

 Maryland
Marketing Partnership

ANNUAL REPORT

Fiscal Year 2025



Make Great Business Moves

- Business advocacy
- Site location assistance
- Export assistance
- Access to state and federal financing
- Networking introductions

“Taking the time in Maryland is absolutely worth it to our job.”
CEC

“Maryland’s talent pool is tremendous. And the cost of living here is affordable. We feel like we hit the jackpot.”

Ellington West
CEO & Co-founder
Sonavi Labs

“Since we moved from Virginia to Maryland eight years ago, we’ve experienced an outpouring of support.”

Husein Sharaf
CEO
Cloudforce

cloudforce

Business.Maryland.gov

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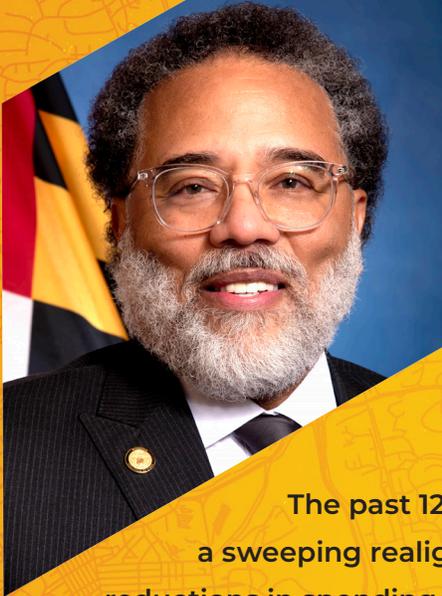
Maryland Marketing Partnership

— THANK YOU TO OUR PARTNERS —

Our partners make it possible for the continuation and growth
of our branding campaign for Maryland.



MESSAGE FROM COMMERCE SECRETARY HARRY COKER, JR.



I'm honored to present the Maryland Marketing Partnership's FY25 Annual Report. Since joining the Maryland Department of Commerce earlier this year, I've been consistently impressed with the dedication and collaborative spirit of our state's business community. This is clear from the broad range of companies supporting the MMP, from our Platinum Circle members to the Entrepreneur Circle contributors.

The past 12 months have brought their share of changes; we've seen a sweeping realignment of federal spending priorities, including significant reductions in spending and the federal workforce. This means the work of the Maryland Marketing Partnership is more important than ever: as businesses and industries across the country adapt to the changes in our economy, they need to know that there is no better place to do business, raise a family, and have a good time than Maryland.

Earlier this year, Commerce and the Maryland Economic Development Commission released "Winning the Decade: Roadmap to an Equitable, Robust, and Competitive Economy," which offers a bold vision for accelerating transformative growth and prosperity in Maryland through a strategic focus on three high-growth "Lighthouse Sectors" – quantum technology/artificial intelligence; computational biology; and positioning, navigation, and timing. These sectors will guide our economic development strategy, keeping us on course as we move our state's economy forward.

But we'll need to work together. As Governor Moore says, "partnership produces progress, and nothing else does." We are proud to be working with the Maryland Marketing Partnership's Board and financial partners, and grateful for your commitment to building a stronger and more competitive Maryland economy.

Harry Coker, Jr., Secretary

Maryland Department of Commerce



BOARD OF DIRECTORS

A seventeen member Board of Directors governs the Maryland Marketing Partnership (MMP). Members include the Secretary of Commerce, designees from Maryland Senate and Maryland House of Delegates, businesses, non-profits, marketing, advertising, labor, public relations, communications, and economic development representatives. There is currently one vacant position.

Sila Alegret-Bartel, Owner

Leon Bailey, CEO

Harry Coker, Jr., Secretary

Ericka Covington, Dean, Graduate Studies

Brett Foelber, Vice President, Marketing

Dionne Joyner-Weems, Chief Energy Officer

Honorable Cheryl Kagan (District 17)

Capt. Eric Nielsen, President

Jeffrey Nussbaum, Partner

Shannon Prudhomme, Sr. Technical Manager

Shelonda Stokes, President

Linda Thornton Thomas, President

Laura Van Eperen, Founder

Ali von Paris, Founder & Chief Visionary Officer

Honorable Kris Valderrama (District 26)

Micha Lev Weinblatt, CEO

International Corporate Training & Marketing

LeBe Group

Maryland Department of Commerce

Coppin State University

St. John Properties

Audacity Group

Maryland State Senator (Ex-officio)

Association of Maryland Pilots

Bully Pulpit International

Corus International

Downtown Partnership of Baltimore

Prince George's County NAACP and

CEO, National Coalition of Resources

FOVNDRY

Route One Apparel, Inc.

Maryland State Delegate (Ex-officio)

Crooked Monkey

Laura Van Eperen, Chair

Leon Bailey, Treasurer

Linda Thornton Thomas, Secretary

Sherri Diehl, Executive Director



MESSAGE FROM THE CHAIR, LAURA VAN EPEREN



This has been a year of collaboration and growth within the Maryland Marketing Partnership. As a member of the MMP Board since its inception in 2017, and Board Chair since 2022, it has been my pleasure to watch this organization evolve, while continuously supporting the mission of the MMP – to drive business branding strategy to attract new businesses and workers to the state.

One highlight of the year was our Board Retreat at The B&O Railroad Museum this spring. This facilitator-led session inspired open brainstorming and discussion around opportunities and challenges facing MMP, and the State of Maryland. Our retreat generated conversations around ways to increase visibility for MMP and its efforts. We also identified key individual Board strengths and identified opportunities to best leverage the impressive professionals backing the MMP.

As our Board grew stronger this year, so did the partnerships with the other essential groups that power MMP. Leaders from the Department of Commerce helped MMP focus its efforts toward strategic “Lighthouse Sectors,” while the Commerce marketing team, supported by Planit and Abel Communications, got to work creating and implementing plans to support a new strategy.

And of course, none of the important work of the MMP would be possible without partners – our financial contributors. Our partners’ investments directly power the impressive reach and results, you’ll see reflected in this report. The MMP partners are vital to helping Maryland stay competitive in attracting business and talent, and play an invaluable role in driving Maryland’s economy forward.

Laura Van Eperen

Chair, Maryland Marketing Partnership





A signature brochure answers the question “Why Maryland?” and is one of many print collateral pieces that help Maryland tell its story.

WHAT IS THE MARYLAND MARKETING PARTNERSHIP?

The Maryland Public-Private Partnership Marketing Corporation was established by the Maryland General Assembly (Chapter 141, Acts of 2015). The Maryland Public-Private Partnership Marketing Corporation, operating under the trade name Maryland Marketing Partnership (MMP), is a cooperative venture of the state and private businesses. The Partnership is a body politic and corporate instrumentality of the state.

OUR MISSION

The Maryland Marketing Partnership consists of a Governor-appointed board that advises the Maryland Department of Commerce's Marketing Office on the branding strategy to attract new businesses and workers to the state. The MMP also oversees a fundraising program with Maryland businesses to support the campaign. The MMP Partners invest in Maryland's future and help position Maryland as a great place to live, work and expand a business.

BOARD ACTIVITIES & PROMOTION OF THE MMP



Fiscal Year 2025 was an active and productive year for the Maryland Marketing Partnership board. The Partnership hosted its 2025 Spring Reception at Government House with Lieutenant Governor Aruna Miller and First Lady Dawn Moore. MMP Partners and Board Members were invited to attend and network with key leaders, including the newly appointed Commerce Secretary Harry Coker, Jr.



The board also hosted its first-ever board retreat this year. Led by an independent retreat facilitator, the day was full of collaborative, brainstorming exercises to help the board identify opportunities to grow the partnership and power our marketing.



This year, the partnership leveraged Governor Wes Moore's charismatic leadership to garner interest from partners. Letters inviting prospective members to join the partnership, penned by Governor Wes Moore, were distributed throughout the year, and we worked with the Governor's communications team to produce a [promotional video for the MMP](#).



Maryland Marketing Partnership Reception - 3/6/2025 | Governor's Mansion

MARYLAND MARKETING PARTNERS

Platinum Circle



Whiting-Turner provides construction management, general contracting, design-build and integrated project delivery services on projects small and large for a diverse group of customers. Since 1909, the firm has been guided by the principles of integrity, excellence and an unwavering dedication to customer delight. Headquartered in Baltimore, with over 60 locations nationwide and 5,000 professionals, it provides national reach with local expertise. Whiting-Turner enjoys a 5A-1 Dun & Bradstreet rating and a bonding capacity of \$4 billion. The firm is financially independent, having not borrowed money since 1938.

Gold Circle



BGE is Maryland's largest natural gas and electric utility, providing safe and reliable energy delivery to more than 1.3 million electric customers and 700,000 natural gas customers in central Maryland. The company was founded in 1816 as the nation's first gas utility and remains headquartered in Baltimore City to this day. BGE is a subsidiary of Exelon Corporation (Nasdaq: EXC), one of the nation's largest energy utility companies. Engage with the latest BGE stories on bgenow.com and connect with BGE on Facebook, X, Instagram, and YouTube.



Headquartered in Baltimore, St. John Properties is one of the nation's largest and most successful privately held commercial real estate firms. The company has developed, owns, and manages more than 24 million square feet of commercial flex/R&D, office, retail, and bulk space, proudly serving more than 2,600 clients throughout 12 states. St. John Properties ranks within the top five developers of LEED-certified buildings nationwide by the U.S. Green Building Council and was honored as NAIOP's National Developer of the Year in 2018. The company was also named the Baltimore Business Journal's Best Place to Work in 2020. For more information, visit sjpi.com.



As one of the largest privately-owned real estate development companies in the Washington D.C. region, Peterson Companies consistently delivers some of the area's most exciting mixed-use retail, residential and commercial destinations. Over the past 60 years, Peterson has created such exceptional landmarks as National Harbor, Downtown Silver Spring, Fair Lakes, and Fairfax Corner. With a proven ability to move quickly on opportunities to reshape and enhance local communities, the company creates vibrant residential and business districts that benefit all who live and work in our region. For more information, visit www.petersoncos.com.

Silver Circle



The University System of Maryland (USM) is the state's public higher education system, serving more than 170,000 students across twelve institutions and three regional higher education centers located throughout the State. But we are also much more. With more than \$1.6 billion in pathbreaking research annually, we're an engine powering the economy. Our universities issued more than 42,000 degrees last year—including some 13,000 STEM degrees and 3,600 healthcare degrees—ensuring a relevant, prepared workforce. Every year, USM faculty, staff, and students volunteer more than 2 million hours in Maryland communities, contributing immeasurably to our quality of life. Through education, research, and service, the USM is changing the world for good, starting right here at home.



MEDCO was created by the Maryland General Assembly in 1984. MEDCO's mission is four-fold: to help foster the growth and retention of current businesses; attract new business to the State; assist in the creation of new enterprise ventures; and generate employment opportunities throughout the State of Maryland. MEDCO achieves its mission by partnering with public/private entities to provide innovative revenue bond financing, real estate and infrastructure development solutions as well as workforce and education program development and strategic advisory services. Operating under the core values of equity, integrity, community and excellence, MEDCO is committed to serving Maryland's economic interests and realizing its great potential.



SECU („see-Q“), Maryland's largest state-chartered credit union, serves over 250,000 members via 21 Financial Centers, 1 Digital Center, and a Virtual Financial Center. As a member-owned, not-for-profit, SECU puts its members first. Membership is open to all Marylanders, with over 1,900 ways to join— through a family member, work, college attended, state employment, an organization you are affiliated with, or a one-time donation to the SECU MD Foundation. Headquartered in Linthicum, Md., SECU maintains more than \$5 billion in assets and ranks among the top 60 credit unions nationwide. Insured by NCUA. For more, visit www.secumd.org.



T. Rowe Price (NASDAQ-GS: TROW) is a leading global asset management firm, entrusted with managing \$1.68 trillion in client assets as of June 30, 2025, about two-thirds of which are retirement-related. Renowned for over 85 years of investment excellence, retirement leadership, and independent proprietary research, the firm leverages its longstanding expertise to ask better questions that can drive better investment decisions. Built on a culture of integrity and prioritizing client interests, T. Rowe Price empowers millions of investors worldwide to thrive amidst evolving markets. Visit troweprice.com/newsroom for news and public policy commentary.



M&T Bank, founded in 1856 and headquartered in Buffalo, NY, is a top U.S.-based commercial bank with over 22,000 employees. We combine the strength of a large institution with the care of a community bank, offering banking, wealth management, and trust services through M&T and Wilmington Trust. With branches across the Eastern U.S., we're deeply committed to making communities better—through volunteerism, investment, and support for local businesses—while empowering our people to grow and drive meaningful change. Learn more at mtb.com.

Ambassador Circle



The Montgomery County Economic Development Corporation (MCEDC) is the official public-private economic development organization representing Montgomery County, Maryland, and is funded by Montgomery County. MCEDC partners with the Montgomery County Government to accelerate business development, attraction, retention, and expansion in key industry sectors while advancing equitable and inclusive economic growth in Montgomery County. The Montgomery County Economic Development Corporation is committed to supporting businesses by connecting them to top talent, partnerships, resources, and prime locations for success.



Howard Hughes is a nationally recognized real estate developer and long-term partner committed to creating vibrant communities where people and businesses thrive. In Columbia, Maryland, we are transforming the Merriweather District into a dynamic urban core reimagined for modern living, innovation and culture. Through thoughtful planning and sustainable development, it is becoming a premier destination for residents, businesses, and visitors alike. As master developers, we invest for the long term, fostering strong relationships with the businesses and communities we serve, and ensuring our communities remain exceptional for generations to come.

MARYLAND MARKETING PARTNERS



United Therapeutics was founded by parents trying to save the life of their child who had been diagnosed with a rare and terminal disease called pulmonary hypertension. At the time, there were limited therapies and one cure – a lung transplant. That is why UT became the first publicly traded biotechnology company organized as a public benefit corporation (PBC). Our PBC purpose is to create a brighter future for patients through the development of novel pharmaceutical therapies and technologies that expand the availability of transplantable organs. Our first purpose helps delay or avoid the need for a transplant, while the second purpose seeks to enable a patient to receive a transplant when they need one.

Entrepreneur Circle



TEDCO, the Maryland Technology Development Corporation, empowers entrepreneurs by providing funding, resources, and support to grow technology and life science-based companies in Maryland. Whether launching a startup or scaling a business, TEDCO is here to help entrepreneurs succeed. Learn more about the different investments, funding opportunities, and business resources at tedcomd.com.



Cloudforce is a rapidly growing consultancy and Microsoft Solutions Partner based in Prince George's County, Maryland. Specializing in AI, cloud infrastructure, and cybersecurity, Cloudforce supports education, government, and healthcare organizations in modernizing systems and deploying emerging technologies securely. Cloudforce has been honored as Microsoft's "Supplier of the Year" and recognized by The Washington Post and Inc. for its people-first culture and steady growth. The company invests in local talent pipelines through initiatives like Bitcamp at the University of Maryland. Cloudforce proudly helps position Maryland as a leader in innovation and tech.



FOVNDRY is a boutique creative and communications agency that blends big-agency expertise with hands-on, dedicated partnership. We help organizations build and amplify their brands through strategic collaboration, compelling storytelling, and clear, effective communication. Our team of seasoned strategists and creatives brings deep, diverse experience across industries and disciplines. We approach every challenge with insight, flexibility, and a roll-up-our-sleeves mentality. FOVNDRY is proud to be a 100% woman-owned small business and a certified MBE/DBE.



Since Fulton Bank opened its doors in 1882, it has strived to deliver the best banking experience for its customers. Fulton Bank's focus on customers has allowed it to grow along with you. Today, as part of Fulton Financial Corporation, an over \$27 billion financial services holding company, Fulton Bank offers a broad array of financial products and services in Pennsylvania, New Jersey, Maryland, Delaware, and Virginia. Fulton Bank is proud to offer convenience in neighborhoods across the region.



Weller Development Partners is an innovative real estate development firm building world-class communities. At the heart of the company ethos is a double bottom-line approach to development, designing strategies that are financially viable, while also providing positive social impact to surrounding communities. Weller seeks to create incredible places and meaningful experiences for a diverse audience. With a growing international portfolio of distinctive mixed-use development projects and a proven track record of successful and celebrated ventures, Weller Development Partners delivers value and results, no matter the complexity or odds.

A large billboard for National Harbor. The billboard has a yellow background with a black and white city skyline at the bottom. In the center is a portrait of Governor Wes Moore, a Black man in a white shirt and tie, smiling. To the left of the portrait, the text "Wes Moore" is written in yellow and "Governor of Maryland" in red. On the left and right sides of the billboard, the words "NATIONAL" and "HARBOR" are written vertically in white on a black background, with a stylized wave logo between them.



MARKETING CAMPAIGN

Campaign Highlights

In FY25, the Maryland Marketing Partnership continued to refine its primarily digital approach to advertising, which provides a cost-effective way to reach key decision makers online and on connected devices. Our suite of digital marketing tools expanded this year, to include LinkedIn CTV, which leveraged LinkedIn's unparalleled B2B targeting capabilities to reach decision makers wherever they stream their favorite shows.

Maryland's approach included geofencing key industry events, and complementing those digital ads with impactful mobile billboards, which drove around venues during major industry conferences: BIO International, RSA, a cyber security conference and Xponential, which is focused on unmanned vehicles.



Bio Mobile Billboard

Maryland ads in downtown Boston circling the convention center that hosted BIO International, which attracts 20,000 industry professionals worldwide.



Digital ads shown to attendees of the RSA Conference for two weeks following the event.

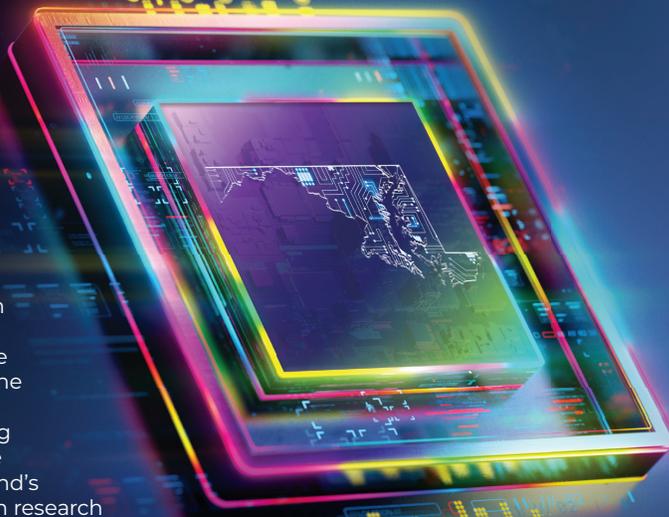


As the Department of Commerce released its Roadmap in FY25, it identified three “Lighthouse Sectors” that the state plans to emphasize in business attraction efforts moving forward. These sectors – aerospace, quantum technology and life sciences – were largely already considered in MMP’s advertising strategy, but the team went to work to identify ways to emphasize Maryland’s prowess in these sectors.

To emphasize our quantum assets, MMP secured a Forbes content partnership and a full-page Fortune ad, both highlighting Maryland as the Capital of Quantum. And Maryland’s content partnership with Site Selection magazine opened opportunities to highlight the state’s excellence in aerospace and biomanufacturing.



CAPITAL OF QUANTUM

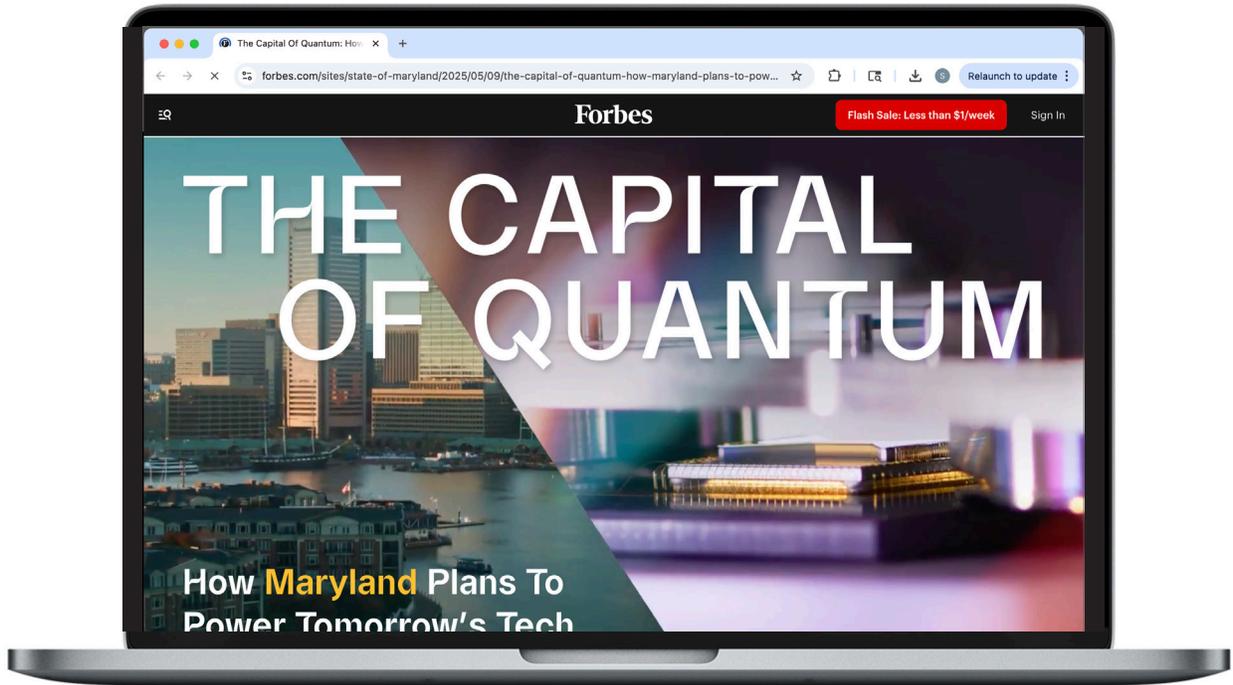


Maryland is where quantum innovation meets real-world impact. Home to the NSA, NIST, IonQ — the first publicly traded quantum computing company — and the University of Maryland’s pioneering quantum research labs, this is the epicenter of discovery and commercialization. Quantum breakthroughs born here are set to transform industries — accelerating drug development, securing digital infrastructure, and revolutionizing advanced manufacturing. If you’re building the future, build it in Maryland.



Join the Capital of Quantum.

business.maryland.gov/quantum



Maryland's content partnership with Forbes Magazine garnered more than 30,000 impressions.



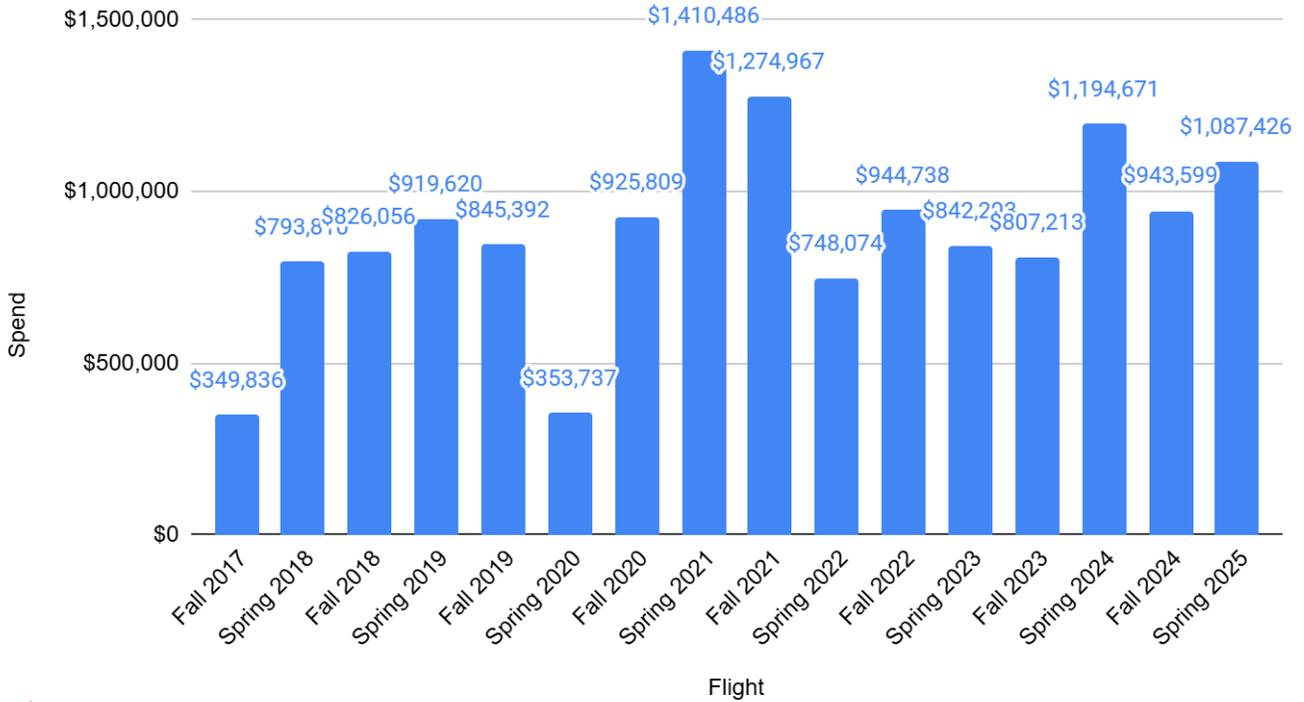
Paid partnership with Site Selection magazine featuring Maryland's aerospace story reached 48,000 site consultants and corporate decision-makers.

MEDIA SUMMARY

Media Spend, Over Time (2017-2025)

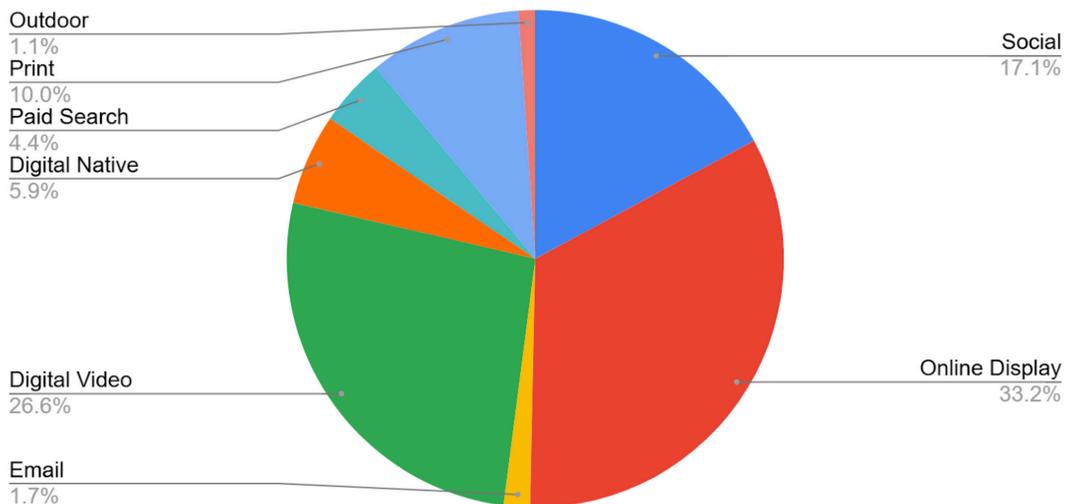
Successful place branding requires consistent time in the market, and Maryland's advertising budget for business and workforce attraction has remained at a consistent level since 2017 with the support of the private sector. Note: The budget was reduced during the Spring and Fall of 2020 during COVID and increased as we reentered the market.

Media Spend Over Time



\$503,332 was leveraged from the private sector to support the MMP in 2025

Media Spend By Channel (FY25)





LOOKING FOR TOP TALENT? HERE'S WHERE TO FIND THEM.

[Find Talent >](#)



NEIGHBORHOODS FOR TECH PROS LOOKING FOR CHANGE

[Explore >](#)



NEW & NEXT IN TECH: THE BRAINS IN BALTIMORE

[Get the Story >](#)



MAKE GREAT BUSINESS MOVES

[See Resources >](#)

LinkedIn ads emphasize Maryland's advantages.

CAMPAIGN RESULTS

The objective of the campaign is to increase awareness of Maryland as a location to do business and work/live and increase positive perception of the state. In addition to managing the campaign and tracking ad conversions, the MMP regularly conducts brand research surveys. We survey business leaders inside and outside of the state to look at how aware our target audiences are of Maryland and what perceptions they have of Maryland as a business location.

2025 By The Numbers: Business Attraction

- 82+ Million business decision makers reached through advertising.
- 850,000+ Visitors to Business.Maryland.com.

2025 By The Numbers: Talent Attraction

- 64+ Million College students / young professionals reached through talent attraction advertising.
- 400,000+ Visitors to LiveWorkMaryland.com.



Testimonial ads ran in Site Selection and the Wall Street Journal.



LinkedIn ads emphasize Maryland's advantages.



Google's Display Network is an effective tool for reaching our audience with native content ads.

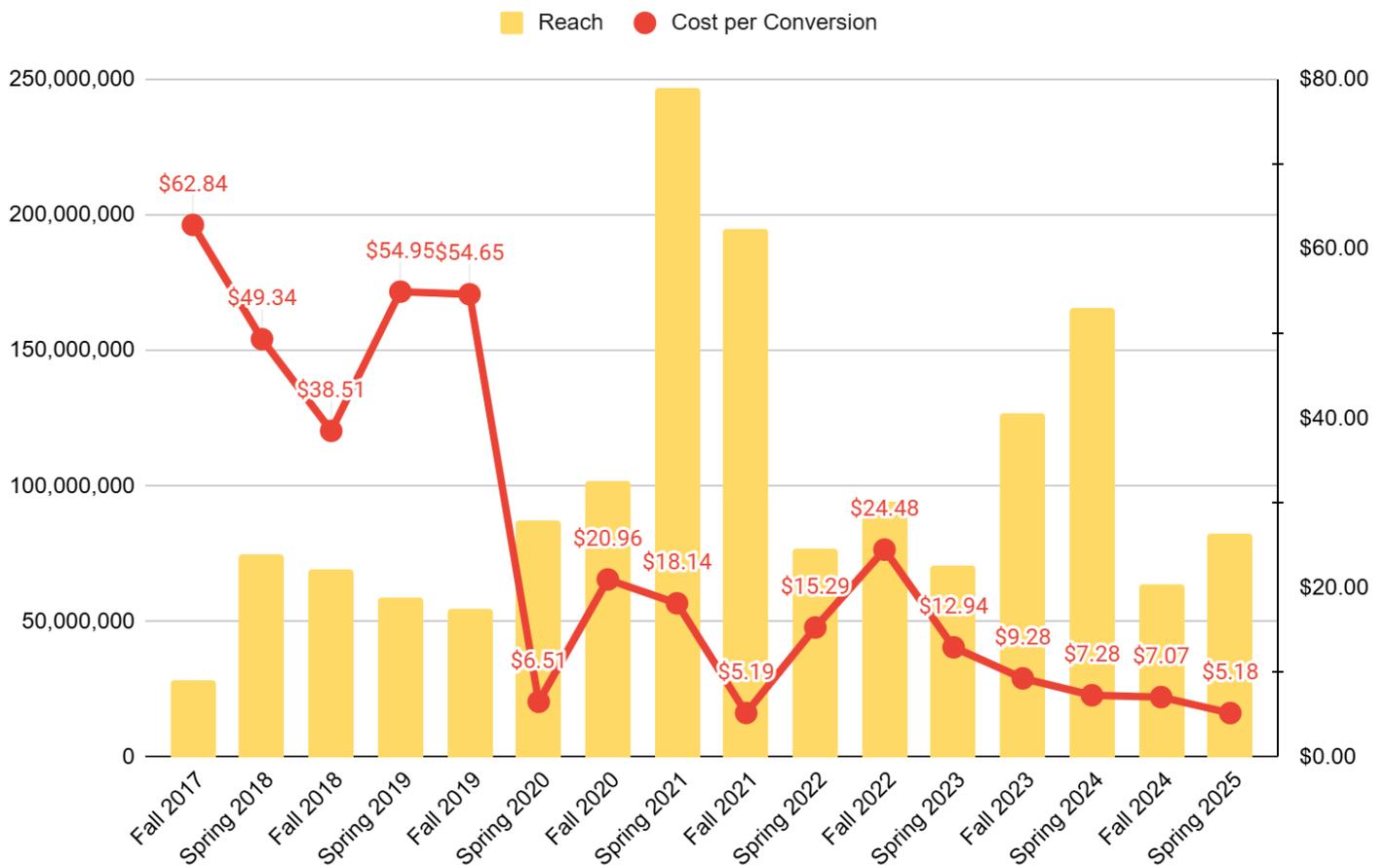
OPTIMIZING THE ADVERTISING

Advertising Maryland is a process of continuous improvement. The MMP team regularly reviews performance data to identify which tactics drive the most engaged web traffic and which audiences respond best to our ads. Each media flight builds on prior successes while introducing new channel tests to refine our approach.

Effectiveness is measured by website engagement. If a visitor spends more than two minutes on the site after being exposed to a Maryland ad, it counts as a conversion. In 2017, the average cost per conversion was about \$60; today, that cost has dropped to just \$5.18 - clear evidence of ongoing optimization.

In FY25, overall reach declined by design. We strategically eliminated wasteful placements that failed to deliver engaged users and redirected funds toward premium, targeted placements. As a result, the conversion rate jumped from 8% to 28%, dramatically increasing the share of qualified visitors while maximizing budget efficiency.

Campaign Reach and Cost-per-Conversion by Season



Maryland

America's Innovation Gateway



COLLABORATION WITH COMMERCE

Marketing staff within the Maryland Department of Commerce drive the advertising and branding efforts of the MMP. This team also leads marketing efforts that fall under the purview of the Maryland Department of Commerce. This includes projects such as: tradeshow, print collateral, website, email programs, and social media management. The cross-over of work between MMP and Commerce creates efficiencies in work flow and expanded opportunities to elevate Maryland to more markets.

Outside of advertising, some FY25 marketing highlights include:

1.1

Million Impressions through events

62,813

Social media followers

41,916

Email subscribers with a 28.7% open rate

\$489,600

value of creative projects produced in-house (136 projects)

SPECIAL INITIATIVES

Talent Attraction

Momentum continued for Maryland's talent attraction efforts in FY25 with creative content partnerships to engage students and young professionals. MMP scripted, developed and launched three videos in partnership with Governor Wes Moore. In the video, Governor Moore engages with young audiences, encouraging them to consider a move to Maryland.



Videos with Governor Wes Moore garnered thousands of engagements organically and reached millions in ads.

MMP also partnered with the popular social media influencer Hannah Williams from Salary Transparent Street to create a series of three videos. Following the style of her typical videos, Hannah interviewed Marylanders to inquire about their salary, in an effort to emphasize a key message about Maryland being a national leader in household income. This partnership gave a boost to MMP's newly launched social media channels for talent attraction.

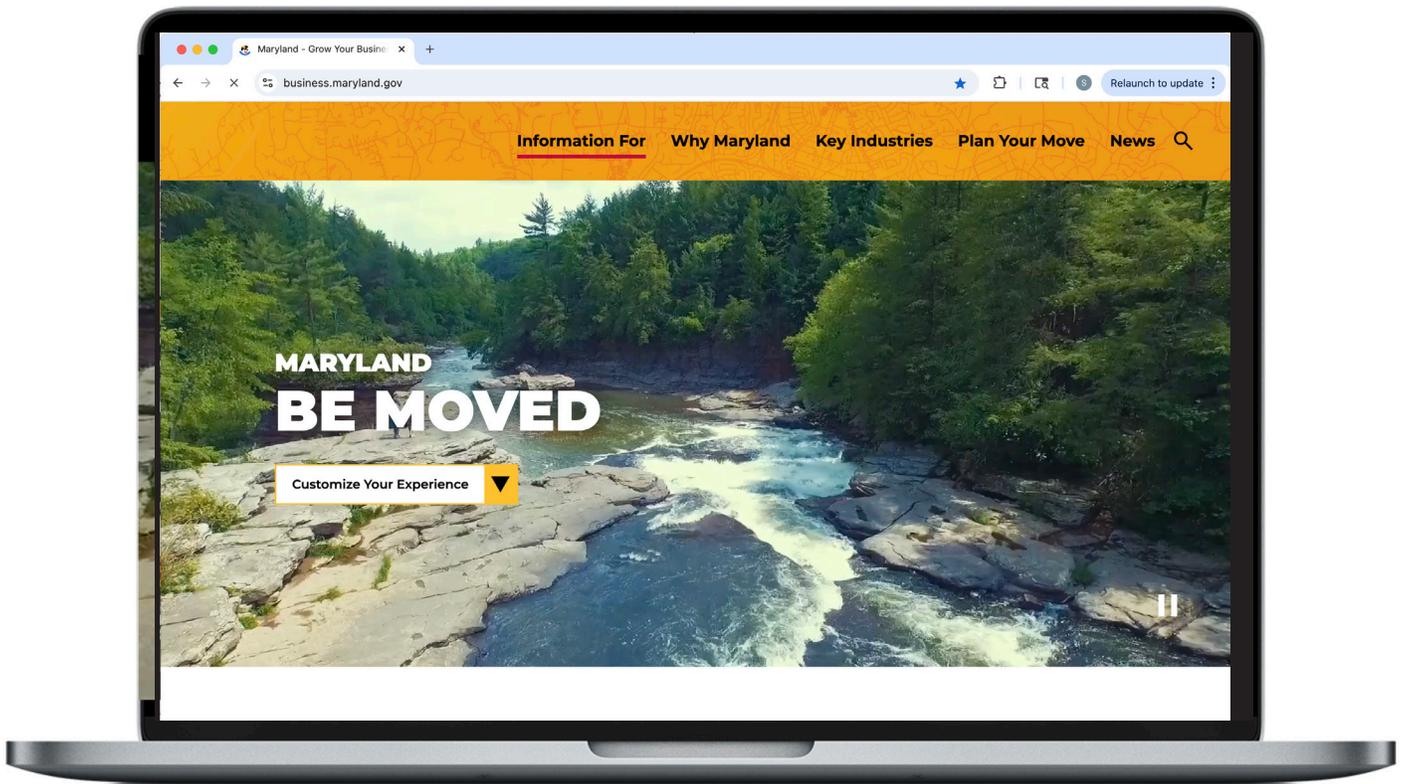


Salary Transparent Street videos garnered more than 10.5 million views, 30,000 likes and more than 700 comments.

SPECIAL INITIATIVES

New Business Attraction Website

In partnership with Planit, MMP launched a refreshed business attraction website (business.maryland.gov) in FY25. With brighter visuals, better video capabilities and cleaner designs, the new website provides users with an enhanced experience and greater impression about what Maryland offers business.



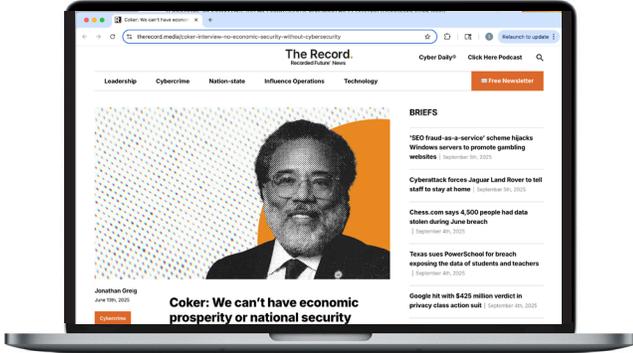
Business.Maryland.gov

Public Relations

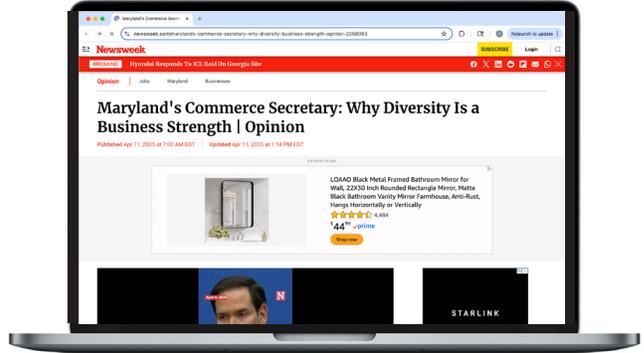
Abel Communications supported the Maryland Marketing Partnership in FY25 with a focused media outreach approach to tell Maryland's story, including its unique advantages and industry sector strengths. PR successes included a feature in Medical Design & Outsourcing, an Op-Ed in Newsweek, and coverage in Business View, Site Selection, Area Development, and The Record. Proactive media relations efforts also generated coverage and established rapport with reporters during and industry tradeshows, including RSA and BIO International. Following BIO, Commerce representatives were connected to key trade outlets: Pharmavoice, Big4Bio, and Biospace.



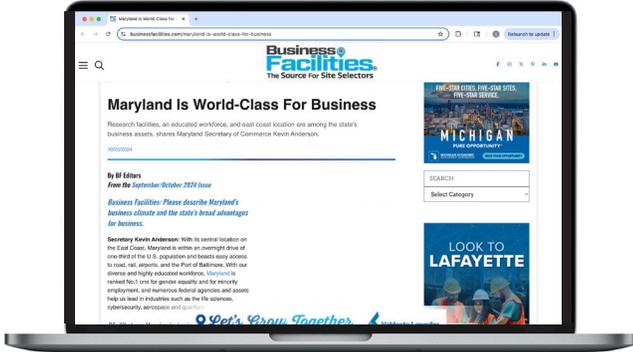
THE RECORD



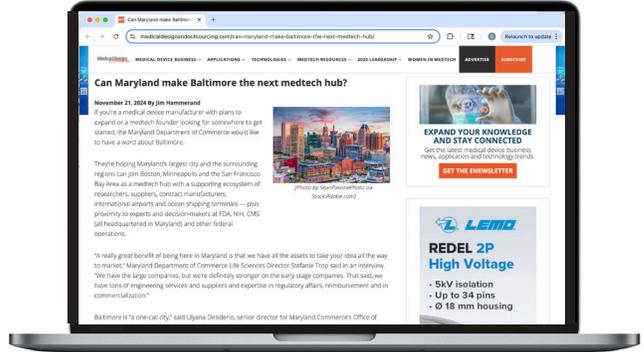
NEWSWEEK



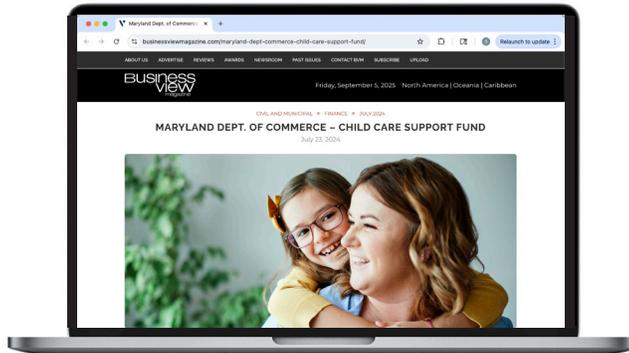
BUSINESS FACILITIES



MEDICAL DESIGN & OUTSOURCING



BUSINESS VIEW



Key coverage secured by Abel Communications in partnership with Commerce staff.



FINANCIAL OVERVIEW

MEMORANDUM

TO: The Board of Directors
 FROM: Leon Bailey, MMP Treasurer
 SUBJECT: Fiscal Year 2025 Financial Report

Maryland Marketing Partnership's stewardship of its financial resources is aimed at marketing the state's businesses, and assets that will make a positive impact. This financial report highlights the MMP's financial activities and results for the fiscal year ended June 30, 2025.

Financial Performance

The MMP achieved steady financial results. Key highlights to include:

- FY25 revenue from financial partners – \$533,332
- FY25 expenses – \$2,473,989
- Private Sector Partner total commitments to date – \$8,375,003

Financial Position

The financial position of the MMP is to maintain consistent funding each year based on state and private revenue collected. The breakdown below highlights expenses paid during the period from July 2024 through June 30, 2025.

• Major Expenses Breakdown	
• Advertising, Web	\$2,196,116
• Fundraising Contract (13 mos+expenses)	\$98,419
• Public Relations Contract	\$163,193
• Printing, Rentals, Promo items, Subscriptions	\$16,261
Total expenses through year-end:	\$2,473,989

Financial Outlook

Looking ahead, the MMP remains optimistic about its financial prospects. Key functions that contribute to this outlook include a renewed focus and strategy to boost fundraising efforts and projecting our two-year fiscal media plans to ensure a sustained campaign.

Leon Bailey,
Treasurer

FINANCE REPORT HIGHLIGHTS

FINANCIAL SUMMARY

Revenue	FY2025	FY2017 – FY2025
State Appropriation	\$ 1,000,000	\$ 9,000,000
Private Sector Partner Contributions	\$ 503,332	\$ 8,115,277
Grants, Special Revenue, Interest	\$ 250,000	\$ 6,546,098
TOTAL REVENUE	\$1,753,332	\$ 23,661,375
TOTAL EXPENSES TO DATE		\$ 19,956,487
BALANCE		\$ 3,704,888

FY 2025 CONTRIBUTIONS

United Therapeutics Corporation	\$ 16,667.00
BGE	\$ 83,333.00
Fulton Bank	\$ 5,000.00
Howard Hughes	\$ 16,667.00
SECU	\$ 33,333.00
St. John Properties	\$ 75,000.00
TEDCO	\$ 15,000.00
MEDCO	\$ 33,333.00
Whiting-Turner Contracting Co.	\$ 150,000.00
FOVNDRY	\$ 5,000.00
Montgomery County Economic Development	\$ 16,667.00
University of Maryland	\$ 50,000.00
T.Rowe Price	\$ 33,333.00
Total Contributions	\$ 533,333.00



PARTNERS ANNUAL CONTRIBUTIONS

(FY2017 – FY2025)

Since inception in 2017, the Maryland Marketing Partnership (Partners) have played a crucial role in helping to promote Maryland and all of its many assets from cybersecurity, life science, quantum, workforce development, business attraction efforts, etc. Their financial support has made our advertising campaigns very successful.

Fiscal Year (FY) (July – June)	Partner Contribution (Per FY)
FY – 2017.....	\$ 854,333
FY – 2018.....	\$ 1,302,333
FY – 2019.....	\$ 1,417,333
FY – 2020.....	\$ 600,000
FY – 2021.....	\$ 930,002
FY – 2022.....	\$ 1,277,940
FY – 2023.....	\$ 525,001
FY – 2024.....	\$ 641,669
FY – 2025.....	\$ 533,333
FY–2026.....	\$ 33,333

Total Contributions by Fiscal Year

\$ 8,115,277

Maryland Marketing Partnership

Maryland Marketing Partnership Corporate Leaders
We hope you will consider being a part of this dynamic team!

Gold Circle

WT

STADNEY | bgr | PETERSON

Silver Circle

United East | United Supply | T Row/Peer | JTI | HPSO

SECUC | [Logo] | [Logo] | M&T Bank

Ambassador Circle

[Logo] | CLARK | [Logo] | [Logo] | [Logo]

Entrepreneur Circle

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Maryland Marketing Partnership

Business.Maryland.gov



“Join the Maryland Marketing Partnership and help make this Maryland’s Decade.”

Governor Wes Moore



PARTNERSHIP OPPORTUNITY

Not a member?

If your business is interested in joining these great companies, please contact Robert Scherr at: robert.scherr@maryland.gov

LinkedIn:

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