



# Visionaries belong here.

Maryland Public-Private  
Partnership Marketing  
Corporation

FY 2020  
ANNUAL  
REPORT

As required by Economic Development Article Section 10-912  
Respectfully submitted to the Maryland General Assembly

**NOVEMBER 2020** | Tom Riford, Executive Director

Larry Hogan, Governor | Boyd Rutherford, Lt. Governor



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**Letter from the Executive Director  
Tom Riford**

I'm pleased to present the Maryland Marketing Partnership's Fiscal Year 2020 Annual Report. This report includes a look at the financial and administrative records of the public-private organization. The Maryland Marketing Partnership (MMP) helps promote Maryland as a place to locate a business, and to grow a business. Much has happened during the time period of July 1, 2019 through June 30, 2020. This has been a challenging period for Maryland businesses, and the MMP.

During the last half of calendar year 2019, the MMP continued to focus on marketing Maryland as a great place for businesses to locate and grow. The MMP played a very significant part in helping to attract new companies to our state. The MMP helped support Governor Hogan's vision of a Maryland that is truly "Open For Business." One of the highlights certainly included the 2nd Governor's Business Summit, held on September 20, 2019.

Then, when COVID-19 began to impact the economy and businesses in early 2020, the MMP slowed, paused, and began new marketing efforts. With the global pandemic in the second half of the FY2020, the world became a very different place. The MMP shifted from focusing on promoting the growth of Maryland companies and attracting new investment to our state, to helping to maintain and sustain Maryland businesses. There were successes, as several new marketing initiatives were launched during FY 2020. There were also several public relations efforts undertaken, to both promote Maryland beyond its borders, and to help promote Maryland businesses, in addition to paid marketing efforts.

While the Maryland Department of Commerce launched new COVID-19 emergency relief programs for businesses, the MMP helped promote available assistance, and also helped illuminate Maryland's positives.

The mission of the Maryland Marketing Partnership has remained as focused as ever, as the world has changed. This report will show innovations in marketing, and perseverance in communications efforts.

Sincerely,

A handwritten signature in blue ink that reads "Thomas B. Riford". The signature is written in a cursive, flowing style.

Tom Riford  
Executive Director



## OVERVIEW

### **Maryland Marketing Partnership**

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 purpose 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, representing State government and private industry. Members include: the Secretary of Commerce, designees from the Maryland Senate and Maryland House of Delegates, and businesses, non-profits, marketing, advertising, labor, public relations, communications and economic development representatives. There are currently four (4) vacant positions, in which suggested replacements are being vetted through the Governor's Appointment Office.

## MEMBERSHIP

### Maryland Marketing Partnership Board Members

The Board's membership is comprised of:

- Aaron Tomarchio, Vice President of Corporate Affairs, Tradepoint Atlantic
- Angela Sweeney, Vice President and Chief Marketing Officer, Peterson Companies
- Senator Cheryl Kagan (*non-voting*)
- Captain Eric Nielsen, President, Association of Maryland Pilots
- Henry Fawell, Founder and President, Campfire Communications
- Julian Boykin, Founder, Acquisition Consulting Experts, LLC
- Justin Meighan, Representative & Assistant Regional Manager, LIUNA International
- Karen Cherry, Vice President, Office of Leasing, The Howard Hughes Corporation
- Kelly Schulz, Secretary, Maryland Department of Commerce
- Delegate Kris Valderrama (*non-voting*)
- Laura Van Eperen, CEO, Van Eperen
- Leonard Raley, President and CEO, University System of Maryland Foundation
- Stuart Page, Manager, Economic Development, Baltimore Gas & Electric Co.
- Tom Sadowski, Vice Chancellor for Economic Development, University System of MD

Board Members voted unanimously at the December 5, 2019 meeting to elect Ms. Karen Cherry as the new Chair of the Maryland Marketing Partnership Board (MMP).

# STRATEGY

## **FY2020 Activities and Meetings**

The Board of Directors (Board) met numerous times in FY2020: August 29, 2019 at the World Trade Center in Baltimore; December 5, 2019 at Sagamore Pendry in Baltimore; April 20, 2020 Via Conference Call and also held an MMP Town Hall Meeting with Secretary Schulz, Via Conference Call on April 13, 2020. Additionally, the MMP hosted the very successful, and SOLD OUT Governor's Business Summit on September 20, 2019. Also, the MMP hosted a Governor's Reception for all MMP members on November 13, 2019.

## **OPEN FOR BUSINESS CAMPAIGN FY 2020**

### **FY2020 Marketing Metrics:**

Advertising impressions: 142+ million

Website visitors: 1,352,400

For every marketing dollar spent, the private sector partners contributed \$0.57

Social networking audience size: 45,502

- Facebook - 11,486
- LinkedIn - 7,697
- Twitter - 26,319

Note: Number of website visitors - 1,352,400 - much higher than usual due to the influx in COVID/Back to Business content and attention.

### **Advertising Open for Business**

The Maryland Marketing Partnership along with the Commerce Marketing Team oversees the Open for Business advertising campaign. In FY 2020, the media plan included a mix of digital, print, and outdoor placements targeted to high tech business decision-makers in key metro areas across the U.S. Online digital advertisements specifically appeared in selected cities, aimed at important industries. Key national print publications such as The Wall Street Journal, Site Selection, Area Development, Wired, Fast Company, and Inc. magazines also included Maryland advertising. On

March 13, when the Governor announced the executive order to stay at home, digital placements were paused. Digital ad placements resumed on April 30. Print placements continued throughout the spring. Promotional efforts were reprioritized on in-state businesses and helping them identify available resources, particularly grants and loans. For additional information, visit [Open.Maryland.gov](http://Open.Maryland.gov).

### **Governor's Business Summit**

The Governor's Business Summit, overseen by the MMP, was held at the Baltimore Waterfront Marriott in September 2019. The event attracted more than 500 attendees and focused on attracting and retaining good workers. BGE's then-CEO Calvin Butler presented on how he builds strong teams and luncheon keynote, Angie Lienert, gave remarks on how she created a company that has been recognized by Inc. Magazine as a Best Place to Work. Attendees chose between panels about successful apprenticeship programs and human resource best practices. The day closed with a great conversation about the future of our state's workforce as Maryland economist Anirban Basu discussed what future workers are looking for with SparkVision CEO Mary Beth Hyland and UMBC President Freeman Hrabowski.

# FINANCE

## Financial Highlights

As of September 30, 2020, the Partnership has received \$5,455,000 in funding from the State since inception (including Commerce grants). Private partner contributions collected *to-date* total \$4,212,334. State and private sector funding, plus \$262,325 in special revenue (i.e., sponsorships/ticket sales from the 2017 and 2019 Governor's Business Summit) total \$10,969,659.09. Expenses *to-date* total \$6,350,619.68. The financial report is attached as Appendix E.

Fundraising efforts from **August 2016** through **September 2020** resulted in \$4,212,334 in total commitments from private-sector partners over a five-year period, with \$971,334 committed in fiscal year 2020. A list of Maryland Marketing Partners is attached as Appendix F.

## APPENDIX A



## BOARD OF DIRECTORS MEETING MINUTES

August 29, 2019

### **Board Members in Attendance**

Secretary Kelly Schulz  
Ammanuel Moore  
Sen. Cheryl Kagan  
Justin Meighan  
Tom Sadowski

### **Board Members via Phone**

Angela Sweeney  
Josh Martin  
Leonard Raley

### **Board Members Absent**

Aaron Tomarchio  
Capt. Eric Nielsen  
Henry Fawell  
Kesha Haythe  
Del. Kris Valderrama  
Laura Van Eperen  
Paul Nolan

### **MMP Staff**

Tom Riford

### **Commerce Staff**

Carolyn Hammock  
Liz Fitzsimmons  
Lutisha Williams  
Sherri Diehl

### **Office of the Attorney General**

Bill Chen

### **Guests in attendance:**

Barbara Gassaway (The Research Group)  
Debbie Norris (HZ)  
Mark Shugoll (HZ)  
Ron Thompson (HZ)

## **Meeting Commencement**

The meeting began at 1:00 p.m. at the Maryland Department of Commerce, located at the World Trade Center, 401 E. Pratt Street, 17<sup>th</sup> Floor Conference Room - Baltimore, MD 21202

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

Secretary Kelly Schulz called the meeting to order at 1:00 p.m. Secretary Schulz then asked everyone to introduce themselves. In her brief remarks, she advised the Board what to expect from the reports that will be shared in terms of new and different ways to open up and expand the Maryland Public-Private Partnership to other entities.

### **II. Administrative Action Items:**

#### **a. Approval of Minutes of May 16th Meeting**

No quorum to vote or approve minutes

#### **b. Review Job Description for MMP Manager of Corporate Partnerships**

The meeting was turned over to Executive Director Tom Riford who directed the Board to review and provide input on the job description for the current position of the MMP Manager of Corporate Partnerships. He expressed that the Partnership will be looking for someone as a “Contracted Consultant” to fill the position as a Maryland Marketing Partnership employee. Mr. Riford solicited the Board for any recommendations of anyone who would be interested in the position. He informed the Board that no interviews have been scheduled as of date.

Mr. Riford also mentioned that the job description will be sent to those members who are present on the phone. Mr. Justin Meighan asked about the compensation for the position and if it is commission based. Mr. Riford informed Mr. Meighan that it is set up similarly to the previous consultant’s position, which is for a one-year term. He elaborated further that the position is straight wages based on the fact that he/she is a consultant – non commission. The main purpose of the position is to introduce companies to the MMP, help to explain what it is, try to gain new partners as well as work with all of the existing partners.

### **III. Campaign Update – HZ (Research and Fall Media Preview)**

Results were provided by Mr. Mark Shugoll of HZ. Mr. Shugoll presented the Board with updates of the results of media placements. Apparently, the study has a lot of elements to it with a focus on three (3) areas, which consist of: (1) various measures and campaign metric; (2) areas for improvements; and (3) significant opportunities that are available to Maryland to attract businesses. The data was collected through an online survey from business leaders with a variety of East Coast states that compete with Maryland as a business destination. Mr. Shugoll expressed that there were 301 persons who participated in the survey with a 50/50 split inside of Maryland and outside of it. The 39% of businesses who participated in the survey were smaller businesses who had 100 employees; 28% had 50 or more employees. So, therefore the survey covered both small and large businesses with great performance.

Ms. Debbie Norris from HZ mentioned that the fall campaign will kick off on September 9, 2019 which includes various channels. For instance, standard banner advertising that's targeted through geography, job titles, business owners, etc. associated with CyberSecurity, Biohealth and a general business category. Also, doing in-stream video and Smart Brief Newsletters for industry specific newsletters, such as: TIA or BioHealth News. Print publications in the Wall Street Journal reports things that are very specific to cyber or Biohealth. Continuing to advertise at the M&T Bank Stadium with an LAD read, in which there is a lot of good engagement after a home game and with the site on Monday. This fall, podcasts will be added with the business community by looking at marketplace and then marketplace tech. Ms. Norris indicated that the ad agency is also looking at Geofencing digitally, in which an area will be picked to serve a mobile ad to anyone who comes into that area and a mobile billboard. Geofencing will be expanding this fall to college campuses for the workforce message. A list of colleges has been selected based on cyber degrees, in-state, and out-of-state that will start in late September.

It is suggested that all of the schools in the state be added to the Geofencing. In-state schools to add to the list are: Bowie State University, Frostburg, University of Maryland Salisbury, etc. Mr. Leonard Raley and Mr. Tom Sadowski both expressed that the schools be added to the list as the University of Maryland Systems move forward with this initiative. Mr. Riford asked that Penn State University be added to the list of schools as well. It was recommended by the board to add all the university systems.

#### **IV. Financial and Fundraising Updates**

As a financial update, according to Mr. Raley's reporting, in FY2019, the Board received \$1.36M from the partners with \$44K still to collect from the years 2017 and 2018. Cisco Systems is due for \$34,000 and CyberCore Technologies at \$10K. As of FY2020, we received a \$1M state appropriation in July 2019. On the expense side, the total expenses for FY2019 were \$1.92M reflecting expenses for media placements, research, web development and the Business Summit. Currently, there is a balance of \$2.75M and the total sums balance less than any open purchase orders. Fiscal projections include about \$1.8M in media placements taking place in the Fall of 2019 and Spring of 2020 and any remaining Business Summit expenses.

In regard to fundraising updates, Mr. Riford mentioned that the University of Maryland Systems is very interested as well as two other companies of significance who have not committed. He mentioned a small business (Emergent Companies) who expressed interest in being a corporate sponsor. The Emergent Companies would like to invest at \$5K level. Mr. Riford suggested to the Board possibly a "New Entrepreneurial Level" proposal for small companies who want to participate at a \$15K level over three years.

#### **V. Governor's Business Summit Update (9/20/2019)**

Ms. Sherri Diehl provided updates on the Business Summit. She mentioned that Governor Hogan will open up the Summit; Secretary Schulz will be the Mistress of Ceremony and Calvin Butler of BGE will be the Keynote Speaker. Anticipated attendance is 500 persons. Sen. Cheryl Kagan requested that a hashtag be visible in order to Tweet or Facebook.

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

Every year the Maryland Marketing Partnership enters into an Inter-Agency Agreement (IAA) with the Maryland Department of Commerce, in which the Board has to vote. Also, the Tourism Summit is coming up November 6-8, 2019 in Allegany County.

#### **VII. UPDATED: 2019 Meeting Dates: December 5, 2019**

#### **VIII. Adjournment:**

The business meeting adjourned at 2:44 p.m.

## APPENDIX B



## BOARD OF DIRECTORS MEETING MINUTES

December 5, 2019

### **Members Present**

Secretary Kelly Schulz  
Aaron Tomarchio  
Ammanuel Moore  
Angela Sweeney  
Sen. Cheryl Kagan  
Henry Fawell  
Justin Meighan  
Karen Cherry  
Keasha Haythe  
Tom Sadowski

### **Members Absent**

Capt. Eric Nielsen  
Laura Van Eperen  
Leonard Raley  
Paul Nolan

### **MMP Staff**

Tom Riford

### **Commerce Staff**

Carolyn Hammock  
Liz Fitzsimmons  
Lutisha Williams  
Sherri Diehl

### **Office of the Attorney General**

Bill Chen

### **Guests in attendance**

Debbie Norris (HZ)  
Maria Kimball (HZ)  
Melissa Rudder (HZ)  
Nicole Tapiero (HZ)  
Ron Thompson (HZ)

## **Meeting Commencement**

The meeting was called to order at 1:30 p.m. at Sagamore Pendry Baltimore, 1715 Thames Street – 3<sup>rd</sup> Floor Baltimore, MD. Quorum was established.

### **I. Lunch**

Year-end lunch was provided for Board Members.

### **II. Call to Order and Welcome**

Secretary Kelly Schulz called the meeting to order with a brief introduction of the Board's new member, Karen Cherry of Howard Hughes Corporation in Columbia, MD. She shared that Ms. Cherry was appointed and took her oath several weeks ago. In her brief introduction, she expressed that Ms. Cherry has been involved in economic development her whole career and would like to welcome her to the Board. Secretary Schulz also acknowledged Mr. Ammanuel Moore of BGE who is stepping down due to his new role with BGE. Mr. Moore was grateful for the opportunity to have been a part of the MMP Board and its momentum to brand Maryland as a place to do business.

Secretary Schulz also recognized Robert Scherr as the new Manager of Corporate Partnerships for MMP. She acknowledged that Mr. Scherr is a former professional lacrosse player from Baltimore. Secretary Schulz continued by giving the Board an overview of what Commerce has been doing for the last several months. She mentioned that the "Commerce Collaboration Tour" is completed with all 23 counties enabling discussions about economic development plans across the state.

She mentioned the upcoming legislative session, with the intention to engage the Maryland General Assembly about the importance of economic development growth and the programs that help the people. Her axiom is "Prosperity with a Purpose," which is geared to provide benefits for families in order to give back to the community. The number one priority for Commerce is to be competitive with other states. Secretary Schulz then turned the meeting over to Executive Director, Mr. Tom Riford. Mr. Riford asked current Board members to introduce themselves to the new members.

### **III. Administrative Items**

#### **a. Approval of Annual Report**

After introductions, Mr. Riford asked the Board to turn their attention to the 2019 Maryland Marketing Partnership (MMP) Annual Report and asked for the Board's approval. Secretary Schulz asked for a motion to approve the Annual Report with conditions. Ms. Angela Sweeney moved to approve and Mr. Tom Sadowski seconded the motion. No oppositions.

#### **b. Approval of Minutes of August 29<sup>th</sup> Meeting**

Before approval of the Minutes, Sen. Cheryl Kagan mentioned that the word "is" was not included in the last sentence on page 5 under Section VI. She also asked for clarity of the name "Emergent Companies" on page 4, Section IV, which was Emergent BIO Solutions. Mr. Riford responded with clarity that "Emergent Companies" would be the parent company. Secretary Schulz asked for a motion to approve the minutes. Ms. Angela Sweeney moved to approve and Ms. Keasha Haythe second. No opposition.

#### **c. Financial Report**

Mr. Riford provided the Financial Report in Mr. Raley's absence. The financial update is as follows:

On the revenue side, the total partner contributions paid in FY 2019 was \$1,369,333. We have \$10,000 outstanding from FY2018 from CyberCore Technologies. Follow-up is still in progress. In regard to FY2020, \$1 million of state appropriation was accessed in July 2019. On the expense side, to date, the total amount of expenses for FY2020 is \$972,827.83. This amount reflects expenses for the media placements, research, web development, Business Summit and reception. Revenue that offset the expenses were approximately \$49,236.09. Currently, there is a balance of \$3,101,739.57. Remaining expenses for FY202 include approximately \$900,000 of the \$1.8 million in the Media Plan through June 2020.

Secretary Schulz asked for a motion to approve the Financial Report. Ms. Cherry moved to approve the financial report. Mr. Henry Fawell second. No opposition.

**d. Board Members Terms**

Mr. Riford announced to the Board that Mr. Joshua Martin of Volvo has resigned. Being that representation from the manufacturing industry is important, the Board, upon approval of the Governor's Office will seek a replacement. Mr. Riford mentioned the three Board members who will extend their terms. They are: Mr. Tom Sadowski, Ms. Keasha Haythe and Ms. Laura Van Eperen.

**e. Board Chair Nomination/Vote**

In follow-up to Secretary Schulz stepping down as Chair of the Board in May 2019, Mr. Riford asked for a nomination. Mr. Sadowski nominated Ms. Karen Cherry as the new Chair of the MMP Board. Secretary Schulz then asked if there is anyone else who would like to be considered for the Chair position. No response. Secretary Schulz asked for a motion to nominate Ms. Cherry as Chair. Mr. Moore approved the motion to nominate Ms. Cherry as Chair and Ms. Sweeney second. No oppositions. Secretary Schulz then turned the meeting over to the new Chair, Ms. Karen Cherry.

Ms. Cherry expressed to the Board that this is an important organization and asked the Board to allow her a little bit of a learning curve as board member and as Chair.

**IV. Discussion Topics**

**a. Activity Update**

Mr. Riford announced that officially today, we have an executed agreement from the University System of Maryland (UMMS) with a \$150,000 commitment (\$50k/year over a three year period (2020-2022)). Mr. Sadowski expressed excitement to be a part of what the State, in conjunction with the MMP is doing. Many thanks to the UMMS.

Mr. Riford acknowledges Mr. Bill Chen from the Attorney General's Office and what Commerce will do for the MMP. Mr. Chen informs the Board of the new Inter-Agency Agreement (IAA) between the Maryland Department of Commerce and the Maryland Marketing Partnership for the period of 2019-2021. Inter-Agency Agreement has been signed and executed as of November 25, 2019.

**b. Governor’s Business Summit Re-Cap**

Mr. Riford indicated that the Business Summit was a great success. He noted that surveys were received and reviews were positive. He continued stating that the Governor’s Business Summit is one of the deliverables for the partners as well as education and networking opportunities. Being that the Summit is an expensive thing to do – should that money be best used promoting Maryland through the marketing campaign or the Summit again? Mr. Riford mentioned to the board that the cost of the Summit was \$216,884.42 with revenue of \$49K. Mr. Riford deferred to the Chair if there could be a discussion on the Business Summit and what are the expectations.

Mr. Sadowski suggested an “Open for Business Day in Annapolis” or something sponsored by the Partnership and members of the Board. Not only the elements of the campaign, but the assets we’re trying to leverage. Secretary Schulz suggested the Summit reflects the businesses as a marketing effort. Mr. Moore stated there were some non-profit organizations who BGE partners with to come out and be a part of the Summit. He expressed that as a partner, they loved the great exposure that the Summit provided. He asked if the Board would consider a “Speaker Series” of topic and speaker as opposed to doing another Business Summit where the focus is industry sectors. Mr. Aaron Tomarchio agreed to the “Speaker Series” as well to include geographic areas of the State.

Secretary Schulz asked if the Partnership is able to work in sponsorship and collaboration with the existing organizations that may be having a Cyber event, for instance. In response, Mr. Chen expressed that the Partnership much like Commerce, does get \$50K to sponsor an event that falls within the purpose and goals of the Partnership, it would be allowed. Ms. Cherry suggested collaborating with other entities, i.e., EAGB, CAMI, etc. providing marketing information about the State in order to target these industries.

Legally, according to Mr. Chen, the statute gives the Partnership wide latitude how to spend the funds for its general purposes and goals. Mr. Tomarchio suggested breaking it out into industry sectors (core industries), and as we look at partnering (forums, etc.) in terms of promotion and marketing. How to drive a message and get participation! Secretary Schulz suggested the Board put together an advisory council to look at opportunities.

Ms. Sweeney suggested that the new consultant speak with the existing partners and any future partners to get their buy-in on this transition. Mr. Riford chimed in on the consensus of the group to spend the money in the most cost effective way. Suggestions for moving forward are:

- Speaker Series
- VIP Reception
- Partners/Governor
- Board Sub-Group to work with Rob Scherr
- Advisory Committee
- Geographic/Regional

Ms. Sherri Diehl stated that if the mission is to attract businesses to the State of Maryland is the answer to have “in-state” events? Should the Board be looking for sponsorships that are out of State where we’re trying to get our message outside of the border to attract business? Mr. Sadowski expressed that there needs to be a balance as it relates to retention and attraction. Ms. Diehl expressed that the primary mission is attraction. Ms. Cherry mentioned that the conversation started with the Business Summit, which is a benefit to the partners. Ms. Diehl added that the visibility is the benefit to the partners and not the event (Summit) itself. She expressed that some partners felt that the Summit didn’t benefit them. She communicated that the consideration should be that the event isn’t for the partners, it’s for the businesses across the State of Maryland. The partners, however, are buying into the concept.

Ms. Diehl shared with the Board that most of the contributing partners' terms will expire in 2019 and most of them who have that list of deliverables to re-establish must develop a new list of deliverables. Suggestion is to create supplements in publications, *i.e.*, Forbes and Fortune. Thereby giving this as a deliverable for the partners and potential partners, which will provide added value than that of the Business Summit. Statistically, there are approximately 6 million readers who subscribe to Forbes thus being more impactful.

Ms. Cherry followed-up on the suggestion of an advisory board and asked for any volunteers for it. Volunteers consist of:

- Tom Sadowski
- Aaron Tomarchio
- Tom Riford

Mr. Riford moved to create a small advisory board to go through the ideas as discussed regarding the best use of the MMP marketing options. Secretary Schulz makes that motion to approve. Ms. Sweeney second. No opposition.

### **c. Open for Business Ad Campaign**

Ron Thompson of HZ gave a snapshot on the origin for “Open for Business” (2017) to build awareness and focus on industries, i.e., IT, cyber, bio, defense, agri-business, etc. A website was created to house all the information as well as the creation of a Commerce culture book. Debbie Norris of HZ elaborated that the campaign kicked-off in the fall of 2017. It was in-state only, because the strategy was to get the support of the businesses within the State and then go out-of-state. What was used was an integrated media mix of awareness and engagement tactics, which included digital billboards, and BWI signage, display banners, and social media. Campaign strategy continued in 2018. Targeted mobile billboards were added. This was when the campaign reached out-of-state according to Ms. Norris with a focus on key markets.

Visually, 2019 down-graded the “Open for Business” to focus more on the stats to being a little more informative. In 2019 the key takeaways were to expand the workforce message to include the college audience. New tactics were added such as Pandora. For 2020 the new opportunity to get the message out is a truck wrap with 12-months coverage; strong in the Northeast and Mid-Atlantic corridor. It was indicated that the challenges are difficult to determine the impressions and the coverage is broad. Another challenge is the difficulty in specifying industry and audience with this opportunity. It is a large single dollar investment at 8% of the total budget, 5 trucks would be \$100,000.

Sen. Kagan opposed the proposal of trucking advertisement. From a value perspective, Ms. Sweeney and Ms. Haythe didn't feel that it moves the MMP forward. They both expressed

that it needs to be more targeted in our efforts. Mr. Sadowski was against the idea as well. The consensus of the group is that trucking advertisement is not the best use of the Partnership's money.

Another opportunity that HZ presented was a Maryland insert in a national publication to a dedicated Maryland section. Publication would write it with the state's assistance to highlight businesses. On average a company could get a full-page ad for approximately \$30K. MMP would get additional inserts to be used for business development. Secretary Schulz asked if there is a way to off-set the businesses cost if the businesses are members of the Partnership. Ms. Norris stated yes, it would receive a discount on ad placement. Options are ½ to full page ads. Forbes being the number one read by our target audience per Ms. Diehl, this opportunity requires at least four months to pull together. MMP would need to start in January, in order to make the fall supplement.

Secretary Schulz expressed that this is something that the Governor would say yes to, because he is around the country all the time and he sees the advertisement in different magazines. She added that this is a big splash with a big audience that will benefit Maryland.

Sen. Kagan shared that she is a nationally ranked scrabble player. At her first National Scrabble championships in Reno this summer, she approached the organizers as to where it is going to be next year (2020). She recommended that the championship for 2020 be held in Maryland. She reached out to the CEO of Montgomery County Convention and Visitors Bureau and Mr. Al Hutchinson, the CEO of Visit Baltimore and asked if they could draft a letter of interest to the North American Scrabble Players Association (NASPA) to hold the 2020 championship in Maryland. After several site visits to look at space, the NASPA will be in Baltimore. Located at the Radisson Plaza.

## **V. Adjournment**

The business meeting adjourned at 3:13 p.m. The next meeting is scheduled for April 20, 2020.

## APPENDIX C



### BOARD OF DIRECTORS MEETING MINUTES

April 20, 2020 | 12:30 p.m.

**\*VIA CONFERENCE CALL\***

Toll Free: 1-470-241-5156  
Conference Code: 929 313 073#

#### **Members Present**

Karen Cherry, Chair  
Secretary Kelly Schulz  
Aaron Tomarchio  
Angela Sweeney  
Sen. Cheryl Kagan  
Capt. Eric Nielsen  
Justin Meighan  
Laura Van Eperen  
Leonard Raley  
Stuart Page  
Tom Sadowski

#### **Members Absent**

Henry Fawell  
Keasha Haythe  
Paul Nolan

#### **MMP Staff**

Tom Riford  
Robert Scherr

#### **Commerce Staff**

Carolyn Hammock  
Lutisha Williams  
Sherri Diehl  
Carolyn Hammock  
Lutisha Williams

#### **Office of Attorney General**

Bill Chen

## **I. Call to Order**

Meeting was called to order by Chair Karen Cherry at 12:30p.m. Quorum was established.

## **II. Administrative Items**

### **a. Approval of Minutes of December 5, 2019**

Chair Karen Cherry asked for a motion to approve Minutes from December 5, 2019. Mr. Tom Sadowski moved to approve the Minutes. Ms. Laura Van Eperen second. No opposition.

### **b. Financial Report**

The financial update presented by Mr. Leonard Raley for the period ending on March 31, 2020, are as follows:

On the revenue side, the total partner contributions paid in FY 2020 is \$257,000 with a current balance of \$3,403,625. On the expense side, the amount paid in FY 2020 is \$1,231,622.66 – this reflects expenses for media placements, research, web development, the Business Summit (September, 2019) and VIP reception. Remaining expenses for FY 2020 include approximately \$900,000 of the \$1.8 million in the Media Plan through June 2020.

Immediately following the Financial Report, Chair Karen Cherry asked for comments from Executive Director Tom Riford. Mr. Riford mentioned that the MMP cocktail reception that was scheduled for March 31, 2020 at the National Aquarium due to the COVID-19 health crisis – has been postponed. Plans to reschedule are forthcoming. He also expressed to the Board that the marketing efforts continue; the team is continuing design, planning and strategy. He also expressed that Corporate Partnership Manager Rob Scherr continues outreach efforts; financials of the organization are being monitored closely; and currently investigating possible public relations companies.

### **c. Partnership / Contract Updates**

Corporate Partnership Manager Rob Scherr provided the following updates: (1) ongoing communication with every partner with the exception of two; (2) partners would like to see

greater promotion of themselves as a “Partner” and their association with the MMP; and (3) partners want to see how their money is being used.

Contract Renewals/Updates for FY2020 are as follows:

- MEDCO - \$150,000 (3-Year Period)

Contracts in progress (commitment w/o signed agreement) combined total of \$1,000,000 are as follows:

- Howard Hughes
- Transamerica
- Whiting-Turner

Current 2020 renewals totaling \$425,000 + \$100,000 (in-kind), those companies are:

- Clark Construction
- Donohoe Construction
- Kelly & Associates
- Peterson Companies
- Tradepoint Atlantic

Remaining 2020 renewals total \$700,000 (companies haven't confirmed) are:

- Bozzuto
- Harkins Builders
- H&S Bakery
- H&S Properties
- Legg Mason
- M&T Bank
- Merritt Properties
- Royal Farms
- T. Rowe Price
- Wexford Science & Technologies

Estimated 2020 losses total \$355,000. Those companies are:

- Alban CAT
- CyberCore Technology
- McCormick & Co.
- Miles & Stockbridge

2021 renewals total \$2,025,000. Those companies are:

- BGE
- Brown Advisory
- CISCO
- Howard Bank
- Kaiser Permanente

- MedStar
- Perdue Farms
- University of Maryland Medical Systems
- W R Grace
- Weller Development
- St. Johns Properties

2022 renewals total \$305,000. Those companies are:

- Ellin & Tucker
- Morgan Stanley
- University System of Maryland

#### **d. Innovation '20/Marketing Report**

Commerce Marketing Director Sherri Diehl presented the marketing report with the focus on working with in-state businesses. Marketing team is engaged on constituent response surrounding the COVID-19 efforts. Responding to thousands of emails after Governor Hogan announced the business loan/grant program. Ms. Diehl mentioned that her Interactive Digital Director Carolyn Hammock developed the “OneStop” program in collaboration with the IT department, in which all grant/business loans are being funneled through.

Ms. Diehl expressed that since the State of Emergency has been in effect, the ad agency, HZ has been instructed to delay media buys, and has delayed the “Open for Business” campaign. However, some print advertising has been placed, i.e., *Site Selection Magazine*, *Wired*, and *INC*. Next steps for the ad campaign: (1) hiring a public relations (PR) firm (long- term) with national attraction efforts; (2) Year of the Entrepreneur 2020 – producing the Innovation Uncovered Initiative consisting of two parts. A draft video was shared with the group.

Ms. Laura Van Eperen expressed interest in assisting with hiring a PR firm. Mr. Sadowski expressed interest in seeing a reference to the state’s universities in the Innovation 20 initiative video and in the campaign. He mentioned that prior to COVID-19, the University System was tracking about 100 new companies per year – 20% that were created based on their intellectual properties, being the perfect generator for this type of activity.

Senator Kagan asked the video be emailed to her, so she could view it. Ms. Diehl said she could, but the video could not be shared outside of the MMP, as the initiative hasn't been announced and the video is a draft.

#### **IV. Update: Secretary Kelly Schulz**

Secretary Kelly Schulz expressed gratitude to the Department of Commerce sister agencies, including the University System who offered finance officers to assist with the grant/loan program initiative. Secretary Schulz stated that at the end of last week (4/17/20), Commerce has on-boarded over 150 volunteers to assist with the workload process to get the grants and loans out to businesses.

Secretary Schulz provided an update on the manufacturing / innovation grant. Up through 4/17/20, three (3) manufacturers in the State, have been successfully awarded approximately \$230,000 in grant funds for manufacturers to start producing PPE ventilators and anything on the critical needs list. Secretary Schulz reported that there is \$5,000,000 in grant funds.

#### **V. Adjournment**

The business meeting adjourned at 1:16 p.m. The next meeting is scheduled for August 2020, exact date TBD.

APPENDIX D



**Maryland Marketing Partnership Finance**  
As of 9/30/2020

REVENUE	AMOUNT RECEIVED
State Appropriations: (FY'17, FY'18, FY'19, FY'20, FY'21)	\$5,000,000.00
Commerce Grants: (\$400K; \$655K; \$200K; \$200K)	\$1,455,000.00
Deposit: \$40K on 3/2/2017	\$40,000.00
Partner Revenue ( <i>Received-to-date</i> )	\$4,212,334.00
Special Revenue ( <i>Fleet Week</i> )	\$147,205.00
2017 Governor's Business Summit ( <i>i.e., sponsorship/ticket sales</i> )	\$65,884.00
2019 Governor's Business Summit ( <i>i.e., booth and ticket sales, etc.</i> )	\$49,236.09
<b>TOTAL REVENUE (TO-DATE)</b>	<b>\$10,969,659.09</b>
<i>\$1,000,000 FY'21 Appropriation accessed</i>	
EXPENSES	AMOUNT PAID
Special Advertising ( <i>Fleet Week - 2016</i> )	\$140,590.00
2018 CEO of the Year "Salute Sponsorship" - Ad Placement	\$10,000.00
Google Adwords/Google Advertising	\$491,946.68
HZ: Media, Creative, Planning, Ad Placements, Website, etc.	\$3,846,145.57
Non - HZ Creative Vendors	\$23,943.35
- Vibrant Image (Campaign Imagery)	
- Mammoth Creative Studio (Ad Campaign Design)	
Facebook Ads	\$144,429.28
LinkedIn Ads	\$294,098.67
2017 Governor's Business Summit & VIP Reception	\$266,934.24
*2018 Governor's Summit	\$68,837.50
2019 Governor's Business Summit & VIP Reception	\$216,884.82
Consulting Services & Reimbursements	\$292,675.93

<b>SPONSORSHIPS</b>	
- Senior Players PGA Gold Tournament	\$110,000.00
- Military Bowl (FY'17, FY'18 and FY'19) - \$25,000/year	\$75,000.00
- IAMC Richmond (FY'17, FY'18 and FY'19) - \$2,500/year	\$10,000.00
- 2019 Spring Breakfast Meeting/Business Showcase Expo (MWMCA)	\$500.00
- 2019 TEAMS Sponsorship thru MSA	\$10,000.00
- IRONMAN Maryland 2020 (Dorchester County)	\$25,000.00
- Made-In-Maryland Series (MPT)	\$35,000.00
Events/Conferences/Tradeshows	\$238,773.84
Promotional Items	\$12,676.08
Miscellaneous/Other	\$5,683.72
PR Services (Abel Communications) <i>(to-date)</i>	\$31,500.00
<b>TOTAL EXPENSES <i>(To-Date)</i></b>	<b>\$6,350,619.68</b>
<b>BALANCE</b>	<b>\$4,619,039.41</b>

*\*Governor's 2018 Business Summit postponed. Rescheduled for: September 20, 2019.*

**APPENDIX E**

**Partners/Contributions Payment Report(s)  
(FY'17, FY'18, FY'19 and FY'20)  
FY'17**

<b>Date Received</b>	<b>Check Date</b>	<b>Check Number</b>	<b>Issuer</b>	<b>Amount Paid</b>
1/3/2017	12/20/2017	#179873	Whiting-Turner	\$200,000
2/8/2017	2/24/2017	#156572	Donohoe Companies, Inc.	\$20,000
3/1/2017	2/23/2017	#280256	Bozzuto & Associates	\$20,000
3/3/2017	2/23/2017	#18842	MD Economic Development Corporation	\$50,000
3/28/2017	3/24/2017	#1301896	McCormick & Company, Inc.	\$75,000
4/6/2017	3/23/2017	#3109	Kelly Services, LLC	\$25,000
4/14/2017	4/11/2017	#24102	Ellin & Tucker	\$10,000
4/24/2017	3/15/2017	#3581	Tradepoint Atlantic, LLC	\$82,000
4/24/2017	4/21/2017	#1042266	T. Rowe Price	\$100,000
4/28/2017	4/28/2017	Wire Transfer	Legg Mason	\$35,000
5/15/2017	5/11/2017	#10104109	The Howard Hughes Corporation	\$84,000
5/15/2017	5/12/2017	#10178431	Clark Construction Group, LLC	\$20,000
5/31/2017	4/4/2017	#1490885	M&T Bank	\$25,000
6/8/2017	6/1/2017	#123169	Merritt Companies	\$25,000
<b>Total Amount</b>				<b>\$771,000</b>

**Partners/Contributions Payment Report(s)**  
**(FY'17, FY'18, FY'19 and FY'20)**  
**FY'18**

<b>Date Received</b>	<b>Check Date</b>	<b>Check Number</b>	<b>Issuer</b>	<b>Amount Paid</b>
7/5/2017	6/30/2017	#270568	Transamerica Life Insurance Company	\$83,333.34
11/3/2017	10/27/2017	#183959	Royal Farms, Inc.	\$20,000
11/7/2017	11/1/2017	#162545	Alban CAT, Inc.	\$20,000
11/27/2017	11/14/2017	#27024	CyberCore Technology	\$10,000
11/27/2017	11/15/2017	#751	Wexford Science & Technology, LLC	\$20,000
12/7/2017	12/4/2017	#178766	Baltimore Gas & Electric	\$250,000
12/14/2017	12/7/2017	#29311	Whiting – Turner	\$150,000
12/21/2017	12/20/2017	#5094	H&S Bakery (Comm-Foods, Inc.	\$25,000
12/21/2017	11/28/2017	#3999	H&S Properties	\$25,000
2/15/2018	1/31/2018	#11746843	Perdue Farms, Inc.	\$50,000
3/8/2018	3/1/2018	#4753	Tradepoint Atlantic, LLC	\$82,000
3/12/2018	3/5/2018	#3475	Kelly & Associates	\$25,000
3/12/2018	3/7/2018	#19525	MD Economic Development Corporation (MEDCO)	\$50,000
3/12/2018	3/7/2018	#720258	Miles & Stockbridge	\$17,000
3/13/2018	3/9/2018	#158468	Donohoe Companies, Inc.	\$15,000
3/13/2018	3/8/2018	#406366	Buzzuto & Associates	\$15,000
3/27/2018	3/23/2018	#1327667	McCormick & Co.	\$75,000
3/28/2018	3/12/2018	#25531	Ellin & Tucker	\$10,000
3/30/2018	3/26/2018	#1676670	PNC Bank	\$15,000
4/3/2018	3/30/2018	#138142	J J Haines & Co.	\$15,000
4/16/2018	4/10/2018	#30829696	Transamerica Life Insurance Company	\$83,333.33
4/27/2018	4/17/2018	#10204697	Clark Construction Group, LLC	\$15,000
4/30/2018	4/16/2018	#13808192	Kaiser Permanente	\$20,000
4/30/2018	4/25/2018	#331134	Howard Bank	\$35,000
5/11/2018	5/11/2018	#Wire Transfer	Legg Mason	\$35,000
5/22/2018	5/8/2018	#36918	Brown Advisory	\$25,000
6/1/2018	5/30/2018	#4793333	University of Maryland Medical System	\$35,000
6/13/2018	4/12/2018	#15293	W.R. Grace	\$35,000
6/13/2018	6/6/2018	#294370	Harkins Builders, Inc.	\$10,000
6/13/2018	6/11/2018	#780617	St. Johns Properties	\$85,000
<b>Total Amount</b>				<b>\$1,350,666.67</b>

**Partners/Contributions Payment Report(s)**  
**(FY'17, FY'18, FY'19 and FY'20)**  
**FY'19**

<b>Date Received</b>	<b>Check Date</b>	<b>Check Number</b>	<b>Issuer</b>	<b>Amount Paid</b>
7/2/2018	6/25/2018	#10137	Weller Development Company, LLC	\$35,000
7/23/2018	7/19/2018	#1546365	M&T Bank	\$25,000
8/13/2018	8/1/2018	#10105384	Howard Hughes Corporation	\$84,000
8/24/2018	8/22/2018	#128451	Merritt Companies	\$25,000
9/6/2018	8/31/2018	#1288036	MedStar Health	\$20,000
11/5/2018	11/1/2018	#1322	Wexford Science & Technology, LLC	\$15,000
12/7/2018	11/20/2018	#400010189	Alban CAT Co., Inc.	\$15,000
12/11/2018	12/6/2018	#392100	Whiting – Turner	\$150,000
12/26/2018	12/13/2018	#4957	H&S Properties	\$25,000
1/10/2019	1/3/2019	#303328	Harkins Builders, Inc.	\$5,000
1/15/2019	1/11/2019	#160009	Donohoe Companies	\$15,000
2/19/2019	2/12/2019	#6235	Tradepoint Atlantic, LLC	\$86,000
2/19/2019	2/13/2019	#20214	MEDCO	\$50,000
2/22/2019	2/21/2019	#10226967	Clark Construction Group, LLC	\$15,000
2/25/2019	2/22/2019	#305903	Harkins Builders, Inc.	\$10,000
2/26/2019	2/19/2019	#1382806	MedStar Health	\$15,000
2/28/2019	2/25/2019	#26961	Ellin & Tucker	\$10,000
3/4/2019	2/27/2019	#11793273	Perdue Farms, Inc.	\$50,000
3/11/2019	3/1/2019	#532831	University of Maryland Medical System (UMMS)	\$35,000
3/12/2019	3/1/2019	#3916	Kelly & Associates	\$25,000
3/18/2019	3/12/2019	#355106	Transamerica Life Insurance Co.	\$83,333.33
3/19/2019	3/14/2019	#430260	Bozzuto & Associates, Inc.	\$15,000
3/21/2019	3/15/2019	#1354937	McCormick & Co., Inc.	\$75,000
4/1/2019	3/27/2019	#5957	H&S Bakery (Comm-Foods)	\$25,000
4/1/2019	3/28/2019	#10105900	Howard Hughes Corporation	\$82,000
4/10/2019	3/8/2019	Ref#245138	Legg Mason (Wire Transfer)	\$30,000
4/25/2019	4/17/2019	#1581098	M&T Bank	\$25,000
4/30/2019	4/25/2019	#17387	W.R. Grace	\$35,000
4/30/2019	4/26/2019	#28061275	Exelon (BGE)	\$250,000
5/16/2019	5/13/2019	#131433	Merritt Properties	\$25,000
5/30/2019	5/24/2019	#192740	Royal Farms, Inc.	\$20,000
6/3/2019	5/30/2019	#37823	Brown Advisory & Trust Co.	\$25,000
<b>Total Amount</b>				<b>\$1,400,333.33</b>

**Partners/Contributions Payment Report(s)**  
**(FY'17, FY'18, FY'19 and FY'20)**  
**FY'20**

<b>Date Received</b>	<b>Check Date</b>	<b>Check Number</b>	<b>Issuer</b>	<b>Amount Paid</b>
7/8/2019	6/10/2019	#726450	Miles & Stockbridge	\$17,000
7/16/2019	7/16/2019	Wire Transfer	Morgan Stanley	\$20,000
9/24/2019	9/19/2019	#332349	CISCO Systems, Inc.	\$34,000
10/30/2019	11/1/2019	#1956	Wexford Science & Technology, LLC	\$15,000
12/23/2019	12/20/2019	#319300	Harkins Builders, Inc.	\$15,000
12/23/2019	12/18/2019	#6387	H&S Bakery, Inc. (Comm-Foods, Inc.)	\$25,000
12/23/2019	12/17/2019	#5860	H&S Properties	\$25,000
1/13/2020	1/8/2020	#11782	Weller Development Co., Inc.	\$35,000
1/22/2020	1/20/2020	#4000179168	Alban CAT, Inc.	\$15,000
2/27/2020	2/25/2020	#28358	Ellin & Tucker	\$10,000
3/3/2020	2/28/2020	#43324	Howard Bank	\$30,000
3/10/2020	3/6/2020	#729921	Miles & Stockbridge	\$16,000
5/11/2020	4/21/2020	#496778	Whiting – Turner (Renew)	\$200,000
6/8/2020	4/16/2020	#52591675	University of Maryland – College Park	\$50,000
6/19/2020	6/14/2020	#21214	Maryland Economic Development Corporation	\$50,000
<b>Total Amount</b>				<b>\$557,000.00</b>

## APPENDIX F

### Maryland Marketing Partners, as of September 30, 2020

BGE (Exelon)  
Bozzuto & Associates  
Brown Advisory  
Cisco Systems, Inc.  
Clark Construction  
Ellin & Tucker  
H&S Bakery  
H&S Properties Development Corporation  
Howard Bank  
Howard Hughes Corporation  
Kaiser Permanente  
KELLY & Associates  
M&T Bank  
Maryland Economic Development Corporation (MEDCO)  
MedStar Health  
Merritt Companies  
Miles & Stockbridge  
Morgan Stanley  
PNC Bank  
Perdue Farms  
Peterson Companies  
Royal Farms, Inc.  
St. John Properties  
T. Rowe Price  
The University of Maryland Medical Systems  
Tradepoint Atlantic  
Transamerica  
WR Grace and Company  
Weller Development  
Wexford Science & Technology  
Whiting - Turner

