

OFFICE OF PERFORMANCE MANAGEMENT & OVERSIGHT

FISCAL 2014 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 demonstrating progress against plan and include additional information as outlined in [Chapter 240 of the Acts of 2010](#).

The annual reports of each agency will be published on the Office of Performance Management [website](#), and will 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 2014 report is due no later than **Friday, October 3, 2014**. An electronic copy of the report and attachments A & B should be e-mailed to James.Poplasky@MassMail.State.MA.US

1) AGENCY INFORMATION

Agency Name Commonwealth Marketing Office

Agency Head Michael Quinlin

Title Executive Director

Website www.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 – part of the Massachusetts Marketing Partnership.

3) PERFORMANCE AGAINST PLAN REPORT

Please provide details on the progress and accomplishments for Fiscal Year 2014 as it relates to the Fiscal Year 2014 Plan submitted by your agency. Plans are posted on the OPMO [website](#) for easy reference. This information should be included as **Attachment A and should include prior year perspective.** In addition to your Performance to Plan Report, Questions 4 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	\$	N/A
Expenditures	\$	
Assets	\$	
Liabilities	\$	

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 FY14 in the **Performance Against Plan Report – Attachment A** 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:

4T

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 FY14 in the **Performance Against Plan Report – Attachment A** 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:

4T

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 FY14 in the **Performance Against Plan Report – Attachment A** 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:

4T

8) OTHER FORMS OF FINANCING OR FINANCIAL ASSISTANCE?

If your agency provides any other form of financing or financial assistance, please include FY14 details in the **Performance Against Plan Report – Attachment A** 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:

N/A

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 Against Plan Report – Attachment A** 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:

4T

10) TECHNICAL ASSISTANCE

If your agency provides technical assistance, please provide detailed information on technical assistance provided during FY14 in **the Performance Against Plan Report – Attachment A** 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:

N/A

11) MANAGEMENT TEAM

Please confirm that the senior management team listed on your website is accurate and report on any current

or pending vacancies and/or replacements.

Yes.

12) BOARD OF DIRECTORS

If applicable, please confirm that the board of director information on your website is accurate and provide information on any current or pending board vacancies.

Yes.

Attachment A

Marketing the Strengths of Doing Business in Massachusetts

Strategy: Enhance the Ambassador Initiative by implementing a communications outreach plan for existing and new ambassadors

MASSECON WELCOMES 18 COMPANIES TO MASSACHUSETTS

30 April, 2014 | Posted by [Susan Houston](#) | Categories: [Grow](#), [Innovate](#), [Work](#)



Performance Measurement: Increase # of Ambassadors by 20%/ Rollout program and communications plan / Number of events

In August, MassEcon supplied the Commonwealth Marketing Office (CMO) with its list of 33 Ambassadors from 24 companies it uses to pitch Massachusetts. Today the MassEcon number exceeds 40 ambassadors from 29 companies, a growth of 20%.

Strategy: Develop and distribute marketing information showcasing regional strengths across the Commonwealth.

CMO worked with the Massachusetts Office of Business Development (MOBD) to develop a printed and [digital brochure](#) that provides regional information. The [massitsallhere](#) blog has also developed regional elements to promote these assets.



Strategy: Leverage status as leading host of international conferences to market key industry clusters.

CMO has published blog posts and event details on key conferences, including MassChallenge, National Sciences Teachers Convention, MIT Sloan Bioinnovations Conference, MassEcon conference, Bio2014 Conferences in San Diego, IndieGames conference at MIT, Life Sciences Advanced Manufacturing Workshop, BioPharm America 2014, and Creative Economy conference.

In addition, CMO and MOTT created a “[Come Early, Stay Late](#)” campaign for the millions of conferences attendees visiting Massachusetts annually, encouraging them to stay extra time to enjoy Massachusetts’ tourist attractions and providing a warm welcome to support the convention industry.



Coordinate Marketing and Messaging

Strategy: Develop marketing plan for *Choosing to Compete in the 21st Century – the Commonwealth’s economic development plan.*

CMO worked closely with Executive Office of Housing and Economic Development (EOHED) to coordinate marketing and collateral materials for *Choosing to Compete* summit in March 2014.

CMO produced a 16-page booklet and an 8-page speakers biography guide for the Summit. This booklet was converted to a [digital format](#) and posted on the relevant state site.

Strategy: Launch revamped [massitsallhere.com](#) website as a marketing tool to support messaging across the EOHED.

The new blog, [MassItsAllHere.com](#), launched on January 17, 2014, and was presented to the Massachusetts Marketing Partnership on January 21, 2014.

From January to June, 2014, CMO posted 42 blog stories, or an average of seven per month, and enlisted four guest bloggers to contribute. CMO posted 60 + events that underscored the scope of conferences ranging from life sciences and innovation to tourism, creative economy, and academia.

CMO created an e-newsletter template to reach specific audiences via email. The e-newsletter is slated to go out twice a month.

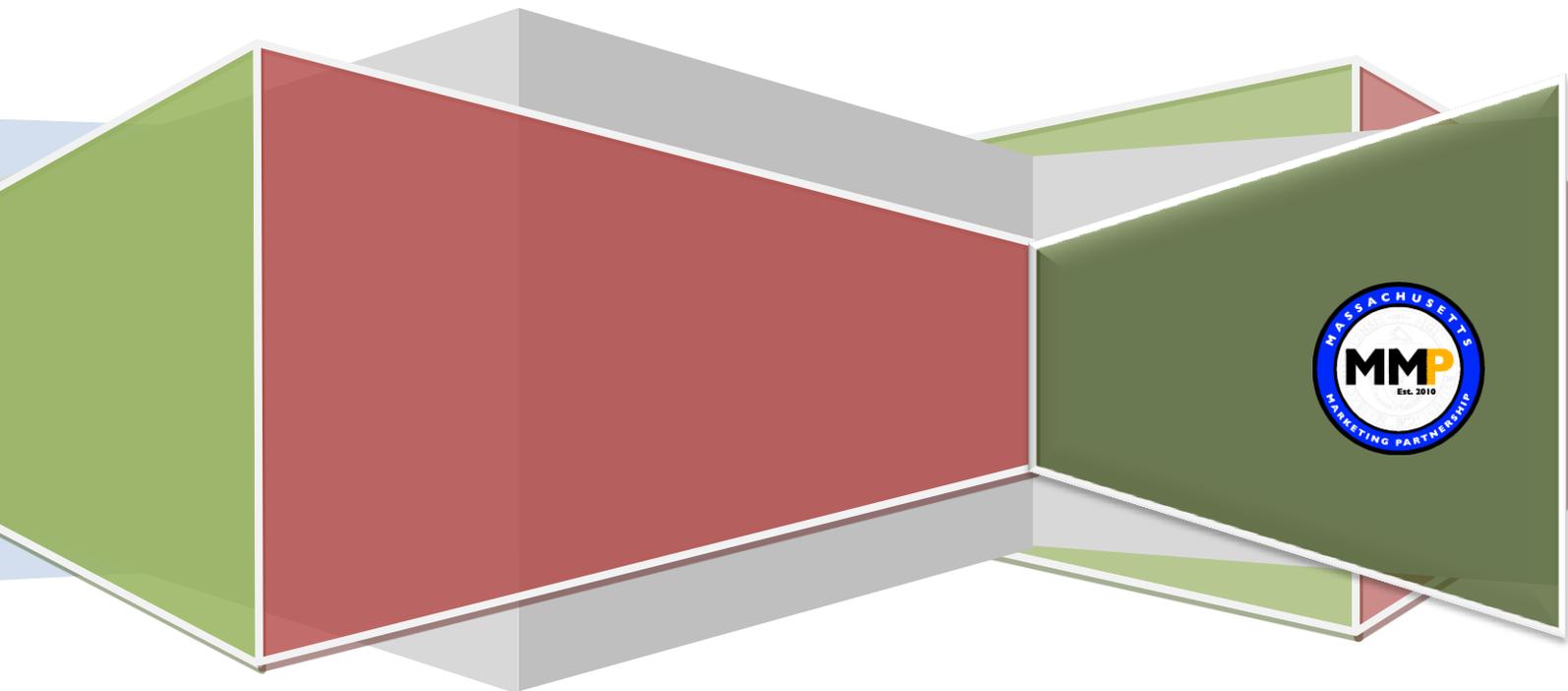
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Office of Performance Management & Oversight

Commonwealth Marketing Office

Fiscal 2014

Economic Development Business Plan



Commonwealth Marketing Office

Mission Statement Act as the central entity and coordinating organization for marketing initiatives on behalf of the Commonwealth in order to advance economic development – part of the Massachusetts Marketing Partnership.

Business Plan Summary – The following table summarizes objectives, programs, and initiatives planned for FY14 and performance measurements by which to evaluate progress.

Goals	Strategy	Performance Measurement
<p>Market the strengths of doing business in Massachusetts</p> <p><i>Aligns with Action Item 4.3.1 of the economic development plan</i></p>	Enhance the Ambassador initiative that promotes Massachusetts by implementing a communications outreach plan for existing and new ambassadors	<p>Increase number of Ambassadors by 20% or greater</p> <p>Rollout program and communications plan</p> <p>Number of events</p>
<p><i>Aligns with Action Item 4.3.4 of the economic development plan</i></p>	Develop and distribute marketing information showcasing regional strengths across the Commonwealth	Materials created
<p><i>Aligns with Action Item 4.3.2 of the economic development plan</i></p>	Leverage our status as a leading host of international scientific, medical and technical conferences to better connect and market our key industry clusters	Number of events connecting key clusters
<p>Coordinate Marketing and Messaging</p>	Develop marketing plan for the Commonwealth’s economic development plan in coordination with communication staff.	Development and execution of plan
	Launch revamped massitsallhere.com web site as a marketing tool to support messaging across the EOHEd.	Evaluate breadth and scope of EOHEd’s priorities covered in first twelve months.