

OFFICE OF PERFORMANCE MANAGEMENT & OVERSIGHT

FISCAL 2013 ANNUAL REPORT GUIDANCE

The Office of Performance Management & Oversight (OPMO) measures the performance of all public and quasi-public entities engaged in economic development. All agencies are required to submit an Annual Report, which includes all of the following information and demonstrates progress made against the Annual Plan submitted for the same year.

Based on review of Performance to Plan, the Office of Performance Management and Oversight will annually re-evaluate the goals and measures established by the agencies. The Office will recommend changes to goals and measures as appropriate to align with the statewide economic development policy and plan.

The annual reports of each agency will be published on the official website of the Commonwealth, and be electronically submitted to the clerks of the Senate and House of Representatives, the Chairs of the House and Senate Committees on Ways and Means and the House and Senate Chairs of the Joint Committee on Economic Development and Emerging Technologies.

Filing Instructions:

The Fiscal Year 2013 report is due no later than **Friday, November 1, 2013**. An electronic copy of the report and attachments A & B should be e-mailed to Anne.Struthers@state.ma.us.

1) AGENCY INFORMATION

Agency Name	Commonwealth Marketing Office
Agency Head	Michael Quinlin
Title	Executive Director
Website	massitsallhere.com
Address	Transportation Building 10 Park Plaza, Suite 4510 Boston, MA 02116

2) MISSION STATEMENT

Please include the Mission Statement for your organization below.

Act as the central entity and coordinating organization for marketing initiatives on behalf of the Commonwealth in order to advance economic development

3) PERFORMANCE ON GOALS AND OBJECTIVES

Please provide details on the agency's progress and accomplishments for Fiscal Year 2013 as it relates to the Fiscal Year 2013 Plan submitted by your agency. This information should be included as **Attachment A and should include prior year perspective**. In addition to your Performance to Plan Report, Questions 5 through 10 provides guidance on the specific information required under Chapter 240 of the Acts of 2010.

4) ACCOUNTING

Please provide financial information for your agency. Below please give a summary of *Receipts and Expenditures* during the fiscal year, and include the *Assets and Liabilities* at the end of the fiscal year. Please include the most recent audited financial report for the agency as **Attachment B**.

	AMOUNT	
Receipts	\$0	
Expenditures	\$0	
Assets	\$0	
Liabilities	\$0	

5) INVESTMENTS OR GRANTS TO BUSINESSES OR INDIVIDUALS

Does your agency make **investments** and/or provide **grants** to businesses or individuals? Yes No

If **Yes**, please provide detailed information on investments and/or grants made during FY13 in the **Performance on Goals and Objectives** section of this report. Information should include the number, nature and amounts of investments made and grants awarded by your agency along with job, investment and/or other economic development impact. Please list the name(s) of the investment and/or grant programs offered by your agency in the space provided below:

[Please enter the investment or grant details here.]

6) DEBT OR EQUITY INVESTMENT DETAILS

Is your agency involved in **debt** or **equity investments** for businesses? Yes No

If **Yes**, please provide detailed information on debt and/or equity investments made during FY13 in the **Performance on Goals and Objectives** section of this report along with job, investment and/or other economic development impact. Please list the name(s) of the debit and/or equity investments programs offered by your agency in the space provided below:

No

7) LOAN DETAILS

Is your agency involved in **real estate loans, working capital loans, or any other type of loan or guarantee**? Yes No

If **Yes**, please provide detailed information on loan(s) and/or guarantee(s) made during FY13 in the **Performance on Goals and Objectives** section of this report along with job, investment and/or other economic development impact. Please list the types of loan(s) and/or guarantee(s) offered by your agency in the space provided below:

No

8) OTHER FORMS OF FINANCING OR FINANCIAL ASSISTANCE?

If your agency provides any other form of financing or financial assistance, please include FY13 details in the **Performance on Goals and Objectives** section of this report along with job, investment and/or other economic development impact. Please list the types of other forms of financing offered by your agency in the space provided below:

No

9) PATENTS OR PRODUCTS

Does your agency track **patents or products** resulting from agency-funded activities? Yes No

If **Yes**, please include details in the **Performance on Goals and Objectives** section of this report along with job, investment and/or other economic development impact. Please list the agency-funded activities of your agency that promote patent and product advancement in the space provided below:

No

10) TECHNICAL ASSISTANCE

If your agency provides technical assistance, please provide detailed information on technical assistance provided during FY13 in the **Performance on Goals and Objectives** section of this report along with job, investment, and/or other economic development impact. Please list the name(s) of the technical

assistance programs offered by your agency in the space provided below:

no

Please provide details on the agency's progress and accomplishments for Fiscal Year 2013 as it relates to the Fiscal Year 2013 Plan submitted by your agency. This information should be included as Attachment A and should include prior year perspective. In addition to your Performance to Plan Report, Questions 5 through 10 provides guidance on the specific information required under Chapter 240 of the Acts of 2010.

Attract to and retain talent in Massachusetts

CMO had an active intern page on its web site but this initiative was downgraded and phased out when the previous Executive Director departed in September 2012.

Assist MOBD in working with existing companies to locate call centers, sales, marketing, and other administrative functions to State

CMO worked with MOBD in creating and fine-tuning site selection material for presentation to site locators, focusing on western Massachusetts.

Market Massachusetts as a place to do business

CMO worked with MassEcon, MOBD and MOITI to identify Ambassador opportunities and to share information about new Ambassadors.

CMO worked with MOBD to create descriptions for 16 EDIP projects and prepared materials for upload to web site.

CMO updated massitsallhere web site and removed outdated materials, with plans to convert the web site to a blog.

CMO revived massitsallhere Twitter account to post across MMP agencies on daily basis in 2013.

Commonwealth Marketing Office (CMO)

Business Plan

FISCAL YEAR 2013

JANE CORR

EXECUTIVE DIRECTOR

Submitted for approval - MARCH 15, 2012

Mission:

The Commonwealth Marketing Office was established in the Economic Development legislation of 2010 as part of the Massachusetts Marketing Partnership (“MMP”), which also includes the Massachusetts Office of Travel and Tourism (“MOTT”) and the Massachusetts Office of International Trade and Investment (“MOITI”). Under the legislation, the mission of the MMP is to “coordinate marketing efforts on behalf of the commonwealth” and “act as the central entity and coordinating organization for marketing initiatives on behalf of the commonwealth... to advance the commonwealth’s interests and investments in travel and tourism, international trade and economic development. The CMO’s focus is on the promotion of Massachusetts in order to further economic development. Specifically, the CMO works with its sister agencies within the MMP, other state agencies and quasi-state agencies, and private organizations to promote Massachusetts as, a place to do business, a place to work and live, and an education destination.

Strategic Goals, Action Steps and Performance Measures

Goal	Action	Measurement
Support Innovation and Entrepreneurship	Attract to and retain talent in Massachusetts: 2.2.1 Increase by 20% annually over the next five years the number of internship placements made by multi school, multi-employer internship programs, building on the examples of programs run by the Greater Boston Chamber of Commerce, the Federal Reserve Bank of Boston, Mass Technology Leadership Council, the Massachusetts Marketing Partnership, the Massachusetts Clean Energy Center and the Massachusetts Life Sciences Center, as	% annual increase in # of programs # of programs beginning in 2011 and then going forward

	<p>well as newly proposed programs such as the Massachusetts Startup Fellows Program, The internship programs should, in particular, focus on facilitating the flow of young students into young companies to help them integrate into the local economy.</p> <p>Create and publicize opportunities to connect students to Massachusetts communities, resources and assets, professional networks</p> <p>Market Massachusetts as education destination –Pilot program in Southern California market (joint with MOTT)</p>	<p>Buildout of Mass It's All Here website as aggregator of opportunities</p> <p># of Facebook followers</p> <p># of Twitter followers</p> <p># of colleges/universities that direct students to Mass It's All Here website</p> <p># of programs in highschools connecting students to businesses/professions</p> <p>Increase in # of programs in high schools connecting students to businesses/professions</p> <p># of colleges participating</p> <p>% increase of student applications</p> <p>% increase of students from market attending MA colleges and universities participating in pilot</p> <p># of student applications</p>
--	---	---

	<p>2.4.4 Assist MOBD in working with existing companies to locate call centers, sales, marketing, and other administrative functions to State</p>	<p>from market</p> <p>Number of companies contacted; number of qualified prospects and number of successful expansions.</p>
<p>Increase Ease of Doing Business</p>	<p>Market Massachusetts as a place to do business</p> <ul style="list-style-type: none"> • 4.3.1 Increase by 20% annually over the next 5 years the number of private sector "ambassadors" • Assist MOITI with creation of Global Alumni Network to connect alumni of MA colleges/ universities who are located around the world to MA • Publicize to ambassadors and others information about doing business in Massachusetts to Ambassadors- highlights, recognitions, industry leadership <p>4.3.2 Assist MOTT, MOITI and other agencies with leveraging status as host of</p>	<p>Number of Ambassadors</p> <p>% increase in number of Ambassadors</p> <p>Increased % of utilization</p> <p># of MA Global Alumni joining</p> <p># of Global Alumni events</p> <p>Creation of website/social media site; # of followers/members</p> <p># of Twitter followers/# of tweets</p> <p># of meetings between</p>

	<p>international conferences to better connect and market key industry clusters</p> <p>4.3.3 Work with MOITI, Massport, and MOTT to increase the number of direct flights between Massachusetts and other global centers of activity for our key industry clusters</p> <p>4.3.4 Assist MOBD and MassEcon with development and distribution of marketing information showcasing "development ready" sites across State; showcase lower cost alternatives</p> <p>Develop new "business" page website for HED and mass.gov</p> <p>Further develop Mass It's All Here website and tie to HED website</p>	<p>MA businesses and conference attendees</p> <p># of direct flights</p> <p># of new proposals for direct flights</p> <p>Increase in # of direct flights</p> <p># of sites explored</p> <p># of successful placements</p> <p>Track and monitor website analytics and usage</p> <p>Track and monitor website analytics and usage</p> <p># of internship postings</p> <p># of employers using site</p>
--	--	--