



FISCAL YEAR 2019 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

Tom Riford, Executive Director

Maryland Marketing Partnership

401 East Pratt Street

Baltimore, MD 21202

October 2019

Larry Hogan, Governor | Boyd Rutherford, Lt. Governor



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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, 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 two (2) vacant positions, in which a suggested replacement is being vetted through the Governor's Appointment Office.

Membership

The Board's membership is comprised of:

- Henry Fawell, Founder and President, Campfire Communications
- Keasha Haythe, Business Development Associate, Anne Arundel County Economic Development Corporation
- Senator Cheryl Kagan (*non-voting*)



Membership (cont.)

- Joshua Martin, Controller, Volvo Group
- Justin Meighan, Representative and Assistant Regional Manager, LIUNA International
- 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
- Tom Sadowski, Vice Chancellor for Economic Development, University System of Maryland
- Kelly Schulz, Secretary, Maryland Department of Commerce
- 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 February 15, 2019 meeting, are as follows: Kelly Schulz, Secretary of Commerce; Laura Van Eperen, Vice Chairman; Aaron Tomarchio, Secretary; and Leonard Raley, Treasurer.



FY2019 and FY2020 To Date Activities and Meetings

The Board of Directors (Board) met four times in FY2019: September 14, 2018 at The Bygone in Baltimore; December 14, 2018 at MedImmune AsraZeneca in Gaithersburg; February 15, 2019 at the Department of Budget and Management in Annapolis; and May 16, 2019 at McCormick & Company in Hunt Valley. Approved meeting minutes are attached as appendices.

During FY2019, the Partnership executed the media plan developed by HZDG to brand Maryland as Open for Business. The media plan totaled \$1.74 M and included print, digital, search, social and outdoor advertising outlets. High tech industry leaders located in key markets such as: Austin, TX; San Diego, CA; San Jose, CA; San Francisco, CA; New York City; Raleigh, NC; Boston, MA; Colorado Springs, CO; DC/VA, Atlanta, GA and Philadelphia, PA were targeted to receive Maryland Open for Business advertising. This targeted approach was coupled with some key mass advertising opportunities such as BWI-Marshall Airport and Penn Station advertisements reaching business travelers; as well as the *Wall Street Journal*, *Wired*, *Inc.*, *Fast Company* and *Site Selection* publications reaching entrepreneurs and site location consultants. Specific industries targeted for business development include cybersecurity, life sciences, financial services, and advanced manufacturing. Fall 2019 media plans include a \$900,000 media buy with similar targeting.

Yearly Audience Reach:

100 Million – Total Advertising Impressions

755,000 – Web Visitors

520,000 – Social Engagements

37,600 – Social Networking Audience Size



Maryland Marketing Partnership 2019 Governor’s Business Summit was held on September 20, 2019 at the Baltimore Marriott Waterfront Hotel. There were over 500 Maryland business representatives that attended the event. The theme of the one-day Summit was the future of our workforce. Breakout sessions and general keynotes explored such topics as modernizing apprenticeships, attracting, retaining and diversifying your workforce and what’s in store for the future of our workforce. Speakers included: Governor Larry Hogan, Calvin G. Butler, Jr., CEO, BGE; Angie Lienert, President & CEO, IntelliGenesis; Freeman Hrabowski, III, President, UMBC; and Anirban Basu, Chairman & CEO, Sage Policy Group. Attendees included business owners and executives across the State. In addition to the sessions, attendees explored exhibits from a wide variety of business sources.

Financial Report

As of September 30, 2019, the Partnership has received \$4,255,000 in funding from the State since inception (including Commerce grants.) Private partner contributions collected to date total \$3,613,000.00. 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 \$8,130,325.09. Expenses to date total \$4,898,362.17. The financial report is attached as Appendix E.

Fundraising efforts from **August 2016** through **September 2019** resulted in \$4,815,000.00 in total commitments from private-sector partners over a five-year period, with \$1,440,333.33 committed in fiscal year 2019. A list of Maryland Marketing Partners is attached as Appendix H.

APPENDIX A

Maryland Marketing Partnership Board of Director Meeting Minutes September 14, 2018

Board Members in Attendance

Mike Gill, Chairman
Henry Fawell
Keasha Haythe
Sen. Cheryl Kagan
Ammanuel Moore
Marcus Stephens
Angela Sweeney
Aaron Tomarchio
Tom Sadowski

Board Members Attending via Phone

Leonard Raley
Laura Van Eperen

Board Members Absent

Del Kris Valderrama

MMP Staff

Allison Mayer
Carolyn O'Keefe

Commerce Staff

Sherri Diehl
Liz Fitzsimmons
Lutisha Williams

Office of Attorney General Staff

Bill Chen

Meeting Commencement

The meeting began at 2:07 p.m. in the meeting room of the Bygone Restaurant
100 International Drive - Baltimore, MD.

I. Call to Order

Chairman Mike Gill called the meeting to order at 2:07 p.m. In his brief remarks, Chairman Gill reflected on our journey with the MD "Open for Business" Brand and what has been accomplished to spread Maryland's message to decision-makers in key industry sectors. He also noted that Commerce's Division of Tourism, Film and the Arts will be launching their "Open for It" advertising campaign in the spring 2019.

Liz Fitzsimmons added that tourism's annual ad spend of \$2.5 million in the marketplace aligns with the business campaign and will help with brand lift. Mr. Stephens added that the "Open" message is a good concept to link economic development and tourism together. Chairman Gill introduced MMP host speaker, Mr. Junaid Siddiqi, and thanked H&S for hosting the meeting.

II. Host Speaker - H&S Properties

Mr. Siddiqi spoke about the investment H&S Properties has made in the Harbor East area and the economic impact it is having on Baltimore City and the state as a whole.

III. Approval of Minutes of February 16th Meeting

Ms. Mayer asked for a motion to approve the minutes. Mr. Sadowski moved to approve the minutes and Ms. Sweeney seconded the motion. The minutes were unanimously approved as submitted.

IV. Administrative Matters

Ms. Mayer provided the financial report in Mr. Raley's absence.

a.) Financial and Fundraising Updates

On the revenue side, there is an additional \$1 million from the FY 2019 Sstate appropriation not reflected as it has not been drawn down. She also mentioned that contributions from the partners are still coming in. From the last meeting, the MMP has collected over \$900,000 in contributions from the partners. On the expense side, since February the expenditures are just over \$600,000 in paid media and web services, which included migrating the MDBiznews blog to the Open website, as well as \$127,000 in

expenses related to the Maryland BIO Pavilion, leaving a balance of \$3.06 million.

Ms. Mayer directed the members to a preview of the Maryland Marketing Partnership website which is under development. It will show who the board members are and their contact information and what the partnership is doing. Ms. Sweeney commented on asking the members to tap into their connections/stakeholders.

Sen. Kagan asked how long have the partners agreed to their commitment and how to approach new prospects. Ms. O’Keefe responded that the commitment periods range from three to five years. Mr. Moore mentioned the "Open for Business" ad placement in *Site Selection’s* special issue on the Amazon HQ2 project as a great example for approaching new prospects.

b.) Election of Officers

Ms. Sweeney spoke on behalf of the nominating committee of new officers. Ms.

Sweeney expressed that the potential new slate of officers will take effect on December 14, 2018.

The committee’s recommended slate of officers was: Mike Gill, Chairman; Laura Van Eperen, Vice-Chairman; Aaron Tomarchio, Secretary, Leonard Raley, Treasurer.

Mr. Stephens moved to accept the new slate of officers with Mr. Sadowski seconding the motion. The motion passed unanimously.

V. Open for Business Campaign Update

Ms. Diehl reviewed the MMP’s advertising efforts in 2018, with a spring advertising flight and a fall flight that had just gotten underway. The campaign included an integrated mix of digital, print, out of home, radio and event-based advertising and marketing tactics. Since February, approximately 313,000 visitors came to the open.maryland.gov website, in which 78% visited on a mobile device.

Ms. Mayer mentioned meeting with HZ over the summer on how to move the campaign forward, including the possibility of allocating a portion of the budget on a talent retention and attraction campaign. Mr. Stephens recommended compiling a data dashboard to share with the Board to help make decisions.

VI. Good of the Order

Ms. Fitzsimmons announced the upcoming Fleet Week and Air Show in Baltimore, October 3 – 9, 2018.

VII. Next Meeting

The next meeting is scheduled for Friday, December 14, 2018. Location to be determined.

VIII. Adjournment

Ms. Sweeney moved to adjourn with Ms. Haythe providing a second. The meeting adjourned at 3:45 p.m.

APPENDIX B

Maryland Marketing Partnership Board of Director Meeting Minutes December 14, 2018

Board Members in Attendance

Mike Gill, Chairman
Julie Garner
Sen. Cheryl Kagan
Ammanuel Moore
Capt. Eric Nielsen
Leonard Raley
Tom Sadowski
Marcus Stephens
Laura Van Eperen

Board Members Absent

Henry Fawell
David Rodich
Aaron Tomarchio
Del. Kris Valderrama

Board Members Attending via Phone

Keasha Haythe
Josh Martin
Paul Nolan
Angela Sweeney

MMP Members

Allison Mayer
Carolyn O'Keefe

Commerce Staff

Sherri Diehl
Liz Fitzsimmons
Carolyn Hammock
James Palma
Lutisha Williams

Guests in Attendance

Debbie Norris (HZ)

Meeting Commencement

The meeting began at 1:05 p.m. on the 5th Floor of MedImmune AstraZeneca – One MedImmune Way – Gaithersburg, MD.

I. Call to Order

The meeting was called to order by Chairman Gill.

II. Approval of the Minutes September 14, 2018

Mr. Stephens moved to approve the minutes of September 14, 2018 with Mr. Raley providing a second to approve the minutes as submitted without any discussion or changes.

After minutes were approved and second, Ms. Mayer directed the Board's attention to Secretary Mike Gill's general remarks presentation on the progress of the last four years. He presented two of Maryland's Open for Business videos and provided a positive – concrete narrative and statistics of the last 48-months that says Maryland is truly *"Open for Business."*

III. Financial and Fundraising Updates

Mr. Raley shared financial highlights, mentioning that instead of reporting our financial report on a cumulative basis, it will now be reported on a fiscal year (July 1 – June 30) basis in order to give a snapshot of more recent activity. On the revenue side to include FY19 \$1 million appropriation from the State of Maryland. In terms of partner contributions, we are collecting funds from our partners throughout the year, so the invoicing schedule coincides with the original date the agreement was executed. As of July, 2018, \$165,000 has been collected from the marketing partners with \$434,000 still outstanding. Reflected on the report for the expenditures is a partial billing associated with the Fall 2018 advertising campaign of \$678,000 with an expectancy of \$216,000 to be billed. In the area of promotion, there is a \$25,000 expense related to sponsorship for the 2018 Military Bowl to be played on Monday, December 31, 2018 in Annapolis, MD. Sponsorship to include tickets, signage and the opportunity for video assets to be played throughout the game. Currently, there is approximately \$785,000 of

expenses incurred this fiscal year – the plan for total expenses to hit around \$2 million with the fiscal year balance at \$3.3 million dollars.

On the fundraising side, Ms. Mayer, asked Ms. O’Keefe to give input on their meeting tour of partners. Ms. O’Keefe expressed that the tour is basically to meet with the partners to provide a review of the progress from the last year and to get referrals. New prospect list has been developed for 2019.

IV. Open for Business Campaign Update

Ms. Debbie Norris from HZ provided a 2018 campaign overview. In terms of breakdown, we are approximately 55% of the dollars out of state and 45% in-state to attract businesses. Mr. Stephens asked which out-of-state markets are we targeting. Ms. Norris mentioned Boston, New York, Philadelphia, San Francisco and Atlanta. The top market for exposure is Baltimore and D.C. During the RSA Conference in San Francisco (4/16-20/18), Maryland advertisement delivered ads to mobile devices, drove billboards around the area and web traffic saw 4,000 additional visitors. At Boston Bio Conference, subway ads and mobile trucks drove throughout Boston’s premiere biotech and IT industry clusters for two weeks in September; digital ads were sent to executives’ mobile devices throughout the month to complement the trucks; visitors and time spent on the website dramatically increased (TOS – 181%).

V. Migration Study Results

James Palma from Commerce provided a detail presentation on talent, retention and attraction nationwide and how Maryland fits in that equation. As it relates to migration, the study concluded that there are fewer people moving into Maryland who were born in Maryland, because people leave and come back.

VI. Governor’s Business Summit 2019

This event is TBD

VII. Good of the Order

The good of the order is the upcoming Navy game on Monday, December 31, 2018.

VIII. 2019 Meetings

January (TBD – Call), February 15, May 10, August 16, and November 15. Ms. Mayer announced that Ms. Julie Garner will be resigning from the Board as of December 31st. A token of appreciation was given as a “thank you.”

IX. Adjournment

The business meeting adjourned at 3:10 p.m. Board members and attendees were invited to take an optional tour of MedImmune.

X. Guided Tour

APPENDIX C

Maryland Marketing Partnership Board of Director Meeting Minutes February 15, 2019

Board Members in Attendance

Secretary Kelly Schulz
Laura Van Eperen, Vice Chairman
Henry Fawell
Keasha Haythe
Ammanuel Moore
Capt. Eric Nielsen
Leonard Raley
Tom Sadowski
Marcus Stephens
Angela Sweeney
Aaron Tomarchio

Board Member Attending via Phone

David Rodich

Board Members Absent

Josh Martin
Paul Nolan
Sen. Cheryl Kagan
Del. Kris Valderrama

MMP Staff

Sherri Diehl
Carolyn O'Keefe

Commerce Staff

Liz Fitzsimmons
Carolyn Hammock
Kyle McColgan
Lutisha Williams

Guests in Attendance

Maria Kimball (HZ)
Debbie Norris (HZ)

Meeting Commencement

The meeting began at 1:08 p.m. in Conference Room 164A at 45 Calvert Street – Annapolis, MD

I. Call to Order

The meeting was called to order by Vice-Chairman Laura Van Eperen who extended a warm welcome to Maryland Department of Commerce's new Secretary, Kelly Schulz. She then asked everyone around the table to introduce themselves to Secretary Schulz.

II. Board Member Introductions

Each Board Member who was present gave a brief introduction of themselves to the new Secretary of Commerce, Ms. Kelly Schulz.

III. Approval of the Minutes of December 14th and General Remarks

Mr. Sadowski moved to approve the minutes of December 14, 2018 with Ms. Sweeney providing a second to approve the minutes as submitted without any discussion or changes.

IV. Administrative Actions

a. Election of Chairman

After minutes were approved and second, Ms. Van Eperen directed the Board to solicit nominations for a new Chairman of the Maryland Marketing Partnership Board (MMP).

Mr. Raley nominated Secretary Kelly Schulz as the new Chairman of the Maryland Marketing Partnership Board. Mr. Stephens second to approve the nomination of Secretary Schulz. No objections.

Chairman Schulz expressed her gratitude for the nomination and conveyed the message that she is looking forward to working with the Board to build upon the foundation that has already been established since inception. She gave accolades to the work that Ms. Allison Mayer contributed to the mission of the Board as well as Ms. Sherri Diehl. She expressed complete confidence in the Commerce team as well as the Board that the State has created. Chairman Schulz introduced Mr. Kyle McColgan as her Special Advisor, who works closely with her on special projects.

b. Resolution Appointing Acting Executive Director

Chairman Schulz presented a resolution for a delegation of the Acting Executive Director responsibilities. Be it resolved that Sherri Diehl be designated as Acting Executive

Director effective Friday, February 15, 2019. Mr. Sadowski moved that Sherri Diehl be Acting Executive Director of the Maryland Marketing Partnership Board. Angela Sweeny moved to second the motion. No objections.

V. 2019 Media Plan Presentation

Ms. Debbie Norris of HZ provided a status update of the marketing campaign. The spring advertisements will run from March 2019 - November 2019. There will be a presence in July and August, but at a very low level. They are working with a total budget of \$1.8 million.

VI. Tourism Campaign Presentation

Ms. Fitzsimmons presented the “Open for It” advertising campaign initiative which has two TV spots geared to promote tourism in the State of Maryland. These ads will be running in the primary markets of Philadelphia, DC, Baltimore, Pittsburgh and Cleveland. She further expressed that the Tourism industry generates \$267 million in revenue. Secretary Schulz recommended that the Board reach out and get all State agencies or government entities involved with promoting the State of Maryland as a destination.

VII. Financial and Fundraising Updates

In regard to fundraising, Ms. O’Keefe solicited the Board’s help to reach potential partners. She expressed that our current partners’ last payment are in 2019 with the intent to roll them over and would like the partners to share any ideas for that effort. She mentioned having a list of the top 500 companies in Maryland for the Board to review for suggestions. There is a need to branch out across Maryland and involve more companies outside of the Baltimore region.

Mr. Sadowski suggested that there is a refreshing of the tiers of what the current partners receive based on the amount of the contribution.

As a financial update, Mr. Raley shifted to the revenue side and stated that the State appropriation of \$1 million is in the “general funds” line item and the partner revenue balance is at \$2.3 million and is marked as the “special funds” line item. The Board still needs to collect

\$409,000 from 2018 (all companies have been invoiced). This year we are projected to receive an additional \$1.2 million. In total, the budget should collect \$1.62 million throughout 2019. Since December, we have incurred \$811,440 in expenses to-date under media and right now we have a balance of \$3.5 million. In terms of planning, we project spending in 2019 to be around \$2.33 million and \$1.8 million of that amount in media buys. The remainder will be spent on the Business Summit, events and new opportunities. Regarding the media market plans, Secretary Schulz made a motion on the table to approve the media plan and projected expenses upon the condition that the full media plan and current tracking are shared with the board members. Tom Sadowski moved to approve; Laura Van Eperen seconded the motion. No Objections.

VIII. Governor's Business Summit Update

Ms. Diehl directed the Board's attention to the contract for the upcoming 2019 Governor's Business Summit that needs the Board's approval. The cost for food and beverages will be approximately \$70,000. Anticipating 500 to 700 guests. Ms. Diehl communicated based on what the industry is saying, the theme for the Summit should focus on "Workforce." She solicited the Board for speaker ideas, etc.

Ms. Sweeney moved to approve the contract for the 2019 Governor's Business Summit that's scheduled for September 20, 2019 at the Baltimore Marriott Waterfront Hotel. Aaron Tomarchio seconded the motion. No objections.

IX. Good of the Order

A quick reminder about the upcoming Meet and Greet reception for Secretary Schulz on February 26, 2019 at the Center Club.

X. UPDATED: 2019 Meeting Dates: May 16, August 29, and December 5

XI. Adjournment

The business meeting adjourned at 2:49 p.m.

APPENDIX D

Maryland Marketing Partnership Board of Director Meeting Minutes May 16, 2019

Board Members in Attendance

Secretary Kelly Schulz, Chairman
Henry Fawell
Keasha Haythe
Justin Meighan
Ammanuel Moore
Capt. Eric Nielsen
Paul Nolan
Tom Sadowski
Angela Sweeney
Aaron Tomarchio
Laura Van Eperen

Board Members via Phone

Sen. Cheryl Kagan
Del Kris Valderrama
Leonard Raley

Board Members Absent

Josh Martin
Marcus Stephens

MMP Staff

Tom Riford

Commerce Staff

Sherrí Diehl
Liz Fitzsimmons
Carolyn Hammock
Lutisha Williams

Guests in Attendance

Ron Thompson (HZ)
Debbie Norris (HZ)

Meeting Commencement

The meeting began at 2:08 p.m. at McCormick & Companies located in Hunt Valley, MD

I. Call to Order

The meeting was called to order by Secretary Kelly Schulz. After the meeting was called to order, Paul Nolan of McCormick, their global headquarters, extended a warm welcome to the Maryland Marketing Partnership Board. Secretary Schulz also introduced and welcomed a new board member, Justin Meighan from Liuna.

II. Board Member Introductions

Secretary Schulz asked that each Board Member give a brief introduction of themselves and the companies they represent to the new board member, Justin Meighan.

III. Administrative Actions:

a. Approval of Minutes of February 15th Meeting

Angela Sweeney moved to approve the minutes and Aaron Tomarchio moved to second with no opposition.

After minutes were approved and seconded, Chairman Schulz expressed to the Board that a new Executive Director be elected as well as a new Chairman. She explained to the Board that being that it is a Public-Private Partnership, she believes that a private industry member sit in the Chairman's position. Her thoughts are that it should not be all of the Department of Commerce with the Executive Director and the staff. If that be the case, it would project more of Commerce reporting to the Board about things that are happening at the Department of Commerce instead of us having a feel of what's happening in the private sector. So, therefore, she expressed that she would be stepping down today (5/16/19) as Chairman of the Maryland Marketing Partnership. For the good of the partnership, she feels that the Board needs to move into being able to bring in those private entities.

b. Election of Executive Director

Chairman Schulz opened the floor for the Board to appoint a new Executive Director. Sherri Diehl introduced Tom Riford and asked him to share the responsibilities of his new role in the Department of Commerce. Tom Riford expressed that his role is

Assistant Secretary of Tourism, Film and the Arts as well as Marketing and Communications. He expressed how great a job Sherri is doing as Acting Executive Director during the time Allison Mayer (former Executive Director) moved over to the Governor's Office. He expressed that part of his role is to also be the Executive Director of the Maryland Marketing Partnership. He also expressed that he is from Western Maryland and has a unique perspective on the State of Maryland.

Secretary Schulz formally nominated Tom Riford as the new Executive Director of the Maryland Marketing Partnership Board. Tom Sadowski second. No objections.

IV. Campaign Update – HZ

Debbie Norris and Ron Thompson of HZ provided a status update of the marketing campaign which has been running now for about 18-months (in-state and out-of-state). On social media, LinkedIn was added to focus on workforce. Adding in the fall, we will be expanding into Podcast, C-Level executives for marketplace and marketplace tech. They will be hyper-local targeting workforce.

Secretary Schulz expressed the concrete data points mentioned in the last meeting for the ad campaign. After collaboration with the Board, it was determined that the campaign has to go through another cycle in terms of retrieving accurate data information of the first ad. The spring launch and going into the fall, she feels will be quite helpful for gathering those data points.

Sherri directed the Board to the brochure which will be the collateral piece to reach potential partners for the campaign. The Board was asked to watch a short new video which will highlight the Maryland branding message. It will also be posted on the website.

VI. Financial and Fundraising Updates

As a financial update, Mr. Raley shifted to the revenue side and stated that we have \$50,000 still to collect from 2018. All companies have been invoiced. In 2019, we are projected to collect an additional \$619,000 – bringing the total collected for 2019 to just over \$1,445,000. We anticipate an additional \$1 million State appropriation on July 1, 2019. On the expense side,

total expenses to date are around \$1.2 million. This reflects expenses since February of an additional \$400,000 primarily media placements.

Currently, there is a balance of \$3.2 million. In terms of planning, we project spending through December 2019 to be around \$2.3 million; including a total of \$1.8 million for media.

Additional expenses include the Governor's Business Summit in September, media and advertising services from HZ, consultant fees, and the BIO Conference coming up next month.

Sen. Kagan posed the question to the Board as it relate to transparency, what is required and what are we doing in terms of disclosure of who our donors are and from a prospective donor, what is it that they get or levels of giving? Sherri Diehl responded by saying that every donor is listed on the website in the partnership brochure, and every one of the deliverables are listed inside of the brochure as well as the website.

Secretary Schulz elaborated on Sherri's response to Sen. Kagan and indicated that on page 16 and 17 of the Branding Campaign Brochure, it outlines the specific benefits for becoming a partner and the categories of funding levels and what we can do to reach new entrepreneurs and to get them engaged at a monetary level.

VII. Governor's Business Summit Update (9/20/2019)

Ms. Diehl shared with the board that 2019 Governor's Business Summit website has launched and the registration page will be added shortly for potential attendees to register. Ms. Diehl also mentioned that a brochure was mailed out recapping the 2017 Summit with a Save-the-Date and there has been some response from potential sponsors and speakers. Effort to confirm keynote speakers have been unsuccessful. Sherri expressed the Summit still has a workforce theme and solicited the Board's assistance in possible "speakers."

IX. Good of the Order

The good of the order is the upcoming BGE Breakfast on June 6th. Mr. Riford informed the Board that Ms. Carolyn O'Keefe resigned as the Board's fundraising consultant and we will be

looking to fill her position. Mr. Riford asked the Board's assistance in finding a replacement for Ms. O'Keefe.

X. UPDATED: 2019 Meeting Dates: August 29 and December 5

XI. Adjournment

The business meeting adjourned at 2:49 p.m.

APPENDIX E



Maryland Marketing Partnership Finance Report
As of 9/30/2019

REVENUE	AMOUNT REC'D
State Appropriations	\$3,000,000.00
Commerce Grants (\$400,000, \$655,000, \$200,000)	\$1,255,000.00
Partner Revenue (<i>Rec'd-to-date</i>)	\$3,613,000.00
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>booth and ticket sales, etc.</i>)	\$49,236.09
TOTAL REVENUE (TO-DATE)	\$8,130,325.09

\$1,000,000 FY'19 Appropriation accessed

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
2019 Governor's Business Summit	\$191,206.80
HZ: Planning, Creative, Media, Ad Placements, etc.	\$3,268,252.42
Mammoth Creative Studio (ad campaign design)	\$10,500.00
Vibrant Image (campaign imagery)	\$5,000.00
Google AdWords	\$83,000.00
Google Advertising	\$70,348.82
Facebook Ads	\$46,730.31
Linked In	\$156,763.75
Special Events:	
Senior Players PGA	\$110,000.00
Military Bowl (FY'17 and FY'18)	\$50,000.00
IAMC Richmond (FY17, FY'18 and FY'19)	\$9,168.10
Pride of Baltimore II Event	\$3,526.17
UK Midlands Delegation Dinner	\$802.54

MD BIO International Convention 2018/2019 Pavilions	\$196,163.36
Merriweather Event	\$5,734.00
Special Advertising (<i>Fleet Week - 2016</i>)	\$140,590.00
Promotional	\$7,397.30
Miscellaneous	\$64.50
TOTAL EXPENSES (To-Date)	\$4,898,362.17
BALANCE	\$3,231,962.92

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

APPENDIX F

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

FY'17

Date Received	Check Date	Check Number	Issuer	Amount
1/3/2017	12/20/2017	Ck #179873	Whiting-Turner	\$200,000.00
2/8/2017	2/24/2017	Ck #156572	Donohoe Companies, Inc.	\$20,000.00
3/1/2017	2/23/2017	Ck #280256	Bozzuto & Associates	\$20,000.00
3/3/2017	2/23/2017	Ck #18842	MD Economic Development Corporation	\$50,000.00
3/28/2017	3/24/2017	Ck #1301896	McCormick & Company, Inc.	\$75,000.00
4/6/2017	3/23/2017	Ck #3109	Kelly Services, LLC	\$25,000.00
4/14/2017	4/11/2017	Ck #24102	Ellin & Tucker	\$10,000.00
4/24/2017	3/15/2017	Ck #3581	Tradepoint Atlantic, LLC	\$82,000.00
4/24/2017	4/21/2017	Ck #1042266	T. Rowe Price	\$100,000.00
4/28/2017	4/28/2017	Wire Transfer	Legg Mason	\$35,000.00
5/15/2017	5/11/2017	Ck #1010409	Howard Hughes	\$84,000.00
5/15/2017	5/12/2017	Ck #10178431	Clark Construction Group, LLC	\$20,000.00
5/31/2017	4/4/2017	Ck #1490885	M&T Bank	\$25,000.00
6/8/2017	6/1/2017	Ck #123169	Merritt Companies	\$25,000.00
			Total Amount Paid	\$771,000.00

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

FY'18

Date Received	Check Date	Check Number	Issuer	Amount
11/3/2017	10/27/2017	Ck #183959	Royal Farms, Inc.	\$20,000.00
11/7/2017	11/1/2017	Ck #162545	Alban CAT, Inc.	\$20,000.00
11/27/2017	11/14/2017	Ck #27024	CyberCore Technologies	\$10,000.00
11/27/2017	11/15/2017	Ck #751	Wexford Science & Technology, LLC	\$20,000.00
12/7/2017	12/4/2017	Ck #178766	BGE (Exelon)	\$250,000.00
12/14/2017	12/7/2017	Ck #29311	Whiting – Turner	\$150,000.00
12/21/2017	12/20/2017	Ck #5094	H&S Baker, Inc.	\$25,000.00
12/21/2017	11/28/2017	Ck #3999	H&S Properties	\$25,000.00
2/15/2018	1/31/2018	Ck #11746843	Perdue Farms, Inc.	\$50,000.00
3/8/2018	3/1/2018	Ck #4753	Tradepoint Atlantic, LLC	\$82,000.00
3/12/2018	3/5/2018	Ck #3475	Kelly & Associates	\$25,000.00
3/12/2018	3/7/2018	Ck #19525	MD Economic Development Corporation	\$50,000.00
3/12/2018	3/7/2018	Ck #720258	Miles & Stockbridge	\$17,000.00
3/13/2018	3/9/2018	Ck #158468	Donohoe Companies, Inc.	\$15,000.00
3/13/2018	3/8/2018	Ck #406366	Bozzuto & Associates	\$15,000.00
3/27/2018	3/23/2018	Ck #1327667	McCormick & Company, Inc.	\$75,000.00
3/28/2018	3/12/2018	Ck #25531	Ellin & Tucker	\$10,000.00
3/30/2018	3/26/2018	Ck #1676670	PNC Bank	\$15,000.00
4/3/2018	3/30/2018	Ck #138142	J J Haines & Co.	\$15,000.00
4/16/2018	4/10/2018	Ck #30829696	Transamerica	\$\$83,333.33
4/27/2018	4/17/2018	Ck #10204697	Clark Construction Group, LLC	\$15,000.00
4/30/2018	4/16/2018	Ck #13808192	Kaiser Permanente	\$20,000.00
4/30/2018	4/25/2018	Ck #331134	Howard Bank	\$35,000.00
5/22/2018	5/8/2018	Ck #36918	Brown Advisory	\$25,000.00
6/1/2018	5/31/2018	Ck #4793333	University of Maryland Medical Systems	\$35,000.00
6/13/2018	4/12/2018	Ck #15293	Grace	\$35,000.00
6/13/2018	6/6/2018	Ck #294370	Harkins Builders, Inc.	\$10,000.00
6/13/2018	6/11/2018	Ck #780617	St. Johns Properties	\$85,000.00
			Total Amount Paid	\$1,232,333.33

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

FY'19

Date Received	Check Date	Check Number	Issuer	Amount
7/23/2018	7/19/2018	Ck #1546365	M&T Bank	\$25,000.00
8/13/2018	8/1/2018	Ck #10105384	Howard Hughes	\$84,000.00
8/24/2018	8/22/2018	Ck #128451	Merritt Companies	\$25,000.00
9/6/2018	8/31/2018	Ck #1288036	MedStar Health	\$20,000.00
11/5/2018	11/1/2018	Ck #1322	Wexford Science & Technology, LLC	\$15,000.00
12/7/2018	11/20/2018	Ck #400010189	Alban CAT Co., Inc.	\$15,000.00
12/11/2018	12/6/2018	Ck #392100	Whiting – Turner	\$150,000.00
12/26/2018	12/13/2018	Ck #4957	H&S Properties	\$25,000.00
1/10/2019	1/3/2019	Ck #303328	Harkins Builders, Inc.	\$5,000.00
2/22/2019	2/21/2019	Ck #10226967	Clark Construction Group, LLC	\$15,000.00
2/25/2019	2/22/2019	Ck #305903	Harkins Builders, Inc.	\$10,000.00
2/28/2019	2/25/2019	Ck #269961	Ellin & Tucker	\$10,000.00
3/4/2019	2/27/2019	Ck #11793273	Perdue Farms, Inc.	\$50,000.00
1/15/2019	1/11/2019	Ck #160009	Donohoe Companies, Inc.	\$15,000.00
2/19/2019	2/12/2019	Ck #6235	Tradepoint Atlantic, LLC	\$86,000.00
2/19/2019	2/13/2019	Ck #20214	MD Economic Development Corporation	\$50,000.00
2/26/2019	2/1/2019	Ck #1382806	MedStar Health	\$15,000.00
3/11/2019	3/7/2019	Ck #532831	University of Maryland Medical Systems	\$35,000.00
3/12/2019	3/1/2019	Ck #3916	Kelly & Associates	\$25,000.00
3/18/2019	3/12/2019	Ck #355106	Transamerica	\$83,333.33
3/19/2019	3/14/2019	Ck #430260	Bozzuto & Associates	\$15,000.00
3/21/2019	3/15/2019	Ck #1354937	McCormick & Company, Inc.	\$75,000.00
4/1/2019	3/27/2019	Ck #5957	H&S Bakery	\$25,000.00
4/1/2019	3/28/2019	Ck #10105900	Howard Hughes	\$86,000.00
4/10/2019	3/8/2019	Wire Transfer	Legg Mason	\$30,000.00
4/25/2019	4/17/2019	Ck #01581098	M&T Bank	\$25,000.00
4/30/2019	4/25/2019	Ck #0017387	Grace	\$35,000.00
4/30/2019	4/26/2019	Ck #0028061275	BGE (Exelon)	\$250,000.00
5/16/2019	5/13/2019	Ck #131433	Merritt Companies	\$25,000.00
5/30/2019	5/24/2019	Ck #0192740	Royal Farms, Inc.	\$20,000.00
6/3/2019	5/30/2019	Ck #37823	Brown Advisory	\$25,000.00
			Total Amount Paid	\$1,369,333.33

APPENDIX G



September 20, 2019 - Baltimore Marriott Waterfront Hotel

AGENDA

- 8:30-9:30 a.m. Registration and Networking Breakfast
- 9:30-9:40 a.m. **Welcome** – Commerce Secretary Kelly Schulz
- 9:40-10:00 a.m. **Opening Address** - Governor Larry Hogan
- 10:00-10:05 a.m. The Day Ahead - Secretary Schulz
- 10:05-10:35 a.m. **General Session 1** - *Building a Strong Team*

Calvin Butler, CEO, BGE

Hear from a proven Maryland business leader how to develop your workforce and leverage diversity and innovation to strengthen your business and ensure a steady pipeline of candidates.

10:35-11:00 a.m. Networking Break & Explore Exhibits

11:00-12:10 p.m. **Breakout Session Options**

Breakout 1 – The Modern Apprenticeship

Learn from employers who modernized their apprenticeship program to train the workforce of tomorrow, today.

Moderator: Tim Bojanowski, President, Zest Social Media Solutions

- Chip Williams, Assistant Vice President, Human Resources, Dixon Valve and Coupling
- Anita Hammond, Executive Director, Baltimore Alliance for Careers in Healthcare
- Paul Champion, CEO & President, TranZed Apprenticeships
- Lateefah Durant, Career and Technical Education Coordinator, Prince George's County Public Schools
- Martha Laughman, Director, Workforce Channel Development, UMBC Training Centers

Governor’s Business Summit (cont.)

Breakout 2 - New Approaches for Attracting and Retaining the Best and Brightest

Finding and retaining workers is a top priority today. Learn about best practices and unique approaches to attracting workers and keeping them engaged. Maryland business leaders will share proven strategies to attract and retain the right people.

Moderator: Mike Galiazzo, President, Regional Manufacturing Institute of Maryland

- Mary Steinebrunner, General Manager, Dunlop Protective Footwear USA
- Mick Arnold, President, Arnold Packaging
- Gregg Chamberlain, Vice President, Human Resources and Global Operations, Stanley Black & Decker
- Keith Miller, President & CEO, Strategic Factory

12:10-12:20 p.m. Break

12:20-1:00 p.m. **Lunch**

1:00-1:30 p.m. **General Session 2 - Setting the Standard for Best Workplaces**

Angie Lienert, President & CEO, IntelliGenesis

Angie Lienert built the kind of company she’d want to work for. What did that look like? For starters, great benefits and a commitment to working exclusively with clients that are “doing good in the world.” Gain insight into how IntelliGenesis defined its ethos and why the company is a “Best Place to Work” time and time again.

1:30-1:45 p.m. Break

1:45 p.m. - 3:00 p.m. **General Session 3**

What’s in store for Maryland’s economic future?

A conversation with Maryland thought leaders on the future of Maryland’s economy and our workforce.

Anirban Basu, Chairman & CEO, Sage Policy Group

Freeman Hrabowski, III, President, UMBC

MaryBeth Hyland, Founder, SparkVision

3:00 p.m.-3:30 p.m. Networking and Exhibits

APPENDIX H

Maryland Marketing Partners, as of September 30, 2019

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

