \$1,481,134.73 on hand to fund marketing activities and the media plan.

Ms. O’Keefe expressed that last year this time we started the process of prospecting. “Campaign One” resulted in eighteen companies joining as partners. As she begins fundraising campaign number two, meetings are currently scheduled with 15 new companies to come on board. CyberCore Technologies is one of the newer companies at the Ambassador level.

In regard to the upcoming social event, October 3, 2017 from 5:00 to 7:00 p.m. on the Pride of Baltimore. Prospects and partners are invited as well as board members.

#### **b. Upcoming Events**

Ms. Mayer addressed the upcoming events that consist of:

- October 3, 2017: Pride of Baltimore
- October 9, 2017: Industrial Asset Management Company (IAMC) Maryland Dinner in Richmond, VA

#### **V. Host Presentation: Port Covington Development Overview**

Marc Weller of Sagamore Development gave a brief oversight of the Port Covington project. There is capacity to build up to 18 million square feet of space, with \$660M in TIF financing through the City in place. Goldman Sachs will be investing \$233M in the urban investment group toward phase 1 infrastructure.

#### **VI. Good of the Order**

#### **VII. Adjournment**

The business meeting adjourned at 3:45 p.m. Board members and attendees were invited to take an optional tour of the Sagamore Spirit distillery.

## **APPENDIX B**

### **Maryland Marketing Partnership Board of Directors Meeting Minutes December 8, 2017**

#### **Board members in attendance:**

Henry Falwell  
Secretary Mike Gill, Chairman  
Julie Garner  
Keasha Haythe  
Sen. Cheryl Kagan  
Ammanuel Moore  
Paul Nolan  
Leonard Raley

David Rodich  
Tom Sadowski  
Angela Sweeney  
Aaron Tomarchio  
Del. Kris Valderrama

#### **Board members absent:**

Capt. Eric Nielsen  
Josh Martin

#### **Members Call-in:**

Laura Van Eperen  
Marcus Stephens

#### **Staff members in attendance:**

Allison Mayer  
Sherri Diehl  
Carolyn O'Keefe  
Lutisha Williams

#### **Commerce Staff Absent:**

Liz Fitzsimmons  
Bill Chen

#### **Guests in attendance:**

Maria Kimball  
Debbie Norris  
Ron Thompson

#### **MEETING COMMENCEMENT**

The meeting began at 2:21 p.m. in the Conference Room of Tradepoint Atlantic 1600 Sparrows Point Blvd., in Edgemere, MD

#### **I. Call to Order**

The meeting was called to order by Chairman Gill, who shared new rankings released by CNBC in its “Best States for Business” report. In this, Maryland ranked 25<sup>th</sup> in the nation, its highest ranking ever, and an improvement from the prior year’s ranking of 30. The same report placed Maryland as #7 for its economy and #4 in technology innovation. He turned the meeting over to Ms. Mayer proceed with the agenda.

## **II. Approval of the Minutes September 15, 2017:**

Ms. Haythe moved to approve the minutes, with Mr. Moore providing a second, with the minutes unanimously approved as submitted.

## **III. Advertising Campaign Update and Spring 2018 Media Plan**

HZ presented the Board with an update surrounding the Fall Advertising Campaign. Ms. Norris from HZ recapped that the campaign began in early September and ran in earnest through mid-November. The focus during the kick-off phase was to reach small business owners, C-level executives and opinion leaders throughout Maryland. The media mix included digital display, social and search, digital billboards at BWI, LED Signage at the M&T Bank Stadium and the University of Maryland. Also included in those placements were radio and business journal print and digital.

The campaign has generated more than 24,000,000 impressions throughout the State of Maryland. Website results were also tracked during this campaign period with a goal to increase the two minute sessions on the website. Before the campaign started, the site was averaging 266 two-minute sessions per month. By mid-November, the site was averaging 732 two-minute sessions per month. Pre-campaign, there were 56 sessions per day; by mid-November, the daily sessions were up to 502 per day.

For the spring 2018 campaign, advertising efforts will expand into out-of-state markets in an effort to reach the large clusters of IT, cyber, aerospace, biohealth and manufacturing companies. Mr. Thompson shared with the Board a mock-up of a new, 40-page “Open for Business” brochure that will become the state’s principle sales collateral piece. Ms. Mayer reinforced that this particular collateral piece tells Maryland’s business story through key statistics, rankings and compelling visuals. Ms. Diehl added that the brochure will be taken to trade shows where Maryland or Commerce exhibits around the globe.

Ms. Haythe asked if the agency were using stock photos or real photographs. Mr. Thompson responded that the majority are internal photographs within the State.

## **III. Administrative Matters:**

### **a. Financial & Fundraising Updates**

Mr. Raley reported that the Partnership was in a strong financial position to close out 2017. In terms of revenue, State appropriates reflect an additional \$1 million in FY18, and grant funds from Commerce at \$655,000 in FY18, for a grand total of \$3,055,000. For private sector revenue, the Partnership has surpassed the \$1 million mark in private

dollars received in a calendar year. The total that has been received to date is \$1,174,333.34, plus outstanding commitments totaling \$77,000 for 2017 not yet received.

Expenses to date total \$1,412,467.97, leaving a balance of \$3,029,954.37 available to fund the ad campaign, as well as various events and other marketing activities in 2018.

**b. Creative & Contract**

Ms. Mayer expressed that HZ does not have an in-house public relations team to offer clients. She gauged the Board's interest in separately retaining a public relations firm to fulfill such services on behalf of the partnership. The Board considered this favorably, emphasizing that such a firm concentrate on earned media coverage in top-tier business publications and national news outlets.

**c. Cyber Maryland MOU**

Ms. Mayer briefed the Board on discussions with stakeholders on the state taking a lead role in a cybersecurity industry conference. Chairman Gill expressed the importance of this industry to the state's business recruitment efforts, and that the conference presentation and speakers need to be world-class in order to reinforce Maryland's reputation as the Cyber capital of the world.

**IV. Governor's Business Summit 2018**

Ms. Mayer advised the Board that the 2018 Summit will take place on September 12, 2018 at the Baltimore Marriott Waterfront, located in Harbor East. She mentioned that the next Board meeting will include a discussion on the agenda, speakers, etc.

**VI. Host Presentation: Tradepoint Atlantic Development Overview  
by Aaron Tomarchio**

Mr. Tomarchio, Tradepoint's Senior Vice President of Administration and Corporate Affairs, gave a brief overview of the Tradepoint Atlantic redevelopment.

**VII. Good of the Order**

**VIII. Adjournment**

The business meeting adjourned at 4:04 p.m. Board members were invited to take an optional windshield tour of the Tradepoint Atlantic to view progress on the redevelopment.

## APPENDIX C

**Maryland Marketing Partnership Board of Directors  
Conference Call Meeting  
January 25, 2018  
2:00 p.m.**

**Board members on call (attending):**

Julie Garner  
Chairman Mike Gill  
Josh Martin  
Capt. Eric Nielsen  
Paul Nolan  
Leonard Raley  
Tom Sadowski  
Angela Sweeney  
Laura Van Eperen

**Board members absent:**

Henry Fawell  
Keasha Haythe  
Sen. Cheryl Kagan  
Ammanuel Moore  
David Rodich  
Marcus Stephens  
Del. Kris Valderrama

**Staff members on call:**

Allison Mayer  
Sherri Diehl  
Liz Fitzsimmons  
Lutisha Williams

### **MEETING COMMENCEMENT**

The conference call meeting began at 2:13 p.m. upon establishment of a quorum.

#### **I. Call to Order/Roll Call**

The meeting was called to order by Ms. Allison Mayer to discuss the 2018 media plan.

#### **II. 2018 Media Plan**

Ms. Mayer thanked everyone who was able to join the conference call and shared with the group that the one item on the agenda was the 2018 Media Plan. She reminded the Board that HZ provided at the December 8, 2017 meeting a general overview of the paid media plan for 2018,

both in-state and out-of-state. Ms. Mayer referred to a document distributed to the Board providing a breakdown of placements and allocations for the next 12 months, totaling \$1.65M and thus requiring the Board's approval to proceed.

Ms. Mayer asked for any questions or clarifications related to the media plan. Mr. Sadowski moved to approve the media plan, with Mr. Nolan seconding the motion. The motion passed unanimously.

Conference call meeting adjourned at 2:17 p.m.

**III. Next Board Meeting: February 16, 2018 at 2:00 p.m. in Annapolis**

## **APPENDIX D**

### **Maryland Marketing Partnership Meeting Minutes February 16, 2018**

#### **Board Members in Attendance:**

Chairman Mike Gill  
Henry Fawell  
Keasha Haythe  
Capt. Eric Nielsen  
Leonard Raley  
David Rodich  
Tom Sadowski  
Marcus Stephens  
Angela Sweeney  
Aaron Tomarchio

#### **Members Attending by Phone:**

Josh Martin  
Laura Van Eperen

#### **Board Members Absent:**

Julie Garner  
Paul Nolan  
Ammanuel Moore  
Sen. Cheryl Kagan  
Del. Kris Valderrama

#### **Staff Members in Attendance:**

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

#### **MEETING COMMENCEMENT**

The meeting began at 2:00 p.m. in the Governor's Reception Room - 100 State Circle, 2nd Floor  
- Baltimore, MD 21401

#### **I. Call to Order**

Chairman Mike Gill called the meeting to order at 2:07 p.m. He turned the meeting over to Ms. Mayer to proceed with the agenda.

## **II. Welcome Remarks - Lt. Governor Boyd Rutherford**

Lt. Governor Rutherford welcomed the Board to Annapolis and described the mission of the Hogan Administration was to put the state on a new track and rebuild the reputation of Maryland for business. He mentioned that the state has gained 110,000 jobs, but there is still more to do to sell Maryland.

Chairman Gill asked everyone to introduce themselves to the Lt. Governor Rutherford, and a group photo was taken.

## **III. Approval of Minutes of December 8, 2017 and January 25, 2018:**

Chairman Gill asked for a motion to approve the minutes. Mr. Raley moved to approve the minutes, with Ms. Haythe providing a second, with the minutes unanimously approved as submitted.

## **IV. Tourism Day Recap**

Ms. Fitzsimmons provided a recap of Tourism Day and shared with the Board that Commerce's Division of Tourism, Film and the Arts now has a new Executive Director of the Maryland State Arts Council (MSAC), Mr. Ken Skrzysz. Ms. Fitzsimmons expressed that it's a new day at the MSAC in terms of collaboration and partnership. As it relates to Tourism and Film, Ms. Fitzsimmons shared that Light City is planned in April as well as the continued filming of the House of Cards in Maryland. As part of the highlights mentioned during Tourism Day, Governor Hogan budgeted an additional \$1 million toward tourism marketing.

## **V. Advertising Campaign and Open Website Launch**

Ms. Mayer noted that the spring 2018 media plan was discussed at length during the January special meeting, and no significant changes had been made since that time. Placements would start to appear in March. The Partnership staff is hosting a webinar for all of the Marketing Partners so that they can get a comprehensive update on the advertising campaign and preview upcoming ad creative and tactics. Ms. Mayer turned to Ms. Diehl to update the Board on the new website designed for [open.maryland.gov](http://open.maryland.gov).

Ms. Diehl walked the Board through the different pages of the new website, emphasizing the storytelling aspects and presentation of facts and statistics about Maryland. She communicated that the call to action is to lead the user to either fill out a form or to interface with the right team member on the Commerce sales staff. The website will be linked to other sites for information regarding workforce development and education with a nice storytelling format. Chairman Gill applauded the website and expressed how rich it is with good information.

Mr. Stephens inquired about the tracking on the back end of the website. Ms. Diehl stated that Google Analytics is utilized for tracking, and that everything on the site is mobile-friendly. Ms. O'Keefe asked if the site selector audience had a chance to take a look at the site to offer any feedback. Ms. Mayer expressed that the site was built as a gateway to build awareness of Maryland for business and then refer them to key staff as well as where to find key information in the site selection process. She reflected back the brand personality of Open for Business being Confident, Concise and Informative.

Mr. Tomarchio asked if the key industries could also include Logistics and Distribution? Ms. Diehl responded that the plan was to add this as a key industry on the site.

## **VI. Administrative Matters**

### **a. Financial and Fundraising**

Mr. Raley reported that, in terms of revenue, there were no sweeping changes from the last meeting other than the Partnership continues to receive contributions from the partners at revenue totaling \$4.6 million. On the expense side, the 2018 Governor Business Summit with the first deposit to the Marriott Waterfront – Harbor East. In regard to Media Plan, \$1.65 million spent in 2018 as well as more expenses relating to more upcoming media buys. Expenses to-date total \$1.55 million – leaving a balance of \$3,089,000 for the “Open for Business” campaign as well as various marketing activities in 2018.

Chairman Gill and Ms. Mayer mention that effective July 1st, the Governor’s budget will allocate \$1 million.

Ms. O'Keefe outlined the partners who recently committed to join as partners: J.J. Haines, Howard Bank, Kaiser Permanente, Perdue, MedStar, University of Maryland Medical Systems and W.R. Grace. Ms. Mayer commended Carolyn on her efforts to gain partners.

### **b. Financial Review**

Ms. Mayer presented an item for consideration to enlist a third party accountant to review the Partnership’s financial procedures.

### **c. Elected Officers - Call for Nominations**

Ms. Mayer asked that the Board consider thoughts of nominating new officers at the May meeting to install a slate. Mr. Raley suggested rotation of nominees. Mr. Stephens agreed to select a nominating committee to electing new officers for the New Year.

Ms. Mayer mentioned the current slate of officers, which are: Chairman Mike Gill, Tom Sadowski, Keasha Haythe, and Leonard Raley. Chairman Gill nominated Ammanuel Moore to be on the nominating committee. Ms. Angela Sweeney and Henry Fawell volunteered to serve as well. Ms. Haythe move to nominate members of the committee and Tom Sadowski seconded.

#### **d. Inter-Agency Agreement with Commerce**

Ms. Mayer addressed the Board regarding the Inter-Agency Agreement that was established at the Board's first meeting. She expressed that this was the agreement to share staff resources and how Commerce administers the state funds on the Partnership's behalf. The agreement is slated to expire at the end of June. Ms. Mayer asked the Board if there was any desire to discuss whether to extend, modify or eliminate the Agreement. Board members concurred that the relationship was working well and that continuing in the inter-agency agreement made sense. Counsel to the Partnership, Mr. Chen, provided legal advice to the Board regarding the Interagency Agreement.

Mr. Sadowski moved to approve to extend the date of the agreement for two years and Ms. Sweeney seconded the motion, which was unanimously approved.

#### **VII. Governor's Business Summit**

Ms. Mayer presented results of a survey that was conducted after the 2017 Governor Business Summit to gauge attendees' thoughts on the program, venue and what ideas may be incorporated in future events.

In terms of the agenda, many attendees requested additional networking time, so organizers would build in additional time between sessions for networking. In terms of potential speakers and topics, Kevin Plank of Under Armour was mentioned several times in the survey. Additional speaker ideas discussed were Jamie Dimon of JP Morgan, Margaret Anadu of Goldman Sachs, Gary Kelly of Southwest Airlines, and others. Potential topics discussed included autonomous vehicles, global economy, noteworthy authors, technology and startups, as well as workforce development.

#### **VIII. Good of the Order**

**IX. 2018 Meeting Dates:** Future meeting dates are planned for May 11, September 14, and December 14

#### **X. Adjournment**

The meeting adjourned at 3:46 p.m.

APPENDIX E



Maryland Marketing Partnership Finance Report  
As of 9/14/2018

REVENUE	AMOUNT REC'D
State Appropriations	\$3,055,000.00
Partner Revenue ( <i>Rec'd-to-date</i> )	\$2,275,666.67
Special Revenue ( <i>Fleet Week</i> )	\$147,205.00
2017 Governor's Business Summit ( <i>i.e., donations/ticket sales</i> )	\$65,884.00
<b>TOTAL REVENUE (TO-DATE)</b>	<b>\$5,543,755.67</b>

*Not yet accessed: \$1,000,000 FY'19 Appropriation*

EXPENSES	AMOUNT PAID
Consulting Services & Reimbursements	\$190,541.35
2017 Governor's Business Summit & VIP Reception	\$283,735.25
*2018 Governor's Summit	\$68,837.50
HZ: Planning, Creative, Media, Ad Placements, etc.	\$1,361,451.75
Mammoth Creative Studio (ad campaign design)	\$10,500.00
Vibrant Image (campaign imagery)	\$5,000.00
Google AdWords	\$83,000.00
Facebook Ads	\$46,730.31
<b>Special Events:</b>	
Senior Players PGA	\$110,000.00
Military Bowl	\$25,000.00
IAMC Richmond	\$6,668.10
Pride of Baltimore II Event	\$3,526.17
UK Midlands Delegation Dinner	\$802.54
MD Bio 2018 Pavillion	\$127,382.36
Merriweather Event	\$5,734.00
Special Advertising ( <i>Fleet Week - 2016</i> )	\$140,590.00

Promotional	\$7,397.30
Miscellaneous	\$64.50
<b>TOTAL EXPENSES (To-Date)</b>	<b>\$2,476,961.13</b>
<b>BALANCE</b>	<b>\$3,066,794.54</b>

*\*Governor's 2018 Business Summit has been postponed for a future date (TBD).*

## APPENDIX J

### Maryland Marketing Partners, as of September 14, 2018

Alban CAT  
BGE  
The Bozzuto Group  
Brown Advisory  
Cisco Systems, Inc.  
Clark Construction  
CyberCore Technologies  
Donohoe  
Ellin & Tucker  
Erickson Living  
H&S Bakery  
H&S Properties Development Corporation  
Harkins Builders, Inc.  
Howard Bank  
Howard Hughes Corporation  
JJ Haines Co.  
Kaiser Permanente  
KELLY & Associates  
Legg Mason  
M&T Bank  
Maryland Economic Development Corporation (MEDCO)  
McCormick & Company  
MedStar Health  
Merritt Companies  
Miles & Stockbridge  
PNC Bank  
Perdue Farms  
Peterson Companies  
Royal Farms  
St. John Properties  
T. Rowe Price  
The University of Maryland Medical System  
Tradepoint Atlantic  
Transamerica  
W.R. Grace and Company  
Weller Development  
Wexford Science & Technology  
Whiting-Turner