



MARYLAND  
MARKETING  
PARTNERSHIP  
**ANNUAL REPORT**

Fiscal Year 2023 | July 1, 2022 – June 30, 2023



# Maryland Marketing Partnership

Thank You to our Partners



“The Maryland Marketing Partnership has the important responsibility of promoting Maryland’s global reputation. Competition for new business and talent is fierce. The state is committed to this effort and invites all Maryland businesses to join us in telling Maryland’s story and showing the world that we are a global leader for innovation and discovery. Together with our financial partners, we are going to make this Maryland’s decade.”

**Kevin Anderson, Secretary**  
 Maryland Department of Commerce

Above Photo: Digital Jumbotron Ad | Maryland National Harbor

Our 2022-2023 Maryland Marketing Partners

Harbor East Management Group, Whiting-Turner, University System of Maryland, Montgomery County Economic Development Corporation (MCDEC), HighRock, TradePoint Atlantic, St. John Properties, Howard Hughes, Kaiser Permanente, Tedco, United Therapeutics, Secu, CloudForce, Clark Construction, Independent Can Company, Bozzuto, Maryland Economic Development Corporation (MEDCO), M&T Bank, Peterson Companies, Weller Development, BGE, Route One Apparel, Eastern Sports, T. Rowe Price, Fulton Bank.



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**Leon Bailey**, Real Estate Manager

**Sila Alegret-Bartel**, Owner

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Corporate Affairs

**Honorable Kris Valderrama** (District 26)

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**Maryland Department of Commerce**

**7-Eleven**

**International Corporate Training & Marketing**

**Baltimore Gas & Electric**

**JCR Consulting, LLC**

**Campfire Communications**

**MDDC AFL-CIO,  
Plumbers & Steamfitters Local Union 486**

**Maryland State Senator** (Ex-officio)

**Association of Maryland Pilots**

**Route One Apparel, Inc.**

**Corus International**

**University System of Maryland Foundation**

**Prince George's County NAACP**

**Tradepoint Atlantic**

**Maryland State Delegate** (Ex-officio)

**Fovndry, LLC.**

Aaron Tomarchio, Chairman

Laura Van Eperen, Vice Chairperson

Leonard Raley, Treasurer

Ali von Paris, Secretary

A seventeen (17) member Board of Directors governs the Maryland Marketing Partnership (MMP). Representing the State government and private industry. 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 are currently three (3) vacant positions, in which suggested replacements are being vetted through the Governor's Appointment Office.

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A Message

from our Chair

## Aaron Tomarchio

Greetings, and on behalf of the Maryland Marketing Partnership (MMP) board, we are pleased to present our Fiscal Year 2023 Annual Report. This past year has been one of exciting change and opportunity as we work with Governor Moore's team to position Maryland to compete and win. Doing our part, MMP and its partners are well positioned to help showcase Maryland's incredible story of success, diversity, and opportunity. This is indeed an exciting time to locate, raise a family, and grow a business in Maryland, and we invite you to partner with us as we leverage our extraordinary assets to shape and communicate our state's rich narrative so that talent, families, and business will "Be Moved" to write their own Maryland stories.

**Aaron Tomarchio**  
Chair, Board of Directors



A Message

from the Interim  
Executive Director

## Sherri Diehl

The FY2023 Maryland Marketing Partnership's Annual Report showcases the robust advertising campaign that targeted executive decision makers in key geographies across the nation. Major highlights include our campaign reaching 164 million business decision makers, developing new business and workforce attraction creative, and conducting qualitative and quantitative research to inform the future of our campaign. MMP Board members worked closely with the Marketing Office at the Maryland Department of Commerce and our ad agency, Planit, to execute all of the campaign deliverables.

Commerce Marketing staff provide professional and technical marketing assistance that allows the Partnership to save hundreds of thousands of dollars. These savings allow more dollars to go directly to advertising and promoting the state's business advantages. Lastly, this report would not be possible without our Corporate Partners and the MMP Board members that help fund and move this campaign forward. I'd especially like to thank several long-standing Board Members for their service including Karen Cherry, Justin Meighan, Stuart Page, Angela Sweeney, Tom Sadowski, and Julian Boykin.

**Sherri Diehl**  
Interim Executive Director



## Maryland Marketing Partnership

In October 2015, 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, private businesses, industry and economic development partners. The Partnership is a body politic and corporate instrumentality of the state.

## Our Mission

The Maryland Marketing Partnership (MMP), working with the Maryland Department of Commerce, was created to develop a branding strategy for the state, to market the state's rich assets, encourage the growth of existing businesses, and attract new businesses to the state. The MMP conducts a fundraising program with Maryland businesses to support the campaign. The MMP Board employs a fundraiser to engage leading-edge businesses as private sector partners to supplement the state's investment. The MMP Partners invest in Maryland's future and help position Maryland as a great place to live, work and expand a business.



# FY2023 Activities And Meetings

The Partnership hosted its 2023 Spring Reception on June 4, 2023, in Annapolis with Commerce Secretary Kevin Anderson and Lt. Governor Aruna Miller. All MMP Board members and Partners were invited to attend and network with the new leadership.



Maryland Marketing Partnership Spring Reception | Annapolis, Maryland



The Maryland Marketing Partnership Board of Directors met quarterly in FY2023 virtually and in-person. September 29, 2022, December 16, 2022, March 29, 2023 and June 23, 2023.

Maryland Marketing Partnership | October 2023 Board Meeting



Maryland Kiosk Ad | Maryland National Harbor

## Maryland Marketing Partners



BGE headquartered in Baltimore, BGE is Maryland's largest natural gas and electric utility, delivering power to more than 1.3 million electric customers and more than 690,000 natural gas customers in central Maryland. BGE is a subsidiary of Exelon Corporation (NYSE: EXC), the nation's leading competitive energy supplier.



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. The company is currently active in over 20 industries. Since 1909, the firm has been guided by the principles of integrity, excellence and an unwavering dedication to customer delight.

With headquarters in Baltimore and 60 locations across the country, Whiting-Turner is currently ranked third in domestic building construction by Engineering News-Record. 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.



M&T Bank is a bank holding company that operates more than 775 retail and commercial branches in eight states, D.C., and Canada. M&T Bank provides products and services related to commercial banking, retail banking, business and professional banking, investment, and mortgage banking



TradePoint Atlantic, 3,100-acre multi-modal industrial site in Baltimore that features a unique access to deep-water berths, railroads and highways. The site, a terminal within the Port of Baltimore, is expected to generate thousands of jobs in Maryland. TradePoint Atlantic is hailed as a modern industrial revival transforming a former steel mill into one of the largest most strategically significant inter-modal global logistic hubs in the nation. Board Chairman Michael Mullen has over four decades of experience in the industrial development business, having developed and redeveloped more than 70 million square feet of industrial facilities and major railway inter-modals.



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 23 million square feet of commercial flex/R&D, retail and bulk space, proudly serving more than 2,500 clients throughout 11 states. St. John Properties ranks within the top 5 developers of LEED-certified buildings nationwide and was honored as NAIOP's National Developer of the Year in 2018. For more information about the company, visit [www.sjpi.com](http://www.sjpi.com).



Bozzuto is an experience-focused real estate company distinguished by their innovative developments, dedicated customer service, and top-rated workplace culture. With award-winning expertise in homebuilding, multifamily development, construction, and management, Bozzuto is devoted to delivering extraordinary experiences for those they serve.

Since their founding in 1988, Bozzuto has developed, acquired, and built more than 50,000 homes and apartments. Celebrating 35 years of creating a sanctuary for their residents, Bozzuto currently manages 100,000 apartments and more than 3 million square feet of retail space across the U.S., with 7 million square feet currently under construction. [www.bozzuto.com](http://www.bozzuto.com)



Eastern Watersports, a division of Eastern Marine Services, Inc., provides recreational watersports and retail sales. With 5 separate locations in Maryland, we offer everything in, on and around the water. We promote outdoor adventures on Maryland's Chesapeake Bay and provide access to all the retail gear you need to get going through our e-commerce site and brick-and-mortar stores. Come explore all we have to offer at [easternwatersports.com](http://easternwatersports.com) or its Facebook and Instagram pages.



What started as a vision to use cloud technology to make lives better, National Harbor, MD-based Cloudforce continues its legacy as a nationally acclaimed award-winning technology consulting sensation to the nation's most notable brands. Firmly placing Maryland tech firms on the map by taking down the Best Workplace for Diverse Innovators award by Fast Company from over a thousand national entrants, and both the Inc. Best Workplaces (one of just 12 Inc. Editor's Picks) and Washington Business Journal's Best Places to Work, Cloudforce is described by community leaders as "Prince George's County proud," supporting a plentitude of county, state and local initiatives including the Prince George's Chamber of Commerce, PGEDC, Employ Prince George's, and the Maryland Marketing Partnership.



Founded in 2005, High Rock Studios has built a reputation for innovation, expertise, and results. The team is a blend of strategic, creative, and technical - integrated solutions to solve any marketing challenges. Since our founding, our goal has been to help businesses and organizations succeed in the ever-changing world of technology and media. Over the years we have grown to offer new services that are led by strategy, creativity and technology. Our process is one of learning. We talk, strategize and implement our services based on solid research and client goals. We build on a solid foundation for your success, because your success is our success.



Harbor East Management Group, a wholly owned subsidiary of H&S Properties Development Corporation is a leading real estate development and management company based in Baltimore. They are the visionary developers behind Harbor East, one of the Mid-Atlantic's most exciting mixed-use developments, spanning 5.5 million square feet of commercial retail, office, hotel, and residential space along Baltimore's Inner Harbor. Harbor East serves as a catalyst for downtown investment, spurring residential urbanization and creating a blueprint for future development.



Independent Can Company, headquartered in Belcamp, Maryland, is a family owned and operated manufacturer of specialty tin cans. Founded in 1929, the company has grown from a signal location in Baltimore, Maryland, to six facilities nationwide. Five of the six are manufacturing plants and metal lithography is offered in Maryland and Ohio. Over 400 skilled and talented workers are employed by Independent Can Company in the USA.

With world-class, award-winning printing and fabricating equipment, Independent Can remains globally competitive. With continuous reinvestment in our people and technology, ICC is more focused than ever on excellence in metal packaging. ICC is values based and culturally driven by the highest standards and proud to be American made.



Howard Hughes Holdings Inc. owns, manages, and develops commercial, residential, and mixed-use real estate throughout the U.S. Its award-winning assets include the country's preeminent portfolio of master planned communities, as well as operating properties and development opportunities including: the Seaport in New York City; Downtown Columbia® in Maryland; The Woodlands®, Bridgeland® and The Woodlands Hills® in the Greater Houston, Texas area; Summerlin® in Las Vegas; Ward Village® in Honolulu, Hawai'i; and Teravalis™ in the Greater Phoenix, Arizona area.

The Howard Hughes portfolio is strategically positioned to meet and accelerate development based on market demand, resulting in one of the strongest real estate platforms in the country. Dedicated to innovative placemaking, the company is recognized for its ongoing commitment to design excellence and to the cultural life of its communities. Howard Hughes Holdings Inc. is traded on the New York Stock Exchange as HHH. For additional information visit [www.howardhughes.com](http://www.howardhughes.com).



Clark Construction is a local builder with national reach. Over the course of a century, Clark has grown from a small excavator into one of the nation's most capable and trusted providers of construction services. The company's portfolio features projects ranging from intricate interior renovations to complex civil operations.

## Maryland Marketing Partners



Kaiser Permanente is committed to helping shape the future of healthcare. We are recognized as one of America's leading health care providers and not-for-profit health plans. Currently serving nearly 835,000 members in the Mid-Atlantic region at 35 medical centers in Washington, D.C., Maryland and Virginia, Kaiser Permanente's care for members and patients is focused on their total health and guided by its Permanente Medical Group physicians, specialists, and care team. Kaiser Permanente is dedicated to caring innovations, clinical research, health education, and the support of community health.



The University System of Maryland (USM) is the state's public higher education system. The USM has some 163,000 students enrolled across twelve institutions and three regional higher education centers throughout the State of Maryland. Working collaboratively, sharing resources and best practices, USM research institutions, regional universities, and HBCUs conduct more than \$1.5 billion in sponsored research and award an estimated 44,000 undergraduate and graduate degrees annually, including nearly 16,000 in health care and STEM disciplines.



United Therapeutics, the first publicly-traded, biotech or pharmaceutical public benefit corporation, builds on the strength of its research and development expertise and a distinctive, entrepreneurial culture that encourages diversity, innovation, creativity, sustainability, and, simply, fun. Since inception United Therapeutics' mission has been to find a cure for pulmonary arterial hypertension and other life-threatening diseases. Toward this goal United Therapeutics has successfully gained FDA approval for five medicines, conducts clinical trials and supports investigator sponsored studies, and is working to create an unlimited supply of manufactured organs for transplantation.



The Maryland Economic Development Corporation (MEDCO) was created by the State of Maryland's General Assembly to serve as a statewide economic development engine. MEDCO works to increase business activity, advance economic development, encourage charitable and cultural activities, enhance workforce development, and promote Maryland's economic viability. MEDCO was created to assist with the retention, expansion and attraction of business and industry throughout the State of Maryland. Our special financing, advisory services and real estate development capabilities offer Maryland communities the tools necessary to conceive, pursue and attain their economic development goals.



Founded in 1937, T. Rowe Price (NASDAQ: TROW) helps people around the world achieve their long-term investment goals. As a large global asset management company known for investment excellence, retirement leadership, and independent proprietary research, the firm is built on a culture of integrity that puts client interests first. Investors rely on the award-winning firm for its retirement expertise and active management approach of equity, fixed income, alternatives, and multi-asset investment capabilities. T. Rowe Price serves millions of clients globally. News and other updates can be found on Facebook, Instagram, LinkedIn, Twitter, YouTube, and [troweprice.com/newsroom](http://troweprice.com/newsroom).



Route One Apparel is the area's original online source for trendy and affordable Maryland pride apparel and accessories. Founded by Ali von Paris in 2010 from within her dorm room at the University of Maryland, Route One Apparel now offers more than 3,000 unique products and designs that let customers make a "STATE-ment" and express their love of their state, city, professional and collegiate sports teams. Available online and at select retailers, Route One Apparel offers official merchandise from iconic brands including Natty Boh, Old Bay, Domino Sugar, Morton Salt, and more. Route One Apparel also collaborates with businesses and organizations to create custom designs and products. To learn more, visit [www.RouteOneApparel.com](http://www.RouteOneApparel.com).



TEDCO, the Maryland Technology Development Corporation, enhances economic empowerment growth through fostering an inclusive entrepreneurial innovation ecosystem. TEDCO identifies, invests in, and helps grow technology and life science-based companies in Maryland. Learn more about our resources, programs, and funding opportunities at [tedcomd.com](http://tedcomd.com).



SECU ("see-Q"), the State Employees' Credit Union of Maryland, is the state's largest state chartered credit union and serves over 250,000 members via 24 branches across the state. As a member-owned, not-for-profit organization, SECU puts its members first. Membership is open to all of Maryland, with over 1,900 ways to join, you may be eligible through a family member, work, the college you attended, state employment, an organization you are affiliated with or simply through a one-time donation to SECU MD Foundation. Headquartered in Linthicum, Md., SECU offers convenient access to over 50,000 free ATMs through the CO-OP network, as well as access to expert financial planners. With more than \$5 billion in assets, SECU ranks among the top 60 credit unions nationwide based on total assets in the U.S. Insured by NCUA. For more information, visit [www.secumd.org](http://www.secumd.org) or follow SECU on Twitter, Facebook and Instagram



**WELLER**  
- DEVELOPMENT -

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.

### Fulton Bank

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 through over 200 financial centers.



The Montgomery County Economic Development Corporation (MCEDC) is the official public-private economic development organization representing Montgomery County, Maryland. Created in 2016, MCEDC is led by a Board of Directors of business executives. Its mission is to help businesses start, grow, and relocate in Montgomery County by helping them gain access to top talent, business and market intelligence and prime locations.



As one of the largest privately-owned real estate development companies in the Washington DC region, Peterson Companies consistently delivers some of the area's most exciting mixed-use retail, residential and commercial destinations. Over the past 58 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 about the Peterson Companies, please visit [www.petersoncos.com](http://www.petersoncos.com).

# Advertising Highlights

Maryland's business attraction campaign reached 164M decision makers in key geographies across the U.S., and drove 1.2M visitors to our business website. The media plan concentrated on a digital-first approach with the majority of the spend in online display and video. Paid search, print, outdoor and audio comprised the remainder of the buy. Media outlets included the Wall Street Journal, Site Selection and Area Development Magazines, WIRED email, and the Harvard Business Review podcast.

## CAMPAIGN OBJECTIVES

### 1. Improve Maryland's Business Image

KPIs:

- Lift in awareness and brand perception
- Increase in positive word of mouth from business community
- Increase in positive media coverage

### 3. Create More Jobs in Maryland

KPIs:

- Increase in overall jobs numbers
- Increase in number of business attraction projects/leads brought to the Maryland Department of Commerce.

### 2. Engage Key Audience Segments

KPIs:

- Increase in engaged traffic to website
- Increase in social media engagements
- Increase in video views

### Target Audience

- Primary: Business Attraction
  - Out of State Businesses
  - Site Selectors
- Secondary: Workforce
  - High-tech workers
- Tertiary: Business Retention
  - Maryland Business Owners



Exponential Exhibit | Denver, Colorado



Here, Here Print and Digital Campaign | 2020-23



Digital Ad

# Advertising Highlights

## Geography

### Target Markets for Business Attraction:

**High Cost of Living**  
Boston, San Francisco

**Medium Cost of Living**  
Philadelphia, Pittsburgh (New!), Dallas, Atlanta, Denver, Seattle, San Antonio

**Low Cost of Living**  
Tampa, Charlotte, Raleigh-Durham, Jacksonville, Phoenix

### Target Markets for Workforce Attraction:

**Large Markets:**  
New York, Chicago, San Francisco, Santa Clara

**Medium Markets:**  
Philadelphia, Atlanta, Boston

**Small Markets:**  
Denver, Raleigh-Durham, San Diego, San Antonio, Austin, Fresno, Greenville, Salt Lake City

**Timing:**  
July 2022 - June 2023 with a focus on

- Sept 12 - Nov 23
- March 6 - May 31

**Budget: \$1,814,514**

- Business Attraction - 90%
- Workforce Attraction - 8%
- Business Retention - 3%



Bio International Convention Exhibit | Boston, Massachusetts

## STRATEGIC MEDIA APPROACH

1. Continue digital first approach by utilizing a combination of display, video and audio to reach target audiences.
2. Utilize best performing partners/tactics from the Spring campaign and continue to build on efficiencies.
3. Explore new partners in order to test and increase learnings
4. Continue to reach the site selector audience
5. Explore niche industry options
6. Geo-fencing key conferences
7. Reserve funds for opportunistic/experiential buys



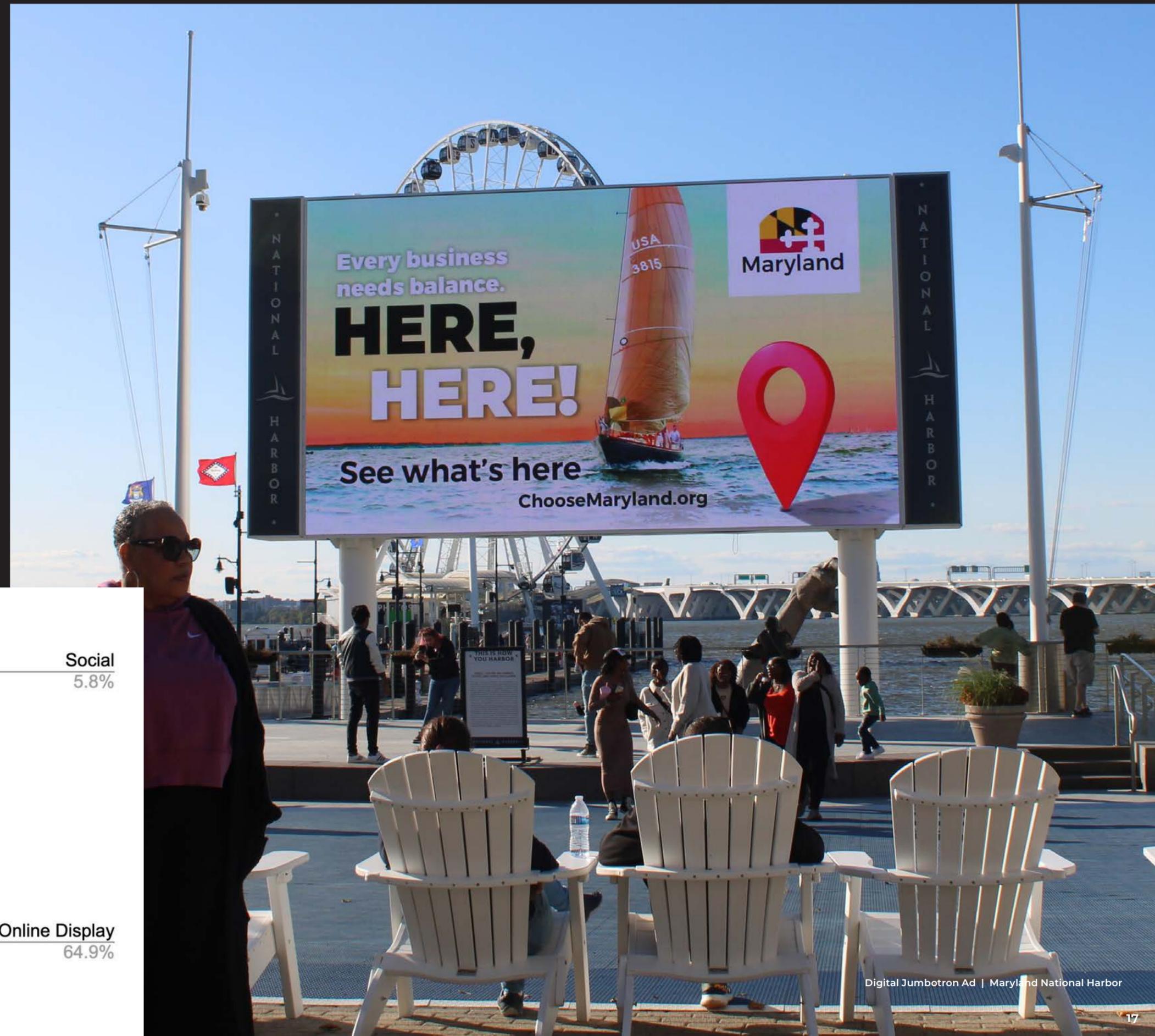
Mobile Truck Out-of-Home Ad



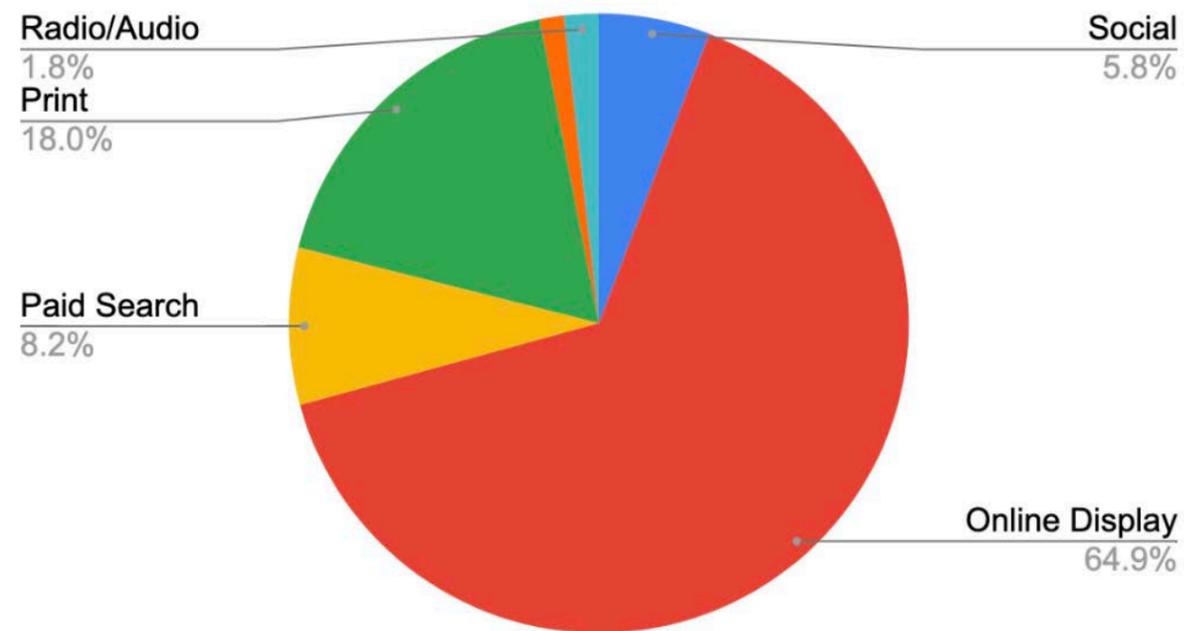
Maryland Secretary of Commerce, Kevin Anderson and Heather Gramm, Assistant Secretary attend Bio International Convention | Boston, Massachusetts

## PR Contract with Abel Communications

- Bi-monthly partner press release - shared with PRWeb + all Citybizlist markets
- Identified focus and coordinated interviews for three Site Selection Magazine feature articles for paid opportunity
- Pitched stories to earn positive media coverage that showcases Maryland as a business-friendly state and leader in innovation
- Hosted regular calls with the Maryland Secretary of Commerce and other Commerce thought leaders
- Developing an ongoing CEO Q&A series for the blog and social media
- \$1.1 million earned media value on stories featuring MMP partners and Maryland companies in cybersecurity and IT; distribution, warehouse and logistics; life sciences; tourism; food and agribusiness, and emerging industries.



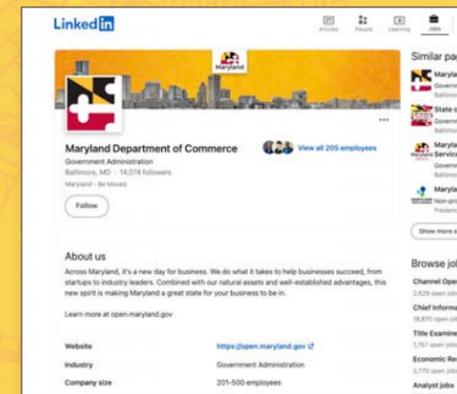
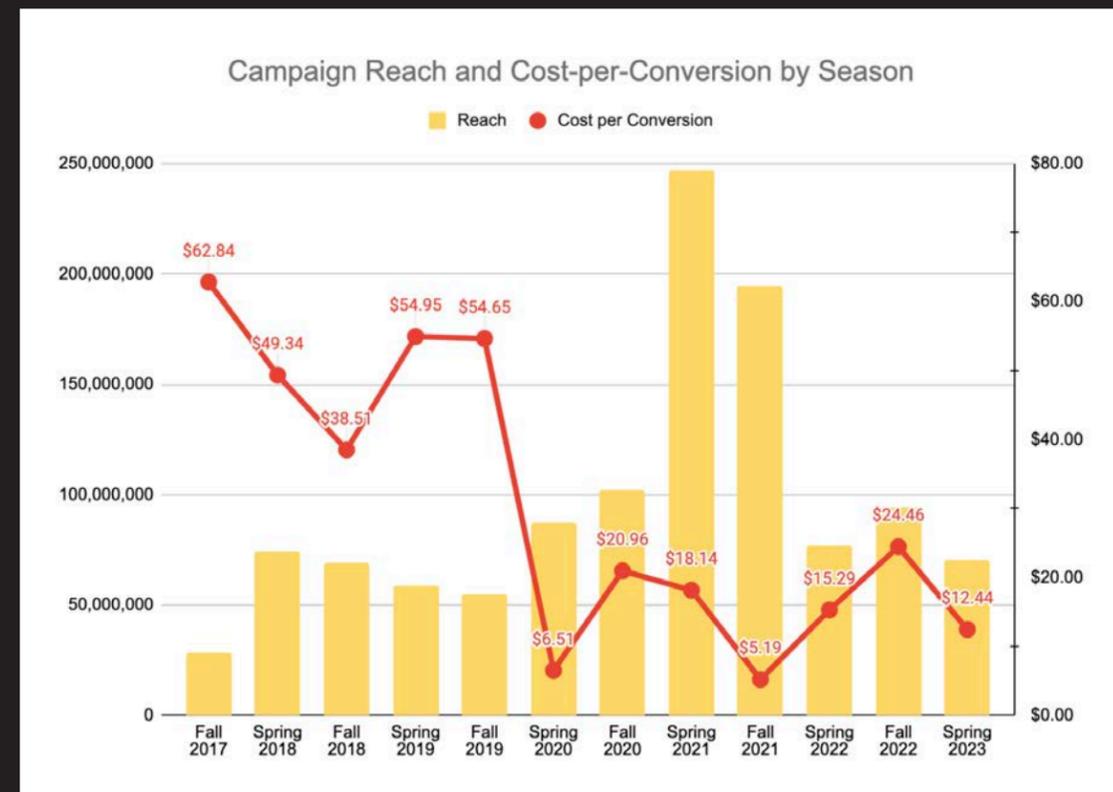
Media Spend By Channel (FY23)



# Advertising Highlights

## Research

Regular research is an essential part of our marketing efforts to see how perceptions are changing and how our ad campaign messages are being received. In the Fall of 2022, we contracted Planit to conduct a social listening study, in-depth interviews with 10 CEOs, and a quantitative study that included surveying business decision makers both in and out of state. This research helps inform campaign choices and helps us to better reach businesses. Additionally, Commerce staff regularly monitor competitive states' advertising, social media sites and strategies.



LinkedIn



Instagram



Facebook



Twitter

# Advertising Highlights

## New Campaign “Be Moved”

With a new administration, it was time for a new advertising campaign. During FY23, “Here, Here” ads ran as MMP conducted research and strategized the evolution of Maryland’s marketing campaign to align with the Moore-Miller administration.

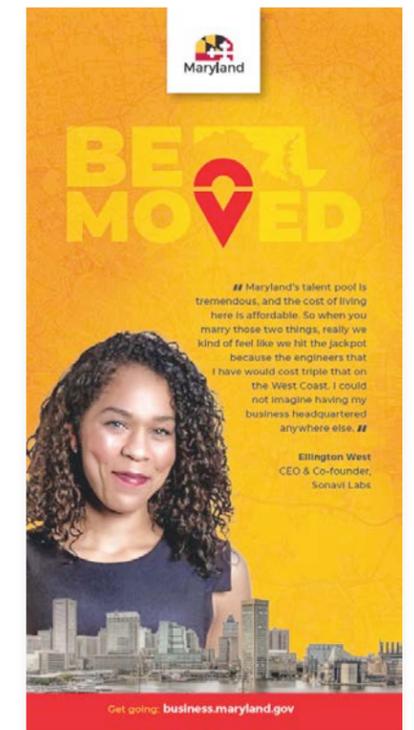
MMP tasked our advertising partner, Planit, with developing a new direction for the campaign. Planit was asked to develop something bold, which evoked emotion and helped sell Maryland’s advantages for business. Planit delivered with the “Be Moved” concept, which officially began reaching our target audience in Fall 2023.



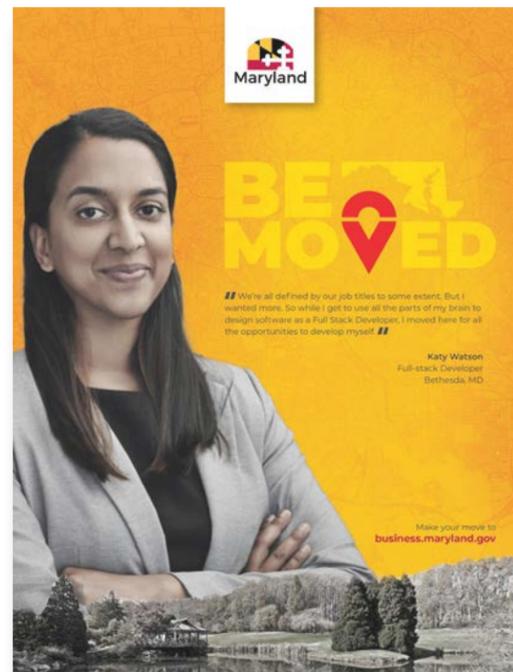
Fall 2023 Print & Digital Marketing



Fall 2023 Print & Digital Marketing



Fall 2023 Print & Digital Marketing



Maryland Be Moved Campaign Design



Here, Here Campaign, 2020-23



Fall 2023 Print & Digital Marketing



Fall 2023 Print & Digital Marketing



Fall Digital Ad | Fall 2023



Fall Digital Ad | Fall 2023

# Advertising Highlights

## Email Enhancements

Email efforts were ramped up in FY23 for business attraction. As part of the paid advertising campaign, we partnered with WIRED magazine on an email series featuring Maryland CEOs. These emails were the most successful tactic in the advertising flight in FY23, with 48% of visitors spending more than two minutes engaging on the website.

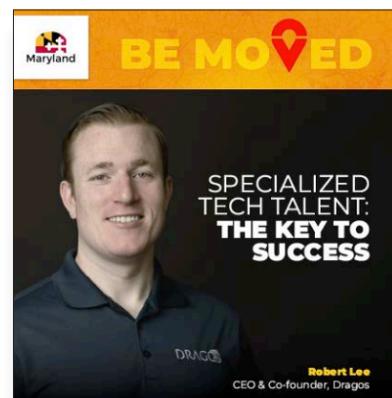
Building on and nurturing leads within our own email system was also a new effort in FY23. A new email program to nurture out-of-state and out-of-country contacts with custom attraction content generated open rates that exceeded 30%.



Fall Email Marketing



Fall Email Marketing



Dragos is on a critical mission: Protect the nation's industrial infrastructure from cyber attacks. The company is fueled by well-trained, passionate people drawn to Maryland's enviable work-life balance and investment in nurturing a leading edge tech workforce.

The team's combined national security experience is absolutely part of what drives Dragos, according to CEO Robert Lee.

How is Dragos pulling such a rich assembly of specialized talent? By having its headquarters in the same neighborhood as the NSA and U.S. Cyber Command.

[FIND CYBER & IT TALENT](#)

Fall Email Marketing



To succeed in business, having a diverse staff is not just the right thing to do, it's critical for keeping your company competitive and thriving. When thinking about diversity, maybe you've been asking: "What can *my business* do?" and coming up short. So maybe it's time to ask: "Where can *my business* move?"

[READ THE FULL STORY](#)

Fall Email Marketing

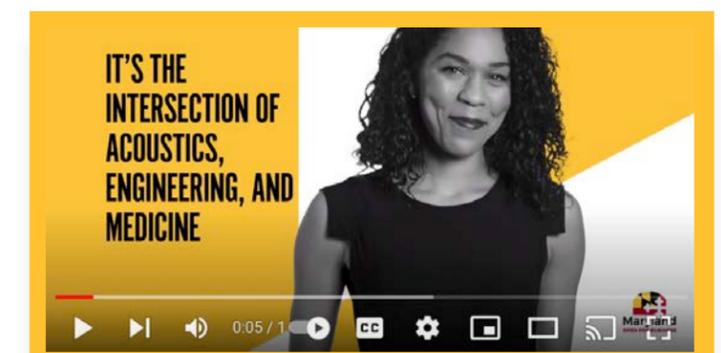
## Video Marketing

In FY23, the use of video continued to be a core tactic for marketing Maryland. A total of \$353,768 (or 20% of the advertising budget) was dedicated to reaching the target audiences while they were consuming video content. The Maryland ads appeared on streaming networks including Viacom, CNN and Discovery as well as throughout online video networks. While the key metrics for video typically focus on reach/views, this campaign continues to elicit a tremendous response.

In FY23, 423,415 of video ad viewers clicked on the corresponding link and 3.68% of them converted as an engaged visitor on the Maryland website. Being able to showcase Maryland through video generates awareness and interest at an efficient cost of \$23 per conversion. In addition to the paid advertising, these videos continue to rack up views organically on the Maryland Commerce YouTube channel. Each of the video ads have about 2million organic views.



Be Moved Promotional Video

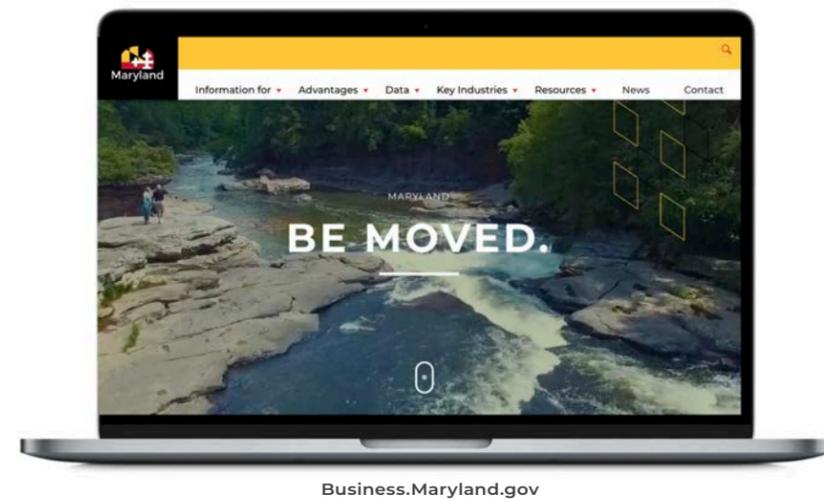


Business Testimonial Videos

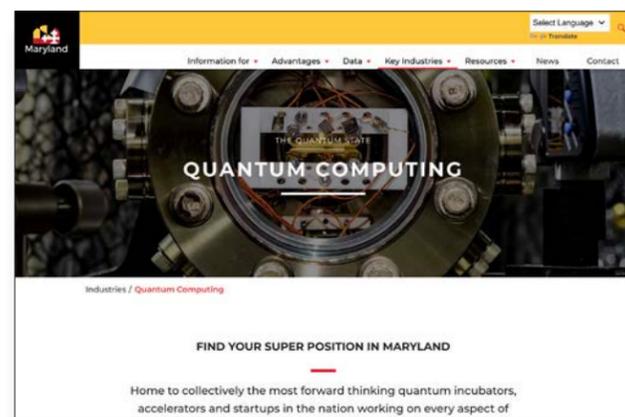
# Advertising Highlights

## Regular Fresh Web Content

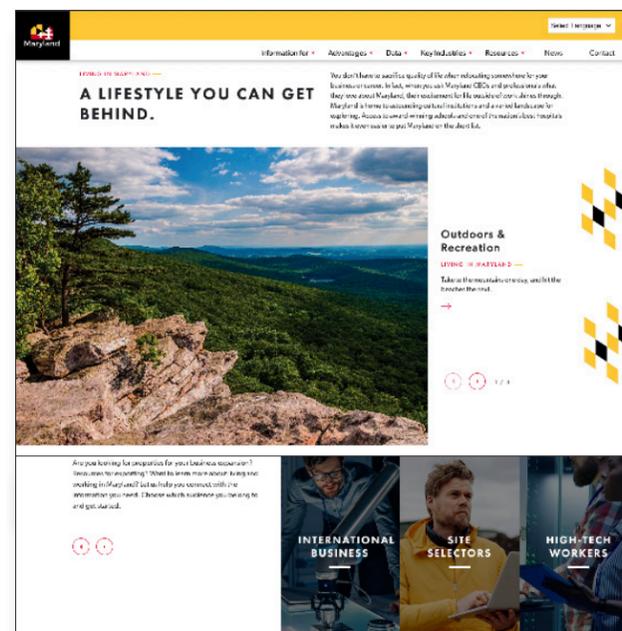
Web content constantly evolved to tell Maryland's story in FY23. In addition to regularly posted blog content on business.maryland.gov, web pages are regularly refreshed and new ones created. In FY23, the team added a Quantum Computing web page, to align with Commerce's shift in strategic industry focus. Content on Diversity, Equity and Inclusion was also incorporated into the website to better emphasize Maryland's advantage. Additionally, custom web pages were created for select industry trade shows, which helped Maryland hone in on specific messages for select audiences.



Business.Maryland.gov



Business.Maryland.gov

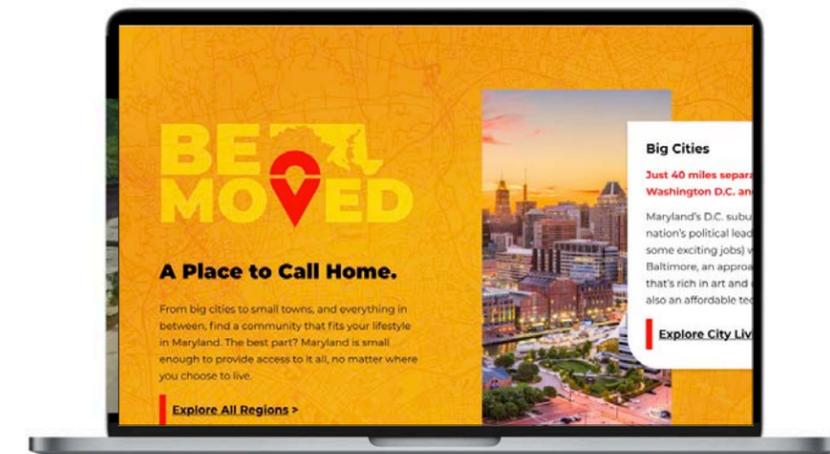


Business.Maryland.gov

## Workforce Attraction Planning

In order to attract and retain businesses in Maryland, it's important to continuously supply high-quality workforce. In FY23, we made a strategic shift to increase efforts on workforce attraction to compete with other states and regions that are heavily promoting living and working to young professionals. At the close of FY23, plans were laid for a dedicated workforce attraction website that will speak directly to young professionals and soon-to-be graduates, primarily in high-tech fields.

In addition to telling Maryland's story and painting a picture of what it's like to live and work in the state, the site will have direct job search integration so users can find job opportunities. Additionally, 15% of media spend will be used for workforce attraction starting in 2024. This is the largest amount that the state has ever dedicated to workforce attraction.



# FY 2023 Marketing Stats

**164.5M**

business decision makers  
were reached with  
advertising in FY23

**1.2M**

visitors to the  
business.maryland.gov  
website to learn  
about Maryland

**103k**

(8.59%) of the visitors  
were engaged on the  
site, indicating real  
interest

**\$452k**

Value of creative projects  
produced in-house  
- 1,538 projects  
(excludes all digital graphics/videos)

**55k**

Social media  
followers

**39k**

Email subscribers

**196k**

Social communities  
engaged with content

## Finance Report Highlights

### MEMORANDUM

TO: The Board of Directors  
FROM: Leonard Raley, MMP Treasurer  
SUBJECT: Fiscal Year 2023 Financial Report

This financial report highlights the MMP's financial activities and results for the fiscal year ended June 30, 2023.

### Financial Performance

During the period of July 2022 through June 2023, the MMP achieved steady financial results. Key highlights to include:

- Funds from the State since inception-2016 (including Commerce grants) – \$10,830,000.
- Private Sector Partner contributions – \$6,581,942
- Private Sector Partners total commitments over a 7-year period – \$6,856,942

### Financial Position

The financial position of the MMP is to maintain consistency based on state and private sector funding annually. The breakdown below highlights expenses paid during the period from July 2022 through June 30, 2023.

- Expense Breakdown
    - Media, Creative, Research \$2,102,008
    - Consulting/Fundraising Contract \$ 76,406
    - Public Relations Contract \$ 90,144
- Total expenses through year-end: \$2,441,530**

### Financial Outlook

Looking ahead, MMP remains optimistic about its financial prospects. Contributing to this outlook:

- Renewed Focus on Fundraising
- Establishing New Partners
- FY24 Media Plans
- Increased Focus on Workforce Attraction

As of June 30, 2023, the Partnership has received \$10,830,000 in funding from the State since inception (including Commerce grants). Private partner contributions collected through fiscal year 2023 total \$6,851,942. Total expenses through FY2023 are \$14,628,247.

**Leonard Raley,**  
Treasurer

# Finance Report Highlights



## Revenue and Expenditures FY2023

REVENUE AND EXPENDITURES REPORT - FY2023	FY2023	FY2017-2023
State Appropriations	\$1,000,000	\$7,000,000
MMP Partner Contributions	\$503,334	\$6,851,942
MD Department of Commerce Grants/IAA	\$600,000	\$3,830,000
<b>TOTAL REVENUE</b>	<b>\$2,103,334</b>	<b>\$17,681,942</b>
EXPENSES	FY2023	
Advertisement/Media Placements	\$2,102,008	
Public Relations	\$90,114	
Consultant/Fundraising	\$76,406	
Governor's Business Summits/MMP Partners Receptions	\$7,660	
Sponsorships	\$110,000	
Promotional Events/Conferences	\$0	
Promotional Items	\$0	
Auditing/Fiscal Services	\$11,800	
Subscriptions	\$2,088	
Association/Membership Dues	\$1,000	
Video, Parking, Printing, Misc.	\$40,454	
<b>TOTAL EXPENSES</b>	<b>\$2,441,530</b>	
<b>TOTAL EXPENSES (FY2017-2023)</b>		<b>\$14,628,247</b>

## Partners Annual Contributions FY2017 - 2023

Fiscal Year (FY) (July - June)	Partner Contribution Per FY
FY2017	\$854,333
FY2018	\$1,302,333
FY2019	\$1,417,333
FY2020	\$600,000
FY2021	\$880,001
FY2022	\$1,277,940
FY2023	\$503,334
<b>Total</b>	<b>\$6,851,942</b>

## FY2023 Partner Contributions

FY2023 Partner Contributions	Amount
Whiting - Turner Contracting Co.	\$200,000
St. John Properties	\$83,334
University System of Maryland - College Park	\$50,000
State Employees Credit Union (SECU)	\$33,334
Tradepoint Atlantic	\$33,333
Howard Hughes Corporation	\$33,333
Harbor East	\$25,000
M&T Bank	\$25,000
Fulton Bank	\$5,000
MD Technology Development Corporation (TEDCO)	\$5,000
High Rock	\$5,000
Cloudforce	\$5,000
<b>Total FY 2023 Partner Contributions</b>	<b>\$503,334</b>



## Partnership Opportunity

### Not a member?

If your business is interested in joining these great companies, please contact Robert Scherr at: [Robert.Scherr@maryland.gov](mailto:Robert.Scherr@maryland.gov)

### MMP LinkedIn Page:

<https://www.linkedin.com/company/maryland-marketing-partnership-mmp/>

### MMP Website:

[MarylandMarketingPartnership.com](http://MarylandMarketingPartnership.com)

“...MMP and its partners are well positioned to help showcase Maryland’s incredible story of success, diversity, and opportunity.”

**Aaron Tomarchio**  
Chair,  
Maryland Marketing Partnership Board of Directors

